



Lyttelton Farmers Market September 2005



Lyttelton Farmers Market Evaluation and Review

The Lyttelton Farmers Market began on September 3rd 2005. Project Port Lyttelton, the Lyttelton Business Association and Duncan Wilcox, a resident with a passion for food, jointly organize the event. The team comprises Margaret Jefferies, Rebecca Toon, Wendy Everingham and Sue-Ellen Sandilands.

Our Farmers Market aims to bring fresh produce to Lyttelton that is grown or value added by the producer.

WHY WE WANTED A MARKET

There are several reasons why we wanted this market to commence:

- To bring back the joy of shopping for real food
- To encourage more residents to shop locally
- To create a better sense of community. What better place to meet your neighbours than the market square.
- To purchase food that was high quality and free from chemicals
- To create an outlet for our community garden supplies
- Have a regular reason for people to come to Lyttelton to boost the economic performance of our local shopping area
- To provide a stable income source for Project Port Lyttelton
- To encourage more people to think about seasonality
- To get people to think about how they shop, food miles, plastic bags etc.
- To develop Lyttelton as a niche food area
- To steer Lyttelton in a more sustainable direction
- To be able to fill a niche gap in the market place
- To give Lyttelton another reason to feel good about its self

HOW IT OPERATES

The Market will be run every Saturday and is held in the local supermarket car park. Operating times are 10am to 1pm. We want stallholders to have an intense period of activity. Time is precious and we may not get growers and producers to attend if they have to be there for the entire day.

Best practice Farmers Market guidelines suggest that the markets are best run by a non-profit community group. Project Port Lyttelton was selected for this reason however they do get support from the local Business Association.

The team who helped set up the market, liaises with growers, collects stall holder fees, organised music, and run an information booth selling market souvenirs and Project Port Lyttelton merchandise.

OUR TARGET MARKETS

The market is targeting several markets.

- Local Lyttelton people
- Nearby harbours and bays – Corsair, Cass, Governors Bay, Rapaki, Diamond Harbour
- Nearby Port Hill communities – Heathcote, Redcliffs, Sumner
- Visitors
- Others from the Christchurch region

The target markets are listed in order of preference.

OBJECTIVES

Economic:

- **The market can break even or make a profit for Project Port Lyttelton**
- **Stallholders make significant returns to encourage them to participate all the time**
- **The local supermarket does well out of increased trade**
- **Other local businesses have improved takings**

Social:

- **Local people support the market and congregate and chat**
- **A sense of community is created**

Environmental:

- **Locals walk to the market**
- **People purchase food that is grown locally**
- **People travel less for shopping**

1. Were we successful?

Success was measured in several ways:

Turn Out. For a very wet cold day the market was filled with people.

Our target markets were reached. Surveys indicated that the majority of people came from Lyttelton, then from around the bays and Port Hills. This was exactly the market we had hoped to capture. Please note the survey numbers were very small. The rain made it very difficult to record the data. Everything was wet. We ended up mostly just speaking to people.

Quality of the Market

Stalls were of a very high standard. The food quality was really good. We have stallholders ringing to become part of the market.

Local People Involved

The entire project was lead by local people and the highest proportion of people attending the market were from Lyttelton. People commented how nice it was to meet their neighbours. Another comment was, now that people don't meet at church anymore this was a great substitute.

Relationships Developed

New ties have been established with many local food producers. The feedback from the vendors was extremely positive.

Successful outcomes for Business Owners

We undertook a business survey soon after the event and asked London Street businesses a series of questions. Nearly every business in the street had improved turnover during the Saturday morning. Cafes had to hire more staff; the supermarket was extremely busy with takings approaching the successful summer street market day.

Stallholders were also very successful. Most owners ran out of produce before the end of trading. Once skeptical vendors are queuing to have a stall.

It was critical to us that the Supermarket did really well. Popular belief has it that supermarkets and Farmers Markets are in direct competition with one another. Many supermarkets would be resistant to the concept of actively working with a market. Lyttelton Supervalu are pioneers in New Zealand and need to be congratulated. They gave up their own car park for the market and in return the foot traffic through their shop increased significantly. Sales for them were way above normal with many high-ticket items like wine being sold.

Activities that generate high foot traffic are proven winners for local businesses.

Successful outcomes for Project Port Lyttelton

We will now have a steady stream of income to support our projects. Stallholder fees coupled with income streams from merchandise will enable our organisation to become more self-reliant.

This event also allows us to connect better with our community. Different members of the community are coming to experience this event.

We are improving the sustainability of the township. Local shopping of local produce saves on food miles. Walking to the market saves on petrol, selling material bags reduces the need for plastic bags.

On all fronts we are performing very well.

Successful outcomes for the Business Association

Lyttelton is becoming known for interesting and high quality events. This will attract more people to visit and spend money in the township.

Many of the Business Association members in London Street and Norwich Quay experienced improved takings on the Saturday morning.

The Business Association is seen to be a great facilitator for new things in Lyttelton.

2. What Can We Improve?

The main thing will be just setting up and taking down things more efficiently and to make the area more attractive. Some seating near the coffee area would be good and maybe a permanent banner in the car park indicating that the market is there every Saturday.

3. Sponsorship

Sponsorship

Small amounts of sponsorship were received from local business. All the posters and photocopied material were supplied free of charge by Workboats. Im-Press Promotions heavily subsidized our shopping bags and tee shirts. The local supermarket paid for some leaflets. The Council waived all fees for the Resource Consent and licenses.

4. Media Profile

See attached media listing

5. Financial Impact

We have only operated for one week. For the first week we received income from 13 stalls. This should only increase as more enquiries are made about selling food at the market. Whilst we have made a small loss in the first weeks trading there is the potential for stall income to grow to \$400 per week, and this will be supplemented with merchandise sales. Once we have bought a tent, seats and a few other bits and pieces we should be in a position to make money from the market.

Sales	1018.85
Grant BPDC	300
Stall holder fees	260
Income	1578.85
Expenditure	
Advertising	124
Banner	50
Signage	0
Singer	220
Tee Shirts	275.18
Bags	1100.7
Food inspections	
Tent	
Total Expenses	1769.88
Surplus/Deficit	-191.03