

## **Dorchester Artisan Market Report**

The first two markets in April and May were well attended with over 10,000 visitors and over 100 traders at both events. For the first two markets we deliberately kept the market trader numbers low to ensure that the layout plan worked and there were no issues with access and egress for setting up the market and loading out at the end of the day.

We had traders in Borough Gardens, Bowling Alley Walk, West Walk, South Street, South Walks, Weymouth Avenue outside the Atrium and Maxgate, Eldrigde Street and into Brewery Square. Sadly, we were not able to use the full extent of Borough Gardens on both markets due to rainfall and soft ground so we were confined to the hard standing.

The layout of the market works well, so for the June Market we have increased trader numbers by 25% to check for further resilience. We will then increase trader numbers each month taking up the full extent of Pope Street, Drayhorse Yard and South Street to Barclays Bank and South Walks to the junction of Acland Road.

The market works well with the car boot sale with numerous visitors attending both events. We have surveyed a number of visitors and people are travelling from as far away as Bournemouth and Poole, many using the train to come to Dorchester. We checked the car parks during the market and so far, there has been sufficient parking for visitors. Our traders are currently parking at the County Hall staff car park, and we hope that this arrangement can continue as it releases valuable spaces for visitors to the town.

Feedback from visitors has been very positive, many like the layout of the market as they explore Dorchester and discover areas, they may not be familiar with, we have produced a map that is on the reverse of the flyers, and we have included a copy in the report. The maps have proven to be very useful; all the traders have flyers and maps so they can direct visitors if asked. Visitors like the mix and quality of the artisan traders, other feedback has been that the market brings a nice vibe to the town and the music in Borough Gardens has also been a success.

Feedback from the traders has been very positive, income for the traders is very good and traders are keen to book in for future markets and return.

Our plans going forward are to increase the number of traders incrementally until we reach capacity, we are putting music on in Brewery Square from June, the music in Borough Gardens will continue. From June onwards we are collaborating with Keep 106 who will have a pitch at the bottom of South Walks where they will live stream and play music and finally we will continue with Social Media expansion, our metrics are really good with 2205 visitors in the last 30 days to the website, and 9,873 hits, shares, likes on Facebook and Instagram in the last month.



## HAND PICKED & SELECTED ARTISAN MARKET

### FEATURING

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

Markets held between 10am - 3pm on the dates below.



APRIL 28TH

AUG 25TH

MAY 26TH

SEPT 22ND

JUNE 23RD

OCT 27TH

JULY 28TH

NOV 24TH

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



Follow us on social media,  
or visit our website for news

[dorsetartisanmarkets.com/dorchester](http://dorsetartisanmarkets.com/dorchester)



