

Northstowe Town Council

Report by: Cllr Bros Sabria - Market Development Working Group (Events & Markets Committee)

Date: 11 February 2023

Report for: Full Council

Meeting date: 23 February 2023

Report for agenda item: 239/22-23 Renewal of subscription to National Association of British Market Association (NABMA)

- 1) To receive report on membership of NABMA and its associated benefits.
- 2) To approve the renewal of the annual membership of the National Association of British Market Associations (NABMA) at 384£/year for the 2023-2024 financial year, and to continue monitoring and evaluating its usefulness for the Town Council.

Background information

- 1) At Full Council meeting of 27th July, item 103/22-23, the Council RESOLVED unanimously to approve “to approve an annual membership of the National Association of British Market Associations (NABMA) at £384/year - or at a discounted rate -, subject to the membership monitored and reviewed before the first year's membership is up, to evaluate its usefulness for the Town Council”.
- 2) NABMA membership is to be renewed by the end of the financial year (end of March). NABMA provides the option to its members for 2023/24 renewals to be paid in the current financial year from any remaining surpluses.
- 3) NABMA membership has provided access to both resources, individualised advice and access to contacts that has fulfilled the expectations on support received and resources available used on the following areas:
 - a. Business plan, setting up a market and market operations
 - b. template for declaration of markets, VAT charging
 - c. ToR for traders and market policies
 - d. facilities and services for traders
 - e. benchmarking of pitch fees
 - f. person specifications and typical salaries of market managers
 - g. needs for market supervision

- h. tasks for market manager
 - i. health and safety considerations
- 4) It is expected that the Town Council (via working group, market manager or town clerk and deputy clerk) will make great use of NABMA membership benefits as the pilot market is set up and should the Council decide to continue market operations.
- 5) The working group has brought together information on benefits of NABMA membership and future needs, provided in detail in the section below, and structured in the following way:
- a. Benefits from NABMA membership used in 2022-2023 and possible future needs
 - b. Benefits from NABMA membership not used in 2022-2023 but which are likely to be needed/useful for 2023-2024
 - c. Benefits from NABMA membership identified in the July 2022 report and whether expectations have been met or future needs identified.

Issues for consideration:

1) Benefits from NABMA used in 2022-2023 and foreseen needs for 2023-2024

a) Exclusive website content with template documents, research and access to the NABMA library

Documents that have been used to develop both business plan for pilot outdoor market as well as for the indoor market events:

- Market and policy documents:
 - o Good guide practice
 - o Fire risk assessment
 - o Local council markets manual
 - o Setting up a market toolkit
- Legal documents:
 - o declaration of powers template
 - o market rights guide

FAQ section of website - quick answers: comprehensive set of very informative questions in the areas of legal, operational and policy.

Future needs: *Access to FAQ and documents listed, and many more that will become relevant (e.g. performance of markets, users surveys, traders agreements template, diagnosis health check, gazebo hire agreement, integrated communities – how can markets contribute, wind factors) will be needed.*

b) Virtual networking on Basecamp with over 250 markets professionals across the UK: Used in several occasions for quick individualised answers/opinions on general practice, pros and cons on options for market operations (e.g. waste management, alcohol license, online/cash payment, staffing/volunteers, public liability/insurance from traders, food registration and more. Templates from risk assessments and job descriptions and salary benchmarks also shared via Basecamp.

Future needs: *extremely useful resource which would be used as ad hoc basis on specific needs as they arise.*

c) Benchmarking and survey information: Used as reference for setting up pitch fees and provide context on market operations and general practices.

Future needs: *new version of survey expected next year to be useful resource.*

d) Legal advice on your market issues: Received individualised advice on market rights, drafting declaration of powers, license agreement, insurance and public liability.

Future needs: *likely.*

e) Access to specialist advice such as business rates and VAT: Received individualised advice on VAT requirements and business rates for outdoor market.

Future needs: likely.

f) **Regular newsletters and updates:** Updates on HMRC guidance on VAT, legal needs for Market area to be delimited.

Future: likely.(e.g. funding options for markets)

2) Benefits not used in full in 2022-2023 but identified possible future needs:

- Access to market mentors for help and support
- Online support sessions to help with market issues
- Social media benefits with dedicated channels promoting markets
- Being part of NABMA campaigns such as Love Your Local Market and Great British Market Awards
- Professional development opportunities and training
- National representation to government and high street leaders
- Subsidised Professional Training for the Level 4 Markets Diploma (DMA)

3) Anticipated needs outlined in report presented in July 2022

(In italics, shown how/whether they have been covered)

- 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→ *Individualised feedback from NABMA operational expert on options for staffing market. Feedback from other market authorities based on their experience in Basecamp.*
- Drawing up job description for market manager role -> *Access to all market members who can share job descriptions. Several examples already available in Basecamp.*
- Drawing up terms of reference of market for traders -> *Access to all market members who can share their documents. Examples available from NABMA library. Several examples already available in Basecamp.*

- Permissions and legalities required: -> *Individualised support provided by NABMA legal expert for drafting Declaration of powers. Exchange and feedback from other market authorities regarding alcohol licensing and public liability insurance. Individualised support from NABMA legal expert for drafting license for occupying land. Resources available in NABMA digital library.*
- Proposal for operation of market and location of stalls -> *No detailed feedback yet – Future need foreseen in logistics for outdoor market in 2023-2024.*

Proposal

To approve the renewal of the annual membership of the National Association of British Market Associations (NABMA) at 384£/year for the 2023-2024 financial year, and to continue monitoring and evaluating its usefulness for the Town Council.