



**MINUTES**  
**Thursday 10 November 2011**  
**645 – 9pm Chats Palace**

*Attendees: Diane, Euan, Damian, Niall, Maria, Damian, Katie, Louisa, Robert, Octavia, Remy, Anne Malcolm (LBH)*  
*Apologies: Leon*  
*Absent: Sara*

**NEXT MEETING: 1 December 6:45pm at Cakey Muto**

Minutes	Actions
<p><b>1. Open meeting (6:45 – 7:00pm)</b></p> <ul style="list-style-type: none"> <li>No non-committee members attended</li> </ul>	
<p><b>2. Shop traders - security options (7:00pm – 7:30pm)</b></p> <p>Andy Wells (deputy manager, CCTV Emergency Planning &amp; Warden Service for London Borough of Hackney)</p> <ul style="list-style-type: none"> <li>Shops can install personal attack and intruder alarms. These should be connected to an Alarm Receiving Centre that will check location and alert the police when an alarm is activated.</li> <li>There are costs associated with this system. These include the initial purchase of the alarm, on-going maintenance costs, the telephone line (Red Car line from BT) and the charges of the alarm-receiving centre. However, these can be rolled up in a single cost and managed by an alarm company.</li> <li>Stoke Newington, Dalston and Shoreditch use a radio system linked to other traders and the CCTV control centre. Newer digital systems know who is calling, whereas older system just knew which network they were on. There are 2 ways of managing this:             <ul style="list-style-type: none"> <li>Form an association that everyone contributes to, with one trader taking ownership of the license. The licence cost will range from £500 – £2,000 depending on coverage, plus a base station is needed. There is a risk that the shop ceases to trade, or suffers a power cut (affecting the base station).</li> <li>Use a company e.g. On-site Communications (Shoreditch), who will supply the radios and charge approx £90/year for licence fees, maintenance, administration of the scheme, publicising to new members etc. This is the preferred option of the council.</li> <li>It should be explored whether CRTRA could buy the system and include the additional cost in the membership fee</li> </ul> </li> <li>Trader reps expressed a concern that police don't act on alerts in a timely manner. Andy confirmed that the police have Service Level Agreements with the public, but may take longer if there is another</li> </ul>	<ul style="list-style-type: none"> <li>The Committee should agree who (if anyone) goes to see the CCTV operations.</li> <li>Anne to check whether there are second hand radios that could be purchased by the traders at a lower cost</li> <li>Andy/Anne to send details of security system costs to Octavia to review and add to a spreadsheet.</li> <li>Find out details about On-site Communication. E.g. minimum number of participants, radio rental options?</li> </ul>

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<p>serious issue to deal with. Also, systems must be configured properly.</p> <ul style="list-style-type: none"> <li>• Trader reps expressed a concern that people don't get apprehended. Andy confirmed that because the security system is linked to CCTV networks, they monitor the person's movements and advise the police to help arrests.</li> <li>• Trader reps asked about security boxes that would allow them to press a button discretely and alert other shops (radio is too obvious to risk using whilst the person is in the shop). Andy thought this may be a radio-linked alarm that was trialled via Russell Hartley Jones (now left LBH council)</li> <li>• Simple radios could be used to notify other traders about problems (e.g. in Narrow Way a security guard from one shop can leave to help another) but single person businesses may not be able to act, plus it may not be safe to do so.</li> <li>• Currently there is no council funding for security.</li> </ul>	
<p><b>3. Minutes from previous meeting - 13 October</b></p> <ul style="list-style-type: none"> <li>• No changes</li> </ul>	
<p><b>4. Constitutional matters (7:30pm – 7:55pm)</b></p> <ul style="list-style-type: none"> <li>• New members approved – Robert Bull (resident rep), Octavia Landy (Trader rep), Leon Sansick (Trader rep), Louisa Ziane (secretary). Sara from Chatsworth Kitchen has left. It was proposed that a maximum of 12 people should be allowed on the Committee, but all requests to join should be reviewed (the constitution allows for additional people to be adopted in if agreed).</li> <li>• The membership scheme (intended to make the Committee more accountable and add 'fun' elements for the community) will be rolled out on 11 December 2011. The focus will be on the residents to begin with. It is proposed that shop traders will pay a premium fee (£50) and offer a 50% discount for first year of the scheme; residents will pay a nominal fee (£1) and will receive a membership scheme. There are enough volunteers to man the CRTRA stall on the market.</li> <li>• Formation of the Community Interest Company (CIC) agreed. It is a legal entity, that will protect the members and directors i.e. limit individual liability for losses. The company structure requires that members are formally voted in and out, and any member can call a meeting at any time to do this. As such, it is not practical if have all residents as part of the company structure therefore the CRTRA committee will be set up as the directors/trustees and members, although this does not prevent others from participating. The committee is required to buy nominal shares with limited liability to £1 (limited by guarantee). If committee members leave, they must resign their share (or it can be revoked by the CIC but this involves a lot of administration). Individuals need to declare that they are a director / trustee if asked (e.g. employment searches) and cannot have been</li> </ul>	<ul style="list-style-type: none"> <li>• The Committee needs to sign off printing for the new membership cards.</li> <li>• Niall to distribute the director forms for the CIC.</li> <li>• All Committee members to complete the director forms and drop in to Maria's shop in a clearly marked envelope within 1 week.</li> </ul>

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made bankrupt.	
<p><b>5. Finances (7:55pm – 8:00pm)</b></p> <ul style="list-style-type: none"> <li>Market holders pay a deposit (held and taken to cover losses in event of a no-show). There is currently £4,500 in the account. Sunday 6th November collected £895 - still due £565.</li> <li>Market holders also pay a fee for trading on the day. CRTRA is currently owed £385 (traders owing £305 were at the market on Sunday 6th)</li> <li>There is a fixed cost associated with running the market (£475) so ideally the market will be full. Typically there are 24 - 30 traders (35 planned for 13th November) and we have made a profit every week.</li> </ul>	
<p><b>6. Market matters (8:00pm – 9:15pm)</b></p> <ul style="list-style-type: none"> <li>Points from meeting with LBH on 27 October – <ul style="list-style-type: none"> <li>The trailer (to help people get licences etc) didn't arrive on 6<sup>th</sup> November but is expected this week</li> <li>The council had said they would design the layout of market but they returned it and it wasn't meaningful. There has been a period of iteration and now the committee has taken responsibility for it again, sending to the council so they have visibility.</li> <li>There is a problem with new traders being turned down by the council (e.g. hot food) or being told to turn up without telling CRTRA and not being told about the market (e.g. that there is no electricity supply).</li> </ul> </li> <li>The criteria for traders was relaxed in May. There was a suggestion that we should avoid having too many similar stalls as we approach the 40-stall target (approx. 48 are licensed but they do not all come to the same market). However, it was agreed that the market should be allowed to develop naturally (traders will not continue if there is too much direct competition to enable them to make profits).</li> <li>There needs to be dialogue upfront to check paperwork and aspirations and ensure new traders understand the market (Broadway do this). Ideally we want regular, long-term traders to minimise the administrative work, but it is better to fill spaces and allow people to test the market in the meantime.</li> <li>To address the payment issues, the new welcome email talks about the deposit and we could also add details of the payment policy to the instruction letter. There may still be a problem if people arrive 'cold'.</li> <li>Paul Goby (vintage clothes stall outside the pharmacy) has put together some advice for potential new traders. David Wilkinson (butchers) has also volunteered.</li> <li>Update on market sub group actions (from minutes of 12 October): <ul style="list-style-type: none"> <li>Alistair hasn't made progress because his leg is in plaster, but is in</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Diane to ensure there is dialogue with new traders upfront so they understand the market.</li> <li>Diane to add the payment policy details to the instruction letter for enquiring traders.</li> <li>Diane to send around information about the Hackney proms advert.</li> <li>Spare banner to be put up by Pembury Arms.</li> <li>Anne to check if it is possible to get more banners printed</li> <li>Octavia to create a list of postcard distribution</li> </ul>

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<p>touch with John (John who?)</p> <ul style="list-style-type: none"> <li>• Storage – a message was left with Alex (outside space in bookmakers) to get a revised (lower) cost.</li> <li>• Stall hire/purchase – There are different types of stalls so we need to know what the market is going to look like first e.g. if the road is closed for the market. Council shared designs that are too big for Chatsworth Road (based on the Broadway design, which is much wider. The Ridley road design is not appropriate because it is less stable (Ridley doesn't have the winds).</li> <li>• We have confirmation from TfL and the police that the road can be closed on 11<sup>th</sup> December as a one-off for the Xmas market, but they have asked for £1,000. Councillor Ian Rathbone is talking to Tom McCourt (head of Streetscene) to see if there's anything that can be done. The bus routes would be changed. The council is planning a consultation about the market that should ask the local community if they want the road changed. For this one-off, it will be a matter of letting people know and perhaps surveying on the day and afterwards. – this may not be the case</li> <li>• Traffic / road conditions – Hugo (Principal road safety officer) has said there is no money to improve road safety, but there is funding for a school safe scheme being run in January that could be applied for (given there is a school) to put up 20 MPH circles on the road. We are awaiting a response from PC (Safer Neighbourhoods scheme) about the entrance from Lee Bridge Rd to Chatsworth rd.</li> <li>• Lighting – can we get reflective strips for stalls to improve road safety? (Fifi can buy this as low cost if we go ahead) There is also an issue with the street lighting to make stalls more visible at dusk that needs to be investigated.</li> <li>• Promotion – The banners are working well, although one has been vandalised and there is a spare right pointing arrow. It would be good to have about five more (we could pay the print costs given the design is done). Volunteers are also distributing postcards, although we need to track where they're going. Shop Local bags are to be given away for free again. Emerald Street recently featured the market. CompletelyLondon.co.uk has contacted us to feature the market. There is an American retailer filming on Sunday who have donated £250 and will feature the banner on their website.</li> <li>• Commodities / market layout – new stalls are bringing their own equipment so it's getting tight (e.g. gazebos must go on the end). When we have our own stalls, we can require traders to use them.</li> <li>• The traders have proposed an eating area, which the council has said will be straightforward to do. The trader reps are happy. The best place would be in the sun by Book box but the council doesn't allow</li> </ul>	<p>areas.</p> <ul style="list-style-type: none"> <li>• Euan's bag logo and pricing to be sent around once we have the quote.</li> <li>• Consider how the trader referral scheme should work.</li> <li>• Set up an informative stallholder meeting.</li> </ul>

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<p>people to gather there. It could be combined with the CTRA stall.</p> <ul style="list-style-type: none"> <li>• The trader reps liked the idea of a referral scheme for the market e.g. 10% discount provided they come for (?) weeks - from January onwards to encourage traders to continue (some people have said they're taking a break from Jan – Mar, which is within the terms for casual traders provided notice is given).</li> <li>• Christmas market on 11<sup>th</sup> December (Saturday 10th in Broadway). There is a £50 fee for Fifi's secular choir. It is planned for 18th but will be rescheduled for 11th if the road closure goes ahead. They need space to stand and place to get changed/store belongings. Octavia volunteered the basement in Cakey Muto (store at own risk). There is discussion with Rushmore School to see if children can join them and there will also be another one with older people - a 'cultural mash-up'. Music teachers at Rushmore do jazz-jamming sessions. No one was interested in the evening xmas shopping night idea.</li> <li>• It would be good to do an informative stallholder meeting to share positive information e.g. about the road closure.</li> </ul>	<ul style="list-style-type: none"> <li>• Katie to send a note to all with all info on there for xmas plans</li> <li>• Maria to find out more about teachers at Rushmore school and jamming sessions</li> </ul>
<p><b>7. Communications</b></p> <ul style="list-style-type: none"> <li>• Website - Maria and Toby have been improving the functionality of the website, although there is still work to do (e.g. new traders need to be added, with photos and details). Euan has sent feedback that Toby has looked at. We need a webmaster to maintain it going forwards.</li> <li>• Another website was being built by a trader because she was concerned CRTRA wasn't doing enough, although she was invited to join the Committee to help as it would be better to work as a single entity. No other traders have joined them. They have taken photos that CRTRA may be able to use.</li> <li>• There are almost 700 members on Facebook and 1,500 on Twitter Facebook is to be used to represent 'a street, with a market'. We need to think about what we post and how we invite people to respond.</li> </ul>	<ul style="list-style-type: none"> <li>• Maria to respond to Euan</li> <li>• Request a webmaster from the community.</li> <li>• Euan to make Louisa admin for Facebook.</li> <li>• Louisa to post to Facebook points of interest wider than promo. aspects (after committee meetings)</li> </ul>
<p><b>8. Residents</b></p> <ul style="list-style-type: none"> <li>• Fee-free cashpoint – letters have gone out to all shops but there has only been one response (the newsagent under refurbishment that currently has a fixed cashpoint). It is a big opportunity but requires a float of at least £700 per day. Alpesh will be based on Chatsworth road and is keen to be part of the community.</li> </ul>	<ul style="list-style-type: none"> <li>• We need to consider a plan B – who are the alternatives?</li> </ul>

Minutes	Actions
<p><b>9. Neighbourhood Plan</b></p> <ul style="list-style-type: none"> <li>Euan ran through the progress made on chapters 1-4 (neighbourhood research; factual baseline - planning policy context, map of building use/infrastructure/green spaces/road network etc; forward-looking perspective). The next stage is to agree objectives. The plan will form an evidence base for future decision making by CRTRA.</li> <li>There is a high cost of printing so a distribution plan will be needed.</li> <li>Land registry may benefit from it to fill in gaps, but it is not thought that they will pay for it.</li> </ul>	<ul style="list-style-type: none"> <li>Euan to present the next update as the first agenda item</li> <li>Diane to review draft</li> <li>Anne to see if LBH can help with Land Registry info</li> </ul>
<p><b>10. Feedback from other meetings</b></p> <ul style="list-style-type: none"> <li>Euan met Inspire (educational charity). They are working with smart 11/12 year olds from Hackney Academy who are doing a regeneration project based on Chatsworth road. They (3 teachers and 12 children) would like a tour between 3:45 to 4:45 next Thursday.</li> </ul>	<ul style="list-style-type: none"> <li>Remy to give tour to the group</li> </ul>
<p><b>11. AOB</b></p> <ul style="list-style-type: none"> <li>Market consultation – LBH got figures back from finance department to say how much the pitch fee should be – Councillor Demirci has asked them to go back and revise it, but it is likely to rise from the current cost of £10. (Broadway increased from £9 to £15 this year) They argue that the cost of waste collection for the markets is very high (they use a guesstimate, then conduct waste audits quarterly, and will eventually set a fair price). However, Chatsworth Road market traders generate very little waste (some claim to be net zero waste as they take it away).</li> <li>The Localism Bill will be enacted on 17<sup>th</sup> November allowing CRTRA to take over and run aspects. This may be too costly / complex but is something to consider.</li> <li>Katie will be running another Top Shop samples sale (10 Dec)</li> <li>On 21<sup>st</sup> July 2011 (Saturday), the Olympic torch will come to the borough. We don't yet know the route.</li> <li>The Hackney Gazette is doing a promotion at Hackney Empire for the Pantomime and will distribute goodie bags. We can add postcards at a cost of £500 per 3,600 postcards (plus they will put an advert in the newspaper). We could create a leaflet with shops on one side and market on the other.</li> <li>Hackney Citizen has offered us advertising space for the market and street. Someone would need to design it. The deadline is 25<sup>th</sup> November.</li> <li>Transparency – we have the stall at the market and the website. We</li> </ul>	<p>Investigate whether we can operate as a refuse neutral market (Damian)</p> <p>Consider what we should do for the Olympic torch arrival. Do we want a celebratory party and how can we animate Chatsworth road? (Feedback to Anne)</p> <p>Consider Hackney Gazette promotion offer (Remy to organise) Euan would need to design piece for 23 Nov if we go ahead</p> <p>Consider advertising with Hackney Citizen</p>



## CRTRA COMMITTEE

Minutes	Actions
must ensure we publish minutes and should also use social media.	