

# Case Study

## Sutton Bonnington

When asked to identify any challenges they have faced, the group did suggest that official 'red tape' can sometimes be frustrating. This can be overcome with good advance planning to ensure that required paperwork is completed well in advance. Stalls are charged a nominal fee of around £20 to £30 and all of the money that is generated goes back into the market to buy things such as signage. Recently the group used some of their money to get an electricity point installed outside to ensure that there was an accessible supply of power for stallholders.

The market has great links with the local community in Sutton Bonnington and is well attended by members of the public and local primary school. The organisers are keen to stress the importance of outside support and feel that this link to the local community is imperative to ensuring that the market continues to thrive. It is because so many locals buy the high value products, that stallholders are happy to keep coming back. Campus car parks are free to the public on market day and good signage ensures that visitors are able to find the market easily. They offer membership to the Farmers' Market Society at £3 a year for students and £8 for members of the public. Membership offers a range of benefits including discounts on market day, brewery tours, wine tasting, cooking classes, a hessian bag and even access to a German Christmas Market trip in Cologne.

So what is the key to the continued success of market? The group says there are four key points to consider – getting the right location on campus; getting the right mix of stalls to ensure that there is a good balance of products; engaging with university staff and students to ensure the market runs smoothly; and finally, engaging with the local community so that the market becomes a well-loved community event.

