

NORTHSTOWE TOWN COUNCIL - EVENTS AND MARKETS COMMITTEE
MINUTES of the committee meeting held on **2nd MAY 2023**
at Pathfinder Primary School, Northstowe

Members: 8: Cllr Susarla (Chair); Cllr Oluwasanya (Vice-Chair); Cllr Bros Sabria; Cllr Delip; Cllr Greef; Cllr Kinnera; Cllr Males; Cllr Nikoro.
Quorum: 4 Members.
Present: 4 Members: Cllr Susarla; Cllr Oluwasanya; Cllr Greef; Cllr Kinnera.
Town Clerk; Deputy-Clerk.
Members of the public: 0.
Apologies: Cllr Bros Sabria; Cllr Delip; Cllr Males; Cllr Nikoro.
Absent: N/A.

The meeting was started at 19:14 pm; Cllr Susarla took the Chair.

01/23-24 APOLOGIES FOR ABSENCE (Standing Item)

To receive apologies for absence received prior to the meeting.

Apologies were received and accepted from: Cllr Bros Sabria; Cllr Delip; Cllr Males; Cllr Nikoro.

02/23-24 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.*

None were declared.

03/23-24 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 was present. The Chair reconvened the meeting.

04/23-24 MINUTES OF PREVIOUS COMMITTEE MEETINGS (Standing Item)

1) *To approve the minutes of the meeting of the Events and Markets Committee held on 21st March 2023 as a true record of that meeting (attached).*

It was proposed by Cllr Susarla, seconded by Cllr Greef and **RESOLVED**, with 3 voting for and 1 abstaining, **to approve the minutes of the meeting of the Events and Markets Committee held on 21st March 2023 as a true record of that meeting.**

05/23-24 COMMITTEE WORKING GROUPS (Standing Item)

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

a) *Market Development Working Group.*

It was noted that a Risk Assessment is being updated.

b) *2022 Christmas Switch-On Working Group.*

It was noted that Northstowe Arts is planning to organise a meeting to explore options for collective purchase of a stage for community groups including for future Christmas switch-on events.

c) *Jubilee Event Working Group.*

It was noted that the remaining action is still to get Northstowe children memorabilia and that this had stalled due to a lack of understanding how many children there are in Northstowe. It was noted that the 2021 census data as well as the more recent County Council Northstowe survey have provided useful data to be used to guesstimate the number of memorabilia. A question was asked for the Working Group to consider whether it is still worthwhile doing this, as it will be after the 2022 jubilee event and now also following the 2023 coronation event.

06/23-24 MARKET LOGO COMPETITION

- 1) *To receive update from market development working group since last E&M meeting and report with recommendations.*

A general update was provided.

- 2) *To approve timeline for launching, promoting and running a logo competition for the Northstowe market.*

It was proposed by Cllr Susarla, seconded by Cllr Greef and **RESOLVED**, unanimously, **to approve the timeline for launching, promoting and running a logo competition for the Northstowe market.**

It was observed that the deadline for getting information into Northstowe News is tight.

- 3) *To approve to organise a community event to gather input on the most preferred design out of three shortlisted entries, with the assistance of SCDC Community Development Officers.*

It was proposed by Cllr Susarla, seconded by Cllr Kinnera and **RESOLVED**, unanimously, **to organise a community event to gather input on the most preferred design out of three shortlisted entries, with the assistance of SCDC Community Development Officers.**

- 4) *To nominate a panel of 3 Cllrs from Events and Markets Committee to shortlist three designs from entries received.*

It was proposed by Cllr Susarla, seconded by Cllr Oluwasanya and **RESOLVED**, unanimously, **to appoint Cllr Greef, Cllr Kinnera and Cllr Susarla to shortlist three designs from entries received.**

- 5) *To approve to recommend to Full Council to adopt the most preferred market logo.*

It was proposed by Cllr Oluwasanya, seconded by Cllr Greef and **RESOLVED**, unanimously, **to approve to recommend to Full Council to adopt the most preferred market logo.**

- 6) *To approve to offer competition prize consisting of a hamper of goods and/or vouchers donated by Northstowe Town market traders and to nominate a Cllr from Events and Markets Committee to work with Town Clerk and/or Deputy Clerk look for donations and preparation of hamper.*

In a discussion it was highlighted that data needs to be stored in accordance with GDPR, but also this competition may provide an opportunity to keep people informed through future marketing, linking this also with the approved social media strategy for market promotion.

It was proposed by Cllr Greef, seconded by Cllr Kinnera and **RESOLVED**, unanimously, **to approve to offer competition prize consisting of a hamper of goods and/or vouchers donated by Northstowe Town market traders and to nominate a Cllr from Events and Markets Committee to work with Town Clerk and/or Deputy Clerk look for donations and preparation of hamper.**

- 7) *To approve costs of £50 to cover for promotion (posters) and refreshments on community event, which should come from budget heading 41 Marketing costs_Events and Markets.*

It was proposed by Cllr Susarla, seconded by Cllr Greef and **RESOLVED**, unanimously, **to approve costs of £50 to cover for promotion (posters) and refreshments on community event, which should come from budget heading 41 Marketing costs_Events and Markets.**

- 8) *To task the Market Development Working Group with the preparation of promotion material and promotion activities (e.g. social media), as well as with the placing of collection boxes and collecting of entries, in close cooperation with Community Development Officers.*

An update was provided by the Working Group that an article and posters are being drafted.

- 9) *To approve the proposed Terms and Conditions for logo competition.*

It was proposed by Cllr Susarla, seconded by Cllr Greef and **RESOLVED**, unanimously, **to approve the proposed Terms and Conditions for logo competition.**

07/23-24 MARKET AND OTHER EVENTS EXPENDITURES

- 1) *To approve to buy a set of electronic clickers to monitor indoor venue occupancy.*

It was proposed by Cllr Susarla, seconded by Cllr Oluwasanya and **RESOLVED**, with 3 voting for and 1 abstaining, **to approve to buy a set of electronic clickers to monitor indoor venue occupancy.**

- 2) *To approve to buy a windometer to monitor levels of wind for safety of events and markets.*

It was proposed by Cllr Greef, seconded by Cllr Oluwasanya and **RESOLVED**, unanimously, **to approve to buy a windometer to monitor levels of wind for safety of events and markets.**

The **Market Development Working Group** was **tasked** to research cut-off points for decisions when to cancel in case of high winds, and to ensure the use of the windometer finds its way into the Risk Assessment for the weekly and monthly markets.

08-23-24 DATES OF NEXT MEETINGS (Standing Item)

To note;

- *Full Council (Annual Meeting of the Town Council): Tue 23rd May 2023, 7-9 pm, Northstowe Secondary College, 2nd floor gym. [Finalised motions to be received by 13/05].*
- *Events and Markets Committee: TBC.*
- *For all Council meetings, see www.northstowetowncouncil.gov.uk*

Noted.

The meeting was closed at 19:49 pm.

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

Date.....