

The Dorchester Sunday Market Proposal

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.thesherbornemarket.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

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 in a similar style to www.thesherbornemarket.com – and – 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 22nd 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 28th

May 26th

June 23rd

July 28th

August 25th

September 22nd

October 27th

November 24th

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@oliverscoffeehouse.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

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



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





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SATURDAY
MAY 13TH
JUNE 10TH
JULY 8TH

SUNDAY
AUG 13TH
SEPT 10TH
NOV 26TH

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*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!

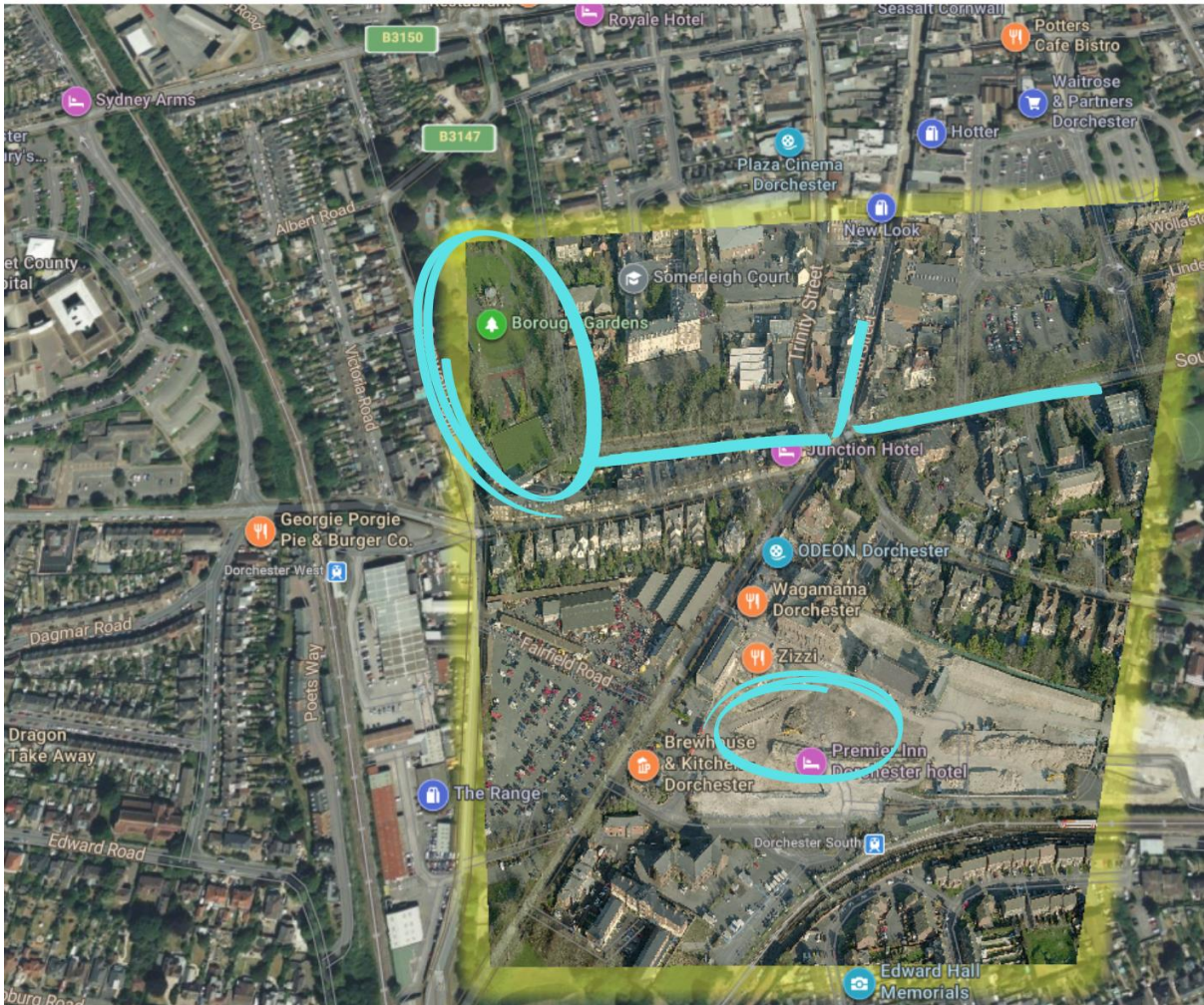
If you get the chance, which fellow stallholders here at Sherborne would you like to visit?

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)