Neighbourhoods

July 2013

Markets Service (on behalf of John Norris, DC , Failsworth)

Producers markets.

1. Purpose

1.1   To provide information with regard to operation of a producers market in Failsworth..

2. Background

2.1   This briefing paper has been prepared following a request from John Norris and Cllr. Feilding

2.2   Last year a request was received to explore the possibility of holding a 1x monthly producers market in Failsworth.

2.3   2 sites were considered. The car park directly in front of the NHS building and the far corner of the car park , both on the Tesco site.

2.4   On each occasion the owners/managing agents of the property were contacted. Both refused. I was instructed from the landlord to contact Tesco Failsworth direct , and was refused.

3. Finance

3.1   Costs to be considered,:

3.2   Erection and dismantling of 30+ stalls £209

3.3   Transport= labour £125.00

3.4   Advertising: Average £500.00 per month, including initial marketing campaign.

3.5   Total outgoings = £834 per month

Income : 30 stalls x 15 = £450 .

Deficit £384 per month

4. Pressures

41. The first Royton Real Food market was held in September. Until Christmas the market was a success with traders remarking that it was their best market. In the New Year the 'novelty' factor wore off and footfall was noticeably down. 5 traders have left the market. A few have remarked that due to the fact there are now so many of this type of market, a saturation point has been reached and they prefer to rent at festivals where there is a guaranteed footfall.

4.2   It is proving difficult to recruit new traders to the market.

4.3   At present, the market service holds only a small data base of traders.

4.4   The future of Royton Real food market is under review.

4.5   This type of market demands a disproportionate of officer time in relation to forecast revenue.

4.6   The markets break even point would be 55.6 stalls. Royton averages 28.

4.7   Finding a site where footfall already exists and is free of charge.

5. Recommendations

5.1   That members note the information in the report.