

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO POLICY & FINANCE COMMITTEE

Agenda Item No.

meeting date: THURSDAY, 10 JUNE 2014
title: CLITHEROE CONTINENTAL MARKET
submitted by: CHIEF EXECUTIVE
principal author: MELISSA THORPE – REGENERATION PROJECTS OFFICER

1 PURPOSE

1.1 To provide Committee with an update on the continental market that took place in Clitheroe on the 17, 18 and 19 April 2014.

1.2 Relevance to the Council's ambitions and priorities:

- Council Ambitions - In addition to Ribble Valley Borough Council striving to meet its three ambitions, it also recognises the importance of securing a diverse, sustainable economic base for the Borough.
- Community Objectives – The issues highlighted in this report will contribute to objectives of a sustainable economy and thriving market towns.
- Corporate Priorities – To sustain a strong and prosperous Ribble Valley.
- Other Considerations – None.

2 BACKGROUND

2.1 In October 2013 we approached Groupe Geraud to look at the possibility of them hosting a continental market in Clitheroe. Groupe Geraud is the largest operator of local authority markets in Europe operating more than 1300 market days each week.

2.2 The aim of the event was to attract additional footfall into Clitheroe in line with the masterplan and to support our regular market and town traders. This reflected discussions with the Chamber of Trade, market traders and ED working group to seek ways of booting trade in the town.

2.3 Following initial discussions with Group Geraud it was agreed that a 3-day continental market would be held on the Market Car Park on the 17, 18 and 19 April 2014.

2.4 The market would feature French charcuterie, continental cheeses, German sausages, garlic and vegetables, as well as artisan items, such as handmade jewellery and leather goods.

3 ISSUES

3.1 The market proved to be a success with Groupe Geraud reporting that approximately 5000 members of the public passed through each day on the Friday and Saturday.

3.2 The majority of the Clitheroe market traders supported the event and opened for an extra day on Good Friday with almost all reporting that they had achieved increased

sales over the weekend and had attracted new customers who had said that they would return again.

- 3.3 The outside stalls on the market were largely taken up on the Friday and Saturday and we are confident that if the event was to take place again that all of these stalls would be taken. Feedback and review of the event did identify a need to look at how the “bullring” area was utilized to improve the circulation at the market.
- 3.4 Groupe Geraud are also confident that after a successful first event a subsequent continental market would attract more traders and they should have no problem creating a larger market.
- 3.5 Information provided suggests that takings were up slightly on other car parks in Clitheroe and the loss of income from the market car park has been covered by Groupe Geraud.
- 3.6 Group Geraud are keen to host another market and have initially suggested dates of Friday 27, Saturday 28 and Sunday 29 September 2014.
- 3.7 It is proposed that we extend the next continental market to a Sunday to try and increase footfall into the town on what is usually a quieter day. Officers are in discussions to arrange the autumn market and which will include continuing engagement with existing traders on the market and in the town centre together with Group Geraud to make the market even more successful.

COLIN HIRST
HEAD OF REGENERATION & HOUSING

MARSHAL SCOTT
CHIEF EXECUTIVE

For further information please ask for Melissa Thorpe, extension 4424

BACKGROUND PAPERS

None.