

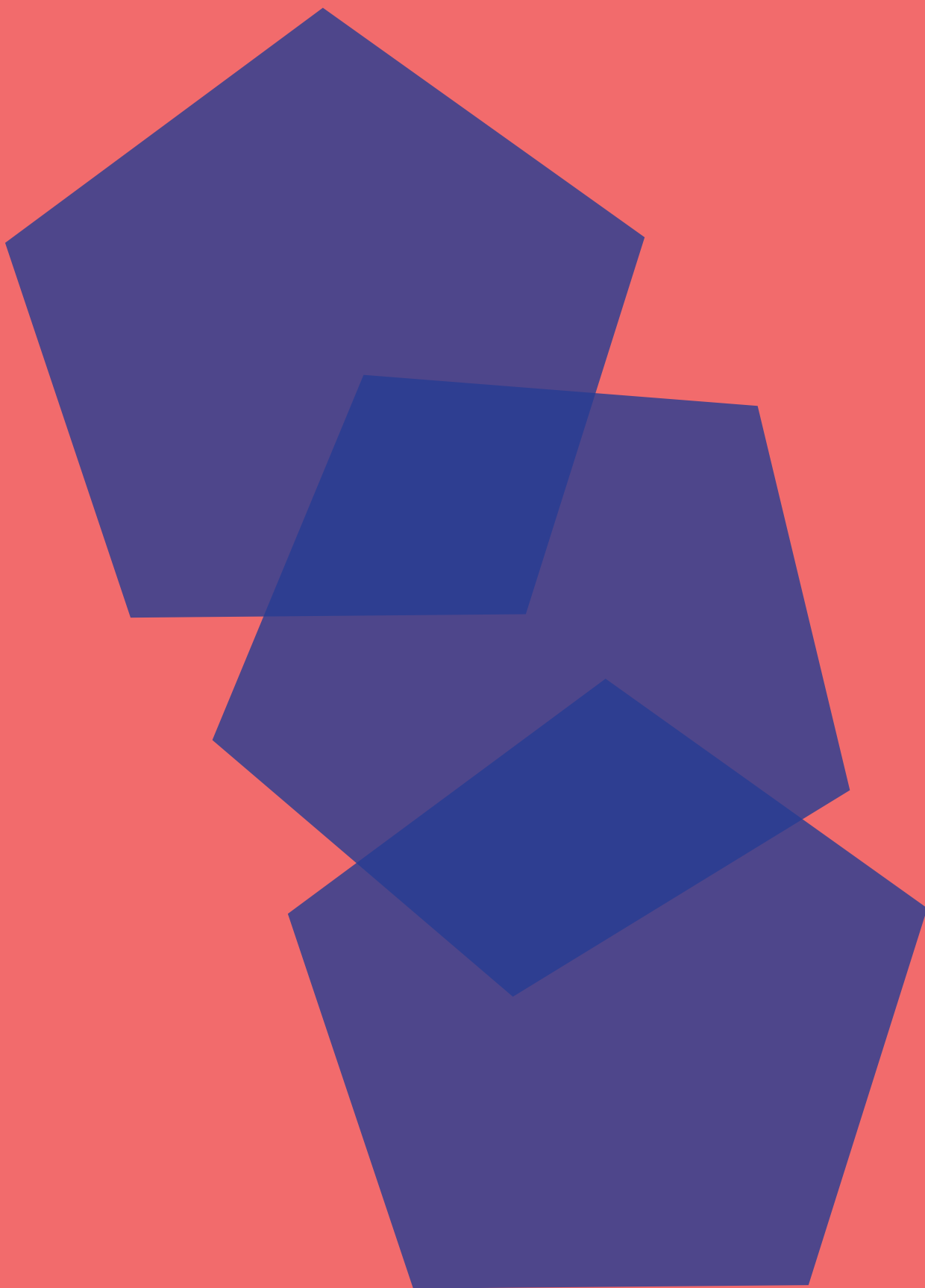
Sunday Market Collective
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Dublin Sunday Market Collective

Opportunity for Dublin City



Contents

03	In Short
04	Introduction
05	Requirements for New Home
06	Benefits of Markets
	Family Day Out
	Footfall
	Community
	Incubator for Start-Up
	& Small Enterprise
	Followers
	Tourism
	Sustainable Development
07	Sunday Markets
08	Fusion Sundays
11	Newmarket Collective
14	Dublin Flea Market
16	Brocante
18	Pure Vintage Fair

In Short

Five thriving Sunday Markets are losing their home, as the redevelopment of Newmarket Square, Dublin 8 commences in June 2018. Dublin Flea Market, the Brocante, Fusion Sundays – World Culture Market, Newmarket Collective and the Pure Vintage Fair are currently looking for a new space to trade from.

The five markets have been operating as far back as 2008 and have become a much loved and important part of Dublin market culture and indeed the local community. Attracting both locals and tourists alike, they have been integral in the transformation and community development of Newmarket and its surrounding areas over the last decade. *This is an exciting opportunity for a city district in Dublin that wants to avail of an established Sunday market collective with guaranteed footfall, new business opportunity and a strong community focus.*

Introduction

The objective of this report is to set out the requirements and desires for a new home for the Sunday Market Collective.

Each market is unique and has been operating independently of each other over the past ten years offering a different market experience every Sunday.

They each have their own loyal customer base and focus for its traders. The Dublin Flea Market seeks to promote second hand market culture within an Irish context whereas the Fusion Market focuses on world cultures and their crafts and food. The Pure Vintage Fair does exactly what the name would imply and the Brocante is a homewares and furniture focused market. The Newmarket Collective is more geared towards crafts and design.

While these markets differ in their nature, they have joined forces in this search for a new home as they have similar requirements and see the potential of what a collaborative effort could bring, both to the markets themselves and also to the new area / community that will welcome them.

An overview of each individual market, as well as its specific requirements, footfall and unique trading qualities is outlined in the sections below. The benefits of markets in wider context is also reviewed.

SUNDAY MARKETS

Fusion Sundays

Newmarket Collective

Dublin Flea Market

Brocante

Pure Vintage Fair

Requirements for new home

The Sunday Market Collective are looking to either sublet from an existing space / business for 4 days a month (ie. every Sunday), or they are open to the full time rental of a premises.

This is an exciting opportunity for both the Sunday Market Collective and for a location in Dublin that wants to avail of established and successful markets with guaranteed footfall and a strong community focus. There are a number of requirements that are on the Collective’s wish list. It is important to note, however, that they do not need all of these requirements to proceed.

* Essential requirements are shown with an asterisk.

<i>Rental Requirements</i>	<i>Details</i>
4/5 Days a Month	Every Sunday of the Month with access on Saturdays to set up
Indoor and Outdoor Space *	1,000 – 2,000 m ²
Rental Contract	Three year minimum
Dublin Based *	Dublin City Centre and immediate surrounds
Transport Amenities *	Close to public transport and with parking for 100 cars close by
Essential Services *	Running Water, Electricity, Toilets, Wheelchair Accessible
Monthly Rent	€2,000 – €2,500
Storage Facility close by	Storage unit to store gazebos and tables
Secure Location *	Secure, bright and dry

Benefits of Markets

Family Day Out

Each Sunday Market is a community focused family day out. There is something for all ages and all interests. There is no pressure to shop – people come for the day to hang out and meet their friends. This is a rarity in Ireland where a high percentage of socialising revolves around the pub or alcohol consumption. Every market also has a number of quality coffee and food stalls which cater for the crowds so they can come and eat their brunch or lunch.

Footfall

The Sunday Markets attract anywhere from 1000 to 5,000 people every Sunday to Newmarket square. These visitors are a mix of locals from the area, people who travel across the country and tourists who are visiting the city. Collectively this brings a footfall of up to 120,000 per annum to Newmarket.

Community

Over the years it has become evident that visiting the markets or trading at them has become a very essential part of many people's lives. There has always been a positive and inclusive environment where people are welcomed and made feel like they belong. This is becoming more and more essential in our fast pace society where depression and loneliness are a real issue. We feel that the markets actually benefit the community far beyond what is tangible or measurable.

Incubator for Start-Up & Small Enterprise

Over the years it has become evident that some traders use the markets as an incubator for their businesses, testing their products and services in a low risk environment before going on to open an online or retail premises.

Followers

All the markets have strong online presence in both websites and social media. Collectively their online followers are: Facebook 60k + / Twitter 5.5k + / Instagram 24k +












Tourism

Each market has seen huge amount of tourists visiting from all over the world. The markets have been mentioned and celebrated in many guidebooks and have been featured in hundreds of articles and blogs across the world.

Sustainable Development

"Urban markets present massive opportunities and benefits and can play an important role for the sustainable development and revitalisation of a city and its neighbourhoods"
— EU Directive 'URBACTS Market Report 2017'

Sunday Markets

MARKET NAME	Newmarket Collective	Pure Vintage Fair	Fusion Sundays	Brocante	Dublin Flea Market
TYPE OF MARKET	Vintage, Home Decor, Furniture, Local Craft & Accessories	Vintage and Craft	World Culture & Craft	Second-hand, furniture, bric-a-brac	Second hand, bric-a-brac, craft, food
SUNDAY OF THE MONTH	1st Sunday	1st Sunday	2nd Sunday	3rd Sunday	Last Sunday
NUMBER STALLS	50	40	50	50	80
APPROX NO. VISITORS PER SUNDAY	1,500	500	2,000	2,000	4,000
WEBSITE/SOCIAL MEDIA PRESENCE	 @newmarket_collective  @thenewmarketcollective	 @purevintagefair	www.fusionsundays.ie  @FusionSundays  @fusionsundaysmarket  @fusionsundaysmarket	 @BocanteDublin  @dublinbrocantemarket	www.dublinflea.ie  @Dublinflea  @Dublinflea  @DublinFleaMarket
ORGANISERS	Emma Brereton	Andrew Mulhall	Nadja and Rossa Cassidy	Richie Harte	Dave Dunn / Sharon Greene / Aisling Rogerson / Luca d'Alfonso
SPACE NEEDED	1,000 m ² (10,000 ft ²)	1,000 m ² (10,000 ft ²)	1,000 m ² (10,000 ft ²)	1,000 m ² (10,000 ft ²)	1,500 m ² (15,000 ft ²)



Fusion Sundays

Fusion Sundays is a vibrant World Culture Market running in Dublin 8. The Market hosts an array of stalls from all around the globe, selling handmade crafts, artisan products and street-food. More than just a market, Fusion Sundays incorporates an interactive level with pop-up workshops such as Yoga, or Indian Dance running throughout the day. To add to the authentic atmosphere the Little Fusion Stage offers live music and ethnic dance performances.

The Fusion Sundays market has been focusing on the ethnic diversity in the area. The market offers a platform for people to engage with their local neighbours from all around the world and opens up a dialogue between communities. The monthly event is a platform for individuals and communities to showcase their cultural background and promote integration. The monthly events have directly contributed to Irish society by offering a welcoming and inclusive atmosphere to diverse communities and cultures. The market is also a great opportunity for small businesses and start-ups to test their product and establish themselves.

Fusion Sundays has a great following with people joining from all over the world to share in to the celebration of diversity.

KEY NUMBERS

2012

—
Year Market
Started

50

—
Number of
Stalls

2000

—
Estimated
Footfall



Fusion Sundays

Year Market Started

2012

Number of Stalls

50 (at capacity of present venue)

Estimated Footfall

2000

Type of Market

Fusion Sundays is a vibrant World Culture Market running in Dublin 8 since 2012. The Market hosts an array of stalls from all around the globe, selling everything from handmade craft, artisan products and street-food. More than just a market, Fusion Sundays incorporates an interactive level with pop-up workshops such as Yoga, or Indian Dance running throughout the day. To add to the authentic atmosphere the Little Fusion Stage offers live music and ethnic dance performances.

Space Required

1,000 m² (10,000 ft²)
Allowing for min. 50 stalls
+ space workshops for around 30 people per hour
+ space for an Arabian Tea Tent/Cafe
+ space for a stage for live music/dance performances

Web and Social Media Presence

Website /
fusionsundays.ie

Facebook /
[@fusionsundaysmarket](https://www.facebook.com/fusionsundaysmarket)
9,000 Likes

Instagram /
[@fusionsundaysmarket](https://www.instagram.com/fusionsundaysmarket)
2,000 Followers

Twitter /
[@FusionSundays](https://twitter.com/FusionSundays)
600 Followers



Fusion Sundays

The Organisers

Nadja and Rossa Cassidy have been collaborating on numerous projects over the past ten years. Running market stalls at various Festivals throughout the country gained them an insight in to the Irish event and market scene.

They created the Fusion Sundays – World Culture Market in 2012, which has become a well known monthly event in Dublin.

Their skills lie in organising stalls, event management, social media advertising, graphic design and market branding. They are also experienced in stage management, hosting international artists and running workshops. They have gained a steady following over the years and are known for creating popular and family friendly events.

Nadja and Rossa previously hosted a marquee in the Body & Soul Festival, bringing with them their own stage and market stalls. They also hosted markets for the Dublin Culture Night as well as their own Night Markets.

Incorporating their own multicultural background Rossa and Nadja have a passion for running cultural events, focusing on ethnic diversity.



Newmarket Collective

Newmarket Collective is a mixture of Vintage, and contemporary Irish Craft and Design and Fashion & Accessories. It is wonderful platform for local start ups to showcase their products. The Market trades on the 1st Sunday of each month with approx 50 stalls. Every month is different and traders are rotated to offer a good mix and make each market a unique experience. Live music, children's workshops and face painting add another layer to the market. A selection of hot food traders, barista coffee and delicious baked goods are also on offer.

KEY NUMBERS

2014

—
Year Market
Started

50

—
Number of
Stalls

2000

—
Estimated
Footfall



THE NEW MARKET COLLECTIVE

Newmarket Collective

Year Market Started

Newmarket Collective, (offshoot and rebranding of Smithfield Market Fair which started in 2014)

Number of Stalls

50 – 70

Estimated Footfall

2000 approx per Market

Space Required

1,000 m²
(10,000 ft²)

Type of Market

Newmarket Collective is a mixture of Vintage, and contemporary Irish Craft and Design and Fashion & Accessories. It is wonderful platform for local start ups to showcase their products. The Market trades on the 1st Sunday of each month with approx 50 stalls. Every month is different and traders are rotated to offer a good mix and make each market a unique experience. Live music, children's workshops and face painting add another layer to the market. A selection of hot food traders, barista coffee and delicious baked goods are also on offer.

Web and Social Media Presence

Facebook /
@thenewmarketcollective
2,231 Likes

Instagram /
@newmarket_collective
1,821 Likes



Newmarket Collective

The Organisers

Emma Brereton is an established figure in events in Dublin, specialising in the fields of entertainment and markets. Today she has various markets in her portfolio as well as working part time as online marketing manager for The Grand Social.

Emma's most recent market at Smithfield Square at Christmas 2017, had a footfall of over 15,000 in the Smithfield area and brought a huge revenue to the local businesses over the day

Last Summer at Battle of the Bay drew 15,000 footfall. Emma has also organised successful markets which have run as events in major festivals such as Electric Picnic, in the Body and Soul Arena, Canal Bank Market in Portobello Sq D8, the yearly Canalaphonic music festival, Smithfield Market fair a monthly event for over two years in The Generator Hostel, The Ha'penny Market in The Grand Social. She has also ran markets in conjunction with The Bram Stoker Festival, St Patricks Festival, Culture Night

and Smithfield Christmas turning on the lights event. She has a passion for collaborating with local artists and talent to bring unique experiential events to the public.



Dublin Flea Market

The **Dublin Flea Market** opened its doors for the first time in November 2008 and since then it has grown into one of Dublin's most loved markets. It takes place on the last Sunday of the month with over 70 stalls of quality second-hand, collectibles, vintage, retro and antiques including vinyl, books, clothes and furniture. It attracts anything between 3500 and 5000 people each month and has been featured in almost every print newspaper and magazine in the country as well as a permanent feature in a number of tourist guide books.

The emphasis is on promoting second hand market culture in Dublin, providing opportunity to small businesses and individuals and enhancing the community in which it exists. It has an incredibly loyal body of traders and regular visitors who have been coming every month for many years.

Mission Statement

Dublin Flea Market is a Non-Profit driven Social Enterprise that promotes Sustainability and Opportunity in the wider community. It is as much about Innovation, Entrepreneurship and Collaboration as it is about Fun, Haggling and Friendship.

KEY NUMBERS

2008

—
Year Market
Started

80

—
Number of
Stalls

5000

—
Estimated
Footfall



Dublin Flea Market

Year Market Started

2008

Number of Stalls

80 (Always over subscribed by over a 100 on the online process)

Estimated Footfall

5000

Type of Market

Dublin Flea is a non-profit driven social enterprise. It is mainly a second-hand market but also features food and craft stalls.

Space Required

1,500 m² (15,000 ft²)
split between indoor and outdoor space

The Organisers

Aisling Rogerson, Luca D'Alfonso, David Dunn and Sharon Greene are the co-organisers of the Dublin Flea Market. Between them they have a unique combination of various backgrounds, passions and skills which when put together has resulted in an extremely successful monthly market.

Their other businesses / work includes:

Aisling Rogerson + Luca D'Alfonso: The Fumbally / The Fumbally Stables
Sharon Greene: Conservation Consultant / Queens of Neon / Event Production and Creative Consultant
David Dunn: Freelance Event Production / Group Facilitator

Web and Social Media Presence

Website /
www.dublinflea.ie

Facebook /
[@DublinFleaMarket](https://www.facebook.com/DublinFleaMarket)
27,000 Likes

Instagram /
[@DublinFlea](https://www.instagram.com/DublinFlea)
19,300 Followers

Twitter /
[@DublinFlea](https://twitter.com/DublinFlea)
5,000 Followers



Brocante

The **Brocante** market has traded on the 3rd Sunday of each month since 2011. The market boasts to have the best dealers in vintage, retro, antiques, salvage, curios & the bizarre that Ireland has to offer. There are 40 plus traders each month selling - furniture, lighting, vinyl, ceramics, clothing, art, jewelry, mid-century, books, craft & more.

The Brocante aim is to create a unique shopping experience with an eclectic mix of cool stuff that won't be found elsewhere. Great coffee, hot food & funky tunes makes the Brocante a must for all in the know! The Brocante takes place in the green door, Newmarket Square, Dublin 8, on the third Sunday each month 11am–5pm.

KEY NUMBERS

2010

—
Year Market
Started

50

—
Number of
Stalls

2000

—
Estimated
Footfall



Brocante

Year Market Started

2010

Number of Stalls

50

Estimated Footfall

2000

Type of Market

Taking it's name & ethos from the French flea markets 'Brocante Dublin' is home to some of the best dealers in all things – Retro Vintage Salvage & Antiques.

Space Required

1,000 m²
(10,000 ft²)

The Organisers

Richard Harte, Co-owner of long established vintage furniture store "Anonymous" Francis St. Dublin 8

Richie was trading at the Brocante from the very beginning (2010) and took over the running of the Brocante in 2016.

Web and Social Media Presence

Facebook /
@thebrocantemarket
7,588 Likes



Pure Vintage Fair

Pure Vintage Fair has been running in Newmarket Square since 2013. The market offers an extensive range of vintage and retro furniture, lighting, collectables, vinyl, accessories and clothing in addition to a unique selection of traditional hand crafts, home baking, and artisan products. There is something for everyone.

The inspiration for Pure Vintage Fair was to create a relaxed and friendly space to highlight vintage and retro products and over the years it has grown to provide a platform for small craft and food producers to showcase their products. The market has an established regular customer base who enjoy the chilled out vibe of the market and the quality products on offer.

KEY NUMBERS

2013

Year Market
Started

40

Number of
Stalls

1,500

Estimated
Footfall



Pure Vintage Fair

Year Market Started

2013

Number of Stalls

40

Estimated Footfall

1500

Type of Market

Pure Vintage is a mix of approximately 50 stalls selling vintage and retro products, local and traditional crafts and handmade food products.

Space Required

1,000 m² (10,000 ft²)
or space for approximately
50 stalls (inside and outside)

The Organisers

Andrew Mulhall has been involved in the Dublin market scene for over ten years both as a trader and market organiser. He also owns a successful antique business on Dublin's famous Antiques Quarter – Francis Street, Dublin 8. He has a vast knowledge of antiques built up over many years, especially mid 20th century furniture and lighting. He has participated as a vendor all over Ireland and Europe at trade shows, exhibitions and markets and has featured on the BBC show "Antiques Roadtrip". He is also a successful established musician and DJ regularly gigging at events in Dublin.

Web and Social Media Presence

Facebook /
@purevintagefair01
6,000 Likes approx.

Sunday Market Collective

dublinsundaymarkets@gmail.com

Sharon Greene / 087 653 0456

Nadja Cassidy / 085 170 0841