

**SECTION 1A - To be filled in by submitter of the Motion:**

<b>Report from</b>	Cllr Bros Sabría with Clerk
<b>On behalf of</b>	N/A
<b>Date</b>	19 <sup>th</sup> June 2025
<b>For Meeting of Council/Committee</b>	Full Council
<b>Date of meeting</b>	24 <sup>th</sup> June 2025
<b>Agenda item no.</b>	69/25-26/FC
<b>Confidentiality</b>	This report: N/A; files shared with Cllrs.
<b>TITLE OF MOTION</b>	<b>NORTHSTOWE MARKET</b>
<b>MOTION(S)</b>	<p><i>[Further to Full Council 22nd April 2025, 13/25-26/FC and Personnel Committee 13th May 2025, 06/25-26/PER]:</i></p> <ol style="list-style-type: none"> <li>1) To receive a report and data (April 2023 to June 2025) on the Northstowe Market, showing the numbers of traders and customers, as well as income and expenditure for the Town Council (report <u>attached</u>; further files <u>shared with Councillors</u>).</li> <li>2) To consider and discuss options for market management continuation.</li> <li>3) To decide on an option for market management.</li> <li>4) To reinstate the Market Development Working Group.</li> </ol>
<b>Background</b>	<p>Since the Market Manager left the Town Council, early March 2025, the future of the market and the position have been discussed several times at both Full Council and Personnel Committee meetings, with various options for market manager re-recruitment and alternative market management options having been discussed and considered to date.</p> <p>The most recent of these were at the Full Council meeting held on 22<sup>nd</sup> April 2025, item 13/25-26/FC and the Personnel Committee meeting held on 13<sup>th</sup> May 2025, item 06/25-26/PER.</p> <p>In order to understand the market to date better, all available data have been collated regarding;</p> <ul style="list-style-type: none"> <li>- Numbers of traders and numbers of customers per market;</li> <li>- Income and expenditure related to the market.</li> </ul> <p>➤ See separate files.</p> <p>Finance – Summary; key points;</p> <ul style="list-style-type: none"> <li>• A clear deficit every year, but most of it comes from Year 2 between Apr24 and March25 (it coincides with market reducing frequency to monthly).</li> <li>• Most of the costs come from staff: 31% market manager, 27% deputy clerk, 10% Town Clerk. Phoenix makes up 14% of costs.</li> <li>• Room hire is not that substantial (9%), and only a small proportion are assets/equipment, which can be considered investment for the Council.</li> <li>• CPCA Grant fully spent on Year 2.</li> </ul> <p>Footfall and traders – Summary; key points;</p> <ul style="list-style-type: none"> <li>• Numbers of traders directly correlates with more footfall.</li> <li>• Periods with market manager we have been able to get more traders in.</li> <li>• Hub café sales do not seem significantly affected with either small or bigger markets.</li> </ul> <p>Other input received from traders, residents and market managers:</p> <ul style="list-style-type: none"> <li>• More signage /signposted needed (e.g. roundabouts streets) with dates of market</li> </ul>

	<ul style="list-style-type: none"> <li>• More traders and more food</li> <li>• Market does better when traders are pitching outside as it is clearly visible (traders want to be outside - when weather is nice in particular)</li> <li>• Side activities (e.g. Northstowe arts, toy swaps) bring footfall and livelihood to the market.</li> </ul> <p>Other facts for consideration: 2 market managers have been recruited and resigned, the recruitment process is lengthy and draining, and can create fatigue amongst staff (and low morale seeing people leaving), maybe the model /profile or person to be brought on board needs to be reconsidered.</p>
<b>Issues/items for consideration by the Council</b>	<p><b>Options to be considered;</b></p> <ul style="list-style-type: none"> <li>• Stop market – Positive: no further loss of income; saves staff input time needs; Negative: Reputational risk for the Council</li> <li>• Re-recruit Market Manager on same (or similar) terms – Positive: new Market Manager could possibly turn market around gain; Negative: may be hard to find another skilled market manager; costs.</li> <li>• Re-recruit on same/similar terms but different profile of person – Positive: may be able to combine with other, general admin / office /engagement needs; Negative: Specific skillset, as part of wider role, may be hard to find.</li> <li>• Bring in an agency worker: Positive: may be quicker to get in place; Negative: may be hard to find someone who understands the specifics of markets and traders' needs.</li> <li>• Explore community group and offer financial assistance for it: Positive: Significant reduction of costs; Negative: relying on a lot of consistent and long term volunteer time input.</li> </ul> <p><b>Other elements to be considered:</b></p> <ul style="list-style-type: none"> <li>• Is the day/timing of the market working? Would it be best to change the day for working day or evening market?</li> <li>• Reconsider location; in this consider future opportunities/alternatives – e.g. Unity Centre; 'meanwhile use'</li> <li>• What opportunities/dynamics in Northstowe has to offer use from?</li> <li>• Could we reduce frequency and have once a quarter market (seasonal market) and turn it more into an event? (summer, spring, winter, autumn).</li> <li>- In this, should we consider whether overlap with existing events has any added value/partnering with established annual events?</li> <li>• To also consider reinstating the <b>market working group</b> - this could release some pressure from staff, and share burden and responsibility (and refreshed enthusiasm) with Cllrs and staff working together. Could be considered to be opened with community groups members as in the past (Hub and Arts would be good partners).</li> </ul>
<b>Recommendations</b>	<p>For the Town Council;</p> <ol style="list-style-type: none"> <li>1) To receive a report and data (April 2023 to June 2025) on the Northstowe Market, showing the numbers of traders and customers, as well as income and expenditure for the Town Council (report <u>attached</u>; further files <u>shared with Councillors</u>).</li> <li>2) To consider and discuss options for market management continuation.</li> <li>3) To decide on an option for market management.</li> <li>4) To reinstate the Market Development Working Group.</li> </ol>
<b>Appendices</b>	N/A
<b>Documents:</b>	<ul style="list-style-type: none"> <li>- Numbers of traders and numbers of customers per market;</li> <li>- Income and expenditure related to the market.</li> <li>- Latest versions of Market Manager Job Description; Person Specification; Advert.</li> </ul>

**SECTION 1B - To be filled in by submitter of the Motion:**

<b>Input</b> needed from Clerk?	N/A
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**PLEASE NOTE:** Agenda item requests: in order to be considered for inclusion on the agenda, motions with all associated papers *must* be received by the Clerk in a final format at least 7 clear days<sup>i</sup> before the meeting at which you would like your item to be considered – if any input is required from the Clerk please provide sufficient additional time for the Clerk to schedule in for any feedback and/or additional research that may be required.

**SECTION 2 - To be filled in by the Clerk:**

Meets/links with Council objectives:		Effective Service Delivery
Staffing Implications: <sup>ii</sup>		YES, depending on option considered
Volunteer need implications:		YES, depending on option considered
Equalities & Human Rights <sup>iii</sup>	There are no equalities and human rights issues Details, where relevant:	N/A
Crime and Disorder <sup>iv</sup>	Crime and disorder have been considered Details, where relevant:	N/A
Biodiversity <sup>v</sup>	There are no (negative) bio-diversity implications Details, where relevant:	N/A
Sustainability	Is in line with the Council's Plastic-Free Pledge	N/A
Financial <sup>vi</sup>	There are no financial implications at this N/A stage	
	There will be financial implications; Details:	YES, depending on option considered
	There is provision within the budget Budget heading & details:	YES, since Market Manager has left there is underspend.
	Decisions may give rise to additional expenditure; Details:	TBC
	Decisions may have potential for income generation; Details:	TBC
Other Resource implications (besides finance):	Details:	N/A
Health and Safety implications <sup>vii</sup>	Details:	N/A
Legal	Power under which the spend can be actioned: <sup>viii</sup>	GPC
	GDPR - Data Privacy Impact Assessment: <sup>ix</sup> Details, where relevant:	N/A
	Other considerations:	N/A
Risk Management	Material risks <sup>x</sup> exist and these are considered and being assessed: Details:	N/A
Other Considerations:		N/A

<sup>i</sup> Northstowe Town Council's [Standing Order 9 b,d](#).

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<sup>ii</sup> The Council has a legal duty to ensure it looks after employees' health and wellbeing (the Health and Safety at Work etc act 1974).

<sup>iii</sup> The key legislation regarding unlawful discrimination is the Equality Act 2010, which amongst other requires the Council to monitor for compliance with the Equality Duty.

<sup>iv</sup> The Council has a legal duty to act with due regards to crime and disorder in the area (Crime and Disorder Act 1998, s17).

<sup>v</sup> The Council has a legal duty to have regard to conserving biodiversity (Natural Environment and Rural Communities Act 2006, s40).

<sup>vi</sup> It is the RFO's duty to manage financial risks on behalf of the Council, as described in the Local Audit and Accountability Act 2014 and Accounts and Audit Regulations 2015, reg 4.

<sup>vii</sup> See also Town Council's [Health and Safety Policy](#).

<sup>viii</sup> See here for an [Overview of relevant discretionary powers](#) beyond the General Power of Competence.

<sup>ix</sup> See also the Town Council's [Data Protection Policy](#).

<sup>x</sup> See Town Council's [Risk Management Plan](#).