

NORTH LINCOLNSHIRE COUNCIL

**REGENERATION, MARKETING &
STRATEGIC FINANCE CABINET MEMBER**

BARTON FARMERS' MARKET

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To approve the development of a Farmers' Market in Barton upon Humber run by North Lincolnshire Council

2. BACKGROUND INFORMATION

- 2.1 North Lincolnshire Council runs a Farmers market in Brigg on the fourth Saturday of the month. The market opened in June 2000 and was recently voted the best Rural Farmers Market in the UK. The market attracts around 5,000 visitors per week and has revitalised the town centre on a Saturday.
- 2.2 Space at the market is limited and there is a growing waiting list of traders. Whilst County Bridge can accommodate an additional 2 or 3 traders, the market cannot expand further in the other direction without rearranging the general market layout. This would be counter-productive as the Farmers' Market now attracts an increasing number of casual market traders to Brigg.
- 2.3 When applications to go on the Farmers' Market are received they are evaluated to see if they are simply duplicating what is already on sale. An increasing number of applications fall into this category. If they add nothing new to the Farmers' Market they are placed on a waiting list and also referred to the general markets to see if they would like to take a pitch there.
- 2.4 The Town Council, Chamber of Trade and the Civic Society in Barton have all expressed an interest in restarting a Farmers' Market in the town. The Town Council plays an active role in the Barton Tourism Partnership, providing funding for tourism related projects and publicity in Barton.
- 2.5 North Lincolnshire Council previously held a Farmers' Market in Barton in 2001, on the Cottage Lane car park. There are two reasons why the market failed. Being a weekday, it was busy with residents before they left for work, but it did not attract significant visitor numbers during the day. The site, tucked away off a quiet street was difficult for visitors to find and caused parking problems.

- 2.6 In 2001 there were fewer traders wanting to sell on a Farmers' Market than there are now. Markets were held on Saturdays across Lincolnshire and Yorkshire and traders could not physically attend more than one. Now with increasing awareness of food issues and the growth in numbers of potential Farmers' Market traders there is a larger group to draw from.
- 2.7 Existing traders at Brigg Farmers' Market have been asked if they would also like to attend a market in Barton. The response has been good and with the waiting list the market could start with 15-20 stalls. If this was held on the second Saturday of the month there would be minimal conflict with Brigg Farmers' Market.
- 2.8 For the market to be successful, a prominent site is essential. The market place in Barton is only separated from the busy A1077 by a narrow footpath and would not meet health and safety requirements.
- 2.9 The Barton Tourism Partnership has indicated that they would support a closure of the main shopping street, George Street for a Farmers' Market once a month. This would provide a high visibility location, adjacent to the main retail area – ideal for a market to succeed. The street does not have a power supply; market traders are willing to bring their own generators.
- 2.10 The Northern Lincolnshire Strategic Tourism Scoping Study identifies development of the visitor economy in Barton and the surrounding countryside as a key part of the area's future tourism development. This includes developing and improving attractions in Barton with a view to creating one of the finest small towns in the north of England. A quality Farmers' Market would make a considerable contribution to this.
- 2.11 The new Markets Policy, which is in preparation, aims to regulate the provision of markets, recognising the importance that markets play in the local economy and the character of the area whilst trying to ensure that the activities do not cause nuisance or annoyance to the people of the area. Through this policy the council can create a Permanent Statutory Market in Barton.

3. OPTIONS FOR CONSIDERATION

- 3.1 There are three options for the cabinet member to consider as follows:

Option 1: Do nothing. Private individuals wanting to set up non-accredited Farmers' Markets in the town have also approached the Town Council.

Option 2: North Lincolnshire Council erects stalls once a month for a Farmers' Market in George Street.

Option 3: North Lincolnshire Council manages a Farmers' Market once a month in George Street, but traders provide their own stalls.

4. ANALYSIS OF OPTIONS

- 4.1 **Option 1:** Do nothing. Private individuals wanting to set up non-accredited Farmers' Markets in the town have also approached the Town Council.

The likelihood is that one of these would run a Farmers' style market in Barton.

Advantages

- There is no cost to the council
- A market would bring in more visitors

Disadvantages:

- There is no guarantee over the quality of the market
- We cannot manage the date to avoid conflict with Brigg
- We would have no input into the location of the market
- Commercial Property and Tourism would only get minimal income from the market (through the licence agreement)

- 4.2 **Option 2:** North Lincolnshire Council erects stalls once a month for a Farmers' Market in George Street

Advantages

- The market is run to our high standards – the reputation of Farmers' Markets in the area is upheld
- The market would have a uniform appearance
- It would bring in more visitors
- The date can be managed to avoid conflict with Brigg. The second Saturday of the month is proposed.

Disadvantages:

- Transportation and erection of the stalls will take up most of the income from stall rentals and would need to be contracted out

- 4.3 **Option 3:** North Lincolnshire Council manages a Farmers' Market once a month in George Street, but traders provide their own stalls

Advantages

- The market is run to our high standards – the reputation of Farmers' Markets in the area is upheld
- The market would have a uniform appearance
- It would bring in more visitors
- The date can be managed to avoid conflict with Brigg. The second Saturday of the month is proposed.
- Income would be maximised – most traders have their own stalls (it is suggested that a rent of £20 per pitch would be appropriate, at this price, a market of 20 stalls, held once a month would bring in a rental income of £4,800 pa)

Disadvantages:

- The stall rental would need to be slightly lower than Brigg to reflect the pitch only system
- The Council would however still need to attend site to collect rents, to pay for the road closure and to arrange waste collection.

4.4 Given the above, Option 3 is suggested as the preferred option for approval by the Cabinet Member.

5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 Financial

The market is expected to bring in a net income in the region of £4000 per year.

5.2 There are no further staffing, property or IT related implications.

6. **OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)**

6.1 None.

7. **OUTCOMES OF CONSULTATION**

7.1 Consultation has taken place with Barton upon Humber Town Council, Barton Civic Society and Barton Chamber of Trade through the Barton Tourism Partnership. They are all supportive of the proposals.

7.2 Consultation has also taken place with existing Brigg Farmers' Market traders. To date, nine traders would also be willing to attend a market in Barton.

7.3 Consultation has taken place with the following service areas; Highways, Trading Standards, Asset Management & Culture, Legal & Democratic Services, Licensing, Audit & Risk Management and Strategic Regeneration.

7.4 A comment was received regarding trade waste disposal. Following consultation with the Markets staff it is proposed to deal with this in a similar way to Brigg Farmers' Market in that the waste is transported back to Scunthorpe Market and dealt with through the system there.

7.5 A comment on Insurance was also received. Each trader is responsible for ensuring that they have the relevant Public Liability Insurance on application to join a market. Copies of this must be received with the application.

8. RECOMMENDATIONS

- 8.1 That the Council establishes and manages a Farmers' Market once a month in Barton upon Humber, with traders providing their own stalls.
- 8.2 That further consultation with traders in Barton is undertaken with a view to a closure of George Street once a month for the market to take place.

SERVICE DIRECTOR ASSET MANAGEMENT & CULTURE

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Background Papers used in the preparation of this report: None

Where appropriate the report has been seen and commented on by (✓ or n/a)

Cabinet Member	Human Resources	Legal & Democratic	Finance	Property	IT	EMT
✓	N/A	✓	N/A	N/A	N/A	N/A

Approved by Head(s) of Service	✓
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