

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

Report from	Cllr Bros Sabria
On behalf of	Market development Working Group
Date	8th March 2023
For Meeting of Council/Committee	Events and Markets Committee
Date of meeting	21st March 2023
Agenda item no.	94/22-23
Confidentiality	N/A
TITLE OF MOTION	Monthly indoor markets
MOTION(S)	<p>For the Committee:</p> <ol style="list-style-type: none"> 1) To consider success in two market events held on 22nd of January and 26th of February. 2) To agree to continue to hold monthly market events following same or very similar format, every 4th Sunday of the month 9:30 to 12:30, with any significant changes proposed by the Working Group to be approved by the Committee, and with the monthly market to be aligned with the pilot market plans (i.e. until the end of the pilot market). 3) To approve for the one-off costs of promoting the monthly indoor markets (£220) to come from budget heading 41 Marketing costs_Events and Markets 4) To approve for the running costs of holding the monthly events (£71/event for venue hire, and £4/event on sundries and stationery) to come from budget 5) To task the working group to draft Terms and Conditions for market traders and bring to Events and Markets Committee for its approval.
Background	<p>1) At the Events & Markets Committee meeting of <u>5th of April 2022</u>, agenda item 09/22-23 MARKET DEVELOPMENT WORKING GROUP, presented the preliminary results of the survey launched regarding the development of market. Full results were published in the Council website Market Survey Results are here! - Northstowe Town Council. There more than 550 replies, with 96% of respondents in favour of having a market in Northstowe, and preference over at least a weekly market (67%) on a weekend day with daily basics and local/sustainable produce being sold.</p> <p>2) Based on these results, the working group prepared a proposal for operational plan which presented at the at the Events & Markets Committee meeting of <u>5th of July 2022</u>, item 36/22-23 MARKET DEVELOPMENT – MARKET OPERATION PROPOSAL. The Committee then RESOLVED unanimously to approve the following recommendations form the market development working group in relation to the pilot market:</p> <ol style="list-style-type: none"> a) The pilot market to be a community/street market where daily items such as bread, milk, fish, fruit, vegetables and plants/flowers are sold, alongside some crafts and refreshment stands. b) The pilot market to commence earliest Autumn 2022 and latest in Winter 2022 and run for 6 calendar months. c) The pilot market to operate on weekends subject to traders availability d) The pilot market to be located at The Green (hard surface) and consist of approximately 10 stalls (subject to traders availability).

3) At the Events & Markets Committee meeting on 1st November, item 61/22-23 MARKET DEVELOPMENT WORKING GROUP: TIMELINE AND WINTER MARKET EVENTS, the working group presented an updated timeline for the delivery of the regular market, which showed that **start date had to be moved from end of 2022 to April 2023**.

4) At the same meeting (and same agenda item), the working group put forward a proposal for **three monthly market** events in between January and March 2023 with the objectives of :

- Providing an 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.

Committee RESOLVED unanimously, “to agree on holding monthly markets events in Jan-March 2023, and to task the Working Group with its implementation as per the draft action plan for ‘Winter Market Events’ proposed, as amended.

See minutes and proposal for market events.

As these were a one-off series of events, traders were not required to agree to Terms and Conditions.

5) Two market events have been held on 22nd of January and 26th of February which have been very successful in term of attendance (>650 people in January, >700 people in February), positive feedback received from residents on the day and in social media, as well as feedback from existing traders in the format of the market and new requests from traders (>35 traders applications). Whilst few of the traders have expressed interest in weekly market, most traders have expressed interest in taking part on a monthly basis an on an indoor venue.

6) At the Events and Markets Committee meeting of 29th of November, agenda item

72/22-23 MARKET DEVELOPMENT WORKING GROUP, the working group presented a proposal for business plan which was approved with some amendments. See [business plan proposal](#) and [meeting minutes](#).

7) Given the timeline required for recruiting market manager to take up market supervision tasks on the day and delay in the recruitment of deputy clerk (start day foreseen in May 2023), and **availability and interest from traders providing local daily basics**, the working group is presenting an **updated business plan** for the pilot market in this meeting (see separate motion). The main revisions in the plan include a “hybrid model” of market with:

- a) weekly outdoor “small” market with traders selling daily basics and food stalls (max 5 traders).
- b) monthly indoor and outdoor market with broader range of stalls.

8) The following costs associated with the winter market events were foreseen:

>Promotion (£200 forecasted, but £211 spent)

> Venue hire (£71 forecasted per event, but £83 spent per event)

	<p>Additional costs have also been identified such as sundries (e.g. coffee, tea and milk for traders and volunteers), and stationary (e.g. for signposting, attaching posters, creating feedback station, etc.)</p> <ul style="list-style-type: none"> - Costs associated with the delivery of these activity include: <ul style="list-style-type: none"> o promotion - one off , estimated £220 based on costs for previous market events, including a variety of products, including flyers, laminated and non-laminated posters, o Venue hire – on-going - £71 per event o Sundries, stationary - £4 per event <p>9) There is budget allocation for the 2023-2024 financial year under the relevant headings: 41 Marketing costs_Events and Markets 31 Council/Community Events 42 Market Management</p>
<p>Issues/items for consideration by the Council</p>	<ul style="list-style-type: none"> - The working group recommends for the Committee to consider to approve to hold monthly market events in order to give continuity to the provision of market activity, which gives the opportunity for local businesses to operate, for residents to get food and produce, get and meet together. - Whilst there is a high volume of work needed for the organisation, each market has required less preparation (such as liaising with traders, getting details and checking paperwork, market layout preparations, search for volunteers and coordinating) and with any subsequent events, learnings from experience can mean more efficient running and less needs. - Whilst the first two hours of January and February market events proved to be very busy (9:30-11:30), the third hour was much quiet with the last hour practically no visitors coming. For more efficient use of time and resources, it is proposed for the market trading hours to be reduced to 3 hours, 9:30-12:30 (instead of 9:30-1:30). - Before each market, the administration and promotion of the markets can be done by either few volunteers/councillors with the assistance of the Town Clerk/Deputy clerk. - On market day, it is expected that 4 volunteers are needed for the set up time (8:00-9:30), after that, 2 volunteers at one the time are needed. - Costs associated with the delivery of these activity include: <ul style="list-style-type: none"> o promotion - one off , estimated £220 based on costs for previous market events, including a variety of products, including flyers, laminated and non-laminated posters, o Venue hire – on-going - £71 per event o Sundries, stationary - £4 per event - The markets can provide a source of income for the Town Council that can contribute to make the operation of a weekly market economically viable. - Monthly markets to run for the whole duration of the pilot market. - For any regular market activity, it is good practice for traders to agree to comply with Terms and Conditions set by the organiser.
<p>Recommendations</p>	<p>For the Events and Market Committee;</p> <ol style="list-style-type: none"> 1) To consider success in two market events held on 22nd of January and 26th of February. 2) To agree to continue to hold monthly market events following same or very similar format, every 4th Sunday of the month 9:30 to 12:30, with any significant changes proposed by the Working Group to be approved by the Committee, and with the monthly market to be aligned with the pilot market plans (i.e. until the end of the pilot market).

	<p>3) To approve for the one-off costs of promoting the monthly indoor markets (£220) to come from budget heading 41 Marketing costs_Events and Markets</p> <p>4) To approve for the running costs of holding the monthly events (£71/event for venue hire, and £4/event on sundries and stationery) to come from budget heading 42 Market Management delivering monthly indoor markets</p> <p>5) To task the working group to draft Terms and Conditions for market traders and bring to Events and Markets Committee for its approval.</p>
Appendices	-
Documents:	-

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

Input needed from Clerk?	If needed, please provide details of what feedback is needed and/or what additional research may be needed in order for the motion presenter to finalise the motion paperwork
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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 days¹ 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:	Market development for the community	√
Staffing Implications: ⁱⁱ	YES - Although no need for staffing on market days and with the majority of planning and delivery having been carried out by Market Dev WG members to date, there has still been a considerable input needed throughout Jan-Mar from Clerk needed for numerous correspondence with Market Dev WG queries; partner liaisons, traders' and residents' enquiries, as well as input into promotion. Most time has gone into setting up financial processes for invoicing and which is expected to be the main ongoing time need for the RFO for further markets to be delivered.	√
Volunteer need implications:	YES – as highlighted above, Recommendation: For the Council to carefully consider proposed model, dependent on relatively large number of volunteers can be sustained, for ongoing correspondence promotion, preparations and delivery and monitoring & evaluation.	√
Equalities & Human Rights ⁱⁱⁱ	There are no equalities and human rights issues Details, where relevant: N/A	√
Crime and Disorder ^{iv}	Crime and disorder have been considered Details, where relevant: Covered through RA	√
Biodiversity ^v	There are no (negative) bio-diversity implications Details, where relevant: N/A	√
Sustainability	Is in line with the Council's Plastic-Free Pledge – is part of market aims	√
Financial ^{vi}	There are no financial implications at this stage	√
	There will be financial implications; Details: YES – see above	√
	There is provision within the budget Budget heading & details: YES – see above	√
	Decisions may give rise to additional expenditure; Details: Possibly – potential for further equipment needs to be identified.	√
	Decisions may have potential for income generation; Details: YES – traders' fees, see above	√
Other Resource implications (besides finance):	Details: YES - Dependent on availability of Primary school's main hall & car park	√
Health and Safety implications ^{vii}	Details: YES - Covered through RA – see also under 'Risk Management'	√
Legal	Power under which the spend can be actioned: ^{viii} <ul style="list-style-type: none"> - Local Government Act 1972, s. 145(1)(a): Power to provide entertainment/events; - Food Act 1984, s. 50 – power to provide a market place; - Local Government Act 2003, s. 93 – Power to charge for discretionary services. 	√
	GDPR - Data Privacy Impact Assessment: ^{ix} Details, where relevant: details of traders and volunteers.	√
	Other considerations: N/A	√
Risk Management	Material risks ^x exist and these are considered and being assessed: Details: YES Recommendations: <ul style="list-style-type: none"> - That RA is updated monthly, as market is new endeavour and new issues may need to be considered after each market; 	√

	Ensure clear responsibility lines within Working group for updating RA and making sure relevant information from volunteers, traders and attendees is captured	
Other Considerations:	N/A	√

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

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

ⁱⁱⁱ 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.

^{iv} The Council has a legal duty to act with due regards to crime and disorder in the area (Crime and Disorder Act 1998, s17).

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

^{vi} 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.

^{vii} See also Town Council's [Health and Safety Policy](#).

^{viii} See here for an [Overview of relevant discretionary powers](#) beyond the General Power of Competence.

^{ix} See also the Town Council's [Data Protection Policy](#).

^x See Town Council's [Risk Management Plan](#).