



www.chichesterbuttermarket.co.uk

The Chichester Butter Market - Learning from the Past

The Baker & Bond vision is to see a return of the “toll” model originally used in the Butter Market. A toll model ensures that both consumer and producer are not used as a simple margin to be exploited in the retail environment. Producers benefit, consumers benefit, and Chichester benefits.

Chichester’s Butter Market has graced North Street for 200 years. The building is perfectly suited to best serve Chichester’s local community with local produce.

The Baker & Bond plan marries viability with sustainability. The toll market will be more robust than a less dynamic scheme involving typical high street retail outlets.

Baker & Bond’s proposal for the Butter Market would see it continue to play a vital role at the heart of the city by:

- Safeguarding its architectural heritage;
- Ensuring its use remains faithful to its original purpose;
- Promoting local businesses;
- Representing the best value for local tax payers;
- Giving it a modern and more vibrant feel with a mixed retail offer.

Baker & Bond’s team of local experts:

- Are proud of Chichester’s past and passionate about its future;
- Combine financial acumen and excellent project management skills;
- Will restore the Chichester Butter Market to its historical role.

It is the local tax payer who owns the building. The majority of produce sold through a toll market will be local, so more revenue is returned to the local tax payer.

A toll market is a proven and fair method of retail. Recreating this allows Chichester to re-establish the respectful balance between local producers, local consumers, and the quality of the products we consume.

To repeat; producers benefit, consumers benefit, and Chichester benefits.

baker&bond
HOLDING COMPANY



If Chichester’s Butter Market returns to its Toll Market origins, it means that we’ll have a permanent city centre home for our daily catch. We won’t have to send our fish long distances and Chichester buyers will get fresh fish caught locally. The fact that it’s a Toll Market means we can charge prices that are fair to us and to the buyers. Giving us a local outlet will help protect centuries of Selsey’s sustainable fishing methods and ensure its future.

The Selsey Fishermen



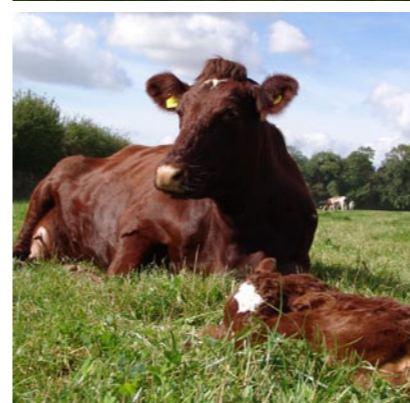
When I sell organic pedigree lambs to the supermarket they must travel to Wales to be killed, and the carcasses come back having journeyed 500 miles over 5 days. I must pay for that, and then only get the market price for what is a top quality premium product. I would much prefer to retail all my lambs in the Chichester area, to help sustain the local community.

Derek Bond



Baker & Bond’s Toll Market idea is great news for Relish in Spice because the public will get a chance to purchase our award winning range of locally made products. And because food miles will be reduced significantly, we can pass on the savings to our local customers. That means affordable prices and also lets us give something back to local businesses. For example, we buy our tomatoes locally from Sarah Wall in Barnham for use in all our ketchups.

Relish in Spice



At Goodwood we believe in the importance of high quality and purity in local food. We believe the Butter Market is a great opportunity to bring together the best local produce in supporting suppliers in the surrounding areas under one roof that will benefit the people of Chichester

Goodwood Estate