

Swaffham Town Council **Market, Events & Tourism Committee**

Minutes of the meeting of the **Market, Events & Tourism Committee** on **Monday, 16th November 2020** at **6.30pm** via virtual media link

Councillors: Mrs J Skinner, Mrs L Beech, Mrs S Matthews, Mr S Bell, Mrs W Bensley, Mr P Darby.

Non-Councillors: Mr F Eagle (Chairman) Mr H Eagle.

Deputy Town Clerk: Mrs C Smith
Market Superintendent: Mrs R Ostler

1. **Apologies for absence**

The meeting was informed that Cllr K Sandle had resigned from the Committee.

2. **Declarations of interest for items included on the Agenda**

Mr F Eagle stated that Mr H Eagle is his brother and also Trades on the Market.

3. **Minutes:** Market Events and Tourism Committee 12th October 2020

Agreed

4. **Outstanding actions agreed at previous meetings.**

The Deputy Town Clerk reported that Breckland had been in contact and were happy with the Market. They offered to help with any signage if it was required. The Deputy Town Clerk was still requesting that Breckland look at altering the bollards at the War Memorial.

5. **Report from the Town Clerk regarding Market issues** *with input from the Market Superintendent:*

5.1. **Report on the arrangements for food and essential items market running until 4th December.** The Deputy Town Clerk reported that the Market had reverted to a food and essential items market, following Government guidelines and NABMA and NMTF advice.

5.2. **To consider holding a Market on Christmas Eve and not on Boxing Day.**

Following a discussion, it was agreed to hold a Christmas Eve Market and check with Stallholders about holding one on Boxing Day. Following enquiries from two people wanting to play recorded music on the Buttercross, it was agreed to invite one for the 19th December and the other for the 24th December, as long as they know the situation could change so they may not be able to perform.

5.3. **To consider Market budget Advert/Publicity/Promotions.**

There is a budget for promoting the Market, some of which is used in placing an advert with the local press. It was agreed to advertise the Markets on 19th and 24th December in the Watton and Swaffham newspaper. The Chairman asked that a recommendation be taken to the Finance Committee for the money to be passed to the Market Committee following the restructuring of that Committee.

5.4. **To receive a report on the Town Council's decision to revert to a Market Committee, with Events being run by working groups and Tourism being considered under either a full Council or a different Committee.**

The December Committee Meeting will follow the new structure by which time its terms of reference will be discussed by the Council. The Committee discussed the importance of having the businesses around the Market Place represented and to increase the number of Trader representatives and whether they could vote.

Initials.....

6. Reports from Market Trader Representatives

- 6.1. Saturday Market and Auction: Mr H Eagle reported that, owing to lockdown, there was no Auction and the Market was fairly quiet.
- 6.2. Friday market: This was not open so there was no report
- 6.3. Poultry Auction: Mr F Eagle reported that, owing to the lockdown and bird flu, the Poultry Auction is in a double lockdown and unlikely to reopen before May 2021. There is no compensation available for this situation. He was however, planning to do a Christmas Turkey Auction.

7. Reports on Events

- 7.1. Update on VE day event 6th June 2021: The working group met on the 27th October to discuss arrangements, including a Parade and Church Service. The Lions and Swaffham Heritage will take part and Nicholas Hammond Academy will send a representative to the meetings. The Swaffham Shantymen had been booked and an application for a Battle of Britain flypast had been requested.
- 7.2. Update on the Christmas Market 6th December: This Event had been cancelled.

8. To receive and consider late or urgent matters at the Chairman's discretion.

The Chairman would like to nominate the Market, Events and Tourism Committee for a NABMA award for the way it worked together reopening the Market after the first lockdown. It was agreed the Deputy Town Clerk would draft a 500-word submission, with input from the Committee members, and ask either the District Councillors or MP Liz Truss to nominate it.

- 9. **Date for next meeting and items for a future agenda:** Monday, 14th December 2020, 5.30pm
Agreed

The Meeting closed at 7.16pm.

Chairman.....

Initials.....