

# Market Development Working group –

Progress report for the Events and Markets Committee – 3<sup>rd</sup>  
January 2023

1. **Timeline:** updated due to business plan not in December.
2. **Contact with traders:** it continues to be done by SCDC. Working group members feed into SCDC if seeing potential traders.

Update: 15 traders have confirmed their interest with SCDC. Further 10 traders have expressed interest.

A form (Goggle or MS forms) has been designed for sign them up and register all details in a centralised way.

[Northstowe market \(google.com\)](https://www.google.com)

A resident with experience in organising markets in Oakington has come forward to help out in this task as well as overall organisation and promotion. Her membership of the working group will be proposed in the next Committee meeting.

3. **National Association of British Market Authorities (NABMA) membership:** resources available in the members digital library continue to be helpful. Latest used: Alcohol licensing, VAT and business rates. National markets survey released is useful for context.

a. **Business plan:** draft approved in last E&C Meeting. The meeting of Finance and Governance Committee in December was not quorate. Several comments were nevertheless received to revise the plan to incorporate:

- Future scenarios of profit/loss
- Lower occupancy scenarios (25%-50%) in the forecast cost/income

- How to attract and retain traders
- How to monitor success and decide whether after pilot market continues or changes.

**4. Communication & promotion:** post on FB to call for volunteers to help in organising the market went out. Promotion of events will start in the new year. A piece for Northstowe News, Longstanton Life, and Willingham News will be prepared.

**5. Contact with Green residents:** replies to residents drafted at time of Writing this. It is planned to be sent by new year and offer face to face visit, and to invite them to attend E&M Committee meetings.

**6. Staffing of market management:**

No updates.

**7. Permissions and legalities:**

a. Declaration of market powers was approved by E&M Committee previous meeting (extraordinary meeting 28<sup>th</sup> November). Finance and Governance Committee meeting of December was not quorate, and so the item was deferred to Full Council end of agenda. It was approved, and so Town Council can now be officially the market authority for Sundays 10-14h markets.

b. Landowners permission: no updates. Continue to chase in open space steering meetings and Northstowe Delivery group.

c. Parking: Unclear whether any parking will be available from the interim community facilities. Continue to follow-up.

d. Electricity and charges associated: no updates.

e. Neighbouring markets:

- Pending Longstanton Village market (community run).

- Pending reply from Cambridge Market.

**8. Social media strategy: point deferred last meeting.** Proposal presented in this meeting (see separate motion and papers).

**9. Winter markets :**

a. Venue confirmed by Pathfinder School. Dates 22<sup>nd</sup> Jan, 26<sup>th</sup> Feb, 26<sup>th</sup> March.

Need To coordinate with Church. The timing of market shifted earlier 9:30-1:30 (booking 8:30—2-45). All traders out of site 2:30. 15 minutes to clean up.

b. Posters designed and flyers will be printed and distributed early January.