

CALLINGTON TOWN COUNCIL
Market Stall Initiative Minutes
9th April 2019 at 6.30pm in the Council Chambers

Public Session

Cllr Smith welcomed everyone to the meeting. Apologies had been received from SI but her ideas had been received and circulated to the Committee. A discussion then followed on the rationale of having the markets on a Sunday.

KO enquired about the recent business survey and the Clerk explained that responses had been slow so far.

We need to work out how to promote the market.

Cllr Raphael discussed a two way approach, firstly on social media and a paper version (albeit a 2 page spread in Callington News and the Old School News). Reference was also made to Cllr Cookley getting something out on the radio.

Cllr Cookley also mentioned a Market Group on Facebook. Cllr Burrows would be asked to provide a form of works. Also discussed promoting the event at the next Duchy open day and Mayfest, perhaps if One Callington were to have a stall at such events.

Cllr Watson could provide a copy of the Mayfest Booking form to the Clerk.

JC advice was to promote to residents outside of the town, don't litter the center of town.

KO suggested posters around the shops.

We need to start taking bookings to sign traders up, and traders will want to know what the Council is doing to promote the initiative, and level of commitment to the scheme.

Liskeard Show may be another opportunity to promote the idea and entice stall holders, likewise Launceston Show, Callington Carnival and HM has a long list of traders that we can contact.

The Clerk made reference to Cornwall Council volunteer scheme, we could put forward an expression of interest, to ask Cornwall Council staff to help distribute leaflets and contact traders, to promote the market.

KO asked whether St Mary's Close could be used at these events, as Callington Town Band has indicated that they could help out, and play in that area.

Cllr Watson made reference to the "What's On" Magazine, Cornwall 365. Prices for an advert could be in the region of £275 per quarter.

JC spoke about targeting B&Bs and guest houses in a 10-15 mile radius.

Any other ideas could be email to the Clerk or to contact the Chair.

If KO and HM could provide a list of questions that traders would want to know, we could prepare a generic response.

Volunteers would be required to main stalls at Launceston and Liskeard Shows and Duchy College.

1. APOLOGIES

CLLR BURROWS, GOLD & TOLMAN

PRESENT: CLLRS COAKLEY, FOX, RAPHAEL, D SMITH, M SMITH (CHAIR) & WATSON

OFFICERS: CLERK & OPERATIONS MANAGER

2. MINUTES

The minutes from the meeting held on the 12th March 2019 were proposed by Cllr Fox seconded by Cllr Coakley and agreed unanimously.

3. MATTERS ARISING

None.

4. DISCLOSURES OF INTEREST

To receive any disclosure(s) of interest by a Councillor or an officer in matters to be considered at this meeting, in accordance with provisions of Sections 94 or 117 of the Local Government Act 1972 or the National Code of Local Government Conduct.

None.

5. FOR DECISION – TO DISCUSS ANY POINTS RAISED FROM THE PUBLIC SESSION & ACTION POINTS

- Need a plan of the questions for the traders.
- To explain the insurance position.
- £10 per event for 2019.
- To vet the trader applications; in order to have a good selection and quality of trades.

Cllr Watson raised a point about caterers and Cllr M Smith felt it would benefit the market if 'unusual' or something different in terms of food came to the events. Tamar Grow Local may have some ideas on what to provide at such events. Likewise, local groups such as Rotary and Lions may like to use this as a fundraising opportunity by providing refreshments.

What guidelines are we going to work with?

Cllr Watson may reference to Eventbrite as a meantime to administer bookings and collection of monies.

Resolved. It was proposed by Cllr Fox seconded by Cllr Cookley and agreed to explore the Mayfest (Callington Community Arts) procedures with Evenbrite.

6. FOR DECISION – TO RECEIVE UPDATES ON OUTSTANDING MATTERS

A) Equipment – To confirm when the equipment will arrive and how it will be sorted.

Has been ordered and anticipated arrival is end of April. **Noted.**

B) Marketing - To discuss Cllr Raphael's Marketing Plan, and then clarify who will do what.

On social media, create an event and make One Callington a co-host.

Cllr Mccallion suggested making contact with Carrie, our local Tesco Community Officer.

Discussed a flyer and having a brand logo. The OM will have a conversation with our local printers and an idea of costs, to produce some eye catching marketing material.

Also need to start advertising on our own website and a double spread (on the front and back page) for the next newsletter.

Resolved. It was proposed by Cllr Watson seconded by Cllr Fox to get a logo designed, an amendment to the proposition was then put forward by Cllr D Smith and seconded by Cllr Raphael and agreed unanimously to proceed with a logo designed and presented at Full Council, funded

from the Portreeve's expenses, and a recommendation to have a marketing budget of £1,000.

- C) Staffing – To discuss the recruitment process, and what training is required.

The job description has been prepared and an advertisement placed with Indeed and on the Council website. Training will need to be arranged for various matters, such as Fire Safety and practise sessions.

Costings had been obtained from a local event company, to subcontract the work, but it wasn't pursued. **Noted.**

- D) WIFI – To receive costs and information on how this can be installed into the Pannier Market

WIFI can be installed in the Pannier Market and costing have been obtained. These will be put to the F&GP committee initially, as we could take this opportunity to enhance and upgrade the existing WIFI within the complex.

- E) Electric Sockets – To discuss lead times and confirmation as to where they will be installed.

Six sockets are being installed internally not on the external walls, and suitable cabling will then be provided to traders. Four sockets will be in the welfare room and two by the parking bays adjacent to the Spar wall. **Noted.**

- F) December Market – To note the current position regarding the customary Festive arrangements (as per Cllr Gold's email on 29th March).

A discussion was had regarding the Christmas Market held on the 1st Saturday in December and how to complement that.

Resolved. It was proposed by Cllr Fox seconded by Cllr D Smith and agreed to hold the December market on Sunday 1st December, the week before the Christmas events.

**7. FOR DECISION – TO AGREE ANY RECOMMENDATIONS TO FULL COUNCIL
AS PER THE PREVIOUS DISCUSSIONS:**

- A)** ITEM 5 –To explore the Mayfest (Callington Community Arts) procedures with Eventbrite, as a way to administer bookings and collection of monies.
- B)** ITEM 6B –To proceed with getting a logo designed and presented to Full Council, funded from the Portreeve's expenses, and a recommendation to have a marketing budget of £1,000.
- C)** ITEM 6C –Training will need to be arranged with the Casual Event Staff.

In addition to the three items as listed above a discussion was had on creating list of potential stall holders.

Resolved. It was proposed by Cllr D Smith seconded by Cllr Fox and agreed unanimously that we start taking information for stall holders and create a mailing list of those traders that have declared an interest in having a stall at the events.

Cllr Raphael will kindly circulate his notes regarding an Action Plan and what needs to be sorted and the OM will also help out. The Clerk reiterated that discussions are not necessarily action points, these need to be proposed and agreed to proceed.

8. DATE OF NEXT MEETING
14th May at 6.30pm (without a Public Session)

There being no further business the meeting was declared closed at 8.25pm.