



## Market Sub Committee

Date: 19 May 2022

Title: Market General Update

Purpose of the Report: To provide an update on market activity for 2021-22 Quarter 4 and beginning of 2022-23.

Contact Officer: Adrian Harrison, Market Manager

<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 for the whole of 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, 27 March 2022	Street Food Heroes - Sundays	April, May, June dates postponed due to Covid restrictions. July, Aug, Sept, March 22 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
13 March	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.4, 2021/22

Qu. 1	Pitches Used	Qu. 2	Pitches Used	Qu.3	Pitches Used	Qu 4	Pitches Used
Apr-21	298	Jul-21	414	Oct-21	447	<b>Jan-22<sup>3</sup></b>	<b>256</b>
May-21	404	Aug-21	406	Nov-21 <sup>1</sup>	418	<b>Feb-22<sup>4</sup></b>	<b>338</b>
Jun-21	399	Sept-21	375	Dec-21 <sup>2</sup>	316	<b>Mar-22</b>	<b>458</b>

<sup>1</sup> One day's trading lost - adverse weather policy invoked.

<sup>2</sup> Three day's trading lost – 2 bank holidays and 1 adverse weather policy invoked.

<sup>3</sup> One day's trading lost Bank Holiday.

<sup>4</sup> One day's trading lost – adverse weather policy invoked.

2.3 Market trader recruitment updates - the table below presents the traders joined & left figures for all quarters in 2021/21. Qu.1, presents the baseline for the year.

Trader type	Qu. 1 baseline	Qu.1 baseline at start of year	Qu.2 Joined	Qu.2 Left	Qu.3 Joined	Qu.3 Left	Qu4 Joined	Qu 4 Left
<b>Permanent</b>	28	0	7 <sup>2</sup>	0	2	2 <sup>3</sup>	<b>1<sup>4</sup></b>	<b>3<sup>5</sup></b>
<b>Casual</b>	21	1 <sup>1</sup>	11	-	13	-	<b>5</b>	-
<b>Farmers</b>	6	0	1	0	1	1	<b>1</b>	-
<b>Craft</b>	8	-	4	-	7	-	<b>5</b>	-

<b>Charities, Comm Groups</b>	6	-	0	-	1	-	<b>7</b>	-
<b>Start Up</b>	0	-	1	-	1	-	<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.
- <sup>4</sup> New Trader joined both Tuesday and Saturday.
- <sup>5</sup> 1 trader left- noy profitable, 1 trader returned to casual (as before pandemic), 1 trader is taking a break for health reasons but wishes to remain on the trader list.

Note:

- a) Traders' figures start at Q1 and provide the annual baseline for Casual, Farmers and Producers, Handmade and Craft, Charities/Community, and Start Up. Any additional traders that differ from Q1 are then added or removed each quarter.
- b) Handmade and Craft market runs March to December.

### **3 MARKET ANNUAL WORKPLAN**

3.1 The Annual Market Workplan for 2022/23 is now in use at **Appendix A (attached)** and remains a working document.

### **4 DIGITAL PLATFORMS**

4.1 Social media platforms are being used several times a week, including reposting content from other organisations such as NABMA and NMTF.

4.2 Officers experimented with 'boosting' a post on Facebook and Instagram, as per the previous meeting. The Easter event was boosted for 9 days (6<sup>th</sup> – 15<sup>th</sup> April).

4.3 Our 'reach' on Facebook and Instagram is currently (the 28 days running to Easter weekend) up by 46% and 17% respectively. Favoured posts are generally those explaining upcoming events, but also those shared to a wider audience, as they benefit from both pools of viewers. The current followers are generally within Leighton Buzzard (64%), female (80%) and aged 25-54 (64%).

### **5 GENERAL UPDATES – QUARTER 4 2021-22 & EARLY QUARTER 1, 2022-23**

5.1 The recent change in the new ETRO (Experimental Traffic Road Order) arrangements by Central Bedfordshire Council led to a period of a 4-week gap between the end of the original order and the implementation of the new 18-month order. To ensure the safety of the market during this time, the services of a security company were used to manage entry/exit points on market days. The exiting annual budget was utilised for this activity.

5.2 The independent visiting Vegan Market was held in mid-March. Like their previous visit, the weather could have been better, but the event was still well attended. They are also booked for more dates through the summer (see 6.2).

5.3 Street Food Heroes (SFH) is an independent collective of food vendors that come one Sunday each month between March and September. The variety of traders often changes from event to event. Their first event of this year took place on Sunday 27 March and as previously, was successful (photographic records show good attendance). During Covid the market stretched down the High Street to facilitate distancing. More recently, officers located the SFH around the Market Cross to create a more intimate and contained setting which helps create atmosphere. This proved a success with many vendors selling out of their products.

5.4 The Handmade and Craft speciality market has returned and operates on the fourth Saturday of the month running March through December. 15 crafters traded at the first market in March. This included 5 new traders who have taken the place of those who have left due to retirement, or appear to have just stopped trading, with others having found full time employment.

5.5 France at Home were again back in Leighton Buzzard after the enforced break due to Covid-19. There are less traders now and they were positioned around the Market Cross location to create a tight area. The smaller gathering was explained to the market manager being caused by the effects of Brexit and the laws and restrictions now in place. Some traders had also retired. The traders come to the UK for around 12 days touring before returning to France. The market manager offered them dates later in the year which were declined due to the new working pattern.

5.6 Young Traders Competition – Leighton Buzzard Market will be holding our own competition on Tues 31<sup>st</sup> May, as part of the NMTF national Young Trader of the Year. At the time of writing there are 6 entries with 3 traders from the existing market and 3 joining us via the NMTF for the event. NMTF visitors will assist with judging the entries. The winners, and hopefully some ‘wildcards’, will be put forward to the regional finals in Bury-St Edmunds.

5.7 The Saturday Easter children’s activities were well attended and supported by promotional activities taken place in celebration of the 10<sup>th</sup> anniversary year of the Leighton-Linslade Children’s Trail. Activities included a market easter trail, colouring-in and storytelling. Officers took the opportunity to capture some publicity photographs in readiness to launch the Love Your Local Market 2022 campaign, #LYLM2022, taking place in May.

5.8 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.

Date	Themed Markets 2022/2023	Delivery Status
16-Apr	Easter Activity	DELIVERED
14 - 28 May	Love Your Local Market Fortnight	

31 <sup>st</sup> May	10 Year celebration and Young Traders Competition	
04-Jun	Queens Jubilee Celebrations	
02-Jul	Independents Day 2022 (In collaboration with LB First)	
09-Aug	National Children's Playday Tuesday	
	Halloween activity	
3-Dec	Small Business Saturday 2022	
<b>Date</b>	<b>Visiting Markets 2022/2023</b>	<b>Delivery Status</b>
24 April, 29 May, 26 Jun, 31 Jul, 28 Aug, 25 Sept.	Street Food Heroes - Sundays	24 April - Delivered
13-Mar	Vegan Market - Sunday	Delivered
22-Apr	France at Home Market - Friday	Delivered
12-Jun	Vegan Market - Sunday	
18-Sep	Vegan Market - Sunday	
<b>Date</b>	<b>Speciality &amp; Other 2022/2023</b>	<b>Delivery Status</b>
20-Nov	Christmas Charity Market - Sunday	
26-Nov	Christmas Festival Weekend	
03-Dec	Small Business Saturday	

## 8. CONCLUSION

8.1 In accordance to the new ETRO, the closure of the High Street on market days appears to have settled down removing the need for additional security support at this current time.

**END.**