



Sharlow Vale Market Statement – 28 April 2023

About Us

Sharlow Vale Market (SVM) is operated by members of Sharlow Vale Community Association (SVCA).

SVCA is a not-for-profit organisation comprising of a small group of residents, business owners and associate members connected to the Sharlow Vale area.

Local businesses always have the opportunity of giving feedback and know that we are accessible for discussion; however, this statement is in response to comments posted on social media following the market held on 16th April 2023.

We always try to work closely with the community to enable this very popular event, but SVCA has insufficient resources to closely monitor social media platforms outside of our own domains. There is an option to provide feedback on the SVM (SVCA) website: - [Contact - Sharlowvale Community Association : Sharlowvale Community Association \(sharrowvalemarket.co.uk\)](https://sharrowvalemarket.co.uk) or send us a message through our Facebook page [Sharlow Vale Market | Sheffield | Facebook](#). Please note that these are managed by a handful of volunteers, not a marketing team, so we may not be able to respond straightaway.

The market is run entirely by volunteers and we are always on the lookout for new people to get involved. We wish to encourage anyone, whether resident or business representative, who would like to find out more or contribute to the organisation and running of the market to come along to one of the regular informal SVCA meetings. These are usually held at The Well, 603 Ecclesall Road on the last Thursday of the month at 7pm but please message us for more details as dates/venue can vary.

It is noteworthy that a market-specific public meeting was held on 27th June 2022 aiming to attract new volunteers and to discuss ways of operating more effectively. Unfortunately, despite being widely advertised no-one from the business community attended nor sent comments in advance; however, some of those residents who attended now volunteer with the set-up of the market which is greatly appreciated.

Impact on Shops

SVM is not aware of any businesses [usually open on Sundays] reporting an overall negative impact on their trade and over the years, we believe that every effort has been made to accommodate their wishes if they deem it so. In addition, we do not know of any businesses purposely closing because of market day unless they have commitments elsewhere. Many businesses already opt to close on Sundays whereas some choose to open on market days especially. However, it is proposed that SVM will ask for an independent impact assessment to be carried out and SVCA shall follow-up any findings.

The fundamental aim of the market is to hold a community event that supports independent trade whilst being a fun day with entertainment and plenty of interesting products on display. We do not believe the market would achieve this by simply extending all existing businesses onto the street; though we do offer stall space to shops before allocating any other pitches. However, doing this widescale would be detrimental to the variety that people visit for.

Market organisers endeavour to avoid directly conflicting with the products of local businesses in the placement of stalls, but they also need to consider the needs of the stallholder, logistical, physical and other limitations that occur such as parked cars (despite road closure notices being displayed well in advance).

SVM does not prevent local traders from showcasing their produce at any other times of the year. Our market has attracted tens of thousands of people to Sharrow Vale from far and wide, since its humble beginnings as a few stalls in 2009. This provides exposure to the wonderful range of businesses that the Sharrow Vale and surrounding area boasts. Indeed, feedback from one local business with a stall states, *"Sunday worked exceptionally well as we chose to showcase products and services local people might not know we can offer..."*.

Charges & Running Costs

We believe SVM stall fees are competitive and reasonable, ranging from £40 to £80 per stall depending on what they sell. On market days, the highways and pavements within the SVM plan are authorised by Sheffield City Council for specific use by SVCA to host a market. Regarding business requests for space outside their premises to trade; shops always have first refusal, yet there are always more applications for stalls received than can be accommodated, meaning that pitches could be allocated several times over. It is for this reason we feel it is important to be consistent with charges. Two charity stalls per market are let for free. Notwithstanding the above, SVCA will give further consideration to stall fees during the next review of the pricing structure.

SVM involves an enormous amount of work, and it is an expensive operation to run. The list here is not exhaustive but the costs incurred include:- highway/parking suspension costs, insurance, premises & market licenses, waste disposal, toilet facilities, marketing/printing, safety equipment, signage, fuel, equipment storage fees, music & entertainment licenses, band fees, maintenance, training, cleaning supplies, transportation of associated infrastructure, etc.

None of the volunteers receive any payment for their efforts, apart from a beverage tab at a local café (not a cart) on market days. Hundreds of hours of unpaid work go into each & every one of the markets, which commences months in advance.

Feedback from a shop owner who pays for a pitch outside their premises also states that [they] *"are very fortunate that the market suits our trade very well."* We believe this feedback also reflects the overall business community open for trade on market days.

There are over 100 businesses in the area and unfortunately, despite our best efforts, large events such as SVM cannot please everybody all of the time.

Site Plan & Stall Positioning

There is a limited timeframe in which stallholders need to arrive and set up before the road is officially closed to traffic. The majority of stalls are positioned on the one-way section of SVRd, where you will see many of the hot food stalls, some of which require generators. In terms of suggestions made regarding the site plan, a significant consideration is that of safety.

If emergency access is required to the market/surrounding buildings, there would be insufficient access space for those vehicles if stalls were to be placed back-to-back centrally, i.e. the pavements have obstructions such as litter bins, road signs, parking meters, lamp columns, etc. We already have great difficulty with parked cars on market days which would compound this. A great deal of trial and error in

assigning stalls has been incorporated over the years and this is constantly evolving to balance the needs of everyone involved.

It was observed that there were [three] coffee stalls trading. The cafés open on market day are already very busy and we believe that having a small number of additional refreshment stalls across a large site to serve the masses is not unreasonable. Another observation made was that a particular stall was selling products similar to the shop it was outside of; that stall did indeed belong to the shop and the organisers were aware of this, but the public maybe not so at first glance. A concern was also raised over a van/trailer overshadowing a shop. We do our best to avoid such instances and will take this into consideration for the future. We are not always aware of the exact specifications of new traders to SVM until the day.

Fundraising

Monies from the market are used to buy/replace market equipment, provide or subsidise activities for children at the market, maintain the local environment and to support other SVCA projects & others' good causes in the area. Here are a few examples:- we maintain the local 'pocket park' just off Hickmott Road and the numerous planters in the area; undertake monthly litter picks; SVCA helps to fund the consumable costs of the defibrillator next to the school and we have contributed to their pollution-limiting ivy wall among other initiatives.

In 2019, SVCA spent around £13,500 for festive lighting to enhance our district shopping area and a switch-on event for the community to enjoy. The Covid19 lockdown affected the ability to hold usual markets thus our income was insufficient to continue this but hopefully we will look at this again in the future.

Last winter, eleven new street trees were planted along SVRd with £3,750 raised by SVCA volunteers towards these. This month a new legacy street trees Crowdfunder has also been launched, with more money from market/SVCA funds going towards the next batch of trees this coming winter. Feel free to donate to this via: https://localgiving.org/appeal/SharlowVale_street-trees/.

SVCA also donates to a range of charities and local good causes, and we are open to suggestions for any you know of, that members of our community would benefit from. Please come along to a meeting to make any suggestions. We love to see new faces and hear new ideas!

