

# Swaffham Town Council

## Market & Tourism Committee

Minutes of the Market and Tourism Committee Meeting held on Monday 18 May 2026 at 6.30pm in the Council Chamber

Councillors:	L Beech, W Bensley, S Cooper, P Darby, G Eves, J Mander and J Skinner
Non-Councillors:	A Buckenham, P Cross, L Martin, D Smith (Chairman)
Town Clerk:	L Jarrett
Market Superintendent:	I Cross
Members of public:	None

- M1/26 To elect a Chairman**  
It was proposed by P Darby and seconded by W Bensley that D Smith remains as Chair for the forthcoming year. This was agreed by all present.
- M2/26 To elect a Vice-Chairman**  
It was agreed by all present to defer the appointment of Vice-Chair until the next meeting.
- M3/26 To receive apologies for absence**  
F Eagle, H Eagle.
- M4/26 To receive declarations of interest for items included on the agenda  
To deal with any disclosure by Members of any disclosable pecuniary interests and interests other than pecuniary interests, as defined under the Swaffham Town Council Code of Conduct and the Localism Act 2011, in relation to matters on the agenda.**  
None.
- M5/26 To adjourn the meeting to allow any traders or members of the public to address the Market Committee in a PUBLIC OPEN FORUM (maximum of 15 minutes)**  
None.
- M6/26 To receive and consider late or urgent matters at the Chairman's discretion, not included elsewhere on the agenda (prior notice must be given)**  
None.
- M7/26 To receive and agree the Minutes: Market & Tourism Committee 16 March 2026**  
The minutes of the Market & Tourism Committee meeting held 16 March 2026 were agreed and signed by the Chairman.
- M8/26 To report on outstanding actions (not included on the agenda)**  
None.
- M9/26 Deputy Clerk update on outstanding/ongoing items**  
See Appendix 1. Concerns were raised due to the lack of social media coverage for market events.
- M10/26 To receive and consider report from the Market Superintendent**  
See Appendix 2. A request was received to see footfall data for the previous year. It was noted that the A47 will be closed this bank holiday weekend between Swaffham and Dereham, which could affect trading. A conversation took place regarding seasonal traders. It was agreed to add this to the next agenda.

**ACTION: July agenda item – Review footfall data for the previous year to date.**

**ACTION: July agenda item – To discuss and consider seasonal traders.**

- M11/26 To receive and consider reports from Market Trader Representatives:**
- Saturday market – Sales are up and down. A large number of visitors are coming from quite a distance to visit the market and auction.
  - Auction - Busy with visitors from out of town.
  - Friday market – Busy.
  - Poultry auction – None held.
- M12/26 To provide update on TRO for Costa Road**  
No update.
- M13/26 To discuss and confirm amendment to Market Rules**  
It was agreed to amend the Market Rules to add the point of no trading on the pavement.
- ACTION: Upload amended Market Rules to the website.**
- M14/26 To discuss and consider email correspondence from Jewellery Unique**  
Following a discussion, it was agreed to respond to the correspondence that this is regularly reviewed and that no suitable alternative position has yet become available. Deputy Clerk to forward draft response before sending.
- ACTION: Draft response letter and circulate to committee.**
- M15/26 To discuss and consider funding ideas for 2026/27 Love Your Market Town Funding**  
Ideas were requested for the next round of funding. Add to July agenda for ideas.
- ACTION: July agenda item – Funding ideas for 2026/27 Love Your Market Town funding.**
- M16/26 To receive correspondence**  
None.
- M17/26 To agree the date of the next meeting for Monday 20 July 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 7.25pm

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

#### Update on additional electrical supplies

We are awaiting a quote from the electrical company who installed the original electrical bollards on the market place.

#### Market Events

**Sheep Fayre** – Lots of positive feedback was received following the Sheep Fayre. Footfall counters show around an additional 400 people attended on the day. Thanks to Gressenhall Farm and Workhouse for the lend of the Norfolk Horns and Flax information stand, The Woolly Warrior for his shearing and the Norfolk Weavers, Spinners and Dyers.

#### Young Trader Market – Saturday 20 June

There are currently two stalls entered into the Young Trader Market being held on 20 June. A couple more traders have enquired.

#### National Allotment Week – Saturday 15 August

To celebrate National Allotment week, the Master Composters will be attending the market. A few allotment holders and SCALGA representatives will be in attendance.

#### Twilight Markets (June – September)

Applications are still open for the markets:

Friday 26 June – Magician and Mime artist

Friday 31 July – Live Music

Friday 28 August – Dads Army (if available. If not Classic Car display.)

Friday 25 September – Living History (Antiques and Collectables market)



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### Market Superintendent Report – May 2026

There Are 30 Traders with Permanent Licences.

Footfall continues to be lower than would be expected at this time of year, although increased on Sheep Fayre Saturday.

Whilst the Butter Cross has been opened up to traders the uptake has been minimal. RBS Honey trades there once a month and the Goat Curry intend trading similarly once a month from June for a few Months.

The casual trader operating the “Refill Wagon” had requested they are considered for a Permanent Licence. They have since decided to remain casual attending the market on the 2<sup>nd</sup> and 4<sup>th</sup> Saturday of the month. This is due to family commitment and not proving to be as profitable as hoped.

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. This trader cancelled their request for a pitch the week before attending as they secured a shop in Great Yarmouth.

Roots Fish has turned there pitch around by 90 degrees now facing fruit and Veg rather than Greggs. This has meant the pavement area is now clear.

Earth Panda has secured a permanent pitch having been a casual for a number of months.

A New Casual trader Claire’s Crepes has Joined us and at the time of meeting has been with us 3 weeks, located outside Starlings. Post market she moves to outside the Greyhound to provide Saturday evening food.

A second new trader, The Norfolk Sharpener has been with us for 2 weeks, located near the auction, has been pleased with the uptake but likely to remain casual due to other commitments.

An enquiry has been received form a sweet seller but they require space for a van and gazebo. A further inquiry from a new trader will only be on a casual basis initially potted decorated Sedums

Charities continue to be welcome with space always found as per council arrangements

The lack of electrical power near the Red Lion means that 2 traders now have generators operating this side of the market, this increases noise and pollution in the area.



