

REPORT

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New markets and events on the Market Square, Salisbury during 2004 and their impact on the Charter Market

1. Introduction and background

- 1.1 This report is brought at the request of the City Area Committee (Community) following their meeting in February 2004, which considered the development of markets and events in the Market Square, Salisbury.
- 1.2 Members of CAC(C) recommended to Cabinet that five key principles be adopted for a programme of new markets. Cabinet approved these recommendations. A programme of additional markets was also approved on a trial basis during 2004. The express intention of the new markets was to bring economic and social-wellbeing benefits to the local economy and community.
- 1.3 A Farmers' market was held as part of the St George's Day event, using the whole of the Market Square on Friday 23 April. A Salisbury Food Festival took place from Saturday 18 – Sunday 26 September. This included a major event in the Market Square on Sunday 19th September, comprising a farmers' market, cooking demonstrations, entertainment and an evening barbecue with fireworks.
- 1.4 Bournemouth University were commissioned to carry out an analysis of the new markets including an assessment of their impact on the existing Charter Markets. An interim report has been produced and the final report is due end-September 2004.
- 1.5 Unless otherwise stated the term Charter Market or Charter Markets in this report means the Tuesday and Saturday Charter Market *including* the integral 10 stall farmers market.

2. Feedback on additional markets 2004

2.1 Farmers' markets

- 2.1.1 12 producers have joined the Wiltshire Farmers' Market Association since the Salisbury farmers' markets were introduced, eight of whom are from South Wiltshire. The farmers' market has grown from 21 to 32 stalls in September. A further six are interested in joining, four of whom are from South Wiltshire. Traders' recent comments include: "brilliant", "atmosphere good", "excellent", "very well run", "excellent footfall", "supportive customer base".

- 2.1.2 The Bournemouth University research suggests that visitors to the market purchase goods to supplement their regular shopping. The range, quality and value-for-money of goods sold at the market is rated relatively well. The atmosphere at the market was less highly rated than the atmosphere at the French Market, but more highly rated than the Charter Market atmosphere. Customers are older than those visiting other markets in Salisbury. The socioeconomic profile is comprised of a greater proportion of A, B, C1 customers than the French and Charter Markets.
- 2.2 French markets
- 2.2.1 The Bournemouth University research shows that the French market has a distinct appeal and is viewed more as an “event” incorporated into a day out, or is visited by “market enthusiasts” from further afield. Survey respondents rated the range and quality of goods on sale positively and felt that the market had a good atmosphere. Customers are generally younger than visitors to other Salisbury markets although the overall socioeconomic profile is similar to that of the Charter Market.
- 2.3 Craft markets
- 2.3.1 The stallholder organisations are very enthusiastic about the positive impact that the markets are having. They report that it represents a “real confidence booster” for their service users. One organisation has been able to give paid employment to two individuals with support needs as a result of the markets.
- 2.4 Feedback from Salisbury City Centre Management Limited and Salisbury Tourism Partnership
- 2.4.1 Representatives of City Centre Management and the Salisbury Tourism Partnership believe that the new markets add life, colour, choice and vibrancy to the city and are extremely attractive from a visitor perspective. Feedback from those with cafe licenses around the Market Square is very positive, and they would encourage more of such activity as it has increased their business on market days. It was felt that the products sold by the farmers’ and French markets suit today’s kind of customers and that they were not attracting shoppers away from the traditional Charter Market. No feedback has been received from other retailers.
- 2.5 Feedback from Charter Market traders
- 2.5.1 At a recent meeting (July) the Market Traders Liaison Group maintained its opposition to the farmers’ markets, with one member stating he had suffered a significant drop in income. Other feedback, however, has shown an increase in trade for some Charter Market traders, possibly as their prices seem more reasonable than the other markets. A trader who attends both the Tuesday and Saturday farmers market within the Charter Market and the Wednesday farmers’ market reports that his Tuesday and Saturday business has not been affected. He also reports that the Wednesday farmers’ market is attracting different, higher spending, customers than those usually visiting the Charter Markets. Bournemouth University researchers spoke directly with some Charter Market traders on Tuesday 14 September and the findings of this consultation will be incorporated into their final report.
- 2.5.2 A representative of the Charter Market farmers’ market pointed out that twice this year, three different markets took place within the same week: Wednesday farmers’, French and Charter Markets; French, Charter and food festival farmers’ markets. Every effort will be made to avoid this happening in the future, but it may prove difficult.

3. Impact of new farmers' and French markets on the Charter Markets

- 3.1 Research has been undertaken by The Market Research Group, Bournemouth University. An initial study took place in the spring on the impact of the Charter Market on Salisbury and a further study took place in the summer during the French market, Wednesday farmers' markets and Charter Markets. The findings of this initial research are summarised below. Bournemouth University do not expect the final report to contain any significant changes and a summary of the final report will be circulated to members of the committee prior to the meeting on the 5 October 2004.
- a) There is no evidence of the Charter Market suffering detrimental effects as a result of the introduction of additional markets in Salisbury.
 - b) Customers at the French and Wednesday farmers' markets also tended to visit the Charter Market.
 - c) The Wednesday farmers' markets and the Charter Markets are viewed as complimentary "shopping destinations". A relatively high proportion of visitors to the Charter Market had also visited the Wednesday farmers' market and vice versa. This suggests that the farmers' market is not taking away custom from the Charter Market. This is endorsed by the fact that the volume of custom at the Charter Market is holding up consistently following the introduction of the new Wednesday farmers' markets.
 - d) The Wednesday farmers' markets tended to attract a greater proportion of customers in the socioeconomic groups (A, B, C1) than the other markets.
 - e) The average spend at the Charter Market in the summer has risen to £24,000, from £18,000 in the spring. This is largely to do with an increased spend per visitor (rather than more visitors). The reasons for this increased spend are to be further examined in the final report.
 - f) It is estimated that the presence of the Charter Market may result in an additional £40,000 - £50,000 being spent elsewhere in Salisbury on each market day. It is thought that each French market brings an additional benefit to shops and other establishments in Salisbury of around £22,000, and each Wednesday farmers' market results in an additional £6,000 being spent in Salisbury.

4. Future development of markets

- 4.1 The Wiltshire Farmers' Market Association has expressed an interest in holding markets in Salisbury on an additional day each month, for example the third Wednesday of the month. Furthermore, they wish to explore the opportunities to put on markets in other South Wiltshire locations. In exploring this latter possibility we will need to ensure that the weekly (Thursday) produce market in Wilton is protected.
- 4.2 Approval has been given to the organisers of the craft markets to hold an additional market each month. The organisers are also planning to extend the range of craft products available by encouraging more local craftspeople to take part.
- 4.3 The St George's Day Festival will once again be held on the 23 April and will largely follow the same successful format as this year's event.

5. Marketing and promotion

5.1 In the past there has been some criticism at the lack of promotion given to the Charter Markets. In reality the council has provided considerable support as shown by the summary below, of marketing and promotional activity that the council has provided free of charge through the work of the Marketing, Economic Development and Tourism unit:

- listing of the Charter Market as a regular Salisbury event in the 'What's On' guide (5,000 printed every quarter)
- adverts for the Charter Market farmers markets in 'What's On'
- editorial promotion of the Charter Market in 'The Guide' to Salisbury (80,000 printed every year)
- events listing in the 'Salisbury Mini Guide' (312,000 printed every year in seven languages and circulated world-wide)
- full page editorial in the council's 'Citizen' magazine
- press release (Sid Lewis) leading to coverage in newspapers and on two TV channels
- the erection of large lamp-post banners promoting the Charter Market along Blue Boar Row – this was arranged by Salisbury City Centre Management (at no cost to the Charter Market) which is a partnership funded jointly by the council and the private sector
- editorial advertising on the back of the Infopoint dispenser in the Market Square
- editorial on www.visitsalisbury.com
- included on A5 flyer for Salisbury Farmers' markets

5.2 There is no specific budget available for advertising the Charter Markets. We will, however, continue to promote the markets wherever and whenever we can with the resources available. We are currently, for example, investigating the possibility of including a Charter Market sign on each of the "Welcome to Salisbury" road signs.

5.3 The farmers, French and craft markets have been promoted through a series of press releases, resulting in significant positive coverage, and through the distribution of flyers and posters.

6. Summary and proposals

6.1 The Market Square is becoming a more vibrant and exciting place to be in the city centre and the local economy is benefiting from the new markets. Extensive, independent, research shows that the new markets are not having a detrimental affect on the existing Charter Markets. Indeed it is shown that they compliment each other to the overall benefit of both and to local residents. It is, therefore, proposed that the additional markets introduced during 2004 are approved on an ongoing permanent basis.

6.2 The existing Charter Markets are an important part of Salisbury's history, present and future. They are extremely valuable to the city both in terms of the character that they add to the city on a Tuesday and a Saturday and for what they contribute to the local economy. The council is committed to a strong and healthy twice-weekly Charter Market in Salisbury. We will, therefore, endeavour not to take any action that would unnecessarily impinge on the Charter Market to that market's detriment.

7. Recommendations

7.1 Members are requested to recommend that the Cabinet:

- a) approve the continuation of the once a month (first Wednesday of each month) farmers' market from January 2005 on an ongoing basis

- b) approve the continuation of the 2-day (Thursday and Friday) French and continental market in May, September and November on an ongoing basis
- c) approve an additional Farmers' Market, on the 3rd Wednesday of each month on trial basis from January – December 2005
- d) ask the Head of Marketing, Economic Development and Tourism to explore the feasibility of staging additional Farmers' Markets in other South Wiltshire locations with a view to holding them from the spring or summer of 2005

Implications:

Financial:	All proposals will be cost-neutral to the council.
Legal:	Within the economic, social and environmental provisions of the Local Government Act 2000, s2.
Human Rights:	None in respect of this report. Note: HR Act (respect for a person's property; which includes a business) applies to UK and non-UK residents
Personnel:	Supervision of markets and events is being provided by the existing Ambassador team. Initially this will be at no extra cost. However, this will be kept under review, as there may be implications for revenue received from car parking.
Community safety:	None
Environmental:	None
Council's Core Values:	Providing excellent service; supporting the disadvantaged; being fair and equitable; promoting a thriving local economy
Wards affected:	All
Consultation undertaken:	Salisbury District Council: Forward Planning & Transportation service unit. Salisbury Market Traders Association; Salisbury Independent Market Traders; Salisbury Farmers' Market Traders. Salisbury City Centre Management Limited; Salisbury Tourism Partnership. Wiltshire Farmers' Market Association.