

Market Report – September 2023

1. Summer Market 2023.

- 1.1 We 'sold' **31 pitches** and on the day had 29 stalls in use (meaning 31 different traders as some shared space) – income of £256 from stall fees
- 1.2 This year we also **pitched 8 of our own gazebos** and this was very successful in both presenting a united style but also enabling easier access for those without equipment
- 1.3 This year all **pitches sold were of a regular sizing which enabled us to mark out pitch positions the night before**; this meant there were no problems setting up and the layout of the market was adhered to – walkways clear, movement around the site comfortable and all pitches equally accessible
- 1.4 **Volunteer stewards were magnificent** in helping put up WMPC gazebos, directing traders to their pitches and then onto parking
- 1.5 **Electrical cabling** was safely managed this time due to clearly demarcated pitching, a secured area around the cable box and cable covers for the musical event
- 1.6 The majority of traders were pleased with their pitch, the organisation of the event, the pricing and the atmosphere
- 1.7 We have already plenty of interest in the December market – most WMPC gazebos are allocated already
- 1.8 **For next time:** more space is needed 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
- 1.9 **For next time:** clearer distinction between PAY & DISPLAY carpark and FREE parking needed to avoid confusion and parking tickets in Percy Mason

2. Regular Markets

- 2.1 Regulars on Wednesdays for this season: Darron Crane (ladies' fashions); Cheese & Pie; DPC Fish (every other Wednesday). Regulars on Saturdays: Newbourn Veg; Jamie Potts (Fisherman's Catch)
- 2.2 **Fee review:** to encourage regulars to continue and to make sure we can compete with the larger markets and keep those regulars loyal, we have offered a flat monthly fee of £38 (regardless of attendance) as an alternative to the £10 per pitch fee. This means that those opting for this can set up DD and WMPC gets a regular income without the vagaries of occasional absences. Cheese & Pie have decided on this option so far.

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

- 3.1 The first of the new 'Monthly Markets on the Hill' on 2nd September went well; the idea is to coincide with rather than compete with events organised by Suffolk Sense, and encourage local makers and traders
- 3.2 The idea is also to USE our **WMPC gazebos** and by offering these and putting them up for traders, we can encourage those who have small enterprises/don't wish to invest in their own equipment and we can therefore get more people up on the market.
- 3.3 Using our own gazebos 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 should ensure that even in the winter months traders can feel protected
- 3.4 We were able to advertise traders in advance and to instal verge-side signage for the event which did draw more people up to the market; decent weather helped
- 3.5 The first market welcomed 4 traders onto the market place (alongside 4 at Suffolk Sense) in addition to Newbourn Veg; Newbourn reported that they sold more than usual as there was more footfall

- 3.6 Two of the stallholders wish to return for October's market; three others were pleased to see the success of September's market and have booked for October; **we have 7 stalls booked** (with two people forwarded to us by Suffolk Sense)
- 3.7 If we can 'fill' the market regularly we can generate up to £96 a month in addition to our regular bookings
- 3.8 We are also supporting genuinely local and small enterprises which is part of our mission
- 4. **December Market**
 - 4.1 Event applications are in with East Suffolk Council – both to close the short stay carpark and to secure the road closure along the shop fronts (Charity shop – Indian Takeaway side of Market Hill)
 - 4.2 Letters of notification to go out to Market Hill neighbours and businesses
 - 4.3 Bookings for stalls are coming in – including a bar organised by The George (Temp Event Notice licensing has been applied for)
 - 4.4 AB and AER undertaking road management course to reduce costs of hiring Palmers or similar for this event and the others we plan in the future
- 5. **Future**
 - 5.1 **Monthly Farmers' Market:** at the moment we are trying to avoid clashing with other similar markets in the region; so far the only regular event I can find of this nature is Food & Drink at Whisstocks in Woodbridge (other events seem to have fallen in popularity)
 - 5.2 Aim – to provide another focused use of Market Hill – perhaps even large enough to close the short stay carpark – and make Wickham Market a regular market-based venue (support for other local businesses should improve – R & S/ Chip Shop/ Sense/Café 46/ Teapot Tearoom etc – though we must be aware of Revett's needs too)
 - 5.3 In addition to the annual Winter and Summer markets, we propose an **Easter (Celebrate Spring) market** – target date for 2024 = 23rd March