

Northstowe Town Council

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

Date: 23 February 2022

Report for: Northstowe Town Council

Meeting date: 23rd February 2022

Report for agenda item: 198/21-22 Market Business Plan to secure SCDC funding

- 1) To receive a brief outline from the Market Development Working Group on how it recommends that funding made available to the Town Council by SCDC for the set-up of a regular market in Northstowe is to be used
- 2) To review outline
- 3) To approve the development of an expanded business plan by the Market Development Working Group based on this outline and present to the Council (Extraordinary committee meeting of the Events and Markets Committee or Finance and Governance Committee)

Background information

1) Based on the recently approved Terms of Reference of the Events and Markets Committees, at the Full Council meeting of 19th January, item 178/21-22:

- the Committee is delegated to make decisions regarding the set-up and review contracts relating to events and markets, and report findings to the Town Clerk to establish legalities;
- overall purpose of this committee is to agree and oversee a programme of regular and one-off Civic and Community events organised or supported by Northstowe Town Council, and agree and oversee the development and subsequent management of local market(s); and
- the Committee has a specific power to develop policy for the operations of the local market(s) (for example: time, frequency and location of market) and review as needed to accommodate changing needs.

2) Following discussion and resolutions from agenda item 13/21-22 of the Events and Markets Committee held 15th September 2021, a Working Group on Market Development was convened to work towards piloting a market in Northstowe early in 2022.

3) On 26th January 2022, South Cambridge District Council informed the Town Council, via the Town Clerk, that SCDC had placed an application into the CPCA Enterprise Zones Funding Programme and **had secured £ 8,000 for Northstowe Town Council to help set up a regular market within the town.**

- The funding will be received SCDC, which it can hold until the Town Council is ready to make purchases and expenses.

- SCDC requires a simple business plan outlining the items on which the Town Council intends to spend the funding and estimated costs by the 16th of March.

4) On the Events and Markets Committee meeting of the 1st of February, agenda item 59/21-22, point 3), the Committee resolved unanimously to task the Market Development Working Group to develop a Business Plan and to work with the relevant SCDC Officers, and to present it to the Council for approval, to secure the funds to kickstart a market. **This is due to the tight timelines such that date of the next event and markets committee meeting do not allow for a resolution before deadline to secure funding – except an extraordinary meeting is called.**

5) The Finance & Governance Committee has the delegated power to consider applications for grants and to approve any such grants, as well as to manage any external funding receipts including s106/Community Infrastructure, as per its Terms of Reference.

Issue for consideration

The Town Council has expressed the will to work towards developing a market, as captured in the ToR of the Events and Markets Committees and the setup of a Working Group on Market Development within this Committee.

The Market Development Working Group has been undertaking research and gathering information (e.g. from other markets, discussions with SCDC officers and relevant organisations) and discussing what issues to consider to setup a market.

Based on these findings the **Working Group has identified main key areas which would incur costs.** This list and indicative costs (attached below) are to be **further developed into a business plan**, before submitting to SCDC, with **further details and research on estimated costs, and intended date of spend.** A brief description of the steps the Council intends to take to set up the market and indicative timeline should also be included.

A **guarantee** has been given by SCDC that there will be **no need to rush in spending the funds**, with the **specific use of funding being something that can be decided on through ongoing discussion and working together between the relevant SCDC Officers and the Town Council.** However, **it is important to reach the deadline set by SCDC to provide them with an outline Business Plan (16th March), for SCDC then being able to secure the funds from CPCA on the Town Councils' behalf.**

Proposal

The Working Group recommends that the Council tasks the Market Development Working Group to develop a Business Plan and to work with the relevant SCDC Officers, and to present it to the Finance and Governance Committee for approval, to secure the funds to kickstart a market.

Annex

Indicative list of items for which associated costs could be potentially fully or partially covered with the funding available have been identified:

Item		Comments
Gazebos purchase	4000	Purchase of limited number of strong gazebos to allow for outdoor market with traders that do not have their own infrastructure (e.g. new/start-up businesses)
Storage	585	Hiring of storage facilities for gazebos until community facilities that the Town Council can use have been secured.
Public Liability Insurance	400	As market operator, the Town Council would need to take out public liability insurance.
Building contents/structure insurance	150	If any market events or part of it were to be held indoors, insurance on building structure and contents would be required.
Membership to Consultation Institute	295	Recommended by SCDC for the Town Council to further engage with community on continuous feedback for the market, but also for other consultations the Council may wish to engage (for other matters).
Membership to market operators/authorities association	210	The Town Council would be the market authority for the regular market. In order to run specific types of markets it may be necessary to join certain bodies (e.g. farmers markets, market authority association). Funding to be complemented by other grants or provided by council as needed
Advertising/promotion costs	150	Costs associated with the promotion of the market within the town and surrounding area (e.g. branding, printing, promotional material such as banners, leaflets)
Toilet facilities purchase/hire	1760	Toilet facilities to be provided in the days/hours where market is operating.
Waste disposal facilities hire and cleaning arrangements	250	Cleaning and waste disposal facilities to be put in place on/after market is operating.
Training on market operation/management	200	Partial contribution For council staff (Clerk/assistant clerk) to ensure the smooth running and success of the local market. Cost is up to £1000. Additional funding to be covered by other grant or provided by council as needed.
Total	£8000	