

**Notes of Market Working Group Meeting on 19<sup>th</sup> May 2020, via Zoom**

**Attendees:** Matthew Cornish, Robert Eggleston, Joe Foster, Anne Eves, Steve Cridland and Liz Clark

Matthew thanked everyone for their input to date.

**Review other market findings**

Matthew circulated an XL market comparison document. Good mix of market information for reference. Market set up times, need to consider residential properties in Church Walk, agreed to go for 9am – 2pm, with a caveat to review in 6 months.

Both Lymington and Lewes have other attractions as a draw whereas Burgess Hill has neither attractions nor is a traditional market town.

Could consider ad-hoc Easter and Christmas markets and evening markets during the summer months.

Risk assessment/insurance - will need to notify BHTC insurance company Zurich to add market to the Council's public liability insurance. A risk assessment will need to be undertaken. Food stalls provide own hand wash facility. Do we need to liaise with Trading Standards?

Costings – do we want to make a surplus or keep minimal?

Saturday staff resources – are these to be covered by market traders' fees or subsidised from council tax?

Discuss the criteria for type of stall holders we want and don't want in the market and a sifting process for applications. Core food stalls such as greengrocers, pie man, fishmonger, deli/cheese, cakes, but not a butcher. Can't give a definite start date for the market but can start to research traders.

Need to get people's support with the market including shops and businesses in the vicinity of Church Walk. A report from this Working Group will go to the next Strategic Development KAG in June and then to Council so will be in the public domain then.

**Permissions – update from Liz**

- **Blanket Street Traders Licence, MSDC** – this would be a good idea especially if BHTC ran the market. Traders would not need to apply for individual Street Trading Licences (this could help in attracting traders). BHTC will need to submit a formal request/plan to Yvonne Leddy (Environmental Health) for her to discuss with Cllr Norman Webster (his portfolio) and Tom Clark (Legal) to get support/approval. Licence cost, did not discuss at the time but we could request there is no fee as MSDC's contribution/support to Burgess Hill town centre. If you don't ask and all that! Formal request/plan to include:

- Aim/purpose of market
- Date/time of market
- type of traders/localism (complement existing shops/businesses in immediate area and not be in direct competition)
- number of stalls
- suggested we support local businesses on the business park and charities by allowing them a stall per month
- Public Liability Insurance
- Marketing

Yvonne suggested we run the market as a 'pilot' for say 6 months to test the water and to get the buy in/support from the existing shops and businesses. Apparently Haywards Heath Market had a backlash from businesses in the Broadway when the market was running, initially they supported it and then changed their minds further down the line. Yvonne suggested speaking with Cllrs Jim Knight and Rod Clarke who organised the HH market.

- **Temporary Road Closure Notice (MSDC)** – Church Walk is still classed a highway even though pedestrianised so we may need a Temporary Road Closure Notice. Had a brief chat with Stuart Brown at MSDC to enquire and his gut feeling is yes we would need it and could apply for a recurring application. Normally takes about 6 weeks to process and they would consult with Highways/Police. Doesn't see it being a problem just a paper exercise. Stuart is checking with their legal team for confirmation that we will need this.
- **Planning Permission (MSDC)** – if we are setting up a regular market we could apply for planning permission which would supersede the blank street traders licence. May be worth considering once pilot a success and market established.
- **Food traders (MSDC)** - Yvonne suggested aiming for those with a hygiene rating of 5 or 4 and definitely no lower than 3. She can feedback on the food traders we are considering.
- **Covid-19** - need to consider social distancing as very likely this will still be in place by September, allow greater space between stalls for queuing/2m distancing.
- **Market operating times** – normally traders set up between 8-9am in readiness to open at 9am to the public. Any earlier is likely to raise complaints from neighbouring residents.
- **Highways (WSCC)** – been in touch with Richard Speller, Highways Manager and he doesn't have a problem with a market in Church Walk providing we keep the highway safety, emergency access clear (that's the side where are offices are located) and have PLI. Highways will be formally consulted under the Temporary Road Closure application. Will also need to let Highways Streetworks have the market dates so they can avoid programmed works, unfortunately any emergency works we'd have to work around.

### **NABMA (National Association of British Market Authorities) Membership**

Membership fee is £380 per annum and provides market health checks, support to Council Officers, support to improve your market, market of the year (national award), publication, market research and surveys. Matthew felt it would good to be a member of NABMA so we could include their logo on promotional material, not sure of practical advice, suggested joining for a first year and then review. Robert thought this was a good idea and to seek as much information/support from them. All agreed.

### Lean Canvas

Joe led the discussion under the Lean Canvas headings from the customer's perspective, i.e. top 3 problems, solution, unique value proposition, unfair advantage, channels, key metrics, , customer segments, cost structure and revenue streams. Joe suggested we should also do a Lean Canvas from the market traders' perspective.

### Actions:

- Update Lean Canvas document with group's comments and circulate to the Group (action completed 20.05.20)
- Joe to circulate a Product Road Map to the Group
- Start to research appropriate stalls (market federation directory).

### Next Steps

- Create a list of criteria for selecting stall holders and a comparison document for the sifting process
- Market proposition/model 'Family friendly market'
- Costings.

### Next meeting:

Tuesday 2<sup>nd</sup> June, 4.30pm via ZOOM

Lean Canvas		Burgess Hill Open Market		May 2020
				BHTC
<b>Problem</b> 1. Lack of Footfall 2. Vitality or buzz 3. No diverse shopping in BH, opportunities in neighbouring towns 4. Transition and cloud NRR 5. No local produce, or waste free 6. Other offerings not convenient 7. Looking for entertainment 8. Cost and VFM 9. Social Interaction	<b>Solution</b> 1. Local Produce not offered in existing shops and low food miles 2. Sustainable, low waste e.g. no plastic 3. Variety/ Entertainment  <b>Key Metrics</b> Key activities you measure 1. Impact on existing traders EE and experience 2. Footfall 3. Traders and diversity 4. Customer feedback	<b>Unique Value Proposition</b> 1. Single, clear, compelling message that states why you are different and worth paying attention: 2. Something for the whole family – 'family friendly market' 3. No other market on 2 <sup>nd</sup> Saturday within 20 miles radius 4. Good public transport links	<b>Unfair Advantage</b> 1. Can't be easily copied or bought. 2. Family friendly at our core 3. No other market on the 2 <sup>nd</sup> Saturday 4. Good public transport links  <b>Channels</b> Path to customers: - Physical market - Digital	<b>Customer Segments</b> Target customers and types of demographics e.g. Matt's mum, socialising, browsing, entertainment, music... locally sourced produce and sustainable with less waste
<b>Cost Structure</b> Customer Acquisition costs Distribution costs Hosting People, etc.		<b>Revenue Streams</b> Revenue Model: Think about stall cost: £20 x 20 = £400 Life Time Value: e.g. £400 X 10months = £4000 gross Revenue Gross Margin		
PRODUCT		MARKET		