



Charlbury Market Plan

Summary

The CTC Market (CTCM) vision is a community of thriving, innovative local producers and informed, healthy community members. The CTCM is committed to working toward its mission of creating and sustaining a vibrant and innovative market that supports local producers and artisans, whilst extending the benefits of local food to the greater community. Historically, Charlbury is a market town and our aim is to re-establish this market tradition. Keys to achieving this mission are increasing weekly attendance by businesses and increasing vendor sales including the Market's capacity to conduct community outreach (including charity/volunteer and council stalls)

In order to address this challenge, the CTCM has identified two priority areas on which to focus over the next three years. All of these priorities aim to increase revenue and other resources to improve support for CTCM vendors and community outreach efforts:

- 1) Provide more educational opportunities for CTCM customers and the community to increase purchasing, preparation, and consumption of local foods.
- 2) Increase community reach to enhance support from a regular customer base.

The CTCM will address these priorities whilst also working to increase geographical spread of the CTCM customer base by targeting neighbouring parishes. The marketing strategy over the next three years will focus on continuing to engage the existing customer base whilst strategically targeting these parishes with tailored messaging through appropriate communications channels.

At the end of three years, CTCM vendors will see increased sales leading to greater financial security, business viability, and increased ability to innovate. CTCM shoppers will be better informed about the impact of their food choices on the local economy, their own health, and the environment, and will also use the CTCM as a way to access fresh, healthy food.

All this work will be funded through a combination of revenue streams that include grant funding and a market co-ordinator working on a sole trader basis.

About the Charlbury TC Market

The CTCM, located in Charlbury, West Oxfordshire, is a newly set-up market which aims to provide locally sourced and grown produce to its residents. It is proud to work toward its mission of creating and sustaining a vibrant and innovative market that supports local businesses and artisans, while extending the benefits of local food to the greater community. To achieve the ambition of the Market, it seeks to work with:

- Vendors: to provide the best venue and support to nurture and maintain healthy sustainable farms and artisan-based businesses;
- Customers: to provide access to the highest quality fresh local food in an environment that fosters the relationship between farmer, artisans, and customers; and
- Community: to expand the reach of the Market and create a strong local food ethic for our community. To make it accessible to everyone and a range of budgets.

The CTCM is already working toward its mission by providing many important benefits:



- Fostering direct relationships between local producers and community members. CTCM customers say the top two reasons they shop at the CTCM include supporting local farmers/businesses and having direct contact with food producers.
- Serving as an economic engine and incubator for small local businesses
- Improving public health and nutrition through community education and access to fresh, healthy, local food: it plans to host educational events (to be agreed)
- Acting as community gathering space and social nexus: Shoppers have an average number of 6 social interactions at a market versus 1-2 at a supermarket.

Core Activities

The market runs weekly on Saturday mornings between April and October, with the exception of 2 dates (in June and September) when the Thames Valley Farmers Market is held. The venue is outside the community centre which has the most footfall in Charlbury being located next to the local Co-op, library, sports field, tennis courts, playground and only car park in town.

A one-off Christmas market is held in December.

Market Vendors (this year)

Church Lane Produce
Styan Family Produce
Charlbury Deli
Forge House Bakery
Missing Bean Bakery
Roo's Kitchen
Evenlode Honey
Wilder Flower Farm
Chadlington Flower Farm
Last Unicorn Coffee
Mariella Bliss
Hampton Gay Farm
Bibury Trout Farm
Nutmeg & Thyme

Market Customers

Residents of and visitors to Charlbury
Residents of adjacent villages

Organisational Structure, Governance and Staffing

CTCM was devised and implemented originally by Chloe Horner with support from Charlbury Town Council. The first full year was run by the Town Council with admin support from the Town Clerk. The Town Council implemented the relevant policies and risk assessment. The market was overseen by Dan Raymond-Barker, as a former town councillor, and supported each Saturday by a team of volunteers.

For 2024, a new management structure is required as other commitments result in Dan Raymond-Barker and the clerk being unable to allocate sufficient time to the initiative.



Vision for the Future

The CTCM vision for the future is a community of:

- thriving, innovative local producers;
- informed, intentional, and healthy community members;

The CTCM is committed to working toward its mission of creating and sustaining a vibrant and innovative market that supports local producers and suppliers, whilst extending the benefits of local food to the greater community. Priorities are:

- Increasing vendor sales: by increasing vendor sales, the CTCM will help increase vendors' financial security, business viability, sustainability, and ability to innovate. This will be achieved by maintaining the loyalty of the existing CTCM customer base whilst also bringing in new customers.
- When the CTCM has greater ability to engage and educate the community, it will not only help cultivate a community where members are educated on making food choices that improve their health and benefit the local economy, but it will also help build demand for the CTCM brand and products sold by its vendors.

These priorities aim to increase revenue and other resources to improve support for CTCM vendors and customers.

The current barrier to fulfilling this is that the Market is new and there is currently no guarantee of high footfall therefore reluctance by some vendors to attend every week. Another issue faced by some vendors is that their business is too small to staff a market stall on a weekly basis. See below for solution to this.

Proposal for 2024-26

A market co-ordinator is required to run the market. This would be a self-employed position but reporting to the Town Council on a quarterly basis. The market co-ordinator would be responsible:

- for operating the market within the Town Council's vision
- for booking vendors in line with the Town Council policy
- for working towards the Town Council's identified priority areas as above.
- for social media and advertising of the market
- for running a general stall at the market to sell produce on behalf of small producers/suppliers
- for co-ordinating volunteers
- for communication with the community centre including invoicing for stalls

A job description will be made available see below for initial list of skills

Grant funding will be applied for to increase the infrastructure of the market – gazebos/noticeboards/leaflet holders. The Town Council will take responsibility for this in discussion with the market co-ordinator.



Breakdown of 3-year plan:

Year 1:

- market co-ordinator in place (sole trader)
- conduit stall to sell produce on behalf of smaller businesses
- increase footfall

Year 2:

- educational opportunities (talks/ demonstrations)
- community stalls

Year 3:

- withdrawal of clerk support
- extending market throughout year
- investigate alternative venues

Skills required for market co-ordinator

- Entrepreneurial
- Communication skills
- Interest in local food production and consumption
- Willing to work flexible hours including Saturdays
- Willing to work within the Town Council vision of the market