

## Ideas and Vision Group

### Notes of the meeting on Monday, 16<sup>th</sup> September 2013

**Present:** Alan Thompson, Tom Rhodes, Maria Doglioli, Terry Naylor, Janine Morris, Miranda Midlane, Charles Jolly, Tina Heathcote, Jean Ball, Steve Fisher, Denise Valente, Vicky Jackson, John Estruch and Joe Dugdale

**Apologies:** The meeting was informed that Mike Bryant was unwell. Those present offered Mike their best wishes for his recovery. In Mike's absence there was no record of apologies received.

**Chairman:** Joe Dugdale was asked and agreed to chair the meeting and John Estruch was asked and agreed to take notes.

**Introductions:** The meeting started with a round of introductions.

#### 1 Notes of the meeting on 28th August

1.1 **Approval** The notes were approved as a true record.

1.2 **Matters Arising** None.

#### 2 Artisan Market

2.1 **Proposal** Denise Valente and Vicky Jackson gave a presentation on the Artisan Market which they set up in Wilmslow and now run in 3 other towns. They are offering to set up a similar monthly market in Buxton.

Artisan Market was conceived as an event to bring shoppers back from shopping out of town and getting them to spend more time in the town centre (the average time spent by a shopper in Wilmslow town centre had dropped to 17 minutes).

The Wilmslow market started with 54 traders and has grown to 130. The traders are selected to be high quality and avoid competition with existing traders. Priority is given to local traders and diversity is encouraged by rotation. Entertainers and community groups also participate. The organisers provide uniform high quality gazebos for traders, traders who use their own stalls are kept together in specific areas.

The cost for traders is £45 for traders using the market's stalls or £35 for traders using their own stall. There is no cost to the town other than an initial contribution of a few hundred pounds towards initial marketing/publicity.

There were a number of hurdles which had to be addressed:

- Positioning of the market. It is held centrally in the main shopping streets and a number of road closures are required.
- Objections from traders were pre-empted and addressed by taking independent 3<sup>rd</sup> party surveys before the first market, after the first market and after the 6<sup>th</sup> market. These measured footfall and takings of retailers and demonstrated positive effects from the market.
- Licences are required for street entertainment and alcohol sales, these are arranged by the market.
- They needed to publicise the market effectively at affordable cost. They used private positions for posters/banners, obtained sponsorship for the advertising and issued

leaflets through local organisations including the largest local supermarket, schools and churches.

- There was negative feedback from some retailers which was addressed via the results of the surveys
- Litter . the market organisers ensure litter is cleared during and after the market despite large numbers of additional visitors (10,000 in Wilmslow, 20,000 on first day in Knutsford)
- Parking . arrangements have been made with a local school for trader parking.
- Policing . they worked with local PCSOs who have re-worked their day plan to provide more cover during the market without any additional cost.

The achievements of the market include:

- 97% of people surveyed think it is positive for the town
- 77% of retailers report greater or equal footfall
- 73% of retailers report greater or equal takings
- More than 90% of retailers support the event
- Other towns have shown an interest and 3 have started similar markets
- High street bank branches now open on Saturdays because of increased footfall
- 6 market traders have moved to permanent shops in the town centre
- 65% of visitors stay in the town centre for more than 2 hours
- Takings in restaurants have increased by more than 20% on market days.

The offer for Buxton is:

- Artisan Market will run a monthly market in the town centre on a Saturday or Sunday. They will undertake more research and consultation to determine the best location.
- Artisan Market will source and select the traders.
- Artisan Market will arrange publicity
- Artisan Market will provide the gazebos
- Artisan Market will arrange the surveys
- Traders will be charged £45 (£35 with no gazebo)
- Artisan Market will apply for any road closures and licences required
- Artisan Market will take out necessary insurance
- Artisan Market will run everything on the day: set up, manage the market, clear it away.
- The only cost to the town will be an initial investment of a few hundred pounds for initial publicity (e.g. production of banners).
- It would take about 6 or 7 weeks to arrange the first market once there was a definite decision to go ahead.

The Artisan Market will be making a similar presentation to the retail sub-committee of HPBC on 2<sup>nd</sup> October.

**2.2 Discussion.** There was a very positive response to the proposal from those at the meeting.

There was agreement that the Artisan Market seems like a very good idea for Buxton. It could be started quickly and be supportive of a bigger strategy for markets in Buxton. It was agreed that at least one pilot Artisan Market could start to be arranged before the bigger strategy has been completed.

There was a discussion on where the market should be held with support given to both the Market Place and Spring Gardens by different people. Broadly there was consensus that an ideal position would be a market which filled both the Market Place and Spring Gardens and

linked the two via Turner Memorial and the Slopes as at the Spring Fair. But it is unlikely that it will start at that size so we will have to decide which location should be the first location. It was suggested that the market could be tried in both locations and the impact be measured in each.

There was also agreement that starting the market in the Pavilion Gardens would be likely to have a negative effect on the retailers in the shopping streets. It was also felt that greater coordination between the Pavilion Gardens events and events elsewhere would be beneficial to the town.

## 2.3 Actions

- A project team should be formed to develop BTT's position on markets.
- The team should prepare a project proposal for approval by the directors before the Artisan Markets present to HPBC on 2<sup>nd</sup> October. The key points to be:
  - BTT supports the running of a pilot Artisan Market before Christmas with a view to establishing a regular market (23<sup>rd</sup> November was suggested as a possible date).
  - BTT will work with HPBC and Artisan Market to facilitate getting the market started.
  - BTT believes that the location to start the market is either the Spring Gardens or the Market Place is the best location to start and that a fact based assessment should be used to decide which. It may be sensible to alternate future markets between the 2 locations for a while to be certain which is better.
- Alan Thompson, Tina Heathcote and John Estruch agreed to prepare the proposal and to seek additional people with an interest in market to join the team (Julian Cohen and Suzanne Pearson were suggested as possibles).

## 3. Town Centre Chaplaincy

**3.1 Presentation.** Steve Fisher of Churches Together in Buxton talked showed a leaflet about their Town Centre Chaplaincy initiative. The Chaplaincy is to support the emotional and personal needs of shop workers. Steve emphasised that the Chaplaincy wants to support the needs of individuals it does not intend to preach a Christian message.

The Chaplaincy wants to work with other community organisations and with retailers. They are looking for volunteers to help. Volunteers are being recruited this autumn with the service starting in 2014.

They are not looking for anything from BTT other than a general statement of support and letting more people know about the initiative.

**3.2 Discussion.** The Meeting felt that the proposed support to be offered by the Chaplaincy was a good thing. The only concern was that they describe Chaplains as being motivated by Christian faith, a number of people would prefer to see the inclusion of other faiths and those of no religious belief. It was agreed that BTT should confirm its support for the initiative by writing a letter to whom it may concern.

## 4 Project updates

**4.1 Jack in the Box / Pop up shops.** John and Alan reported that the project has had 2 setbacks. Firstly the attempt to find potential traders for a jewellery and fashion accessories+ cooperative had failed to find enough people interested in joining. As the 2<sup>nd</sup> meeting of

potential traders approached it was clear that about 4 or fewer people might join which was well short of the 10 traders that had been envisaged. The second issue is that the application to register Jack in the Box as a charity had been rejected. There were several issues for the rejection but essentially the Charity Commission felt that the benefits to the individuals involved may be too high in relation to the benefits to the public for it to be considered a charity.

The project team is now looking at alternative options for pop-up shops to bring empty shops in to use. The team will explore alternatives which do not involve a charitable organisation (so do not get all the tax benefits) and also look at options which focus much more on helping unemployed people into work and providing them with training which is more likely to be an acceptable charitable purpose.

**4.2 British Legion Building.** Janine reported that the team has received information from Trevor Osborne's company on how they would plan to use the building. Essentially the ground floor would be available for community use.

It was also reported that the application to register the building as a community asset has not progressed because High Peak Borough Council has insisted that the application must be reviewed by HPCVS. HPCVS have the application but have not yet responded.

Jean reported that she had spoken to a friendly lawyer with experience in this area who thought that it should be possible to prepare a good argument for registration. If the team feels that they need to rewrite the application Jean will put them in touch with her lawyer contact.

**4.3 Illustrated Map.** Joe reported that the design of the map is well advanced there had been some delays because a number of the artists involved are no longer at the Green Man Gallery. Joe has a meeting arranged with Zoe and should be able to report back on when it is likely to be finished.

## **5 Any other business.**

**5.1 A boards.** Miranda was concerned that she had heard that BTT is planning to stop the use of A boards. Scriveners have placed an A board near the Turner Memorial and they find it is very useful for directing people to the shop in higher Buxton. It brings people to the shop who would not otherwise come and it helps people who come looking for the shop to find it. She recognised that the current board is not very high quality and they intend to buy a better metal board. Before they spend the money they want to know that it will not be removed.

Jean and Joe explained that the concern is that the A boards create clutter and near the Turner Memorial they can make a barrier for people moving to and from the Spring gardens. The issue has been discussed several times with the council and the hope is that in due course the needs of retailers will be addressed by improved signage/wayfinding perhaps by providing advertising/signage space on a display near the memorial. As it stands A boards cannot be removed by the council or anyone else unless they are attached to street furniture such as lampposts.

**5.2 Mike Bryant.** Those present offered Mike their best wishes for his recovery.