

BRIEFING NOTE FOR SCRUTINY COMMITTEE TIVERTON PANNIER MARKET

The Scrutiny Committee have asked for an update on the Market. This paper outlines some of the work that has taken place since the last update and some of the plans for 2016.

Since the last update we have:

- Held five Electric Nights Streetfood events on the first Saturday of the months of June, July, August and September culminating in a two day Octivfest food and drink festival in October. These events required a large amount of planning and organisation but were a big success and we had several thousand people attend. We acted on any feedback that we had from the public and traders and did things like changing the layout, providing more bins and chairs.
- Worked on plans for Christmas. Christmas light switch on takes place on the 21st November and in the market there will be street food, a bouncy castle, hot roasted chestnuts, mulled wine, music, and more. The Market will also be holding a Sci-fi family fun day on Saturday 19th December (themed due to the release of the new Starwars film) with all sorts of activities planned throughout the day.
- Met with the events committee to work on events for the Town as a whole in 2016 and work has already commenced on planning Christmas for 2016.
- Recently recruited to the role of Market Officer following the departure of the previous postholder. The new Market Officer will start on the 4th January 2016.
- Started having monthly meetings with the Traders to discuss ideas and plans for the Market and changes are being made such as having the communal area with newspapers and free wi-fi

Plans for 2016

We will:

- Commission Market research to identify the views, attitudes and wishes of a wider group of potential users and to use the feedback to shape what we do at the Market in the future.
- Hold the inaugural meeting of the 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.
- Continue to work with the new Town Centre Manager to incorporate the Pannier Market activities with wider Town Centre developments and events for 2016. 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.

- Increase streetfood offer on Saturday General Market
- Expand the social offer at the Market through street musicians and local performing arts groups
- Plan and deliver the Electric Nights Streetfood Events for 2016. The dates are May 7th, June 4th, July 2nd, August 6th, September 3rd and October 1st. We are looking to work on larger events in the town during these days which will then lead into Electric Nights in the evening.
- Review terms and conditions for trading, stall fees, fees for hiring out their market and opening hours. Update the policy and consult the traders on any changes
- Progress the project to have an overall roof and the units (for which planning permission was agreed a few months ago)
- Improve signage to the Market both access points and also from the Coach Park in William Street Car Park
- Commission the new website for the Market which will link to social media such as Facebook, Twitter and You-tube. 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
- Hold Continental markets – French, German and Italian on a Saturday alongside the general market
- 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.
- Investigate the opportunity of working with Petroc on events where they can showcase the skills of their catering students including pop up restaurant.