

# Dursley Town Council - Recycling Waste Project

## Introduction

Many plastic items are currently not recycled by Stroud District Council Refuse Service and therefore go to landfill or furnace. There are companies who are working with the manufactures to recycle some of the plastic waste, some are brand specific e.g. BabyBelle Cheese packaging and some are generic, e.g. pet food pouches. An added incentive to run this type of recycling is that there is a reward system in place that can generate monies for local good causes, if sufficient volume by weight is recycled through these schemes.

The main company driving the recycling is **TerraCycle**, who offer a range of free programmes that are funded by conscientious companies.

## Objective

Initial objective would be to join 2 schemes, pet food pouches and biscuit, cracker and cake wrapper recycling. If this proved successful it could be expanded to other types of plastic. The public could recycle this material at the Dursley Town Council Car park in bins sited at the right-hand rear.

## How

Create a plan to be inclusive of all Dursley residents, managed by Dursley Town Council to collect, weigh and dispatch collected recycling material.

### **Specific –**

**Who –** Dursley Residents, Town Councilors, Dursley Town Council Employees and Terracycle.

**What –** Two types of plastic waste as agreed with Terracycle.

**Why –** To reduce the amount of waste sent from Dursley to landfill or furnace.

**Where –** Collected at the town Car Park, stored and bagged at the Pavilion before being dispatched in the correct volumes.

**Which other resources are needed –** Advertising, Dursley Natters, local media. Purchase of collection and storage units with associated health and safety assessments and equipment. Ubico to provide history and ongoing volumes of waste going to landfill or furnace from Dursley.

**Measurable –** Published monthly statistics on volume collect and amount sent for recycling by material type. Amount of Town council effort in collection, storage and dispatch. Amount raised for good causes.

**Achievable –** A step by step increase in funds distributed to local good causes. A small percentage reduction in Landfill volumes from Dursley residents.

**Relevant** – The project to support the Town Councils objectives as set out in the Climate Change and Environmental Change Mission Statement.

**Time bound** – Six months to operational from Council approval and 12 months to confirm a month on month increase in recycling.

# **Dursley Markets Meeting**

## **1<sup>st</sup> July 2021, 11am on Zoom**

### **Attendees:**

- Dursley Town Cllr Danae Savvidou (Chair of Town Improvements cttee)
- Dursley Town & District Cllr Doina Cornell
- Dursley Town & District Cllr Loraine Patrick
- District Cllr Trevor Hall
- Rosie Powell, Dursley Farmers Market
- Beth Pullin, Dursley Craft Market
- Abi Nichol, Dursley Craft Market / Create Gloucestershire
- Mike Doughty, Dursley Town Trust (Market Place)
- Amy Beckett, Senior Economic Development Specialist, Stroud District Council
- Leah Wellings Deputy Town Clerk, Dursley Town Council

### **Welcome & introductions**

#### **Background**

Cllr Danae Savvidou explained that the Dursley Town Council Town Improvements Committee had agreed to initially focus on investigating how the existing Farmers' Market could be supported and expanded and also the development of digital /website promotion of the town.

This meeting would be the first of discussions regarding this area of work and would focus on markets.

#### **Possible funding/support available**

Amy Beckett highlighted possible funding pots that may be able to support markets, depending on ideas - The Welcome Bank Fund (£106k) and Reopening Fund.

- The funds are currently held/administered by Stroud District Council, working with Town and Parish Councils. Private businesses cannot apply for funds.
- The funds can be used by Market Towns reopening following Covid.
- The funding support is subject to criteria and relate to, for example, increasing footfall in a safe manner following covid and adding benefit to something which is taking place. It could include things like communications, publicity, covid related barriers/signs and making a town more attractive.

The Growth Hub have launched some funding today – Covid Digital Recovery Grants – markets should go online and have a look at this opportunity available to Gloucestershire SME's.

Amy agreed to forward relevant information/links on the funds.

Leah Wellings reported that Dursley Town Council would be receiving an update on the Welcome Back funding and initial discussions across Market Towns regarding this and the possible creation of a 'Tourism Officer for Market Towns' role at the Council's July meeting.

#### **Farmers Market**

Rosie Powell shared information on the Farmers Market:

- The Market reopened in April following the lifting of some Covid restrictions.
- The safety of customers and stall holders was paramount.

- A pre-paid collection service was offered as a stepping stone to reopening the market and this worked well.
- Before Covid the market could operate 15+ stalls in the Market Place space, following covid restrictions and social distancing requirements, this had dropped to 12 stalls at a push.
- 10 stalls is currently considered a good average per month.
- The Farmers Market is always on the second Saturday of the month.
- There are 4-6 stalls currently on a waiting list (mix of clothing/food/craft)
- Publicity and promotion currently include:
  - 2 big Yellow Banners in the town (Pet Shop & Market Place)
  - Date cards for year (usually 100, given out locally/by stall holders)
  - Social media (Twitter/Facebook & Instagram).
  - Facebook is an effective tool for promoting the market and increasing footfall. Posts are shared, building up to market day, showing customers what's going to be on offer. Unfortunately haven't currently got the finances to "boost" facebook posts (£2 per day).
- In the past the Farmers Market have held a more regular market day, but this was found to be too much. Once a month works well, it's more of an event that can be built up and looked forward to, by stall holders and customers alike.
- Dursley Farmers' Market has a history of nurturing and supporting people new to market trading and watching them grow!
- The market costs include the hire of the Market Place from Dursley Town Trust.
- The stall fee scale structure is set up to allow flexibility for quiet market days – if you charge too much people won't return. (£8-£10 craft - £10-£15 food). New stalls are required to attend 3 consecutive months initially.
- Rosie herself started selling in the market as a teenager and took over organising the market on a voluntary basis, to ensure it didn't fold. It is a lot of work to organise and promote and often Rosie used her own funds to cover some costs. Rosie is very passionate about the market and also gets support from her family.

Everyone at the meeting recognised all the hard work that Rosie puts into the market for it to take place in the town.

## **Craft Market**

Beth Pullin/Abi Nichol shared information on the Craft Market:

- The Craft Market is a new monthly market, the first was held in the market place on 19<sup>th</sup> June.
- It's been set up by the Cam and Dursley Creatives group.
- 9 stall holders attended on 19<sup>th</sup> June, 7 from Cam and Dursley.
- It had good footfall with £1500 worth of purchases being made on the day.
- The market already has 340 followers on Facebook. No advertising banners yet.
- 50 enquiries have been taken. The group is looking at a 15 mile radius for stall holder traders, in addition to local Cam & Dursley traders.
- 13 stall holders booked for the market in the Chantry Centre, to be held as part of the Dursley Summer Festival on 10<sup>th</sup> July.
- Mike Doughty, Town Trust is helping to look after the market finances.
- Rosie at the Farmers Market had provided useful information and support in helping the Craft Market set itself up.
- Markets can have links to health and wellbeing within the community.
- The market is organised by volunteers (incl. Beth/Abi) who have committed to be involved until the end of the year, but there is a considerable amount of admin/publicity work and a new co-ordinator would need to be found to take over if it is to continue into 2022.

## Ideas

The overall discussion highlighted the following ideas:

- Have something in the Market Place every week.
- Develop a youth community market – helping to nurture young talent, develop business/selling skills, enabling young people to gain valuable experience.
- Engage and link with GL11's enterprise work, The Grace Network and Kick Start scheme.
- Identify product gaps and explore opportunities to fill (e.g. Dursley doesn't have a flower shop on the high street anymore, Sunflowers in Cam offered to sell flowers at wholesale prices to young people/a young person who might want to set up a flower stall in the Market Place).
- Hold a monthly Arts Fair (co-ordinating with the Tyndale Arts group) selling artwork in the Market Place.
- Ensure market development is appropriately covered in Stroud District Council's new Economic Development Strategy.
- Creation of a Market Co-ordinator Post, pilot for 2 years. Look at access to different funding streams that could cover costs (e.g. Barnwood Trust / new funds linked to Health and Wellbeing).
- Expand stalls into paved area. There are lots of considerations with this - weather conditions – street/market licensing charges may apply – stall covers – other areas of town that could be used (outside Sainsburys/ area around market place / St James garden) – space restrictions.
- Ensure publicity covers Cam area – large new developments taking place/ new households / potential market customers. Work with Cam Parish Council.
- Hold a monthly Sunday Market/Street Market when traders aren't taking deliveries. Could encourage cafes to open if demand is there.
- Stonehouse are developing a street market – find out how they are developing it in their town. (Cllr Loraine Patrick has made contact).
- Market stall units with roof coverings could be hired if required for street markets (costs would need to be investigated but approx. £200?).
- Fund banners for Craft Market /Facebook boost for Farmers Market posts.

## Next steps/ future meeting.

- Take steps to progress applications for funding relating to:
  - Banners for the Craft Market.
  - Facebook boosting costs for the Farmers Market.
- On 13<sup>th</sup> July 2021, report back to the Town Improvements Committee on these initial discussions and ideas.
- It was noted that a meeting to discuss digital/ promotion of the town generally, would be held in the coming weeks and would engage tourism contacts and interested Dursley traders.
- Hold a further Dursley Markets Meeting following the Town Improvement Committee and July Markets.

Meeting closed at 12:20pm.



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