**Agenda item 13**

**Green Market and Climate Change Event**

**To consider organising a Green Themed Market and Climate Change related event on 18.7.20 on the Jubilee Square in partnership with Wem Economic Forum**

2019 was the last Sweet Pea Show in its current format, the event is important to the history of the town and attracted visitors from across the county and beyond. Around the show developed several other events which have each become important in their own right, Church Green Event, Crafters Market in Wem Town Hall and Vehicles of Interest. These events have also contributed visitors coming into the town and helped to boost the trade to local shops and businesses.

In 2019 organisers of the Sweet Pea Show attended a meeting of Wem Economic Forum to discuss whether there was any interest in trying to organise an event based around the legacy of the Sweet Pea Show but in a slightly different format to reflect its need to modernise and attract new visitors. It was agreed that this would need to be properly planned in time for 2020 and there was also a need for a proper break between the Sweet Pea Show and any new Sweet Pea themed festival so discussions on this are at an early stage.

In order to continue to attract visitors to the Town on what has become known as “Sweet Pea Weekend” and to keep the date in the diary of the local community and beyond it is proposed for 2020 to organise a one off Green Themed Market and Climate Change related event on 18.7.20 (the day before the Vehicles of Interest Show) on the Jubilee Square.

This event would be organised by the Town Council in partnership with Wem Economic Forum and would be located on The Jubilee Square and if demand is there on the top section of the Co-op Car park by the Public Toilets (permission has already been provisionally given for advisory stalls to be located here if needed). It is proposed to invite stall holders offering the following;

Plant sales,

Environmental products/ services

Advisory stalls offering gardening advice, how to support wildlife and healthy eating

Climate Change awareness raising stalls including Wem Area climate Change forum, Incredible Edibles, Wem Food Hub

**Funding**

A budget has not been drawn up for the event, but it is anticipated that funds will be required for the following: Event promotion and insurance (if not covered by TC insurance).

Stall holders will be expected to provide their own stalls and awnings and their own insurance.

A request for funding to promote this event could be made to Wem Economic Forum to cover costs. A small charge could be made for commercial stalls, all other stalls would be free.

**Staff input**

The event will be organised in partnership with Wem Economic Forum and it is anticipated that members will volunteer to take part in the organisation of the event so it will not all fall to Town Council staff.

Town Council staff will act as the contact point for potential stall holders and will send out booking forms and allocate stalls. An advert will need to be drafted and sent out to attract potential stall holders as well as contacting organisations direct.

It is hoped to attract sellers who already attend the Millennium Plant Sale along with stall holders who have previously had stalls at the Sweet Pea Show. Charities offering advice / information will be contacted direct. These matters will be discussed at the March meeting of Wem Economic Forum.

**Clerks Recommendation**

**That the Town Council agrees in principal to organise a Green Themed Market and Climate Change related event on 18.7.20 on the Jubilee Square in partnership with Wem Economic Forum.**