



Economic Development, Enterprise & International Relations

Tuesday 5th September 2017 at 3.30pm
Council Chamber - City Hall

Agenda Item 2: Dublin City Markets Action Plan

Dublin City Markets Action Plan (Draft)

Mr. Leslie Moore, City Parks Superintendent Dublin City Council will present to the Economic Development, Enterprise & International Relations Strategic Policy Committee on the Dublin City Markets Action Plan (Draft).

Draft Dublin City Markets Action Plan

Introduction

It is acknowledged internationally that well managed vibrant markets provide multiple benefits to a city and this is particularly relevant to Dublin which is becoming increasingly more diverse and cosmopolitan.

It is also important to acknowledge the tradition of our historic markets and in particular the market places for which Dublin City Council has responsibility, the Wholesale Fruit and Vegetable Market, at Mary's Lane and the Moore Street market both of which are part of the heritage of the north inner city.

The markets to which this report relates are those which are recognised as contributing to the liveability and social fabric and of the city, they add colour and vibrancy and they animate areas for both domestic customers and tourists.

Dublin City Council established a Markets and Trading in the Public Domain Sub Committee in 2014 with the following terms of reference:

- To oversee and review Dublin City Council's policy on Markets taking place in public areas.
- To oversee the development of the Fruit and Vegetable Market.
- To oversee and review the markets previously managed by Temple Bar Cultural Trust and the Dublin Docklands Authority.
- To oversee the operation of Casual Trading by Dublin City Council.
- To oversee and review all other Dublin City Council markets in the city.

The Sub Committee agreed the following strategic objectives:

1. To utilise markets as a means of "place making" and urban rejuvenation
2. To promote Dublin market venues which will prove attractive to visitors and tourists.
3. To improve the standards of product offering, cleanliness, hygiene, customer service, facilities etc.
4. To promote markets as a community hub, mechanism for social diversity and inclusion.
5. To facilitate an increase in the number of successfully trading markets and stallholders, whether public or private
6. To facilitate an increase in the number of people directly employed through markets.
7. To foster a strong community of traders and market owners who are seen as a credible part of the Dublin City micro-economy.

Background

Markets can be a significant contributor to the local economy supporting local business and providing a low cost direct route to market for small and start-up companies. Markets provide both direct and indirect employment while showcasing local businesses ensuring the money goes back into the local economy. Such an approach is in keeping with promoting the green credentials and minimising the carbon footprint of the city.

The culture of Markets varies significantly from country to country, the Spanish model historically was the equivalent of the supermarket offering operating every day and supplying fresh produce. In France they represent the hub of the community and the weekly source of fresh local produce. Irish traditional markets selling food and non-food enjoyed a number of successful decades they gradually began to decline by the 1980s. There were many reasons for this decline but foremost among these were the advent of supermarkets and out of town shopping centres. At a time when shoppers began to have greater mobility the traditional markets had great difficulty competing with the competitive pricing and wide product selection of the large new retailers.

Other factors included the introduction and popularity of Sunday trading, the arrival of bargain shops and, more recently, the number of consumers choosing to shop online. In addition, for some food sellers stricter food safety regulations made it harder to comply with new requirements.

Struggling to compete, many of the markets lacked new investment and became “tired”. The product range of some did not keep pace with consumer lifestyle changes and over time became less relevant to consumer needs. Consumers opted for the new, one stop offer of the supermarket providing convenience. Other markets which operated on short-term leases in premises and locations awaiting development enjoyed spells of popularity and success but had no chance of long term sustainability, the fondly remembered Dandelion Market being the best example of this.

There is a growing presence of new private markets offering a range of products such as vintage goods and clothes, bric-a-brac, books, art, night time convenience, etc.

Dublin City Council wishes to promote the culture of markets which offer quality, unique or artisan produce which support and benefit communities, visitors and business in the city. This can be done by direct provision or licensing in relation to public spaces and parks.

Dublin City Council has no role in relation to regulating the management or quality of offering in private markets but it does have a planning enforcement role in relation to private markets to ensure that the activities comply with the designated land use.

Policy Contexts

Dublin City Council has committed to promoting and supporting markets in a number of ways in its strategic planning documents. Markets are referred to in the objectives and policies in the Dublin City Development Plan 2016 - 2022. Specifically, in relation to developing a street market at Moore Street CHCO26: and a unique, permanent Retail Food Market centred around the Victorian Fruit and Vegetable Market on Mary’s Lane, an important aspect in city centre regeneration (ref RD22:) which has been granted permission.

It is also an objective of the City Development Plan to facilitate indoor and outdoor markets throughout the city and to promote the clustering of complementary uses that add character and vitality to an area (RD7:).

Extract from Dublin City Development Plan 2016-2022

CEE18: (i) To identify and support new and growth economic development and employment sectors in the city.

(v) To recognise that Markets, indoor and outdoor, food and other products have major Economic potential, including as key tourist attractions and supports for start-up enterprises.

(vi): To recognise the unique importance of Moore Street Market to the history and culture of the city and to ensure its protection, renewal and enhancement, in co-operation with the traders as advocated by the Moore Street Advisory Committee Recommendation relating thereto.

Both the Dublin City Development Plan (DP 11.2.5.5) and Public Realm Strategy 'Your City Your Space' (2012) support the active use of public spaces for the enjoyment of individuals, families and visitors to Dublin city. This provision contributes to a sense of place by encouraging development of fit for purpose, accessible, multi-functional outdoor spaces for markets, festivals, events, public art, etc. in traditional and non-traditional locations. It is intended that this Markets Strategy will compliment the cities Retail Strategy supporting economic development.

Methodology and Approach

From 2013 to 2015, Dublin City Council participated in a 2 year European Urbact Project (<http://urbact.eu/urbact-markets>) with nine other European countries which reviewed case studies and engaged with other local authorities and industry experts involved in the delivery of markets to inform a local action plan for Dublin. It highlighted the cultural differences across these countries in their perception and use of markets. Some cultures treat markets as the equivalent of the supermarket offer and these are run by the local authorities as a business. Others see markets as a poor offering, providing substandard merchandise or reselling of standard household items. Those more aligned with the Irish context were markets which were seen as an add on to the retail offer and provide a more bespoke merchandise, be it arts and crafts or artisan food product like organic or locally sourced produce

The compilation of this report involved a cross departmental review of the current city context involving Casual Trading, Events, Parks, the Planning Department and the Local Enterprise Office to engage in a multi faceted research project to inform this strategy. A review of the current markets operating in the city and nationally 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 (**Appendix 1- Stakeholder Interviews page**) together with a desktop 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. The following legal instruments apply to markets and Trading in the city and were referenced as part of the strategy

- Casual Trading Act 1995
- Pedlars Act 1871
- Hawkers Act 1888
- Street Trading Act 1926
- Casual Trading Act 1980

There are numerous locations for casual 'on street' trading, for example; flower sellers, coffee merchants, stall holders throughout the city (**see Appendix 2 –List of Casual Trading Pitches page**)

which are often discussed in association with markets. While these may have some local benefits they do not satisfy the criteria set out in the introduction and will be address on review of the Casual Trading Bye-Laws and so are not considered in the context of this report. Similarly the Smithfield Horse Fair has an agreed strategy in place and so is not considered in this report. The Horse Fair has been the subject of a separate management reports in 2012 which resulted in the Dublin City Council Smithfield Horse Fair Control Bye-Laws 2013.

Events with a food for now or food market element are now an integral part of the many events held in Dublin City throughout the year. However, these are dealt with under a bigger event licence or casual street trading licence and so is not a market under the terms of this report. Dublin City Council administers and enforces bye-laws in relation to casual trading in the public domain or with set pitch locations on the city streets and it is intended to review the casual trading bye-laws early in 2017 in order to present a coherent offering in the city.

Traditional Market Places

Dublin's history of markets dates back hundreds of years. One of the first recorded markets was the Ormond Market constructed at the rear of Ormond Quay by Sir Humphrey Jervis in the 1680s and which survived until 1890 when it was demolished and replaced by artisan housing.

As elsewhere in Ireland markets originated from the livestock sales that were a regular feature of our towns. On the periphery of these, hucksters set up stalls peddling a wide range of wares and goods. Such trading in Dublin was unregulated, provided no taxes and created dirt and chaos as food was sold from the back of dirty carts.

In the late 1800s the matter was taken in hand by Dublin Corporation and unregulated, unhygienic street trading, was effectively eliminated and replaced by purpose built market buildings such as the Wholesale Fruit and Vegetable Market in Mary's Lane and Lord Iveaghs' markets in Francis Street.

The following is an overview of the history of the most iconic market places:

'The Wholesale Fruit and Vegetable Market, Mary's Lane, D7.

(called the Victorian Market for the purpose of this report)

In 1892 Dublin Corporation opened a wholesale fruit and vegetable market on a site immediately to the north-east of the Four Courts on the City's North Side. It sought to address the ramshackle trading from carts in proximity to open sewers and drains and followed an extensive regeneration of the area, clearing tenement houses. A few years later the Fish Market was built providing a centralised state of the art market for wholesale trade of all provisions.

The main reason for its establishment was hygiene; ensuring that goods were not sold from dirty market stalls. The market offered a huge range of fruit and vegetables to local consumers and hostellers in the city. All goods were sold fresh and could only be obtained "in season". Shortly afterwards, circa 1897, a fish market was built on an adjacent site.

In 1976, An Foras Taluntais noted that 'ninety-five per cent of the greengrocers of Dublin visited the market daily to buy fruit and vegetables' and they supplied about half of the retail market. The remainder was supplied by the growing supermarket sector (i.e. multiple or 'chain' stores, who buy in bulk and did not use the wholesale market).

Moore Street Market, Dublin 1

Dublin's food markets began on Moore Street with trading there dating back almost 200 years and still operating today in the heart of the Capital's North Inner City. Originally a residential street, commercial activity increased in the 1800s focusing on skilled trades and crafts. Popular markets operated between the west side of Moore Street and Little Denmark Street including the Rotunda Market, Taaffe's Market, Mason's Market, Anglesea Market and Norfolk Market. These combined activities formed the largest market in the city at the time.

By the middle of the nineteenth century the density of food shops increased on Moore Street and activity from the nearby markets also began to spill onto the street.

The Moore Street market became home to a range of different stalls selling items such as second hand clothes, furniture and books, but by the beginning of the twentieth century business on the street focused almost solely on food including fruit, vegetables, meat, poultry, fish and game. The number of butchers and poulterers began to increase, supplied by the numerous slaughter houses in the vicinity between Moore Street and Cole's Lane.

However, in 1968 Dublin Corporation inspectors found conditions to be 'unhygienic and unsuitable' and in the 1970s almost the entire area west of Moore Street was demolished leading to the construction of the ILAC shopping centre.

Iveagh Market, Francis Street Dublin 8

In the late 1800s the area now occupied by St. Patricks Park was a warren of streets containing hundreds of street traders. As part of a redevelopment of the area by Lord Iveagh a market building was constructed nearby on the site of Sweetman's Brewery which had been purchased by Guinness as part of an expansion of its dominant position in the brewing industry.

Located off Francis Street the building housed two markets; a market for the sale of old clothes accessed from Francis Street and a market for the sale of fish, fruit and vegetables accessed from John Dillon Street. The Markets were fitted out with stalls and the fish stalls constructed of white glazed earthenware were the first of the kind to be adopted in the city.

The markets were assigned to Dublin Corporation under a 99-year lease on generous terms and the new markets opened in 1906. After many years in operation the Iveagh Market closed in the 1990s and the building, now in private ownership, has a current planning permission but has lain empty for many years.

The Benefits of Markets

A great deal of research already exists on the benefits of markets in various large European and American cities particularly economic benefits. These impacts are not only direct, i.e. the money spent directly on market products; but also indirect, the associated spending in the local supply chain; and induced, representing the spending of income earned by workers from the direct and indirect spending. Many studies of economic activity accruing from markets focus only on the direct spending, while some studies have analysed all three types of effects and have generated multipliers to establish the economic impact of market spending in the local economy.

It is difficult to use existing studies based on other cities to estimate the total economic contribution of markets in Dublin, it is possible to use variables of markets in other studies that are similar to that of Dublin to suggest reasonable outcomes. For example, studies that have found that the presence of markets generate increased footfall in the locality, leading to increased spending.

However, there can also be negative impacts in this regard. When new markets are being established, the increased retail options now available to consumers can result in a displacement of existing retail activity. This will occur should consumers switch their spending from existing established retailers in the area to the new market stalls. This is referred to as a “zero-sum” effect, where one person’s gain is offset by another’s loss.

More specific research is needed to verify the impact of markets in Dublin City to the local and wider economy. Dublin City Council has recently become a partner to the research undertaken by the **Institute of Place Management**, Manchester Metropolitan University, which conducts research to inform town centre development and regeneration. Markets are seen as a key economic driver for place making and regeneration and other elements like smart technology are also areas of research focus see <http://www.placemanagement.org/research/how-is-data-informing-town-centre-decisions/>

Public markets can perform a role as business incubators and also as a test bed for Small to Medium businesses. By their nature, public markets have very low barriers to trade apart from any market health and safety guidelines and the cost of a market pitch. In the UK, a 2009 study (Retail Markets Alliance) found that there are 47,000 micro and small enterprises operating in markets. Markets provide a location of sale that is not cost prohibitive, are flexible to the vending of different types of products, have low operating costs and have a smallness of scale that allows potential entrepreneurs to take risks with new products. In addition to having access to a ready market which allows for piloting and testing of a new product, entrepreneurs are also afforded time to develop skills incrementally and to form capital while continuing to manufacture product directly, so as to hopefully expand out of the market in the future. Furthermore, the markets also provide a network of entrepreneurs in a similar industry or at a similar point in their development whereby vendors can share experiences and advice in dealing with different issues and challenges that may arise.

The absence of significant barriers to entry also provides the opportunity for employment and self employment, and can play an especially valuable role for unskilled and immigrant workers. These employment opportunities are also often inter-generational, with a number of generations of one

family employed full-time, or part-time, on the market stalls. A study of the Kirkgate Market in Leeds (population 760,000) conducted by academics from the University of Leeds, found that over 2,000 people were employed on the market, representing approximately 22% of the total retail employees in the city. In London, the Regeneris report estimated that 7,319 were employed on the market. Given a total spend of £430 million, the total turnover per employee is estimated at £58,738, only 41% of the retail sector as a whole. This suggests that street markets are less productive than conventional retailing, likely due to advantages of conventional retail such as having higher levels of investment and economies of scale.

Further to offering employment opportunities to low-skilled workers, markets also act as a provider of high-quality affordable food and other goods. This can be particularly valuable in city centre environments where lower socio-economic cohorts of society can find that access to healthy food on the high street is prohibited by high cost. A study by the New Economics Foundation in 2006 that examined the Queens Market in East London found that, on average, items bought on the market were 53% cheaper than those bought at a local supermarket. A US study (Jilcott et al, 2011) also found that the presence of farmer's markets were significantly and inversely related to obesity rates. There is also a reverse to this, with more affluent cohorts of society demanding high quality artisan products that may be traceable and have been produced in an environmentally friendly manner. Farmer's markets also provide for these consumer tastes, again reflecting the flexibility of markets as a transaction location.

While some markets have a purely shopping base, there is evidence that markets can also be a draw for tourists who wish to experience the cultural tradition of the local markets. A study by academics in the Dublin Institute of Technology found that 26% of visitors to Dublin City considered visiting a farmers market during their stay. Of these, 48% said they wished to experience the local products and 39% stated that they wished to meet the local people. This evidence gives significant credence to the idea of markets being a significant attraction for cultural tourists. As an aside, of the 74% of tourists who were not interested in visiting a farmers market, 40% said that the reason for this was because they had not been aware of the existence of farmers markets in the City.

In many cities, Christmas markets have grown to be a significant driver of tourist activity. In 2015, the National Association of British Market Authorities (NABMA) produced a study of 5 UK Christmas markets, Manchester, Exeter, Lincoln, Bury St. Edmonds and Stratford on Avon. Using these five markets, the author's estimated that in the 2014 season, Christmas Markets generated more than £250m in visitor spend for the towns that host them, enhanced by the fact that many of the visitors to these markets are coming from outside the immediate catchment area. Furthermore, between 5 and 10% of people attending Christmas Markets were also found to be on an overnight trip leading to additional spending on, for example, overnight accommodation, food, and beverages. This additional 'Tourist Spend' ranged from between £900,000 in smaller markets to £10,000,000 in Manchester. Similarly, a study of the Belfast Christmas Market from 2014 found that over five weeks, the market generated more than £58 million for the City's economy, attracting 1.1 million people. Each of these people spent an average of almost £50 elsewhere in the city during their trip to the market. Furthermore, 10% of these visitors were travelling from outside Northern Ireland, leading to an additional spend of £12 million.

Farmers Markets where farmers, growers or producers are present in person to sell their own produce direct to the public have become more prevalent driven by the growing demand for local

produce sold directly by the grower or artisan producer. These markets sell artisan produce and hot food catering for a range of dietary needs and preferences. Organic, gluten free, preservative free have become the order of the day.

Bespoke or product specific markets, like art and craft, vintage clothing, tend to thrive in the city centre or the more bohemian areas of a city. When we look at the current offering in Dublin, this is happening organically. Locations like New Market Square and Temple Bar to the south, Moore Street and the proposed Mary's Lane Retail Food Market, Honest 2 Goodness in Glasnevin and Station House Market Harcourt Street and Eatyard in Dublin 2 and others all represent an even distribution across the geographical areas of the city. A residential catchment of 25k constitutes a viable community to sustain a full time market assuming a market culture. A plithier of farmers markets also run on a single day in the week which augment the offer to high footfall areas of the city.

Markets also have a roll in street theatre and entertainment in the city and act as a tourist attraction in their own right. In order to increase the reputation of Dublin as a centre for markets it would be advantageous to develop and control a program of festive markets, for example Christmas and International Cultural events and to mark annual and historic events. Chinese New Year Festival has proven very successful, providing a showcase for the Chinese community and its culture, and the Merrion Square Art Market the Peoples Art Festival on St Stephen's Green attracts high footfall annually and deliver a unique visitor experience, thereby promoting Irish culture.

Contemporary Markets

The Victorian Market, Mary's Lane Dublin 7

Today the market is underutilised at only 50% occupancy. It has long been approved for introduction of a Retail Food Market and a potential catalyst for regeneration of this inner city area with its high concentration of retail housing, and its location within easy walking distance of the vibrant northside shopping area of Capel Street, Mary Street and Henry Street. Marketing research has proven positive and permission is already in place to introduce a quality Retail Food Market to the building.

Dublin City Council proposes to accelerate the delivery of this market in order to capitalise on the potential business opportunity for stall holders and the city alike. There is a strong, identified interest to participate in a Retail Indoor Food Market which is open several days per week. The research for this market demonstrated a clear gap not only for traders but also for Dublin consumers and local residents.

It is our ambition to make this a "flagship" market, an exemplar for all markets in the City. For the purposes of this report this market will be referred to as 'The Victorian Market'.

Moore Street, Dublin 1 Today

The market on Moore Street survived and in the intervening years business there has focused almost entirely on food. Today the market has 19 Traders and includes fruit, vegetable and fish mongers on

a casual trading basis. In 2014 the Council commissioned a Strategic Review of Moore Street Market and Retail Outlets.

Recognising the distinctive character of Moore St, it is envisaged that a trading charter for the market be developed to reflect its value, place and tradition and to ensure a vibrant market suited to the needs of the local community and visitors to the City and one where the presentation of the street and the trade offering is significantly enhanced.

Weekend Farmers Markets

Farmers Markets operate in St Anne's Park (Red Stables) every Saturday from 10am to 5pm (10am to 4pm in winter), in Herbert Park on a Sunday, and Bushy Park on a Saturday. These are licensed by Dublin City Council.

Stall holders generally include bespoke foods such as hand made chocolates, artisan cheeses and preserves, organic meat, fresh baked bread, cakes and biscuits, fruit vegetables and flowers and imported niche products as well as organic produce.

Lunchtime Food Market

A number of commercially run lunch time markets now operate on Wednesdays, Thursdays and Fridays at locations at the Grand Canal and in the Docklands. Since March 2015 a new lunch time market in Merrion Square on Thursdays has been very successful. Typically running from 11.30 to 14.30 these markets provide a wide range of quality street food to the many office workers in the areas in which they are located. These markets are usually sited in attractive locations in areas of high footfall, on the banks of canals or within public parks.

Temple Bar Food Market Dublin 2

Designed in 1991 under the auspices of Temple Bar Properties, Meeting House Square was named after two religious meeting houses which bordered the space in the 18th and 19th centuries. At the heart of the Temple Bar area the Square is home to a weekly food market held on Saturdays. Originally operated by the Temple Bar Cultural Trust who transferred its functions to Dublin City Council in 2015, it is currently managed on a contract basis.

The emphasis is on local producers offering a wide range of organic food, home baking, low food miles, seasonal produce, food to go and a wide range of products in all weights and portion sizes.

In 2004 Temple Bar Cultural Trust decided that Meeting House Square needed to become more than just an "outdoor room" and seven years later in 2011 the twentieth anniversary of Temple Bar's regeneration was marked with the installation of four 2 metre high 'umbrellas', creating the first retractable cover of its type in Ireland.

The Temple Bar Book Market, Dublin 2

Temple Bar book market takes place every Saturday and Sunday from 11 am to 6 pm. It is located on the busiest junction of Temple Bar at Temple Bar Square. It is a small market catering for for

bookworms and music fans alike, offering new, second-hand book titles, children's books, popular recipe books, rare titles, vinyl and cds.

Designer Mart at Cow's Lane, Dublin 2

The Designer Mart at Cow's Lane showcases 30 artists and designers from around the country. The market is held every Saturday from 10am to 5pm and offers a broad range of original handmade jewellery, fashion, furniture design, visual art and photography.

Merrion Square Open Air Art Gallery, Dublin 2

Every weekend, there is a diverse and interesting array of art on display and for sale at Merrion Square, mounted on the railings of the public park directly opposite the National Gallery. Known locally as the Boulevard Gallery and licensed by Dublin City Council the Exhibition runs from 10.00am to 6.00pm Saturday and Sunday. The Art Market celebrated its 30th anniversary in 2015. Over 200 artists display their works.

Dublin's Liberty Market Nearby, another popular market, Dublin's Liberty Market, was first established in 1973 on Meath Street and remains one of the Capital's longest running markets. Unremarkable from the outside the market comprises a large hall filled with a range of booths selling clothes, jewellery, toys and many other goods. The market operates on Thursdays, Fridays and Saturdays.

The Super Natural Food Market Pearse Street, Dublin 2

Another indoor market with core values of community, environment and education, the Super Natural Food Market located in Pearse Street, Dublin 2 operates every Saturday and is a producer's market.

Established in 1983 by a group of friends who formed a buying group to save money by bulk purchasing vegetarian wholefoods and other sustainable living products the market is now a member owned and managed co-operative. Dublin Food Co-operative Society was formally registered in 1991 and was a pioneer of organic and local food long before the rise of farmers markets in Ireland.

The market opens from Thursdays to Saturday with Vintage clothes and Brocante offerings on Sundays. Saturdays are busy with mainly organic food and sustainable household products. Twenty stalls sell fruit and vegetables, bread, cheese, olive oils, jewellery and books.

The Station Building Food Market, Harcourt Street, Dublin 2

Dublin City Markets operate a lunchtime food market within the soaring arches of a disused railway station at Harcourt Street, and this is held indoors on a Tuesday and Thursday. There are 30 stalls and the stall holders have special parking facilities. All produce sold at the market is grown or crafted by the stall holders and is either organic or a related foodstuff. The food selection is expanded to include craft and jewellery offerings. To encourage their clientele to delay, local musicians play relaxing background music. This Market has sustained its opening surge since 2010 and the interactive crowds are causing stalls to sell out by 2pm in the day. Stall Holder spaces are now at a premium and are allocated on a continued support basis.

Newmarket Square, Dublin 8

In recent years Newmarket Square, Dublin 8 has become home to a number of markets which have brought new vibrancy to a previously run down area. Benefiting from indoor locations, ample free parking on the square and proximity to the new tourist attraction of the Teeling Distillery these markets have grown to be very popular.

Dublin Flea

The Dublin Flea Market opened its doors for the first time in November 2008 and since then it has grown into one of Dublin's most loved markets. It takes place on the last Sunday of every month in The Co-op on Newmarket square, Dublin 8 and being indoors means it is safe from the unpredictable Irish weather. There are over 60 stalls each month selling everything from vintage clothes to second hand bikes, retro furniture and random odds and ends - pretty much everything you would expect to find at a flea market. As well as the buying and selling we usually have a mix of djs, live bands or whatever we can throw together on the day to keep the folks entertained, as they soak

The Christmas Flea Market has taken place for the last four years, and was located at Point Village from Friday 9th to Sunday 11th of December 2016. Over 100 stall holders were selected from Irish Craft-Makers, Designers and artists not found on the high street. The event also saw a number of food stalls providing food and drink for the 15,000 plus visitors who attended. Economic staff worked with events staff to support this event, which was promoted on the Dublin.ie site. The event which was free of charge to attend showcased some of the best locally handmade, artist-designed, up-cycled and second hand goods in the city.

The Green Door Market

This is one of Dublin's newer food markets operating from an indoor location on the Square. Starting in 2014 the market is open Thursday, Friday and Saturday. It operates an eco-friendly policy and offers a wide range of organic produce in a 'convivial market experience'.

A variety of Sunday markets also operate once a month. On the first Sunday there is a **Pure Vintage** fair followed each month by **Fusion Sunday** an international culture market with stalls from around the world, selling a range of handmade goods, arts and crafts, recycled products, jewellery, clothes and food.

Best known for monthly markets, the **Dublin Flea Market** has taken place on the last Sunday of every month since 2008. There are over 60 stalls selling everything from vintage clothing, retro furniture and bric-a-brac to organic food and fair-trade goods. Musical entertainment is provided by bands and DJs promoting a bespoke ambiance and experience.

Smithfield, Dublin 7

In addition to the historical Smithfield Horse Fair which is now held twice yearly the square hosts other themed markets including a number of successful Christmas markets. Nowadays, Smithfield Market Fair is a monthly pop up market fair taking place in the Generator Dublin. The market boasts over 40 traders, live music, cinema screenings, café & bar + monthly installations.

Coppinger Row, Dublin 2

Licensed by Dublin City Council and located beside the Powerscourt Townhouse this market runs every Thursday from 11am - 7pm and hosts small artisan food producers selling an array of food along with locally and seasonally produced organic fruit and vegetables.

Proposals

The Actions proposed under this strategy take account of the multiple sources of information, the legal and Irish context and the input of those involved in the delivery of Markets. The strategy focuses on the Markets currently trading or envisaged for the city which will add to its vibrancies, contribute to its economic development and enhance open space and the promotion of Irish products.

Actions:

1. Develop an active Retail Food Market in Dublin City –

There is an identified need for a retail food market to provide a permanent, good quality food offering which supports and showcases local producers and acts as a tourist attraction in its own right. The location is within the Victorian Market Building which currently houses the Wholesale Fruit and Vegetable Market at Mary's Lane Dublin 7. Dublin City Council sought and was granted planning permission for a Retail Food Market. It is considered that this development will act as a catalyst for regeneration of the area while supporting the retail core in nearby Henry Street/ Mary Street.

Dublin City Council will expedite the delivery of this market and ensure it operates to green credentials and quality standards.

2. Set Market Standards

Introduce Market Charters in order to achieve standards of quality, good practice and eco friendly credentials for sustainability. Cognisance should also be given to providing a quality, affordable and value for money market. A charter will provide guidance and qualifying criteria for stallholders and an exit strategy for those who outgrow the market. It will also implement a regime of spot checks / audit and compliance with the Charter and good practice. Support training programmes for market managers and stall holders through the Local Enterprise Office, Food Academy, Dublin Food Chain and other agencies to deliver the objective.

Establish operating Charters for markets in control of Dublin City Council and promote same to private providers.

3. Identify New Market Opportunities

Dublin City Council will identify new locations and opportunities for markets in the city. This will include fostering more seasonal and bespoke markets for Dublin – youth market, flower market, art and evening markets etc. When proposing new markets in the city, the appropriateness of

the location should be tested for feasibility and consideration of proximity to public transport, services and impact on adjacent markets and retail offer be considered.

The Events Unit in Dublin City Council will invite expression of interest for provision of a Christmas Market at a sustainable location. It is envisaged that this will be of international standard and act as an added attraction to the City.

a) Identify alternative locations and types of markets which are well serviced by public transport.

b) *Seek to achieve a high standard Christmas Market*

4. Support Markets as Economic Drivers – it is recommended that space be allocated to small and start up businesses to provide a low cost route to market for local producers and product testing. Where markets are located in areas already serviced by retail businesses, the market should be periodical. Any new market should be encouraged to designate stall space to local retail business provided that their offering is compatible with the particular market charter. Initiatives like Food Chain and Food Academy will continue to be rolled out.

a) *Allocate space for small and start up business in existing markets and provide access to local business where appropriate.*

b) *Support training programmes for market managers and stall holders through the Local Enterprise office.*

5. Cultural Diversity and Community Engagement

It is recommended that existing markets embrace other cultures, to accommodate the ethnic mix of local communities but also the diverse and large number of international visitors to Dublin each year. Space may be provided for seasonal, ethnic, and community or not for profit groups. Existing markets could be a hub for the local community and a meeting place for all. Initiatives like Culture Connects Project and celebrations for national days highlighting the food and culture of Dublin's growing diverse population should be encouraged. A successful market will provide a service to the immediate locality while encouraging visitors to the area from other parts of the City and Ireland.

Dublin City Council will ensure all markets in their remit provide family friendly meeting space, promoting community engagement and cultural diversity which set a standard for private providers.

6. Engage in Ongoing Research

This strategy recognises the need for ongoing research and commits to support the Markets sector through partnerships already established in the Urbact Markets Project, The Institute of Place Management and with other local authorities and agencies involved in the delivery of Markets as economic drivers. It will further inform the sector through research on Market trends and through initiatives of the Local Enterprise Office and the Office of the Start up Commissioner.

- a) Dublin City Council will continue to engage with stakeholders, local research institutes and international agencies to inform its approach.***

7. Promote Markets

Create a central portal for information on Markets in Dublin. Initiate a communications and public relations plan for Markets through Dublin.ie, Social Media and partner agencies.

- a) Work with partner agencies to create an information portal for Dublin Markets**
- b) Support the International Day of Markets Initiative which takes place from 15th to the 17th May 2017.**

Conclusion

The range and variety of markets evolve with changing demographics and economic circumstances. Opportunities will arise for new markets and some of the existing markets will decline. That is the nature of a vibrant and changing city. What this report can achieve is establishing a broad agreement on what Dublin City Council will deliver to promote the establishment and the benefits of quality markets. For this purpose a number of clear, concise and measureable actions have been compiled which address the issues raised in this report. Over the three year life of this plan Dublin City Council will seek to deliver these actions in conjunction with Fáilte Ireland, Bord Bia, Taste of Ireland, Dublin Town, Market Operators and all other stakeholders.

It is also intended to review the Casual Trading Bye-laws in 2017 (and subsequently every three years).

Appendix 1

Dublin City Market Interviews

Dublin City Market Expert Interviews

| Person | Organization | Expertise |
|------------------|-----------------------------------|---|
| Andy O' Reilly | ALA Events | Ran Red Stables and People's Park markets management |
| David Brennan | Dublin City Business Association | Representing city business stakeholder opinions |
| Derek Higgins | Water Ways Ireland | Landlord of markets which take place on canals |
| Ciaran Casey | MAST | Representing farmers markets and stallholder association views |
| Adrian Cummins | Restaurant Association of Ireland | Restaurant association members viewpoint on markets |
| Emma Brereton | Urban Markets | Views of Dublin market operator for The Grand Social, Portobello Square and The Generator |
| Natasha Czoper | Natasha's Living Food | Input from stallholder at Portobello and other markets |
| George Moir | Farmleigh and Castletown House | Representing National Historic Properties |
| Kevin Doyle | Lovin Catering | Input from catering manager of Farmleigh Market |
| Margaret Gormley | The Park, Stephen's Green | Opinions from OPW |
| Des Valley | Baggot St Bridge | Market operator of lunch time and other markets |

| | | |
|-----------------------|--|--|
| Andy Burnett | Retail Alternatives | Market legislation and models with specific experience in UK and European markets |
| Malcolm Veigas | Veigas Consulting | Former markets specialist for Bradford District council and current retail and market consultant |
| Chris New | Principle Director for New Market Solutions | General market law and business planning |
| Graham Wilson | NABMA – National Association of British Market Authorities | General market law and business planning |
| Martin Harte | Temple Bar Company | Permanent and pop up market operators |
| Maria Moynihan | Milestone Inventive | Private market and event's organiser |
| Greg Ward | Raw Marketing | Dublin market and event's organiser |
| Gerard Farrell | Dublin BID | Representing the views of the Dublin City business district management and members |
| Mary Morrissey | Bord Bia | Input with regard to Food markets and national landscape |
| Sarah McNally | Manager of Temple Bar market | Views from market manager |
| Brid Carter | Honest to Goodness Market | Private market operator Dublin |
| Brendan O'Mahoney | Lilliput Markets | Views from prominent Dublin stallholder |
| Franko Pastor | Taste of Gusto | Views from prominent Dublin stallholder |
| Norman Rides | Dublin Food Co op | Views from specialist organic and wholefood market |
| Redmond Kennedy | Classic crepes | Views from a stallholder |
| Deirdre O'Sullivan YS | The Green Door market | Owner of Dublin indoor market |
| Siobhan Downey | Limerick Milk Market | Understanding the dynamics behind Limericks Milk market success |

Dublin City Market Internal DCC Stakeholders

| Organisation | Expertise |
|---------------------|---|
| Dublin City Council | City Parks Superintendent |
| Dublin City Council | Ballymun Market |
| Dublin City Council | Head of Events |
| Dublin City Council | Park Events |
| Dublin City Council | Casual Trading |
| Dublin City Council | Area Manager, South and South East Areas |
| Dublin City Council | Area Manager, North West and North Central Area |
| Dublin City Council | Area Manager, South Central Area |
| Dublin City Council | Events Department |
| Dublin City Council | Temple Bar |
| Dublin City Council | Public Realm |

Desk Research and Reference Documents

- Gloucester City Council, Market Strategy 2016
- The role of municipal markets in urban food strategies, a case study 2012
- Sustainable urban markets. An action plan for London
- Marketplaces as an Urban Development Strategy 2014
- Hackney Markets Strategy 2015-2020
- Urbact Markets: Making city markets the drivers of sustainable urban development
- Barcelona 2015-2025 Strategic Plan for City Markets
- Renewing old markets, a tool for cities
- London markets, strategy steps
- Camden's Street Trading Strategy 2012- 2015

- London Borough of Southwark, Markets and Street Trading Strategy 2010-2013 Actions and opportunities
- Bristol Market Strategy and Action Plan
- Bord Bia Guide to Food Markets in Ireland 2014
- Markets Matter – Institute for Place Making

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Appendix 2: Designated Areas and Times of Trading.

| DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS. MAP REF. NO. | TIMES OF TRADING |
|--|--|
| <i>Abbey Street at Irish Life Centre: 2010-0488</i> Tea/Coffee and light hot and cold snacks | Mon – Sat 7.00 a.m. – 6.00 p.m. |
| <i>Abbey Street Middle: 11543</i> Jewellery, Fashion Accessories, Souvenirs and Crafts(excluding copyright infringement, C.E. mark only) Flowers | Mon - Sat. 9.00 a.m. - 6.30 p.m. |
| <i>Amien Street at entrance to IFSC: 15064</i> Tea/Coffee and light hot and cold snacks | Mon – Sat 7.00 a.m. – 6.00 p.m. |
| <i>Anne Street South: 11543/8</i> Jewellery, Fashion Accessories, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only) | Mon - Sat. 10.00 a.m. – 6.30 p.m. |
| <i>Baggot Street Lower: 11543/12</i> Flowers | Mon - Sat. 9.00 a.m. - 6.30 p.m. |
| <i>Barnardo Square: 2011-0373</i> Jewellery/Craft, Portrait/Caricature Artist, Books | Mon – Sat 10.00 a.m. – 6.00 p.m. |
| <i>Boardwalk on the Liffey: 2011-0370</i> Paintings and Drawings (licence holders own original work) | Sat & Sun (May – Aug only) 10.00 a.m. – 6.00 p.m. |
| <i>Camden Street: 11543/9</i> Fruit & Veg. Flowers | Mon - Sat 9.00 a.m. - 6.30 p.m. |
| DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS. MAP REF. NO. | TIMES OF TRADING |
| <i>Cardiffsbridge Road, Finglas: 11543/19</i> Clothing (excluding copyright infringement) Flowers | Sunday only 9.00 a.m. - 2.30 p.m. |

| | | |
|---|-----------------------|--------------------------|
| Erne Street junction with Pearse Street: | 11543/10 | Mon – Sat. |
| Fruit & Veg. | | 9.00 a.m. - 6.30 p.m. |
| Fade Street: | 11543/11 | Mon – Sat. |
| Flowers | | 9.00 a.m. - 6.30 p.m. |
| Finglas Road: | 11543/6 | Mon-Sun |
| Flowers | & 11543/18 | 9.00 a.m. - 6.30 p.m. |
| Fishamble Street: | 2010-0636 | Mon – Sat (May-Aug only) |
| Ice-Cream | | 10.00 a.m. – 6.00 p.m. |
| Fownes Street and Dame Street: | 2011-0369 | Thurs – Sun |
| Portrait/Caricature Artist | | 10.00 a.m. – 6.00 p.m. |
| Grafton Street (Top of): | 2011-0375 | Mon – Sat |
| Flowers | | 10.00 a.m. – 6.00 p.m. |
| Grattan Bridge: | 2011-0376 | Mon – Sat |
| Flowers, Arts and Crafts (excluding copyright infringement) | | 10.00 a.m. – 6.00 p.m. |
| Harold's Cross Road: | 11543/15 | Mon – Sun |
| (Mount Jerome Cemetery) | | 9.00 a.m. - 6.30 p.m. |
| Flowers | | |
| Harry Street: | 11543/8 | Mon – Sat |
| Flowers | | 10.00 a.m. - 6.30 p.m. |

| DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS. MAP REF. NO. | TIMES OF TRADING |
|---|--|
| Henry Place: 11543/23 Jewellery, Fashion Accessories, Souvenirs and Crafts, Clothing Poster (all excluding copyright infringement, C.E. mark only) | Mon-Sat 1 st January – 30 th November. and 27 th December – 31 st December. 10.00 a.m. – 6.30 p.m. |
| Henry Street/Mary St. 11543/23 & 11543/24 Christmas Goods as outlined below (excluding copyright infringement, C.E. mark only) <ul style="list-style-type: none"> • Balloons • Cards • Cribs • Decorations • Holly and ivy wreaths, artificial holly • Hand crafts • Gift sets incl. Hats and gloves (excl. copyright infringements) • Jewellery (excluding copyright infringements) • Mistletoe and Christmas plants • Posters (excluding copyright infringements) • Toys (CE Mark only) • Selection Boxes • Wrapping paper • Santa Claus Hats • Clothing (excluding copyright infringement) • Handbags (excluding copyright infringement) • Shoes (excluding copyright infringement) | Mon-Sun 1 st -31 st December 10.00 a.m.– 9.00 p.m. |
| Heuston Station – north east of LUAS stop: 2010-0486 Tea/Coffee, light hot and cold snacks | Mon – Sat 7.00 a.m. – 6.00 p.m. |
| Lemon Street: 11543/8 Jewellery, Fashion Accessories, T-shirts, Souvenirs and Crafts. (excluding copyright infringement, C.E. mark only) | Mon-Sat 10.00 a.m. - 6.30 p.m. |
| Liffey Street Lower 11543/16 Jewellery, Fashion Accessories, T-shirts, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only) Flowers | Mon – Sat 9.00 a.m. - 6.30 p.m. |
| Marlborough Street 11543/4 Fruit & Veg. Flowers | Mon – Sat. 9.00 a.m. - 6.30 p.m. |
| Merrion Square: 11543/35 Paintings and Drawings (licence holders own original work) | Sat/ Sun, 1-24 December. 10.30 a.m. – 6.30 p.m. |

| DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS. | | TIMES OF TRADING |
|--|------------------|------------------------|
| MAP REF. NO. | | |
| Moore Street: | 11543/2 | Mon – Sat. |
| Fruit & Veg. | | 9.00 a.m. - 6.30 p.m. |
| Flowers | | |
| Confectionery | | |
| Jewellery and Fashion Accessories, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only) | | |
| Clothing (excluding copyright infringement) | | |
| Newmarket Square: | 2011-0372 | Sunday |
| Bric-a-brac | | 10.00 a.m. – 6.00 p.m. |
| Night-time Trading: | | Thurs – Sunday |
| Sale of hot/cold food and non-alcoholic drinks | | 11.00 p.m. – 4.00 a.m. |
| O'Connell Bridge | 11543/1 | |
| Grafton Street | 11949-1 | |
| Lower Camden Street | 11949-2 | |
| College Green | 11949-3 | |
| Hatch Street Lower | 11949-4 | |
| Cuffe Street | 11949-5 | |
| Fade Street | 11543/11 | |
| Fleet Street | 2010-0493 | |
| Fownes Street & Dame Street | 2011-0369 | |
| Harcourt Street | 2010-0494 | |
| O'Connell Bridge: | 11543/1 | Mon – Sat. |
| Flowers | | 9.00 a.m. - 6.30 p.m. |
| Jewellery, Fashion Accessories, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only) | | |
| DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS. | | TIMES OF TRADING |

| MAP REF. NO. | | |
|---|------------------|---|
| O'Connell Street: | 2011-0531 | Mon-Sat |
| Flowers | | 9.00 a.m. – 6.30 p.m. |
| Newspapers, Magazines | | |
| Ranelagh Triangle: | 2011-0374 | Sat & Sun |
| Jewellery, Foodstuffs, Crafts | | 9.00 a.m. – 6.30 p.m. |
| Sandymount Promenade: | 2010-0490 | Mon – Sat |
| Tea/Coffee, light hot and cold snacks | | 7.00 a.m. – 6.00 p.m. |
| South King Street: | 11543/39 | Mon – Sat |
| Flowers | | 9.00 a.m. – 6.00 p.m. |
| St. Patrick's Park (Railings): | 2011-0377 | |
| Paintings, Drawings, Photography (licence holders own original work) | | Sat, Sun and 1 st – 24 th December 10.30 a.m. – 6.30 p.m. |
| Portrait/Caricature Artist | | Mon – Sat 10.00 a.m. – 6.00 p.m. |
| Store Street Plaza: | 2011-0632 | Mon – Sat |
| Flowers, Arts and Crafts (excluding copyright infringement) | | 10.00 a.m. – 6.00 p.m. |
| Thomas Street: | 11543/13 | Mon – Sat. |
| Fruit & Veg | | 9.00 a.m. - 6.30 p.m. |
| Flowers | | |
| Confectionery | | |
| Misc. Household Goods (C.E. mark only) | | |
| Jewellery, Fashion Accessories, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only) | | |
| Clothing (excluding copyright infringement, C.E. mark only) | | |
| Wicklow Street: | 11543/7 | Mon – Sat |
| Jewellery, Fashion Accessories, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only) | | 10.00 a.m. – 6.30 p.m. |

| DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS. MAP REF. NO. | TIMES OF TRADING |
|--|--|
| <p>Wolfe Tone Park 11543/29</p> <p>Arts & Crafts (licence holders own original work) Paintings & Drawings (licence holders own original works).</p> <p>Gourmet Food Market, primary producers, organic foods, and direct specialist importers.</p> <p>In the event of Moore St. redevelopment and temporary transfer of the market to Wolfe Tone Park the following will apply: Fruit & Veg. Flowers Confectionery Jewellery and Fashion Accessories, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only) Clothing (excluding copyright infringement)</p> | <p>Saturday, Sunday and 1-24th December (with exception of Thursday & Friday) 10.00 a.m. – 6.30 pm.</p> <p>Friday 10.00 a.m. – 6.30 p.m. and Thursday/Friday between 1st and 24th December.</p> <p>Mon – Sat. 9.00 a.m. - 6.30 p.m.</p> |

Special Themed Markets may be considered and determined by executive decision by Dublin City Council at the following locations:

- Smithfield 2011-0534
- Wolfe Tone Park 2011-0378
- Coppinger Row (Sunday only) 2011-0371
- East Essex Street 2011-0379
- Lotts 2011-0581
- Cathedral Street 2011-0381
- South William Street 2011-0533
- Anglesea Street 2011-0383

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