

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

Agenda Item No. 9

meeting date: 15 MARCH 2018
 title: MARKET EVENTS 2018
 submitted by: MARSHAL SCOTT, CHIEF EXECUTIVE
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1 PURPOSE

1.1 To inform Members of the proposed market events for 2018.

1.2 Relevance to the Council's ambitions and priorities

- Community Objectives - } It is a key Council objective to promote and support the health and wellbeing of residents and visitors to the Ribble Valley.
- Corporate Priorities - }
- Other Considerations - }

2 INFORMATION

2.1 Ribble Valley Borough Council currently delivers an annual programme of themed markets within the town including monthly markets and the annual Christmas market. The programme is delivered by using our current Market Superintendent, the Head of Environmental Health Services and visiting traders.

2.2 Ribble Valley Borough Council is continuously looking for traders to operate within the themed markets.

2.3 Speciality markets are a further dimension of the existing market adding extra economic, social, regeneration, health and environmental gains.

2.4 Over the past 18 months it has been noted that the economic benefit both to local traders and regular traders has increased footfall and attracted new customers to the town. Whilst we have tried monthly artisan and farmers markets, these have not proved as successful at attracting the consumers that we are requiring and therefore are less likely to become frequent markets.

2.5 It was agreed at the Health and Housing Committee to look at a quieter day for the farmers market and going forward if these were to be rebranded, these would have to be undertaken on a Saturday to ensure that traders were gaining the best footfall.

2.6 The reasoning behind hosting specialist markets is to allow generations of new business to enter into the industry that has traditionally had an ageing population.

2.7 Specialist markets do not usually make profit for the Council. It was noted that often the speciality markets, particularly farmers markets, have a considerably higher price threshold and therefore hosting an event on a Saturday once a month, we feel is ensuring that Clitheroe is a destination as a leisure activity and the market is not providing day to day necessities for household shoppers.

- 2.8 As we have seen over the last two years it has helped bring new vibrancy to the market. There is I believe a new energy to market area that has become tired and lost its ability to generate.
- 2.9 The specialist markets are also playing an important role in the environmental and health benefits of the community. They promote healthy eating, not least by having an interest in a range of quality local produce and encouraging people to take a far greater interest in the food they are eating and where it comes from.
- 2.10 There will be a large amount of PR exercises around the promotion of the market. We will be strongly promoting our achievements and letting people know how successful the markets are. We believe that the specialist markets are well placed to link into 'food tourism'.
- 2.11 The specialist markets that we will be undertaking during 2018 are:
- Easter Market – 24 March
 - Beer & Sausage Market – 21 April
 - Cheese Market – 19 May
 - Vintage & Craft Market – 16 June
 - Pampered Pet Market – 14 July
 - Christmas Markets – December

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

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