

SECTION 2: FARMA CERTIFIED FARMERS' MARKET OF THE YEAR - PLEASE TELL US WHY YOU SHOULD WIN

You must complete this section to qualify, use the space below plus one continuation sheet (a side of A4) if needed.

Please tell us more about your market, for example achievements, targets past and present, ideas that have worked well, how the market interacts with the community, development plans ...

Finally, please complete the details below, thank you for entering and good luck.

Contact name: Organisation:

Address for correspondence:

..... Post Code

Telephone no. inc STD Mobile

e-mail address Signature

Rules: These awards are open **only to** Certified farmers' markets and farmers' markets that have started the process of Certification who are current members of FARMA. The information on this form is an important part of the judging process, supplemented by a report from a visit to your farmers' market. Finalists will be informed by letter in w/c 7 September 2009. The National winner of Certified Farmers' Market of the Year 2010, and other Awards will be announced at the Awards Dinner at the FARMA Conference, 26 January 2010; no information regarding the national winners will be available before 22.00 on 26/01/10. The judges' decisions are final and no correspondence will be entered into regarding decisions. FARMA accepts no responsibility for entries lost in the post; please do not send irreplaceable photographs or documents - good copies will be acceptable. In entering, you agree to be bound by the rules stated.

PLEASE SEND YOUR ENTRY TO: FARMA (Awards), 12 Southgate Street, Winchester, Hampshire SO23 9EF

to reach us by 5pm on Tuesday 7 July 2009

Keep up to date by visiting www.farma.org.uk



National Farmers' Retail & Markets Association

FARMA AWARDS 2010

FARMA CERTIFIED FARMERS' MARKET OF THE YEAR

ENVIRONMENTAL AWARD supplementary sheet attached

Please use this form to enter the competition and complete it in as much detail as you can. If you want to enter the Environmental Award please complete this form and the supplementary form enclosed.

Remember you are allowed just ONE supplementary A4 side per entry and you may also send three flyers for events, three photographs, your information leaflet and/or one newsletter to support. Your entry may be disqualified if you send any more than this. Please read the Rules on the back page and sign the form before sending it.

NOTE THAT YOUR MARKET MUST BE CERTIFIED, or in the process of becoming Certified, to qualify for entry.

You can enter more than one Market for the Awards!

Co-ordinators/organisers of groups of markets (where there is one person in overall charge of the group or one board/management committee) can enter **up to three** farmers' markets locations for the Award. Please use a new form for each market - copy the form, or call 0845 45 88 420 to get more.

The deadline for entries to be received is 5pm on Tuesday 7 July 2009

SECTION 1: ABOUT YOUR FARMERS' MARKET

1.1 Name of Farmers' Market you are entering

..... Postcode of market (or nearby building)

Is this farmers' market part of a group? Please give the name of the group:

.....

All entrants, please state your FARMA Certification number If your Certification is currently in progress, please tick

1.2 Date that this farmers' market was established:

.....

NOTE that all information provided will be treated in the strictest confidence.

1.3 What organisation manages your market(s):

please tick boxes that apply

- | | | |
|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------|
| 1 <input type="checkbox"/> Local Authority | 6 <input type="checkbox"/> Local Environmental Organisation | 9 <input type="checkbox"/> Farmers' Group - informal |
| 2 <input type="checkbox"/> Town Centre management | 7 <input type="checkbox"/> Local Food/Health Organisation | 10 <input type="checkbox"/> Volunteer Group - formal |
| 3 <input type="checkbox"/> Parish, Borough or District Council | 8 <input type="checkbox"/> Farmers' Group - formal
e.g. co-operative or limited company | 11 <input type="checkbox"/> Volunteer Group - informal |
| 4 <input type="checkbox"/> Private operator for local authority | | |
| 5 <input type="checkbox"/> Private operator - independent | 12 <input type="checkbox"/> Other (please state) | |

Has the management structure changed in the last year? Please give details

Why did it change?

1.4 Which best fits the location of this farmers' market? Tick all that apply:

- | | | |
|----------------------------------------------------|------------------------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> within a village/hamlet | <input type="checkbox"/> on/in privately owned premises | <input type="checkbox"/> on/in a car park |
| <input type="checkbox"/> in centre of town or city | <input type="checkbox"/> using outside public space | <input type="checkbox"/> on/in a outdoor shopping street |
| <input type="checkbox"/> on outskirts of town/city | <input type="checkbox"/> using inside public space (town/village hall) | <input type="checkbox"/> on/in a shopping precinct |

Other:

.....

Section 1: About your farmers' market(s) - continued

1.5 Frequency & market size

How often is the market held at this location (eg monthly, fortnightly, weekly)? What day(s) of the week?.....
How many market days per annum? What are the opening & finishing trading hours of this farmers' market?
How many stalls, on average, are regularly present? of which how many (typically) are primary producers?

1.6 How do you charge for stall space?

% of stallholder daily takings fixed stall fee other

Please quantify these charges

1.7 Do you make any other charges e.g. for power, for promotional/marketing activity:

Yes. Please state what the charge(s) are for

No Planning to introduce additional charge for

1.8 Market Performance (last full financial year):

Looking at the sales value (stall fees + other charges) of your market, what is the % change compared to the previous year? (if applicable) %

To what do you attribute this change? e.g. did you move to new premises, add stalls, improve marketing, add website?

Has your market been grant aided in the past 3 years? If so, value and source?

What is the trend for the current financial year?

What innovations/changes have you introduced?

1.9 Customer Management:

What is the average customer footfall per market Do you collect postcodes from customers at your market? Yes No

Do you survey customers at the farmers' market? every market annually never other frequency

How do you use the information you gather?.....

What means do you have for gathering customer comments - praise and complaints - how do you deal with them?

Do you have consumer representation on your governing Board/Council/Committee? Yes No

1.10 Managing Stallholders

Note: As a Certified farmers' market, we assume that stallholders have insurance and that appropriate TSO and EHO inspections have been made.

Do you enforce a start-time for your market - no consumers in the market before this time? Yes No

Do you provide information about and/or discuss the following with stallholders? Describe consultation(s) with stallholders (eg AGM/mailings, changes to rules)

Legislative changes Promotions and events

Health & Safety Training needs

Any other topics

1.11 Marketing

How often (on average) does your market feature in local media?

Advertising (i.e. paid for space)

Press: Monthly or Press: Weekly or times a year N/A

Radio: Monthly or Radio: Weekly or times a year N/A

TV: times a year

Editorial (i.e. free space)

Press: Monthly or Press: Weekly or times a year

Radio: Monthly or Radio: Weekly or times a year

TV: times a year

What signage do you use regularly?

roadside signs posters/leaflets in TIC etc A-boards or other signs near the market other

How do you keep your records of stallholders and potential stallholders? database held on computer Paper records

Do you produce a consumer newsletter? Yes No Please enclose a copy with this application.

1.12 Sustainability

FINANCIAL & BUSINESS: What is the annual income of this farmers' market (stall fees + other charges)? £

What is the cost of operating this farmers' market (rent, labour, publicity, etc)? £

What is your estimate of the total consumer value of this farmers' market (stallholders' sales) £

Do you pay rent for the market premises? Yes: £ a year No. Do you pay rates for the market? Yes: £ a year No

If the answer above was No, on what basis do you have tenure of space?

Do you have a policy for increasing stall fees etc e.g. in line with inflation? Yes No

Does anyone draw a salary or income from the market organisation? Yes No If 'Yes', how many people draw a salary?

Do you produce annual accounts for the market? Yes No

Do you have a business plan? Yes No

Are you charged with making a profit? to reinvest in the market commercial purposes For the community No

Do you have training programmes? for you, as manager for stallholders for staff No

ENVIRONMENTAL

Do you ask stallholders to communicate good environmental stewardship to customers? Yes No

How does your market demonstrate environmental benefits?

SOCIAL: Please say what you think your market contributes to the community? e.g involvement with schools, influence on policies, influence on farmers/consumers. (You can expand on this theme overleaf if you wish)