

Market Development Working group –

Progress report for the Events and Markets Committee - 1st November

- 1. Timeline:** all tasks and steps were broken down and put in a detailed timeline (see separate doc) after having received advice from NABMA and the town clerk. It will be adjusted if needed as work progresses and it its aim is to assist in planning. The timeline includes Events and Markets Committee meetings, as well as Full Council meetings, and Finance and Governance, and Personnel Committees meetings. Dates and important other dates such as Community Forum and Northstowe News deadline are also included for reference.
- 2. Contact with traders:** it continues to be done by SCDC, no further updates.
- 3. National Association of British Market Authorities (NABMA) membership:** First meeting with NABMA was held on 8th Sept, with working group members, and town clerk attending. Advice was given on required steps for setting up a legal and viable market. Namely: declaration of powers by the Council, landowners agreement, business plan including Operational, financial and marketing plan, as well as terms and conditions for traders. Membership gives the Town Council to a resources library (including templates for licensing, declaration of powers), and to “basecamp” platform where further resources are shared, updates received, and possibility to connect with multiple markets nationally to ask for practical advice.
- 4. Business plan:** following advice from NABMA, and support from SCDC, drawing up a comprehensive business plan for the pilot market. The working group aims to receive feedback on the

plan from NABMA and bring back for the Committees' approval or deferral to Full Council. The plan includes:

- a. Aims and objectives
- b. SWOT analysis
- c. Market analysis
- d. Operational plan and model of operation
- e. Marketing plan
- f. Financial plan
- g. Layout of market area
- h. Terms and conditions

5. Contact with residents: the working group recommends that residents directly affected by the market are approached at early development stage to engage, gather views and concerns. It is recommended that the communication exercise guided the decision on day/and times of market. Letter and questions draft with action plan. See separate agenda item and motion.

6. Staffing of market management: the working group does not have preferred option yet. Discussions and advice has been sought from NABMA. Research carried out local business ,other councils, private market operators and council contractors to feed into recommended model the town council should go for. Recommendation will be brought for approval to the next E&M meeting of 29th November

7. Permissions and legalities:

- a. License: after NABMA advice and legal check by SCDC, it is now confirmed that NTC can have its own powers to run market under Food Act, Part III. A formal process by the Council is required for that.

- b. Landowners permission: permission from L&Q and SCDC as landowners of the area where the market is to happen is required. NABMA can assist in drawing up an agreement, with conditions for use of land to be discussed with landowners first.
 - c. Parking: conversations with SCDC about using employment land adjacent to square which will host interim community facilities.
 - d. Electricity and charges associated: ongoing discussions with Greenbelt and L&Q to confirm on what basis this is to be paid for, with NTC charging the appropriate fees to traders to recover costs and avoid increase electricity bill then charged to all residents.
8. Working group revised **Terms of Reference**: revised after feedback from Committee meeting of July (see agenda item).
9. **Meeting with Homes England** on future market plans was held 16th September. Plans from both NTC and Homes England were discussed and there was agreement on cooperation would be beneficial for success of Northstowe markets. Future meeting to be held once there are major updates regarding market delivery by Town Council.