

Swanage Market

For 2019, Swanage Market will operate every Friday from Easter through to 25th October.

The market provides an important function for Swanage and helps to meet the needs of both visitors and residents. However, in the last few years the market has followed a national trend which is resulting in lower visitor numbers.

It is therefore important that consideration is given to ways to increase the number of visitors. For 2019 the following three amendments have been inserted into the contractor's license to operate the market:

- 1) An artisan market to be incorporated as part of the Friday market, with those who have participated as 'Artisans on the Beach' receiving a 50% discount on pitch fees.
- 2) To continue to provide for local business to receive a 50% discount, this to include the Chamber of Trade so that they could hold a stall to promote local businesses.
- 3) Representatives of local charities to be offered a first week free and then a discount of 50% on pitch fees.

Increased promotion will be undertaken by the Swanage Information Centre using Facebook and various other advertising mechanisms.

The Town Council has also reserved the right to hold occasional one-off markets on another day of the week such as a 'youth market' or 'farmers' market'.

Action required:

The Tourism Committee is asked to consider ways that might help the town promote its market and how other one-off markets might work.

The Committee is also asked to consider ideas for the management of the market from 2020 onwards.

Culvin Milmer
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March 2019