

Report by Events and Markets Terms of Reference Working Group (prepared by Cllr Oluwasanya and Cllr Bros Sabria)

Report for: Events and Markets Committee

Meeting date: 6th October 2021

Report for agenda item: 20/21-22 Review of the Committee's Terms of Reference (ToR)

- 1) To receive a report (attached) and verbal update from the ToR Working Group set up to review the wording of the Terms of Reference (Item 09/21-22).
- 2) To consider convening a Working Group to develop rules governing the organising of town events, to feed into the ToR update.
- 3) To decide on getting the Market Development Working Group to develop rules governing the operation of the local markets, to feed into the ToR update.

Background information: On its meeting of the 15th September (see draft minutes https://www.northstowetowncouncil.gov.uk/_UserFiles/Files/_Minutes/131820-NTC_Events_and_Markets_Committee_Minutes_15_Sep_2021_DRAFT.pdf), the Events and Markets committee, on the agenda item 09/21-22 Review of the Committee's Terms of Reference, resolved unanimously to convene a working party to review the current Terms of Reference, to update the wording and to bring that back to Full Council for approval. This report aims to reflect the progress made in looking at the current Terms of Reference (ToR) and propose relevant amendments in order for them to better define the Committee's remit, what it wishes to achieve for events and for markets, and how it wishes to achieve that.

Members of the working group (which all Committee members were encouraged to join), prepared proposals based on informal discussions amongst members, desk research, including ToR of similar committees in other councils (including St Ives, Dorchester-Poundbury, Cambridge city council, St. Neots, Cambourne). However, it is noted that often where relevant committees were present, these are split between market management and events/amenities. It also looked at documents relevant to the operation of the Ely Market and Cambridge Market.

Issue for consideration:

The committee to discuss and consider the following proposed revisions to the current committee ToR, as approved by Full Council on 20th May 2021.

If point 2) of the agenda item mentioned above is approved, the Working Group is to take note of detailed feedback discussed in the Committee's meeting and bring back an updated version to next meeting for the Committee's approval and subsequent recommendation to Full Council.

Proposed revisions (changes are shown in bold and italics)

Membership: Nine members of Full Council

Quorum: Four

Reports to: Full Council

Type of Committee: Standing (permanent) and executive (Full Council has delegated responsibility for certain decisions to the committee)

The Committee is to receive advice from the Town Clerk on whether a matter for deliberation is within Committee's power to recommend or resolve. The Committee's power delegated does not always have to be exercised if matters for resolution would benefit from more clarity and

deliberation by Full Council. Recommended matters are required to be presented to Full Council for resolution.

Meetings frequency: The committee will meet on a monthly basis, unless otherwise decided.

Role of the committee:

The overall purpose of this committee is ***firstly***, to agree and oversee a programme of regular and one-off Civic and Community events organised by Northstowe Town Council, and ***secondly agree and oversee the development and piloting, and subsequent management of local market(s).***

Specific role and powers

- 1. To agree expenditure within predetermined budgets set by the Council, referring requests for additional or non-budgeted expenditure to the Finance and Governance Committee for authorisation. If such additional or non-budgeted expenditure includes items of more than £5000, the request will be directed to Full Council, in line with Section 4.1 of the council's Financial Regulation ("Budgetary control and authority to spend"). All committee's budget and expenditure are to cover costs of what is necessary and relevant to the smooth running of events held in the community and running of markets.***
- 2. To develop and set rules that govern the organization of events by the Council and the extent of involvement of the council in events organised by community groups and other stakeholders (for example all events led by the council should be sensible to be funded by taxpayers and sustainable; the maximum budget allowed for any event etc.).***
- 3. To review proposals for the Council to lead on, collaborate, or support events from community groups and recommend the Council response to such requests. Such proposals are to be submitted as such a time that will allow for the Full Council's deliberation (3 months in advance of the proposed events if council led, 2 months if council is to collaborate or support them).***
- 4. To develop and set rules that will guide the kind and scale of events organised in the town that requires prior notice and approval by the Council. Rules will take into consideration community benefit and community wellbeing, respect to the environment and sustainability, public health and safety and appropriate insurance arrangements and risk assessment that needs to be adhered to and conducted by organizers of such events. This does not imply that the Council will censor events that happen in Northstowe; the goal is to ensure public health and safety of the Town.***
- 5. To develop an annual program of regular and one-off events on behalf of the council and play a leading role in strategies that make town a destination through - Town events, markets, marketing, tourism, culture and leisure.***
- 6. To collaborate with relevant community groups, other local authorities and stakeholders in the delivery of events aligned with event rules set up as per the points above, for the wider benefits of the town.***
- 7. To develop and set rules that govern the operations of the local market(s) (for example frequency of markets, times and locations and review as needed to accommodate changing needs, conduct of traders, appointment of market manager(s), ensuring no one business occupies space unreasonably to the detriment of others) and review and update such rules and needed to suit changes in the market. The Committee is also to agree fees relating to events and markets, including, but not limited to pitch/stall fees and ensure pitch requested is proportional to business size.***
- 8. To monitor growth of market(s) and adopt relevant changes to accommodate changes in market size.***

9. ***To receive and incorporate community views/feedback periodically to improve on the Council led events and the local market(s).***
10. To set up and review contracts for services relating to events ***and markets, and report findings to the Town Clerk to establish legalities.***
11. To seek grants and sponsorship for events ***and development of markets*** whenever possible ***and report findings to the Town Clerk to make the applications.***
12. To ensure that all decisions are in accordance with Northstowe Town Council's adopted policies and financial regulations.

The Committee is to receive recommendations from sub-committees and working groups on updates to terms of reference necessary for committee's operations.

Report by Market Development Working Group (prepared by Cllr Oluwasanya and Cllr Bros Sabria)

Report for: Events and Markets Committee

Meeting date: 6th October 2021

Report for agenda item: 23/21-22 Market development

- 1) To receive a report (attached) and verbal update from the Market Development Working Group set up to look into market development options (item 13/21-22).
- 2) To discuss the next steps to be taken by the Working Group towards piloting a market in Northstowe.

Background information: On its meeting of the 15th September (see draft minutes [https://www.northstowetowncouncil.gov.uk/UserFiles/Files/Minutes/131820-NTC Events and Markets Committee Minutes 15 Sep 2021 DRAFT.pdf](https://www.northstowetowncouncil.gov.uk/UserFiles/Files/Minutes/131820-NTC%20Events%20and%20Markets%20Committee%20Minutes%2015%20Sep%202021%20DRAFT.pdf)), the Events and Markets committee, on the agenda item **13/21-22 Market development**, made the following **observations in relation to the Committee's role on market development:**

- It was suggested to hold a survey with residents to understand better what they would like to see in a market.
- It was recommended to liaise with and learn from nearby towns such as St Ives to understand better how best to develop markets.
- Besides the available market space at The square, the Phase 1 Community/Enterprise zone being developed through South Cambs DC was suggested as having the potential to become the focus for a pop-up market, developing the market through this model until such time as a proper market square becomes available in the phase 2 shopping centre.
- There was general agreement that the Committee's key roles could be around generating community interest in a market, generating interest with potential market stall holders, and researching the logistics and practicalities of starting up a market.

The Committee also **resolved unanimously:**

- **that the Committee sees itself having a key role in mapping out how the Council can lead on developing and piloting a market;**
- **that the Committee convenes a working party to work towards piloting a market in early 2022; and**
- **that all Councillors on the Committee are to be encouraged to join this working party.**

In light of this decision, a working group was set, and members of the working group continued discussions based on the observations made during the Committee meeting and in relation to next steps for the development and piloting a market.

Issue for consideration:

The committee to consider the following points discussed by members of the working group, and agree on proposed and any additional next steps for the development of market.

Points for discussion

1. The Markets Working Group recommends that the Northstowe local market should be a diverse marketplace where there is something for everyone's taste and pocket.

2. Following on the observation on location made by the Committee on the meeting of 15th of September (see above), the following (opposite) points have been discussed in relation to the two locations:
 - a. Phase 1 Employment zone in Northstowe instead of the local centre square (“the Green”), this space could be reserved for people to sit and enjoy community interactions.
 - b. The space in the Green was designed with a small market in mind, hence the array of power points in the ground, that moving it to the employment zone in the shorter term would remove access to these facilities, and that a small market would complement the space available on the Green.
3. Involvement from local businesses should be facilitated, and the market should be complementary to neighbouring villages so businesses are not taken away from these villages. An exception is where a determination has been made of sufficient demand to avoid adversely affecting businesses in neighbouring villages.
4. It is recommended that for the pilot market to be developed to consider rental rather than upfront purchase of market stalls.

Next steps

1. The group recommends the Committee to launch a survey in order to gather input from the community and local businesses in order to assist the Committee in the task of defining what kind of market(s) will be of interest to the community with a view to prioritizing the type of market for the initial pilot. A draft has already been prepared by Cllr Thomson with revisions and contributions by the working group (see in Annex).
 - a. Media for the survey: A mix of online and paper-based survey was recommended, with publicity by traditional media such as Northstowe News and social media. The mayor will help create awareness of the survey in his regular column in Northstowe News. Paper copies are to be available from various locations (The Wing; schools; etc) and it should be easy for people to participate offline. Language diversity is to be considered, but there will be the need to define which languages into which translate the survey. Also the means of survey delivery should include an accessible format to capture the views of individuals with relevant disabilities.
 - b. Scope of the survey: The working group also recommends to open up the survey to surrounding villages, and for potential businesses which may be interested. The Committee should also consider setting up an information session for interested businesses and residents beyond Northstowe.
 - c. Pop-up sessions: To encourage participation to survey and conversations with broader community, it is also suggested to organise several sessions for the public / local businesses. Options discussed were at the Green on a Saturday (to capitalise on residents coming to pick up food on truck) as well as Community Cafes sessions at the Community Wing on Wednesday. Other options may also be considered.
 - d. Software: It will be necessary for the Committee to have the adequate software for the development and implementation of the survey, including sharing documents for group editing, host of survey and gather the results and input received. It recommended that a google account is created for NTC to take advantage of g-suite apps. This will allow for the creation of a shared

documents that can be edited in real time as a group. Other applicable software that will accommodate council needs can also be considered.

- e. Dates of the survey: the following should be considered when deciding timeline for survey:
 - i. meetings of the Committee: a reasonable time-lag will be required in order for the feedback from surveys and sessions to be properly processed, summarised and a report prepared for consideration of the Committee.
 - ii. Northstowe News deadlines for contributions: 1st October (already passed) for the issue November-December, and 1st December for the issue January-February.
 - iii. There is no budget for the Committee for this financial year and thus, any expenditure needs to be approved by Full Council/Financial Committee, or instead included in a heading for the budget for next year.

2. It suggested to set up delegations to consult with St. Ives, Ely, Histon and St. Neots on market development. Depending on whether the markets in these towns are council-led, or community-led, we can liaise with them to find out:
 - a. if they provide stalls
 - b. how much they charge (i.e. pitch fees) and/or spend on the running of the market (e.g. rental of space and equipment)
 - c. their trading policy
 - d. if they have employees or are run only by volunteers.