



Market Sub Committee

Date: 29 August 2019
Title: Market General Update.
Purpose of the Report: To provide an update on market activity.
Contact Officer: Adrian Harrison, Market Manager

Corporate Objective/s	LLTC Five Year Plan – To continue to support a vibrant town through partnership working & initiatives including management of the street market, support businesses, town & community promotions & town centre enhancements.	
Implications:		
Financial	√	Utilising annual budget
Human Resources		
Operational/Service delivery	√	Market Development Plan – Recorded actions/updates.
Procedural/Legal		
Risk/Health and Safety		

1. RECOMMENDATION

1.1 To note the report.

2 DELIVERY PLAN UPDATES FOR QUARTER 1, APRIL-JUNE 2019/2020

2.1 The table of activity presented below provides an update on Themed and Speciality Market programme targets for quarter one, April to June 2019/20.

	Themed Markets 2019/20	Comments
13 th April	Easter Ride-out	Delivered
16 th April	Easter Egg Hunt	Delivered
17 th – 31 st May	Love your local Market fortnight, #LYLM	Delivered
6 th July	Independents' Day	Delivered
6 th August	National Children's Play Day	Delivered
22 nd October	Children's Halloween Letter Hunt	
24 th December	Christmas Eve Market	
Visiting Market 2019/2020		
Fri 26 th April, 31 st May, 28 th June, 26 th July, 30 th August, 27 th September <i>(Last Friday of the month)</i>	Street Food Heroes	Delivered, ongoing
Fri 25 th – Sat 26 th October	France at Home Market	

Speciality Markets 2019/2020		
29 th June, 31 st August, 30 th November <i>(when there is a 5th Saturday in the month)</i>	Vintage, Retro and Collectables Market	Delivered, ongoing
18 th June, 16 th July, 13 th August		Delivered
09 th November	Vegan Market	
TBC 2020	Community Fair	

2.1 Market trader recruitment updates.

2.1.1 At its meeting 16 August 2018, Committee agreed a new approach to target setting based on sale of pitches. Below are the usage figures for this quarter.

Pitch Take Up Figures Quarter 1	
Month	Pitches Used
Apr-19	332
May-19	344
Jun-19	395

Please note:

In April 1 trading day lost due to cancelation (charter and craft market).

In June there were 2 'extra' events, the Tasty Tuesday and Vintage markets.

2.2.2 The table below presents the trader figures for Qu.1:

Trader joined / left, figures for April to June 2019/20.

Trader type	Joined	Left
Permanent	3	2
Casual	21*	0
Farmers	0	0
Craft	0	0
Charities, Community Groups	12	0
Pop Up	4	0

* This figure includes previous casuals and new ones attending this quarter.

- A new trader has signed up permanently on Saturdays.
- A new trader has converted from trader workshop and casual trading to become a permanent Tuesday trader.

- The butcher that had signed up for both market days in February 2019, has stopped attending due to opening a shop.
- A permanent Saturday trader has now transferred to casual trading due to a change in their personal circumstances.

2.2.3 Farmers market

No new farmers market traders to report.

2.2.4 Pop-Up market (supporting start-up businesses)

4 new traders have joined the Pop-Up market in the first quarter.

2.2.5 Handmade and Craft market (HM&C) (runs March to December)

No new traders this quarter yet the craft market remains vibrant.

2.2.6 Charity Pitch

Charities, community groups and not for profit organisations continue to take up the opportunity of a free charity pitch with 12 groups utilising this pitch in the first quarter.

3 GENERAL UPDATES

3.1 Trader Recruitment Workshops

3.1.1 Three trader workshops have been held this calendar year with the third taking place in June. 9 people have attended overall. So far, two traders have tried the Pop Up market and one has joined the HM&C. Some are literally 'starting out' and in the planning stage, sometimes without a product line and want 'general' information about the needs of a new business. Since the previous workshops, the market team has tailored their presentation based on feedback received.

4 CARERS IN BEDFORDSHIRE DISCOUNT CARD SCHEME

4.1 Traders were informed via newsletter about a new initiative that is designed to help unpaid family carers save money with local businesses who are registered to the scheme. The discount they offer can be whatever they choose i.e. 5% off, 3 for the price of two etc. Several traders showed an initial interest with more information being passed to them. This is a purely voluntary scheme.

5 SOCIAL MEDIA PLATFORMS

5.1 Facebook

Leighton Buzzard Market is a winner!

During the 2019 International Love Your Local Market campaign, Leighton Buzzard Market was singled out as being The 2019 Facebook Champion in England. The National Association of British Markets Authorities (NABMA) said, *“Leighton Buzzard Market shared engaging posts about their market traders, visitors and events throughout #LYLM2019 .The content shared on their page showcased the beauty of Leighton Buzzard Market in its entirety.”* This accolade evidences that Leighton Buzzard Market is providing a benchmark for social media to industry peers and gives reputational value to the market as it is seen by peers and traders alike. The market social media service is outsourced and is provided by Jam On Toast Marketing.

As at the end of March 2019, our Facebook likes were at 820 which is an increase of 8 since the beginning of January 2019. Our organic posts reach for Jan – Mar '19 was over 50,000, from April – June '19 was just over 67,000.

The table below provides an insight to Facebook activity.

Facebook Analytics			
	April	May	June
New Likes	29	31	27
Total Likes	849	880	906
Organic Posts Reach	19800	17676	29653
Reactions, Comments & Shares	487	551	653

‘3 second video’ views were up by 0.4% at 2,100 views compared to the previous 30 days.

5.2 Instagram

It is difficult to report on Instagram as the analytics tool does not allow you to change the reporting period and only allows you to report for the last 7 days. The last report logged for this period detail as of the 06th June our followers were at 601 with post impressions reaching 5878 that week.

Instagram Analytics		
	06-Jan	06-June
Followers	363	601
Accounts Reached (previous 7 days)	296	763
Impressions (previous 7 days)	1434	5878

There is a significant increase in the June figures compared to the January ones with new followers nearly doubling.

5.3 Twitter

The table below shows that Twitter continues to steadily attract new followers and interaction.

Twitter Analytics			
	April	May	June
Tweets	46	43	39
Tweet Impressions	28.6k	20.6k	31.1k
New Followers	18	10	11
Mentions	5	7	20
Profile Visits	145	66	70

Overall, the market's social media platforms are providing a positive medium to communicate, advertise the various events and markets with respective 'viewing' numbers increasing month on month. We gave away vouchers to local schools for their raffles, this benefitted 7 schools and as a result the winners registering their prize voucher, we had 4 sign ups to our customer newsletter.

5.4 Google Analytics (website)

The following table shows the performance of the market website.

Google Analytics			
	April	May	June
No of People who found site	4,942	5,635	4858
Visited the Website	76	71	69
Asked for directions	41	38	49
Called after looking at site	2	2	2

6 CUSTOMER INCENTIVES

- 6.1 The prize draw voucher scheme has benefitted 7 schools within the Leighton Buzzard area. We also run a competition during our Love Your Local Market Campaign where we chose 5 winners to receive vouchers for sharing what they love about the market. Prize vouchers encourage visits and potential increased spend on the market aiming to expand patronage.

7 MARKET PUBLICITY

- 7.1 The market team continue to use all available tools to publicise the market. This quarter there has been editorial in the following, Beelocal Magazine, LBO, Carnival Programme, Mayday Programme and the Town Council's About Town.

8 SPECIALITY MARKETS

- 8.1 The first 'Tasty Tuesday', a monthly lunchtime social event, was held on 18 June. It was well received by the public and traders alike. There was positive feedback by those taking part with two traders asking to come as casual traders on the regular Tuesday market. This is an ongoing event taking place through to August 2019.
- 8.2 Street Food Heroes continue to attend on the last Friday of the Month with the organiser pleased with the increased attendance of each event.
- 8.3 On the last Saturday of June, the second vintage market was held with an eclectic mix of traders including The Swingsters who provided music and dance.

9 ANNUAL MARKET WORK PLAN

- 9.1 At its meeting on 21 February 2019 (Ref.6.3), Committee received the annual work plan. In the coming months officers will review for Committee's consideration (not in order of importance or delivery), see **Appendix A**.

10 FOOTWAY MAINTENANCE WORKS

- 10.1 Central Beds informed the Council that there was scheduled highway improvements in the High Street. Relaying of block paving, slabs and levelling of uneven areas took place during July with work taking approximately 25 days.

11 GAZEBO MAINTENANCE

- 11.1 After 21 months of continual use the market gazebos underwent a clean and overhaul. The market manager and porter jet washed the gazebos and scrutinised every nut, bolt and joint, replacing any parts that needed replacing. This is the first time this has been done since they were first used. So far, wear and tear is minimal with any minor damage being repaired on site without loss of use of any gazebo for long periods. The gazebos are monitored on market days for visible signs of wear and breakages.

12. TOWN COUNCIL ENVIRONMENTAL AMBITIONS

- 12.1 At its meeting on 24/07/18, (Ref.28), Council agreed a Town Council Environmental Ambition Statement (EAS). Prompted by the earlier Government consultation on the use of plastic bags, the market service commenced scoping work on environmental issues relating to the market. Officers informed traders of the pending plastic carrier back charges and their responsibilities and exemptions. Market social media messages during July linked with the national #plasticfreejuly initiative.
- 12.2 The approach taken to date for market messaging is to be informative, encouraging and celebratory about good single plastic reduction activities being undertaken by our traders. Officers are mindful of the complexities and variety of the market products so are not taking an enforcement approach regarding environmental issues with traders.
- 12.3 **Appendix B (attached)**, provides an initial scoping of current and future activities to be undertaken against individual points made within the Council's EAS. Work is ongoing and will develop over the coming months.

END