

## **Swaffham Town Council**

Minutes of the **Market, Events & Tourism Committee** meeting held on **Monday, 20<sup>th</sup> January 2020** at **6.30pm** in the Council Chamber, Town Hall Swaffham.

Present: Mr F Eagle

Councillors: Mr S Bell, Mrs S Matthews, Mr I Pilcher, Mr K Sandle, Mrs J Skinner

Non-Councillors: Miss K Wells, Mr H Eagle, Mr P Cross

Town Clerk: Mrs C Smith

Admin Assistant: Mrs H Duggan

Market Superintendent: Mrs R Ostler

Members of the Public 3

1. **Apologies for absence.**

Cllr Beech – family commitments

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

Cllr Bell declared an interest in item 7.1, in case of discussions regarding the funfair, of which his family is involved.

6.31pm - The meeting was adjourned for public participation.

See *Appendix 1*

6.40pm - the meeting was resumed.

3. **Minutes**

The minutes of the Market, Events & Tourism Committee meeting on 16<sup>th</sup> December 2019 were agreed and signed by the Chairman as an accurate record of the meeting.

4. **Report on outstanding actions agreed at previous meetings**

**Market Town Initiative – Market stalls**

The Deputy Clerk reported that the Event Project Officer had contacted the supplier who said they would look into the previously advised issues. This was chased up last week but no update was available as yet and a second chaser would be issued.

Regarding the contract going forward, it was understood that Watton Town Council would like to continue with the gazebo contract for their Wednesday market and so would want use all of the ten stalls.

The decision taken by Swaffham Town Council, not to continue with the contract, was yet to be discussed by Watton Town Council.

The Town Clerk had a meeting planned at Watton Town Council on Thursday 23<sup>rd</sup> January 2020 with a view to resolving the matter.

**Coach Drivers Club - Tourism book**

The Deputy Clerk confirmed the 2020 annual Tourism Book was now available. Swaffham had a large article in this year's book. The book was circulated round the Committee members to have a look at the entry. The Deputy Clerk confirmed it would be held at the Tourist Information Centre in future.

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

**Regulars**

Initials: \_\_\_\_\_

- Alan Edgill – selling hats, bags, raffia goods from Madagascar, had successfully applied to be a Regular Licenced Trader and his licence would take effect from 1<sup>st</sup> February 2020.
- Heathers Kettle Corn UK – having completed the necessary paperwork they have now been a Regular Licenced Trader since 1<sup>st</sup> January 2020
- Handmade Donuts – unable to continue as they were experiencing issues with staffing the stall they have cancelled their Regular Licence with effect from 1<sup>st</sup> February 2020.

#### Casual

- Yummy donuts - have advised they will be taking a break for a short time
- Frying Squad – selling chips, sausages, vegan and vegetarian foods, they are looking to give the market a try from 1<sup>st</sup> February 2020. They have requested electricity so will be placed at the opposite side of the main Market Place to the 'Get Stuffed food van.'

#### Rents

At the annual budget meeting of the Town Council on Wednesday 15<sup>th</sup> January it was agreed to raise the market rent of Regular Licenced Traders by 2%, to take effect from 1<sup>st</sup> April 2020.

Casual rents would remain the same.

A question was raised regarding the sale of cut flowers on market stalls, specifically as additional items to existing licences. The Deputy Clerk clarified that in the past, upon losing the only cut flower stall on the market, a number of existing Regular Licenced Traders were given approval to sell cut flowers in addition to their own products until such time that a cut flower stall was again on the market.

It was highlighted that there were now four stalls currently selling cut flowers on the market, two of whom were selling as an additional item to their own products and the volume of sales was being adversely affected.

**It was agreed the Deputy Clerk would review the licences of the four traders currently selling cut flowers to ensure approval.**

It was further proposed by Mr Eagle, seconded by Cllr Sandle that in the meantime the four traders in question be asked to manage the situation themselves.

Prior to a vote being taken on the proposal Mr F Eagle and Mr H Eagle registered a personal interest and were excluded from voting as a consequence.

**It was agreed the Market Superintendent would speak with the four traders and ask them to manage the issue of cut flowers between themselves.**

It was noted that should this not work then the Council would need to step in.

It was proposed that the current Market Tenant Mix be reviewed at the next Market Committee meeting and if necessary adjusted.

**It was agreed the current Market Tenant Mix would be added to the Agenda of the next Market Committee meeting for review and if necessary, adjustment.**

## **6. Reports from Market Trader Representatives**

### **6.1. Saturday Market and Auction**

Mr Cross advised the auction was fairly busy at the moment which was good.

### **6.2. Friday market**

Mr H Eagle advised the indoor market was so full at the moment he was turning traders away; he was experiencing the busiest January.

**Initials: \_\_\_\_\_**

6.3. Poultry Auction

Mr F Eagle reported the Poultry Auction was due to reopen on 1<sup>st</sup> February 2020.

7. Report on Events

7.1. Christmas Lights Event

- Final account of the event – a final budget breakdown was circulated with the Agenda. It was noted the income from Father Christmas was lower than previous years due to the early closure of the grotto. In response to this Cllr Bell advised he knew of someone who was certified and willing to act as Father Christmas this year if the Committee agreed. Everyone was in agreement it was a successful event

- Event Date 2020 - following a written request from 6 Cllrs, it was agreed to reconsider the date for the 2020 event with a view to holding it on a Friday afternoon/evening.

The Committee discussed the merits of a Friday verses a Sunday event. Cllr Holmes proposed the Committee keep to the originally agreed Sunday 6<sup>th</sup> December 2019 for the next Christmas Lights event, this was seconded by Cllr Bell and put to a vote

**It was agreed 6 votes for, 2 abstentions to keep to the originally agreed date of Sunday 6<sup>th</sup> December 2020 for the next Christmas Lights Event.**

7.2. VE Day 8<sup>th</sup> May 2020

Cllr Pilcher provided a brief update on the progress of the first Working Group meeting on planning the forthcoming celebrations for VE Day on Friday 8<sup>th</sup> May 2020.

Another meeting is planned for Thursday 30<sup>th</sup> January 2020 at 4pm and volunteers are welcome to come along and get involved.

Mr F Eagle highlighted the Breckland WWII grant funds of £500 were available to any and all community groups/organisations involved in events to celebrate VE Day and each group/organisation could apply for the same event, thus increasing the event funds.

Mr H Eagle noted that the indoor market was on that day and was aware they would need to close early to allow for preparations for the event & Civic reception being held in the Assembly Rooms.

7.3. VJ Day 15<sup>th</sup> August 2020

It was emphasised this would be a commemoration rather than a celebration event. Mr F Eagle proposed some ideas - planting trees, wreath, stories of local prisoners of war etc.

Cllr Pilcher advised that the Royal British Legion were also looking at organising something.

Mr Eagle suggested the Breckland WWII grant funds of £500 could be applied for this event also.

7.4. Dads Army Day – 27<sup>th</sup> September 2020

The Deputy Clerk noted that, in the recently agreed Council Budget, there was no budget allocated for this event and so the question was asked whether the Committee wanted this event to go ahead.

Miss K Wells highlighted that, in the October Committee, a working group – consisting of Miss Wells, Cllr Bell and the Events Project Officer – was agreed with a provisional date of Sunday 27<sup>th</sup> September 2020 set aside for Dads Army Day 2020 subject to confirmation of availability of entertainers etc

It was further agreed at that meeting that Cllr Bell and Miss Wells would work with the Events Project Officer to investigate the suitability of the proposed date, availability of entertainers etc and report back to the Committee.

An initial meeting had been held on 16<sup>th</sup> December 2019, notes of which were shared with the Committee, and a further meeting was planned for the end of January with an update due to be given at the next meeting.

Mr F Eagle noted that the Breckland WWII grant monies could again be applied for to assist with this event as it was sufficiently close enough to the Battle of Britain 80<sup>th</sup> anniversary on 15<sup>th</sup> September 2020 that it would qualify; this would assist with the lack of budget allocation.

**It was agreed the Deputy Clerk would work with the Event Project Officer to apply for the Breckland WWII grant before the deadline of 31<sup>st</sup> January 2020 to support the Dads Army Day 2020 on Sunday 27<sup>th</sup> September 2020.**

7.5. Sheep Fair –23<sup>rd</sup> May 2020

The Committee were comfortable that the event follow the same format as last year to be organised by the Event Project Officer and Mr F Eagle.

The Committee provided some ideas to add to the event for this year. Updates on event planning progress would be given at future Committee meetings.

8. Report on Business & Tourism Issues

Miss K Wells raised the issue of the Thursford Coaches and the possibility of contacting the coach companies now to raise awareness of Swaffham and encourage them back to Swaffham during the Christmas period.

The Deputy Clerk highlighted the Coach Drivers Club (CDC) book which as previously mentioned now had a large advert for Swaffham this year. Also, it was unclear who had, in 2015, written to the coach companies regarding the roadworks which was acknowledged as a factor in them not necessarily returning in great numbers since.

It was proposed that the advert in the CDC could be made into a flier promoting Swaffham and an email sent to all known coach companies to help promote Swaffham.

**It was agreed the Deputy Clerk would adapt the advert in the CDC into a flier promoting Swaffham and an email sent to all known coach companies to help promote Swaffham.**

It was proposed to add the subject of how to promote Swaffham as a tourist hub to a future Agenda.

**It was agreed to add the subject of how to promote Swaffham as a tourist hub to a future Agenda.**

**It was agreed Mr F Eagle would investigate the tourism policies of both Breckland and Norfolk County Councils to establish how Swaffham could get more involved.**

9. Late or urgent matters at the Chairman's discretion

Cllr Skinner requested that the topic of the market traders and their thoughts on the Committee be discussed at the next meeting.

10. Next Meeting

Monday, 20<sup>th</sup> January 2020

In line with other Committee meetings it was proposed to move the Market Committee meeting to 6pm with effect from the next meeting on Monday 17<sup>th</sup> February 2020.

**It was unanimously agreed to move the timing of the Market Committee meetings to 6.00pm with effect from the next meeting on 17<sup>th</sup> February 2020 to 6.00pm.**

Meeting Closed:7.50p.m

Chairman.....

Initials: \_\_\_\_\_

## **Public Participation**

### **Mr E Gee**

Wanted to let the Committee know he was looking to plan a Swaffham Carnival for 2020 and asked if the Committee had any concerns with him doing so.

His initial thoughts included a provisional date of Sunday 2<sup>nd</sup> August for the actual carnival with a torchlight procession on the Friday 31<sup>st</sup> July leading up to the carnival.

To support the cost of the event there was a plan to hold several fundraising events – bike ride, car boot etc with the aim being to raise a minimum of £3000 to run the event. No funding would be requested from the Council.

The Committee were positive about a carnival for Swaffham and confirmed that their approval was not required as no funding or support was needed from the Council.

The Deputy Clerk confirmed that any private individual could hold an event and could obtain the necessary licences from Breckland – to use the Market Place Car Park and Norfolk County Council – for a road closure - themselves without the need to approach Swaffham Town Council.

Mr Gee said he would be happy to organise the event alongside the Council if they wished to be involved.

Cllr Skinner advised Mr Gee that if he would need to bring a full proposal – with a detailed plan, costings etc – to the Committee for further consideration.

Mr F Eagle proposed adding the topic of a Swaffham Carnival to the next Committee meeting agenda, subject to a full proposal from Mr Gee being made available for further consideration.

**It was agreed the topic of a Swaffham Carnival would be added to the next Committee meeting agenda, subject to a full proposal from Mr Gee being made available for further consideration.**

