

## **BRIEFING NOTE FOR SCRUTINY COMMITTEE TIVERTON PANNIER MARKET**

I have been asked to provide the Scrutiny Committee with an update on the Market.

In the last couple of years the team have been working to bring more people into the Market and also into the Town as a whole.

### **To do this we have:**

- Worked to increase the number of traders at the market and to offer consumers more choice – including being open days other than the traditional market days
- Held events at the Market – including a gardening fayre and food fayres.
- Worked with the Portas Team on the Feast of St James
- Had Local and Community History Month (joint event with Museum – WW1 themed)
- Supported and been involved with the Summer Festivals Programme for Tiverton
- Supported and been involved with the Christmas events programme including a programme of events at the Market on the 4 Saturdays before Christmas also tying in with Small Business Saturday
- Promoted the shop local campaign and held events for love your local market
- Worked with Business Information Point on a business and new trader event
- Developed a set of terms and conditions for hiring the Market out to generate income
- Worked to hire the Market out more to generate income – this has included such things as the TASTE street food events and the monthly Art Market
- We have agreed to host the Supporting Other Charities (SOC) events
- Run a number of competitions including a shield colouring competition for the Feast of St James and a bake off competition at Christmas
- Actively promoted the Market and its traders through social media – our Facebook page is very successful (492 likes)
- Used national food weeks calendar to promote what is on sale at the Market – normally through social media
- We have wi-fi at the Market so that customers can access the internet whilst at the Market
- We have recently appointed a new proprietor for the Café within the Market and this is already bringing in new customers

### **Issues and challenges**

- Weather – inclement weather tends to reduce the number of people that visit the Town and the Market specifically. People do not like to browse market stalls when the weather is inclement
- Competition from Internet shopping and out of town shopping centres
- Competition to some of the traditional market stall offerings from other retail stores such as Pound Stretcher and Charity Shops
- Traders not turning up to trade – without giving any notice

- Traders closing early
- Getting all traders (Market Traders and also Town Traders) on board with the plans for the Market.
- A number of local businesses would like to trade at the Market but don't have the capacity or manpower to attend and trade
- Finding cost effective ways of marketing and promoting what we are doing at the Market to the widest possible audience
- When running events looking for ways to generate income which at least breaks even on the expenditure and ideally delivers a profit
- Website – one of the traders groups employed an external company to produce a website for the Market but the information on it is out of date (showing Christmas 2014 programme at the moment)
- A need to reinvent the Market for a changing client group

### **So what are we doing?**

We are currently part way through a fundamental review of the service examining all aspects relating to the service and this will result in an action plan for the next 5 years coming forward to Cabinet after the election.

Some of the items to be covered include:

1. Setting out an action plan that has SMART targets and is focused to ensure that we are not trying to achieve all actions in one year
2. Commission Market research to identify the views, attitudes and wishes of a wider group of potential users.
3. Setting up a stakeholder forum for the Market to include representatives from the Market Traders, Tiverton Traders Association, the Portas Team, Tiverton Town Council and the Neighbourhood Planning Team. Consider having sub-groups of the Forum to be involved in delivering projects. The first Forum will meet to consider the action plan
4. Work with the new Town Centre Manager to incorporate the Pannier Market activities with wider Town Centre developments
5. A benchmarking exercise which has looked at other Markets and focused on items such as their terms and conditions for trading, stall fees, fees for hiring out their market, types of markets that they hold and opening hours
6. Using the benchmarking information to revise our terms and conditions for trading and to consider the types of market that we hold and the opening hours and then consult the traders on any proposed changes
7. Put together a professional brochure to promote the Market to potential new traders and also to those people interested in hiring the Market

8. Undertaken a cost benefit analysis of running the street food market inhouse or hiring it out for someone else to take on the running of it. Anticipate these events being relaunched in April/May
9. Work with Licensing to develop a street trading policy
10. Progress the project to have an overall roof – seeking external funding for this as we allocated £110K in the capital programme, which will carry forward, but need approximately £140K to complete the project. This is to be carried out in conjunction with the Tiverton Town Centre redevelopment project.
11. Improve signage to the Market both access points and also from the Coach Park in William Street Car Park
12. Work with the Portas Team to deliver a larger food festival (likely to commence from 2016)
13. Development of a Website for the Market which will be linked in to social media such as Facebook, Twitter, You-tube and Instigram. If possible this will include click and collect, be smart phone friendly, have a virtual tour of the Market, include traders profiles along with photos and videos and have an online calendar to show whats on when,
14. Include links to the Market when the Visitors tab for the Council's website has been developed as part of the work on tourism over the next few months
15. Develop online forms for becoming a trader, booking the market for an event or signing up to trade at an event
16. Continue to put together and deliver a calendar of events. Work more on this to join up items such as the National food days to our providers and also for the Café to cook items showcasing what you can do with fruit and veg.
17. Produce an e-newsletter which will talk about whats on at the Market on a quarterly basis and highlight events that have taken place to showcase what we can offer
18. Use QR codes on our publicity material to promote what we are doing when and to encourage people to sign up to emails or texts to be informed of the next event
19. Work with colleges to hold a competition to devise a 10 second film promoting the Market which can go on You-tube and also be shown as a trailer at the Tivoli Cinema
20. Use other forms of media to promote events including Radio and newspapers

21. Attend trade shows such as the source food show to promote the Market and also to attract new traders. Also encourage traders that come for a special event to come and trade on a regular basis.
22. Hold Continental markets – French, German and Italian on a Saturday alongside the general market
23. Develop a red carpet programme for prospective new traders to show what we can offer them in terms of trading at the Market – i.e. help from our business support service to establish and then grow their business. Focus on success stories where people have started their business at the Market and have then gone on to rent shops in the town.
24. Put in a project bid for funding to develop a co-operative where small traders can share a member of staff to sell their produce.
25. Investigate the opportunity of working with schools on life skills and in particular diet and cooking meals from scratch.