

Area West Committee – 16th July 2014

7. Ilminster Street Market (Executive Decision)

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Purpose of the Report

To provide an update on Ilminster's Thursday street market and request a grant to help towards its promotion.

Public Interest

Ilminster Town Council now operates the street market in the town on a Thursday. To help develop the market and increase footfall into the town, they are requesting a grant towards signage and promotional costs.

Recommendation

It is recommended that Members:

- 1) Agree to grant £4,740 to Ilminster Town Council towards the cost of funding new signs, promotional materials and advertising costs for the Ilminster Market.

Background

In November 2010 Area West Committee supported the setting up of the Markets Improvement Group with the remit to reinvigorate the SSDC markets in Area West and help create a vibrant market town atmosphere. At the November 2010 Committee meeting it was also agreed to allocate up to £20,000 towards the revitalisation of Area West markets on condition that a future report was brought to Committee detailing how the funds would be spent. Since that date £7,390 has been awarded in two separate grants. The first one in October 2011 was for £1,390 towards the joint promotion of all three markets. The second grant of £6,000 was awarded to Crewkerne Town Council to help them buy stall awnings for the launch of the new Wednesday street market.

Ilminster Market

In February 2014 the management of Ilminster's Thursday street market was handed over to the Town Council. At that time the Ilminster market already had, and still retains, a number of regular stallholders that had been trading from the market for a number of years; those include a fishmonger, greengrocer, plant seller, baker, preserves and someone selling general household items. They have since increased the number of stall holders with additional casual traders selling sausages, clothes and Venezuelan street food.

Since taking over in February the Town Council has concentrated on revising some of the processes and procedures to ensure the smooth running of the market. This has included producing new terms and conditions, which all the traders have accepted. Any new stallholders interested in trading at Ilminster's Thursday market can find a copy of the terms and conditions on the town council's website. To celebrate taking over the

market, Ilminster Town Council organised face painting and fun activities for families during the February half term. Then at Easter a bunny hunt was set up to encourage more people to look at the stalls and see what was on offer.

Signage and Promotion of the Thursday Street Market

The Town Council recognises that the market is not as busy as it could be and has been looking at ways to improve footfall, which in turn would increase the number of people in the town on a Thursday and benefit all the local businesses.

Over the past few years there has been very little promotion of the market and Ilminster Town Council would like to address this in a number of ways.

- Create an eye catching brand for the market – this brand image would be used on all advertising and signage for the market and would in time become instantly recognisable to people. Crewkerne Town Council has already adopted this method for their market by using a simple blue and white stripe awning design on all sign and publicity and this appears to be working well.
- Improve signage on market day. The 4 current signs are of varying designs, age and size. None of them are eye catching and many are scruffy and past their best. The Town Council would like to purchase 5 A1 size pavement sign holders, which allow a large poster to be incorporated inside a double sided "snap open, snap shut" frame. The base is water fillable for stability and has built in wheels for easy positioning. These sign holders will allow the Town Council to change the advertising poster on a seasonal basis which will help keep the promotion of the market fresh and interesting. As the sign holders are double sided, each one will need 2 posters, over the course of a year 40 posters will be required.
- Leaflets – to be distributed via the Local Information Centres and other relevant places, this 3 fold leaflet will contain helpful information about the market including the types of produce customers can purchase, it will be designed using the new branding.
- Banner – a large banner is required to replace an existing banner on Canal Way, this will also incorporate the new branding.
- Advertising in local press – the Town Council would like to run a series of adverts in a number of local publications over the course of a year to help get the message out that Ilminster has a good local market and letting people know what they can expect to buy there.

No parking signs

Some of the markets stalls are set up in the parking bays along East Street, directly in front of the Co-op. Although signs are located nearby telling drivers not to park in those bays overnight on a Wednesday because they are needed for the market, on occasions when the traders arrive to set up they will find 1 or 2 cars parked there making it difficult for them to set up their stalls. The Town Council would like to purchase a large A board style road sign that they can put out on the pavement next to the bays on a Wednesday evening, which asks people not to park in those bays overnight. The portable nature of this sign means that it can be put away again on Thursday morning when the traders arrive, and because it is larger than existing signs and closer to the parking bays, it should be far more noticeable to drivers.

Costs

The total cost for signage and promoting the market will be £4,740; the table below provides a breakdown of those costs.

Item	Cost £
Design of a brand, leaflet & posters	500
3000 copies of leaflet	600
5 sign holders (including delivery)	600
Printing of 40 posters	440
1 banner	50
Series of adverts in local media	2,500
No parking sign	50
TOTAL	4,740

Financial implications

In November 2010 the Area West Committee agreed to allocate £20,000 from reserves to the AW Markets Improvement Group on condition that a report was brought to AW detailing exactly how the funds would be spent. Since that date £1,390 was allocated to advertising and promotion of the Area West street markets in October 2011. In September 2013 Crewkerne Town Council was awarded £6,000 towards stalls, awnings and promotion when they launched the new Wednesday market. This leaves a balance of £12,610. If members approve the £4,740 budget proposed to support the promotion of the Ilminster, £7,870 will remain for use towards the redevelopment of markets in Area West.

Corporate Priority implications

Ensuring the continuation and future growth of a Ilminster Market will give people the opportunity to start up new businesses or expand into existing markets, this fits in with Focus One of the Council Plan to have a strong economy which has low unemployment and thriving businesses.

Carbon Emissions & Climate Change Implications

Markets provide the opportunity for local products and produce to be sold and bought, thus reducing food miles.

Equality and Diversity Implications

Markets have the potential to promote diversity, they enable all sections of the community, especially those on a low income to shop and set up a business.

Background Papers: *Area West Committee September 2013*
Area West Committee October 2011
Area West Committee June 2011 agenda and minutes
Area West Committee November 2010 agenda and minutes
Audit Committee August 2010
JAC West October 2009 – agenda and minutes