

Swaffham Town Council

Minutes of the **Market Committee** meeting held on **Monday, 18th June 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, Mrs S Matthews, Mr C Houghton, R Bartram, T Jennison, Mr P Darby

Market Trader Reps: Mr D Smith, Ms H Robinson
Poultry Auction Rep: Mr F Eagle (from 7.35pm)
Friday Market Rep: Mr H Eagle (from 7.35pm)

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

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1 Apologies for Absence

1.1. Mr E Ratcliffe – prior commitment

2 Declarations of Interest

2.1. There were no declarations of interest.

3 Elect a Chairman and Vice Chairman for the forthcoming year 2018-19

Committee members were asked to elect a Chairman and Vice Chairman for the forthcoming year, 2018/19.

It was unanimously agreed to elect Cllr S Lister as Chairman and Market Representative Mr David Smith as Vice Chairman for the forthcoming year – 2018/19.

4 Minutes of the previous Market committee

4.1. The minutes of 23rd April 2018 were agreed and signed as an accurate record of the meeting.

5 Report from the Deputy Clerk:

5.1. Voting Rights

It was noted H Eagle and F Eagle were accorded voting rights at the Town Council meeting on 9th May 2018.

5.2. Market Policy for casual use

A draft Market Policy for casual use was circulated with the Agenda.

The Deputy Clerk explained that the office had recently had an enquiry from a political group campaigning against Brexit. In the past stall space had not been allocated for political groups. The office had received a Freedom of Information request asking the council to provide the Policy on not allowing campaigning. On looking through the files the office could not find a written policy and so a draft was produced for consideration and approval by the Committee.

It was discussed and a proposal put forward that the wording be amended to state that the 'Market Committee do not rent market stalls for the purpose of political campaigning or for protest groups'.

It was agreed that the Market Policy for casual use be amended to state that the Market Committee do not rent market stalls for the purpose of political campaigning or for protest groups.

5.3. Market Rules & Regulations review

Initials: _____

A revised Market Rules & Regulations was circulated with the Agenda. The Deputy Clerk advised the office were looking to formalise the administration arrangements so that all parties were clear on when deposit and charges were be applicable. The revised Rues & Regulations included the measures agreed at previous Market Committee meetings.

It was unanimously agreed to approve the revised Rules & Regulations and to issue a copy to all Market Traders.

5.4. Market Superintendent Position

The Deputy Clerk confirmed Mr Colin Green had retired as the Market Superintendent and the position had been advertised in the Watton and Swaffham as well as online. The job description had changed a little so that the new member of staff would now be more involved in the administration of the Market also contributing to social media and promotion of the market.

5.5. Changes to Market Licences

New Casual Traders

Debs Bags - this lady had not returned her form for applying to be a regular but it was understood that this was imminent. The Committee were asked to consider her joining as a Regular Licenced Trader, with a view to being positioned on the East Side of the Market.

Cllr Lister advised the Committee that there had been a number of complaints from two shops in the town about the trader, regarding her allegedly approaching their customers in their shop to openly invite them purchase goods from her stall.

This practice was not acceptable to the Market Committee and it was recommended the Deputy Clerk investigate further and write to the trader to advise this.

It was also proposed that once the trader completed the correct paperwork that a pitch be offered to her in either the War Memorial or on the East Side outside Iceland between the Church walkway and Iceland.

It was unanimously agreed to write to Debs Bags regarding market protocol and once the correct paperwork is received to offer a pitch in either the War Memorial or on the East Side outside Iceland between the Church walkway and Iceland.

Carol Sutterby – an application had been received for a new stall selling glassware, silver collectables and knick knacks. After reference to the agreed market mix it was proposed to approve the application starting on Saturday 30th June as a Casual to be amended to a Regular Licence Trader after 4 continuous weeks trading.

It was unanimously agreed to approve the application for Mrs Carol Sutterby as a casual trader to be amended to a Regular Licence Trader after 4 continuous weeks trading.

John's Gardening Services – an enquiry had been received for a local gardening services business who also does hanging baskets and shrubs which he would like to sell on the market, using a small 10 ft pitch. He has traded on markets before and has public liability insurance. After reference to the agreed market mix it was proposed to approve an application for a 10 ft pitch to sell handing baskets and shrubs.

It was agreed to approve a new application for Johns Gardening Services for a 10 ft pitch to sell handing baskets and shrubs.

5.6. New Regular Traders

JJEB Meat – had applied to permanently reserve their current pitch and have a licence to attend once a month. After discussion it was recommended to decline the request on the grounds it would adversely affect the pitch being rented out on a full time basis in the future.

It was agreed to decline the request to permanently reserve the JJEB Meat pitch and have a licence to attend once a month on the grounds it would adversely affect the pitch being rented out in a full time basis in the future.

5.7. Impson Butchers, Swaffham

The Deputy Clerk advised the committee that Impson Butchers, Swaffham were celebrating 85 years of trading in Swaffham and wanted to have a small gazebo and free hog roast outside their shop on 21st July for their customers.

It was agreed that Impson Butchers could have a small gazebo outside their shop on 21st July 2018 to hold a free hog roast for their customers to celebrate 85 years of business, as long as the public highway was not obstructed.

5.8. Mr L Martin

The Deputy Clerk advise the Committee that Mr Martin had been asked for his Licence bond on a number of occasions and had not made payment and was now 2 months in arrears and would now be incurring an admin fee of £25 for further letters.

The Deputy Clerk spoke with Mr Martin at the sheep fair, 26th May 2018 and explained that this would be the case. Mr Martin advised he had been having trouble getting a cheque book and did not want to pay cash. The office offered to stagger payments but Mr Martin declined to make a payment until he had a new cheque book. The office called Mr Martin on Friday 15th June to request payment of the arrears and was again told he did not have a cheque book and refused to pay by cash, even the smaller staggered amounts.

Given the history with the management of this account it was felt the Committee should be reminded of rule 24 within the Market Rules & Regulations that states 'The Council reserve the right to automatically suspend Market rights if a license is two months in arrears. If a suspension of Market rights occurs the Council has the right with immediate effect to exclude a Licenced trader until such a time that the issue is resolved by the Market Committee or Town Council.'

The Committee discussed the issue and the recommendation was that all traders be treated equally. It was proposed by Cllr Thorp, seconded by Cllr Bartram to adopt Rule 24 of the Market Rules & Regulations, in the case of Mr Martin, and suspend the licence to trade until the arrears on the account were cleared in full with immediate effect.

It was further proposed the Deputy Clerk would contact Mr Martin on Tuesday 19th June to advise the Committee resolution and to impress on Mr Martin the need to clear the account arrears or he would not be allowed to trade on the market until it was cleared in full.

It was unanimously agreed to adopt Rule 24 of the Market Rules & Regulations, in the case of Mr Martin, and suspend the licence to trade until the arrears on the account were cleared in full with immediate effect.

It was unanimously agreed the Deputy Clerk would contact Mr Martin on Tuesday 19th June to advise the Committee resolution and to impress on Mr Martin the need to clear the account arrears or he would not be allowed to trade on the market until it was cleared in full.

Cllr Lister stressed to the Market Committee the confidential nature of discussions held during the meeting and that members were asked to refrain from sharing confidential discussions outside the Committee.

It was unanimously agreed that, due to the confidential nature of discussions held during the meeting, Committee members would refrain from sharing confidential discussions outside the Committee.

6. **Market Promotion**

6.1. Promotional offer from Market Trader News.

Initials: _____

The Market were offered a 4 page feature spread, including interviews with stall holders, staff and pictures of the market. Market Trader News is a multinational magazine predominantly for Market Traders. Free copies are received and circulated to all market traders each month.

After discussion it was proposed to decline the offer as it was not felt advantageous for the market as a whole.

It was agreed to decline the offer as it was not felt advantageous for the market as a whole.

6.2. KLFM

KLFM asked for feedback on the Market in following the month long advert with KLFM. The general consensus was the advert was a positive for the market and footfall during the Sheep Fair was definitely increased.

The Deputy Clerk advised there was an offer to repeat the advert using the same format.

The Committee discussed the offer and a proposal was put forward to repeat the advert for the month of September 2018.

It was agreed to repeat the advert for the month of September 2018.

7. **Sheep Fair**

7.1. Feedback from the 2018 Sheep Fair and look to 2019, report from Fabian Eagle.

Consensus from the Committee was that the 2018 Sheep Fair was a positive success for the Market, with increased footfall and interest and also a more joined up approach with businesses in the town. There were lessons learned regarding promotion of the car park, park and ride and improving people's perception of what is involved in a Sheep Fair.

Cllr Lister confirmed that a total of £552 had been raised through the mock sheep auction which was shared amongst seven charities.

It was recognised that 2018 was a first year and that future years would see a bigger and more improved Sheep Fair.

F Eagle provided an overview of suggestions for the 2019 Sheep Fair including:

- Flags on the lampposts – rectangular drop flags with different native breed sheep
- Race track – holding a Sat evening event – with music, native meats food and fireworks
- Charity Dinner – on the Thursday before the event - RAF Marham have offered chefs to cook a Native Breed meat themed dinner for charity
- Sheep – more stalls and sheep themed products
- Food Stalls – more sheep related food served
- Shop window competition
- Local Businesses – more restaurants, café and public houses offering sheep themed menus
- Costumed characters – roaming through the market and town
- Cookery Demonstrations
- Scarecrow & shepherd competitions
- Sheep dog trials on the Antinghams

F Eagle proposed a working group be formed to work on the planning and organisation of the 2019 Sheep Fair.

Volunteers from the Committee included Cllrs Lister, Jennison, Matthews, Bartram, Mr F Eagle and Mr D Smith.

It was agreed to form a working group to plan and organise the 2019 Sheep Fair to include Cllrs Lister, Jennison, Matthews, Bartram, Mr F Eagle and Mr D Smith.

The Deputy Clerk thanked all the volunteers who helped with the planning and organisation of the event and those who also helped on the day at the council gazebo. The event itself came in under budget with a total spend of £901. Thank you letters had been issued to all involved. The shop window competition attracted nine business and the winner was Starlings. An article is

Initials: _____

due in the June 2018 Swaffham Newsletter. A certificate of thanks had also been received from Nelson's Journey, one of the charities to benefit from the mock sheep auction. F Eagle confirmed he had also received a letter from the Chairman of the Rare Breeds Survival Trust to congratulate Swaffham on the Sheep Fair and for their support.

8. Market Representative Reports:

8.1. Saturday Market Representatives – Mr D Smith
Nothing to report

8.2. Friday Market Representative – Mr H Eagle
All going well, there were now some vacancies for stalls on the indoor market which Mr Eagle was advertising. There were some enquires and possibly a couple of enquiries that would suit the Saturday Market, these had been referred on.

8.3. Poultry Auction Representative – Mr F Eagle
All going well at the moment, customer and visitors numbers are increasing. The café is now improved and attracting more customers which is a positive.

9. Market related items for information only

There was nothing on the agenda.

10. Date for next meeting

Monday, 13th August 2018, 6.30pm

Meeting Closed 8.15pm

Chairman.....