



Guide to setting up a local food outlet

November 2010

Karen Lawrence

Contents

1.0	Establish the need and choose the area	3
2.0	Find a trader	3
3.0	Market stall	4
4.0	Shop	4
5.0	Promotion	5



**Love
Local**

1.0 Establish the need and choose the area

The Love Local project aimed to establish a fresh food outlet in one area in order to provide easier access to local produce for local people. The key barrier preventing people from eating local food is lack of availability it was therefore considered essential to provide easier access to healthy, affordable, locally grown fresh produce.

Establishing the need for your outlet is an important first step and researching the target communities to identify the best location for the outlet is essential. This can easily be accomplished with some simple leg work. Basic steps that need to be taken are:

- Find out where established outlets are and what they sell and check to see if they are already selling fresh produce.
- Many areas have a small weekly market. If your area is lucky enough to have one find out if it has a fruit and veg stall, if it doesn't are you able to have a stall at the market?
- Find out if there is a mobile veg seller in the area.

2.0 Find a trader

The quickest and simplest way to set up an outlet is to work with an existing trader. Using existing service providers, their resources and expertise, offers the most cost and time effective solution.

Finding a trader to work with is not a simple task and it can require lots of legwork. It's worth talking to the fresh produce traders on Peterborough's City Market and it is also worth approaching mobile sellers and stall holders at local farmers markets or small local markets.

All market traders in Peterborough have to be registered with the City Council. This information can be accessed through its business regulation department. The City Council also operates a 'scores on doors' scheme which rates traders according to hygiene etc, this information is available on the Councils website.

3.0 Market Stall

Because of waste and security issues establishing a market stall independent of an already established market can be difficult. Fruit and veg stalls can produce large amounts of waste. Typically at an already established market waste outlets are provided for the traders as part of the cost of their pitch, therefore if you need to provide a waste outlet it could work out to be cost prohibitive.

Security issues also arise, issues that need consideration include where will the stall holder store the actual stall when not in use and where will produce be kept out of hours.

Any new stall must, by law, register with the City Council at least 28 days before trading can begin and it costs £7.50 (August 2010) per day to trade.

It may be worth contacting a mobile seller to see if they would consider going to your identified area before you contact other traders. This is the easiest option to take.

4.0 Shop

The major advantage of having a shop as oppose to a stall is that it is a permanent feature in the neighbourhood. The first thing you would need to establish is if there is a suitable empty unit in the location where you want to set up your shop. You will of course also need a trader who is willing to take on a much larger commitment. It is worth approaching the landlord and explaining that you are engaging in a community project, they may be willing to give you some rent concessions or act more generously in other areas such as the reducing the rent bond, etc.

It will of course be a much greater investment for the stall holder. Extra costs include buildings insurance, legal costs and the fitting out of the shop. There is also a much greater time investment required as the processes involved can be lengthy. A realistic time scale from finding your premises and trader to opening your store is probably around six months.

Once you have found your potential premises you need to:

- Contact your local planning office to establish if a change of use is necessary.
- Establish if there are any covenants restricting what you are able to sell, the owner of the premises should be able to supply you with this information.

5.0 Promotion

Once you have opened your shop/stall it is important that you get the word out and promote the opening. You may have a marketing budget but if one is lacking there are several ways that you can get free promotion:

- Write a press release for your local paper and radio
- Hold a gala opening and invite local dignitaries and community groups
- Use social networking as a tool for promotion
- Invite a local school.

If you have a marketing budget:

- Produce some posters and put them up in the local community
- Produce leaflets to advertise the shops opening gala – include a discount voucher
- Get a local chef to do some cooking demonstrations with some of the shops produce.