



Promotion & Events Committee

To: **Committee Members**
Cllrs Dundas-Todorov (Chairperson), Crompton, Banks, Bolanz, Cooper-Marsh, Hitchin, Johnson (Deputy Chairperson), Macnab-Grieve and Maslen

Copies: **Town Councillors** – not a member of this committee
Town Council Website & Noticeboard

Agenda for the meeting of the **Promotion & Events committee** to be held on **Tuesday 1st April 2025** at **7.15pm** in the Eatons Centre, The Maltings, St Neots, PE19 8ES.

Please be aware that meetings may be recorded and made available to the public. Your participation in the meeting indicates your consent to being included in these recordings.

Public Participation

There will be a 10-minute session before the meeting to allow any resident to address the committee on any matter appearing on the agenda for this meeting.

Members of the Promotion & Events committee are hereby summoned to attend this meeting to consider the following business.

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Deputy Town Clerk

- 1 Apologies for Absence**
To receive and note councillor's apologies.
- 2 Declarations of Interest**
To receive from councillor's declarations as to disclosable pecuniary interests and/or non-statutory disclosable interests along with the nature of those interests in relation to any agenda item of this meeting.
- 3 Minutes**
Members to approve the following minutes as a true and accurate record:
 - i) Meeting of the Promotion & Events committee meeting held on 4th February 2025. Attachment 1
- 4 Action List**
To note the committee action list. Attachment 2
- 5 Farm & Craft Market**
 - I. Farm & Craft Market management Attachment 3
 - II. Farm & Craft Market trading hours Attachment 4
- 7 Date of Next Meeting**
Members to note the date of the next committee meeting as Tuesday 3rd June 2025 at 7.15pm.

Promotion & Events Committee

Present: **Committee Members**
Cllrs Dundas-Todorov (Chairperson), Bolanz, Hitchin, Macnab-Grieve, and Maslen

In Attendance: Deputy Town Clerk, Events & Communications Officer

Minutes of the meeting of the **Promotion & Events committee** held on **Tuesday 4th February 2025** at **7.15pm** in the Eatons Centre, The Maltings, St Neots, PE19 8ES.

Public Participation

There were 2 members of the public present.

A resident addressed the committee regarding the Market Square launch event and the Farm & Craft Market. As a current trader at the council's market, they emphasised the importance of including market traders in any launch event. They also expressed strong support for continuing entertainment at the Farm & Craft Market, noting that it attracts interest and increases footfall for traders.

034 Apologies for Absence

Apologies were received and noted from Cllrs Banks and Cooper-Marsh

ACTIONS

035 Declarations of Interest

There were no declarations of interest received.

036 Minutes

RESOLVED to approve the minutes of the Promotion and Events Committee meeting held on 5th November 2024, with the amendment that the phrase "for additional medical provision required following revisions to the industry's Purple Guide handbook" be added to minute no. 29.

037 Action List

Members noted the action list.

038 Christmas Events Review 2024

Members noted the report from Officers.

039 Christmas Lights Lease

For the past three years, The Christmas Tree Decorators have supplied St Neots with its Christmas lights. This contract concluded in December 2024.

RESOLVED that officers proceed with securing a new three-year Christmas lights lease through the council's tender process.

RESOLVED that the locations for Christmas light installations remain unchanged, as follows:

- **Festoon lights** – High Street
- **Lamp post motifs** – Cambridge Street, Church Street, Huntingdon Street, Market Square, and Town Bridge
- **Christmas tree lights** – Market Square, Eaton Socon Green, Eaton Ford Green, Loves Farm, and Eynesbury Green

040 Digital Noticeboards

Huntingdonshire District Council has scheduled the installation of two new digital noticeboards for the end of February 2025. These noticeboards will be placed outside the Library and the new Market Square.

041 New Market Square Celebration Event

Huntingdonshire District Council has proposed a collaboration on a large event to celebrate the newly refurbished market square. As part of this, they have offered £15,000 in match funding to support the event.

Members and officers discussed potential event ideas, including small funfair rides, an outdoor screen, stage entertainment, food and drink vendors, and competitions. There was strong support for involving farm and craft market traders, as well as local community organisations. However, it was noted that holding the event on Bank Holiday Monday might limit the availability of some traders.

RESOLVED to accept Huntingdonshire District Council's offer of £15,000 in match funding.

RESOLVED that the event should take place over the bank holiday weekend at the end of May, with officers determining the best format and specific dates.

RESOLVED to use the event as an opportunity to showcase the Farm & Craft Market and local community organizations wherever possible.

042 Farm & Craft Market

i) Market Policy 2025

RESOLVED to approve the Farm & Craft Market Policy for 2025 with the following amendment to item 3.4 "the person directly involved in producing the goods, should attend the market where possible".

ii) Market Entertainment Contract

RESOLVED that Officers are authorised to utilise the remaining Entertainment Budget (240/4518) to provide entertainment for the months of February and March 2025.

RESOLVED that the following types of entertainment will be available for the Farm & Craft market:

- Live Bands
- Acoustic Performances
- Kid's Activities
- Live Demonstrations
- Fitness Classes
- Dance Performances
- Local Theatre Group Performance
- Walkabout Entertainment e.g. magician, circus acts
- Try before you buy sessions for local clubs and societies
- Poetry Readings
- Themed markets for Easter, Halloween & Christmas

iii) Market Fees

RESOLVED that the current payment freeze for pitch fees will end on 31st May 2025



043 Public Art Working Group

RESOLVED that Cllr Pitt is appointed to the Public Art Working Group.

044 Member Motion – Cllr Slade

RESOLVED – the Council closes the existing Visit St Neots website and redirect the URL to the new town council website events section once it has been launched.

045 Date of Next Meeting

Members noted the date of the next committee meeting as 1st April 2025 at 7.15pm.

COMMITTEE CHAIRPERSON

DRAFT

ST NEOTS TOWN COUNCIL – PROMOTION & EVENTS COMMITTEE ACTION LIST 2024/25

The following Action List summarises ongoing activities which fall under the committee and is provided for Councillors information.

| ACTIVITY | OBJECTIVE | STATUS UPDATES | RESPONSIBLE | TIMESCALE |
|---------------------------|--|---|---------------------------------|---|
| ANNUAL EVENTS | | | | |
| Easter Trail | Organising and implementing the Easter Town Trail 2025 | 27/10/25 The Trail is being organised this year in collaboration with children of the Wildlife Trust for Beds, Cambe and Northants and is about spotting local wildlife. 25/3/25 Trail completed and going live for Easter 2025 | Events & Communications Officer | Mar – April 2025 |
| VEday80 | Organise events in the community to celebrate the 80 th anniversary of the end of WWII in Europe. | 27/1/2025 – Events to mark this occasion will follow the guidelines issued by the King’s Pageant Master, Bruno Peeks, along with commemorative decorations in the town involving local businesses and the community 01/04/2025 – St Neots will join the nation with the lighting of their beacon at 9.30pm on 8 th May 2025, location Regatta Meadow, Crosshall Road. | Deputy Town Clerk | 8 th May 2025 |
| Market Celebration Event | Organise w Market Celebration Event to showcase the newly completed market | 27/03/25 The event is due to take place on the 24 th and 25 th May. An enhanced Fairytale market on the 24 th and a Carnival Style event on the 25 th with themed staged acts. The evening the turns into a film viewing. Land permission and licences have been sourced. | Events & Communications Officer | 24 th & 25 th May 2025 |
| Bands in the Park | To organise the Bands in the Park Season | 26/03/2025 The dates for Bands in the Park have been agreed and there is currently a register of interest for people to sign up. The Safety Advisory Group have advised that this event requires a manned security presence at all times and therefore we have to hire a SIA security officer at each event. This negates the need to have the Operations Team in attendance as the bands supply their own equipment. We will have to reduce the amount of larger acts (who require additional seating) this year due to the additional security cost but the season can still go ahead. However, Council need to consider increasing the budget next year should they want to have larger acts. | Events & Communications Officer | May – September 2025 |
| Armed Forces Weekend 2025 | To organise an event that honours and celebrates our military personnel both serving, veterans and cadets. | 27/01/2025 – First stage planning meeting held by the AFD committee in January. Event live on social media. Booking of performers and traders in progress. | Deputy Town Clerk | 14 th & 15 th June 2025 |

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| | | 01/04/2025 – Event planning progressing well. Response to our application for a BBMF flypast should be received in next few weeks. | | |
| Christmas Lights Lease Tender | Officers to seek a new lease for the Councils Christmas lights display using the tender process | 01/04/2025 – Tender documents prepared, includes requirements agreed by this committee. Scheduled to go live on the government contracts finder website this week. Closing date for receipt of proposals end of May 2025. | Deputy Town Clerk/Events & Communications Officer | June 2025 |
| St Neots Charity Dragon Boat Race | Organise the St Neots Annual Charity Dragon Boat Race | 27/10/2025 Initial meetings are being held to discuss how we can develop this year's event. 25/3/25 Preparations going well with New Wave booked in. Applications should go live via our new website for teams and traders this year. | Events & Communications Officer | 16 th August 2025 |
| Baby Loss Awareness Week | Organise BLAW for 2025 | So far there are 3 events planned, the opening coffee morning on the 9 th , attendance at the Farm and Craft Market on the 11 th October and the Wave of Light on the 15 th . | Events & Communications Officer | 9 th – 15 th October 2025 |
| Christmas Lights Switch On | Organise Switch On Event | Main event, Christmas Lights Switch On. Infrastructure will begin being booked when the new financial year commences. | Events & Communications Officer | 30 th November 2025 |
| MARKETS | | | | |
| Market Square refurbishment | To ensure that a Farm & Craft market can continue through Market Square redevelopment works | The Market must be carefully managed during the works to ensure it continues to be a viable going concern. Update 06/02/2024 – Confirmation received from HDC that the current layout on the market square will be in place for a minimum of 4 months. 25/03/2024 – the above altered within a week and a full update is provided in a report attached. 28/05/2024 Works are still be conducted however have caused a slight delay due to a discovered unclaimed utility pipe. 24/10/2024 Works are continuing and likely to be changing site layout in the next month or so as works continue. | Events & Communications Officer | Expected from October 2023 to October 2024 |

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| | | 20/01/2025 – please refer to agenda item 9 25/03/25 Scheduled to be complete at the end of April 2025 | | |
| Relaunch & Development of Farm and Craft Market | Re-launching the Farm & Craft Market following redevelopment work | Require information on final schedule of works before any plans can be formulated. 27/1/2025 – please refer to agenda item 8 25/3/25 ongoing | Events & Communications Officer | >2024 – 2025 |
| ENGAGEMENT & COMMUNICATION | | | | |
| Communication and Engagement Policy and Strategy | Developing a draft strategy outlining the Councils approach to communication and engagement with the public | Review of existing communication policies. Draft policy and recommendations to be brought forward in due course. Includes wider review of use of website, apps etc. 25/03/2024 - work has been conducted on the strategy with the aim of a first draft to be brought to the next meeting. 28/05/2024 - See attached report 20/01/2025 – revised policy to be presented at the next meeting of this committee following the launch of the new council website in March. 01/04/2025 – website launch delayed. Policy will be presented at the June meeting. | Events & Communications Officer | 2024 - 2025 |
| Digital Noticeboards | To work with HDC officers on the design and installation of 2 digital noticeboards in the town centre. | 20/01/25 – please refer to agenda item 7 26/3/25 HDC have stated they are still trying to get the boards ready for April but are waiting on permits from other Town locations. | Events & Communications Officer | 2024 – early 2025 |

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| ACTIVITY | OBJECTIVE | STATUS UPDATES | RESPONSIBLE | TIMESCALE |
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| Council Website | Redesign of the council's current website www.stneots-tc.gov.uk to ensure ease of usability and accessibility compliance | 27/01/2025 – web design contractor providing test website early February. It is anticipated that the new website will be ready for launch to the public mid-late March 2025. The website will be shared with councillors prior to going live. 01/04/2025 - The website is scheduled to go live in the first week of April 2025. Councillors will receive a link to preview the website before the launch. | Events & Communications Officer | 2024 – early 2025 |
| PROJECTS FROM OTHER COMMITTEES THAT MAY IMPACT THE P&E COMMITTEE | | | | |
| | | | | |

The following items have been removed from the Action List following completion;

| | | | | |
|------------------------|--|--|---------------------------------|----------------|
| Easter Trail | Organising and implementing the Easter Trail 2024 | COMPLETED | Events & Communications Officer | April 2024 |
| Vibrancy Arts Fund | Organise and liaise with partners to spend and run events with the Vibrancy Arts Fund Money supplied by HDC. | COMPLETED | Events & Communications Officer | Jan – Feb 2024 |
| Big Green Week 2024 | Environment & Emergency committee leading on this project | COMPLETED | Environmental Project Officer | June 2024 |
| Dragon Boat 2024 | Organising and implementing Dragon Boat Race 2024 | COMPLETED | Events & Communications Officer | August 2024 |
| Bands in the Park 2024 | Organising and implementing Bands in the Park. ` | COMPLETED | Events & Communications Officer | Summer 2024 |
| Christmas 2024 | Organise a range of smaller Christmas activities whilst the | 24/10/24 – The launch of Christmas activities will be released in November after Halloween Trail is completed. However the local Christmas Countdown Tree Lightings have already been | Events & Communications Officer | Nov – Dec 2024 |

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| | market square refurbishment takes place. | advertised and due to go out in the next Think Local. These are at Eynesbury, Eaton Socon, Eaton Ford and Love's Farm. Additional activities are being planned and local community initiatives are being supports such as free calligraphy gift tag work shops, discos, Cross Keys Businesses Competition, Christmas Museum Events to name a few. 27/1/2025 - please refer to agenda item 5 | | |
| Halloween Trail | Organising and implementing the Halloween Trail 2024 | COMPLETED | Events & Communications Officer | October 2024 |

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ST NEOTS TOWN COUNCIL

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|------------|------------------------------------|
| Date: | Tuesday 1 st April 2025 |
| Committee: | PROMOTION & EVENTS |
| Title: | Market Management |
| Contact: | Events and Communications Officer |

1. Purpose of the Report

- 1.1 To provide the Committee with information regarding the management of St Neots Farm & Craft
- 1.2 To seek a decision from the Committee on a recommendation to engage a Market Co-ordinator.

2. Recommendations

- 2.1 The Committee resolves that the Council appoint a Market Coordinator and determines whether this role should be a permanent position or incorporated into the existing Entertainment Contract.

3. Background

- 3.1 St Neots Farm & Craft Market takes place on the 2nd and 4th Saturday of each month in the Market Square.
- 3.2 The operations team is responsible for setting up and dismantling the market, which includes installing equipment and ensuring the area is clean and free of rubbish
- 3.3 Since the pandemic, the market space has expanded significantly, leading to an increase in both traders and visitors. Additionally, regular entertainment is now featured at most markets
- 3.4 The Events and Communications Officer conducts a monthly visit check-in with the traders.

4. Information

- 4.1 The Council is a member of NABMA (The National Association of British Market Authorities), which provides legal guidance and support for markets across the country. In January 2025, officers attended a National Conference to explore best practices from other markets, where it was noted that all markets have a designated responsible person on-site throughout the day

- 4.2 Given the recent growth of the Farm & Craft Market, a dedicated on-site representative is needed to oversee site layout, liaise with traders and the public, conduct health and safety checks, and manage potential risks
- 4.3 The sale of alcohol at the market requires a Designated Premises Supervisor (DPS) to be present to ensure compliance with license conditions, monitor signage and logbooks, and oversee other legal requirements. If a Market Coordinator role is approved, these responsibilities could be incorporated into their duties
- 4.4 Alternatively, traders wishing to sell alcohol could apply for a Temporary Event Notice (TEN). However, this option comes with an associated cost and a limit on the number of TENs a trader can apply for within a 12-month period

5. Financial Implications

- 5.1 The Farm & Craft Market has an annual budget of £13,500.
- 5.2 The cost of appointing a Market Coordinator could be covered within the existing budget

6. Legal Powers

- 6.1 The action undertaken is covered by the Localism Act 2011, s.1 the General Power of Competence, for which St Neots Town Council is eligible and is a power of first resort allowing the Council to do anything an individual can do.

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