

Development of a Market Strategy for Dublin

Introduction

Dublin has had a long history of market trading, ranging from on street trading to established Markets both in the open air and within commercial premises. The dynamic of markets has changed over the decades growing and adapting to meet consumer needs as evidenced by an increase in the number of one off offerings and markets linked to larger regular events held in the City.

Dublin City Council has an operational role in some markets and also administers and enforces by-laws in relation to casual trading in the public domain at designated locations on the City streets. In addition a number of private companies now run successful markets in public spaces as commercial provision and there is a growing presence of newer markets offering a range of products such as vintage goods and clothes, bric-a-brac, books etc.

Conscious of these dramatic changes in recent times we consider that the City now needs a formal market strategy if it is to embrace the added economic value and regeneration potential of markets.

Dublin City Council engaged in a multi faceted research project to inform this strategy. A review of the current markets operating in the city was undertaken and the services of a retail markets expert and a national operator in the United Kingdom were engaged to inform the outcome. Thirty stakeholder interviews were held together with a review of case studies focusing on city market strategy development. Further analysis of international best practice was undertaken as well as a review of all applicable legislation in order to bring forward a 3 year strategy.

The aim of this strategy is to help develop markets within the city that are supportive of local retail, provide a service to the local community and provide animation while supporting the economic development and regeneration of the city. It is an objective of this strategy to achieve a standard of operation and offer. This approach will help develop new markets within the city and support those already established within a good business model ensuring their viability into the future.

Dublin markets are a significant contributor to the city's economy and liveability, adding colour and animation to the character of the City, while supporting small and new business and acting as a low cost direct route to Market for small and start-up companies. Markets provide both direct and indirect employment while showcasing and promoting local businesses ensuring the money goes back into the local economy. Such an approach is in keeping with green credentials and low carbon footprint building resilience in local areas.

The detailed strategy document is not yet available but a summary of the Guiding Principles, Implementation Measures and Recommendations is attached.

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Guiding Principles	Implementation
<p>1. Promote markets as Economic Drivers and recognise their potential for area regeneration in the City</p>	<ul style="list-style-type: none"> • Promote market as an economic drivers and mechanism for local area regeneration • Develop an active retail food market in Dublin City – (Wholesale Market Dublin 7) • Provide a route to Market for new traders/ products • Identify suitable sites for Markets in the city • Facilitate product testing and development of start-ups businesses • Support traders to grow their business and move into permanent accommodation • Establish a subcommittee of Council for markets • Establish a cross departmental working group on markets
<p>2. Regulate Markets provision to ensure quality, sustainability, location appropriate and supportive of the local retail/foodservice</p>	<ul style="list-style-type: none"> • Establish licensing system for markets generally (both private and public) • Consider the following when permissioning markets – location suitability, proximity to next market, similarity of offer, catchment / population, footfall, transport links, tourism appeal, impact on local retail. • Link local retail to market –. Encourage two way trade between stall holders and retail and provide space for local retail at market in the interest of fair play. • Provide space for seasonal, ethnic , community or not for profit agents and start-up companies • Provide space for social and recreational interaction to build community resilience • Promote standards and good practice in markets • Provide for exit when a stallholder has outgrown the market offer • Re qualification for licence every two years
<p>3. Implement standards and system of quality control with regard to Stall holders</p>	<ul style="list-style-type: none"> • Implement qualifying criteria for stallholder selection • Implement a regime of spot checks and compliance • Support training programmes for market managers and stall holders
<p>4. Provide Guiding Principles for the operation of Markets in Dublin City</p>	<ul style="list-style-type: none"> • Provide charter to guide market operations. • Develop business and feasibility plan for all markets and encourage private operators to do the same through licensing and standards. • Licensing will require compliance with all applicable legislation e.g. planning, waste management, health & safety, food safety, etc., • Bi Annual requalification for licence • Dublin City Council market concessions to be renewed/ tendered every 2/3 years • On-going audits and standards guidelines • Encourage eco friendly operating systems and green credentials by minimising miles to market.
<p>5. Review the Casual Trading Byelaws every 2 years</p>	<ul style="list-style-type: none"> • Identify clear categories within Byelaws with associated qualifying criteria e.g. food, craft, rolling or permanent pitch, hot food, etc • Provide for casual or rolling pitch as incubation for longer-term

	<p>designated pitches – supporting start-ups and trials,</p> <ul style="list-style-type: none"> • Provide new category for food trucks and hot food operators with specific criteria and provision for roaming offer • Investigate provision for services – braiding, art, jewellery • Apply criteria to markets designated under Events Licence • Apply criteria to markets provided as concessions in public space and Parks • Develop a market audit scheme • Review bye laws every two years. • Run application process every two years on foot of review
6. Support Start-up and Entrepreneurs by designating space provision at Markets.	<ul style="list-style-type: none"> • Implement qualifying criteria guidelines (separate application for start up space) • Allow flexible arrangement for qualifying start ups • Link with LEO office, Food Academy, Dublin Food Chain and other agencies to deliver the objective • Provide for sampling and test space • Allow new market traders access to temporary/incubation/rolling space to grow the business (this space may lead to permanent pitches) • Similar approach will be applied to seasonal or community stalls
7. Foster more seasonal and bespoke markets for Dublin – youth market, flower market, art etc	<ul style="list-style-type: none"> • Identify possibilities and proactively encourage these through Events Unit, DCC Departments LEO, current Market Operators and city agencies • Support new markets where criteria is met • Identify suitable space for these markets
8. Develop Markets as a cultural and socially inclusive meeting place for new and local communities and individuals of all ages.	<ul style="list-style-type: none"> • Ensure provision has relevance for the multi cultural community in the city • Promote Markets as a meeting place and community environment • Run community activation and engagement events in proximity to Markets • Encourage animation, good displays of colour and product, performance, street theatre and unique offer.
9. Support a communications and public relations Strategy for Markets in the city , whether public or private	<ul style="list-style-type: none"> • Provide a central repository for information on Markets in the city • Support provision of appropriate transport links, directional signage and electronic mapping for markets. • Promote through tourism, social media and local outlets • Promote the tourist appeal • Develop an annual marketing plan

Recommendations

- Establish a multi-discipline, cross departmental Group dealing with all elements Markets.
- Re constitute the Markets Sub-committee of Dublin City Council
- Support Markets as economic drivers and Increase the role of markets in “place making” and the rejuvenation of appropriate areas
- Advocate/ implement standards and code of practice for markets
- Deliver a retail food Market in the City Core
- Support economic development of the city by providing route to market for start up companies and artisan products
- An increase in standards of markets in terms of product offering, cleanliness, hygiene, customer service, facilities etc. transparent and accountable processes