

## Swaffham Town Council Market & Tourism Committee

Minutes of the Market and Tourism Committee Meeting held on Monday 19 January 2026 at 6.30pm in the Council Chamber

Councillors:	L Beech, W Bensley, P Darby, J Mander, J Skinner
Non-Councillors:	H Eagle, L Martin, D Smith (Chairman)
Town Clerk:	L Jarrett
Market Superintendent:	I Cross
Members of public:	None.

**M78/25 Apologies for absence**

Apologies were received from A Buckenham. No apologies were received from G Eves, J Skinner, F Eagle or P Cross so were marked as absent.

**M79/25 Declarations of interest for items included on the agenda.**

None.

**M80/25 Meeting adjourned to allow any traders or members of the public to address the Market Committee in a PUBLIC OPEN FORUM (maximum of 15 minutes)**

No public.

**M81/25 Late or urgent matters at the Chairman's discretion, not included elsewhere on the agenda (prior notice must be given)**

Concerns were raised regarding Breckland Council's proposed 'Green Spaces plans' around the town centre. One positive was that the closing of the Costa Road was one of the proposals. There are currently no timescales, and it is believed there is no funding for any of the plans currently. I Cross has been requested to send photos of the market. He is looking at trying to obtain drone pictures.

**M82/25 Minutes: Market Committee 19 January 2026**

The minutes of the meeting held 19 January 2026 were agreed and signed by the Chairman.

**M83/25 Outstanding actions (not included on the agenda)**

The Deputy Clerk has emailed 32 coach companies informing them of the opening times of the public toilets and market times. It is hoped more coach companies will use Swaffham as a stop off point.

A quote of £4,000 has been received for Market signage to be installed at the four main roads into Swaffham. The Communications Officer has received Pride in Breckland funding which will cover the cost for these.

**M84/25 Deputy Clerk update on outstanding/ongoing items**

Report at Appendix 1.

**ACTION: To rearrange Master Composters visit to coincide with National Allotment Week.**

**M85/25 Report from the Market Superintendent**

Report at Appendix 2.

**ACTION: It was agreed to add an agenda item to the next meeting to include no trading from the pavement to the Market Rules.**

**M86/25 Reports from Market Trader Representatives:**

- Saturday market – Some traders have again started to pack up before 2pm. L Martin has contacted the owner of one of the traders. This will be monitored.
- Auction – The auction had a very busy week and is going well. F Eagle is still supporting when required.
- Friday market – It has been a wet few weeks, but the market is back to capacity with traders.
- Poultry auction – No auctions held recently.

**M87/25 To provide update on TRO for Costa Road**

No update to provide.

**M88/25 To receive report of Market incident**

An incident report was received from the Market Superintendent. The incident took place on 14 February where a member of the public verbally abused a Market trader. The trader was deeply upset by the incident and reported it to the police.

**M89/25 To receive Correspondence**

None.

**M90/25 To agree the date of the next meeting for Monday 18 May 2026 at 6.30pm to be held in the Council Chamber at the Town Hall and agree items for a future agenda.**

The Meeting closed at 7.05pm

Chairman.....



## SWAFFHAM TOWN COUNCIL

Town Hall, 4 London Street, Swaffham, Norfolk PE37 7DQ

Telephone: 01760 722922

[www.swaffhamtowncouncil.gov.uk](http://www.swaffhamtowncouncil.gov.uk)



# Deputy Town Clerk Report

### Market Towns Conference

Deputy Town Clerk, Comms Officer and Market Superintendent all attended the Market Towns Conference held at Thursford. The conference was very good and gave the opportunity to network with other towns. Following the conference Comms Officer has registered interest in funding which is due to be released soon.

### Update on additional electrical supplies

The company who installed the previous electrical points has been contacted but the company is being wound up. NCC are being consulted to assist with the installation of the electrical points.

### Town Wardens

Chris and Sam, the two Town Wardens started work last week. They will individually be working every day, alternate weeks. They will work 2pm-5pm on a Saturday and will assist Ian with the tidying after the market.

### Market Events

The World Book Day stall was held last Saturday. The Global Recycling Day will need to be rearranged as the Master Composters were unable to attend. Sheep Fayre preparations are well under way. We have secured a sheep shearer this year who will be shearing around 8 shearlings.



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## Market Superintendent Report – March 2026

The number of regular traders has returned to normal levels post-Christmas and New Year breaks.

Footfall continues to be variable with weather, time of year and economic climate all being factors.

I still plan to ask traders to capture the demographics of visitors to the market, this will be actioned at a suitable time post easter.

The council has opened the Buttercross up to Buskers, musicians etc. to date one Busker had been planned during the reporting period but unfortunately the weather has been against them performing. This year will be a learning process to see if this is successful.

The casual trader operating the “Refill Wagon” has requested they are considered for a Permanent Licence. They operate from the small area near Costa and appear to be successful. The trader operates from a van which is idea as this area sees gazeboes affected by the wind.

One trader, Shoe Seller, has left the market, returning to Wisbech market before retiring. I am aware that another trader may be leaving the market soon, I will update the committee verbally.

A new trader will be attending the market at the start of April, Funky Donuts, selling donuts, waffles and milkshakes. They will be occupying the area behind Brown Bread on the Butter Cross. There remains other request from other casual traders which I continue to work through.

Copies of the new Swaffham, Town Trail were provided to all traders, with members of the public receiving some through Haydn’s Plants and Peggy’s Jams.