



# Community Markets

## What you need to know...

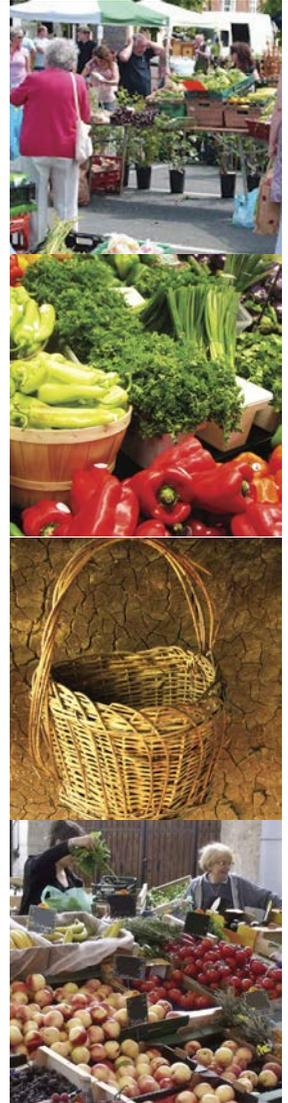
Local markets are increasing in popularity and there are several options open to enterprising communities. These include:

-  **Community-run village market** e.g. Toddington, Rudford & Highleadon
-  **Community-run farmers' market** e.g. Stroud and Cirencester
-  **Country Market scheme** – a slightly different model where producers become members of the Country Market scheme and either join a current market or set up a new one. They hire a community space from which they sell their goods.

These markets take a variety of forms and are tailored to suit each community. Some markets are held weekly, others once a month and some are only held in the summer months.

Most community markets are run by an existing committee in the parish e.g. village hall committee or parish council. In a few places a specific new committee has been set up. In the case of Country Markets, producers will gather together to form a committee. Usually committees 'divide and conquer' the tasks to be carried out.

It is important that the market supports rather than displacing custom from local shops so bear this in mind when making decisions and involve local shopkeepers and traders in discussions. See Gerb's tip regarding cooperative approaches.



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# Step by step guide to setting up your community market



1 Talk to people in your community to find out if they are keen to have some kind of market, what kinds of produce they would like to buy and how often the market could be held. It is vital that the community supports the market.



3 Check whether your current community building insurance covers community market-type activity.



5 Find out how much other markets charge for stalls and consider what your charge would be. Also consider how much space you can allocate per stall and how many stalls you could fit in to your venue. It is important to consider the aesthetic and social goals of the market when planning the layout.



7 Compose a simple form with terms and conditions for stall holders (as for anyone hiring a community building) – see the section on terms and conditions.



9 Get in touch with your district council to discuss licensing requirements and ensure you have any necessary licenses.



2 Consider the facilities available in your venue e.g. kitchen facilities, disabled access, space, tables and chairs, parking. Enlist the help of volunteers for set-up, making and serving refreshments if applicable, clear up and liaison with stall holders. Planning is vital to ensure success.



4 Consider your health and safety policy and practice in relation to community market type activities.



6 Double-check how many stalls you would need to have in order to break even after your costs are taken into consideration.



8 Contact potential stall holders (see section on attracting stall holders). Consider whether you will provide refreshments or whether you will be encouraging stall holders to do so.



10 Set dates for your first events and start promoting to your community. Ask stall holders how they will help you to entice customers for the first few events e.g. publicise tasters, promotions etc.



11 Hold your first few events and then have conversations with customers, stall holders, volunteers and the management committee. Then tweak your arrangements as appropriate.



# Community markets and the law: licenses

**Street trading licence:** If the market is being held inside then you should not need to apply for a Street Trading licence.

However, if any stalls are placed in an open access car park then this could be considered as street trading. Check the situation with your district council

Your district council will also be able to advise you on **food premises licence** requirements. This is needed if you want to store, prepare, distribute or sell food on the premises. Individual market stall holders should also be registered if they sell food.

An **alcohol licence** for the premises needs to be considered if any stall holders are to sell alcohol.

The easiest way for you to ensure that you abide by these license requirements is to register your market with the district council, providing a list of stall holders (or discussing with them your potential stall holders). This makes it easier for the council to determine what licences you need to be aware of and what to expect if and when they visit the market.

<b>Cotswold District Council</b> T: 01285 623000 E: <a href="mailto:licensing@cotswold.gov.uk">licensing@cotswold.gov.uk</a>	<b>Forest of Dean District Council</b> T: 01594 812418 E: <a href="mailto:licensing@fdean.gov.uk">licensing@fdean.gov.uk</a>	<b>Gloucester City Council</b> T: 01452 396396 E: <a href="mailto:heretohelp@gloucester.gov.uk">heretohelp@gloucester.gov.uk</a>
<b>Stroud District Council</b> T: 01453 754404 E: <a href="mailto:licensing@stroud.gov.uk">licensing@stroud.gov.uk</a>	<b>Tewkesbury Borough Council</b> T: 01684 272167 E: <a href="mailto:licensing@tewkesbury.gov.uk">licensing@tewkesbury.gov.uk</a>	<b>Cheltenham Borough Council</b> T: 01242 775004 E: <a href="mailto:licensing@cheltenham.gov.uk">licensing@cheltenham.gov.uk</a>

## What to include in your terms and conditions for stall holders

You should have a set of terms and conditions for stall holders as you would for anyone hiring a community building. You need to consider:

- 🍷 **Ethos of the market** – providing a service or a social event
- 🍷 **Frequency of the market**
- 🍷 **Code of conduct** – your expectations including health and safety
- 🍷 **Cost and size of stalls**
- 🍷 **Payment method(s)** and when you expect payment
- 🍷 **Notification period** to cancel a stall
- 🍷 **Notification if they cannot attend**
- 🍷 **Contact details** for the market committee
- 🍷 **How local is local?** Are you limiting stall holders to be within so many miles of the village/town?
- 🍷 **What they need to have in place:** licenses and insurance

# Seven simple steps to attract stallholders

- 🍅 Contact the garden association in your village
- 🍅 Do you have a WI group? Do they make jams and chutneys etc?
- 🍅 Do you have a local farm shop?
- 🍅 Craftspeople – contact your local guild of craftsmen or use local knowledge
- 🍅 Is there a budding baker in the village?
- 🍅 Themes – do you want to have Christmas, Easter and/or harvest themed markets? Some communities hold Apple Days
- 🍅 If you have an annual village fete, contact the organisers for suggestions and a list of possible stall holders

## Here to help

**Fresh and Local:** information on local producers

[www.fresh-n-local.co.uk/producers/produce.php](http://www.fresh-n-local.co.uk/producers/produce.php)

**Gloucestershire Guild of Craftsmen:**

[www.guildcrafts.org.uk](http://www.guildcrafts.org.uk)

**Cotswold Craftsmen:**

[www.cotswold-craftsmen.org](http://www.cotswold-craftsmen.org)

**Forest of Dean Craft Guild:**

[www.forestofdeancraftguild.co.uk](http://www.forestofdeancraftguild.co.uk)

**Big Barn:** a site where you can search for local food producers

[www.bigbarn.co.uk](http://www.bigbarn.co.uk)

**Stallfinder:** search for a stallholder in your area

[www.stallfinder.com](http://www.stallfinder.com)

**Country Markets:**

[www.country-markets.co.uk](http://www.country-markets.co.uk)



## Free mentoring support

The Accelerator Project finished in September 2013 so free mentoring support is no longer available.

Contact Helen Richards at GRCC for further information. **E: [helenr@grcc.org.uk](mailto:helenr@grcc.org.uk) T: 01452 528491.**

## Top tips from Gerb

Sound out the most local producers first, after all the markets should have their roots within the community. Stallholders aren't likely to travel a long way initially for a village market.

Consider appointing a market manager from the committee, it is sometimes easier for one person to oversee the bookings/liasing with stallholders etc.

Markets should be short; for example, 10.00-12.30.

Consider a cooperative approach where local producers can share a stall and take it in turns to sell each other's produce; this may help increase the range.

The cheaper the stalls, the more likely you are to get stallholders; a market should be seen primarily as a community supporting event and not as a way of raising money.

Define what you are trying to accomplish.

