

NEWSLETTER - OCTOBER 2013

Wincanton

As you've probably heard, the Wincanton traders have agreed with the Board to discontinue the market after Christmas. The market and its customers began to contract after we were forced to move from the Memorial Hall last year into a less attractive venue and, further, a number of core traders have recently had to give up because of other demands on their time. The final market will be on Friday 6 December. Many thanks to Janet Wood of Mere Fish Farm who has acted as day manager at Wincanton and kept things going smoothly for many years.

Frome Super Market

We are bringing the SFM charges for the Frome Super Market into line with those charged to other traders at the market. That is, payment on the day will be £40 and by invoice in advance, £30. The change will take effect for the December market to give traders the opportunity to switch to invoice if they wish.

Appeals/complaints procedure

Just a reminder that SFM has a complaints procedure which covers complaints, appeals and grievances. It's divided into two sections, one for when the complaint is internal to SFM and the other for when a complaint is made by a third party who's not a member, employee or contractor of SFM. We aim to sort things out informally whenever possible, and the procedure focuses on resolving the issues rather than on deciding who, if anyone, is to blame. Copies available from steph.keeble@btinternet.com.

Food hygiene courses

You may find it useful to know that there are inexpensive food hygiene courses available online. You can probably get one for about £12 - Google will bring up plenty to look at!

January/February markets

The Board has recently discussed the issue of the immediate post-Christmas markets. Cancellations peak very clearly in January some of which may be due to bad weather and some to lack of availability of produce. The overall effect though is often of a half full market which can be discouraging for both traders and customers. Have you got any ideas about what, if anything, we should do? One suggestion made was that we all pay a little more for markets during the year and then pay nothing for some of the January (and February?) markets. What do you think?

Extra publicity

Please let your day manager know in advance if you're offering something new/special at a market or taking orders for Christmas (either at the market or by email/phone). The information can go in the customer email or be tweeted from one of the SFM accounts and you'll get good free publicity!

Watts Bakery

Jane and Kevin Watts of Watts Bakery are retiring. Jane has been trading at Axbridge since the market started - that's about 12 years! Her very last market will be at Axbridge on 2 November so please come and say goodbye if you're there.