



East Oxford Farmers' & Community Market
EVERY SATURDAY 10am-1pm

Co-operatively run for the benefit of the East Oxford community

www.eastoxfordmarket.org.uk

Annual Members' Meeting for Jan.–Dec. 2020

12 May 2021

Virtual meeting



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Zoom housekeeping

- Keep your microphone muted unless you're speaking
- Raise hand or use chat if you want to ask questions
- There will be time for questions after each report
- Feel free to ask for repeats if the audio quality is too bad
- We will use the Zoom polling function for voting!



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Welcome

- Thank you for coming to our annual meeting for members:
 - Stallholders
 - Local residents
 - Volunteers
- Our volunteer management committee report back to you about 1 Jan. to 31 Dec. 2020 and present plans for the future



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The committee 2020/21

- Venina Bland (res)
- Ruthi Brandt (res)
- Jules Coates (res)
- Caitlin Coombs (res)
- Martha Crockatt (res)
- Matt Dale (sta)
- Kate Jury (res)
- Rune Lyngsoe (res)
- William Mankelow (sta)

Officers were:

- Ruthi – chair
- Rune – treasurer
- Vacant – vice-chair
- Kat Luddecke – company secretary, membership administrator
- Dave Homfray (not on committee) – H&S Officer, with Jules H&S rep on committee

We'd like more people for 2021/22 to help share the work 😊



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Members' vote: minutes of last AMM

Members are asked to agree the following as a correct record of the meeting held on 18 May 2020:

- Draft minutes of East Oxford Farmers' & Community Market Annual Members Meeting for 2019



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Chair's report – Ruthi

2020 and COVID-19:

- Committee met – via Zoom – several times a week at the beginning
- Thank you to all the committee members at the time, some of which stood down at the last AMM
- First socially distanced market on 21 March – we were the only market in Oxford not to close at all!
- School reduced rent, which meant we were able to invest in gazebos for a fully outdoor market
- Markets were a success and showcased a true community spirit.

⇒ **Community markets help community resilience!**



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Chair's report (ctd.)

New team members

- We had two new members co-opted to the committee mid-year:
 - Kate Jury (now our interim treasurer)
 - Caitlin Coombs
- Thank you for stepping forward!
- And a big THANK YOU to Rune Lyngsoe and Martha Crockatt, who are stepping down from the committee today
- Two of our volunteers were trained as market managers
- We always need more market volunteers!



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Chair's report (ctd.)

Other bits and pieces

- We are now independently insured via Ansvar
- We renewed our connection with Aspire – their clients need volunteering opportunities and we need volunteers. Perfect!



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Chair's report (ctd.) - 2021

Plans for the future

- Find a new company secretary
- Increase engagement with you, the market members
- Increase the market's connection to the wider community
- Develop neglected sections of our website.

Let me know if you can help with any of these, or anything else -

chair@eastoxfordmarket.org.uk

Full report:

<https://data.eastoxfordmarket.org.uk/owncloud/s/Q4NxaSLz7FGZPYc>



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H&S report – Jules

- Two accidents recorded: 1 trip and 1 slip
- Now have a written process to follow for keeping the market safe in bad weather
- Guidance for training new managers to be reviewed
- We have found some new managers
- Full report [available online](#)
- Thanks to Elise's for the next slides



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- Covid forced us to make changes to the way we run the market and to the layout
- Significant changes included additional signage and lots of hand sanitiser



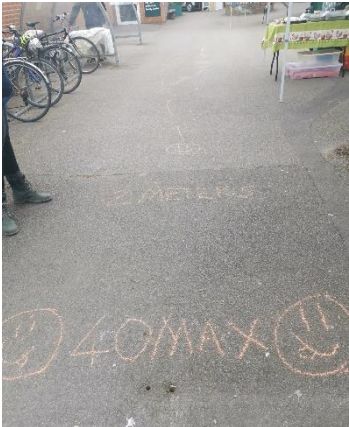


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- We used a lot of chalk to manage socially distanced queues ...and recruited additional volunteers to help with set up/take down and gate keeping





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Market Co-ordinator Report - Elise





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- The first few months of 2020 were normal with the usual quieter markets after Xmas/New Year
- In March we were faced with the prospect of restrictions due to the emerging Covid pandemic
- We were unable to use the school hall so expanded into the playground instead
- Stallholders have been very supportive and understanding about the changes we needed to make because of Covid; several lending us gazebos



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- Our callout for new volunteers resulted in what has become a brilliant team of people who know exactly how to run a Covid safe market

- One volunteer even brought a French horn to open the market!





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- With large queues and good weather, we were given a dog bowl by a volunteer, which was well received



- Pressure on available gazebos led to the brilliant idea of placing gazebos either side of railings so they could be shared in a Covid safe way



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- We started counting the number of customers coming in to the market
- Customer numbers rose from about 180 to almost 400!



Image of 23 March 2020 Market by Imogen Foxell

- One regular customer produced some lovely sketches of our Covid markets





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Stall Changes

- Covid restrictions varied so sometimes we were only permitted to have 'essential' stalls, eg food, household cleaners, toiletries
- Other times we were permitted to have non-food stalls
- The non-food rules coincided with our December markets, allowing stalls selling seasonal gifts
- New stall enquiries increased, a definite knock-on effect of people re-thinking their work during the first lockdown



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Market Café

- During lockdown, we weren't able to use the inside café space so Celia's started bringing her pop up mini van café
- With lockdown affecting some of our cafes, Celia's became a more regular feature





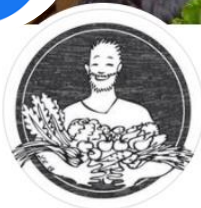
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Social Media

- Social media posts focussed on encouraging customers to come to the market and emphasised our Covid safety measures
- There was a noticeable increase in customers after we started using Instagram



East Oxford Farmers' & Community Market

@EastOxfordMarket · Grocery Store



East Oxford Market
@EastOxMarket



eastoxfordmarket

East Oxford Farmer's Market





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During the first lockdown we had a lot of positive feedback from stallholders and customers about our Covid safe measures




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...thanks for a superbly organised market with top Social Distancing measures in place... (Stallholder)

...very well organised queue with people 2 metres apart, restricted number of people allowed in - v impressed... (Customer)

...very well organised and traders all seemed to be wearing gloves and had hand sanitiser... (Customer)

...thank you to you all. The market ran so well and the volunteers worked so hard for our safety and the customers, amazing... (Stallholder)

...the market were great at keeping us distanced with chalk circles on the ground to guide queuing and one in, one out at the gates... (Customer)

...pulled out all the stops to keep the market running safely... Amazing community effort... (Customer)

...congrats on keeping it open and being completely ahead of the game with the social distancing... (Customer)

...very well run and people seem to keep to the system very well... (Stallholder)

...lots of sensible precautions being taken, and the queue also observing social distancing... (Customer)

...hooray for advanced queueing! (the most English response to anything)... (Customer)



A BIG THANK YOU FROM ALL AT THE MARKET TO EVERYONE FOR HELPING MAKE IT A SAFE SPACE



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Christmas Markets

- Only three Saturdays in December: 5th, 12th, 19th - no market on Boxing Day

- Stall numbers higher:
 - 5th December = 28
 - 12th December = 29
 - 19th December = 25

5th December - Seasonal Gifts, Fresh Food & more...

It's a bumper Xmas market this week with...

GIFTS: locally grown Xmas wreathes, wooden printing blocks, asian recipe packs, handmade soaps & household items, hemp oils, teas, non-plastic household & travel alternatives, travel, makeup, vegan skin/haircare products, children's clothes, upcycled furniture, Xmas gifts, second hand books

FOOD & DRINK: local veg, meat, eggs, honey, bread, apple juice, pies, preserves, PLUS natural wines and locally roasted coffee

TAKEAWAYS: jacket potatoes, Mediterranean, Italian, Japanese, Indian, Greek, South American savoury takeaways plus cakes PLUS a Dutch-themed Cafe!

SHOP. EAT. ENJOY. Local.

Special December Opening
9:30am to 1:30pm



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Christmas Markets

- Extended opening hours – 9:30am to 1:30pm
- Expanded outside the gates
- Offered membership gift vouchers



- Jericho Coffee gave us beans to sell at cost to boost market coffers



★ **BUY** ★

**JERICO
COFFEE**



**& support
the Farmers
Market**



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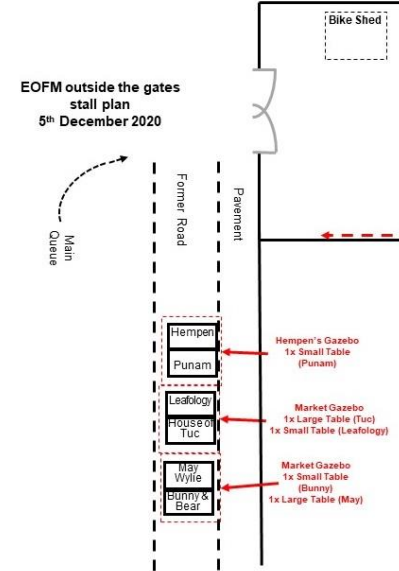
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Christmas Markets

- Increased interest from non-food stalls



- Expanded market outside the gates





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So, in summary:

- The first few months of 2020 were normal
- We made positive changes for Covid safety
- We proved we could expand the market
- Lots of new stallholders -- food and non-food
- Stallholder loyalty was boosted
- We increased our customer base
- We boosted our social media interaction



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Volunteer co-ordinator's report

Saturday pre-Covid

- We had just two shifts @1.5 hours each on market days
- Mainly around invoicing, signs
- Outside set-up all done by Harry Booker and helper on contract
- We had 11 markets like that
- So 33 hours = £297 @£9ph

Since late March 2020

- We now need help for set-up, gate-keeping and take-down, with the extra gazebos and more safety precautions as well as invoicing, signs
- That means we have about 13 shifts @1.5 hours each on market days – so 11 more each Saturday to fill!
- 40 markets so 780 hours = £7,020 @£9ph

THANK YOU



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Volunteer co-ordinator's report

Other points

- So huge thanks to the small army of **new volunteers!**
- Esp. William Mankelow helping co-ordinate since October and introducing a **new WhatsApp group**
- Volunteer members of the **Management Committee** do a lot:
 - Lots of COVID planning, in meetings and per email
 - Sorting out new insurance
- Some also help e.g. with H&S, repairs, the AMM, market stalls
- Plus: chair, treasurer, company secretary (50h), membership admin (12h) and volunteer co-ordinator (50h inc. volunteering)



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Membership report (1)

- Key benefits remain – have a say and a vote!
- It's £5 to join and £5 a year renewal fee
- Not enough (volunteer) time to do more
- We remove members from register due to:
 - 1) having lost contact, or 2) actively resigning
- Happy to review [2019 membership strategy](#)



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Membership report (2)

- **End of 2019:** 92 total (of which 65 paid up)
- Renewals during 2020: 38 paid up, 3 honorary members with fees waived = 41 total
- New during 2020: 40 (all paid up except Harry Booker who was awarded honorary membership)
- Left in 2020: 2 active resignations, 13 not paid up for two years = 15 total
- Leaves **end of 2020:** 117 total (of which 36 had not paid their subs in £5)



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Treasurer's report – Ruthi

Verbal report

Note: in line with FCA requirements, a copy of the Profit & Loss Account and the Balance Sheet will be printed out and signed (in duplicate) by the secretary and two committee members of the society acting on behalf of the society's committee



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Members' vote: auditor

Committee asks you to agree the following:

- **The members exercise their power and decide to allow the society not to undertake a full professional audit for the year of account in question** (in accordance with section 84 of the [Co-operative and Community Benefit Societies Act 2014](#)).



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Members' vote: new committee

- Venina Bland (res/vol)
- Ruthi Brandt (res/vol)
- Julian Coates (res/vol)
- Caitlin Coombs (res/vol)
- Matt Dale (sta)
- Kate Jury (res)
- William Mankelow (res/vol/sta)
- Any others?

We need a new
Company Secretary
(or help) & long-
term Treasurer

Notes:

- *looking for new members – and managers too 😊*



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New Committee (ctd.)

Venina Bland:

- After moving to Oxford in 2018 I quickly went from market regular, to volunteer, to committee member, and occasional market manager. As well as supporting my efforts to shop ethically and locally, the market has also been a fantastic source of community as a newcomer (and in Covid times).

Ruthi Brandt:

- After being a happy customer for several years I joined the volunteers team and became an occasional Saturday manager. I then joined the committee 2 years ago and have been the committee's chair for the past year.



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New Committee (ctd.)

Julian Coates:

- To come

Caitlin Coombs:

- I moved to Oxford in 2019 and whilst wandering around Cowley I came across the market - everyone was so lovely and there was such a friendly atmosphere which made me immediately want to get involved. I started volunteering and enjoyed getting to know the stalholders and the rest of the crew, and joined the committee this year too.



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New Committee (ctd.)

Matt Dale:

- I want to continue to support this amazing community by making sure that stallholders are well represented on the committee and that the market continues to thrive.

Kate Jury:

- I've been a regular customer of the Farmers' Market for nearly 15 years now, it is the staple of my weekly food shop. I really admired the way that the market organised itself and kept going with such good cheer during the lockdowns of 2020 and 2021, so when I was asked in 2020 if I would like to join the committee I was pleased to be able to support the market in that way.



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New Committee (ctd.)

William Mankelow:

- I began at the market as a stall holder in 2016 selling photography. Since then I've become a regular volunteer, and manager, and in 2019 a member of the committee.



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Any other business?