

# BUXTON TOWN TEAM PROJECT PROPOSAL FORM

## 1. Name of Project: **Artisan Market Trials**

### 2. Brief Description:

The Artisan Market has been successfully running in Wilmslow for more than two years. The market has also been successfully introduced in several other Cheshire towns and has attracted many additional people into the shopping areas where it is held.

Following initial discussions between Alan Thompson and the Artisan Market Company, the market operators presented to both BTT I&V group and to HPBC Retail Sub-group. As a result both the BTT members and HPBC were very supportive of the Artisan Market running in Buxton.

There was some debate in each meeting as to which would be the best location for the market. The conclusion was that ideally the market would extend through "Main Street" including the Spring Gardens, Turner Memorial and the Market Place but would need to start in one location. There were supporters of both the Spring Gardens and of the Market Place as initial location and arguments suggested for and against each location. It was decided that the best way to resolve the situation would be to trial the market in each location.

The current licencing policy for market stalls (other than in the established market) would be prohibitively expensive for a large market operated by a commercial organisation like the Artisan Market. A change to the policy is to be proposed to the HPBC licensing committee on 19 February. If approved this policy would mean an acceptable cost to the Artisan Market while generating acceptable revenue for HPBC.

Both HPBC and the Artisan Market Company believe that the support and involvement of BTT as an organisation representing community interests would be beneficial in making the market a success and in getting it accepted in the town and approved by the necessary stakeholders.

This proposed project is therefore that BTT should support the Artisan Market Company in running two trial markets with a view to establishing a regular monthly market throughout most of the year in Buxton. The form of the support that BTT will provide is to help communicate the messages about the market to the retailers and residents in the community and to participate in surveys in order to evaluate the success of the trials.

### 3. Aims:

- Subject to confirmation of benefits and resolution of issues, to install a regular Artisan Market which will serve to increase the attraction of the retail area of Buxton to locals and visitors and thus increase the footfall in those areas.
- Bring benefits to the town by creating diverse shopping opportunities and raise the profile of the BTT.
- Identify the best location for the market.
- Identify and resolve issues relating to the operation of the Artisan Market in Buxton.

### 4. Detail of what is involved:

BTT will facilitate and support the Artisan Market in its endeavours to pilot a market in Buxton.

The Artisan Market is a private company established for more than 2 years running 4 very successful markets in Cheshire towns. This company will be the market operator and will take full responsibility for setting up and dismantling the market stalls and clearing up after the traders have departed. They will carry out negotiations with HPBC, obtain all the necessary licences, obtain appropriate insurance, publicise the market to attract visitors and contact traders to populate the stalls.

BTT will put its name to an initial letter informing retailers and residents in the vicinity of the markets and asking for their comments, access requirements etc. ahead of the trials. BTT will then be involved in planning conducting and evaluating the results of surveys taken of local retailers, local residents, visitors and artisan market traders in order to measure the benefits of the market, identify any issues arising from running the market, identify any improvements to be made and inform decisions on where and when the market should run in the future.

### 5. Alternatives Considered:

1. Wait until HPBC has undertaken a consultation on future of the markets – this option was felt to take too long and failure to act quickly might lose the benefits available from the Artisan Market. It was also felt that establishing the Artisan Market would not interfere with HPBC consultation.
2. Propose and/or participate in a project to revitalise the existing regular market either in the hands of a commercial market operator under BTT or other community based operator. Again it was felt that this was a longer term option. Waiting for this option might lose the benefits from the Artisan Market and the Artisan Market would not prevent BTT doing this in due course.

### 6. Timescale:

2 Oct 2013	The Artisan Market presented to the Retail sub-group of the HPBC.
Oct 2013	Issues with running market under current licencing policy identified.
Feb 2014	Preliminary preparations for Artisan Market trials (subject to licencing policy change)

19 Feb 2014	approval).
Feb-Mar 2014	Licensing committee to consider revised licensing policy.
5 May 2014	Artisan Market seeks licences and start concrete preparations for the market (subject to licencing policy change approval).
7 Jun 2014	Buxton Spring Fair.
5 July 2014	1 <sup>st</sup> trial market centred in Spring Gardens.
Jun-Jul 2014	2 <sup>nd</sup> trial market centred in the Market Place.
Jun-Jul 2014	Conduct surveys during and following each trial.
Jul-Aug 2014	Decide interim position on whether/where/when to hold markets in August & September
	Evaluate results of trials and agree recommendations for future of the Artisan market in Buxton

**7. Expenditure:**

Artisan Market Company will bear all the costs of setting up and operating the market. The only exception is that they may request a contribution from the council of a few hundred pounds for initial publicity (producing banners etc.). If the council cannot fund this they may ask BTT for a contribution. At this stage we are not asking for authorisation to make such a contribution as these costs should be borne by an organisation which will derive revenue from the market (i.e. the company and HPBC).

The project may incur some small costs for stationery etc. in relation to the initial letter to retailers and residents and for the surveys these costs should not exceed £100.

**8. Income:** None

**9. Other Organisations:**

Artisan Market Solutions Limited as market operator.  
HPBC as licencing authority but also as a supporter of the initiative to revitalise Main Street.

**10. Funding offered from elsewhere:** None

**11. Project Team Leader:** John Estruch

**12. Other Project Team Members:** Alan Thompson, Tina Heathcote

**13. Skills Check:**

- Project management - John
- Negotiation – Alan & John
- Links with Artisan Market Co – Alan & John
- Links with HPBC – Alan & John
- Links with Main Street retailers – Alan (some), more would be welcome
- Links with existing market traders – Alan (some), more would be welcome
- Market research – Alan, John, Tina (some between them) would be useful to have additional data gatherers who are seen to be neutral on the Spring Gardens vs Market Place issue (perhaps University Students?)

**14. Success Criteria:**


For the 2 trials:

- Surveys show a substantial excess of satisfaction over dissatisfaction among each of existing retailers, artisan market traders, residents in the vicinity of the market, Buxton residents going to the market, visitors going to the market
- Assessment of footfall shows increase due to Artisan Market
- Any issues related to location or operation of the market are identified.

For the longer term (after 2 trials):

- Provided that the trials confirm benefits to Buxton and that issues raised by the trials are properly addressed, the Artisan Market becomes a regular monthly feature of Buxton.
- Footfall is increased in all the town centre trading areas..

**15. Any other Relevant Information:**

Adopted as a Town Team Project:	Agreed Budget: £ 100 — .
Signed by 	Date: 19/03/14.
On behalf of the Town Team Board	