456 Lark Street

Funkytown

West Midlands

FT45 8QQ

Monday, April 15, 2019

Funkytown District Council

Funkytown

West Midlands

FT1 9AA

Dear Sir/Madam,

There are special places at the heart of every community, every town and every high street. They're called markets and for too long we've ignored these communal institutions in favour of gigantic, all-consuming supermarkets. I am writing to you to argue why we should change our attitudes regarding the importance of markets.

To begin with, the significance of our town market should be celebrated. Markets are not there simply to provide a transactional role of buying and selling, but they are there for townsfolk to talk to each other, and for market sellers to improve the services they offer through feedback from their customers. They are about far more than just trade.

Of course, critics of markets will point to the range of goods and efficiency of service that are available from the major supermarkets, and indeed we have a huge Freshco superstore on the outskirts of Funkytown's shopping centre. Yet this mammoth structure does not provide the warmth, the sense of care and the community support and building relationships in and around the town that our market does.

Let me tell you about the story of John Jonbovi, a greengrocer in our own Funkytown market. Every weekday he works with local charity United Against Cancer to promote their fun runs, bring and buy sales and other activities at his own shop in town. In particular, John ran a special market sale where he donated 50% of his takings to the charity. His generosity raised a colossal £400 for the aforementioned group. How exactly does a famous brand like Freshco contribute in the same manner?

Picture a beautiful sunny Saturday, with fresh produce, beaming faces, people walking their dogs and everyone enjoying themselves. This is our local market. Now think of repetitive white aisles, sterile lights penetrating every corner, nook and cranny, and overly-packaged goods that like more plastic that food. This is our local supermarket. The market has existed in our town for over three hundred years and it is a hub to our community. Its historical links must not be lost and they provide a uniqueness and an esoteric quality that large brand supermarkets do not.

In conclusion, thank you for listening to my ideas regarding the importance of our market in our town. I hope you will take on board these comments when reflecting on the importance of the market within our town. For too long the humble town market has been ignored in favour of monstrous, sterile supermarket superstructures. It’s time to change our perspectives.

Yours faithfully,

A Student