

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

<b>Report from</b>	Town Clerk
<b>On behalf of</b>	Market Manager
<b>Date</b>	19 <sup>th</sup> September 2024
<b>For Meeting of Council/Committee</b>	Full Council
<b>Date of meeting</b>	24 <sup>th</sup> September 2024
<b>Agenda item no.</b>	<b>108/24-25</b>
<b>Confidentiality</b>	N/A
<b>TITLE OF MOTION</b>	<b>NORTHSTOWE MARKET - DELIVERY MODEL CHANGES</b>
<b>MOTION(S)</b>	<p><i>Further to <u>Full Council meeting 28<sup>th</sup> May 2024, item 43/24-25 (2)</u>:</i></p> <ol style="list-style-type: none"> <li>1) To receive an overview of changes proposed to the delivery model for the monthly market (spreadsheet with motion paper <u>attached</u>).</li> <li>2) To approve the changes as proposed.</li> </ol> <p><i>NB: the Town Council's Market Manager is intending to be present at the meeting to answer any further questions.</i></p>
<b>Background</b>	<p>The market delivery model has been altered since a decision to this was made at the Full Council meeting in May 2024. See minutes of <u>Full Council meeting 28<sup>th</sup> May 2024, item 43/24-25 (2)</u> for further details.</p> <p>Since then, a new Market Manager has been attracted, who started work with the Town Council on 15<sup>th</sup> August 2024.</p> <p>They have considered the current market delivery model and wishes to change various key items to counter ongoing issues that have been experienced as a result of the current model and to ensure this can become a viable, sustainable market.</p>
<b>Issues/items for consideration by the Council</b>	<p>The various changes being proposed are set out in detail in <u>attached spreadsheet</u> (please note the relevant notes within in the spreadsheet).</p> <p>In summary, the following changes are being proposed:</p> <ol style="list-style-type: none"> <li><b>1. Change the monthly market from the 4<sup>th</sup> to the 1<sup>st</sup> Sunday of the month</b> <ul style="list-style-type: none"> <li>➤ Likely to result in better customer attendance in months of July and December, as outside of start of school holidays and outside of pre-Christmas period);</li> <li>➤ Prevents clash with Midsummer Festival in June;</li> <li>➤ Avoids half-term school holidays and bank holiday weekends (e.g. late May) when it is difficult to attract traders and customers as many other events are happening.</li> <li>➤ Aligns better with people's pay dates.</li> </ul> <p>NB: scheduled market for 27/10 will be changed to 03/11, and then monthly thereafter.</p> <p>NB 2: All existing and new traders have been asked what the impact would be – generally positive impact; as a result of changing the date in the month some traders will also be able to return to Northstowe.</p> </li> <li><b>2. Remove the January and August markets.</b> <ul style="list-style-type: none"> <li>➤ January, following expensive period for many (and often cold period); and August clash with summer holidays – experience this year (and last) was that very few customers came those months, especially in August and most traders let us down at the last minute as well (and many traders are themselves also on holiday in both January and in August).</li> </ul> </li> <li><b>3. Change to a pre-payment system</b></li> </ol>

	<ul style="list-style-type: none"> <li>➤ This should have a dramatic, positive effect on the number of traders who let us down within the last few days before the market (or no-shows);</li> <li>➤ Also reducing financial administration and time lost chasing non-payment of invoices.</li> </ul> <p>NB: Terms and Conditions for traders to be adapted accordingly.</p> <p><b>4. Introduce a 20% discount for 3 months upfront payment</b></p> <ul style="list-style-type: none"> <li>➤ Encourage traders to pay in 3-month blocks in advance – provide a 20% discount if they do so.</li> <li>➤ Option to pay one month at a time will remain, but at normal fees, as per current ones.</li> </ul> <p><b>5. Hold a ‘Relaunch’ event for the market</b></p> <ul style="list-style-type: none"> <li>➤ To do this at the first new market on the 1<sup>st</sup> Sunday of the month, on 3<sup>rd</sup> November 2024.</li> <li>➤ <b>Offer all traders a space for free at the 3<sup>rd</sup> Nov. market</b>, provided they can give an item for customer prizes (prize draw/hamper).</li> <li>➤ Many traders are holding back coming (back) to Northstowe until they are sure they would make sufficient income; this incentive can help overcome the traders’ hesitation and alter the current negative Northstowe market reputation.</li> </ul> <p><b>6. Increase marketing</b></p> <ul style="list-style-type: none"> <li>➤ Marketing campaign to go ahead of this: leaflets, x2,000 printed - £300+VAT for printing + delivery across Northstowe (new leaflet proposal – <a href="#">see attachment</a>)</li> <li>➤ Increase social media spread – across existing platforms (Facebook/ X) and introduce new account on Instagram (as many traders use that platform and they are keen to help promote ).</li> <li>➤ Signs and banners to be created and placed near market area. Costs of materials expected: circa £500. Potentially additional need for CCC-enforced training needs (- costs between £200 and £500) to allow for placement of signs.</li> </ul> <p><b>7. Change to wind speed restrictions</b></p> <ul style="list-style-type: none"> <li>➤ Align with elsewhere and reduce maximum wind speed allowed for trading to 25 mph.</li> </ul> <p>NB: Terms and Conditions for traders to be adapted accordingly.</p>
<b>Recommendations</b>	<p>For the Town Council;</p> <ol style="list-style-type: none"> <li>1) To receive an overview of changes proposed to the delivery model for the monthly market (spreadsheet with motion paper <a href="#">attached</a>). <ul style="list-style-type: none"> <li>➤ To consider the changes proposed, as outlined above and in more detail in attached spreadsheet.</li> </ul> </li> <li>2) To approve the changes as proposed. <ul style="list-style-type: none"> <li>➤ To approve those changes and for the Market Manager to lead on the implementation of those changes.</li> </ul> </li> </ol>
<b>Appendices</b>	N/A
<b>Documents:</b>	<ul style="list-style-type: none"> <li>- Spreadsheet with proposed changes and their justification</li> <li>- New leaflet proposal</li> </ul>

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

<b>Input needed from Clerk?</b>	N/A – Clerk has been involved in discussions towards this motion from day one when the Market Manager started in their position.
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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 days<sup>i</sup> 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:	Effective Services Delivery	√
Staffing Implications: <sup>ii</sup>	<b>YES</b> – following initial input to change invoicing system, this should be followed by reduced input needed for finances. All changes proposed will help ensure the Market Manager can do their job to their best ability.	←
Volunteer need implications:	N/A	
Equalities & Human Rights <sup>iii</sup>	There are no equalities and human rights issues Details, where relevant: N/A	
Crime and Disorder <sup>iv</sup>	Crime and disorder have been considered Details, where relevant: N/A	
Biodiversity <sup>v</sup>	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 <sup>vi</sup>	There are no financial implications at this stage: N/A	
	There will be financial implications; Details: <b>YES</b> – as per above proposals for leaflets creation and distribution; banners and signs; sign training	←
	There is provision within the budget Budget heading & details: YES – there is currently sufficient budget in the budget heading 'marketing costs Events and Markets' (£1,300, unused to date) as well as £4,040.65 left in the budget heading 'Market Management'.	←
	Decisions may give rise to additional expenditure; Details: Unlikely	
	Decisions may have potential for income generation; Details: <b>YES</b> : the market is currently underperforming. By implementing all changes as proposed it is likely that many more traders can be attracted and therefore income can be increased.	←
Other Resource implications (besides finance):	Details: N/A	
Health and Safety implications <sup>vii</sup>	Details: N/A	
Legal	Power under which the spend can be actioned: <sup>viii</sup> General Power of Competence	√
	GDPR - Data Privacy Impact Assessment: <sup>ix</sup> Details, where relevant: N/A	
	Other considerations: N/A	
Risk Management	Material risks <sup>x</sup> exist and these are considered and being assessed: Details: N/A	
Other Considerations:	N/A	

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

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

<sup>iii</sup> 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.

<sup>iv</sup> The Council has a legal duty to act with due regards to crime and disorder in the area (Crime and Disorder Act 1998, s17).

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

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<sup>vi</sup> 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.

<sup>vii</sup> See also Town Council's [Health and Safety Policy](#).

<sup>viii</sup> See here for an [Overview of relevant discretionary powers](#) beyond the General Power of Competence.

<sup>ix</sup> See also the Town Council's [Data Protection Policy](#).

<sup>x</sup> See Town Council's [Risk Management Plan](#).