

Northstowe Town Council

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

Date: 10 March 2022

Report for: Finance and Governance Committee

Meeting date: 15th March 2022

Report for agenda item: 68/21-22 Market Business Plan to secure SCDC funding

- 1) To receive and approve an 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.

Background information

1) 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.**

- The funding will be received SCDC, which can hold on to it until the Town Council is ready to make purchases and expenses.

- SCDC requires a simple business plan outlining the items on which the Town Council intends to spend the funding and estimated costs by the 16th of March.

2) On the Full Council meeting of 23rd February 2022, item 198/21-22, an outline of costs was already presented, and the Council approved that the Market Development Working group was to further develop such outline for the approval of the Council.

3) The Finance & Governance Committee has the delegated power to consider applications for grants and to approve any such grants, as well as to manage any external funding receipts including s106/Community Infrastructure, as per its Terms of Reference.

Issue for consideration

The Town Council has expressed the will to work towards developing a market, as captured in the ToR of the Events and Markets Committees and the setup of a Working Group on Market Development within this Committee. The Market Development Working Group has been undertaking research and gathering information (e.g. from other markets, discussions with SCDC officers and relevant organisations) and discussing what issues to consider to setup a market.

Based on these findings the **Working Group had identified main key areas which would incur costs** and presented these into Full Council on the 23rd February. This list and its indicative costs (see below) have been **revised**, before submitting to SCDC, with **further details and research on estimated costs. It has been confirmed by SCDC that no further information is required at this stage to secure the funds.** Funding should be mostly used for investment/capital costs, and therefore it is advised not to consider training of staffing costs under this outline.

A brief introduction including the steps the Council intends to take to set up the market has been included as part of the outline.

A guarantee has been given by SCDC that there will be no need to rush in spending the funds, with the **specific use of funding being something that can be decided on through ongoing discussion and working together between the relevant SCDC Officers and the Town Council**. However, it is important to reach the deadline set by SCDC to provide them with an outline of business plan (16th March), for SCDC then being able to secure the funds from CPCA on the Town Councils' behalf.

Proposal

The Committee to receive and approve the below preliminary business plan, consisting in introductory section of current situation and foreseen next steps, as well as an outline of indicative costs to be covered, in order to secure the funds to kickstart a market.

Note: Revisions in the list of costs compared to the version presented to Full Council on 23rd February are indicated in column and ***in bold and italics***.

Annex – Indicative business plan

Key facts of Northstowe Market

- Northstowe Town Council has an Events & Markets (E&M) Committee with delegated powers to make decisions regarding the set-up and review contracts relating to events and markets, and report findings to the Town Clerk to establish legalities.
- The overall purpose of the E&M Committee is to agree and oversee a programme of regular and one-off Civic and Community events organised or supported by Northstowe Town Council, and agree and oversee the development and subsequent management of local market(s).
- The E&M Committee has a specific power to develop policy for the operations of the local market(s) (for example: time, frequency and location of market) and review as needed to accommodate changing needs.
- A Working Group on Market Development within this Committee was convened to work towards piloting a market in Northstowe in 2022.
- The Working Group on Market Development meets regularly to discuss steps in developing a market and undertakes practical and desk research on surrounding markets and on practicalities and legalities to set up a market. The group is often assisted by SCDC Business Development officers in this regard.
- On 21st February, the Town Council launched an online community engagement survey¹ to gather the community general appetite for a market, and information on preferences mainly in relation to: types of products in the market; frequency, day(s) of week and timing of the market; location of the market and side facilities. Additionally, the survey should also generate interest and community discussion around a local regular market. The survey was also distributed on paper form to all households in Northstowe on 1st of March; it will formally close on 27th of March.
- As of 9th of March, 470 responses to the survey have been received, with overwhelming positive results showing appetite for a regular weekly market providing daily basics and local products.
- The results of the survey will guide the Town Council, working via the Events & Markets Committee, to pilot a market that is appropriate for Northstowe residents with the view to establishing a regular market.
- Next steps for the development of the market involve (indicative dates in brackets):
 - Contacting surrounding villages and local stakeholders for coordination and engagement (March-April)
 - Contacting Town Council who are running regular markets for further research on practicalities, and costs (March-April)

¹ [Piloting a local market in Northstowe – Have your say! - Northstowe Town Council](#)

- Review results of the community survey and develop proposal for regular market, and based on this proposal, consider the running costs and profitability of the market (April-May).
- Contact potential market traders/stall holders (April-May).
- Submit legal requests to relevant landowners to obtain permissions to run regular market on land (May-June)
- Other logistics arrangements and contracts (e.g. waste management, toilet facilities) (May-June)
- Develop terms of reference for trading in the market (May-June)
- Start pilot market (June-July)
- Consultation on pilot market and changes in pilot market (September-Oct)

Foreseen indicative costs for the set-up of regular market in Northstowe

An updated indicative list of items for which associated costs could be potentially fully or partially covered with the funding available have been identified is included in the table below. **Note:** Revisions (compared to the version presented to Full Council on 23rd February) are indicated in column and ***in bold and italics***.

Item	Indicative costs (23rd February Version)	Indicative costs (15th March Version)	Comments
Gazebos purchase	£4,000	<i>£4,875</i>	Purchase of strong and sturdy gazebos to allow for outdoor market with traders that do not have their own infrastructure (e.g. new/start-up businesses).
Storage	£585	<i>£0</i>	Hiring of storage facilities for gazebos until community facilities that the Town Council can use have been secured. <i>Indicative costs indicated as 0 as firstly it is foreseen community facilities and storage will be made available, if this was not the case, storage hiring has already been</i>

			budgeted for the full council for the 22-23 financial year.
Public Liability Insurance	£400	£100	As market operator, the Town Council would need to take out public liability insurance. <i>The council already holds public liability insurance which as confirmed to the Town Clerk by the insurer, would cover the organisation of a regular market. Nevertheless, it may be that in case that infrastructure are provided (e.g. stalls/gazebos) a premium to the insurance is to be paid for. The costs include only a possible premium for the insurance and not the full insurance price.</i>
Building contents/structure insurance	£150	£0	If any market events or part of it were to be held indoors, insurance on building structure and contents would be required. <i>The cost budgeted is 0 as the insurer has confirmed to the Town Clerk that building contents insurance would not be required, although in any event, a formal agreement with the building or land owner, laying down conditions of the hire/use of space is required.</i>
Membership to Consultation Institute	£295	£295	Recommended by SDCD for the Town Council to further engage with community on continuous feedback for the market, but also for other

			consultations the Council may wish to engage (for other matters).
Membership to market operators/authorities association	£210	£370	The Town Council would be the market authority for the regular market. In order to run specific types of markets it may be necessary to join certain bodies (e.g. farmers markets, market authority association). Full price of membership of market authorities' body has been budgeted for, in line with prior research by the working group.
Advertising/promotion costs	£150	£200	Costs associated with the promotion of the market within the town and surrounding area (e.g. branding, printing, promotional material such as banners, leaflets).
Toilet facilities purchase/hire	£1,760	£1,760	Toilet facilities to be provided in the days/hours where market is operating.
Waste disposal facilities hire and cleaning arrangements	£250	£300	Cleaning and waste disposal facilities to be put in place during/after the market is operating.
Training on market operation/management	£200	£0	Training for council staff (Clerk/assistant clerk) to ensure the smooth running and success of the local market (full cost of Diploma in Market Administration covering Communications, the Law and practical is £1000). Costs of alternative staffing arrangements (e.g. hiring of a

			<i>market manager, or hiring manpower for the set up and take down of gazebos) should be considered. These costs are however not to be funded from the CPCA grant.</i>
Total	£8,000	£8,000	