

Winter market events

Draft proposal

Aim:

- Provide interim monthly service to community in winter months and bring community together.
- Build-up of trade in the months upcoming to market.
- Test shopping habits from residents, appetite and viability for traders.
- Promotion of regular market. Transition to main event.
- Learning experience for the Council for the regular market.

What:

- At least 3 monthly events in January, February and March.
- Indoor: preferably school Hall – alternatively NSC.
- Weekend day. Proposed 2nd Sunday (1st and 3rd weekend surrounding markets happening already, 4th weekends generally to be avoided). 11am to 3pm (4h)
- Aim for minimum 10 stalls. Maximum based on venue indications.
- Variety of food & crafts. All prices if possible. Ideally bring traders interested in Northstowe regular market.
- Fees: £15 for a table space up to 1.8m and £25 for up to 3.6m (same as Christmas Fayre)
- Organised by working group and other Cllrs as well as volunteers from community. Proposed to have at least 5 people actively taking up tasks. Nominated Cllr to coordinate.

Tasks – pre events

- Find and coordinate volunteers. Reach out to community groups, social media, community networkers and community development officers
[November]
- Booking venue (Pathfinder school main hall, preferably. NSC)
[November].
- Check with venue use of material or if needed from Town Council Tables and chairs
[November]
- Check council insurance covers indoor event (Town Clerk)
[November]
- Draw-up risk assessment for event (examples:
<https://www.bedsbka.org.uk/wp-content/uploads/2018/06/Stall-Risk-Analysis-Template-Indoor-Events-V1.pdf>
[November]
- Email potential traders – approach stall holders from Christmas Fayre, as well as list compiled by SCDC.
[November]
- Design expression of interest form (example from Christmas Fayre here:
https://forms.office.com/Pages/ResponsePage.aspx?id=U-2SqBQoeEi6AZGZy4qsT7yccZD3yOJPirvy0PMhUwpUOEhYQII0UzM4VFEyVUI4NjNVTEc2VVYwUC4u&fbclid=IwAR1yOCi3dDJ9fvqE_VL6e1E0skneVzilMveB3dZIDK0B9vyjBgNyrPbBPBc. Expression of

interest to include: type of stall, requirements (space, material, electricity). Stall holders risk assessment, public liability and food submitted through form can be of assistance. Liaise with Town Clerk to publish.

[December]

- Design poster and text for social media posts for traders and promote the event to general public – liaise with Town Clerk for the release of these and printing.

[December]

- Put out posters and road signs in and around Northstowe.

[December]

- Compile and check traders' paperwork (risk assessment, public liability, food (if required)) [December]
- Design layout of market stalls [December]

Tasks – market day

- Set up of material, if relevant
- Assist traders in position themselves. Check all in compliance with H&S and no hazards.
- Compile/Check payment (liaise with Town Clerk)
- Dismantle

Costs

- Venue:

a) Pathfinder school:

£23X1h (first hour) +£12x4h (remaining hours) = £59/event

Total for 3 events: £177

b) NSC:

Activity studio £35x4h = £140

Total for 3 events: £420

- Promotion (posters, flyers, banner) – estimated £200¹

Incomings

- Assuming 10 stalls attend at the minimum fee there would be an income of £150. For three events, £450. Thus, it is expected that the cost for venue hire will be recovered.
- The only cost required will be promotion materials (see above, £200).

Note: budget allocated for financial year 2022-2023 includes:

- £600 for Marketing costs for Events and Markets Committee (partially spent?)
- £5,000 Council/community events (partially spent?)
- £1,200 Market management (not spent)

¹ Rough estimation based on 4 sqm of banners, 25 A5 flyers, 20 A3 posters and 20 A4 posters (both laminated and not laminated).