



Market Sub Committee

Date: 2 December 2021

Title: Market General Update

Purpose of the Report: To provide an update on market activity.

Contact Officer: Adrian Harrison, Market Manager

Corporate Objective/s	No 23. To continue to manage, promote and develop the street market.	
Implications:		
Financial	Yes	Within existing budget
Human Resources		
Operational/Service delivery	Yes	Market annual plan, activity plan and general updates
Procedural/Legal		
Risk/Health and Safety		
Environmental Aims		

1 RECOMMENDATION

Should members be minded, the proposal is:

1.1 To note the report.

2 DELIVERY UPDATES FOR 2021-2022

2.1 The table below provides an update on Themed, Visiting, Speciality and Other Markets planned to date (Qu2) for 2021/22.

Date	Themed Markets 2021/2022	Delivery Status
16 – 30 May	Love Your Local Market Fortnight (Virtual delivery to link with Twin Towns)	Postponed to October 2021) DELIVERED
3 July	Independents Day (In collaboration with LB First)	DELIVERED
13 July	Community Action Day (Led by CBC)	DELIVERED
3 August	National Children's Playday	DELIVERED
26 October	Halloween activity	DELIVERED

4 December	Small Business Saturday	
Date	Visiting Markets 2021/2022	Delivery Status
30 April, 28 May, 27 June, 25 July, 29 August, 19 September,	Street Food Heroes - Sundays	April, May, June dates postponed due to Covid restrictions. July, Aug, Sept, DELIVERED
12 September,	Vegan Market - Sunday	DELIVERED
TBC	France at Home Market	Cancelled due to Covid travel restriction. Now Spring 2022 TBC
12 December	Vegan Market - Sunday	
Date	Speciality & Other	Delivery Status
Held 3 rd Thurs of every month	Thursday eXtra Market	No longer held as all traders have returned
26 - 28 Nov	Christmas Festival Weekend	
5 December	Christmas Charity Market - Sunday	

2.2 The table below presents the pitch usage figures for Qu.2, 2021/2022

Qu. 1	Pitches Used	Qu. 2	Pitches Used	Qu.3	Pitches Used	Qu 4	Pitches Used
Apr-21	298	Jul-21	414				
May-21	404	Aug-21	406				
Jun-21	399	Sept-21	375				

Note: Sept-21 pitch figures are lower than previous months due to a combination of trader holidays/sickness and bad weather.

2.3 Market trader recruitment updates.

The table below presents the traders joined & left figures for Qu.2, 2021/22.

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	28	0	7*	0				
Casual	21	1 ^{>}	11	0				
Farmers	6	0	1	0				
Craft	8	-	4	-				
Charities, Comm Groups	6	-	0	-				
Start Up	0	-	1	-				

Note: Casual, Farmers, Craft, Charities/Comm, Start Up, traders figures start at Q1 and used as a base line, any additional traders that differ from Q1 are then added each quarter.

* Including two traders who joined both market days - Tuesday and Saturday.

> Casual Trader left to open shop in High Street

Note: Handmade and Craft market runs March to December.

3 MARKET ANNUAL WORKPLAN

3.1 The 2021/22 Annual Market Plan can be viewed in **Appendix A (attached)**. It is split into 3 sections to denote new actions, those carried over from this current year and core annual activity that will always appear on the plan.

4 GENERAL UPDATES

4.1 In July, Leighton Buzzard market hosted Central Bedfordshire led, Community Safety Action Day. The Action Day brought together Bedfordshire Police, Street Watch Group, Highways Department, Trading Standards, Bedfordshire Probation Service, etc. under the theme of community safety. The Action Day team commented that, "This is the first event that the new members Safer Communities Team has organised and was very much a learning experience. There has been some great feedback from Residents, Councillors and indeed the Police and Crime Commissioner."

4.2 The Covid Secure market layout adopted during the restrictions changed on 10 August '21. The layout moved from a predominantly single line of traders on the South side of the High Street to the foreshortened, double-sided layout we have today. This layout remains temporary whilst the temporary pedestrianisation of the High Street remains in operation. This layout delivers a defined market area that visitors walk into. Traders face each other and customers can see all traders easily from the centre of the area. More feedback on how traders and customers feel about the market layout is discussed in the market review report.

4.3 Since the restrictions were lifted on August 10 '21, both the Craft and Farmers speciality markets have moved back to their original positions alongside Market House.

4.4 Handmade and Craft speciality trader numbers initially dropped following the Covid-19 restriction period. Possible reasons include retirement or a need to secure a reliable income. Some have just not responded to officer contact. Despite this, officers have received fresh enquiries over recent weeks and new crafters are beginning to attend.

5 DIGITAL PLATFORMS

5.1 The social media platforms continue to be used to inform and engage with traders and customers. This year's Love Your Local Market campaign had a strong international theme linking up with our two twin towns. The aim was to highlight commonalities between our towns through the theme of markets.

6 FUTURE MARKETS

6.1 Following the well-received Charity Christmas Market delivered by the event service last year, the market team has taken on the lead role for a repeated delivery on Sunday 5th December. Pending its success, the market team is likely to deliver this market on an annual basis.

7 CONCLUSION

7.1 The National Market Traders Federation, in their Covid-19 Impact survey of the markets industry stated that between 8%-16% traders expected their businesses to close. Leighton Buzzard market traders remain, and the market continues to attract new traders.

END.