

Arundel Farmers Market - Working group update

by Cllr Michelle Scott

26th Mar 2021

March 2021 market report:

The March Farmers Market took place in lockdown restrictions as an essentials only market. To reduce the number of visitors advertising the event was restricted and focus was on local community communication via the ACN newsletter, organic social media and local community FaceBook pages.

A full High Street road closure allowed for maximum space for shoppers. Following learnings from our December market and with the agreement of ADC Environmental Health Team it was decided not to operate a pedestrian "One Way" system because it was found to be confusing and the pedestrian zone allowed enough space for social distancing. This new approach worked well.

A series of Covid-19 precautionary measures continued as in past markets with marshals, the provision of hand sanitiser and facemasks for the public.

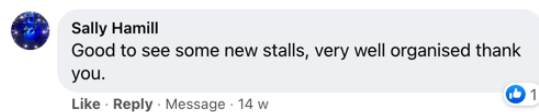
Arun District Council also provided 2 Covid Officers on the day to assist and advise.

New road closure signage was trialled and felt to be improved. We are in liaison with ADC and WSCC Highways to make further improvements for the next market.

On market day I held an onsite meeting with Chamber of Commerce committee members to look at opportunities for local hospitality business at the market. A number of next steps that were taken away that will help evolve the market strategy.

We continue to receive lots of positive feedback from our customers, marshals and stallholder both on the day and via social media (see below).

Examples of Facebook feedback for the March Market:



April 2021 market plan:

On the Government roadmap out of lockdown, essential shops and outside hospitality reopen on the 12th April. Therefore the April market will be a normal Farmers Market located in the High Street with a full road closure to provide a safe area and allow for shopping and social distancing. As in previous markets, safety measures will be in place will be in in terms of market layout, marshals, hand sanitiser stations and stallholder Covid Safety compliance.