

NORTHSTOWE TOWN COUNCIL - EVENTS AND MARKETS COMMITTEE
MINUTES of the committee meeting held on **21st MARCH 2023**
at the Pathfinder Primary School, Northstowe.

Members: 8: Cllr Susarla (Chair); Cllr Oluwasanya (Vice-Chair); Cllr Bros Sabria; Cllr Delip; Cllr Greef; Cllr Kinna; Cllr Males; Cllr Nikoro.
Quorum: 4 Members.
Present: 7 Members: Cllr Susarla; Cllr Oluwasanya; Cllr Bros Sabria; Cllr Delip; Cllr Males; Cllr Nikoro; Cllr Greef (from 20:04).
Town Clerk.
Members of the public: 1.
Apologies: Cllr Kinna.
Absent: N/A.

The meeting was started at 20:00 pm; Cllr Susarla took the Chair.

84/22-23 APOLOGIES FOR ABSENCE (Standing Item)

To receive apologies for absence received prior to the meeting.
Apologies were received, and accepted from Cllr Kinna.

85/22-23 DECLARATIONS OF INTEREST (Standing Item)

- a) *Councillors to declare any pecuniary or personal interest in any items on the agenda.*
- b) *Councillors to declare any prejudicial interest in any items on the agenda and to inform the Chair if they wish to speak on the matter during public participation.*

Cllr Bros Sabria declared the following interest: Chair of Sustainable Northstowe, as this was considered relevant to the following agenda items: 90/22-23; 91/22-23; 94/22-23, and 96/22-23.

It was decided that, due to potential conflicts of interest as Sustainable Northstowe is referred to in the plans proposed for the market, she was given dispensation to join in any discussions in their capacity as lead Councillor on the Market Development Working Group, but would need to refrain from any voting taking place under item 96/22-23(4,7).

Cllr Greef joined the meeting at 20:04 pm.

86/22-23 PUBLIC PARTICIPATION (Standing Item)

- a) *To adjourn the meeting for up to 15 mins. to allow members of the public, and Councillors declaring a prejudicial interest, to address the meeting in relation to business to be transacted at this meeting.*
- b) *To reconvene the meeting.*

No member of the public wished to speak. The Chair reconvened the meeting.

87/22-23 MINUTES OF PREVIOUS COMMITTEE MEETINGS (Standing Item)

[Sub-item 1 deferred from non-quorate Events and Markets Committee 3rd Jan. '23]

- 1) *To approve the minutes of the meeting of the Events and Markets Committee held on 29th November 2022 as a true record of that meeting (attached).*

It was proposed by Cllr Susarla, seconded by Cllr Males and **RESOLVED**, with 6 voting for and 1 abstaining, **to approve the minutes of the meeting of the Events and Markets Committee held on 29th November 2022 as a true record of that meeting.**

- 2) *To approve the minutes of the meeting of the Events and Markets Committee held on 3rd January 2023 as a true record of that meeting (attached).*

It was proposed by Cllr Susarla, seconded by Cllr Oluwasanya and **RESOLVED**, with 2 voting for and 5 abstaining, **to approve the minutes of the meeting of the Events and Markets Committee held on 3rd January 2023 as a true record of that meeting.**

88/22-23 ITEMS FOR INFORMATION

Update on use of The Green for market stall(s), managed by Sustainable Northstowe, in advance of formal pilot market from Town Council is planned to start.

The clerk provided an update, mentioning that the Council had been approached by the fruit and vegetable trader, following the 26th February winter market event, whether they might be able to trade on a weekly basis. He continued explaining that, as the Town Council had not yet formally agreed to start the pilot market, this could not be enabled through the Town Council until such time as the business plan for the pilot market had been approved by the Council.

He expressed that it is his understanding that the Market Development Working Group looked at the options to support this trader in their wishes, and that through Sustainable Northstowe an interim solution was offered which is outside of the Town Council's involvement.

Following questions from Councillors, Cllr Bros Sabria explained that the traders at The Green set up on their own, under the general coordination of Sustainable Northstowe, and any issues that may be materialising as a result will not come back to the Town Council.

89/22-23 COMMITTEE WORKING GROUPS (Standing Item)

To receive updates on progress, where not covered under under-mentioned agenda items, from;

a) Market Development Working Group.

[Includes progress report (attached), deferred from Events and Markets Committee 3rd Jan. '23, item 80/22-23(3)].

Cllr Bros Sabria provided the following updates:

- Greenbelt has provided a draft license agreement for use of their part of The Green for the planned weekly markets, and this is being sent to NABMA for an additional check.
- To date, over 40 traders have signed up to the market, although the majority are non-food/craft type, suitable primarily for indoor venues.

b) 2022 Christmas Switch-On Working Group.

Cllr Delip gave the following updates:

- A formal debrief had yet to take place. The Chair highlighted that this is on the agenda at item 91/22-23.
- Through Northstowe Arts, a number of community groups are looking at jointly purchasing a stage for community events. Northstowe Arts has indicated to be willing to lead on this, and wishes to learn of the Town Council's involvement in the processes.

The **2022 Christmas Switch-on Working Group** was **tasked** to work with Northstowe Arts (and any other relevant partner) to consider options and consider potential Town Council involvement, and come back to the committee with a motion for any Town Council involvement.

c) Jubilee Event Working Group.

Cllr Males gave an update, highlighting that the key issue preventing this from moving on had remained the same, i.e. not knowing the number of children living in Northstowe.

It was suggested that the new [report from the County Council on their summer 2022 Northstowe resident survey](#) may have useful information about the population make-up.

The **Jubilee Event Working Group** was **tasked** to bring information with a motion back to the next committee meeting.

90/22-23 WINTER MARKETS AND PILOT MARKET SOCIAL MEDIA STRATEGY

[Item deferred from Events and Markets Committee 29th Nov. '22, item 72/22-23(4) and again deferred from Events and Markets Committee 3rd Jan. '23, item 81/22-23]

1) To receive a proposal from the Market Development Working Group (attached; with email correspondence and information on logo shared with Cllrs).

Cllr Bros Sabria highlighted that there is an overlap with the information now also contained in the documentation for item 96/22-23 (2), in the section of the draft Business Plan for the pilot Market titled 'Marketing Plan' – in this section similar details have been included in the now updated and amended Business Plan being proposed, for instance around promotional and social media activities.

A discussion followed around different aspects of logo development, with pros and cons considered by different Councillors around brand recognition and logo development procedures.

2) To approve the proposal and task the Working Group to take necessary steps for its implementation. It was proposed by Cllr Susarla, seconded by Cllr Oluwasanya and **RESOLVED**, unanimously, to amend the social media strategy with a focus on logo development only.

It was proposed by Cllr Susarla, seconded by Cllr Oluwasanya and **RESOLVED**, unanimously, to approve the motion, as amended.

The **Market Development Working Group** was tasked, in this also working closely with the SCDC Community Development Officers, to bring back a more detailed motion focusing on the logo development to the next committee meeting.

91/22-23 CHRISTMAS SWITCH-ON DEBRIEF

[Item deferred from Events and Markets Committee 3rd Jan. '23, item 82/22-23]

To consider the request received from partner organisations to organise a debrief session for the 2022 Light Up Northstowe event (Emails shared with Cllrs).

Cllr Delip explained that a formal debrief session had not taken place, but that she had been able to hold direct discussions with some of the organisations involved following the event. She continued, explaining that from these discussions it is understood that feedback was largely positive, albeit with one issue as a result of last-minute changes implemented having been received negatively by one of the partners.

In a discussion that followed the following key points were raised by Councillors;

- Planning for the next Switch-on event should take place soon;
- It would be good to get all partners together in the near future, to ensure good ongoing relationships and jointly starting up plans for the next event well before summer.

The **Christmas Switch on Working Group** was tasked to send communications to all partner organisations involved in the 2022 Switch-on, with a particular focus on starting up joint event planning in the near future.

92/22-23 NORTHSTOWE WINTER MARKET EVENTS

Motion from: Market Development Working Group

(Attached: 1. Report - feedback received from attendees of the January market; 2. Updated Risk Assessment for winter market events; 3. Report - updated details winter market events); 4. Report - Proposal for winter market events – Revised March).

1) To receive a verbal update on success and lessons learnt of indoor events held on 22nd January and 26th February.

Cllr Bros Sabria gave a summary of the success of the first two winter market events held to date.

2) To receive and consider revised proposal for delivery of three winter indoor market, with retrospectively for January and February updated after the delivery of the first (report attached).

Cllr Bros Sabria summarised the information contained in the report, highlighting that delivery plans have been tweaked along the way, based on the experience of the first two events held; and highlighted the main changes made.

The following observation was made:

- Referring to traders' public liability insurance cover needs it states £5 rather than £5 million minimum cover needed.

The following questions were raised;

- How do we monitor the maximum capacity at meetings, to ensure there are no more people inside than we say we allow, for safety reasons and in line with the hire agreement.

The **Market Development Working Group** was tasked to consider how best to work out when the maximum capacity in the building is reached and how to act on it, were this to materialise at the next and any future indoor markets.

3) To approve the updated proposal for three winter market events.

It was proposed by Cllr Bros Sabria, seconded by Cllr Males and **RESOLVED**, unanimously, to approve the updated proposal for three winter market events.

93/22-23 NORTHSTOWE WINTER MARKET EVENTS – UPDATED TIMELINE

Motion from: Market Development Working Group

(Attached: 1. Report; 2. Updated timeline).

- 1) Receive a report for updated timeline.
- 2) Approve the proposed timeline.

The Chair proposed that, as the timeline has now also been incorporated into item 96/22-23(1), the motion report and timeline are to be considered at that item instead.

It was proposed by Cllr Susarla, seconded by Cllr Greef and **RESOLVED**, unanimously, **to defer the items 93/22-23(1,2) to form part of the paperwork and discussion to be considered under agenda item 96/22-23(1) on this agenda.**

94/22-23 MONTHLY INDOOR MARKETS

Motion from: Market Development Working Group

(Attached: report).

- 1) To consider success in two market events held on 22nd of January and 26th of February.

Cllr Bros Sabria referred to the information already provided under item 92/22-23(1).

- 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).

It was observed that the Sunday market coincides with several churches having their service, preventing some residents from attending the market.

It was proposed by Cllr Susarla, seconded by Cllr Bros Sabria and **RESOLVED**, with 6 voting for and 1 against, **to amend the motion to read ‘[...] every 4th Sunday of the month 9:30 to 12:30 and outside between 9:30 and 14:00, [...]’.**

It was proposed by Cllr Susarla, seconded by Cllr Bros Sabria and **RESOLVED**, with 6 voting for and 1 against, **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 and outside between 9:30 and 14:00, 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).**

The **Market Development Working Group** was **tasked** to look at alternative time options, in this also considering and checking venue availability options and traders’ availability.

- 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.

It was proposed by Cllr Susarla, seconded by Cllr Bros Sabria and **RESOLVED**, unanimously, **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.

It was proposed by Cllr Susarla, seconded by Cllr Bros Sabria and **RESOLVED**, unanimously, **to amend the motion to read ‘[...] from cost budget ‘Market Management’.**

It was proposed by Cllr Males, seconded by Cllr Greef and **RESOLVED**, unanimously, **to approve the motion, as amended, for the running costs of holding the monthly events (£71/event for venue hire, and £4/event on sundries and stationery) to come cost budget ‘Market Management’.**

- 5) To task the working group to draft Terms and Conditions for market traders and bring to Events and Markets Committee for its approval.

The **Market Development Working Group** was **tasked** to draft Terms and Conditions for market traders and bring back to the Events and Markets Committee for approval.

95/22-23 NORTHSTOWE WINTER MARKET EVENTS - EXPENDITURE

Motion from: Market Development Working Group

(Attached: 1. Report; 2. Overview proposed expenditure)

- 1) To receive a report for Expenditure for market and events.

Noted.

2) *To approve the proposed expenditures of for markets and events £569.83 to come from 43 Assets for Events.*

The clerk raised a question, which he highlighted he had also referred to on the second part of the associated motion paper, whether all items listed are to be purchased, or if in some cases a choice is still to be made between similar items. The Chair answered that all items listed are to be purchased.

It was proposed by Cllr Males, seconded by Cllr Delip and **RESOLVED**, with 6 voting for and 1 abstaining, **to approve the proposed expenditures for markets and events of in total £569.83, to come out of cost code 43 ('Assets for Events')**.

96/22-23 PILOT MARKET BUSINESS PLAN

[Further to resolution passed at [Events and Markets Committee 29th Nov. '22, item 72/22-23\(2\)\(c,d,e\)](#)]

Motion from: Market Development Working Group

(Attached: 1. Report; 2. Amended Business Plan; 3. Timeline, as presented under item 93/22-23).

1) *To receive an update on timeline for delivery of the market and updates on recruitment of deputy clerk and market manager.*

Cllr Bros Sabria provided an update, explaining the changes made to the timeline for developing and implementing the pilot market and the reasons for doing so.

2) *To receive and consider an updated business plan for the delivery of pilot market, in light of latest developments presented, feedback received and amendments as approved by the E&M Committee.*

The revised sections are:

1. *Operational plan – Start and end date and location*
2. *Operational plan – Frequency, days and time*
3. *Operational plan – Traders, pitch fees and conditions*
4. *Operational plan – Staffing*
5. *Operational plan – Facilities (gazebos, electricity, toilets), parking and traffic*
6. *Marketing plan*
7. *Financial plan.*

Cllr Bros Sabria highlighted the following key changes made to the business plan compared with that brought to the committee in November:

- Plan is now to start the market with a smaller number of traders selling basic goods, 4 or 5 at most each week. This is driven primarily by the delay in the Town Council's recruitment of a Deputy Clerk and the need for a separate Market Manager, the recruitment of which is also delayed and yet to be instigated. This means that an alternative way of managing the markets, primarily through volunteer effort, will have to be arranged to get the market going.
- These smaller weekly markets are to be combined with a larger monthly market, in effect the continuation of the monthly winter market events, as agreed under item 94/22-23 on this agenda.

It was raised as a concern the need to find and have and retain sufficient volunteers to manage the markets each week; with this it was considered important that the Town Council considers what it could do if it cannot find the volunteers needed.

3) *To receive and consider an updated business plan with new section:*

1. *Monitoring and Evaluation plan*

Noted.

4) *To approve the revised sections of the business plan.*

It was proposed by Cllr Susarla, seconded by Cllr Greef and **RESOLVED**, with 6 voting for and 1 abstaining, **to approve the revised sections of the business plan.**

5) *To approve the new section of the business plan on monitoring and evaluation.*

It was proposed by Cllr Oluwasanya, seconded by Cllr Susarla and **RESOLVED**, unanimously, **to approve the new section of the business plan on monitoring and evaluation.**

6) *To present to Finance and Governance Committee the business plan for consideration and recommend for a specific section in the website to be set for market related information, for dedicated social media accounts to be managed by a nominated volunteer, who is to be proposed by the working group and approved by the Town Clerk.*

The Chair referred to the discussion held under item 90/22-23 and that the proposals in this motion having largely been included in the social media- and website-related plans included in the amended Business Plan as approved under item 96/22-23(2), which is to be presented to Full Council following a resolution hereto under item 96/220-23(7).

7) *To recommend to Full Council to consider and endorse the Business Plan and task the Events and Markets Committee, through the Market Development Working Group, to take necessary steps for its implementation working with the Town Clerk.*

It was proposed by Cllr Susarla, seconded by Cllr Greef and **RESOLVED**, with 6 voting for and 1 abstaining, **to recommend to Full Council to consider and endorse the Business Plan and task the Events and Markets Committee, through the Market Development Working Group, to take necessary steps for its implementation working with the Town Clerk.**

97/22-23 DATES OF NEXT MEETINGS (Standing Item)

To note;

▪ *Full Council: Tue 28th March 2023, 7-9 pm, Pathfinder Primary School, Main Hall.*

[Finalised motions to be received by 18/03].

▪ *Events and Markets Committee: Tue 2nd May, 7-8:30 pm; Location: Pathfinder Primary School ('old Wing' classroom).*

[Finalised motions to be received by 21/04].

• *For all Council meetings, see www.northstowetowncouncil.gov.uk*

Noted.

The meeting was closed at 22:16 pm.

Signed.....
Chair of the Events and Markets Committee

Date.....