

## APPENDIX 1

1. Update Information

At the time of writing this report a request has been made to the Personnel Committee to establish the Markets Officer Position as a permanent Member of staff within the structure of the Economic Development and Regeneration Team. Offices will be in a position to provide a verbal update on this matter at the meeting. The creation of a permanent officer post is integral to the service planning for the year ahead and the success in the year to date a testament to the current incumbent's hard work.

The decision to appoint a short term post in 2020 was predicated on using the development and promotion of markets as means of generating additional footfall in the Borough's Town centres. The work has been very well received by the public and businesses alike. In addition to the footfall generation the Market Officer's work has seen a more sophisticated management of the Borough's Beeston Square and generated income over and above the original projections. Beeston Markets have been performing strongly and further markets have been developed in Stapleford and as of the first of this month Kimberley. The Borough's markets work has been especially welcome during the pandemic so much so that the initial one year, pilot contract for the officer being extended.

The results 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 VC 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. (A graph of this activity will follow).

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 was started in April 2021 and the number of stalls has steadily built to a core of around seven regular traders.

In Kimberley a pilot Market was hosted, partly using Welcome Back funding, on the 22 December. Traders and shoppers responded well to the event and officers intend to provide a further verbal update on the launch of regular Tuesday market in Kimberley (1 March 2022). The introduction of these new markets are still at a very early stage but with further hard work and promotion it is expected that the markets will continue to remain a healthy draw for the towns. The Markets Officer's use of Social Media and traditional promotional methods has been effective.

Whilst income generation was never the primary objective of the markets, annual targets are set for income from the use town squares. In the 2021/22 financial year the squares income is likely to reach more than the original £15,000 revenue target. It is anticipated that a permanent post will in time help to generate a small

surplus, continue to drive interest and increase footfall. Having a permanent team member with considerable markets expertise has other advantages including allowing the Regeneration Team to bid for and secure external funding and support wider town centre events and promotion activities such as Beeston Light Nights, Platinum Jubilee and the Christmas “Switch-ons”.

## 2. Other Recent Developments and Initiatives

With support from the Welcome Back Fund, the Borough Council has been able to acquire some branded gazebos, for use in the further promotion of the four towns. Below is a set of photographs showing some of this new equipment. The markets are already making good use of this equipment. The remaining funding allocated from Welcome Back to this particular project has been defrayed on tables, other promotional equipment and equipment to keep the gazebos in good order. The addition of this new externally funded equipment makes particular sense as the Markets Officer is continually receiving enquiries from new traders wish to stand on markets and lack the equipment. External funding has therefore been used to good effect and should help attract new traders, especially business start-ups.

In researching the purchase of gazebo’s the team examined the issue of weight as transport costs for old style cast iron stalls can be considerable. The ability to offer lightweight new stalls offers some carbon footprint saving and combined with initiatives like the use of paper bags instead of plastic the Borough’s Markets are beginning to build up low carbon credentials and intend to pursue a strap line of “greener markets better futures”. To this end a bid has been made to D2N2 Low Carbon Growth Fund for the procurement of an electric van to transport equipment between markets. There had been no decision on this application at the time of writing so again an update will be required.

## 3. Service Enhancements Under Development

The theme of greening our markets is something the service is committed to doing and wherever possible we will look to promote low carbon initiatives and take advantage of opportunities to reduce food miles or support low carbon and sustainable business concepts and practises.

Establishing a market in Eastwood is a further target for the services future development. The layout of the town centre and land ownership creates some difficulties for deciding the optimal location for the market. Work has commenced on trying to define the best option and a report will be brought to Cabinet in due course. Working with the craft market and the DH Lawrence Birth Place Museum is an idea not without merits.

The Service will continue explore ideas for innovation, cost saving and footfall generation and there is a real opportunity to build on the events held in Beeston and some of the other towns during the period following the pandemic. Electronic payment equipment and other relevant technologies are being monitored and the commitment to a low carbon future remain key. Officers look forward to the year ahead to see the next chapter in the development of the Borough’s Markets.

Financial Information

The forecast income in the current financial year is £15,000.

The income received in this current financial year up to 1 February 2022 is £14,162 the majority of which received from Market ground rents.

At the November 2021 Jobs and Economy committee, a forecast for squares income in the period October 2021-March 2022 was provided, based on previous bookings and enquiries held. It was estimated total income for the financial year 2021-22 would reach £15,700.

A further revenue forecast from February 2022 to the end of the financial year, suggests income in 2021/22 will reach £16,400.

<b>Financial Year</b>	<b>£ Budget</b>	<b>£ Income</b>
2016/17	4,000	7,600
2017/18	4,000	10,115
2018/19	7,500	8,524
2019/20	10,000	9,457
2020/21	12,000	2,940
2021/22 (to 1 February 2022)	15,000	14,162
<b>Cumulative Total</b>		<b>52,798</b>

**APPENDIX 2**



**Beeston Market – Pandemic Measures**



**Beeston Market Autumn 2021**



**Stapleford Market Summer 2021**



**Kimberley Pilot Market Christmas 21**



**Kimberley Market March 22**



**Welcome Back Funded Gazebo's Feb 22**