

SECTION 1A - To be filled in by submitter of the Motion:

Report from	Cllr Bros Sabria and Cllr Delip
On behalf of	Market Development Working Group
Date	18 th April 2023
For Meeting of Council/Committee	Events and Markets Committee
Date of meeting	2 nd May 2023
Agenda item no.	06/23-24
Confidentiality	N/A
TITLE OF MOTION	Market logo competition
MOTION(S)	<p>1) To receive update from market development working group since last E&M meeting and report with recommendations.</p> <p>2) To approve timeline for launching, promoting and running a logo competition for the Northstowe market.</p> <p>3) To approve to organise a community event to gather input on the most preferred design out of three shortlisted entries, with the assistance of SCDC Community Development Officers.</p> <p>4) To nominate a panel of 3 Cllrs from Events and Markets Committee to shortlist three designs from entries received.</p> <p>5) To approve to recommend to Full Council to adopt the most preferred market logo.</p> <p>6) To approve to offer competition prize consisting of a hamper of goods and/or vouchers donated by Northstowe Town market traders and to nominate a Cllr from Events and Markets Committee to work with Town Clerk and/or Deputy Clerk look for donations and preparation of hamper.</p> <p>7) To approve costs of £50 to cover for promotion (posters) and refreshments on community event, which should come from budget heading 41 Marketing costs_Events and Markets.</p> <p>8) To task the Market development Working group with the preparation of promotion material and promotion activities (e.g. social media), as well as with the placing of collection boxes and collecting of entries, in close cooperation with community development officers.</p> <p>9) To approve the proposed Terms and Conditions for logo competition.</p>
Background	<p>1) On 21st March the Events and Market Committee approved an amended business plan with a marketing plan section, including use of logo for promotion market (96/22-23). This business plan was also approved on 28th march by Full Council (item 266/22-23) and the Events and Markets Committee, through the Market Development Working Group, was tasked to take necessary steps for its implementation working with the Town Clerk.</p> <p>2) The Committee also approved in 21st March the social media strategy with a focus on logo development only (90/22-23) and tasked the market development working group, working closely with Community Development Officers to bring back a more detailed motion focusing on the logo development to the next committee meeting.</p> <p>3) On 30th March, Cllr Delip and Cllr Bros Sabria met with Community Development Officer CDO Michele Eidevik-Skinner to outline the main steps, timeline and conditions of the competition.</p>
Issues/items for consideration by the Council	1) Timeline -

	<ul style="list-style-type: none"> • 1 May – liaise and book space with Northstowe News (quarter of page with an image) [Market Development WG/Community Development officers/ Town Clerk] • 2 May – discuss and approval of timeline, associated costs, conditions, and decision-making process at Events and Markets Committee [E&M Committee] • 3 May - confirm with Northstowe News [Town Clerk] • 5 May - email schools for collection boxes (NSC and Pathfinder), advertise launch date in school newsletters and on NTC and Northstowe Community social media [Market Development WG/Community Development Officers] • 11 May – Thursday evening launch at Community Lounge Room • End May/Beg June - Northstowe News issue comes out in households with information • 19 June – deadline (this gives two weeks after the half term holiday and after Northstowe news issue) • Week commencing 19 June - Nominated 3 Councillors shortlist 3 designs as possible winners • Week commencing 19 June - Shortlisted designs to be presented and most preferred designed to be voted by the community at an event in Community Lounge Room [Market Development WG/Community Development Officers] • 27th June Full Council (TBC) – Approval of design for market logo • Northstowe piece announcing logo winner (quarter of page with image) [[Market Development WG/Community Development Officers/Town Clerk] • Week commencing 10 July - Announcement of winner/final design and prize [Town Clerk/Community Development Officers] <p>2) To encourage participation and increase motivation, it is proposed to offer a prize consisting of a hamper of goods or vouchers donated by market traders. Communication and liaison with traders and collection of goods and/or vouchers should be led by a nominated Cllr from Events and Markets Committee working closely with the Town Clerk and/or Deputy Clerk.</p> <p>3) Refreshments and posters for promotion of the competition and competition event will incur costs. A basic estimate of £50 to cover for these is proposed. Costs are to come from heading 41 Marketing costs_Events and Markets. The preparation of promotion material and promotion activities (e.g. social media) should be carried out by the market development working group in close cooperation with community development officers.</p> <p>4) Basic terms and conditions for the competition have been drawn up based on discussions held during Events and Markets Committee meeting and with Community Development Officer. They are enclosed in the Appendice.</p>
<p>Recommendations</p>	<p>1) To receive update from market development working group since last E&M meeting and report with recommendations.</p> <p>2) To approve timeline for launching, promoting and running a logo competition for the Northstowe market.</p> <p>3) To approve to organise a community event to gather input on the most preferred design out of three shortlisted entries, with the assistance of SCDC Community Development Officers.</p> <p>4) To nominate a panel of 3 Cllrs from Events and Markets Committee to shortlist three designs from entries received.</p>

	<p>5) To approve to recommend to Full Council to adopt the most preferred market logo.</p> <p>6) To approve to offer competition prize consisting of a hamper of goods and/or vouchers donated by Northstowe Town market traders and to nominate a Cllr from Events and Markets Committee to work with Town Clerk and/or Deputy Clerk look for donations and preparation of hamper.</p> <p>7) To approve costs of £50 to cover for promotion (posters) and refreshments on community event, which should come from budget heading 41 Marketing costs_Events and Markets.</p> <p>8) To task the Market development Working group with the preparation of promotion material and promotion activities (e.g. social media), as well as with the placing of collection boxes and collecting of entries, in close cooperation with community development officers.</p> <p>9) To approve the proposed Terms and Conditions for logo competition. (seen in Apendice)</p>
Appendices	<p>LOGO COMPETITION TERMS AND CONDITIONS</p> <ul style="list-style-type: none"> • The competition will be advertised as a community competition. It is aimed at Northstowe residents, but it is also open to people with strong links with Northstowe (e.g. who study or work, or are members of community groups in Northstowe). • The logo should include “Northstowe market” and reflect key features of market and of the town. Logo is to be used to promote Northstowe market in website, social media, as well as physical promotional material (printed posters, banners, tote bags). • Submissions for the logo could be hand drawn (to deposit in collection boxes in designated areas) or electronic to markets@northstowetowncouncil.gov.uk. • Northstowe Town Council reserves the right to use and edit the design. The final logo may be use in full, in part, and may combine one or more drawings/designs or parts of them. Copyright belongs to Northstowe Town council. • In the absence of Northstowe Town Council branding, there is no guidance on colour palette or fonts. Nevertheless, Northstowe Town Council wants to present itself independent from the developers and thus, it is recommended that contestants refrain from using the colour palette from Northstowe Developers (Northstowe.com).
Documents:	-

SECTION 1B - To be filled in by submitter of the Motion:

Input needed from Clerk?	<p>Yes - Wording on motion items.</p> <p>Clerk has provided input into previous versions of this motion paper.</p>
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PLEASE NOTE: Agenda item requests: in order to be considered for inclusion on the agenda, motions with all associated papers *must* be received by the Clerk in a final format at least 7 clear daysⁱ before the meeting at which you would like your item to be considered – if any input is required from the Clerk please provide sufficient additional time for the Clerk to schedule in for any feedback and/or additional research that may be required.

SECTION 2 - To be filled in by the Clerk:

Meets/links with Council objectives:	Market development for the community	√
Staffing Implications: ⁱⁱ	YES – as described above, at multiple stages of the process	√
Volunteer need implications:	YES – Cllr. volunteers needed to manage, as described above, at multiple stages of the process	√
Equalities & Human Rights ⁱⁱⁱ	There are no equalities and human rights issues Details, where relevant: N/A	√
Crime and Disorder ^{iv}	Crime and disorder have been considered Details, where relevant: N/A	√
Biodiversity ^v	There are no (negative) bio-diversity implications Details, where relevant: N/A	√
Sustainability	Is in line with the Council's Plastic-Free Pledge – N/A	√
Financial ^{vi}	There are no financial implications at this stage – N/A	√
	There will be financial implications; Details: YES – as described above	√
	There is provision within the budget Budget heading & details: YES – as described above	√
	Decisions may give rise to additional expenditure; Details: YES – once logo is agreed on, likely further costs for creating promotional materials with logo.	√
	Decisions may have potential for income generation; Details: N/A	√
Other Resource implications (besides finance):	Details: N/A	√
Health and Safety implications ^{vii}	Details: YES – mainly for event planned on 19 th June	√
Legal	Power under which the spend can be actioned: ^{viii} Local Government Act 1972, s. 144	√
	GDPR - Data Privacy Impact Assessment: ^{ix} Details, where relevant: YES – competition contestants' data needs to be very carefully handled in line with GDPR.	√
	Other considerations:	√
Risk Management	Material risks ^x exist and these are considered and being assessed: Details: YES - Logos carry an inherent risk around public perception and reputational risk – if logo is to reflect Council's values then decision on logo is to be carried out carefully by the Council.	√
Other Considerations:	YES: Northstowe News: deadline for copy is normally by 1 st May, which falls before this item appears for the committee meeting.	√

ⁱ Northstowe Town Council's [Standing Order 9 b,d](#).

ⁱⁱ The Council has a legal duty to ensure it looks after employees' health and wellbeing (the Health and Safety at Work etc act 1974).

ⁱⁱⁱ The key legislation regarding unlawful discrimination is the Equality Act 2010, which amongst other requires the Council to monitor for compliance with the Equality Duty.

^{iv} The Council has a legal duty to act with due regards to crime and disorder in the area (Crime and Disorder Act 1998, s17).

^v The Council has a legal duty to have regard to conserving biodiversity (Natural Environment and Rural Communities Act 2006, s40).

^{vi} It is the RFO's duty to manage financial risks on behalf of the Council, as described in the Local Audit and Accountability Act 2014 and Accounts and Audit Regulations 2015, reg 4.

^{vii} See also Town Council's [Health and Safety Policy](#).

^{viii} See here for an [Overview of relevant discretionary powers](#) beyond the General Power of Competence.

^{ix} See also the Town Council's [Data Protection Policy](#).

^x See Town Council's [Risk Management Plan](#).