

Markets Working Group Report

The Markets Group has met twice in the last two months, this Report reflects the discussions from those meetings and the recommendations to be agreed by the Facilities Committee.

1. **November Farmers Market**

The November Market will revert to the Pre Covid Market Plan with 29 Stalls. The Deputy Town Clerk was making contact with all stall holders who had had a stall pre the first lockdown with the aim of filling all stalls. If any Stall holder indicated they would not be returning those who have added their names to the waiting list during the last twelve months will be approached.

2. Farmer Market Dates remain for the 2nd Saturday of the month from November 2021 to December 2022.

3. 2022 Food Fairs. **It is recommended that the Food Fairs are held on Sunday 3rd July and Sunday 4th December.**

4. **Sunday Markets.** The Sunday Markets were held between May to September 2021 on the Sunday following the Farmer Markets. Each Market had a Theme:

May – Pre Loved Goods

June – Mixed Stalls

July – Crafts and Arts

August – Young Traders

September – Belper Transitions

The markets were organised by councillors with the exception of the July one which was organised jointly by Fleet Arts and Belper Fringe and Belper Transitions organised the September Market. All markets were considered a success as all stalls were used, there were a reasonable number of people attending and stall holders reported that the market had been well organised. The Market Working Group felt that advertising the Markets had been patchy and that a strategy was needed before 2022. **Recommended that the Council Comms Group include advertising Council events/the Markets in their work programme.**

Sunday Markets 2022

Recommended that Sunday Markets are held April to September and have a variety of themes.

April – Crafts and Arts organised by Fleet Arts and Belper Fringe

May – gardening and Plants The Belper in Bloom Organisers be asked to help making contact with Regional Groups, The Cottage Garden Society, Rare Plants and other groups including the Belper Gardening Club and Blooming Milford.

June – Pre Loved

July - Charity Market. **Recommended that each year a Charity in the Town can apply to run the Market and fill all the stalls to raise money for the identified Charity.**

August – Young Traders. There are young self-employed artists in the Town who could be approached to help with organising this Market for a fee. **Recommend that the Town Council accept this idea in principle and the Market Group draw up plan which will return to the committee.**

September – Belper Transitions

Additional Markets

The Market Square is owned by the Town Council and is under used and could generate more income. **Recommended that Cllrs Angharad and Mallett speak to Stall Holders at the November Farmers Markets to establish who would be prepared to run their stall on another Saturday. The Saturday could be the 4th Saturday of the month, which coincides with the Green Café and Repair Shop that happens in Number 28.** There is a waiting list for stalls so the Markets Working Group feels confident that all stall would be filled.

Research into other Markets in the area suggests that Thursday would not have much competition with other nearby Towns. A Flee Market was suggested as these are very popular but more research is needed. **Recommended that a regular Market is held on a Thursday but further work on this idea with costings is brought back to this committee at a later date.**

5. Charges.

The Deputy Town Clerk had undertaken research into charges at neighbouring Markets; Chesterfield, Bakewell, Wirksworth and (Bridport in Dorset, this town has an award for its Markets) The charges for a stall at Belper Farmers Market are in line with other Markets. There is a different charge for regular stall holders and those that are not regular and do not pay for their stall six month or twelve months in advance. A much small amount is charged to charities.

The cost of running the Farmers Market is £3,600 pa and income (pre Covid) is approx £7,000

No charges were made for the Sunday Markets as this was a new venture and a Learning exercise with an acknowledgment that advertising was not satisfactory and support for the Markets was mixed. Including the Sunday Markets the cost raised to £5,400.

It is recommended that charges for stalls at Belper Markets, Saturday and Sunday are as follows.

Regular Stall Holders £22.50 for a full stall and £11. 50 for half a Stall. At least six months must be paid in advanced.

Non Regular Stall holders £27.50 for a full stall and £14.00 for half a stall

Charity Stall at any market £5

Information Stall at any market -Free.

The proposed Charges should increase the income for the Town Council. **It is recommended that the new charges are advertised on the Council website and social media and are charged from the beginning of the financial year.**

6. Further enhancements for the Markets

We want people to visit our Markets and stay and spend money. Research into other successful markets suggest Music and Street Food is an important factor. Markets like Knutsford have been revived by introducing a small number of Street Food Stalls

and that these have not been in competition with cafes in the Town, the clientele is different. Chesterfield Market charges Street Food Stalls £50. We have had music (organised by Fleet Arts) at the Sunday Markets and this has been well received by visitors and stall holders.

It is recommended that Street Food Is permitted at the Sunday Markets. A charge of £50 is made for each stall.

It is recommended that live music is permitted at both Saturday and Sunday Markets and the Arts, Events and Heritage Committee be ask If a small budget could be established to aid this development.

7. Stall Holder representative as member of the market Working Group.

It is suggested that Cllrs Angharad and Mallett ask Stall Holders if they think this would give them a voice and help with the smooth running of the Market.

8. Advertising the Markets

Various suggestions were made to improve advertising the Markets in Belper

Recommended that this is referred to the Comms Group and to the Arts, Events and Heritage Committee, Cllr Angharad to write a paper listing the ideas to assist both.

9. List of Recommendation

- a) The Food Fares in 2022 to be held on 3rd July and 4th December
- b) Sunday Markets are held from April to December 2022. The Themes are listed in Section 4 of this Report.
- c) That an additional Farmers Market is held on the 4th Saturday of the month.
- d) That Cllrs Angharad and Mallett survey the current stall holders and establish who would be interested, any unused stalls to be filled by those on the waiting list.
- e) That the possibility of a Thursday Market be explored further.
- f) That the Charges for stalls as listed are accepted
- g) That Street Food is permitted at the Sunday Markets
- h) That Music is permitted and a small budget established, Music to take place at Saturday and Sunday Markets
- i) That Stall Holders are asked if they want a Representative on the markets Working Group.
- j) That establishing an advertising strategy for all the Markets is referred to the Comms Group.
- k) That the idea of signage and a mural on the Market Square to be referred to the Arts, Events and Heritage Committee.

The Recommendations are to increase the number of Markets in Belper and to lay the foundations for the markets to bring income to the Town Council and bring visitors into the Town to aid the economy.

Cllr Carol Angharad
October 2021

