

Individual Project Summary Report 2006/07

1. Project summary and information about the grant holder

Project title	ELMS II Part One		AONB Proj. No:	SDF/067/28
Overall objectives of the project	The project's outcomes are to ensure that the six farmers markets that serve the AONB are sustainable in the longer term. Sustainable means that they have a full capacity of stall holders and appropriate promotional material that will help raise the number of customers and support from their local community. There will be a relaunch in October of a number of the smaller failing farmers markets. This application is for Phase One of the project and will fund the essential groundwork for the relaunch.			
Start date	22/06/2006	End date	21/09/2006	
SDF grant holder <i>(your organisation)</i>	Ludlow 21 Food and Farming Group			
Contact details <i>(your name, address, telephone and email)</i>	Tish Dockerty, c/o Cath Landles, Shropshire Hills AONB Partnership. Tel (01588) 674084. Email: cath.landles@shropshire-cc.gov.uk			

2. Funding information

SDF funding received this year	£1,450	SDF funding received last year <i>(if any)</i>	£ 4,745
Total cost of the project this year	£1,974.35	Any special funding arrangements <i>(such as staged payments or financial conditions required by funders)</i>	No
Sources of other funding <i>(funding body or volunteer activity)</i>	Value of other funding where contributed in cash	Estimate of value (£ equivalent) where contributed in kind	
Volunteer time	£ 0	£ 525	

3. Achievements of the project

What were the specific objectives that you set for the project in the grant application form?	How well were the objectives met?	What issues affected the achievement of the objectives?
Confirmation of change of market dates	This was achieved in conjunction with market organisers for specifically Much Wenlock and Church Stretton.	There was resistance by both organisers to work towards the original plan of having one market per month, like most other farmers markets around the country. A compromise was reached by keeping two markets but still associating them with specific dates in the month.
Lists of market producers and willing producers to address best market stall variety	List produced, currently includes 140 producers.	By working with the original list of producers that attended the farmers markets, and with other lists gleaned from other farmers markets and food fairs, a comprehensive list of producers in the area has been compiled.
Pledge of support from organising bodies, whether monetary or in kind for Phase 2	Achieved by discussion with organisers on a one-to-one basis, with a variety of outcomes. Some were able to support in monetary terms and others in kind.	This was a useful exercise which made the writing and preparation of the budgets for ELMS II Part Two far easier.

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Assessment of publicity needs in all markets	This was achieved by discussing with organisers on a one-to-one basis.	We took the opportunity to discover what the local parish magazines were, what papers locals read and what would be best suited in terms of posters and flyers. It was also an opportunity to work out whether roadside banners and/or 'A' boards were suitable forms of advertising.
Clear design brief for graphic designer to be actioned in Phase 2	The work completed in Part One, in advance of Part Two, was essential. It allowed the project to initiate dialogue with the designer as soon as Part Two's grant had been offered, with an informed and accurate brief which saved time in terms of turn around of sample designs that were produced for a group meeting and discussed.	It also allowed time for the AONB team to comment on the design and discuss how the look and feel of how the AONB's logo should be incorporated. The end result is a striking design which all parties are pleased with.
Development of ideas for producer and customer incentives schemes for Phase 2	This work has evolved in part discussion with market organisers and through the Food Events group. The decision for some of the incentive schemes where possible has come from the organisers themselves, on the basis that they are the best to judge what would work the best.	There will be mix of the voucher scheme, where the customer gets a pound off if they bring the ad along and present it to the producer, as well as cookery demos and producers offering tasters to do with the theme of pumpkins. There is also the possibility of other events including performers, vintage bus trips to market and balloons.

4. Lessons learned

What were the key lessons you learned during the project?	Where suitable producers have been contacted to ask for their attendance at particular markets to try and reach the best market stall variety. Problems have occurred with regard to fruit and vegetables with only one interested producer who is still to confirm their attendance at markets.
What would you do differently next time?	
Do you have any further comments?	Phase Two also funded under SDF.