

## **WARWICK DISTRICT COUNCIL**

**TO : Leisure Committee - Tuesday 11<sup>th</sup> January 2000.**

**SUBJECT : Farmers Market developments during 2000.**

**FROM : Commissioning Team.**

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### **1 PURPOSE OF REPORT**

- 1.1 To set out plans to help establish the next stage of the development of Farmers Markets within Warwick District during 2000.

### **2 BACKGROUND**

- 2.1 At the previous committee meeting it was resolved that a schedule should be established for markets across the District for 2000 and an income plan from Farmers Markets should be agreed.

### **3 MAIN ISSUES.**

- 3.1 The trial market in Clemens Street takes place on February 26th. Until the impact of this trial is examined it would be wrong to set out a plan for Royal Leamington Spa other than to plan to operate a market on the 4<sup>th</sup> week of each month. Plans to trial a Farmers / Craft Market in the Parade on certain Sundays during 2000 as part of the schedule are being investigated and have the support of the Chamber of Trade and the Market Operator.
- 3.2 In order to establish a successful circuit of farmers markets the plan is to operate the markets on a regular basis each month throughout the year.
- 3.3 The plan for Farmers Markets in Kenilworth would be to operate on the 2<sup>nd</sup> Saturday of each month throughout the year.
- 3.4 Warwick Chamber of Trade have indicated that they would support a Friday Farmers Market following the Saturday trial in December. This would prevent confusion for customers between Farmers and Charter Markets, bring additional customers to the town and increase the use of the Market Place.
- 3.5 The cost of stalls is set out in the report from Head of Leisure on Weekly Market Rents. A rental of £21.00 per stall in each location is suggested.
- 3.6 The development of monthly Farmers Markets will require additional resources to be made available from Leisure with regard to the general management of those markets, which is anticipated will be covered by the fee that Leisure will now receive from these markets based upon a sliding scale. This formula takes into account that the number of stalls is likely to vary throughout the year due to the uncertainty of fresh farm product availability.
- 3.7 It is suggested that a sliding scale based upon Leisure receiving 20% of the gross income on up to 35 stalls and 30% of gross income for over 35 stalls.
- 3.8 This would produce additional income in the region of £4500 based upon an

average of 30 stalls per market throughout the year. £5300 based upon 35 stalls, £9000 based upon 40 stalls and £10200 based upon 45 stalls.

- 3.9 Clearly the development of Farmers Markets needs to be monitored during the next year. A full review of markets should be undertaken over the next year and will form the basis of a report in January 2001 on how Farmers markets might be further developed.

#### **4 KEY ISSUES STRATEGIES**

- 4.1 The development of Farmers Markets meets the Key Issue Strategy EC1, EC2 & EN2.
- 4.2 There are now 100 local farmers interested in participating at Farmers Markets. There is a growing need to register, provide authenticity of product and establish training as part of the general support provided to the rural economy.

#### **5 Recommendations.**

- 5.1 To ask members to agree to the monthly schedule of markets for Warwick and Kenilworth set out in 3.3 and 3.4 .
- 5.2 To delay agreeing to a schedule for the Leamington Farmers Market until the after the trial in Clemens Street has taken place.
- 5.3 Ask members to agree to the income set out in 3.7, 3.8.
- 5.4 To authorise the officers, in consultation with the Leisure Spokespersons, to agree to a detailed schedule indicating locations and dates following discussions with Kenilworth and Warwick Town Councils and the review of the Clemens Street trial.
- 5.5 To review the impact of Farmers Markets throughout the year and produce a report for Leisure Committee in January 2001.

#### **BACKGROUND PAPERS**

Appendix 1 includes present suggested schedule. Final details to be agreed following Town Council meetings.

For further information about this report please contact :

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Areas in District Affected : All wards.

APPENDIX 1  
 PROVISIONAL FARMERS MARKET SCHEDULE

<b>TOWN CENTRE</b>	<b>DATES</b>	<b>LOCATION</b>
<b>KENILWORTH</b>	<b>2<sup>rd</sup> Saturday in the month.</b>	<b>Various.</b>
	Feb & June - December.	Abbey End.
	March - May.	Other location whilst work on Abbey End is taking place.
<b>WARWICK</b>	<b>3<sup>rd</sup> Friday of the month.</b>	
	Monthly Feb - December.	Warwick Market Place
<b>LEAMINGTON</b>	<b>4<sup>th</sup> Saturday / Sunday of month.</b>	<b>Various</b>
	26 <sup>th</sup> February. Trial (reviewed)	Saturday - Clemens Street.
	Mar / April / May / Nov / Dec	Saturday - Venue to be agreed following Clemens Street trial.
	June / July / Aug / Sept / Oct	Sunday - Parade.