

Forest Hill 2012/13 Assembly Fund Project Form



SECTION A: Overview

Which assembly is this project for?

Forest Hill Assembly

Project Title: Use this space to provide a short, but descriptive, title of your project.

Monthly Market in Forest Hill Town Centre

Delivery organisation & contact details:

Organisation	Forest Hill Society
Contact person	Michael Abrahams
Telephone	
Address	
Email address	

SECTION B: Project Description

Use this space to describe the project and, most importantly, what it will achieve.

The Forest Hill Food Market is an occasional market run on a monthly basis which will aim to connect local food producers and retailers with customers in the local area.

Traders are encouraged to make a permanent home in the empty shops in the town centre, as has already been demonstrated by one of the traders during our trial market project in 2012.

Traders will be specifically invited who are not directly competing with established shops in the high street, although some will be complementary to existing businesses.

The market will bring more people to the town centre, supporting local businesses and encouraging further visits even when the market is not operating. The plan is to make Forest Hill a destination for shopping, eating, and entertainment.

We are asking the local assembly to provide the amount charged by the local council for the licensing of the market, approximately £300 per market, and we aim to run 10-12 per year. By covering this major cost of operating the market the costs for traders can be kept at a reasonable level and the income generated by their fees can be used for publicity. Any profit would be ploughed back into improving the facilities for traders at the market (good quality and easy assembly gazebos, electrical generators, etc) Traders would still need to pay a fee to the council for their licences, as well as to the Forest Hill Society for the management of the market, but it is the fees the council wish to impose on the Society that would make the market non-viable if not supported by the ward assembly.

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Which assembly priority and action does the project address? The assembly priorities and action plan are available from the assembly coordinator.

Town Centre regeneration & revitalization

Who will be involved in your project? Use this space to provide some information. Will your project involve local residents, Council officers, other partners? Do you need any external expertise to help you run your project? Think about the different ways in which people will be involved in your project.

This project will be led by the Forest Hill Society with the assistance of the market manager from the Portas Pilot town team. Volunteers from the Forest Hill Society will help to set up and run the market and identify appropriate traders for the markets. The Forest Hill Traders Association together with the Forest Hill Society will work to convert traders to permanent businesses if there is a sustainable business case.

SECTION C: Project Resources

How much will the project cost? Use this space to provide details on how much money you need to run the project. Please be as detailed as you can. If you don't know precise figures, please estimate, but indicate where you have done this. Please also note that expenditure and income must be the same, if this is not the case please speak with the local assemblies team.

Expenditure			
Street Trading licenses from Lewisham Council			£3,000
Cost of publicity including leaflets to schools, leaflets handed out at the station, posters for shop windows, and banners across the road			£2,000
Cost of equipment including generator, gazebos, tables			£2,000
Cost of hiring the station forecourt			0
Total Project Expenditure			£7,000
Income			
Assembly Fund requirement			£2,000
Other Council funding (please specify)			
Traders payment for stalls to Forest Hill Society			£4,000
Other funding (please specify)	Applied for	Confirmed	
If no other funding is forthcoming we will not be able to run the market for the full year or will have to pass on full costs to stallholders.			
Total Project Income			£6,000

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SECTION D: Project Delivery

How will you go about delivering this project? Who will be helping you to run it? Are you relying on specialist knowledge or skills, such as an expert in construction? Use this space to tell us who is responsible for the different phases of the project.

Project Management Team

Please provide details of the key people who will be delivering this project.

Name	Contact Number	Email address
Richard Hibbert		

Key stages in delivering the project

The project must be completed by the end of November 2013. Please indicate when the project will start and end, and key stages in between.

Action	Lead Person	Deadline
Identifying potential stall holders	Richard Hibbert and the Market Manager	
Recruiting stall holders	Market Manager	1 week prior to each market
Setting up market pitches	Market Manager	10am
Ensuring safety and smooth running of the market	Market Manager	10am-2pm

SECTION E: Impact

Use this section to describe the impact that the project will have on other people within the ward. Think about whether it will help a particular community. Does your project particularly impact on, for example, disabled people, children or older people?

The market will be for everybody, it will provide food at a variety of price points (although we cannot expect to always compete with supermarkets on price). The position of the market makes it convenient for all in the community, including those travelling by public transport or car (two large free car parks are in close proximity).

SECTION F: Risks

Think about what some of the risks associated with the project and what will be done to minimise their impact. If you're planning an outdoor event, for example, what would happen if it rained?

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Markets can operate in the rain and gazebos will protect against all but the worst weather. In the event of torrential rain or snow we would likely close the market and would look to minimise costs associated with such a decision.

SECTION G: Evaluation

How will we know if the project has been a success? Use this space to outline what success will look like. For example, for a children's playground success might be lots of children using it on a daily basis and good feedback from parents and other members of the community.

Markets will be run monthly, so the success will be able to be measured every month. A simple measure of success would be the total revenue generated by the traders at the market. Another measure of success would be how busy the market is (although this is easiest to measure in revenue terms). Our final measure of success will be the conversion rate from traders to permanent businesses on the high street – an objective that is not shared by most markets.