

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

Agenda Item No. 13

meeting date: THURSDAY, 19 JANUARY 2017  
title: FARMERS' MARKETS  
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## 1 PURPOSE

1.1 This report is to determine if the provision of a Farmers' Market is to be pursued at the present time.

1.2 Relevance to the Council's ambitions and priorities:

- Community Objectives – To promote and support health, environmental, economic and social well-being of people who live, work and visit Ribble Valley.
- Corporate Priorities – To provide quality services efficiently and effectively.
- Other Considerations – None.

## 2 BACKGROUND

2.1 Following the successful Clitheroe Christmas Market, the decision to hold a Farmers' Market not only encourages income to the Council but also to stallholders, cabin holders and most importantly retail establishments within Clitheroe.

2.2 The overall strategy for the introduction of a Farmers' Market is for economic growth and prosperity and to improve on the markets current economic performance following the Christmas Market.

## 3 ISSUES

3.1 An Open University study "Markets of Sites of Social Interaction" (Watson & Studdert 2007), funded by the Joseph Rowntree Foundation noted that markets positively contribute to social interaction and therefore can play a beneficial role in community regeneration. This report endorses the relevance of the market and the need for the authority to have a vision in recognising potential roles that the market can deliver, as well as delivering Government agendas such as social cohesions, sustainable communities.

3.2 In support, the House of Commons Communities and Local Government Committee report "Market Failure? Can the Traditional Market Survive?" (2009), outlines the economic, social, regeneration, health and environmental benefits of our traditional retail markets.

3.3 Street markets are a vibrant part of community life and can play an important role in area regeneration by making a visible and powerful contribution to the economic and social life within the town. A market offers cheap, fresh food, attracting footfall to the town centres and encourages shoppers to buy from neighbouring shops. They are an important mix that town centres need to attract shoppers and provide consumer choice and should be complementary to other forms of retail.

- 3.4 It is an integral part of the vision of a town centre that a Local Authority seeks to retain and enhance the existing market and where appropriate, reintroduce and recreate new ones.
- 3.5 Over the past 15 years or so, traditional markets are experiencing significant decline. This is for a number of reasons attributed such as other forms of retail, lack of investment or vision from Local Authorities and changing demographics in the areas of trading.
- 3.6 The Christmas Market has highlighted that Clitheroe has the ability to contribute and create an attractive, prosperous, vibrant, safe and strong community market where people want to visit, work and do business.
- 3.7 Farmers' Markets are distinct from general traditional retail markets. They can provide opportunities for farmers to sell their products direct, reducing food miles and playing an important key role in business development. They offer low-cost direct sale opportunities for testing new products; in addition, income generated within the local community. Farmers' Markets add a further dimension to traditional markets by attracting new customers. They bring new vibrancy and energy into the town.
- 3.8 Within Clitheroe there is a 3 times a week regular market these are on Tuesday, Thursday and Saturday. The stalls include fruit and veg, plant, rugs and carpets, cakes, sweets, cards and toys to name a few.
- 3.9 There has been a steady decline in casual traders on the existing bullring and the market relies heavily on the cabin holders.
- 3.10 Over recent more attention has been given to the market industry, primarily thanks to the Portas report. However market vendors remain very reluctant to invest in business improvements.
- 3.11 A Farmers' Market within Clitheroe is not a new thing, however the manner in which this would be supported will change significantly. The original Farmers' Market of Clitheroe was traditionally held on a Wednesday at Silverwoods Antique Centre based on the Clitheroe Auction Site. The closest Farmers' Market to Clitheroe is Whalley Village Food Market. This is run from 1 March 2016 to 30 November 2016 from 10am to 2pm and is on the third Sunday of the month, however it is not on in December, January and February. The market at the gateway to the Bowland area, also includes Barrowford – second Sunday of the month; Caton – first Saturday in the month; Gisburn – second Saturday in the month; Grimsargh – third Saturday in the month; Nether Kellett – second Sunday in the month; Settle – second Sunday in the month; Skipton – first Sunday in the month, as well as regular markets at Longridge, Garstang, Bentham, Settle and Clitheroe.
- 3.12 Farmers' Markets are an increasingly popular way to buy local. People like them as it is a way of meeting several suppliers face to face and there is also an opportunity to chat and find out how and where the food is produced.
- 3.13 Due to the current decrease in footfall on the market, particularly in the bullring section and casual traders, it is therefore suggested that a Farmers' Market is introduced either on a Thursday, a Saturday, dependant on existing markets in Lancashire.

- 3.14 The cost per market stallholder or pitch holder would be £20 (including VAT) per day, which is a special events fee, in line with the approach agreed in the recent fees and charges report. The frequency would be once a month.
- 3.15 In 2015/16 the annual casual traders' income was £16,942. For 2016/17, the casual market traders' income to the end of November has been £10,276.
- 3.16 The Christmas Market produced £4,214 of income over a four week period.
- 3.17 The producers stall on average being 15 stalls each month, would generate an income of £300. Traditionally stalls are charged at £20 (including VAT) and this is in line with other local markets.
- 3.18 The Council has sought an opportunity for the introduction of the Farmers' Market, Christmas Markets and potentially Summer Markets, so as to allow and increase the existing traders of the market to continue to come into Clitheroe.
- 3.19 The introduction of a new Head of Service has been a chance to start from scratch and look at how to introduce a new modern market that will benefit residents of the town and local businesses. The key to this is that Clitheroe remains vibrant and attractive and that we encourage more people to visit and shop in the town.

#### 4 RISK ASSESSMENT

4.1 The approval of this report may have the following implications:

- Resources – None.
- Technical, Environmental and Legal – None.
- Political – None.
- Reputation – None.
- Equality & Diversity – None.

#### 5 RECOMMENDED THAT COMMITTEE

5.1 Approve for the provision of a farmers' market be pursued in Clitheroe.

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CHIEF EXECUTIVE

#### BACKGROUND PAPERS

None.

For further information please ask for Heather Coar, extension 4466.