

## **Swaffham Town Council**

Minutes of the **Market Committee** meeting held on **Monday, 19<sup>th</sup> February 2018** at **6.30pm** in the Council Chamber, Town Hall Swaffham.

Present: Mr D Smith (In the Chair)

Councillors: Mr R Bartram, Mrs T Jennison, Mrs A Thorp, Mrs J Skinner, Mr P Darby, Mrs S Matthews, Mr C Houghton

Market Trader Reps: Mr E Ratcliffe  
Poultry Auction Rep: Mr F Eagle (until 7pm)  
Friday Market Rep: Mr H Eagle  
Market Superintendent: Mr C Green

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

Public Cllr E Colman (until 7pm)

### **1 Apologies for Absence**

- 1.1. Cllr S Lister – family commitments
- 1.2. Cllr W Bensley – work commitments

### **2 Declarations of Interest**

- 2.1. There were no declarations of interest.

### **3 Minutes of the previous Market committee**

- 3.1. An amendment to the minutes was made; to include Cllr Houghton as present. The minutes of 18<sup>th</sup> December 2018 were then agreed and signed as an accurate record of the meeting.

### **4 Sheep Fair**

To discuss the arrangements for the sheep fair, May 26<sup>th</sup>

An update was provided on progress from F Eagle, Cllr E Colman and the Deputy Clerk as follows:

- Website - under construction, to include details of the event, parking, linked restaurants.
- Social Media – to include Twitter and Facebook with a push just before the event.
- Event Programme – A5 booklet with local businesses taking up advert space which will pay for the printing. Looking to have this ready the week before the event, to allow for details of local restaurant and hostelry menus
- A5 Leaflet – to be considered to be ready 4/5 weeks before the event to help promote.
- Signage – Cllr Colman to use some of the NCC local member budget to help with signage
- Park and Ride – NORSE are looking to hold a regular service between the Raceway and the town, funded by donations with any shortfall covered by F Eagle and Cllr Colman.
- Swaffham Raceway - are looking to hold a banger event
- Promotion – the Deputy Clerk is organising a photo shoot with EDP at Melsop Farm who will provide some lambs to promote the sheep fair.
- Additional events on the day - Cllrs were asked to help with engaging local businesses and shops to encourage involvement, shop window displays, competitions, volunteering
- Stalls – the office were looking at targeting known traders – sheepskins rugs etc to trade one the day. H Eagle also has 3./4 stalls that would be interested in trading.
- Antinghams – to be used as a Car Park, managed by Swaffham Young Farmers
- Charity Auction – charity suggestions required for the potential 6-10 sheep breeds
- Funding – the Deputy Clerk is investigating potential funding opportunities

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The working group will be meeting soon. Mr Eagle also suggested a new name for the Working Group – Markets & Fairs sub committee

**5 Report from the Deputy Clerk**

5.1. New Casual Traders  
H Eagle – Plant Stall

**It was unanimously agreed to accept H Eagle onto the Saturday Market as a Regular Licenced Trader**

The Deputy Clerk confirmed the Licence paperwork would be issued by the weekend.

Mother Hubbards - have asked to have a doughnut pop up stall outside their shop starting on Saturday 24<sup>th</sup> February 2018.

**It was unanimously agreed to allow Mother Hubbards to have a pop up stall outside their shop on a casual basis starting from Saturday 24<sup>th</sup> February 2018**

Casual Traders - Bellas Beds, Crystal Eyes and Vac Marc were approached by the Market Superintendent to ask their preference to become Regular Licenced Traders  
Mr Smith advised he had had similar conversations however had received a different response from the same traders.

**It was agreed that Market Rep, Mr D Smith and the Market Superintendent would approach the remaining Casual Traders - Bellas Beds, Crystal Eyes and Vac Marc – to confirm their preference to become Regular Licenced Traders.**

The Market Rules state that a casual trader will be permitted to trade on Swaffham Market for a period of 4 to 8 weeks (until it can be considered at a market meeting.) When the period comes to an end that stallholder must apply for a Licence. If that stallholder does not apply or has been turned down for a Licence that stallholder will cease to trade on Swaffham Market.  
The question was asked of the Market Committee that if these traders declined to apply for a Regular Licence would the Committee stand by the Rules & Regulations and ask them to cease. After discussion it was proposed that the traders be allowed to remain on the market as Regular Casual Traders if they declined to apply for a Regular Licence.

**It was unanimously agreed to allow the current casual traders - Bellas Beds, Crystal Eyes and Vac Marc – to remain on the market as Regular Casual Traders if they declined to apply for a Regular Licence.**

It was further proposed that a letter was issued to all Casual Traders to advise them of the Market Rules & Regulations to avoid any future confusion.

**It was agreed to issue a letter to all Casual Traders to advise them of the Market Rules & Regulations to avoid any future confusion.**

5.2. Changes to Licenses

It was noted that new licences have been issued to L Martin, Supersox and Icen Partnership..

- 5.3. Licence Bond to consider a request from Mr L Martin to not pay the licence bond on his pitch.  
The Deputy Clerk explained the bond was put in place by the Town Council for all new licences, it was hoped that this would encourage traders to give notice, if they did not then the space that was saved for them would be paid for the first month of missed attendance and absence.  
Recently some stalls had changed and had new arrangements and licences drawn up, including paying the required Licence Bond. Mr Martin had requested that he did not pay the licence bond as he was an established trader. The Committee were asked for a recommendation regarding this as it would be a change to policy. The Committee were asked

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to note that when Bloomsbury Bakers changed hands, Christies Cheese changed hands and Fresh4U had changed hands – all were asked and paid a licence bond, as a new licence was issued. Mr Martin has been asked to pay a licence bond as he was moving pitches as well as extending the length of his pitch.

The Committee discussed the issue and in principle it was agreed that Mr Martin should pay the licence bond, in line with other traders.

Questions were raised about how the bond is collected, it was noted that some of the older traders had not been asked to pay the bond and concerns were expressed that they were not aware that it would become due with a new licence issued.

The Committee proposed that a full review be undertaken on licence bonds and a report provided to the Committee for consideration on how to take this forward.

**It was agreed that the office would undertake a full review of licence bonds for review by the Committee at their next meeting. In the meantime Mr Martin would not be required to pay the Licence Bond.**

Charter Licence – the licence for Plowright Place to have stalls was up for renewal, the Committee were asked to agree it be re-issued.

**It was unanimously agreed to renew the Market Charter Licence for Plowright Place.**

## **6 Market Promotion**

6.1. To discuss taking an advertisement with KLFM.

The Deputy Clerk confirmed there was a Market promotion budget that had not yet been used. KLFM had been in touch with a sample advert that the Committee could put in place for four days in a month, perhaps a Friday advert in April leading up to the Sheep Fair.

An advert to run across the day costs around £80.

**It was unanimously agreed to a spend of £400 on radio promotion with KLFM leading up to the Sheep Fair.**

Mr Eagle mentioned the last EDP double page spread and how they had recently completed a promotion of the Indoor Market. It was suggested a second double page spread, with traders maybe taking out small adverts would be an option to investigate further.

**It was agreed the Deputy Clerk and Mr Eagle would investigate the option of a second double page spread to promote the Saturday Market.**

### Market Trade News

The Deputy Clerk advised there had been an enquiry received from Market Trade News and an offer of a ¼ page advert for a substantially reduced price of £100, usually £380.

**It was agreed to accept the Market Trade News offer of a ¼ page advert for the reduced price of £100.**

The Market Trade News is a free trade paper that market traders enjoy reading; the Saturday Indoor market receive a free bundle of 25 papers which they leave for their regular traders. Mr Smith proposed that the Committee ask Market Trade News to provide another bundle that could be handed out to the Saturday Markey Traders.

**It was agreed to ask Market Trade News to provide a regular supply of the free trader paper that could be handed out to the Saturday Market Traders.**

## **7 Market Representatives Reports:**

7.1. Saturday Market Representatives - Mr E Ratcliffe, Mr D Smith

Mr Ratcliffe raised concern regarding recent discussions on the market about pitch alignment. He was happy as a trader to allow Mr L Martin and Mr H Eagle to use his pitch to store their

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items and was aware that this practice could not exceed the required size of his pitch nor make the market look unnecessarily untidy as a consequence. The Market Superintendent asked that he be made aware of such arrangements to ensure there were no issues with the office.

Mr Smith raised concern regarding parking notices; he was aware there were notices on the East Side advising no parking during market hours however there was nothing on the West Side/Central Market Place.

Cllr Darby noted that the planned parking charges to be enforced this year would result in new car park signs and it may be that it could be accommodated then.

**It was agreed to review the market parking signage and advise Highways.**

Mr Smith highlighted a number of pavement kerb stones on the West Side of the market, there were a number of loose kerb stones that were causing concern to the public.

It was suggested the market traders report the concerns to NCC Highways via their website and the office would do the same.

**It was agreed the office and individual market traders would report the loose kerb stones to NCC Highways via their website**

Mr Smith raised concerns regarding end of day packing up on the market and the use of barriers to help stop cars parking before traders were ready to leave. This was considered a Health & Safety hazard.

The Deputy Clerk agreed to investigate end of day processes to ensure Health & Safety was managed appropriately.

7.2. Friday Market Representative – Mr H Eagle

Mr Eagle highlighted the use of Facebook to promote the market, something he was doing for the indoor market. A payment of £5 per month was requested to be paid to Mr L Martin to undertake a Facebook promotion to help increase the audience of his Swaffham Market Facebook profile to over 40k users.

**It was agreed to allow a monthly fee of £5 to be paid to Mr L Martin for a period of six months to undertake a weekly Facebook promotion to increase the audience on his Swaffham Market Facebook profile.**

Mr Eagle requested consideration be given to allowing him to operate a Saturday Indoor market stall - when the Saturday Indoor Market was taking place – to let him sell his tender plants, orchids, tomato plants etc – that otherwise he could not sell outside due to weather conditions. After discussion it was proposed to allow Mr Eagle to operate a Saturday Indoor market stall to sell his tender plants as long as this did not directly compete with other outside traders.

**It was agreed to allow Mr Eagle to operate a Saturday Indoor market stall to sell his tender plants, orchids, tomato plants etc – that otherwise he could not sell outside due to weather conditions as long as this did not directly compete with other outside traders.**

7.3. Poultry Auction Representative – Mr F Eagle

Mr Eagle left the meeting at 7pm and did not provide an update before leaving.

8 **Market related items for information only**

No further items were proposed for discussion

9 **Next meeting:**

Monday, 23<sup>rd</sup> April at 6.30pm

Meeting Closed 8.25pm

Chairman.....

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