

**Northstowe Town Council**

*Report by: Market Development Working Group (Events & Markets Committee)*  
*Date: 23 February 2022*

**Report for: Northstowe Town Council**  
**Meeting date: 23<sup>rd</sup> February 2022**

**Report for agenda item: 199/21-22      Market Community Survey printing and distribution**

- 1) To receive report from the Working Groups on options for the Town Council to order the printing and distribution of a community engagement survey on pilot market.
- 2) To discuss the report findings, to;
  - a) agree to print and distribute community engagement survey to all households, and to pay for the associated costs;
  - b) decide which company it wants to order the printing of the community engagement survey;
  - c) decide which company it wants to entrust the distribution of the community survey to all Northstowe households;
  - d) agree to pay the costs for printing and delivery out of the Council's budget heading 'Newsletters and Publications', or a different cost code as seen fit by the RFO.

## **Background information**

1) As per the latest approved Terms of Reference of the Events and Markets Committees, approved in Full Council meeting of 19<sup>th</sup> 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;
- its 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. In that meeting, it was suggested to hold a survey with residents to understand better what they would like to see in a market.

On the Events and Markets Committee meeting of the 1st of February, agenda item 60/21-22 the Committee approved an action plan for carrying out a community engagement survey towards piloting market in Northstowe. The approved action plan, including is attached as APPENDIX A.

The aim of the survey is to gather the community general appetite for a market, and information on preferences mainly in relation to: types of products in the market; frequency, day(s) of week and timing of the market; location of the market and side facilities. The results of the survey will guide the Town Council, working via the Events & Markets Committee, to pilot a market that is appropriate for Northstowe residents with the view to establishing a regular market. Additionally, the survey should also generate interest and community discussion around a local regular market.

A number of quotes for these costs have been obtained – details are provided below.

## **Issue for consideration**

In the Northstowe Town Council's budget for the financial year 2021-22 no budget has been allocated for the printing and distributing of surveys, but the Council has an - as yet untouched - budget heading 'Newsletters and Publications' within its cost centre 'Communications and PR' from which this could be financed.

It would be good for the Town Council to engage with the community regarding its intent to set up a regular market and thus guiding the Council in the development of a pilot market, and to do so by distributing a survey in a non-paper form, in addition to the digital form, in order to increase participation and gather input from as many residents as possible and

from different backgrounds. Ideally, the survey should be alongside the bi-monthly magazine Northstowe News.

The survey will formally close on 27<sup>th</sup> March (28<sup>th</sup> March pre-election period starts).

### **Proposal**

This report provides a summary of the information obtained, with a proposal for the next steps in ordering the printing and distribution of a paper survey to all households in Northstowe.

- 3 quotes have been obtained for printing the survey in A4, double sided printed, black & white (1,200 copies). Different delivery options have been considered.

***The Working Group recommends option 1 (black and white) - local company that offers short turn out for collection.***

- 3 quotes have been obtained for the distribution of the survey along all households in Northstowe (1200 copies).

***The Working Group recommends option 1 – CB leaflets, a local company that already distributes Northstowe News to all households and thus has knowledge of the area.***

The cost and key details are summarised in the table below:

### **Survey printing**

Costs for printing: 1,200 Copies, A4, double sided printed, uncoated, 100 gsm

Company	Cost for printing	Additional options	Comments
1	£107+ VAT (colour, recycled paper) £70 + VAT (B&W, recycled paper)	Collection from Histon. 3-4 days' notice required. Local company, flexible and very responsive.	Company: Print-Out Based in Histon (local)
2	£119.12 + £00.00VAT Saver (1 week +) £ 125.46 + £00.00VAT Standard delivery (1 week) £ 134.34 + £00.00VAT Express delivery (5-6 days)  (colour)	No option for recycled or environmentally friendly materials  No option for black &white printing	Company: Flexpress Based in Leicester

3	£88.13 +VAT (1,250 Copies, recycled paper 110gsm, colour)	Standard delivery 3 working days approx. Environmental standards	Company: Solopress Based on: Southend-on-Sea <a href="https://www.solopress.com">https://www.solopress.com</a>
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### Survey distribution

Company	Costs for distribution	Additional options	Comments
1	£65 (no extra VAT)	(Notice required to be confirmed)	Company: CB leaflets Based in Cambridge Company distributing Northstowe News Magazine
2	£144	2 weeks' notice 1 week for actual distribution	Company: Dor-2-Dor National – Franchise based in Cambridge
3	Minimum price £200	By postcode 3 weeks' notice	Company: Royal Mail

**APPENDIX A: Survey Action Plan – this version was finalised on 07<sup>th</sup> February 2022, by the Clerk, following changes made as a result of discussions/input and decisions/resolution at the 1<sup>st</sup> February NTC Events and Markets Committee meeting.**

**Report by Events and Markets – Market Development Working Group**

**Report for:** Events and Markets Committee

**Meeting date:** 1<sup>st</sup> February 2022

**Report for agenda item:**

**60/21-22 ACTION PLAN: COMMUNITY ENGAGEMENT SURVEY FOR MARKET PILOT**

- 1) To receive a report from the Committee's Market Development Group containing a recommended action plan for implementing a community engagement survey in relation to the establishing a pilot market in Northstowe
- 2) To discuss the recommended action plan.
- 3) To approve the recommended action plan for carrying out a community engagement survey towards piloting market in Northstowe
- 4) For Councillors to come forward to assist in taking this action plan forward especially in relation to non-digital aspects of the survey

**Background information:**

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. In that meeting, it was suggested to hold a survey with residents to understand better what they would like to see in a market.

**Issue for consideration:**

The Working group recommends the following Action plan for a community engagement survey towards piloting a market in Northstowe.

The aim, characteristics, timeline dissemination (online and in person) and list of questions are provided below.

**Aim:** gather the community general appetite for a market, and information on preferences mainly in relation to:

- Types of products in the market
- Frequency, day(s) of week and timing of the market
- Location of the market and side facilities

The results of the survey will guide the Town Council, working via the Events & Markets Committee, to pilot a market that is appropriate for Northstowe residents with the view to establishing a regular market.

### Characteristics:

- Maximum 10 questions to avoid fatigue and increase response. See questions on page 6 of this report.
- Survey to be carried out in a mixture of digital and non-digital form:
  - Digital:
    - SCDC offers to manage survey using MS Forms on behalf of the Committee. This is because NTC Cllrs and Town Clerk do not have access to the MS 365 suite. All edits to survey texts will be implemented by SCDC Officers as requested.
  - Non-digital (i.e. paper):
    - Text in non-digital survey is identical to text in digital survey. The need for this is to allow for residents who prefer this option to participate.
    - To be distributed as a leaflet drop, potentially alongside Northstowe News March/April issue (1200 copies). Printing and distribution budget to be prepared by WG and presented to the council for approval.
    - Multiple collection points across Northstowe.
    - Cllrs to volunteer to input replies received in paper form.
- Survey validity.
  - Committee to receive guidance from SCDC on procedures and number of replies (as a proportion of town population) for survey to be considered valid and representative of the Town's wishes with respect to markets.
  - If not enough replies have been received by 28<sup>th</sup> March, the Committee may put a recommendation for new Council/Committee to run consultation again.
- Language barriers
  - Digital survey in MS Forms can be translated into any language by most internet browsers. SCDC officers to offer translation in events.
  - Non-digital survey to be in English, costs for translation and printing likely to be high and number/choice of languages in community difficult.
- Promotion: poster printing costs to be considered (25 waterproof A3 posters – approx. £65)\*\*

### Timeline

*(Consider pre-election period 28 March- 5<sup>th</sup> May 2022)*

Date	Action	Who
1 Feb 2022	E&M Committee meeting – approval of proposal (with amendments if relevant)	E&M Committee
1 Feb 2022	- Send Northstowe news short piece introducing plans for market survey	Town Clerk WG

01 Feb to Feb 25	and with link & QR to survey (for March/April issue) - Liaise with and obtain 2 quotes for distribution of survey; one from distribution company used by Northstowe News and another for comparison; present to Council for approval	
7 Feb 2022	Finalisation of survey questions	E&M Committee – Working Group (to be circulated amongst all Cllrs) SCDC
23 Feb 2022	Send survey and promotional posters for printing	Town clerk
15 Feb 2022	Survey online goes live	SCDC
15 Feb to 25 Mar 2022	Promotion of survey in digital form through social media (see details below)	Clerk SCDC Cllrs
(On or as soon as possible after) 23 Feb to 25 Mar 2022	Promotion of survey in non-digital form in community events (see list below)	SCDC officers Cllrs
1 <sup>st</sup> March	Promotion of survey in non-digital form in Northstowe News Distribution of leaflets	
27 March	Survey is taken offline	SCDC
28 March	Survey replies (paper) are collected from the Wing	Cllrs
28 March to 4 April	Survey replies (paper) are entered in the system	Cllrs
April 5	Survey results summarised and presented at E&M	SCDC Working Group

### **Dissemination of online survey**

<b><u>Facebook</u></b>	<b><u>Dates</u></b>	<b><u>Responsible</u></b>
Northstowe Community		SCDC
Northstowe Pioneers		
I <3 Northstowe		
Northstowe Social		
Sustainable Northstowe		

Northstowe Town Council		Clerk
Northstowe Foodies		
Northstowe Community Wing		
Northstowe News		
Longstanton, Oakington and Northstowe		
<b><u>Twitter</u></b>		
Northstowe Town Council		<u>Clerk</u>
Northstowe Town		
Northstowe News		
Pathfinder Church Northstowe		
Youth in Northstowe		
<b><u>Instagram</u></b>		
Northstowe Foodies		
Northstowe Town		
<b><u>Website</u></b>		
Northstowe Town Council	15 <sup>th</sup> February	<u>Clerk</u>
<b><u>Online events</u></b>		
Northstowe Community Forum	23 <sup>rd</sup> March	Town Clerk/Mayor



Northstowe Community Networkers meetings	9 <sup>th</sup> February	Cllr Oluwasanya
	9 <sup>th</sup> March	Cllr Males

**Dissemination of survey – in Person**

Cllrs/Clerk to liaise with SCDC development officers and business dev to update list of events.

<u>Event</u>	<u>Date(s)</u>	<u>Who</u>
Community Wing Baby /Play Group		SCDC Cllrs
Community Wing Coffee Morning (Pioneers Café)		SCDC Cllrs
Schools (drop off and pick up) - Pathfinder School - Pathfinder pre-school - Hatton Park (Longstanton)		SCDC Cllrs
Longstanton Play/baby group		SCDC Cllrs
Park and Ride		SCDC Cllrs
Super Sustainable Saturdays & Food trucks	19 <sup>TH</sup> February 19 <sup>th</sup> March	SCDC Cllrs Bros Sabria
...		

**Print (with [QR Code](#) link to survey)**

<u>What</u>	<u>Date</u>	<u>Costs</u>	<u>Who</u>
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<a href="#">Northstowe News Magazine</a> Article with QR code with link to survey)	Submission deadline Feb 4th (for March/April issue)	None	Working Group
Survey – separate leaflet	8 <sup>th</sup> February	1,200 copies (to be distributed with NN)= approx. £153 printing costs  (Distribution costs to be considered)	Clerk to print external company to distribute/  Cllrs & SCDC to assist in promotion
Posters (with QR code with link to survey)	10 <sup>th</sup> February	Approx. £65	Clerk to print  Cllrs to distribute in key community venues and spaces
Banners	(not foreseen)		
Leaflets	(not foreseen)		

\* Survey printing costs considering Recycled paper, 90 gsm, A4, double sided printed. Single sided would be cheaper (£115 or £35 respectively).

\*\* A3, Waterproof material PVC 170 mg

Quotes from:

<https://www.helloprint.co.uk/>

### Community Survey intro text and questions

Northstowe Town Council are looking at establishing a regular market within the Town. We would like to hear from you, and your thoughts on what you would like to see from a regular market. If you could take a minute to complete the survey below.

1. Would you like to see a regular market run in Northstowe?
  - Yes
  - No

2. What type of market would you like to see? Please select all that apply and complete the 'other' box if you have any further ideas
  - A market providing daily basics such as bread, fish, vegetables, honey, cakes etc
  - A market that sources local produce/goods, and aims to sell a range of sustainable products
  - A market that sells household goods, clothes, DIY etc.
  - A market that sells flowers and plants
  - A market that sells craft, gifts and jewellery
  - Other
  
3. Would you prefer an indoor or outdoor market?
  - Indoor
  - Outdoor
  - I don't mind
  
4. How frequently would you like the market to run?
  - More than once a week
  - Once a week
  - Twice a week
  - Once a month
  - Other
  
5. What day/s would you prefer the market run?
  - Sunday
  - Monday
  - Tuesday
  - Wednesday
  - Thursday
  - Friday
  - Saturday
  
6. What time of day would you prefer the market to be held?
  - Morning
  - Afternoon
  - Evening
  - Don't mind
  
7. Would you like to see refreshments and hot food for sale whilst the market is open?
  - Yes
  - No
  - I don't have a preference
  
8. Would see like to see some child friendly activities available at the market such as arts and crafts, bouncy castle, face painting, etc . Please use other box if you have any further ideas
  - Yes
  - No

9. If you have any further comments and/or ideas on a market, please do provide some detail below:

Thank you!