

CONCLUDING INFORMATION FOR FINANCIAL YEAR 2020/21

1. The table below provides an update on Themed and Speciality Markets to the end of the fiscal year 2020/21.

Date	Themed Markets 2020/2021	Comments
11 th April	Easter Egg Hunt	Market Closed
TBC	Easter Ride Out <i>Collaboration with LB Scooter Club</i>	Market Closed
16 th - 30 th May	International Love your local Market fortnight, #LYLM	Food Only Market Open Social media acknowledgement
4 th July	Independents' Day <i>Collaboration with LB First</i>	Delivered – via social media platform
4 th August	National Children's Play Day	Not delivered
27 th October	Children's Halloween Letter Hunt	Not delivered
5 th December	Small Business Saturday	Delivered
24 th December	Christmas Eve Market	Delivered
Date	Visiting Markets 2020/2021	
<i>Dates cancelled during lockdown, revised restart date 9th Aug, 13 Sep.</i>	Street Food Heroes (Usually attend on a Friday eve – now attending on a Sunday)	9 th Aug, Delivered. 13 th Sep, Delivered.
Sun 20th September (revised date)	Vegan Market	Delivered
Fri 2nd October (revised date)	France at Home Market	Delivered
July, August, September	Casual, Farmers, Crafters	Delivered x 3
October, November, December	Casual, Farmers, Crafters	November closed. December 17 th
January, February, March	Casual, Farmers, Crafters	Farmers attend Charter market as essential food suppliers during lockdown. Handmade & Craft traders were not classified as essential.

2. The table below presents the pitch usage figures for Qu.4. The market returned to High Street on 20th June. A further restricted market took place between December 20 2020 and 11 April 2021.

Qu. 1	Pitches Used	Qu. 2	Pitches Used	Qu.3	Pitches Used	Qu 4	Pitches Used
Apr-20	0	Jul-20	353	Oct-20	340	Jan-21	167⁴
May-20	53 ¹	Aug-20	394	Nov-20	218 ³	Feb-21	171⁴
June-20	203 ²	Sep-20	375	Dec-20	292 ³	Mar-21	206⁴

¹ Market held in Hockliffe Street Car Park

² 64 pitches used when in Hockliffe Street Car Park

³ 2nd Lockdown from 4th Nov – 2nd Dec

⁴ 3rd Lockdown – Essential traders only

Note: Thursday eXtra Market started in July but was postponed from November due to 2nd lockdown. October's Handmade & Craft market closed due to inclement weather. November's Craft Market closed due to 2nd lockdown. December's Craft market fell on Boxing Day.

3. Market trader recruitment

a) The table below presents the trader joined & left figures for Qu.4, 2020/21.

Trader type	Qu. 1 Joined	Qu.1 Left	Qu.2 Joined	Qu.2 Left	Qu.3 Joined	Qu.3 Left	Qu4 Joined	Qu 4 Left
Permanent	-	-	3 ¹	3 ²	-	-	-	-
Casual	-	-	11	-	8	-	-	-
Farmers	-	-	-	-	-	-	1	-
Craft	-	-	-	-	-	-	-	-
Charities, Comm Groups	-	-	-	-	-	-	-	-
Start Up	-	-	-	-	-	-	-	-

¹ 2x traders have added the extra day to trade on both market days.

² 1x trader retired (aged 94), 1x trader returned to full time work, 1x trader ceased trading (including closing their town centre shop).

b) Farmers market - 1 new trader.

c) Start-Up market – no new start up traders.

d) Handmade and Craft market (runs March to December) - no new traders.

e) Charity Pitch - none.

4. Social media

Total account likes and followers for Facebook, Twitter & Instagram

January is 3652. February is 3674. March is 3702. This is an increase of 5.9% versus the end of Q3, December 2020.

N.B. Instagram followers are rounded up to the nearest one hundred, in this instance that is 1600.

Total Facebook posts reached, Tweet Impressions & Instagram posts reach.

January figure is 29,749. February figure is 16,201. March figure is 14,173.

Q4 Jan – Mar total post reach is 60,123.

N.B. Impressions and reach are how many 'pairs of eyes' have seen the post; this could be one person five times.

Google My Business - Leighton Buzzard has a 4.2-star rating (out of 5) on Google My Business with a total of 255 reviews.