

---

<b>REPORT TO:</b>	<b>HOUSING &amp; COMMUNITY SERVICES COMMITTEE</b>	<b>AGENDA ITEM: 8</b>
<b>DATE OF MEETING:</b>	<b>14<sup>th</sup> JUNE 2012</b>	<b>CATEGORY: RECOMMENDED</b>
<b>REPORT FROM:</b>	<b>DIRECTOR OF OPERATIONS MARK ALFLAT</b>	<b>OPEN</b>
<b>MEMBERS' CONTACT POINT:</b>	Jonathon Little ext 5755 <a href="mailto:Jonathon.little@south-derbys.gov.uk">Jonathon.little@south-derbys.gov.uk</a>	<b>DOC:</b>
<b>SUBJECT:</b>	<b>THURSDAY FARMERS' AND SPECIALIST MARKETS IN SWADLINCOTE</b>	<b>REF:</b>
<b>WARD(S) AFFECTED:</b>	<b>SWADLINCOTE</b>	<b>TERMS OF REFERENCE: HCS07</b>

---

## **1.0 Recommendations**

- 1.1 Members grant approval to designate Thursday as an extra Market Day for Swadlincote Market.

## **2.0 Purpose of Report**

- 2.1 Designating Thursday as an extra market day will facilitate the development of a monthly farmers' market and other specialist markets, such as antiques, arts and crafts and thematic events. Geraud Markets have agreed to manage a pilot Farmers' Market and agreement is needed for this. The Committee asked to consider the reasons why these requests have been made and grant their approval.

## **3.0 Detail**

- 3.1 Swadlincote Market has been successful since its move into the High Street, stall lettings are up and turnover has increased. Clearly the presence of a successful market generates additional footfall and benefits the whole town. The Delph whilst still part of the market's overall space has generally served to accommodate larger stalls and is sometimes offered at a discount to promote new traders. The Delph's key strength in revitalising the town centre has been in generating a range of community and council entertainment events, some commercial use and public information presentations. The Christmas Lights Switch-on, Pancake Races, Town Hall's 150<sup>th</sup> Anniversary Cup Cake Challenge and the Jubilee Street Party to name a few. There are currently plans under development to increase such events still further.

- 3.2 One specific development would be the creation of a Farmers' Market in Swadlincote. The market remains in the provenance of the Housing and Community Services Committee and so a specific Market report is being brought forwards. Consultation exercises for both the Town Centre Vision and the retention of the Market in the High Street have both yielded strong support for a Farmers' Market. For example the latter showed that 91% of businesses in the Town were in favour of more events with around a third specifically requesting Farmer's Markets.
- 3.3 Swadlincote Market is managed by Geraud Markets UK Ltd, an Anglo-French company based in Liverpool. The company have expressed an interest in supporting further markets and events in the Town Centre in general and The Delph specifically. One area where the company has experience is in the promotion and running of Farmers' Markets. During the last three months Geraud have been contacting farmers and local producers, undertaking market research. The Market Manager has been consulting with producers in and around The National Forest, to see what the likely take up would be for this type of event. The general concept is to target farmers and producers who have grown, raised, made, brewed, pickled, bottled, baked or caught delicious produce within an approximate 35 mile radius of the National Forest to take stalls at a pilot monthly Thursday Farmers' Market. They hold the conviction that there is sufficient demand from the potential stall holders to attend a well promoted event in Swadlincote, particularly on a day which is not currently served by other local Farmers' Markets, many of which are weekend markets. Geraud believe there would be too many complexities to integrate a new Farmers' Market with those of a normal market and therefore propose that it should occur on a non General Market Day such as Wednesday, Thursday or Monday. (Appendix One).
- 3.4 Information from farmers suggests that Monday would not be well supported, due to their existing levels of activity at weekends. Wednesday has traditionally been a half day closing in Swadlincote. Whilst it is increasingly a less common as practice it is still a moderately quiet day in the town. Therefore Thursday would seem the logical choice. The Council has the general power to declare additional market days under the 1984 Food Act Part III S.50 and other preceding acts and has done so on other occasions, most notably in 1982 when it added Tuesday as an additional day. Burton on Trent does have a Markets Charter and in the past the Council has written to East Staffordshire notifying them of any significant changes to the Town's Market, for example when the Market returned to the open air in 1997. This protocol has been repeated and appendix 2 is a letter to ESBC. (Appendix Two)
- 3.5 Utilising a week day when there is limited competition from other Farmers' Markets would also seem a logical business decision. Betty's Farm, Willington currently runs a small but quite successful Farmers' Market on the 1<sup>st</sup> Tuesday of each month. This is further evidence that Farmer's Markets do not necessarily have to be held at weekends to be successful. Buxton, Chesterfield and Derby also run farmers' markets on week days. The development of a further farmers' market on another day at a different time would not be detrimental to this initiative and some of the stall holders at Betty's Farm have expressed an interest in attending Swadlincote as well.
- 3.6 As illustrated in the two surveys there is a latent demand for other types of events and markets in Swadlincote. It would be logical to designate Thursday as a permanent extra day so that over time further specialist markets could be developed. The Thursday Swadlincote Market could fill two or three dates each month with other specialist markets such as crafts, antiques, retro, youth enterprise stalls etc.

It would be a welcome development if it generated further footfall into the heart of the town centre.

- 3.7 Consultation on such matters as an extra market day is very important. The matter was discussed at the March meeting of the Swadlincote Chamber of Trade and there was widespread support for the concept of a Farmers' Market on the Delph. A letter of support is attached as Appendix Three.
- 3.8 Members are therefore asked to resolve that (a) the Council designate Thursday as an additional market day (b) invite Geraud Markets UK Ltd to manage a monthly farmers' market initially on a pilot basis.

#### **4.0 Financial Implications**

- 4.1 The proposal has no financial implications, as the Council's current operator has agreed to manage and fund the venture at its own risk using the existing market's equipment and staffing.
- 4.2 Consultation – Precedent determines that consultation should take place with the Market's representatives and the Swadlincote Chamber of Trade. Both have been consulted and are supportive.
- 4.3 Both operational and financial risk would reside with the operator. Using the existing town centre assets to generate an extra day of business demonstrates greater efficiency and value for money.

#### **5.0 Corporate Implications**

- 5.1 The initiative would make a contribution to two of the four Corporate Plan themes: Sustainable Growth & Opportunity: – A successful farmers' market would strengthen South Derbyshire's economic position by generating greater footfall and income for Swadlincote Town Centre and help to contribute to sustainability by reducing food miles, assisting the rural economy and supporting organic and sustainable food production.
- Lifestyle Choices: - Delivering a successful farmers' market would create community based recreational & cultural activities that promote 'healthier lifestyles and help the community to reduce its 'environmental impact.' Food sourced from a farmers' market can encourage healthier eating.
- 5.2 Legal implications – Legal Services advise that the Council has power to establish a market and designate the days on which it is to be held under Part III Food Act 1984, provided it does not interfere with any existing market rights enjoyed by others within its district.
- 5.3 Employment Implications - None
- 5.4 Officers will seek to communicate the development to the local press, specialist markets media and to potential traders. It will be important to communicate to the local community the positive opportunities that the market will make available.

## **6.0 Community Implications**

6.1 The implementation will contribute to both the Vibrant Communities and Sustainable Development themes of the Sustainable Community Strategy. Farmers' Markets allow access to healthier food choices and generate awareness of food issues; support rural communities and rural businesses; promote The National Forest and tourism and will develop economic opportunities in the town centre creating jobs and wealth for local people. Markets are one of the cheapest forms of business start-ups and over time a new Thursday Market should generate employment and business start-up outcomes.

## **7.0 Conclusions**

7.1 In conclusion the development of a farmers' market and the opportunity to generate other types of Thursday market should assist the economic growth of the District and its support is recommended.

## **8.0 Background Papers**

- 8.1 Appendix One: Letter from Geraud Markets UK Ltd
- 8.2 Appendix Two: letter to East Staffordshire BC
- 8.3 Appendix Three Letter from Swadlincote Chamber of Trade