

Northstowe Town Council

Report by: Market Development Working Group (Events & Markets Committee)

Date: 18TH JULY 2022

Report for: Full Council

Meeting date: 27th July 2022

Report for agenda item: 103/22-23 Subscription to National Association of British Market Association (NABMA)

- 1) To receive report from the working group on progress on the pilot market development, membership of NABMA and its associated benefits.
- 2) To approve an annual membership of the National Association of British Market Associations (NABMA) at 384£/year or at a discounted rate.
- 3) To task the Town Clerk to file a formal request and conduct subsequent discussions on fee reductions.

Background information

- 1) A community survey showed overwhelming support for the Town Council to establish a market. The Town Council has shown public commitment to set up a pilot market in 2022 to respond to the community's needs.
- 2) The Finance & Governance Committee approved on its meeting of 15th March (68/21-22 Market Business Plan to secure SCDC funding) updated business plan consisting of revised outline on how the funding made available to the Town Council by SCDC for the set-up of a regular market in Northstowe is to be used. An overview of steps the Council intends to take to set up the market has been included as part of the outline. The indicative timeline foresaw a pilot market starting in Summer 2022. The outline of costs approved includes an *indicative* amount of £370 reserved for membership of a market operators authority (Note: cost was based on 2021-2022 fees, then at £369/year, but this has now been increased to £384/year).
- 3) The budget for 2022-2023 financial year, as approved in the 15h December Full Council Meeting (item 154/21-22) includes heading "Annual subscriptions" (code 13). Accompanying notes list NABMA amongst memberships the Town Council may consider subscribing to.
- 4) Largely based on the community survey replies and of research findings the Market Development Working group is preparing a proposal for operation of the pilot market and a site map. The working group has been working closely with South Cambridgeshire District Council Business Development Team (markets) for the development, but **further advice and assistance on legal, financial, logistical, and human resources matters is now needed for the finalisation of business and operational plan of the market.**
- 5) At the Full Council meeting of 25th May, item 56/22-23 ANNUAL SUBSCRIPTION NABMA, was deferred back to the Events and Markets (E&M) Committee *with the intent for the Committee's Working Group to first obtain*

further information about cost options and what they (i.e. NABMA) can offer for Northstowe's situation more specifically (see minutes).

- 6) The working group has brought together information and requested updated quotes from NABMA to respond to these comments, which are included below.
- 7) At the Events and Markets Committee meeting of 5th July, the Committee found that updated information was satisfactory and approved to recommend Full Council to approve membership with NABMA for 2022-2023.

Issues for consideration

- 1) Following previous exchange with NABMA where initial assistance was already provided on next steps at no cost (see att, the working group contacted NABMA again in November when additional general advice on how to go about setting up a market in a new town was provided. The working group contacted NABMA again in June to enquire about updated quotes and possibilities of reduced fees as well as to clarify benefits and services offered.

Membership fee:

- For town and parish council, **the current annual membership fee is £384/year** as per information displayed in website.
- NABMA does not offer any free memberships and considers that fees for town/parish councils is very inexpensive considering the services needed.
- **Once the town Clerk has made a formal request for membership, demonstrating the corporate wish of the Council, NABMA will be happy to further discuss fees and benefits.**

Membership benefits and services offered that are highly relevant for the set up of a new market, include:

- legal advice on all aspects of market law and market rights;
- exclusive website content including **templates** (job descriptions, Terms of reference, legal procedures);
- networking and sharing experiences with other market operators; and
- discount in training for market officers.

More importantly, members are also able to submit requests for **market support sessions on ad hoc basis directly to advisers at no additional cost, which would be extremely valuable and tailored to Northstowe Town Council pilot market needs.**

2) The preparation of pilot market has advanced substantially. However, the working group **cannot realistically make further progress without external assistance from experts.** Neither the Town Councillors nor officers at SCDC who are supporting the working group hold the necessary expertise nor time resources. These areas are mainly:

- Identify staffing/resources required for the set up and management of market, and gather comprehensive information on the different options of covering these for the Council to consider the preferred route.
- Drawing up job description for market manager role
- Drawing up terms of reference of market for traders
- Permissions and legalities required
- Proposal for operation of market and location of stalls

NABMA would provide a single point of contact for all of these helping to **speed tracking and delivery of a pilot market for Northstowe and ensuring its viability.**

*Thus, considering the above points, **the Council will benefit significantly from starting membership National Association of British Market Associations (NABMA) as soon as possible, as it provides a single point of contact and reference for support and advice.***

Proposal

To approve annual membership of the National Association of British Market Associations (NABMA) for Town and Parish Councils and to task the Town Clerk to file a formal request and conduct subsequent discussions.