

## WICKHAM MARKET PARISH COUNCIL

### Markets Report for February 2023 Item 10

#### Winter festive Market on the Hill Saturday 3rd December 2022

Very successful market with 46 stalls, retail, crafts and community groups.

Publicity through WM Partnership (WMP) leaflet, and Wickham News Round Robin & Visit Wickham web site, WMP Twitter, Facebook and Nextdoor, posters throughout the area, articles in Tide Collection magazines and Community News.

Usbourne books supplied for Santa cave run this year by the PTA.

Funding provided by Cllr Poulter for publicity, books and materials. Cllr Poulter and MP Dan Poulter also visited on the day.

Great band of volunteers helped with set up, gazebos, meet and great, rent collection, tidy up and pack up. Thanks sent out to all involved.

Huge support from local businesses, church, community choir and school (singing and music). Two Cafés, Potsford Farm and Flaming Fryer provided food and refreshment.

Suffolk Sense provided much support promoting, contact with some stall holders, layout help and hosting additional stalls on their frontage through their landlord support (N Evans).

**2022** summary of rent collected 'by hand' and receipted on the day (not including cheques and BACs paid direct to WMPC) £1759.00.

### 2023

Weekly markets have been a little quiet to date as is often the case in January. Interest in weekly market is picking up with Quince Tree returning on Sat 4<sup>th</sup> (although O Owen may not be regular again for a while). New Fishermen's Catch came on 4<sup>th</sup> February. Darron Crane will sell winter item at sale price and will be back regularly once summer stock arrives. DPC Fish are regular 1<sup>st</sup> and 3<sup>rd</sup> Wednesdays. G Goldsmith will be back Wednesdays in March or shortly after depending on weather. Etheridge Nurseries will (hopefully) be back Wednesdays around May time. I can make contact.

I do not have regular contact with Cheese and Pie Van, S. Marrison as confirmed in emails during 2022. Business should be paying by cheque.

I think there is good scope to boost the markets with more input from a regular team of people/WMPC.

**Suffolk Sense** are offering to assist further. They have done a lot in the last year with the posters, leaflets, artwork and also capturing new stall holders. They initiated late night shopping events on two dates leading up to Christmas last year and this could be promoted again. They are now running monthly (1<sup>st</sup> Saturday) markets in and outside the shop and also regular workshops.

Publicity, we can do more and start promoting weekly, summer and winter dates soon.

**Tide Collection (Leiston Press)** can offer a full page on Wickham Market only charging for half page of advertising. Perhaps this can be paid by businesses and through the WM Partnership. One magazine i.e. Woodbridge would cost £110. Two (add Saxmundham) would be £176.

The remaining half would be editorial on WM and could be used to promote key events such as weekly plus summer/winter markets, Village Show (72<sup>nd</sup> year) first weekend of August and Coronation events.

I am happy to continue to do some work with a team or group to continue to work on the markets but there will need to be wider input, positive support and energy. I am familiar with promotion, getting artwork completed, liaising with stall holders and capturing new people, traders, community groups.

I have led on four larger markets in 2021 and 2023, this involves a lot of work and liaising with people, which is fun but time consuming. It is easy to find helpers on the day of the big markets but harder to find volunteers to run the markets outside of the actual events. I see this as something which needs to be WMPC led.

This summer will see the return of the Village Show, 5<sup>th</sup> and 6<sup>th</sup> August after three years and I will need to focus on this event in the new few months. The event is an important fund raiser for the village hall.

It would be good to develop a team approach and to work more closely with the WM Partnership too and their support for businesses.

I am not sure who is dealing with Twitter and Instagram, Facebook and Nextdoor for WMPC but I am sure this will help get publicity out in the wider domain.

Funding for support is not usually difficult to find with Cllr Poulter keen to help WM. ESC J Chapman is also able to assist with funding through the People and Places/Town Initiative funding (by end of March) for anything which might assist with boosting the village and activities. Gazebos, heavy base sign boards (such as those owned by Show committee) may be helpful if WMPC can store etc. The ESC Town Development Programme may assist further with specific grants which can be applied for WMPC or WMP.

**Cllr Anne Westover**  
**7<sup>th</sup> February 2023**