

Market Report – January 2024

1. Christmas Market 2023.

- 1.1 The market hosted 31 pitches.
- 1.2 Although we clashed with the Snape Food Market, we still had enough to create a small 'food court' area, including the welcome presence of The George.
- 1.3 WMPC gazebos are popular and convenient – all sold out this year very quickly.
- 1.4 New this year is The George 'micro' pub/beer stall – this required a Temporary Event Notice (TEN) but this was relatively easy to arrange and cost effective at £21.
- 1.5 After the summer market we agreed to allocate more space at the north side of the paved triangle (under plane trees); full width access across R & S frontage was left so not only is access clear but window displays are visible; however, this year the Pharmacy expressed displeasure at the positioning of stalls even though their premises were clear and access was not compromised. Current plans for the Spring Market have taken this complaint into account.
- 1.6 After the summer market we determined that there would be: clearer distinction between PAY & DISPLAY carpark and FREE parking needed to avoid confusion and parking tickets in Percy Mason; additionally and helpfully, ESC were able to offer free parking in the Percy Mason to stallholders who submitted their registration details in advance. This worked well and there were no issues with parking/tickets/confusion.
- 1.7 TRAFFIC MANAGEMENT Large savings were made by AI providing the traffic management for the event. WMPC now has road closure equipment and signage so that the road closure was clearly marked and professionally managed on the day – though it did necessitate a very early start after a late finish the night before on AI's part. Two parked cars left in the area allocated for pitches were moved by calling the local police; note for next time: we have the right to demand this as soon as the closure is in place (6.00 am), hopefully negating the need to rearrange the market plans to fit round abandoned cars!

2. Regular Markets

- 2.1 Regulars on Wednesdays for this season: Cheese & Pie; DPC Fish (every other Wednesday). This market is dwindling, no matter what we try to do. Saxmundham has a market on Wednesdays (very small) and they currently make no charge for a pitch. It is obviously a challenge to make a weekday market viable in the smaller towns/villages.
- 2.2 Regulars on Saturdays: Newbourne Veg; Jamie Potts (Fisherman's Catch); two additional traders (Quince Tree Preserves and Tabboule Tal who sells middle eastern food) have begun to attend on 3rd Saturdays. By encouraging others alongside whom they trade at Snape on 1st Saturdays to try us out on 3rd Sats, we aim to have a Foodie/Farmers' Market forming on 3rd Saturdays in addition to Makers' Markets on 1st Saturdays.
- 2.3 **Parking Bays** ESC have agreed and we have moved the two trader parking bays to the middle (wider) spaces on the circle of short-stay parking;

3. Monthly Market on the Hill – every 1st Saturday

- 3.1 We aim to continue with these from April through to November once the Spring Market has launched the 2024 season. When regulars were asked whether they wanted to attend Jan-March they were happier to have a break due to the likelihood of inclement weather and cold.
- 3.2 The use of WMPC gazebos on the monthly markets has proved effective and popular with traders – it makes life easier for them and they are more likely to attend. It also enables us to present a tidy and attractive 'market place'; bolting runs of two or three together provides a robust and secure shelter which proved vital in November.

- 3.3 However, it is hard work; volunteer assistance would be gratefully accepted if there are early birds out there who are local enough for it not to be too onerous to trek up to set up and then reappear to help strike.
 - 3.4 We currently advertise the Monthly markets in advance and instal verge-side signage for the event which has drawn more people up to the market; Gemma and Anne W have helped immensely in getting news out to the community. we also hope to install permanent signage at village entry signs (with up-dateable segments) to catch the attention of drivers at the top and bottom of the village on B1438;
 - 3.5 If we can 'fill' the monthly market regularly we can generate up to £96 a month in addition to our regular bookings on Weds/Sats; with a Foodie market on 3rd Sats that will double.
 - 3.6 In all cases we are also supporting genuinely local and small enterprises which is part of our mission
 - 3.7 We are working to forge links with traders and sellers who operated out of Suffolk Sense to try to offer what we can in the way of support to their local enterprises now that SS has closed.
- 4. 2024**
- 4.1 In addition to the annual Winter and Summer markets, we are in the process of planning our Spring into Spring Market to launch 2024 – date set for Saturday 16th March which suits those traders who currently attend the 1st of the month Snape markets. This is a week before the Easter school breaks begin and 2 weekends before Easter Weekend.
 - 4.2 Planning for the market now entails more licensing – food hygiene regs, TENs for alcohol sales and TENs for music (live and relayed); it was felt that the latter was increasingly important to create atmosphere – feedback from the Christmas market
5. Additional upcoming costs (potential – for discussion):
- waste bins for waste collection on the days of the larger markets (both general and recycling)
 - printed banners for The Hill leading up to the larger market events
 - bunting/lighting strings for gazebos to create atmosphere/cohesion of market display
 - improved (re-usable) signage for roadside advertising and information on the market days (parking arrangements, directions to loos etc)