

# Winter market events

## REVISED MARCH

**Summary of changes : Additional details on organisation that have come to place as work has progressed and after the delivery of the first two events in January and February. Including:**

- Venue, dates and timings after availability and requirements from venue have been communicated.
- Fees, stall holders requirements, type of stalls
- Organisation: partners involved and their role, volunteers needed for market days and specific tasks prior and during the events.

### 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.
  - a. In light of success of events and positive feedback received from both residents and traders, it is proposed that the monthly events are continued until deemed necessary to be stopped by the Committee (**separate motion**)

- Indoor: Pathfinder School Main Hall

Outdoor space (busway strip) to be used as well, with food truck and some stall holders.

- Weekend day. Best fit weekend day and best timing on those days, pending further discussions with traders and venues.
  - a. Traders seemed available either Saturday or Sunday.
  - b. 4<sup>th</sup> Sunday of month deemed as possible date based on venue availability.
  - c. Market timings 9:30-1:30 due to venue availability.
- Aim for minimum 10 stalls. Maximum based on venue indications.
  - a. 25 maximum stalls indoors to take part in a single event.
- Requirements and conditions:
  - a. All traders to hold public liability insurance with cover of at least £5 and provide risk assessment for their stall. As a first or one-off instance, traders having a stall inside can be accepted to take part without public liability insurance (and thus falling under the Town Council liability insurance), but a detailed risk assessment will be required. The Town Council's decision on whether or not to allow this will be decided on at a case-by-case basis and its decision will be final.
  - b. Stalls selling or preparing any kind of food are required to be registered as food business and are asked for their food hygiene rating.
  - c. Electricity supply can be offered indoors but not outdoors.
  - d. Coffee&Tea and milk to be made available for traders in the Kitchennette.
- Variety of food, & crafts. All prices if possible. Ideally bring traders interested in Northstowe regular market.

- a. Non-food products to be sold as well – e.g. flowers and plants, cleaning and care products, books, pet/bird foods,
  - b. 1-2 food trucks to sell hot drinks and food/snacks. Food truck is to be booked and managed by Northstowe Foodies, who will also guarantee their paperwork is in order.
  - c. 2 stalls from community groups maximum. Full fee to be paid.
- Fees:
    - a. £15 for a table space up to 1.8m and £25 for up to 3.6m (same as Christmas Fayre).
    - b. Outdoor fees for stalls are: £15 for a single space (3mX3m). £10 for any additional 3X3m pitch.
    - c. Fees are to be paid via bank transfer in advance, when possible. The Town Clerk will send invoices on a monthly basis, with a payment expected within 20 working days as specified on the invoice.
    - d. Food trucks - £10 fee to Northstowe Foodies who liaises with Food Truck Revolution to book food trucks. <sup>1</sup>
  - To be Organised by working group and other Cllrs as well as volunteers from community, in partnership with Northstowe Foodies and SCDC Business team. Proposed to have at least 5 people actively taking up tasks. On a market day, a minimum of 4 volunteers at one time will be needed for set up 8:30-9:30. More volunteers will be sought so that there can be shifts and back-ups. Community Development Officers will assist in

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<sup>1</sup> Food Truck Revolution UK checks all paperwork is in place (e.g. liability and food hygiene rating) and charges £20 fee to food trucks directly, with £10 going to Northstowe Foodies, and £10 to intermediary Food Truck Revolution UK).

recruiting volunteers. (see section on tasks for details).

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] – Continue to be done to sign-up volunteers for events. Community Development officers helping.

- Booking venue (Pathfinder school main hall, preferably. NSC)

[November] - DONE

- Check with venue use of material or if needed from Town Council Tables and chairs

[November] – Done. Some tables and chairs are available, but traders to bring their own as can't be guaranteed.

- Check council insurance covers indoor event (Town Clerk)

[November] – DONE. Covered.

- 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] – DONE. To be updated following January event.

- Email potential traders – approach stall holders from Christmas Fayre, as well as list compiled by SCDC.

[November] – Great interest generated. Enquires received every week. +30 traders submitted interest via google form.

- 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] – Google form designed and used to sign up traders also to register interest in pilot outdoor market.

- 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] – DONE.

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

[December] – POSTERS AND SIGNS TO BE PUT UP BEFORE FEBRUARY EVENT.

- Compile and check traders' paperwork (risk assessment, public liability, food (if required)) [December] – ONGOING.
- Design layout of market stalls [December] – ONGOING FOR EACH EVENT. AS NUMBER AND STALLS CHANGE.
- Risk assessment update (February)
- Liaising with traders [ongoing]
- Compile feedback and lessons learnt for regular market – [February and March]

### Tasks – market day

NOTE: All volunteers to wear HiVis Jacket at all times, familiarise with the fire evacuation protocol and read in detail the risk assessment for the market.

- 8:00- 8:30 pavement and road signs and cones, open hall and place stall holders labels to mark positions (2 volunteers)

- 8:30- 9:30 Setup (4 volunteers)
  - a. 2 volunteers:
    - i. Get hi vis jacket and first aid kit,
    - ii. set up feedback tables/boards and volunteer sign up sheet, photo/video recording
    - iii. set up tables and chairs indoors (and outdoors if any), place market posters at the door
    - iv. put up signs of photography/filming and volunteer/staff to be treated nicely.
    - v. Put up wifi password sign.
    - vi. Put up list of traders
    - vii. Take pictures and post in social media
    - viii. Place bins for waste.
  - b. Assist traders in position themselves and check all in compliance with H&S and no hazards. (1 volunteer)
    - i. Hand out info with main contacts.
    - ii. Show fire exits, not to be blocked at any time and ask them to familiarise with fire evacuation protocol.
    - iii. Wifi password. Toilets, kitchen with tea&coffee, mugs to be washed.
  - c. Parking marshal (1 volunteer) – guide traders way in, indicate where to park, etc.
- 9:30-1:30 Market hours (2 volunteers)
  - a. Parking marshal (1 volunteer)
  - b. Welcome & clicker (1 volunteer)
    - Ether volunteer to be main market “on call”.
    - Ether volunteer to be first-aid trained.

Either volunteer to take pictures and share in social media.

- 1:30- 2:00 Pack down (minimum 2 volunteers)
  - a. Put back tables, collect feedback and material, signs from street, HiVis, first aid, wash mugs, swipe floor. Collect bins.

~~Compile/Check payment (liaise with Town Clerk)~~

## Costs

- Venue:

a) Pathfinder school:

$\pounds 23 \times 1\text{h}$  (first hour) +  $\pounds 12 \times 4\text{h}$  (remaining hours) =  $\pounds 59/\text{event}$   
(Wrong calculation- it should have been 71 $\pounds/\text{event}$ )

Total for 3 events:  $\pounds 177$

(wrong calculation in previous paper – should have been  $\pounds 213$  total)

Additional hour required for set-up and set down following advice from previous organisers and requirements of venue.

Total 6h required to keep 4 trading hours.

Thus:

$\pounds 23 \times 1\text{h}$  (first hour) +  $\pounds 12 \times 5\text{h}$  (remaining hours) =  $\pounds 83/\text{event}$

**Total venue hire:  $\pounds 249$**

b) NSC:

~~Activity studio  $\pounds 35 \times 4\text{h} = \pounds 140$~~

~~Total for 3 events:  $\pounds 420$~~

- Promotion (posters, flyers, banner) – estimated £200<sup>2</sup>

**(Total spent for promotion: £211)**

**Total costs: £460**

**Additional expenditure (separate motion)**

- o Cones and road signs
- o Volunteers HIVis (from emergency expenditure)
- o Sundries (milk & tea bags & coffee for traders)

**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.

With 11 stalls in January and 22 in February, the costs have already been recovered.

- The only cost required will be promotion materials (see above, £200) (additional costings for materials and sundries see above)

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

- £600 for Marketing costs for Events and Markets Committee (partially spent?)
  - o £295.30 available as per Finance & Governance Committee February
- £5,000 Council/community events (partially spent?)
  - o £2,318.36 available as per Finance & Governance Committee February
- £1,200 Market management (not spent)

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<sup>2</sup> Rough estimation based on 4 sqm of banners, 25 A5 flyers, 20 A3 posters and 20 A4 posters (both laminated and not laminated).



