

PROPOSAL FOR OPERATION OF NORTHSTOWE PILOT MARKET Item 36/22-23

5th July

Item	Proposal	Comments
Start date and duration	Autumn/Winter 2022 (earliest Oct 2022, latest Dec 2022). Duration 6 months	<ul style="list-style-type: none"> - Pilot to be run 6 months period after which to be reassessed. - Regularity needed. - Summer start was desirable for good weather and initially aimed for. However, date had to be pushed back due to Council decision-making process and timings, as well as staffing and resourcing issues.
Type of market	<p>Community market: market to make provision of basic/daily goods with food and refreshments.</p> <p>Stalls to include:</p> <ol style="list-style-type: none"> 1. Fruit & Veg 2. Bread/bakery/cakes 3. Eggs 4. Dairy 5. Butcher 6. Fishmonger 7. Plant&Flowers 8. Tea/Coffees (supplies) 9. Food truck/ van/ refreshments 10. Remaining spots for other types of businesses, products, crafts and miscellaneous (e.g. mobile hairdresser) <p>(No alcohol is to be sold during market hours)</p>	<ul style="list-style-type: none"> - "Wish list" of stalls/type of traders developed based on replies to survey (95% respondents wanting daily basics, 63% flowers and plants, 87% wanting refreshments). - Traders to be approached via 3 ways: SCDC Business Development Team can facilitate list of traders, proactive contact/research, plus open call out in Town Council media. - Consider offering stall for community groups wanting to provide food/refreshments (e.g. fund raising) at reduced or no pitch fee at all. - Consider Northstowe Foodies to take up role of finding and arranging hot food vans and refreshments. Considerations regarding pitch fees and liabilities to be made. - Priority to be given to local businesses and traders with local products, as well as social and sustainability credentials. NTC to promote low environmental impact trade and socially responsible businesses. Based on survey replies, 78% of respondents wanting local and/or sustainable products - Wide range of products and prices to serve all community.
Day, hours and frequency	Weekly, Sundays, 10h-14h (Subject to traders availability)	<ul style="list-style-type: none"> - Majority of survey respondents want at least once a week market, it seems there is enough appetite for weekly market providing basics. - Preference for weekend day from survey replies.

		<ul style="list-style-type: none"> - Saturdays may need to be avoided as most markets happening that day and difficult to find traders, as well as to avoid overlap with other pre-existing markets. - 4h total length for pilot as an intermediate point, (small community markets usually run 2-3h, bigger weekly or daily street markets run at least 5h). - Preference for mornings but many respondents also afternoons.
Location	The Green (hard surface, see draft location map in Annex)	<ul style="list-style-type: none"> - Survey replies show no clear preference for outdoor and indoor. - Outdoor implies no cost to the Council. However, inclement weather in autumn and winter months (wind or rain) may mean less footfall and traders/market being cancelled. - The Green already offers electricity points (for traders who may need energy point) as well as open area to gather around with benches. - Permission from landowner (SCDC, possibly L&Q and Greenbelt) needs to be sought. - Potential need for use of electricity and charges to be agreed with landowners. - Consider other uses of the Green and coordinate for reinforcing of each other with SCDC and L&Q/Greenbelt.
Number of stalls	10 (see draft location map in Annex)	<ul style="list-style-type: none"> - Approximate number, aim for moderate market size for pilot, with possibilities of expansion after 6 months period. - Income generated will not cover all costs of running the market initially. Financial plan (income, costs) to be in conjunction with staffing for market management options. - Consider pitches of 3x3m (as with typical gazebo size). Some stalls may take up double pitches with an appropriate fee. - Traders may require van (though were possible, traders vans are to be parked in a designated location). - H&S to be considered, e.g. minimum spacing between stalls.

Pitch fee for stalls	£15	- Proposed considering general pitch fees for outdoor community markets (see below list of fees of Cambridgeshire markets for reference).
Staffing	To be determined	<p>Three options for market management:</p> <p>a) council to employ market manager</p> <p>b) market management role to be taken up by the assistant clerk/to the clerk that NTC plans to hire earliest October 2022.</p> <p>c) outsource market set up and management of pilot market to a market operator (e.g. Wendy Markets, Market place).</p> <p>Additional research and assistance required for proposal on staffing to be developed. NABMA should be able to help with looking at options and deciding on this</p> <p>Needs for staffing, marshalling and parking management to be considered.</p> <p>Timelines and costs to be considered in each option.</p>
Gazebos	Not offered: traders must bring their own equipment, have their own public liability insurance and cover for their own equipment.	<p>Option for renting out gazebos to be considered after pilot market – Purchase of gazebos, storage, staffing costs and insurance need to be checked in advance.</p> <p>After pilot, options for offering gazebos to traders can be explored:</p> <ul style="list-style-type: none"> - Hiring out gazebos (traders responsible for set up, dismantle, whilst NTC only responsible for handover and pick up), examples Friends of the Wing, West Suffolk Markets. - Gazebos offered already set up (e.g. Cambridge, Ely market)
Parking	<p>Possible overflow areas:</p> <ul style="list-style-type: none"> - Designated parking spaces in Pathfinder school roundabout - Pathfinder school staff parking - Park & Ride 	<ul style="list-style-type: none"> - To be considered if market draws residents from surrounding villages. - Permission to be requested. - Parking and traffic management plan to be drawn. - Discussions with landowners, school and CCC to be held.
Additional facilities	- Area of tables and chairs/benches by the market	- Based on input from other markets (consider also refreshments to being served).

		<ul style="list-style-type: none"> - Equipment to be purchased or hired. - Consider staffing resources for set up/pick up. - To consider there is no sheltered area at the moment at the Green.
Toilets	<p>Options to be considered:</p> <ul style="list-style-type: none"> a) Toilets to be provided in the market area when market is operating by NTC b) Interim community facilities (TWC showrooms) c) To direct market visitors and traders to be pointed to existing P&R toilet facilities (pending permission from CCC). c) No toilet facilities 	<ul style="list-style-type: none"> a) Though expect most visitors to be local, toilets to be provided to facilitate intergenerational use of market. Portable toilets would be installed permanently (as set up and take up is more expensive than a weekly rent) placed. Consider to be hidden behind hoarding in enterprise zone. Lossible vandalism and disrupted view to be considered. b) May not be available bybtime pilot starts. Permission to be sought (SVDC). C) Requires permission from CCC, and facilities are quite away from the market location. <p>Note: business plan includes £1,760 costs for toilet facilities at times where market is operating for 12 months.</p>
Waste	<p>Options to be considered:</p> <ul style="list-style-type: none"> a) Traders to be responsible for their waste b) provide bin/waste refusal to traders for an additional fee 	<ul style="list-style-type: none"> a) None or minimal cost and responsibility to be incurred by NTC. If traders leave waste, procedure to be in place for it to be cleaned/removed/disposed and traders to be charged (e.g. ToR). b) Aim for none or minimal net cost for Council on waste management. <p>Note: business plan includes £300 costs for waste management. This can be left for contingency purposes (i.e. in case traders do not remove waste/products).</p>

Markets

	Pitch fee	Energy	Bin
1. Cambridge City Council (gazebos and sockets provided)	£10-33.36	(covered)	(covered)
2. St Ives Street market (Huntingdon CC) – (no gazebos provided)	£17.40		
3. St Ives Farmers market (Town operated, not clear if gazebo provided?)	£19	£5.88	£4.45
3. Huntingdon weekly market (Huntingdon CC, currently cancelled)	£15-£22.50		
4. St Neots	£23-30		
5. (Wendy Fair managed, no gazebo provided)		£1	
6. St Neots Farmers market (Town Council)	£15		
7. Bourne (Bank holidays market – Wendy fair operated)	£50		

Location map



3X3 size pitch