

Notes of Market Working Group Meeting on 5th May 2020, via Zoom

Attendees: Matthew Cornish, Robert Eggleston, Joe Foster, Anne Eves, Emma Coe-Gunnell White, Steve Cridland and Liz Clark

Discussion points:

- When to hold a monthly market? Agreed to go for the 2nd Saturday of each month. Proposed times of market is 8am – 2pm.
 - Don't want to clash with other towns/villages
 - Hassocks 4th Saturday
 - Lewes 1st and 3rd Saturdays
 - Haywards Heath holds a market every Saturday
 - Mercantile Adventures – looking at their Facebook page they run a monthly market on 1st Saturday
- Aim to launch market on Saturday 12th September 2020, subject to Covid-19 lockdown, could be pushed back if needed.
- What are we promoting/traders?
 - Core market traders is food stalls, e.g. independent bakery, fishmonger, greengrocer
 - Need permanent market traders as well as casual
 - Demographic of town's population and surrounding villages
 - Aim towards localism to support local businesses, reduce carbon footprint, sustainability, e.g. Sussex cheeses, local egg producers
 - Could ask NMTF for list of traders within 30 mile radius of Burgess Hill
 - Market Info Packs to give to prospective market traders into include why they should come to Burgess Hill, pitch size/fees, etc.
- Project planner – Lean Canvas
- Size of stall/pitch – aim for 20 market traders
- Generators?
 - Ideally not have as they are noisy and pollution
 - Could power cabling be connected to BHTC offices or street lighting columns in Church Walk?
- Good idea to research what other markets charge/how they operate
- Permissions – MSDC (Licensing & Environmental Health/Food Safety/Gas Certificates) & WSCC
- Risk Assessment & Public Liability Insurance – BHTC insurers to cover the market
- Severe weather contingency
- NABMA (National Association of British Market Authorities) – is it worth BHTC joining? Membership fee is £385
- Different themes, e.g. Christmas Market, Collectors' Market etc., important to establish the regular monthly market first
- Marketing Plan
 - As well as Burgess Hill residents need to attract visitors from outside the town and further afield
 - Normal BHTC publicity channels
 - Launch to be a fanfare, e.g. Burgess Hill Marching Band, BH Town Football Club, music, other groups

- Marketing calendar – leverage as well as the market itself, music add-on.
- Covid-19 - need to agree the date to commit and spend money for market launch on 12th September. Need to follow social distancing regulations (if applicable).

Actions:

- NABMA (National Association of British Market Authorities) – Matthew
- Market research
 - Steve (Lymington)
 - Anne (Stroud)
 - Robert (South Kestavan)
 - Matthew (Lewes)
- Permissions (MSDC & WSCC) – Liz
- Public Liability Insurance – Liz/Steve
- Lean Canvas – Joe

Next meeting:

Tuesday 19th May, 4.30pm via ZOOM