

Notes of Market Working Group Meeting on 2nd June 2020, via Zoom

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

Discussion Points

Joe had circulated the Lean Canvas document to the group, no further additions.

Next stage was to create a Product Road Map/Project Plan to include a feasibility study to take to Full Council on 22nd June 2020. Agenda and supporting papers will be distributed on Tuesday 16th June.

Matthew and Joe agreed to create the Product Road Map/Project Plan. May not have completed whole document but the gaps will be filled as the project progresses. Do not need to include details of specific market traders for this Council meeting but give an indication of the types of market traders and ethos.

A tariff/pitch fee structure for stallholders will also be needed for Full Council as budgetary item. Reduction for first year? 10% off after 6 months? Steve suggested £15 per trader per month (1st year) and £20 per trader per month (2nd year), with a proviso to review each year.

Need to set out revenue streams/cost structure, include staff costs on day of markets, advertising, Street Traders Blanket Licence fee etc. Market needs to be sustainable, net for net, to cover costs. Where do we want to be in 18-24 months?

Rules of Market, Terms and Conditions, Accounts Person and Trader Application Form are needed to include rights to trade, provide own table and gazebo. Can adapt other markets rules/application forms for our purposes. NMTF may be able to assist as well.

Market Traders – Liz contacted NMTF to request a directory of market traders. Tania wasn't sure under GDPR she could let us have a copy of the directory but if we let know what we are looking for she will circulate to her members.

Type of Market Traders

- Aim towards localism to support local businesses, reduce carbon footprint, sustainability, local produce
- Within 30 mile radius of Burgess Hill
- Independents such as greengrocer, baker, pie man, cakes, fishmonger, deli, eggs, local cheeses etc.
- Gifts & crafts
- Anchor market traders
- No butcher
- No tat
- Family friendly

Site Visit to plot where stalls can be located in Church Walk, need to take into account social distancing re Covid-19. Also need to factor in queuing in Church Walk for other shops, e.g. Iceland, Peacock. Agreed to meet at Bandstand on Friday 5th June at 2pm to measure/plot stalls.

Marketing Strategy – social media, radio, Burgess Hill Uncovered, Sussex Living Magazine, other online free opportunities. Geographical reach/audience. Facebook for Business more cost effective.

Street Trading Blanket Licence – find out fee for blanket licence or ball park figure if MSDC cannot give exact cost at this time.

Repair Café is hoping to re-open on the 12th September to capitalise on market footfall.

Actions:

- Create the Product Road Map/Project Plan – Matthew/Joe
- Draft Rules of Market and Trader Application Form - Steve
- Draft Tariff/Pitch Fees structure – Steve
- Create database of market traders – Liz
- Suggestions of market traders email them to Liz to go on database – All
- Draft Risk Assessment – Liz
- Contact MSDC re fee for Street Traders Blanket Licence – Liz
- Draft Marketing Strategy – Liz
- Site Visit Friday 5th June at 2pm, meet at Bandstand – All welcome

Next meeting:

Monday 15th June, 4.30pm via ZOOM