

Market Development Working group –

Progress report for the Events and Markets Committee - extraordinary meeting 29th November

1. **Timeline:** no updates.
2. **Contact with traders:** it continues to be done by SCDC. Working group members feed into SCDC if seeing potential traders.

14 traders have confirmed their interest in taking part in both winter and regular market and are happy to trade on Sundays. These include crafts, vegetables, cold food, bakers, flowers. A cheese trader interested bit on casual basis and not every week. See list (for Cllrs only).

We need to continue to look for other basics traders such as meat, fish, and more vegetable stalls.

3. **National Association of British Market Authorities (NABMA) membership:** resources available in the members digital library have proved very helpful to draw up business plan and steps required. Individualised advice has been received at strategic level and on operational level, such as recruitment, electricity charges, waste, payment method (cash or contactless), etc. A summary of materials and advice prepared for Full Council consideration of membership renewal in March.

4. **Business plan:** detailed discussions with SCDC Business Development team were held which have helped in defining details of operational plan (e.g. timings for set up, tasks during market management, type of traders needed. The plan has been sent to NABMA for feedback (awaiting). The plan is presented (see separate motion) for 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

Terms and conditions will be drawn up at a later point once business plan and details of operation have been agreed.

- 5. Communication:** a piece in Northstowe News was sent to update on situation regarding markets. Cllrs at the Community Forum on the 9th Nov were briefed on the latest timeline and plans too, but there were no queries on the day.
- 6. Contact with Green residents:** Over the weekend of 12/13th November a group of councillors conducted door to door consultations to residents living in the area of the proposed market – (notably Links Lane, Pathfinder Way and Bramley Way) to ascertain any comments and concerns. Of the houses visited about a third were at home – the results of feedback received are available here. All but one were in favour of a market being held at the weekend. Few expressed concerns, Several householders reported that they were not at all aware of any plans and had not seen the original survey or report. Letters to all houses visited to provide all relevant information and contact details to ask more questions and give feedback. To date follow-up feedback from 3 residents has been received to the with only one main concern which we have/will respond to shortly.
- 7. Staffing of market management:** Discussions and advice has been sought from NABMA and research carried out local business, other councils, private market operators and council contractors to feed into recommended model the town council should go for, which includes market administration

tasks taken up by deputy clerk and volunteers, and market supervision as a separate role with support from volunteers. The proposals are captured in the business plan and will be brought forward to Personnel Committee in January.

8. Permissions and legalities:

- a. License: a proposal for declaration of market powers is presented in this meeting (see separate motion)
- b. Landowners permission: Greenbelt being chased regarding license. L&Q are only a signatory. Awaiting reply from SCDC. 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. No updates.

Pathfinder School have given permission (verbally) to direct market visitors to staff parking. School should not be liable, signposting and even marshalling recommended of a lot of traffic as entrance is narrow and only 1 car can get in/out and pedestrians and bikes crossing entrance
- 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. Advice sought from NABMA on this. No further updates.
- e. Neighbouring markets: St Ives and Cambridge, both markets run under Charter rights and within 7 miles of distance have been approached. St Ives confirmed they see no issue because of distance. Awaiting reply from Cambridge. The group will meet with Longstanton

Village market (community run) beginning of December to learn from their experience and to avoid any clashes rather create synergies between markets.

9. Social media strategy: proposal presented (see separate motion)

10. Winter markets :

- a. Venue requested to Pathfinder School. Verbally confirmed they would be happy but need to make sure no clash with Church. Dates&timing of booking requested for 4rth Sunday of month 11-2:45 in order to avoid clash with PfChurch.
- b. Traders (see update above).
- c. Promotion not yet started. Pending social media strategy point.