



Report to Town Council

Subject:	Food Working Group report
From:	Dan Raymond-Barker, Food Working group lead
Date:	23.02.23
For information and decision	
Summary of decisions or actions requested (including timing): To agree Town Council support for Charlbury Market, weekly from May	
Financial implications: £490, from Food group budget allocation	
Communications: Advertising via local websites and social media, print advertising	
<p>Following a successful five-week trial in Sept-Oct 2022 we plan to hold a weekly Charlbury Food market starting from May and running through to Autumn, subject to sufficient demand and resourcing.</p> <p>Rationale</p> <p>The market aims to support the Town Council Food Working Group's objectives (see below), particularly 1 & 2. Indirectly it may also address 3 & 4, and if the market became well-established we would certainly aim to use it as a platform to promote, discuss and showcase examples and initiatives.</p> <ol style="list-style-type: none">1) To support and signpost local food producers, suppliers and retailers.2) To promote initiatives for community-food production and sharing.3) To support climate-friendly food practices and initiatives.4) To encourage reductions in food waste. <p>If a regular weekly market can be established other community organisations could be invited to participate with a stall - this could be for fundraising/recruiting, community engagement/outreach, showcasing/education, talks/workshops etc.</p> <p>Timing</p> <p>Saturday mornings, 9.30-12.30, weekly But not when the Thames Valley Farmers' Market is on (in 2023 10 June, 9 Sept)</p> <p>Location</p> <p>Corner House garden and the Bull car park. This brings the market closer to the centre of town and encourages people to walk/cycle, and visit shops, cafes, pubs, Corner House/Cornerstone, museum etc. Spreading across the garden and the car park should allow people space and time to visit the market, and perhaps stop for a coffee and a chat. If the garden is booked for a longstanding event such as Garden Society there should be flexibility to shift everything to the carpark for the odd week. However, this location set-up has not been tested so we will need to monitor how well it works and make changes if necessary.</p>	

Resource

- 1) Lisa is able to offer a few hours per week to support administration (mainly expected to be managing bookings/payments for Corner house garden and invoicing/communicating with stall holders).
- 2) Additional resource required for planning and management on the day and marketing. If possible we would also like to run a general stall (as Chloe Horner was doing for the 2022 markets) offering produce from a range of small local producers not able or available to run their own stall. We may be able to cover some of this from within the group but we would certainly need additional help. Therefore, once this proposal is agreed we would put a call out for volunteers. Given the popularity of the 2022 trial and the opportunity to get involved in an exciting new regular community event we are relatively confident that this will get a good response.
- 3) The new leaseholders of the Bull are very keen to support the community and may be able to host volunteer events.
- 4) The ultimate aim is to be in a position to employ a market coordinator to lead on the management of the market and volunteers. There may be potential to apply for funding if we can make a strong case for it as a community initiative. If the market makes a surplus this could also contribute to the funding of a paid position.

Communications/marketing

We will need a marketing plan and ideally someone to lead on this, especially to keep on top of social media which requires a constant feed of updates and information and must be responsive. Some support from town clerk.

Finance*Start-up costs:*

2 x advertising A boards for pavements - £150

Laminated posters for A boards - £80

Other signage - £60

Print posters - £50

Other/contingency - £150

Total: £490 (From Food working group budget)

Ongoing costs:

It is anticipated that stall fees should cover ongoing costs

Weekly hire of Cornerhouse garden (4 hours at £10/hour): £40

4 or more stalls / week at £15 / stall: £60

Any surplus to fund further one-off costs, or payment of coordinator

Risk assessment

Risk assessment has been drafted and will be finalized and implemented prior to relaunch.