



# Dorchester Markets Informal Joint Panel

**Date:** Wednesday, 27 September 2023  
**Time:** 5.30 pm  
**Venue:** Dorchester Town Council Chamber, Corn Exchange, Dorchester

**Members (Quorum 3)**

Laura Beddow, Dave Bolwell, Simon Christopher, Simon Gibson, Janet Hewitt, Susie Hosford, Nick Ireland, Stella Jones, Fiona Kent-Ledger, Mary Penfold, Molly Rennie, Kate Rice, Roland Tarr and John Worth

**Chief Executive:** Matt Prosser, County Hall, Dorchester, Dorset DT1 1XJ

For more information about this agenda please contact Democratic Services Meeting Contact [joshua.kennedy@dorsetcouncil.gov.uk](mailto:joshua.kennedy@dorsetcouncil.gov.uk)

Members of the public are welcome to attend this meeting, apart from any items listed in the exempt part of this agenda.

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## Agenda

Item		Pages
1.	<b>ELECTION OF CHAIRMAN</b>	
	To elect a Chairman for the remainder of the municipal year 2023/24.	
2.	<b>ELECTION OF VICE-CHAIRMAN</b>	
	To elect a Vice-Chairman for the remainder of the municipal year 2023/24.	
3.	<b>APOLOGIES</b>	
	To receive any apologies for absence.	
4.	<b>MINUTES</b>	5 - 10
	To confirm the minutes of the meeting held on 25 January 2023.	

## 5. DECLARATIONS OF INTEREST

To disclose any pecuniary, other registrable or personal interest as set out in the adopted Code of Conduct. In making their decision councillors are asked to state the agenda item, the nature of the interest and any action they propose to take as part of their declaration.

If required, further advice should be sought from the Monitoring Officer in advance of the meeting.

## 6. PUBLIC PARTICIPATION

Representatives of town or parish councils and members of the public who live, work, or represent an organisation within the Dorset Council area are welcome to submit either 1 question or 1 statement for each meeting. You are welcome to attend the meeting in person or via MS Teams to read out your question and to receive the response. If you submit a statement for the committee this will be circulated to all members of the committee in advance of the meeting as a supplement to the agenda and appended to the minutes for the formal record but will not be read out at the meeting. **The first 8 questions and the first 8 statements received from members of the public or organisations for each meeting will be accepted on a first come first served basis in accordance with the deadline set out below.**

Further information read [Public Participation - Dorset Council](#)

All submissions must be emailed in full to [Joshua.kennedy@dorsetcouncil.gov.uk](mailto:Joshua.kennedy@dorsetcouncil.gov.uk) by 08:00am on Friday 22 September 2023.

When submitting your question(s) and/or statement(s) please note that:

- You can submit 1 question or 1 statement.
- A question may include a short pre-ambule to set the context.
- It must be a single question and any sub-divided questions will not be permitted.
- Each question will consist of no more than 450 words, and you will be given up to 3 minutes to present your question.
- When submitting a question please indicate who the question is for (e.g., the name of the committee or Portfolio Holder).
- Include your name, address, and contact details. Only your name will be published but we may need your other details to contact you about your question or statement in advance of the meeting.
- Questions and statements received in line with the council's rules for public participation will be published as a supplement to the agenda.
- All questions, statements and responses will be published in full within the minutes of the meeting.

## 7. FINANCIAL OUTTURN REPORT 2022/23

To consider the financial outturn figures for 2022/23.

**8. MARKET OPERATOR REPORT**

To receive a verbal update from the Market Operator.

**9. SUNDAY MARKET PROPOSAL**

17 - 26

To receive a presentation from Jules Bradburn, The Sherborne Market Ltd, on a proposal for a new monthly Sunday Market. Background information enclosed.

**10. FAIRFIELD ROAD WORKS UPDATE**

To provide a verbal update on the works on Fairfield Road.

**11. UPDATE ON THE LINNEYS DEVELOPMENT PROPOSAL**

To provide a verbal update on the Linneys development proposal.

**12. APPOINTMENTS TO THE CAR BOOT GRANTS PANEL**

To update on the fund and to agree the appointments to the Panel responsible for allocating funds in 2023/24.

**13. URGENT ITEMS**

To consider any items of business which the Chairman has had prior notification and considers to be urgent pursuant to section 100B (4) b) of the Local Government Act 1972. The reason for the urgency shall be recorded in the minutes.

**14. EXEMPT BUSINESS**

To consider passing the following recommendation:

**Recommendation**

That in accordance with Section 100A(4) of the Local Government Act 1972 to exclude the public from the meeting for the business specified in item No 15 because it is likely that if members of the public were present there would be disclosure to them of exempt information as defined in paragraph 3 of Part 1 of schedule 12A to the Act and the public interest in withholding the information outweighs the public interest in disclosing the information to the public.

The public and the press will be asked to leave the meeting whilst the item of business is considered. (Any live streaming will end at this juncture).

**Reason for taking the item in private:**

Paragraph 3 - Information relating to the financial or business affairs of any particular person (including the authority holding that information).

**15. Future Operation of the Market**

27 - 28

*Para 3*

To consider a report from the Dorchester Town Council Clerk



## **DORCHESTER MARKETS INFORMAL JOINT PANEL**

### **MINUTES OF MEETING HELD ON WEDNESDAY 25 JANUARY 2023**

**Present:** Cllrs Fiona Kent-Ledger, Laura Beddow, Stella Jones, Janet Hewitt, Nick Ireland, Molly Rennie and Roland Tarr

**Apologies:** Cllrs Mary Penfold, Susie Hosford, Tony Lyall, Dave Bolwell, Simon Gibson, Jane Somper and John Worth

**Officers present (for all or part of the meeting):**

Graham Duggan (Head of Community & Public Protection), Kate Critchel (Senior Democratic Services Officer), Joshua Kennedy (Apprentice Democratic Services Officer), Kevin Evans (Senior Accountant (Place)), Hannah Massey (Lawyer - Regulatory), Christopher Peck (Principal Planning Officer) and Steven Newman (Town Clerk)

**2. Minutes**

The Head of Community and Public Protection assured the Panel that the Daryl Chambers report would be circulated to members after the meeting.

The minutes of the last meeting held on 3 August 2022 were confirmed as a correct record and signed by the Chairman.

**3. Declarations of Interest**

There were no declarations of interest to report.

**4. Public Participation**

There was no public participation.

**5. Improving Fairfield Road Travel Safety**

The Principal Transport Planner delivered a report on the proposed works for improving the road safety of Fairfield Road.

Members were informed that Fairfield Road formed the signed pedestrian route between the railway stations, and was an important pedestrian link in the town, but no footways exist. This made it unfit for current use. The need for a safer road had arisen after a series of incidents along the road, including three pedestrian injuries, - two of them serious - in the last 5 years. This was due to the poor layout of the road and junction, with all three injuries a result of vehicles turning out of Fairfield Road. As a result, Dorset Council's Highways had recently received funding from

central Government's Active Travel Fund to help improve conditions for road and travel safety.

The Principal Transport Planner informed the committee of several possible options that were being considered to improve the safety of the road.

- The creation of a footpath next to the road.
- The potential addition of 'Keep Clear' markings at the Maumbury Road/Fairfield Road junction, to make it easier to turn at busy times.
- The pedestrianisation of the area, through the use of park benches, planters and cycle parking.
- The installation of removable bollards to control access to the road.

It was hoped that the timescale for completion of the intended works would be before the school summer holidays, however if this was not possible then works would be delayed until later in the year, to minimise disruption to the area.

In response to a question regarding the new route that drivers would have to take, the Principal Transport Planner explained that initially there would likely be some confusion for drivers, who were used to using Fairfield Road, however there was significant public interest in the scheme as it would benefit pedestrians and the additional traffic diverted onto Upper Fairfield Road would be negligible.

Members were supportive of the scheme and recognised the need for an improvement in the safety of the area, in particular they supported the additional amenities of benches and planters, as this would make the area more attractive for pedestrians and improve the shopper experience for market users.

The Panel unanimously supported the proposal of this work as a benefit to public safety and for the purpose of the improvement of the market. Members looked forward to the launching of the public consultation process.

A copy of the proposal would be made available to members after the meeting.

## **6. Market Activities and Progress**

The Head of Community and Public Protection delivered a report, providing an update on the market activities and progress to date.

Following a site visit on 23 November 2022, issues with infrastructure on the site had been noted and the market operator had been made aware of the unauthorised storage on site.

Members acknowledged that the current market lease would end in 2026 and progress now needed to be made in respect of the procurement process and tender for the next market operator.

The Head of Community and Public Protection also informed the Panel of research being undertaken to look into other companies, who ran markets nationally, and offered members the possibility of presentations on how they operated markets. It was agreed that a task & finish group would be established,

proportional to the Panel's membership, to start procurement preparations. The Town Clerk and the Head of Community and Public Protection would prepare a set of terms of reference for the group.

The Conservation Officer and Area Planning Lead Officer had recently been contacted by the Panel's Lawyer and they had both expressed an interest in working on restoring the Linney's and improving the market site in general.

Members also received an update on the Cornhill market site, noting that a meeting had been arranged with the market co-ordinator to discuss the recent fall in business levels and how the councils could support the co-ordinator going forward.

Proposed by Cllr Kent-Ledger and seconded by Cllr Jones.

Decision: That a task & finish group be established to progress the procurement of a new market operator, with the membership of the group to be determined by the Chairman and Vice-Chairman of the Panel.

## **7. Financial Out-turn Projection 2022/23 & Proposed Budget 2023/24**

The Senior Accountant for Place delivered a report on the financial out-turn projection for 2022/23. He noted that in regard to expenditure, there was only a slight overspend compared to the expected figures, this was largely due to an increase in general utility costs.

In terms of income, the forecasted projections were lower than anticipated, however only the accounts for the first quarter had been received to date, so the rest of the year's accounts had been extrapolated from the data available. While the Cornhill accounts were showing a forecasted deficit of approximately £13,000, this was largely due to an agreed rental reduction with the operator. Other income sources, including from the café and car parking, were set to be as expected.

The Senior Accountant for Place also delivered a report on the proposed budget for 2023/24, noting a slight increase in the budget's expenditures compared to 2022/23, due to following Dorset Council's recommended action to freeze all budget lines other than utilities. In terms of income, there was also a slight increase, due to following Dorset Council's recommended 5% uplift on fees and charges. While there was a healthy repairs and maintenance reserve available.

Proposed by Cllr Kent-Ledger and seconded by Cllr Ireland.

Decision: That the current projected outturn position for 2022/23 be noted and the 2023/24 budget proposal be approved.

Post meeting note: The 2023/24 income budget in relation to the Cornhill Market was amended (The Head of Community and Public Protection confirmed that the reduced rent had been agreed and covered a period of 2 financial years). The amended budget setting document was attached as an appendix to these minutes.

## **8. Car Boot Sale Fund**

The Dorchester Town Clerk delivered an update on the car boot sale fund, noting that there were 21 successful applicants to the fund and a total of £23,250 had been awarded in grants. Members were also informed that there was an 83% success rate out of the organisations, who applied for a grant.

In response to a concern raised by a member, the Dorchester Town Clerk assured the Panel that the reason for the rejected applications was largely due to those organisations being located outside of the funding area or not being an eligible charity, rather than for failing to complete the paperwork correctly.

9. **Urgent Items**

There were no urgent items.

10. **Exempt Business**

There was no exempt business.

**2023/24 Budget Setting Document**

**Duration of meeting:** 2.30 - 3.58 pm

**Chairman**

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## Dorchester Markets Joint Informal Panel

## Budget 2023/24

	(A) Outturn 2021/22 (£)	(B) Approved Budget 2022/23 (£)	(C) Projected Outturn 2022/23	(D) Proposed Budget 2023/24 (£)
<b>EXPENDITURE</b>				
<b>Premises</b>				
Repairs and maintenance	19,600	19,600	19,600	19,600
Electricity	3,036	3,345	4,111	4,349
Water	221	250	250	265
Insurance	880	880	880	880
2/7 share of actual costs of toilets	2,822	2,200	2,200	2,200
	<b>26,559</b>	<b>26,275</b>	<b>27,041</b>	<b>27,294</b>
<b>Supplies and Services</b>				
Subscriptions	738	716	384	716
Other Expenditure	0	0	143	0
	<b>738</b>	<b>716</b>	<b>527</b>	<b>716</b>
<b>Recharges</b>				
Dorset Council	15,634	15,634	15,634	15,634
Dorchester Town Council	1,689	1,688	1,688	1,688
	<b>17,323</b>	<b>17,322</b>	<b>17,322</b>	<b>17,322</b>
<b>TOTAL EXPENDITURE</b>	<b>44,620</b>	<b>44,313</b>	<b>44,889</b>	<b>45,332</b>
<b>INCOME</b>				
<b>Rents</b>				
Market Operator's Contract	-49,637	-48,000	-35,382	-50,400
Car Boot	-14,616	-21,000	-14,455	-22,050
Cornhill Traders	4,824	-25,974	-12,987	-25,974
Rents- Corn Market and Cafe	-21,150	-21,150	-21,150	-22,100
Farmers Market	0	0	0	0
Rival Markets Fee	0	-500	0	-500
Recovered Costs	-902	0	0	0
Fairfield Car Park	-48,541	-49,755	-49,755	-52,243
<b>TOTAL INCOME</b>	<b>-130,022</b>	<b>-166,379</b>	<b>-133,729</b>	<b>-173,267</b>
<b>SURPLUS</b>	<b>-85,402</b>	<b>-122,066</b>	<b>-88,840</b>	<b>-127,935</b>
<b>DISTRIBUTION OF SURPLUS</b>				
Sunday Market Reserve	13,154	18,900	13,010	19,845
Dorset Council	46,961	67,058	49,290	70,259
Dorchester Town Council	25,287	36,108	26,541	37,832
	<b>85,402</b>	<b>122,066</b>	<b>88,840</b>	<b>127,935</b>
<b>Market Maintenance Reserve</b>				
Balance b/f 01.04.2022	27,654			
Transactions 2021/22	15,274			
<b>Balance @ 31.12.2022</b>	<b>42,928</b>			
<b>Sunday Car Boot Earmarked Reserve</b>				
Balance b/f 01.04.2022	15,625			
Draw down in advance 2022/23	-20,200			
Top Up 2021/22	13,156			
<b>Balance @ 31.12.2022</b>	<b>8,581</b>			

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## **Dorchester Markets Joint Informal Panel 27<sup>th</sup> September 2023 Financial Outturn Report 2022/23**

### **For Decision**

**Portfolio Holder:** Cllr L Miller, Customer and Community Services

**Executive Director:** J Sellgren, Executive Director of Place

Report Author: Kevin Evans

Title: Senior Accountant

Tel: 01305 225188

Email: kevin.evans@dorsetcouncil.gov.uk

**Report Status:** Public

### **Recommendation:**

That members of the panel approve the income and expenditure statement for 2022/23.

### **Reason for Recommendation:**

To enable Members of the Panel to consider and approve the Accounts for the year ending 31<sup>st</sup> March 2023.

#### **1. Executive Summary**

Markets in Dorchester have operated since Anglo Saxon times, and are prescriptive. Under an agreement dated 1984 the markets are managed by Dorset Council for the benefit of Dorset Council and Dorchester Town Council with operational oversight carried out by the Dorchester Markets Joint Informal Panel. The Markets income and expenditure is held within the accounts of Dorset Council. The Panel receives a report on the annual budget and the annual outturn.

#### **2. Financial Implications**

As detailed in the report.

### **3. Well-being and Health Implications**

None.

### **4. Climate implications**

None.

### **5. Other Implications**

None.

### **6. Risk Assessment**

Having considered the risks associated with this decision, the level of risk has been identified as:

Current Risk: LOW as the fall in income was anticipated.

Residual Risk: MEDIUM as there could be a further loss of income.

### **7. Equalities Impact Assessment**

None.

### **8. Appendices**

Appendix 1 – Financial Outturn 2022/23.

### **9. Background Papers**

Financial statements from the Market Operator (Ensors).

### **10. Budget 2022/23**

- 10.1 The Panel agreed a budget for 2022/23 at a meeting on 23<sup>rd</sup> February 2022. The expenditure budget was set at £44,313, with the income budget at £166,379, leaving a budgeted surplus for distribution of £122,066.

### **11. Outturn 2022/23**

- 11.1 Actual expenditure incurred during 2022/23 totalled £45,094 against a budget of £44,313, resulting in a minor overspend of £781. This was mainly due to higher than budgeted electricity costs following the surge in utility unit prices observed during 2022/23. Offsetting this to a degree were below budgeted costs relating to the Market Toilets, and Subscriptions costs.

- 11.2 Included in the £44,313 total expenditure budget was a line for Repairs & Maintenance (R&M) with a budget of £19,600. This line had a nil variance in 2022/23. Actual R&M expenditure incurred during the year was only £1,060, with the balance of £18,540 being transferred into the Market Maintenance Earmarked Reserve.
- 11.3 The total income accounted for during 2022/23 was £130,382 against a budget of £166,379, leaving an income deficit of £35,997. The main underlying reason for this shortfall is due to the reduction in rental premium for the Cornhill Market operations, alongside lower than budgeted returns from the main Market Operator contract (Ensors).
- 11.4 Income generated from the Market Operator contract with Ensors saw a significant decrease from the 2021/22 total of £64,253, with a 2022/23 total of £42,914 (a 33.2% drop in the net income generated). At this stage, it is difficult to ascertain the underlying reason behind this drop. It may be the case that the 2021/22 figure saw a post pandemic 'boom', and has now settled down again as society returns to a more normal pattern, although the trends would need analysing over a greater period of time to identify this pattern. The operation of the Market returned the panel £30,619 against a budget of £48,000, while the Car Boot returned the panel £12,295 against a budget of £21,000.
- 11.5 During the pandemic period, there was a 50% reduction in the budgeted income contribution of £47,824 in relation to Fairfield Car Park income in recognition of the reduced Market activities during restrictions. However, in both 2021/22 and 2022/23, the full budgeted (£49,755 for 2022/23) contribution was received from Parking services following the easing of Covid restrictions and return a more normalised trading environment.
- 11.6 It was agreed at a previous panel meeting that the outstanding debt in relation to the Cornhill Traders, up to 31/03/22, would be written off, in addition to a reduction in the monthly premium for a set period of time. Therefore a significant shortfall of income against the original budgeted income allocation on the Cornhill Traders account was realised. Monthly invoicing was adjusted from June 2022 onwards to reflect the reduced premium. Total budgeted income relating to Cornhill Market in 2022/23 was £25,974, with actual invoiced income of £15,152.
- 11.7 Other income budget lines were either on budget, or had a very minor variance. For example, there was a rent review undertaken in year in relation to the lease of the Café which resulted in a slight

excess of budgeted income, although offsetting this there was no rival market monies payable (of which there is a nominal income budget).

11.8 The final net surplus for distribution in 2022/23 was £85,287 against a budget of £122,066, a shortfall of £36,779. The distribution of this is as follows....

- £11,066 to the Sunday Car Boot Reserve (against a budget of £18,900)
- £48,244 to Dorset Council (against a budget of £67,058)
- £25,978 to Dorchester Town Council (against a budget of £36,108)

## **12. Reserves Position 2022/23**

12.1 The balance carried forward on the Market Maintenance Earmarked Reserve, as at 31/03/2023, is £61,468. This is comprised of an opening balance of £42,928, plus the unspent R&M 2022/23 budget of £18,540. There were no drawdowns made on this reserve during 2022/23.

12.2 The balance carried forward on the Sunday Car Boot Earmarked Reserve, as at 31/03/2023, is £15,597. This is comprised of an opening balance of £28,781, plus the 2022/23 top up of £11,066 from the Sunday Car Boot proceeds. There was in in year draw down on the reserve of £24,250 to fund the Community Grants awards.

### **Footnote:**

Issues relating to financial, legal, environmental, economic and equalities implications have been considered and any information relevant to the decision is included within the report.

	(A) Budget 2022/23 (£)	(B) Outturn 2022/23 (£)	(C) Variance (£)
<b>EXPENDITURE</b>			
<b>Premises</b>			
Repairs and maintenance	19,600	19,600	0
Electricity	3,345	5,200	-1,855
Water	250	153	97
Insurance	880	880	0
2/7 share of actual costs of toilets	2,200	1,413	787
	<u>26,275</u>	<u>27,246</u>	<u>-971</u>
<b>Supplies and Services</b>			
Subscriptions	716	384	332
Miscellaneous Costs	0	143	-143
	<u>716</u>	<u>527</u>	<u>190</u>
<b>Recharges</b>			
Dorset Council	15,634	15,634	0
Dorchester Town Council	1,688	1,688	0
	<u>17,322</u>	<u>17,322</u>	<u>0</u>
<b>TOTAL EXPENDITURE</b>	<u>44,313</u>	<u>45,094</u>	<u>-781</u>
<b>INCOME</b>			
<b>Rents</b>			
Market Operator Contract	-48,000	-30,619	-17,381
Car Boot	-21,000	-12,295	-8,705
Cornhill Traders	-25,974	-15,152	-10,823
Rents - Corn Market and Cafe	-21,150	-22,561	1,411
Farmers Market	0	0	0
Rival Market Fee	-500	0	-500
Recovered Costs	0	0	0
Fairfield Car Park	-49,755	-49,755	0
<b>TOTAL INCOME</b>	<u>-166,379</u>	<u>-130,382</u>	<u>-35,997</u>
<b>SURPLUS</b>	<u>-122,066</u>	<u>-85,287</u>	<u>-36,779</u>
<b>DISTRIBUTION OF SURPLUS</b>			
Sunday Car Boot Reserve	18,900	11,066	-7,835
Dorset Council	67,058	48,244	-18,814
Dorchester Town Council	36,108	25,978	-10,130
	<u>122,066</u>	<u>85,287</u>	<u>-36,779</u>
<b>Market Maintenance Earmarked Reserve</b>			
Balance b/f 01.04.2022	42,928		
Transactions 2022/23	18,540		
<b>Balance c/f 31.03.2023</b>	<u>61,468</u>		

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## The Dorchester Sunday Market Proposal

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I am one of the Directors for The Sherborne Market Ltd which started in Sherborne in 2019. We started with 75 stall holders and now have 200 stall holders booked in for each Market in 2023. To get a flavour of the market please do have a look at our website [www.theshernbornewmarket.com](http://www.theshernbornewmarket.com)

In 2023 we were invited by Shaftesbury Town Council to provide a monthly market in the town, we have a six-month trial this year testing Saturdays and Sundays and so far, it's been a resounding success with approximately 80 traders at each event and footfall of approximately 6000 people per event. Our website for the Shaftesbury market will give you a better insight to how the markets in Shaftesbury look and feel [www.theshaftesburymarket.com](http://www.theshaftesburymarket.com)

Our markets are carefully curated to compliment any shops that might be open and not compete directly with them and we limit the type of trader at each market to make the market interesting for visitors and fair for the traders.

We have around 560 traders on our books. All our market stall holders are local, they make their own products or curate interesting and unique collections. We do not allow mass manufactured products or agents of businesses.

Having been invited to talk with Matilda Manley and Tony Hurley we would like to propose the following:

Starting in 2024 we would like to provide a market on the fourth Sunday of each Month from April to November. We are mindful of numerous other markets in Dorchester and are very happy to work with other organiser's to ensure dates don't clash for large events and that we do not interfere with other established events such as the car boot sale on Sunday's.

Matilda and Tony have suggested a footprint covering Borough Gardens, Bowling Alley Walk, South Walk, South Street (subject to the required permission from Dorset Council) and Brewery Square (subject to permission from and working with Brewery Square Management) We have attached a map for ease of reference at the end of the report.

We will source local artisan market traders to fill the pitches, they will book and pay me directly and we will send them all the details about set up and continue to liaise and build up a good list of regular artisan traders.

We will set up a website [www.thedorchestermarket.com](http://www.thedorchestermarket.com) in a similar style to [www.theshernbornewmarket.com](http://www.theshernbornewmarket.com) – and – [www.theshaftesburymarket.com](http://www.theshaftesburymarket.com) this could be linked to our current websites so that the our metrics positively affect the viewing rate for the new website. The domain is available.

We will book and pay for security and stewards, we have used Chesil Security since 2019, they have always been reliable and are extremely good with both the traders and the public.

Our current insurance could be amended to include The Dorchester Sunday market.

We will write the SAG document for the market; this is an extensive document covering the market operation and must be agreed with Dorset SAG. We are happy to consult with all necessary parties,

police, ambulance, bus operators etc in order to get the operational agreements from Dorset Council. A copy of our current SAG for The Shaftesbury Market and The Sherborne Market has been sent on email to Matilda and Tony, as it is a lengthy document, we did not attach it to the proposal, but it is available for your perusal.

We will ensure that the Health and Safety aspects are met. The Sherborne Market Ltd employs a qualified Health and Safety officer Alexander Michalis and she will input into the initial market set up and cover any SAG requirements.

In order to ensure that the proposed 2024 market works, we propose a trial market on 22<sup>nd</sup> October 2023. This would evaluate the market footprint and set up. We can evaluate what works and what does not work for 2024, giving us time to amend any issues that arise. Councillors may then attend the market to see how we set up and how it looks visually. Following the test market, a full report can be drafted for the Markets Committee and the Management Committee so we can finalise any arising issues for 2024. We sent out an expressions of interest email to our traders and they were very much in favour of a new artisan market in Dorchester on the fourth Sunday of the month, we had 124 expressions of interest with traders wanting to join us for the possible test market. Our markets usually run from 10am until 3pm but we are flexible on timings and are happy to work with your suggested market times.

We will bear all the costs of setting up the market and are not seeking any funding from The Town Council or Dorset Council.

As you will see from The Sherborne Market website we engage with our community, we encourage small businesses to try a pitch at a reduced fee and we have a number of suitcase stalls for just £5, this gives businesses a chance to try a product or new range of products and many of our suitcase stallholders become pitch holders. Three of our pitch holders have now taken on empty shops in Sherborne. We would like to replicate this at Dorchester.

We also feel that it is essential to give back to the community. We offer free pitches to local charities and organisations to promote their activities and in addition last year in Sherborne we were able to give over £7,000 back to the community from Sherborne Market income. We are doing the same in Shaftesbury supporting the Mayor's Charity as a starting point for 2023.

Once the test market has concluded going forward for 2024, we will ensure that we

- Liaise with Dorset Council and Brewery Square for all agreed market dates.
- Set up social media Instagram and Facebook and post daily during the week, the content is provided directly from the traders, and we sometimes make additional Canva listings to post seeking Traders and musicians and use paid advertising on social media sites.
- Liaise with local press for monthly articles etc, we have attached an example article we have in Sherborne Times each month.
- Provide Cad drawings of the streets to be used so we can create street plans for the pitch locations.
- Provide any road signs and Chapter 8 barriers compatible that are required.
- Posters and flyers will be designed printed and distributed in a similar style to The Sherborne Market and Shaftesbury Markets ones as attached.
- Print and distribute letters to any local residents and shop keepers affected by the market so they have our contact details, and we can liaise directly with them to solve any issues that may arise.

- Liaise with bin collections to ensure the public bins are not overflowing. All our market traders take their own rubbish home with them to be recycled or disposed of properly.
- Make sure that the public toilets open at a suitable time for traders as well as the public.

In order that The Dorchester Sunday Market does not clash with other markets, Frome being the first Sunday of the month, Shaftesbury Market being the second Sunday of the month and The Sherborne Market being the third Sunday of the month we propose the market dates should be the fourth Sunday of the month as follows:

April 28<sup>th</sup>

May 26<sup>th</sup>

June 23<sup>rd</sup>

July 28<sup>th</sup>

August 25<sup>th</sup>

September 22<sup>nd</sup>

October 27<sup>th</sup>

November 24<sup>th</sup>

I have attached an example of The Sherborne Market and The Shaftesbury Market style of posters and flyers, and an example of our insight from The Sherborne Times

Thank you for your time.

Jules Bradburn

Director The Sherborne Market Ltd.

### **What our Traders say**

"I have been trading with Jules Bradburn and her team for 4 years now, starting in Sherborne in 2019, and I can honestly say that it is the most efficient, flexible and responsive team I have every worked with. I have been trading now for 12 years, both in the southwest and London (where I used to live), and I have not come across a market organiser who understands what traders need so well and appreciates them. Plus, their ability to engage and work with local organisations is impressive. My trading with this team in both Sherborne and Shaftesbury is gaining traction because Jules' vision is long term, and she understands that both traders and buyers need continuity and longevity. So, I now have returning customers who remember I am there (in the same pitch) and come back for more. The team's commitment to both the local buying community AND the traders is outstanding, and I would stick with them wherever they go".

Catherine Potter

"We started our business at The Sherborne Market in July 2020 and from this launch pad we are now regular traders at markets in Dorset and Wiltshire at least 5 days a week, as well as attending large shows and events.

Trading at Sherborne is always extremely well organised and promoted, and the communication pre, during and post the market is always excellent.

We have added the Shaftesbury market, at which our coffee van is also present, to our list of "must attend" events and the third Sunday of the month at Sherborne is always clearly marked in the calendar.

We have every confidence that any market organised and promoted by Jules and her team will be a huge success for all involved."

Tim Darby – Miggles

"We are now into our third-year trading at Sherborne Market, and it remains one of the best we do. The market is well organised and manages to create a professional yet relaxed & friendly atmosphere that attracts a consistently good footfall month after month. We look forward to continuing to work with Jules and her team for many years to come."

Marc Munden - Soi 5

### **What local businesses say**

"I've been a business owner on Cheap Street for twelve years now and can honestly say that The Sherborne Market is the best positive change we've seen in that time. From the first trial Market through to today we've seen at least a doubling of trade from our usual Sundays. The Market brings so many people to the town who explore not just the stalls but the local shops and food outlets. Jules is keen to involve everyone in the Market and makes sure all the businesses can trade outside their shops if they wish to before she allocates pitches to visiting traders. I and many other businesses would say that the Market has been a resounding success."

Kind regards

Jane

Jane Wood  
Director  
RGW Enterprises Ltd T/A Oliver's Coffee House  
Tel 01935 815005/07917 754757  
Email [jane@oliverscoffeeshouse.co.uk](mailto:jane@oliverscoffeeshouse.co.uk)

“Working with Jules and all the team at the independent market has been phenomenally successful not only for us, but for the town of Sherborne itself. The presence of the market, and the amount of traders that attend each event puts a real emphasis on how much a high Street can be enjoyed.

The diversity of producers and goods available, you just can't find on an Average High St., these days after decades of over-clogging with multinationals, banks and chain shops.

For many years, my business was very early on in the support and trading of and at farmers markets starting around 20 years ago, these were very good for the producers themselves - however the positive impact the independent market has had on the towns and the huge footfall and interest it generates, whether that be Sherborne or Shaftesbury even others run by different organizations in areas like Frome for example), is far greater. The Independent market, specifically Sherborne- is the one of the few examples that I have personally come across, of a regular sustainable event that has encouraged new people into the town on other days, helping them Discover exactly what town centres have to offer when given a chance. They actually contribute to a towns success and ability to flourish”

Steve Oxford Oxfords Bakery

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### **What our Town Councils say**

The Sherborne Market has showcased our historic Abbey Town and built working relationships with existing shops and The Town Council. The curated monthly markets benefitting over 190 stall holders and an ever-increasing footfall of 8-9 thousand visitors to each market. A community stall holder myself for the (Sherborne Community Land Trust) I can validate that the e-mails and the communications for both the stall holders and town council are efficient and effective.

Former Mayor (2022/23) Cllr Juliet Pentolfe

It has been a pleasure working with Jules to deliver the Shaftesbury Artisan Market. With minimal time to plan the first event in May, Jules acted with pace, professionalism, and determination to

bring the market experience to Shaftesbury. Jules has a fantastic network of amazing traders, handpicked for their quality products that are produced locally.

Her proactive communication on the build up to each event, during the market, with residents and visitors, and after each event is exceptional. She welcomes constructive feedback and a focus on continuous improvement. She tries her best to bring those more cynical stakeholders on board and always tries to unite all parties.

In summary Jules is an experienced, professional and knowledge market operator and we are thrilled to be working with her on our market trial.

Kind regards

Brie

Brie Logan

Town Clerk

For and on behalf of Shaftesbury Town Council

Main 01747 852420

Direct 01747 859342

Website [www.shaftesbury-tc.gov.uk](http://www.shaftesbury-tc.gov.uk)



## HAND PICKED & SELECTED ARTISAN MARKET

FEATURING

LOCAL PRODUCERS, SUPPLIERS, AMAZING FOOD, ARTS AND CRAFTS.



APRIL 16TH

SEPT 17TH

MAY 21ST

OCT 8TH

JUNE 18TH

NOV 19TH

JULY 16TH

DEC 17TH

AUG 20TH

*Flying the flag  
for local*



Follow us on social media,  
or visit our website for news  
[www.thesherbornemarket.com](http://www.thesherbornemarket.com)





## HAND PICKED & SELECTED ARTISAN MARKET

### FEATURING

LOCAL PRODUCERS, SUPPLIERS, AMAZING FOOD, ARTS AND CRAFTS.



**SATURDAY**  
MAY 13TH  
JUNE 10TH  
JULY 8TH

**SUNDAY**  
AUG 13TH  
SEPT 10TH  
NOV 26TH

Like and follow us for news on all events...



*Flying the flag  
for local*



**Shaftesbury**  
The High Point of Dorset







## MARKET KNOWLEDGE

DUNYA ELBOUNI, BAKLAVATY

### **Welcome to The Sherborne Market!**

#### **What brings you here?**

Thank you! We are a small family business bringing authentic homemade Middle Eastern and North African desserts to our local community in Somerset. It all started at Sherborne Market so it has a very special place in our hearts.

#### **Where have you travelled from?**

We are based in Yeovil, but our recipes are from my mother who was born and raised in Tripoli, Libya.

#### **Tell us about what you're selling**

We sell a variety of authentic, homemade baklava and other Middle Eastern desserts, from maamoul to basbousa. Our most popular product is our pistachio-flavoured baklava. We use only the best quality locally sourced ingredients to create this rich and mouth-watering dessert, freshly made at home with love.

#### **Where and when did it all begin?**

My family has always loved cooking and baking and it has been a way for us to bond and spend quality time

together! After lockdown we decided to share this love with our community, starting at Sherborne Market just over a year ago.

#### **What do you enjoy most about selling at markets?**

My mother and I are motivated by the happiness our desserts bring to our local community. It's incredibly satisfying to share the unique tasting experience of our traditional authentic desserts, especially with our repeat customers! We also love getting to know our customers, whom each come with their own stories and experiences with our culture. We love the positive energy our customers bring to our stall!

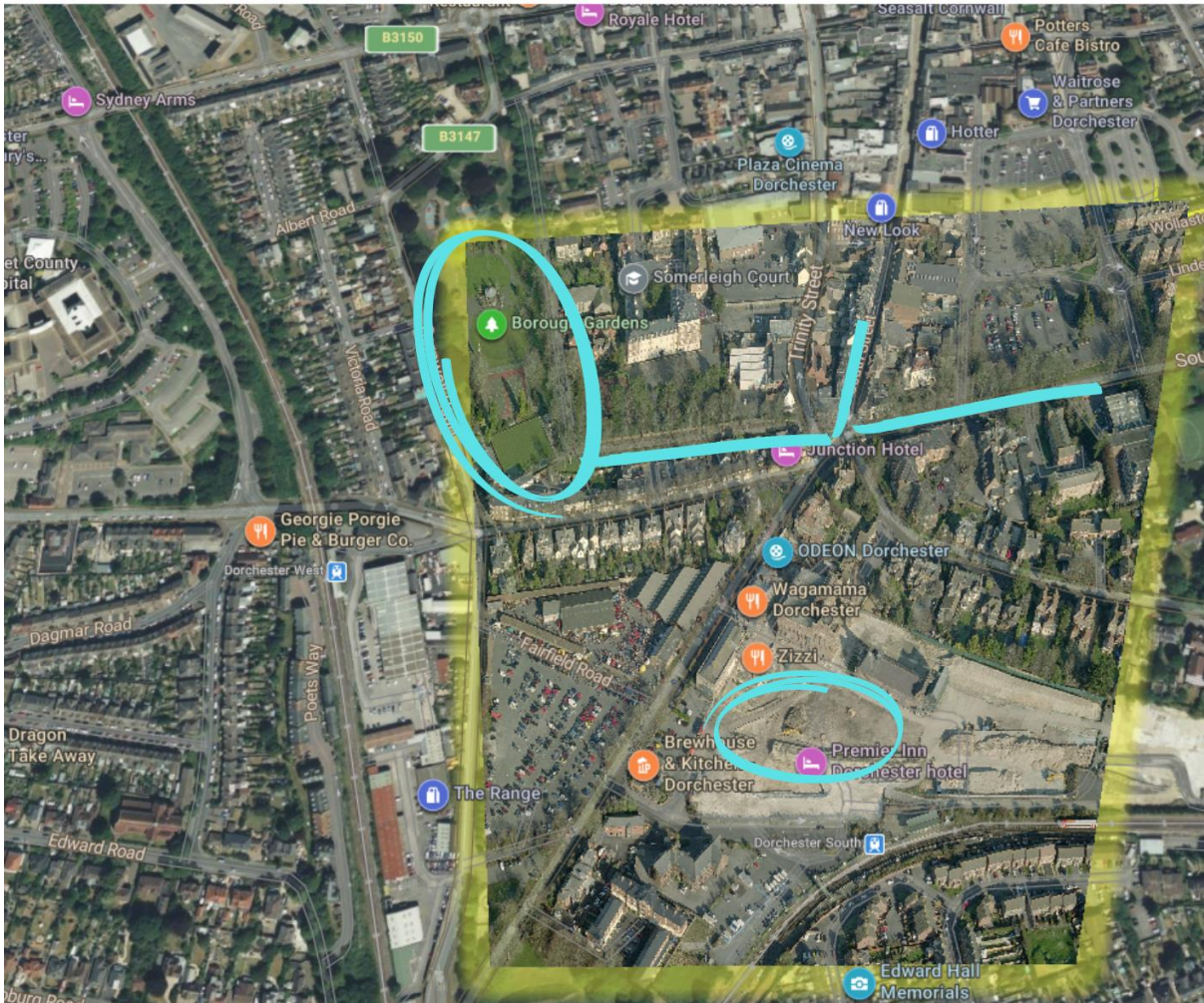
#### **If you get the chance, which fellow stallholders here at Sherborne would you like to visit?**

That's a tricky question as there are so many amazing stallholders at the market, each with unique talents and products to share. However, I am always mesmerised by the beautiful macrame by Knottsea.

#### **Where can people find you on market day?**

We're at the bottom of Cheap St, by The Cross Keys. ●

## Proposed Market Footprint



- Borough Gardens
- Bowling Alley Walk
- South Walks
- South Street (subject to Dorset Council approval)
- Brewery Square (subject to Brewery Square approval)

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

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