



## Report to Town Council

<b>Subject:</b>	Charlbury Community Market 2024
<b>From:</b>	LW
<b>Date:</b>	19/01/2024
Summary of decisions or actions requested (including timing): <b>to enable the Food Working Group to advertise and take on a market co-ordinator in time for the 2024 community market</b>	
<b>Financial implications: None</b>	
<b>Communications: advertise for co-ordinator role</b>	

Following the proposal for the co-ordination of Charlbury market for 2024, received at the December TC meeting, further information is below.

**Note: this is a community market NOT a business.**

### Feedback from last year's market

- Regular stallholders sold 70-90% of their produce (Forge House Bakery slightly lower – 50-80%)
- All stallholders really enjoyed the community feel of the market when there were 6 or more stalls
- Majority of stallholders want to return either monthly or weekly (depending on their product). The exceptions are Church Lane who can't cope with the amount of work involved for 1 person, and Forge House who had issues with the Deli and Missing Bean selling bread.

The Community Centre is keen for the market to continue on its land.

### 2024

As presented in the market plan (Dec 2023), a market co-ordinator would follow the TC's vision of a weekly community market and enable the market to run more efficiently. The co-ordinator would book stalls each week and run a regular general stall on behalf of small businesses who are unable to be present (for a percentage of the profits – to be agreed between the businesses and co-ordinator). This would enable a wider choice of produce each week. As in 2023, a team of volunteers would support the coordinator in running the market and potentially the general stall.

The co-ordinator would also work on the market's 3-year plan (with support from the clerk) which includes reaching a wider geographical area and making the market a destination. They would work with the stallholders and other local businesses in order to offer a range of price points from affordable basics to more discretionary items.

Based on feedback from the stallholders, 6 stalls would be required each week to create the community feel and to maximise profits.

The plan will build on the targets outlined in this paper and monitor progress (number of stalls, footfall, feedback from stallholders and market visitors).

The market also presents a regular, informal and timely opportunity for the TC to display, distribute (and discuss - if councillors can be present) information on current activities, initiatives and consultations and any other matters that may be of interest to residents and visitors.

### **Market Co-ordinator job description:**

**Position:** Charlbury Community Market Co-ordinator

**Reports to:** Town Clerk

**Estimated hours:** Part-time – up to 10 hours per week between May and October

**Employment status:** Self-employed

#### **Job Summary**

To co-ordinate and promote the Charlbury Community Market in line with the Town Council's vision and objectives; enabling people to buy a range of locally produced good-quality food in one place; bringing more footfall to the town centre on a regular basis; creating a friendly, social and accessible event. To run a regular stall on behalf of small local businesses.

#### **Job description**

General:

- Establish good relationships with local small food businesses
- Book vendors onto the market
- Maintain database to enable Community Centre to collect stall fees owed
- Co-ordinate volunteers
- Keep up to date policies (in conjunction with Town Clerk)
- Act as liaison between businesses and the Town Council
- Maintain database of vendors, their contact information, and insurance details or permits each vendor possesses based on the products they are selling
- Draw up location map of vendors each week
- Arrange with small businesses to sell their produce if required
- Negotiate commission percentage with each small business when selling their produce on the general stall
- Generate regular social media content to advertise the market

Market days:

- Arrive prior to market vendors and remain throughout the market day to:
  - ✓ Ensure vendors' stalls are correctly located
  - ✓ Place market signs, parking signs
  - ✓ Ensure all rules and regulations are adhered to
  - ✓ Answer questions for vendors and consumers
  - ✓ Maintain market grounds in a safe manner
  - ✓ Operate general stall on behalf of small businesses

- ✓ Conduct periodic customer counts each market day to assess the level of growth in market usage
- ✓ Ensure the market site is clean once the market is closed and the vendors have left for the day
- ✓ Work with volunteers to deliver all the above

Long-term plan:

- Have nutritional education materials to distribute
- Have recipes for seasonal, local foods that are available in the market
- Solicit entertainment for market days, as well as sponsors for the entertainment
- Work with the Town Clerk and Food working group volunteers to develop the market

### **Person Specification**

#### **Essential:**

- Good 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

#### **Desirable:**

- Entrepreneurial
- Has understanding of the Charlbury community