

Market Sub Committee

Date: 19 May 2022

Title: PLAN OF 2022 CELEBRATION ACTIVITIES

Purpose of the Report: To give details of Jubilee and Market Celebrations

Contact Officer: Beth Holttum - Cultural and Economic Services Support Officer

Corporate Objective/s	LLTC Five Year Plan – Aim 2. Objective 19	
Implications:		
Financial	Yes	Within existing budget
Human Resources	No	
Operational/Service delivery	No	
Procedural/Legal		
Risk/Health and Safety		
Environmental Aims		

1 RECOMMENDATION/S

Should members be minded, the recommendation is:

1.1 To note the report.

2 BACKGROUND

2.1 On Tuesday 31 May, the tenth anniversary of Leighton Linslade Town Council taking over the running of the Town's Charter Market is being celebrated.

2.2 At the same time as the Town Council's anniversary, the Queen celebrates her own Platinum Jubilee with our celebrations taking place over the weekend of 4 June.

3 10th ANNIVERSARY YEAR CELEBRATION OF THE MARKET CHARTER BEING TRANSFERRED TO LEIGHTON-LINSLADE TOWN COUNCIL

3.1 On 31st May, NABMA officials will join us on the market to celebrate our 10TH anniversary of the Market Charter being transferred to Leighton-Linslade Town Council. NABMA are also at Leighton Buzzard to celebrate our award for best Council Market 2022.

3.2 The National Market Traders Federation have been invited to attend and subject to availability, have agreed.

3.3 MP Andrew Selous, has been invited to the celebrations and indicated that he may attend, depending on his commitments in Westminster.

3.4 Smart Raspberry, a cookery school/demonstrator, is attending who will be including our dignitaries in a 'make your own pizza wrap' workshop, using ingredients sourced from the market stalls

3.5 We are hoping to hold our own local heat for the Young Market Trader of the Year competition and have 3 of our regular stallholders who are interested in taking part. We are working with NMTF to find other local Young Traders who may be interested in joining us. Whoever wins the local heat (plus hopefully 1 or 2 others as 'wildcards') will be put forward to the regional final in Bury St Edmunds in July and then potentially the national competition in Stratford Upon Avon in August.

3.6 The Town crier, subject to availability, has also been invited to attend.

4 QUEENS PLATINUM JUBILEE WEEKEND

4.1 For the Queens Platinum Jubilee Weekend, we have a Queen Elizabeth II lookalike visiting the market. She will be walking the market doing her shopping. She will then be available for photos with the public and will have a gazebo with a backdrop and throne set up for this purpose. We will also have a corgi in attendance.

4.2 To enhance the day's proceedings, Ukie-Toones, a local ukulele group, are performing their wide and varied collection of contemporary and older songs.

4.3 The Town Crier has been booked to get the proceedings underway.

4.4 We have invited Leighton Middle School to come and join us and also the local history society, but to date we have had no reply.

5 LOVE YOUR LOCAL MARKET

5.1 During the above celebrations, Love Your Local Market (LYLM) run by National Association of British Market Authorities (NABMA) is taking place. In recognition of the Queens Platinum Jubilee, LYLM has been extended by a week (normally a fortnight event).

5.2 Leighton Buzzard will be supporting LYLM with bunting and social media posts about the market and its' events.

6 CONCLUSIONS

6.1 With both celebrations very close together (including the Thursday and Friday Bank Holiday celebrations nationwide) it is hoped that plenty of valuable publicity for the market will be gained. This is also a good opportunity to use photographs of the market on social media to paint a picture of what the market has to offer.