

Market Report – November 2023

1. Christmas Market 2023.

- 1.1 We have 'sold' **26 pitches** generating £232 so far.
- 1.2 Unfortunately, this year we clash with the regular 1st Saturday food market at Snape Maltings (recent); their Christmas Market which we did seek to avoid is 22nd December
- 1.3 WMPC gazebos are popular and convenient – all sold out this year.
- 1.4 New this year is The George 'micro' pub/beer stall + some seating around the area of the Christmas tree
- 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 must be left so not only is access clear but window displays are visible
- 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 have suggested that stallholders who submit their registration details can have parking fees waived for the morning

2. Regular Markets

- 2.1 Regulars on Wednesdays for this season: Cheese & Pie; DPC Fish (every other Wednesday). 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. If we/they can encourage others alongside whom they trade at Snape on 1st Saturdays to try us out on 3rd Sats, we might be able to have a bit of a foodie market forming on 3rd Saturdays.
- 2.2 **Fee review:** we have established a flat fee per month with regulars. So far Veg and Cheese & Pie have agreed, though we are having difficulties with the latter paying
- 2.3 **We continue to find it a challenge to populate the Wednesday Market;** it seems that we only get traders if they don't have better options elsewhere. However, without a few more stalls footfall will remain low. It's a cyclical conundrum.
- 2.4 **Parking Bays** ESC have agreed to move the trader parking bays to the middle (wider) spaces on the circle of short-stay parking; Richard has already moved the signage. This will enable vehicles onto the market pavement through the wider gaps, avoiding the occasional difficulties on market days when the side street parking blocks access. It does necessitate WMPC staff popping additional road cone blocks to the parking bays to ensure that they remain free for the entirety of the market.

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

- 3.1 The first of the new 'Monthly Markets on the Hill' on 2nd September and 7th October went well, though the weather was against us on 4th November; the idea to coincide with rather than compete with events organised by Suffolk Sense was sound but unfortunately will now tail off with its closure and the cessation of outdoor stalls in the New Year; we have adopted a couple of their traders into our Monthly group but it will take some work/good run of weather to keep the momentum
- 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 install verge-side signage for the event which has drawn more people up to the market; Alison to do more to liaise with Gemma to get info out via social media feeds; 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

4. Future

- 4.1 In addition to the annual Winter and Summer markets, we propose an **Easter (Celebrate Spring – how religious should the terminology be?) market** – target date for 2024 = 23rd March