



Market Sub Committee

Date: 10 November 2022

Title: Market General Update

Purpose of the Report: To provide an update on market activity for 2022-23
Quarter 2.

Contact Officer: Adrian Harrison, Market Manager

Corporate Objective/s	No 23. To continue to manage, promote and develop the street market.
Implications:	
Financial	Within existing budget
Human Resources	
Operational/Service delivery	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 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 2022/23.

Date		Delivery Status
16-Apr	Easter Activity	Delivered
14 - 28 May	Love Your Local Market Fortnight	Delivered
31 st May	10 Year celebration and Young Traders Competition	Delivered
04-Jun	Queens Jubilee Celebrations	Delivered

02-Jul	Independents Day 2022 (In collaboration with LB First)	Delivered
09-Aug	National Children's Playday Tuesday	Delivered
Oct	Halloween activity	Delivered
3-Dec	Small Business Saturday 2022	Sat 3 rd Dec
Date	Visiting Markets 2022/2023	Delivery Status
24 April, 29 May, 26 Jun, 31 Jul, 28 Aug, 25 Sept.	Street Food Heroes - Sundays	24 April – Delivered 29 May – Delivered 26 June – Delivered 31 July - Delivered 28 Aug - Delivered 25 Sept - Delivered
13-Mar	Vegan Market - Sunday	Delivered
22-Apr	France at Home Market - Friday	Delivered
12-Jun	Vegan Market - Sunday	Delivered
18-Sep	Vegan Market - Sunday	Cancelled
Date	Speciality & Other 2022/2023	Delivery Status
20-Nov	Christmas Charity Market - Sunday	
26-Nov	Christmas Festival Weekend	
03-Dec	Small Business Saturday	

2.2 The table below presents the pitch usage figures for Qu.2, 2022/23

Qu. 1	Pitches Used	Qu. 2	Pitches Used	Qu.3	Pitches Used	Qu 4	Pitches Used
Apr-22	465	Jul-22	462	Oct-22	-	Jan-23	-
May-22	484	Aug-22	422	Nov-22	-	Feb-23	-
Jun-22	440	Sept-22	383*	Dec-22	-	Mar-23	-
Total	1,389		1,267				

* During September there were a few large stalls missing due to holidays

2.3 Market trader recruitment updates - the table below presents the traders joined & left figures for all quarters in 2022/23.

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	5	-2 ¹	0	-1				
Casual*	25		8					
Farmers	0		0	-1 ²				
Craft*	15		6					
Charities, Comm Groups*	9		8					
Start Up	4		1					

* Due to the nature of these traders coming and going. Counter is reset in Q1 and trader numbers recorded thereafter (25 casuals in Q1 + 8 new ones in Q2 etc. Handmade and Craft market runs March to December.

¹ 1 trader returned to casual status due to the return of festivals etc.

1 trader left to concentrate on their shop.

² 1 long term farmer trader retired from trading on markets.

3 MARKET ANNUAL WORKPLAN

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

4 DIGITAL PLATFORMS

The market social media presence continues to grow, as evidenced with the uptake of the Covid-19 vaccinations in the market, which were only advertised on the Council's own platforms. The market's current Facebook audience is around 2,500 and Instagram around 2,000. Post reach over the last 90 days remains similar to the previous 90 at 17,400 and engagement at 1,900, which is a slight drop of 3.5% over the same timeframe, possibly due to the summer holiday season.

5 GENERAL UPDATES QUARTER 2, 2022-23

5.1 Street Food Heroes (SFH) is an independent collective of food vendors that come one Sunday each month between March and September. This monthly event around the Market Cross continues to attract good support with young and old alike, attending. This year's attendances have again been popular attracting good visitor numbers. SFH have indicated that they will return again next year.

5.2 The Independents Day event was held in early July. This was a collaborative event with LB First. It helps showcase some of the less visible traders in the Town and show off what they too can offer. This was held in Market House using the market umbrellas.

5.3 The Handmade and Craft speciality market attendance varies month on month with a small core of long-standing traders. These traders are supplemented by a variety of new crafters, many trying out markets for the first time. Since Covid, there are many outlets for these traders with similar craft fairs occurring on the same date as Leighton Buzzard's Handmade and Craft Market. As Christmas beckons, the handmade and craft market trader numbers have increased, and it is hoped that these traders will continue to trade at Leighton Buzzard into next year.

5.4 The ice cream van problem (fumes and noise) has hopefully been resolved. The market manager had received several complaints from traders about the fumes and noise. The van was asked to move further down and across the High Street previously but still there were a few complaints.

The market manager contacted the owner and said that further complaints had been received and that unless he could come up with a solution, he would not be allowed to trade on the market. The owner did some research and found that there was an aftermarket device that would help eliminate nearly all the fumes produced. The market manager agreed that, once fitted, he could trade on a trial basis but must move further down the High Street and continue to switch off his engine when not in use. The owner agreed to this. The market manager will continue to monitor the situation. To date the market manager has not received any further complaints.

5.5 The Regional Finals of the Young Traders Competition was held at Bury St Edmunds on 27th July. The mayor, accompanied by a market officer, attended the market. Due to other commitments only one trader from our market was able to attend this regional final. The Little Print Box (unique, hand painted, produced, and printed stationery) was awarded a *highly commended* award in their category (arts and craft) and progressed to the finals.

Another regional finalist, Chad Killoran who paints and designs animal prints and then transfers his art onto ethically sourced clothing, attended the regional finals at Portobello Road Market in early August. He won his section and also progressed to the finals.

The Young Trader Finals were held at Stratford Upon Avon over the two-day Bank Holiday period at the end of August. There were 90 young traders taking part over four categories (food and drink, arts and crafts, grocery, and general retail). These had been selected from the 250 entrants from across the country via 10 regional finals.

Although our entrants did not win, they both came away with a sense of pride and picked up many useful tips to aid their businesses in the future. They both said that they had a profitable event. There was an expected 40k -45k crowd over the weekend.

5.6 There have been two days this summer where the temperatures have reached record high figures. Officers, with the agreement of the Town Clerk, decided to give traders the option to trade or not on these days. Those that decided it was too hot to trade or their goods would perish, were not charged nor lost holiday entitlement. Those that traded were charged as normal but allowed to bring vehicles on early.

Officers are now reviewing the Adverse Weather policy to include extreme heat.

5.7 We have won another award! The market teams and traders commitment to Love Your Local Market 2022 has been recognised and awarded. We are officially the *Love Your Local Market Champion* for 2022.

Why were we chosen? The National Association of British Market Authorities told us it was for *'the whole team, and particularly, the traders, for getting involved in the campaign'*, and of course the great photograph of the town crier in full regalia standing in the rain with a LYLM umbrella.

5.8 Two of the young traders have taken the opportunity to open up shops within the Town. One has currently left the market with the intention to trade as a casual where possible to promote the business. The other will continue to trade on the market and shop. Both traders have thanked the Council for their help with the market and promoting their businesses

5.9 The market sought to support Black History Month by inviting Black-owned and Black-led businesses to try out the market during October. To encourage take up, a reduced pitch fee of £15 was offered. Officers struggled to get a lot of interest, although one trader advertised the scheme on our behalf in an online Black business group. The market welcomed 2 new traders who took up the offer, each trading twice over the month.

5.10 The annual review questionnaire was slightly delayed due to the National Mourning Period after the death of Queen Elizabeth II. It was felt that the timing was not right for an online campaign. As a result, the surveys went live a week later than scheduled, on Tuesday 20th Sept. A full report on the results is available.

5.11 Officers have been organising this year's Charity Market 2022, taking place on Sunday, 20 November 2022. It is hoped many more charities and community groups will join us this year and that the weather is much kinder than last year.

5.12 Since the change to gazebos in 2017, the need to maintain and service has been increasing. During this period the Market Manager and Market Porter have fixed, serviced, and replaced all parts as necessary. The need to do this has increased over the last year and the increase in gazebo numbers recently has aided the process whereby, there are always standby gazebos available at all times. The time saved by 'in house' repairs is considerable with a typical turnaround of 4-5 weeks if a gazebo is sent back to manufacturer (plus delivery costs to and from Stoke). The savings made over the five-year period run into several thousands of pounds.

6. CONCLUSION

With more people needing to work midweek, the Tuesday market numbers remain constant. The Saturday market continues to thrive with many casual traders trying their goods out in the market place.

A year has passed since the Covid-19 restrictions were lifted. The initial rush of freedom that followed has now settled down with footfall remaining steady although any bad weather (wet, and very hot days) affects these numbers.

END.