

Swaffham Town Council

Minutes of the **Market Committee** meeting held on **Monday, 23rd April 2018** at **6.30pm** in the Council Chamber, Town Hall Swaffham.

Present: Mrs S Lister (In the Chair)

Councillors: Mrs A Thorp, Mrs J Skinner (until 8pm), Mrs S Matthews, Mr C Houghton (until 8pm), Mr P Darby (Substitute for R Bartram)

Market Trader Reps: Mr E Ratcliffe, Mr D Smith, Ms H Robinson
Poultry Auction Rep: Mr F Eagle
Friday Market Rep: Mr H Eagle

Deputy Town Clerk: Mrs C Smith
Admin Assistant: Mrs H Duggan

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1 Apologies for Absence

- 1.1. Cllr R Bartram – holiday
- 1.2. Cllr T Jennison - unwell

2 Declarations of Interest

- 2.1. There were no declarations of interest.

3 Minutes of the previous Market committee

- 3.1. The minutes of 19th February 2018 were agreed and signed as an accurate record of the meeting.

4. Report from the Deputy Clerk:

4.1. Changes to Market Licences

C&R Auction – there was a request received to extend the auction area by 10m, taking the pitch area up to Mother Hubbard's.

It was unanimously agreed to approve the request by C&R Auction to increase their pitch size by 10m.

Mr F Eagle recommended a press release was issued to acknowledge the Auction and the positive impact it was having on the market.

It was agreed the Deputy Clerk would write a press release to acknowledge the Auction and the positive impact it was having on the market.

4.2. New Casual Traders

V&J Hogroast – it was advised that this stall had attended on one occasion but had not returned.

ShopAppy – Breckland District Council had requested to have a stall at the market on either 12 May or at the Sheep Fair to promote the ShopAppy scheme. They wanted to do a similar promotion as they had at the initial launch event, giving away food etc.

The Committee discussed the merits of the Sheep Fair and the possible impact on the market and it was proposed that Breckland District Council be allowed to have a stall at the Sheep Fair on Saturday 26th May and to offer sample foods to continue to promote ShopAppy.

Initials: _____

It was agreed to allow Breckland District Council to have a stall at the Sheep Fair on Saturday 26th May and to offer sample foods to continue to promote ShopAppy.

4.3. New Regular Traders

The Cheese and Pie Man – this new trader had requested the end pitch near the Buttercross and had advised they wanted to make payment on an annual basis. They had not attend the previous Saturday as they were booked into a previous event some time ago. There were one or two other occasions where they would not be able to attend but they would let the office know in advance.

Mr D Smith raised concerned and confusion regarding two existing casual traders who had potentially requested to become Regular Licenced traders to secure the same pitch. Mr E Radcliffe advised he had spoken to both existing casual traders and advised them to contact the office to confirm they wished to become Regular Licenced traders. It was noted the casual traders in question had not contacted the office.

It was proposed to accept the application by The Cheese & Pie Man trader to a Regular Licence on the end pitch.

It was agreed to accept The Cheese and Pie man onto the Saturday Market as a Regular Licenced Trader

In light of the confusion highlighted it was recommended that some clarification was required to all traders on the process required to obtain a Regular licence, amending licences, etc

It was agreed to circulate a communication to all traders to clarify the correct process to adopt when trading on the market in relation to Regular Licence application and approval of licence changes etc.

Mr E Radcliffe highlighted that there were currently only 3 Market Representatives and it would be good to have a fourth one, possibly a trader from the market aisle nearest the Buttercross so that the whole market could be supported.

It was agreed to highlight the need for a fourth market representative in the next Market Circular.

4.4. Social Media

The Market Representatives were asked if they would like to become administrators on the Council Market Facebook account – allowing them to update real time during the Saturday market directly.

Market Representatives – Ms H Robinson, Mr E Radcliffe, Mr H Eagle - agreed to become administrators on the Council Market Facebook account and to help promote the market more.

4.5. Promotion of the Market

It was noted that the radio advertisement had been running on KLFM, The Deputy Clerk advised she had heard it a couple of times and hopefully this had helped with footfall on the market. The Office had also secured a new advertisement for traders in the Market Trader News, a copy of which had been circulated to the market via the Market Representatives at the last Saturday market.

5. Market Towns Initiative

A proposal to purchase 10 stalls to rent to traders was circulated with the Agenda and the Committee was advised that the Full Council had already agreed to the financing with the final decision to be taken by the Market Committee.

Initials: _____

The Committee discussed the merits of the scheme and there were suggestions of a costing of £32 for each 15ft stall, this would be split £15 towards the pitch and £17 towards the hire of the gazebo.

There were concerns expressed regarding the set up and storage costs and Mr H Eagle advised this part of the proposal was still being investigated.

The proposal was thought to be very positive for the market and the town.

It was proposed to approve the scheme, subject to the set up and storage costs being agreed.

It was agreed to accept the proposal subject to the set up and storage costs being approved.

6. **Christmas Lights**

6.1. The Committee were asked to discuss the arrangements for the 2018 Xmas event. The Swaffham Trade Association were no longer going to be involved in the organisation of the event this year.

The Committee were aware a date of Sunday 2nd December had been previously agreed for the event, and some bookings already agreed. It was proposed a Xmas light working group be set up to organise this year's event.

It was agreed to set up a Xmas Working Group to organise the 2018 Christmas Event.

It was suggested that instead of organising separate working group meetings that the working group would hold their meetings before each bi-monthly Market Committee meeting.

It was agreed to hold the Xmas Lights working group meeting before each bi-monthly Market Committee meeting.

Mr F Eagle suggested a real nativity with real sheep, donkeys etc, following on from the rare breed sheep fair possibly with live animals..

Mr H Eagle advised he had the Assembly Rooms booked on that Sunday however was happy to hand this over to the Council, possibly for Santa's grotto.

7. **Sheep Fair**

The Deputy Clerk confirmed the event planning had been continued by the working group. Unfortunately the group were unsuccessful with the bid to the Windfarm for funding but there was a grant agreed of £1000 from the Town Council events budget.

Mr F Eagle had found some cheaper hurdles and there was the option to also borrow some if required.

The budget for publicity and promotion had been adjusted with most of this being done in house.

Over the next couple of weeks, the group will be promoting the event through social media and the local press. Impson's had also offered to sponsor a banner

A summary of the event was circulated at the meeting – *Appendix 1*

Morris dancers had been invited, at a cost of £110 to come from the Market entertainment budget. The Morris dancers had yet to confirm the date, so it was proposed to contact them again and if they could not confirm attendance then the Deputy Clerk would look for alternative entertainment.

It was agreed to contact the Morris Dancers again and if they could not confirm attendance then the Deputy Clerk would look to alternative entertainment.

Mr F Eagle provided a short update on progress on the event planning so far:

- Website – was being created and cost donated by Cllr Ed Colman and would be ready shortly
- Promotion – Rare Breeds Survival Trust (RBST) had supplied some posters, leaflets and pens for the working group to share with local suppliers to the event - butchers, restaurants etc.
- A banner had been commissioned that would be put on the Assembly Rooms shortly

Initials: _____

- NCC Farmers market – Mr Eagle was to attend a new NCC Framers market at County Hall and was hoping to encourage some extra stalls to the event.
- The Cheese & pie man from the indoor market was looking to book at outside stall for the event

8. Licence Bond

- 8.1. To note the number of bonds held and consider the request by Mr Martin to not pay a bond.

The Deputy Clerk explained that on Feb 2010 the Market Committee agreed to a new Licence Bond equal to one month's rent being charged to traders, the bond is held in a deposit and is refunded to traders if they decide to leave the market subject to one months' notice being received and there being no arrears or dispute on the licence or pitch.

At the last Market Committee meeting the committee requested the office look at a breakdown of those traders who had so far paid a licence bond.

Of the 20 regular traders currently in place 9 of these had paid a bond, on two occasions it related to stalls that were taken over by new licencees: although the pitch had not changed a new licence was issued.

All those that have not paid a bond have been traders since before 2010 when the Licence bond agreement was initially agreed.

Licence bonds were charged in 2011/2012 however there were so bonds charge again until 2016.

The Deputy Clerk confirmed there was no clear rule on charging a bond to existing licence holders where the licence conditions change; including moving pitches or expanding/decreasing pitch size.

Guidance was sought from the Committee on how to proceed with the following options to be considered:

- a) Existing stall holders pay a bond when they change conditions on their licence; including moving pitches or expanding/decreasing pitch size.
- b) Existing stall holders do not need to pay a bond.

The consensus of the committee discussion was that it was not deemed fair to levy the licence bond only on new traders and that all traders should be holding a licence bond although there was agreement that it was not practical to ask all regular traders to pay the bond at the moment.

It was instead proposed and seconded that existing regular licenced traders would be asked to pay a bond when they change conditions on their licence; that resulted in a new licence being issued.

It was agreed by a vote of 6 for, 3 against to adopt a ruling that existing regular licenced traders would be asked to pay a bond when they change conditions on their licence; resulting in a new licence being issued.

It was agreed that an admin charge of £25 would be levied for any changes to licences where new licence paperwork was required; including size change or change of use etc

It was agreed that Mr Martin would therefore be asked to pay a licence bond in relation to his change of pitch and size and new licence that was issued in January 2018

9. Market Reports

- 9.1. Saturday Market Representatives

Mr D Smith had nothing to report

Mr E Radcliffe wanted to recognise the work of the two outside staff – Gerald & Kevan who had been covering he market recently.

Ms H Robinson reported the Auction was going well and there had been interest as far as Wisbech and March which was really good.

Initials: _____

9.2. Friday Market Representative
Mr H Eagle had nothing to report

9.3. Poultry Auction Representative
Mr F Eagle reported the Poultry auction was going well and they were looking at possibly adding a new horticulture attraction, although stressed this would in no way adversely affect the Saturday indoor or outdoor markets.

10. **Market related items for information only**
A request had been received asking that non-voting committee members be allowed to vote on the Market Committee.
The Committee were asked for their support to take the request to the Full Council annual meeting in May 2018.

It was agreed to take the request - that non-voting members of the Market Committee be allowed voting rights – to the Full Council annual meeting in May 2018.

11. **Date for next meeting:**
Monday, 18th June 2018 at 6.30pm

Meeting Closed 8.05pm

Chairman.....