

Northstowe Town Council

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

Date: 16 MAY 2022

Report for: Full Council

Meeting date: 25 MAY 2022

Report for agenda item: 56/22-23 Annual subscriptions: National Association of British Market Associations (NABMA)

- 1) To receive a short report on market development and membership of official bodies
- 2) To approve the annual membership of the National Association of British Market Associations (NABMA) for 2022-2023.

Background information

1) At the Events & Markets Committee meeting of 17th November, item 33/21-22 MEMBERSHIP OF OFFICIAL BODY - MARKET OPERATORS' ASSOCIATION (see minutes) the Committee recognised that NABMA membership would clearly benefit established markets, but at the time, it was considered that there was still some uncertainty how helpful membership of NABMA would be for markets in an early stage of development (see report and meeting minutes).

The Committee decided to defer the decision of membership to a later meeting until a business case and timeline for piloting a market had been developed, as well as a consultation with residents and potential market traders/local businesses was carried out.

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

3) The Finance & Governance Committee approved on its meeting of 15th March (68/21-22 Market Business Plan to secure SCDC funding) updated business plan consisting of revised outline on how the funding made available to the Town Council by SCDC for the set-up of a regular market in Northstowe is to be used. An overview of steps the Council intends to take to set up the market has been included as part of the outline. The indicative timeline foresaw a pilot market starting in Summer 2022.

4) Between February and March, a community engagement survey was carried out, with more than 500 responses received, and overwhelming majority of these being in favour of a market providing daily staple products on a regular basis.

4) Largely based on survey replies and of research findings, the Market Development Working group has prepared/ is preparing the following:

- Proposal for operation of pilot market
- Financial plan
- Location site map
- Job description
- Quotes for equipment/infrastructure or services

The group (via the Town Clerk) has also started liaising with relevant authorities and stakeholders to obtain all permissions and legalities required for the running of the market.

5) The working group has been working closely with South Cambridgeshire District Council Business Development Team (markets) for the development, but further advice and assistance on legal, financial, logistical, and human resources matters is now needed for the finalisation of business and operational plan of the market.

6) The budget for 2022-2023 financial year, as approved in the 15h December Full Council Meeting (item 154/21-22) includes heading “Annual subscriptions” (code 13). Accompanying notes list NABMA amongst memberships the Town Council may consider subscribing to.

Issue for consideration

The preparation of pilot market has advanced substantially. In order to further progress in its development, and the finalisation of the operational plans for the market, the Council will benefit significantly from starting membership National Association of British Market Associations (NABMA) by being able to receive assistance and support on several areas in which none of the Councillors nor the officers at SCDC have the expertise on.

Proposal

The Council to approve annual membership of National Association of British Market Associations (NABMA) - £369 (from March to March) for Town and Parish Councils.

NABMA membership includes legal advice on all aspects of market law and market rights, market support sessions, exclusive website content (templates, legal procedures, roadmaps), networking and sharing with other market operators, discount in training for market officers. Members are also able to submit request on ad hoc basis directly to advisers at no additional cost.

(see report for Events and Markets Committee of 17th November and membership leaflet for more details).