

APPENDIX 1

Further supporting detail

The results of market development work since the temporary post was established, have been particularly encouraging especially in regard to generating extra footfall and creating a lively market experience.

The Council subscribes to GEOSense footfall monitoring software and whilst trends have fluctuated in Beeston across the pandemic, there is an upward trend on market days. In Stapleford a similar trend is developing with the establishment of a weekly Thursday market taking place on the Walter Parker V.C. Memorial Square. Pre-market, Thursday was typically a flat weekday in terms of footfall, whereas post market implementation, Thursday is now regularly the second busiest day of the week.

Maintaining and developing the Beeston markets is a service success story. The town feels more vibrant on Mondays, Wednesdays and Saturdays when the craft markets happen. The Beeston Market has also been refreshed with the markets officer working hard to secure new traders and retain existing ones on both market days. Stapleford's market launched in April 2021 and the number of stalls has steadily built to a core of around 7 regular traders.

In Kimberley a pilot Market was hosted, partly using Welcome Back funding, on the 22 December 2021. Traders and shoppers responded well to the event and at the time of writing this report plans are well in train for the launch of regular Tuesday market in Kimberley.

Work is on-going to agree a suitable location for a regular market in Eastwood, with the craft workshop area under consideration. The objective of establishing a market in each town centre should be delivered this year.