

Markets

Overview

Council acknowledges the contribution local markets make socially, culturally and economically. Council recognises that well managed markets activate and bring vibrancy to public spaces enhancing economic potential while promoting healthy lifestyles and encouraging local production, distribution and consumption of food and other goods.

The purpose of these guidelines is to assist market operators to prepare and submit an application under the relevant market policy.

Application

A written application cover sheet is to be prepared by the applicant and submitted with the Market Management Plan to Council for approval (Attachment A)

Market Management Plan

A written Market Management Plan is to be prepared by the applicant in consultation with Council and any other stakeholders. The Market Management Plan is to be submitted to Council for approval:

- Prior to the initial licence being granted;
- At the time of each licence renewal; and
- At any other time during the term of the licence as instructed by Council.

The MidCoast Market Management Plan Guide (Attachment B) may be used for this purpose.

Site Impact Assessment

The Site Impact Assessment should be included as a component of the Market Management Plan. This report provides information on how you will protect the site and surrounding environment, minimise impact on the community and ensure your market complements the local economy (Attachment C).

Relevant documents

Other documents that may assist you in preparing your application can be found on Councils website:

MidCoast Council Market Policy

Market application

Applicant details

Name of committee/group (if applicable)

Contact name and position

Mailing address

Contact phone number Email

Committee members / alternate contacts

Name	Position	Contact number or email
<input type="text"/>	<input type="text"/>	<input type="text"/>
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Proposed market details

Market name

Market location

Market website / Social media platform (if applicable)

Market day & frequency (eg 4th Saturday)

Market operating hours

Proposed market dates for next calendar year

Is this an existing market? Yes No

Are you the existing market operator? Yes No

Attachments

I have attached the following documents with my application:

Market management plan Site impact assessment Public liability insurance

Applicant declaration

Application is hereby made for operation of a market. I/We have read, understood and accept the conditions as set out in Council's Market Policy and any applicable fees specified in relation to this application. I/We accept that all policy conditions must be complied with. I/We declare that all the information given is true and correct. I/We are authorised to lodge this application on behalf of the stated committee/group (if applicable). I/We understand that:

- If incomplete, the application may be delayed or rejected; and
- More information may be requested after the date of lodgement.

Applicant name Position

Signature Date
(if submitting electronically, print name)

Applicant name Position

Signature Date
(if submitting electronically, print name)

Market Management Plan Guide

Overview

A Market Management Plan (the Plan) communicates the details about your market to Council and the community. The following sections set out the minimum that is to be included in your Plan.

Document Content

1. Market Charter

This area must include-

- Name of the market
- Market purpose explaining why this market is good for the community and the philosophy that underpins it
- Time, location, frequency of market including bump in and out times
- Clear lines on permissible and non-permissible items that can be sold

2. Site Plan

Provide a site plan to show location of structures and access ways; include any portals, stages, seating, generators, refrigeration, stallholder loading areas, entry and exit points. Provide at least two site configurations (one as a wet weather contingency) indicating-

- The maximum number of stall holders
- Distance between stalls and between rows
- Electrical connections and outlets

3. Site Impact Report

Prepare a Site Impact Report using the Site Impact Assessment (appendix B). Provide information on how you will protect the site and surrounding environment, minimise impact on the community and ensure your market complements the local economy.

4. Market Administration

As a minimum this area must include -

- Marketing and promotion plan including details of any banners and signage
- Stallholder manual and agreement
- Stallholder fees
- Dispute Management process

Further detail may also cover-

- Anticipated patron numbers
- Stallholder retention strategy

5. Risk Management Plan

This area must include -

- Emergency management plan
- All weather protection, wet weather contingency and market cancellation procedure
- On-site contacts, name of the market operator and a staff absentee back-up plan
- Work, health and safety plan
- Security and money handling procedures

6. Waste Management and Sustainability Plan

As a minimum this area must include -

- Waste disposal procedures
- Portaloos and accessible toilet numbers and locations

Further detail may also cover -

- Waste minimisation plan
- Reuse and resource recycling initiatives
- Whole market sustainability initiatives

7. Transport and Traffic Management Plan

As a minimum this area must include -

- Stallholder off-street all day parking arrangements
- On-site vehicle impact minimisation

Further detail may also cover-

- Active transport provisions including safe parking for bicycles, way finding signage and accessible pathways
- Communication of public transport information

Site Impact Assessment

IMPACT CONSIDERATION	ANTICIPATED IMPACTS DURING OPERATION	LEVEL OF IMPACT	MITIGATION MEASURES	IMPACT AFTER MITIGATION IMPLEMENTED
		Minimal, Moderate or High	Describe actions	Minimal, Moderate or High

ENVIRONMENT

Traffic • Impact resulting from market activities e.g. road closure, traffic redirection, loading zones and increased traffic in local streets • Number of all-day parking spots required for stall holders • Parking provisions for patrons conflicting with people who currently use parking in the area

Waste • Collection, storage, handling and disposal of compostable, recyclable and general waste • Resource and packaging minimisation • Grey water and cooking oil • Use of compostable and recyclable packaging and utensils instead of one-off use products

Water use and run off • Liquid spillage by patrons and stall holders • Use of public taps and drainage •

Site surface • Grass, soil and landscaping, protection and protection monitoring

Visual impacts • Visual amenity, site design and types of activities held in highly visual areas • Blocking or damage to trees, vegetation and landscaping

Heritage • Heritage listed and conservation items on site and surround site



SOCIAL

Public access and safety • Safety during daytime operation • Safety during evening markets (if applicable) • Site configuration and structures creating unsafe conditions • Access and points of congestion around stalls or displays

Community facilities and services • Likely impact on local communities, community facilities or services

Noise • Noise and disturbances from patrons and vehicles entering and exiting site • General noise and equipment noise generated by the market

Community engagement and capacity building • Interaction with Council projects, programs and other events in the local area • Interaction with the local community • Impact on diverse social groups

Stallholders and suppliers • Ensure ethical, local and sustainable stallholders and suppliers • Ensure market meets public health and safety requirements

ECONOMIC

Local businesses • Impact on business activities surrounding the site • Ensure complementary to existing retail offering in surrounding areas • Impact on nearby markets

Reputation and Image • Impact of market reputation and image for the local area • Impact of market on reputation of Council

Cost to Council • Additional costs to Council through increased maintenance (waste, transport, rangers and environmental health inspectors, ground surface)

Wider and long term economic benefits • Engagement of local businesses and main street retailers • Other economic benefits arising from the market
