

Title of Report: Strabane Market	Officer Presenting: Head of Business Author: Markets Development Officer
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1 Purpose of Report/Recommendations

- 1.1 To update members on the progress in the development of a Market Trading Offering in Strabane Town.

2 Background

- 2.1 Following the success of the redevelopment of the Walled City Market, Council set out to test the development of a market offering in Strabane Town and subsequently a market was established by DCSDC in April 2017 in Strabane Town. While the former Strabane District Council did not directly manage a monthly market, there had been a weekly Farmers Market in town, traditionally on a Friday. Strabane has always been known as a Market town attracting in traders, shoppers and visitors from across the NW Region and in particular the Rural Areas.
- 2.2 Strabane Town has had a long held reputation as being a being a great location for retail and in particular independent traders. Indeed, vacancy rates within Strabane Town have seen a reduction over recent years. Council's Business Team have devoted resources in an effort to support the local Business Community. Various business support activities have been delivered including Business Boost, Go For It, the NW Global Export Programme, Enterprise Week, extension of the Public WiFi scheme and the upgrade in speed and reliability on the network. Indeed from a broader economic development perspective, there have been excess of 450 new jobs announced within the Strabane Town over the last numbers of years as follows:
 - May 2018 KES Group (HQ in Omagh) announced 18 x jobs with the construction of a state of the art manufacturing facility at Strabane Business Park
 - Feb 2018 O'Neill's announced an additional 170 x jobs with expansion of Strabane site. (The same rural based company announced 40 x new jobs with the opening of their City Centre Retail store).

- Dec 2017 FabPlus (Strabane Based) announced 83 x jobs with a £7m expansion and the doubling of its workforce bring total employment at the firm to 138 people.
- Oct 2017 Dragon Brand Foods (Strabane Based) 4 x jobs with investment of over half a million in, innovation and a new factory with the support of Invest Northern Ireland.
- Mar 2017 STS (Strabane Training Services) 20 x new jobs and expand its operations with the opening of a new crèche at STS's Ballycolman Road premises.
- Nov 2016 Meritcom 8 x jobs as part of a £376,981 investment to help drive sales in Britain and the Republic. The roles include six technical positions along with one in sales and one in finance and administration.
- Oct 2016 Boran Mopack 10 x new jobs invested £2.4million to position the business for further export growth.
- Nov 2015 LeckPatrick (now Lakeland Dairies) 15 x jobs and £30m investment into its Artigarvan plant to position the firm at the forefront of the developing market for advanced dairy technology.
- Oct 2015 Home Bargains 70 x new jobs with opening of new store at Longs site on Melmount Road.
- Sep 2015 Glen Fresh Foods Ltd 20 x new jobs (Dublin Road Industrial Estate)
- May 2015 McColgan's Quality Foods Ltd 43 x jobs with an investment of over £7.3million.

2.3 Against this backdrop and responding to encouraging developments in terms of job creation and enhanced commitment from key local employers such as O'Neill's, FryLite, Allstate and McColgan's among others, Officers began a recruitment campaign for traders to take part in a monthly market in Strabane Town to take place on the traditional market day of a Friday.

3 Key Issues

3.1 The Strabane Market commenced in Alley Theatre court yard in April 2017. The Alley Courtyard was chosen due to its proximity to an abundance of free car parking at the Canal Basin and its convenient location adjacent to the main shopping streets within Strabane’s commercial core. Following a year of trading and consultation with traders, the decision was taken to relocate to Butcher Street Car Park in April 2018.

Butcher Street Car Park is a larger site to allow more traders & mobile units/trailers.

3.2 The following promotional activities take place in order to support the Strabane Market:

2018	2019
Entertainment:	Entertainment:
Live Music	Live Music
Face-painter	
Radio:	Radio advert will be scheduled for non-event markets - TBC
Q Radio	
Highland Radio	
Newspapers (dependent on print run & date of market):	Bus Adverts (joint advert)
Strabane Weekly	Newspapers (dependent on print run & date of market)
Tyrone Constitution / Tyrone Courier	
North West Herold	
Strabane Post	
Ulster Tatler (joint advert)	
AA Road Signs	AA Road Signs
Leaflet & Poster Distribution	Leaflet & Poster Distribution
Photographer (for stock photos)	Photographer (for stock photos)
Facebook – Sponsored posts	Facebook – Sponsored posts
Bill Boards	

Big Digital Screen	
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3.3 Trader Participation

Strabane Market – Number of traders	Alley Theatre	Butcher Street Car Park
	2017	2018
April	12	13
May	This market moved to coincide with Summer Jamm	12
June	13	11
July	13	7
Aug	12	7
Sept	9	10
Oct	8	8
Nov	9	This market moved to coincide with xmas light switch on date
Feb	0 market pulled due to lack of traders	6
Mar	0 market pulled due to lack of traders	7
Additional Trading Opportunity		
June	12	3
(Summer Jamm)	Alley Court Yard	SCORE site only
Nov	9	10
(xmas switch on)	Alley Court Yard	Alley Court Yard
Dec	10	8
(Xmas Fayre)	Town Centre	Town Centre

3.4 Further consultation took place in January 2019 whereby a questionnaire was sent to 36 traders seeking their views on potentially relocating & changing the day of the Strabane Market – 5 replied (at the time there were 16 permanent Strabane traders). There comments included the following:

- Some traders trade at other markets so change of day would not suit
- 1 trader suggested Asda car park
- Concerns were expressed regarding holding a market in a car park while still in use for parking as this can cause operational issues
- Concerns that the public do not always follow safety signs and have on occasions ignored road closures and temporary barriers.

3.5 Market Trading for 2019/20 is set out below:

Day	Date	Event	Trading Hours
Friday	26 April 2019		11am – 5pm
Saturday	15 June 2019	Summer Jamm	11am – 5pm Score: 6pm – 11pm
Friday	30 August 2019		11am – 5pm
Date TBC	Date TBC ?? October 2019	Halloween If on 31st LIMITIED STALLS	
Saturday	23 November 2019	Xmas Light Switch On	
Date TBC	01 or 08 December 2019	Strabane Xmas Fayre	
Tuesday	17 March 2020	St. Patrick’s Day	

4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications

4.1 The Budget for the delivery of the Strabane Market is met within existing Business Budgets.

5 Recommendations

5.1 That members notes the contents of the report.