

Individual Project Summary Report 2006/07

1. Project summary and information about the grant holder

Project title	ELMS II Part Two		AONB Proj. No:	SDF/067/38
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 Two of the project which will fund the activities as outlined in the objectives below.			
Start date	20/07/2006	End date	31/03/2007	
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	£ 5,875	SDF funding received last year <i>(if any)</i>	£ 4,745
Total cost of the project this year	£ 10,266	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	£ 1,875	
Blue Remembered Hills Project	£ 2,036	£ 0	
Shropshire Hills Discovery Centre	£ 177	£ 0	
Ludlow 21 Food & Farming group	£320	£ 0	

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?
Production of appropriate promotional materials including logos, posters, leaflets and street signs	Achieved - All appropriate promotional material produced	The AONB had significant input into the material content. High quality material produced.
October relaunch for the smaller markets and a customer marketing campaign directed at all six markets	Achieved successful launch in October.	Stall holders have either doubled or trebled at markets. Increase in customer numbers noted at October markets.
Consultation with producers, successful organisations (Made in Stroud, Ruralscapes), and funding bodies	All relevant consultations completed	All market organisers and producers are pleased with market progress. Gaps in provision sourced (i.e. cheese and fruit and veg for next year).
Report produced for a three year project	Achieved – produced bid/project proposal for three year project for Esmee Fairbairn Foundation	

4. Lessons learned

Do you have any further comments?	All market organisers and producers are pleased with market progress and customer numbers have increased.
--	---

