

Swaffham Sheep Fair

		2019 Wash up	2020 Notes	2020 leads
1	Overall	Weather: sunshine & light cloud. Light breeze. Ideal conditions for the day.	Same again please.	
2	Overall	Theme is coming across as more 'craft' and 'wool' than meat. The guys selling burgers were great but not really emphasising the 'local' / 'rare breed' angle.	How to improve 'sell' for meat / rare breeds? Continue to build craft / wool angle.	Sheep Fair Lead
3	Visitors	Area was busy from about 10 until 2 although a few did hang around the sheep until close at 3pm. Generally lot more families and young children than usual. Definitely brought in visitors and people who don't usually visit the market. Were quite a lot of people with dogs, might be good to warn Sheep Exhibitors that need to take this into account.		
4	Timing	Advertised as 8am start. Wasn't actually set up till 9 and really people don't come till 10am. Bit thin by 3 but Auction did get attention, people did stay on well. Otherwise good attendance, nice and busy all day.	Ideally should mirror the Market timings. Not essential that all set up by 8 but no vehicle movement after 8am. Advertise start as 9?	
5	Market	General feedback that had a good day. Traders do lose some of their regulars but do get new people in.	Involve market more in the event. Have a 'best dressed stall' competition?	Market Liaison
6	Shop Window Competition	Had about 7 entries. Weren't given info until late on so did well to get any.	Good to continue - helps to involve town businesses. Give more notice so can do well.	Show Window Competition
7	Restaurants.	White Hart, selling burgers by Bramblebee. Market Cross selling lamb burgers. Craft market local lamb sheperds pie. Pedlars Café had their pie and mash day. Impsons: selling rare breed eat & were busy. Papworths, did 'walk around' with hot sausages - generally OK but not very busy.	Better promotion for who is doing what in build up and on the day.	Restaurants, eateries, butchers & hot food.
8	Hot Food	Bramblebee, mutton roast was smoky. He generally didn't promote the 'rare breeds' bit at all. Did have meat but not obvious. Not in the best position either. Even with 4 burger stalls the usual market businesses had a 'normal' day.	Papworths may do burgers/hog roast. Limit to 4 'meat' stalls. Maybe encourage to sell meat instead. Invite more local producers? Asparagus??	Restaurants, eateries, butchers & hot food.
9	MTI Stalls	9 were out, one on market. Went down well with those who used them. Very good to add shade for sheep. Real plus.	Assume will use again	Stalls and displays
10	Sheep stalls	4 that came were great. Ideal where have sheep plus something to demonstrate or sell. Set up with trailers behind stalls worked well, all happy to move vehicles off site.	Don't need masses more. 1 or 2 more farmers would be good. Could go down where fun fair was. Kimberley can bring bottle fed lambs which would be good.	Stalls and displays

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11	Spinners & weavers	Both excellent. Apparently we are in the 'Mid-Norfolk' area rather than Worstead. M-N had a great stall with 3 demonstrators, activities and really good layout.	Encourage M-N to come again & bring more. Good pitch around Buttercross. More stalls / demos with craft theme would be good.	Stalls and displays
12	Woolly Roadshow	Bit less demo than expected, but good place to buy wool if wanted. Looked good & did do activities. Cost £150 (expenses, comes a long way).	Good, expert and range of info. Have links to national RBST, might be able to get more as part of this.	Stalls and displays
13	Tractor	Heygates promised a tractor but couldn't make it (too busy). Concerned would be a. huge, b. mucky and c. unattended.	See if can source historic tractor that would come with someone to man it.	Sheep Fair Lead
14	Other Stalls	All seemed to have a good day, keen to come back. Had cheesecake / doughnuts, couple of charity stalls selling cake. One coffee van.	Set up a 'row' of gazebos (should be able to link ours with others) to give more of a concentrated feel.	Stalls and displays
15	Arnies Attics	2 very poor 'animals' and did do some face painting. All in all not worth it.	Don't invite again. Consider having a stand alone face painter.	Stalls and displays
16	Fun Fair	fills a gap and gives children another activity. Didn't charge as wasn't busy	See how are going if have extra sheep, might need more space. OR maybe if had a few small old tractors	Stalls and displays
17	Auction	Is great but shame has to be so late in day. Fabian was there for 2pm so could bring forward a bit.	Try to do at 2pm. Promote more ahead of event. Ask stalls if can give vouchers / offers that can be given to winning bidders on sheep.	Market Liaison Fabian
18	Shearing	fantastic attraction. On the hour was just right. Needs to keep vehicle on site (equipment).	Repeat. Set up on Buttercross more people could see.	Stalls and displays
19	Information	Oakes had a board saying would shear on the hour. Worked well.	Central info board with key timings. Also list of what else was happening around the town (offers in shops, menus in restaurants, shop windows etc.)	Sheep Fair Lead
20	Sheep Trail	Organised by Icen. Handed out Trail sheets on the day. Also ran for the half term week. Good additional promotion for the day.	Worth doing, would be good if had more of a presence on the day.	Icen
21	Traffic management	Road closure was ok (but do need to man). Bus from Swaffham Arena - waiting for feedback on if was used.	Road closure. Review shuttle bus from Swaffham Arena	TC Works
22	Gathering Licence	Bit of a slog but managed to secure in time.	Should be easier now have local contact can go direct to them.	Sheep Fair Lead
23	H&S	Had some wet wipes available. SD acting as First Aider for the day.	Hand washing. Make more obvious & available at each stall. Wet wipes & hand sanitiser should do the job. Produce EMP for the day. Have First Aid presence.	Sheep Fair Lead
24	Set up / take down	Set up a bit hectic but OK. Need 2x from 6am (plus Ruth). Take down need extra help to clear up (4x is good). Plus need volunteers to help man the road closures at beginning and end of day.	Have tarps to put sheep onto, then just have straw to shift, will make clean up easier. Make sure have more bodies with clear roles.	Sheep Fair Lead

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25	Running the Day		Town Crier, would be great for announcing things happening etc. (BOOKED). And would be good to have rota of Cllrs to man the TC gazebo throughout the event. At least 2 staff (plus Ruth) throughout the day. Volunteers (Rotary? Lions? Cllrs?) to man road closures at beginning and end of day (2x 2).	Sheep Fair Lead
26	Promotion	2 banners, posters in shops, good coverage in press before and after. Lot of social media. Also good social media led by Sheep Trail / Iceni.		Sheep Fair Lead
27	Follow up	Swaffham Newsletter - send info on Shop Window comp / Auctions / Pics	Brainstorm. Book in January. Invite sheep and craft stallholders and Market Reps.	Sheep Fair Lead