

Markets Working Group Update
For Facilities Committee 28th June 2022

1. Belper Markets Weekend

3 Markets on the 2nd weekend of the month – April to September

Friday – Belper Flea Market

Saturday – Belper Farmers Market

Sunday – Belper Summer Theme Market

Is there any money available in the Facilities Budget to pay for 3 new Banners advertising the Weekend Markets as shown above?

Cost. Quote from 45Degrees, Belper

£65 for design. Between £30 to £60 for printing.

2. Market Stalls

Belper Market Stalls are 10ft long, wooden boards on metal scaffolding poles with long canvas covers. The stalls are heavy to erect and some of the covers are ripped. The stalls currently stored in Nelson's Yard are 6ft long with scaffolding poles (I am not sure if there are covers for these)

Other markets have moved to using heavy duty pop-up stalls, these can be seen in Long Eaton and are used in both Derby and Nottingham for special markets.

The advantage of pop-ups over our current long stalls is the possibility of holding markets ad hoc on other days of the week and reducing the amount of time taken by the Town Council Outdoor Team to erect and take down the stalls.

Could some of the shorter stalls stored in Nelson's Yard be cleaned up, painted and used rather than the long stall? By using smaller stalls we could accommodate the Market without placing stalls in front of the row of houses near the Coppice Car Park entrance.

Cost, Pop-up stalls with covers cost between £100 to £200 each.

No estimate has been acquired yet to clean up the short stalks.

No estimate has been acquired yet to purchase new covers.

Is there any Money available within the Facilities Committee Budget to purchase one Pop- up stall and have one of the shorter stalls cleaned up?

No money has been invested in the Market during years 2019 to 2022 although increasing the number of Markets and use of the Market Square was a commitment made to the Town by the new administration in 2019. The Markets Working Group would ask the Facilities Committee to consider including the Markets in the Budget requests 2023/24 and seek the costs of investing in the purchase of new stalls or cleaning up the shorter stalls or both ideas and progressing with a mixture of stalls while we continue to improve Belper Markets and seek to advertise them across the East Midlands.

3. Planning for next year

What we have learnt from our second year of Summer Sunday Markets is that we need to start planning in September of the previous year, this is particularly true for

a Plants Fair. The idea of offer licenses to individuals/groups to run a market at a small charge has been successful with Councillors being responsible for only one market this year.

The Markets Working Group would like to start planning for 2023 Markets Weekends in September of this year. The outline plan would be to establish with Dan Sweeney from Belper Antiques if the Flea Market will continue on Fridays in 2023. Currently Dan Sweeney is trying to fill all the stalls and establish the Belper Flea Market in the calendar of regular Flea Markets in the East Midlands, the cost of that license may need to be reviewed if all stalls are filled in the future. The Markets Working Group would like to try and establish a Community Plant Fair Group to run a Plant and Gardening Fair in May 2023. Councillors would continue to liaise between the license holders and the Town Council staff when required but it would be the license holders responsibility to ensure Public Liability Insurances were in place for each stall. Currently the Assistant Town Clerk has agreed to assist by sending out packs to stall holders with information about Public Liability requirements and the rules and regulations appertaining to Markets on Belper Market Square. We would ask for this assistance to continue but recognise this is an additional task to be accommodated within an already full workload.

4. Advertising

The future success of the Markets does rely on improving advertising, currently information is posted on social media by Town Council Staff, councillors, some of the Farmer Market's Stallholders and Number 28. No other advertising takes place other than on the Town Council website. We flag this up as a discussion point. We do not have a solution other than to say better advertising would benefit the Town Council in increasing interest and foot fall at the Markets and other events the council organises. Marketing is a recognised profession so could a few hours on a regular basis be found for someone with the required skills and knowledge to advertise events to the widest audience possible?

5. The Markets Working Group will continue to meet regularly and report back on discussions and recommend actions as appropriate. We draw to the Committee's attention the good and valuable working relationship between the Town Council and the owners of Number 28, who we thank for adding a regular café and great many other services to events that take place on the Market Square.

Cllr Carol Angharad
9th June 2022