

# Run your own Farmers' Market!

## Our Bright Future

[NUS Student Eats](#) will be supporting 67 student-led food enterprises over five years. This will include 15 farmers' markets in partnership with the [Soil Association](#). Our support packages have been made possible through a national programme called [Our Bright Future](#), funded by the Big Lottery.

### What is a farmers' market?

Farmers' markets are really adaptable food enterprises. They don't even have to be called farmer's markets, you may prefer to call it a 'food market' or a 'produce market'. A market can also be used as an opportunity to promote societies or even to link in with other regular university or college events. However you decide to set up your market, we recommend starting off small with perhaps just a handful of stalls once a term.

Essentially a farmers' market is a place on campus where students and staff, as well as members of the public, have the opportunity to buy fresh locally produced food. The added bonus is everyone can meet the food producers to discover exactly where their food has come from.

### Why set up a farmers' market?

#### Good for you, good for your institution, good for your community

- Provides real-life experience of setting up and running a business.
- Enhances employability skills – leadership, teamwork, planning.
- A great way for emerging student enterprises and societies to market their products.
- Potential income generation for your

students' union or society.

- Fresh affordable food for students, staff and members of the public.
- Raises awareness about the importance of buying sustainable food.
- Supports the local economy and community partnerships.

### What help is provided?

#### Mentoring from experts

- **Pre-application support.** Webinars, [email](#) and telephone advice will be available in the lead up to application deadlines.
- **An initial meeting.** Facilitated by the Soil Association (the UK's leading membership charity campaigning for healthy, humane and sustainable food, farming and land use) this will help you to scope the project and prepare you for setting up a farmers' market. It is aimed at the students who will be leading the project as well as staff members supporting the application.
- **Training.** The opportunity to participate in a fun and informative day of free training delivered by the Soil Association on your campus. The day will help you to get a better idea of how to plan your market, find stallholders and much more. The attendees are likely to be those involved in the initial

meeting, together with other students who are taking on roles and responsibilities in running the market.

- **Follow up meeting.** This is with the Soil Association and could be used to help you source further producers, help on the day of your first market or to help review the project after your first event.
- **Continued support.** Email and telephone support will be available from both NUS and Soil Association staff as your market develops and grows.
- **Peer support.** We'll put you in touch with existing student-led farmers markets as well as those setting up new ones so you can share good ideas and help each other to solve issues.

### Free resources

- Farmers' Markets' handbook designed by the Soil Association to provide all the information you may need to set up and host a farmers' market.
- Access to numerous supporting documents, events, information, links and news via the Student Eats website & social media.
- Regular webinars will be used to support new farmers' markets.

### Start-up costs

- Provisions for starting an enterprise will depend upon the exact specifications of your farmers' market, this will typically be around £500 but in some cases up to £1000 will be approved.
- We can approve up to £500 for capital costs such as market stalls or marquees and up to £500 for revenue costs such as training or local authority licence fees.
- Other typical costs could include travel to recruit stall holders, printing (flyers, banners etc) or farmers' market accreditation.

## What we are looking for

### 3-4 key students to lead the project

We also welcome applications from university, college or students' unions staff and officers but ultimately the enterprise needs to be student-

led. We would also welcome partnership working with young people in your local community. Please [email](#) us if you have any questions.

### Knowledge of existing food links.

Knowledge of some potential stall holders would be helpful. This could be food growing clubs or societies, nearby farm shops or other local farmers' markets. Not to worry, if you are selected the Soil Association will advise and support you to further develop links with local producers.

### How do you know people are interested in a farmers' market?

A farmers' market will only be successful if there are customers to buy the produce. We would like to see some evidence that you have spoken to students, staff and/or people in the local community and identified that there is an interest in buying food from your farmers' market. Information should be gathered on what type of stalls people would be interested in visiting and what day of the week people would prefer. Don't worry if you don't have all of this information now, there will be opportunities to gather this during the planning phase.

### Access to a suitable venue for the market.

The location, size and type of venue will affect the number of customers you get. The 'perfect' venue will differ from project to project but usually an easily accessible site close to students' unions work well.

### Access to a room to hold a training event.

This will be for successful projects and delivered by the Soil Association.

## Eligibility Criteria

### You are:

- A student(s) based in the UK or a student led club or society; or
- A member of university, college or students' union staff or a student officer. We encourage these applications as long as the project will ultimately be student led. You will need to provide details of your plans to recruit

students and outline how the enterprise will be student-led on the application form.

Please [email](#) us before completing the application form if you have any questions;

- Committed to undertake the required training, planning, set-up and hosting of the markets.
- Your students' union is affiliated to the NUS

#### **You have:**

- The support of a member of institution and students' union staff. *If you haven't got this support please [email](#) us before completing the application as we may be able to help.*
- A minimum of 3 people to lead the project.
- A suitable venue for a farmers' market.
- A member of the group who is willing take responsibility for collecting monitoring and evaluation data.

### **Apply for support now!**

If you fulfil our eligibility criteria all you need to do is complete our online application form. For current deadlines please see our [Key Dates](#).

If you are still unsure just [email](#) the Student Eats team and we will answer any queries you have. Pre-application support is available from the Student Eats [website](#), Student Eats staff, Soil Association staff, workshops at events and via webinars. Sign up to our [mailing list](#) and like us on [Facebook](#) to make sure you don't miss anything!

### **FAQ's**

#### **Who will assess the applications?**

The NUS Student Eats team and our student-led steering group.

#### **How much will be offered for start-up costs and what can it be spent on?**

Typically we will approve around £500 but in some cases up to £1000. We can approve up to £500 for capital costs such as market stalls or marquees and up to £500 for revenue costs such as training or local authority licence fees.

#### **Will we need to provide receipts and keep accounts?**

Yes but guidance will be provided.

#### **What information will we need to submit?**

A toolkit of guidance and templates will be provided to assist groups with the monitoring and tracking of information such as the quantity of products traded, the number of customers attending markets and the number of hours volunteered. You will need to nominate one person to take on the role of Impact Officer to gather this data.

#### **When is the deadline for applying for support to set up a farmers' market?**

Please refer to our [Key Dates](#).

#### **When will we find out if we have been successful?**

Please refer to our [Key Dates](#).

#### **What if we haven't got enough time to get the support or do any research before the application deadline?**

This will be your last chance to apply for support to establish a farmers' market. We will however be offering opportunities to establish other types of food enterprises in our upcoming rounds, please refer to our [Key Dates](#).

#### **We currently do not have support from staff at our university or college or from our students' union, can you help?**

If you haven't got this support yet don't worry, just [email](#) us before completing the application form and we'll do our best to help you with this.

#### **How many farmers' markets will Student Eats be supporting?**

We will be supporting 67 student-led food enterprises over five years, this will include 15 farmers' markets.

#### **We have big plans and would like to scale up our enterprise in a few months' time, how will this affect our farmers' market application?**

At the end of 2017 and into 2018 seven enterprises will be given the opportunity to apply for up to £17,000 in scale up costs and receive additional mentoring. In your application you will need to explain your vision for scaling up your enterprise and how the initial start-up costs & mentoring will help

you prove that your idea can be run on a larger scale. The scale up application process will require a more detailed business plan and we will also expect a strong relationship to be established between the applying group or society, the students' union and the university or college.

**Who funds the Student Eats' food enterprises?**

The Big Lottery as part of their '[Our Bright Future](#)' programme.

**Can we apply for support for another enterprise at a later date (whether or not we are successful with our first application)?**

Yes.

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