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## Market Sub Committee

Date: 24 February 2022

Title: Market General Update

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

Contact Officer: Adrian Harrison, Market Manager

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

### 1 RECOMMENDATION

Should members be minded, the proposal is:

1.1 To note the report.

### 2 DELIVERY OF THEMED, VISITING, SPECIALITY AND OTHER MARKETS

2.1 The table below provides an update on Themed, Visiting, Speciality and Other Markets planned to date (Qu3) 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	DELIVERED
<b>Date</b>	<b>Visiting Markets 2021/2022</b>	<b>Delivery Status</b>
<del>30 April, 28 May,</del> <del>27 June, 25 July,</del> 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 restrictions. Now Spring 2022 TBC
12 December	Vegan Market - Sunday	DELIVERED
<b>Date</b>	<b>Speciality &amp; Other</b>	<b>Delivery Status</b>
Held 3 <sup>rd</sup> Thurs of every month	Thursday eXtra Market	No longer held as all traders have returned
26 - 28 Nov	Christmas Festival Weekend	DELIVERED
5 December	Christmas Charity Market - Sunday	DELIVERED

2.2 The table below presents the pitch usage figures for Qu.3, 2021/2022

Qu. 1	Pitches Used	Qu. 2	Pitches Used	Qu.3	Pitches Used	Qu 4	Pitches Used
Apr-21	298	Jul-21	414	<b>Oct-21</b>	<b>447</b>		
May-21	404	Aug-21	406	<b>Nov-21*</b>	<b>418</b>		
Jun-21	399	Sept-21	375	<b>Dec-21**</b>	<b>316</b>		

\* One day's trading lost - adverse weather policy invoked.

\*\* Three day's trading lost – 2 bank holidays and 1 adverse weather policy invoked.

2.3 Market trader recruitment updates - the table below presents the traders joined & left figures for Qu.3, 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
<b>Permanent</b>	28	0	<b>7<sup>2</sup></b>	<b>0</b>	<b>2</b>	<b>2<sup>3</sup></b>		
<b>Casual</b>	21	1 <sup>1</sup>	<b>11</b>	<b>0</b>	<b>13</b>			
<b>Farmers</b>	6	0	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>		
<b>Craft</b>	8	-	<b>4</b>	-	<b>7</b>	-		
<b>Charities, Comm Groups</b>	6	-	<b>0</b>	-	<b>1</b>	-		
<b>Start Up</b>	0	-	<b>1</b>	-	<b>1</b>	-		

<sup>1</sup> Casual Trader left to open shop in High Street

<sup>2</sup> Including two traders who joined both market days - Tuesday and Saturday.

<sup>3</sup> Sadly, 1 trader passed away after illness and 1 trader ceased trading after vehicle was stolen.

Note:

- a) Traders' figures start at Q1 and provide the annual baseline for Casual, Farmers and Producers, Handmade and Craft, Charities/Community, Start Up. Any additional traders that differ from Q1 are then added each quarter.
- b) 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 the previous year and core annual activity that will always appear on the plan. Progress on work tasks has been undertaken with one action remaining to be transferred into the next financial year.

3.2 The Annual Market Workplan for 2022/23 is at **Appendix B (attached)** and remains a working document.

### **4 GENERAL UPDATES**

4.1 The independent visiting Vegan Market was held in mid-December having originally been booked for June. The Covid restrictions in June meant that the event had to be either cancelled or re-arranged. Unfortunately, the weather in December was inclement which in turn affected customer attendance. The Vegan market manager reflected that the attendance in other venues was poor even when the weather was good. It has been agreed to arrange a visit earlier in 2022 in recognition of the seasonality of the vegan market's success. The date is reflected in the para 6.2.

4.2 Following the well-received Charity Christmas Market delivered by the event service in 2020, the market team undertook the lead role for this year's delivery. Despite poor weather, charity turnout was good, and their feedback was positive about the opportunity to raise funds. The consensus was to arrange the 2022 event a few weeks earlier to allow more volunteers to be available and to not clash with other events around the start of December. The 2022 date is Sunday 20 November, as reflected in para. 6.2.

4.3 Officers continue to research and contact other potential visiting markets. A Continental Market was contacted yet we are unable to address their requirement of a minimum length of 4 days attendance.

## 5 DIGITAL PLATFORMS

5.1 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.

5.2 Officers experimented with 'boosting' a Facebook post as suggested at Market Sub Committee on 2 December. One of the posts about voting for Market of the Year was boosted for 7 days (2<sup>nd</sup> – 9<sup>th</sup> Dec) at a cost of £13.91. This led to an engagement reach of 524 individuals seeing the post and 2 clicks on the post. Officers will try this method with targeted future posts in order to ascertain when to use this feature and when it works best. There is a different audience on Instagram and so officers want to 'boost' independently on that platform in addition.

5.3 For comparison purposes, other posts on Facebook in the last 3 months have a range on engagement figures from approximately 150 to around 2,500, depending largely on the number of 'shares' they have achieved. It is noted that posts in which businesses/people are tagged achieve higher reach as they benefit from the combined audience of the two parties. More posts like this are being utilised. To grow the reach and following, officers need to increase the number of likes and shares per post, across all platforms as this will boost use in the algorithms.

5.4 This communication tool has proven successful in not only promoting the market, and in gathering votes for The Great British Market Awards, but also the recruitment of traders with enquiries received via social media messaging.

## 6 FUTURE DELIVERY OF THEMED, VISITING, SPECIALITY AND OTHER MARKETS for 2022/23

6.1 The table below shows proposed and confirmed dates for delivery of Themed, Visiting, Speciality and Other Markets for 2022/23. Officers have secured 3 dates for the visiting Vegan Market to be held in Spring, through Summer.

6.2 Street Food Heroes (a collection of different food vendors), have booked again this year from March through September, visiting on the last Sunday of each month.

Date	Themed Markets 2022/2023	Delivery Status
16-Apr	Easter Activity	
14 - 28 May	Love Your Local Market Fortnight	
04-Jun	Queens Jubilee Celebrations	
02-Jul	Independents Day (In collaboration with LB First)	
09-Aug	National Children's Playday Tuesday	
	Halloween activity	
	Small Business Saturday	

Date	Visiting Markets 2022/2023	Delivery Status
27 Mar, 24 April, 29 May, 26 Jun, 31 Jul, 28 Aug, 25 Sept.	Street Food Heroes - Sundays	
13-Mar	Vegan Market - Sunday	
TBC	Antiques & Vintage Market - Sunday	
22-Apr	France at Home Market - Friday	
TBC	Antiques & Vintage Market - Sunday	
12-Jun	Vegan Market - Sunday	
TBC	Antiques & Vintage Market - Sunday	
18-Sept	Vegan Market - Sunday	
Date	Speciality & Other 2022/2023	Delivery Status
20-Nov	Christmas Charity Market - Sunday	
26-Nov	Christmas Festival Weekend	
03-Dec	Small Business Saturday	

## 7 THE GREAT BRITISH MARKET AWARDS

7.1 On 3 February 2022, NABMA (National Association of British Market Authorities), concluded their Great British Market Award scheme and Leighton Buzzard Market won the category of Best Local Council Market 2022.

7.2 Given that the award scheme had been suspended due to the pandemic, it is an achievement for the Council that Leighton Buzzard Market has emerged from 18 plus months of very difficult trading to secure the award.

7.3 Publicity through social media and local newspaper has been secured and officers will continue to ensure the award is promoted to secure customers and traders.

## 8. CONCLUSION

8.1 With a month and a half of this current fiscal year yet to go, the finale of 2021/22 is the achievement of Best Local Council Market 2022.

**END.**