

Christmas Artisan Market in Trefriw Village Hall

Purpose

1. This paper summarises a conversation between myself, Cllr Kelly, and Kirsty Merrell-Daily and Jayne Neal at Llanfairfechan Town Council (LTC) on 6 June 2022 about their regular artisan market. It proposes a way forward for TCC should we agree to trial bringing an artisan market to Trefriw.

Council is asked to consider the proposed trial model for Trefriw (subject to any changes made at our June meeting) and, if agreed, to support the next steps as outlined.

Background

2. I visited LTC artisan market on 24 April 2022. It is held monthly in their community hall and is attended by artisans from across north west Wales. The quality of products on offer was high, having been made by semi / professional producers. I feel there is a market for this type of event to be held periodically in Trefriw as this is not currently on offer here or in Llanrwst. The nearest is Betws artisan market which is a drive / bus ride away whereas an event in Trefriw would be within walking / cycling distance for many residents of Trefriw and Llanrwst. The benefits to Trefriw and TCC would be:

- get the hall in use and potentially attract further bookings from attendees
- showcase local artisans and therefore support our local economic recovery post-Covid
- bring our community together through the event
- opportunity for informal engagement between residents and TCC / C Cllr

LTC artisan market model

3. LTC artisan market was set up in November 2021 to realise the benefits stated above for Llanfairfechan. Their model is detailed below:

a. Stalls

- i) monthly market in the community hall (12-4pm on Sundays with set up/down 10-12am and 4-6pm). Number of stalls varies from 24-36, with a steady average of about 30. Stall holders must be present between 12-4pm - no late arrival or early departure - and are expected to carry appropriate spare stock in case of sell out
- ii) focus chiefly on artisan makers (ceramicists, jewellers, luxury bathroom products, distillers etc) supplemented by a limited number of food stalls (cakes, condiments etc). The number of food stall have been deliberately kept low to avoid a 'cake sale' type event
- iii) LTC and one nominated local charity (rotating) use a side room as an opportunity to consult with residents and raise funds through donations/raffles etc

b. Logistics

- i. all artisans must pre-register for each market and provide proof of public liability insurance (PLI) (and food hygiene rating if applicable)
- ii. LTC keeps a waiting list of back up artisans in case of cancellations. Zero tolerance to unexplained no shows. Artisans can register for all or just some of the markets - this helps to keep things fresh as there are a few different products at each event
- iii. Llanfairfechan community hall does not have a car park. Artisans are given specific slots during set up time to unload their wares then park before returning to the hall to set up on their tables. LTC employee manages the drop off/registration on the day
- iv. LTC provide a free tea/coffee to each artisan, plus a table and chair. Artisans must provide a suitable table covering and any further display equipment (e.g. tiered stands etc)
- v. Table layout is set by LTC to ensure a good mix of products across the hall - e.g. not all food / drinks bunched in one corner
- vi. Walkways must be wide enough for wheel/push chairs and walking aids, and kept clear at all times
- vii. LTC do not permit dogs at their market owing to food hygiene requirements / breakables

c. Funding and licensing

- i) Artisans are not charged any fee by LTC, though donations are sought to the Mayor's charity in lieu. Average donation from stall holders is £5 (x30 stalls = £150)
- ii) LTC pay the community hall a £3000 grant each year and in return get to use it for the artisan market free of any rent / utility charges
- iii) LTC pay Kirsty to manage the markets. I understand this has been funded through a Transforming Towns grant via the CCBC Rural Development Team. This grant also pays for the extra LTC employee hours needed to manage the registration/drop off by artisans on market days and has also funded flags and banners to advertise markets.
- iv) LTC propose to begin charging stall holders £10 once the grant funding runs out. This has been socialised already and received a warm reception from artisans. LTC feel this is because they have built strong working relationships from the outset by being flexible (not every artisan can/wants to attend each market), not charging a fee whilst the market was being established, and the regular proven footfall at the market makes it attractive to the artisans (a free cuppa also helps!)
- v) LTC pays for a Temporary Events Notice (TEN) license for each market so that artisans can legally sell their alcoholic wares to customers. The license costs £21 each time; specific premises can apply (via CCBC) for up to 20 licenses each year. Doing this for the market as a whole means individual artisans don't have to apply for their own TEN license which obviously adds to their own costs and could put them off attending the market. The limit of 20 TEN license a year would not impact on individuals wanting to hire the hall, e.g. for a wedding reception, as they would apply for their own TEN license for their event.
- vi) As mentioned above, all stall holders are required to have their own PLI certificate, and food hygiene rating if applicable.

d. Marketing

- i) LTC manage specific Facebook and Instagram accounts to recruit artisans and advertise and promote the markets. They also do analogue marketing - e.g. banners, flags and posters around the local community. This requires significant and ongoing effort to maintain interest from both artisans and customers.

Proposed trial model for Trefriw

4. Based on the LTC model the following is proposed for TCC to organise a trial event:

- a. Funding and licensing: no hire costs for the village hall for TCC as this would be a council event. Donations sought from stall holders to cover the heating / lighting costs in the hall. Circa 20 stall holders @ minimum £5 each = £100. TCC to pay for TEN license. The market is not intended to be a profit making event. *[Note I've not measured the space in the hall so unsure if 20 stalls is the appropriate number].*
- b. Marketing: mix of social media and analogue advertising as per LTC model
- c. Logistics: adopt LTC registration and drop off /pick up system for artisans on market days. Set out tables and layout to ensure a diverse mix of stalls across the hall. Clear signage to Gower Road parking;
- d. Refreshments: offer a free tea or coffee to stall holders as a way of building relationships and goodwill. Consider offering refreshments to customers in return for donations to help recover utility costs;
- e. Consultation opportunity: consider using small meeting room for informal TCC consultation with residents attending the market. Consider offering the same to C Cllr Liz Roberts;
- f. Staffing: up to 4 TCC Cllrs required: one to manage the registration and drop-off by artisans (and pick up at day's end) and be a 'floor walker' on the day to deal with any issues or concerns; two to set out the hall and then provide refreshments as above; one for informal consultation role if required.
- g. Review lessons learned and successes from the spring event to evaluate scope for future events. This may also include scoping appropriate grant funding avenues.

Next steps

5. July / August 2022

- a. Plan for a spring 2023 artisan market to give sufficient time to plan and prepare the event to set it up for success. Plan around existing market dates; propose Sunday 12-4pm to ensure good footfall and buzz in a compact session;
- b. Use existing LTC contacts and build new ones to identify suitable artisans and scope the level of interest. This will include engaging with the organisers and participants of the market being run by a local resident in July 2022 to build on this and garner interest in a spring event. Note we are not seeking to compete with the Handmade Hub at Dolgarrog, rather to reach other artisans offering different and professional standard products;

6. September TCC meeting

- a. Go / no go decision about whether to pursue a TCC-organised artisan market in spring 2023.

7. September to February

- a. Planning and preparation for a trial artisan market in Trefriw in March or April.

Cllr Jasmine Kelly

Trefriw Community Council

8 June 2022