

# All Saints Garden Art and Craft Market is going strong more than 40 years after it was started as a makers' market for artists and crafters. **Nicola Gould** visits a market like no other

**M**any a shopper or tourist will have stumbled on All Saints Garden Art and Craft Market in Cambridge city centre and felt they had discovered a hidden gem. "A market like no other," is how Daniel Ritchie, Cambridge City Council's head of markets, describes it.

And Allan Bruce, a native of New Zealand, who has queues of people waiting to buy his hand-made leather belts, is adamant it is the best little arts and craft market in Britain — and he has seen a few.

So what makes All Saints so unique and special?

It boasts an unusual setting in the verdant garden of All Saints Church in Trinity Street, in the heart of the city centre, but tucked away from the main stream.

It is well supported by Cambridge City Council, which also runs the highly successful, seven days a week general market, and occasional night market, as well as a popular street food offer.

And it is fortunate to be located in a buzzing university and tourist city which provides a

perfect mix of well-heeled shoppers, tourists and professionals who have money to spend and a discerning taste for high quality, hand crafted and unique products.

But, like any arty, crafty market, it is the traders who make it what it is.

Established more than 40 years ago, the market's strapline is: "We make what we sell," and there are 40 traders on the market team's books who live up to that motto.

They are artists, carvers and woodturners, potters, jewellery makers, milliners — almost every art and craft is represented on the market.

As you might expect, the atmosphere is warm, friendly and creative. The traders all say they don't make a fortune but they do enjoy being in a lovely setting alongside like-minded, creative people.

And the shoppers also love the quaint look and unique offer on the market, as well as the atmosphere which is calm and relaxed in contrast to the hustle and bustle of the main market and Cambridge city centre.

Daniel said: "We have without exception an incredible set of talented, creative traders on

the market and they bring something special to our market offer, and to the city of Cambridge."

He said the market was set up with the idea of giving locals and visitors the opportunity to meet and buy from artists and makers.

The market has done well over four decades and has established itself as a much-loved attraction in Cambridge.

Like any market there are some comings and goings, but on the whole the traders here are a loyal, dedicated bunch of people who look forward to trading every Saturday.

Allan, who has a thriving business called Seneca selling leather belts made from hide draped over the garden railings, said: "I have seen a lot of these type of markets in my time but in my opinion this is the best in the country."

Allan started making belts in his native New Zealand when his wife couldn't find quality leather belts to sell in her boutiques.

At one stage he had a leather belt factory in Australia before emigrating to the UK 26 years ago. He began selling his belts on All Saints Garden market eight years ago.

Allan is derogatory about leather belts sold ▶



Allan Bruce began his leather belt making business in his native New Zealand when his wife could not find decent belts to sell in her boutiques. He now has a remarkable business making quality leather belts from hides slung over the railings at All Saints Garden arts and craft market



Daniel Ritchie, Cambridge City Council's head of markets (right), is pictured with Luiz Breda, market officer



on the high street. He says many are made in China from wafer-thin leather wrapped around cardboard composite.

All his belts are the real thing — and each one costs £10. No wonder there's usually a queue at his stall.

Other traders also combine high quality with great craft.

Like Allan, Jon Jackson works with leather. He was inspired by whale conservation to abandon his career as a graphic designer and start making whales and walruses from leather.

A part of his profit on each sale goes to Greenpeace.

Jon said: "Whales are beautiful creatures. I was inspired to ditch the computer and buy a sewing machine after moving into a beautiful, historic building in Kings Lynn which has a link to whaling."

Jon finds his unique products sell well at All Saints.

"I adore this market and look forward to Saturdays," he said. "It's a joy to meet the other traders. There's something about whales that makes people light up and I get a sense of

pleasure and knowledge from the people who come to my stall," he added.

And other traders agree. Julian Flavell, who used to be a regular on the main Cambridge market and now runs his own coffee and cake business from a customised three-wheeler vehicle, is also the All Saints market co-ordinator, organising which stall goes where every Saturday morning.

"It is a lovely friendly market and the atmosphere is quieter and more relaxed than the main market," he said.

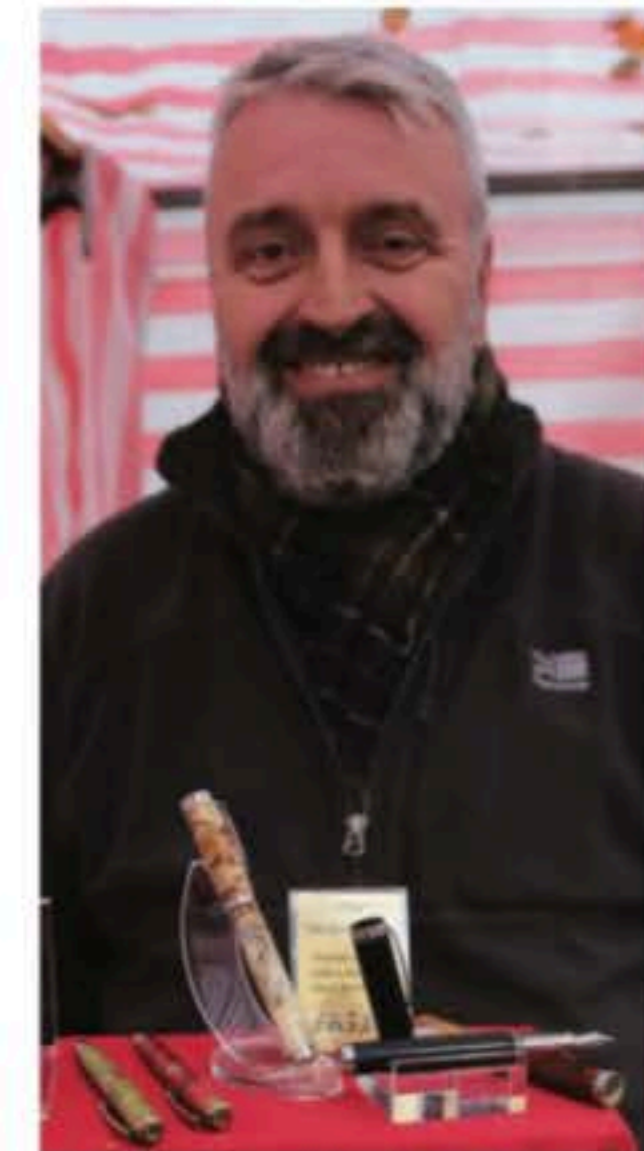
And Charis Sutehall, who is a trained



Julian Flavell runs the market's coffee and cake bar and also coordinates the arrangement of the market stalls



Charis Sutehall sells her hand-made silver jewellery



Brad Herrington makes and sells wooden fountain pens



## FACTS & FIGURES

- **Market Days:** Saturday
- **Market Rent:** £32.09
- **Cambridge's claim to fame:** Cambridge is famous as a top university town, but in recent years it has become known as a centre for high tech and bioscience companies at the centre of Silicon Fens. It was the location of the first Football Association match which was played on Parker's Piece.



Sam Dickinson is one of a number of artists on the market. She sells her artwork and cards



Jon Jackson makes and sells leather whales and walruses (below), partly to make a living but also to raise awareness about the need for whale conservation



Les Martinez won a top award at last year's Glastonbury Festival for his unique business, Hairy Growler, specialising in beautifully carved jewellery inspired by nature and made from recycled materials including old coins



silversmith and jewellery designer, says she loves the market and the people she meets while selling the silver jewellery which, of course, she makes herself.

Sam Dickinson is one of a number of artists on All Saints market. She sells her artwork and items featuring her art, including cards.

Other more unusual lines include hand-made fountain pens and beautiful jewellery inspired by nature and created using recycled materials including old coins.

Brad Herrington is the pen man. He named his business, Gilbert House Pens, after the

street where he lives in Cambridge, and his beautifully crafted, wooden pens sell well to locals and visitors. It's a good fit in a town so closely linked to learning and academia, and where tourists are looking for unique presents and souvenirs.

Les Martinez, whose business is called Hairy Growler, also hits all the right buttons for Cambridge. Les recently won a top award as the best trader at Glastonbury Festival. He specialises in hand chiselled jewellery inspired by nature and using recycled materials including old coins and cutlery.

"Every piece I make is a one-off," said Les, who has been standing All Saints market for 10 years. "I have won an award at Cambridge folk festival before and been shortlisted for the Glastonbury award, but it was great to win it," said Les, who repeats what his fellow traders say about the warmth and friendliness on this market.

Each and every trader at All Saints has a unique and impressive stall, and together they have created a market that brings calm and creativity to this green and pleasant corner of Cambridge. ■