



Broxtowe
Borough
COUNCIL



Report of the Overview and Scrutiny
Committee

Review of Markets

September 2023



www.broxtowe.gov.uk

Contents

Summary	3
Members of the Overview and Scrutiny Working Group	4
Recommendations	5
Background	6
Considerations at the Working Group Meeting	6
Scoping Form Information	9
Appendices	
1. Scoping report	15
2. Benchmark exercise	17

Summary

1. Broxtowe Borough Council's Overview and Scrutiny Committee established a review of Markets to discover the effectiveness of the team and to review whether footfall in town centres have improved, to be carried out by the Overview and Scrutiny Working Group. The review was requested by Councillor P J Owen.
2. The review is in accordance with the Council's values of innovation and readiness for change, valuing employees and enabling the active involvement of everyone, continuous improvement and delivering value for money and integrity and professional competency.
3. The Working Group met on 21 August 2023 after receiving information from the Head of Planning and Economic Development, Ryan Dawson, to assist the Working Group in relation to the specific points on the scoping form, see page 9.
4. The purpose of the review was to achieve the outcome outlined in the scoping report¹. The review sought the following outcome:
 - To discover the effectiveness of the team and to review whether footfall in town centres have improved.
5. This report sets out the review process that was adopted and the recommendations to be made. A benchmarking exercise is attached at Appendix 2.

¹ The scoping report is attached at appendix 1.

Members of the Overview and Scrutiny Committee Working Group

1. The Working Group was chaired by Councillor S P Jeremiah, with Councillor J Owen as the vice chair.
2. Councillor C M Tideswell was also part of the Working Group.
3. The Working Group was assisted by Ryan Dawson, Head of Planning and Economic Development, Jeremy Ward, Head of Democratic Services and Lisa Evans, Democratic Services Manager.



Recommendations

It is proposed to the Overview and Scrutiny Committee to recommend to Cabinet that:

1. To produce an annual market service business plan looking at the performance of the markets, event planning, and revenue forecasts to ensure the market is resourced and supported.
2. Explore options of evening markets to increase footfall with the night time economy and to link in with events within the Borough.
3. Research the opportunity of holding quarterly stallholder/stakeholder group meetings for feedback, improvements and sharing ideas. To ensure communication between Stallholders and the Market Officer are improved.
4. To improve advertisements of markets across the Borough including using the Council website, social media and market trader websites. To promote days and times of the markets and list stall details.
5. Provide the opportunity of a stall for free to Charities, to be booked through the Markets Officer each week.
6. Explore opportunities of promoting Markets in the North of Borough as events rather than weekly markets. This could include themed markets such as vegan, locally produced food, and craft stalls.
7. Explore the opportunities presented through the redevelopment of Victoria Street Car Park, Stapleford Town Deal project, for mixed use opportunities. Ensuring links to, and opportunities for, market developments in the Town Centre and explore other opportunities of further creative spaces across the Borough.
8. Increase the market layout within Beeston Square to include other areas of land that Broxtowe own, to create visibility from Public transport and provide additional income to the Council where possible.
9. To consider whether the Council should increase the permit charge of hiring Beeston Square to the Beeston Farmers Market or to explore options of bringing the Saturday market in house and generate additional income into the Council.
10. To consider the possibility of using empty building within town centres into pop up shops/restaurants and creative spaces as an indoor market concept.

Background

1. The topic was suggested by Councillor P J Owen to consider Markets in the Borough.
2. The review was scoped at the meeting of Overview and Scrutiny Committee on 6 July 2023 where the Scrutiny Working Group was allocated the review, which sought to provide explanatory data on Markets. The scoping topic focussed on weekly markets, not events that have markets.

Considerations at the Working Group Meetings

1. At the meeting of the Working Group on 21 August 2023, Members provided an update from their visits from the markets. Councillor S P Jeremiah visited Beeston and Stapleford and asked questions to the stallholders. Councillor J M Owen visited Kimberley and Eastwood Town Centres and reported back to the group that there were no markets in either town. The stallholders had commented that communication could be improved, car parking was an issue, and an increase in traders would help bring more people to the market. It was discussed that advertising of the markets was poor as no one in the group was aware of what days and times the markets were on and that the Saturday Beeston Farmers market which was not run by the Council. Members were provided with details of footfall from Beeston and Stapleford Town Centre that was recorded from 1 February 2023 – 29 April 2024.
2. The Democratic Services Manager provided information to the group as requested from the scoping form. The National Market Traders Federation provides help and support to traders and market stallholders. They produce a monthly magazine to traders with articles about how markets are picking up and are growing traders and increasing footfall in town centres. The pandemic had caused an impact to markets but lots of traders were reporting sales improving and a steady return of visitors back to the town centres. A benchmarking exercise of local authority markets around Nottinghamshire/Derbyshire and information of who runs the markets was provided to the group. Indications from the websites showed a lot of the markets were operated by the Local Authorities and had an appointed Markets Officer as attached at Appendix 2.
3. There were a number of lines of enquiry which included:
 - Location of current markets the Council
 - On market days, does the footfall increase?
 - What do other Towns provide? Benchmark other Local Authorities
 - What costs are associated with providing a market?

- Variety of stalls and advertising of the markets for stallholders and the public
4. Concern was raised that the Beeston Market stallholders found it difficult to get in touch with the Market Officer. Calls were not answered and messages left on the voicemail went unanswered.
 5. To consider having quarterly stallholder meeting to discuss any issues that arise and to ask for feedback. This may be an opportunity to promote future market events with already established traders. The invitation to meetings could be extended to other stakeholders to promote the markets and seek new ideas.
 6. Beeston Traders raised concern of the cost of parking their vehicle. The Markets Officer confirmed that the traders are currently using the Old Fire Station Car Park. However, when work commences the traders will have to find alternative parking. Traders could incur additional costs and may prevent them from trading in the Borough. Some Local Authorities provide free parking to market traders.
 7. There were discussions around the lack of advertisements for the markets within the Borough. Not all shoppers were aware of the market days and which stalls would be present. The benchmarking exercise from local authority websites highlighted how they advertise market days including details of the stalls that would be present. Traders commented of the lack of stalls in Beeston. Beeston Farmers market advertise through a Facebook page and advertise stalls in attendance and send reminders of the date and time.
 8. It was discussed that the north of the Borough had no weekly market. There had been a market at Kimberley but due to the location, this market was stopped due to low attendance. It felt within the group that Towns such as Eastwood and Kimberley would be better to have themed markets or events with an organised activity such as a Christmas Lights Switch on, food festivals or craft fairs.
 9. Research suggested that having an annual market service business plan to look at the performance of markets and to consider its future place within the overall town centres would ensure the market is resourced and supported. A plan of market events throughout the year would be useful to advertise and in particular, event markets could, in addition be incorporated into the Cultural Strategy. Members felt an up to date forecast on revenue would in addition, be beneficial.
 10. The Creative Space opportunities for Stapleford Town Centre was welcomed by the group. By providing these spaces to host indoor market events was seen as positive and enterprising for local startups. Future redevelopment plans of town centres should ensure markets are included in the plans and the group welcomed further creative spaces opportunities within the Borough.

11. Markets should be available when people want to shop but with COVID-19 impacts and shops disappearing from the high street, the tradition of markets may no longer have the sustainability of 20 years ago. An option would be to consider having evening markets in Town Centres as an alternative to encourage footfall to the night time economy they could run in conjunction with performances such as, Friday 18 in Beeston Square and also to consider being part of the Cultural Strategy to support events such as Christmas Lights, food festivals and other organised events to generate income and to create vibrancy in town centres.
12. Many local Authorities provide a charity stall on their market day. The stall is free to registered local charities, amateur sports, and local organisations and is available to book once per calendar year on a rotation basis. Councils provide a table and gazebo. The group felt this was a good way to support local communities and provide footfall to the town centre.
13. It was considered extending Beeston market from the square location to the strips of land owned by the Authority. This would provide additional income, provide visibility from public transport and allow the market to expand in the area.
14. The Beeston Farmers Market is an organised market run separately to the Council run markets. Held on the third Saturday every month in Beeston, with approximately 16 stalls in attendance. The market organiser is charged £10 for the permit and invoiced every three months. The Markets Officer has received complaints from this market due to the stalls and spaces and Members agreed options should be explored if to increase the cost of a permit or to explore options or organizing this style of market back in house.
15. At the meeting of the Market Working Group on 21 August 2023, recommendations were discussed, with ten being made as part of this report.



Scoping Form Information

The Head of Planning and Economic Development provided the following information to assist the Working Group in relation to the specific points on the scoping form.

1. Where are the markets in the Borough?

In Beeston Town Centre, Markets are held, every Monday and Wednesday (except Bank Holidays) and are located on Beeston Square. Stapleford has a market on a Thursday and located on Walter Parker VC Memorial Square. A craft fair market is held in Beeston, on the square every second Saturday and Beeston have a Farmers market on a Saturday again, on the Square. The Beeston Farmers market is not run by

the Council. Permits are assigned every three months from the Council and income is received for the permit.

2. What is the recorded footfall for the markets?

Figure 1 shows the recorded footfall in Beeston between the dates of 1 February 2023 and 29 April 2023. The highest recorded footfall in Beeston was 12,844 on a non-market day on Friday 17 February 2023. The lowest footfall recorded was 7,264 on Sunday 9 April 2023, again on a non-market day. The market on Wednesday 15 March 2023 had a footfall of 12,630. This was the highest footfall recorded associated with a market. Majority of the lowest recorded footfall was recorded on Sunday. The Beeston Farmer market on Saturday averaged a similar footfall trend across the two months of data. The craft fair was slightly lower but followed a similar projectile line. The Monday market on 10 April 2023 produced the lowest market footfall with 7,938. It was stated that, the weather for this day was raining and windy and the market would have been cancelled.

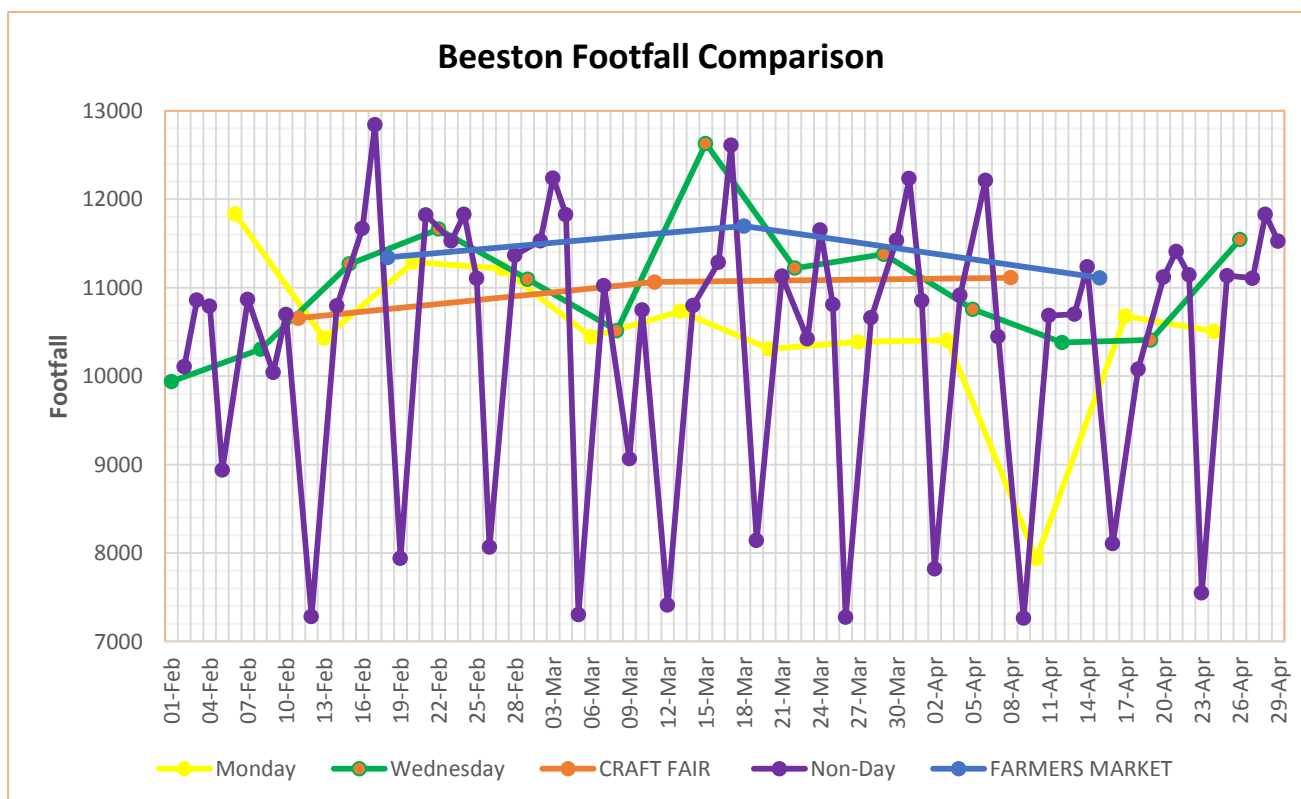


Figure 1- Shows the recorded footfall in Beeston

Figure 2 shows the recorded footfall in Stapleford between the dates of 1 February 2023 and 29 April 2023. The highest footfall recorded of 3,395 on Friday 31 March 2023 was a non-working day. The highest footfall for a market day was 3,122. The footfall on market days have been increasing since the beginning of April. The lowest non market days were on a Sunday. The market day was providing a steady footfall in each week. 29 April 2023 reported the highest footfall on a market day.

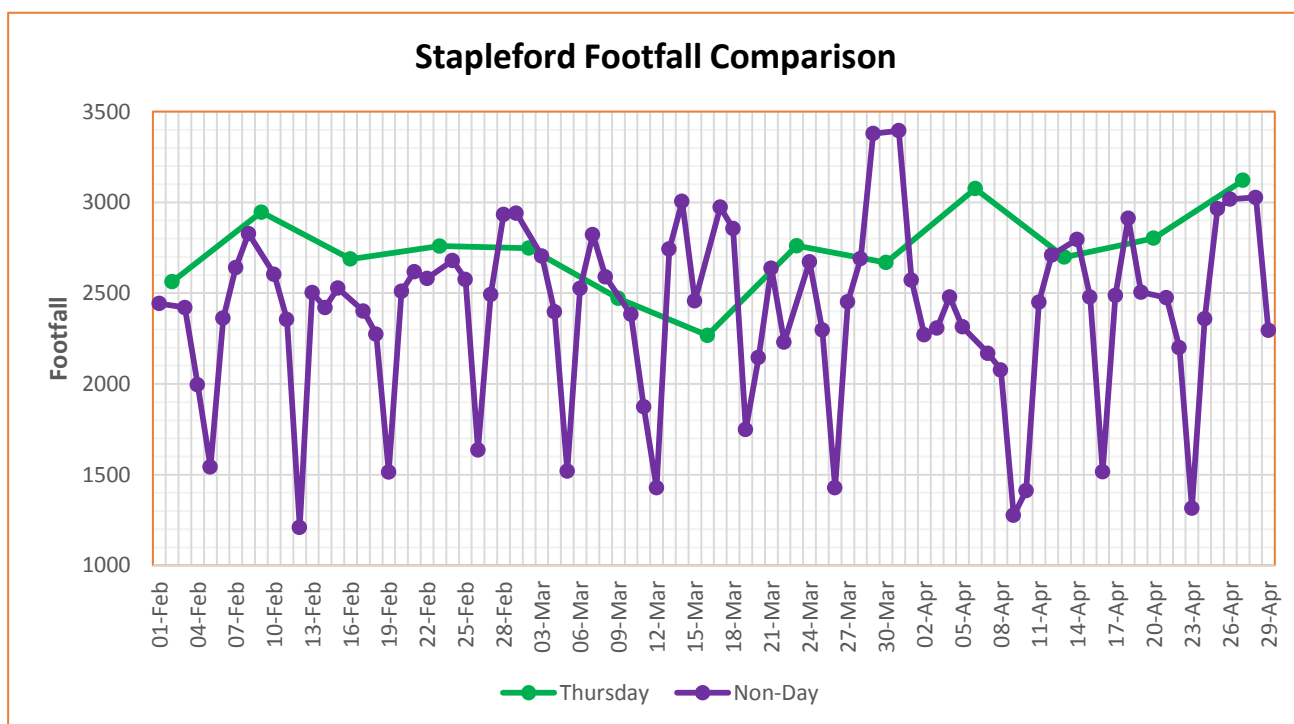


Figure 2-Shows the recorded footfall in Stapleford.

3. What are the benefits of the markets to bring footfall into town centres?

The intention of having a market in a Town Centre is to provide an additional income to the Council and bring additional footfall into the Town Centre. Public markets offer a low risk opportunity for traders that feed back into the rural economy, especially with local food markets. Shopping locally will help sustain lively Town Centres. They can also be seen as a job creation, small business incubator, tourist attraction, access to fresh, healthy foods, increase surrounding property values and maintain historic preservation. When successful markets are well used by their local community it instils a strong sense of civic pride and underpins a sense of place within a local area.

4. How to increase the footfall and visits to the markets?

By increasing advertising of the markets and introducing a wider network of stalls with more choice. Having a variety of stalls would be good. The problem currently is traders are not around as they used to be due to retirement, no longer trading or have started to trade from a shop. It is known that a lot of traders have stopped attending markets due to the decreased footfall since COVID-19. The Markets Officer spends a lot of time contacting traders but there is not much appetite as they usually trade at other markets across the whole of Nottinghamshire. The Council has gazebos available for stalls and would like some support advertising the markets.

5. What are the costs associated with markets?

Costs – per stall Market Beeston

For a 3m x 3m gazebo space the cost is £15 for a casual. Permanent traders, pay £10 a day, but this is paid monthly in advance, if the trader stands on both market days 10% discount is applied. Bad weather may attract a carry forward of payment.

Commercial bookings

Pay £50 a day + VAT for bookings in Beeston. Stapleford, Kimberley and Eastwood pay £25 a day + VAT (not that there is anywhere to stand in Eastwood)

Craft Fairs charge £25 for a 3m x 3m gazebo. Extra charge for bigger plot.

To hire a Gazebo, the charge is £10 plus the stall fee. Tables are charged at £5 each, plus the stall fee.

Stapleford Market Costs

Stapleford is currently trialling a market on a Thursday with support from the Shared Prosperity Fund. There is currently no charge to the trader as it is seen as an incentive to increase awareness and footfall. The cost would be £10 per week for a 3m x 3m gazebo space. A separate market event was organised in June, Stapleford Food Fair and this was paid by from the Shared Prosperity Fund. Further funds are being sought for future events.

Beeston Farmers Market

Beeston Farmers Market is an independently owned market and operated by Meraki Markets and Events. The market is held on the third Saturday of every month, 9am-2pm. The market advertises on their Facebook page the upcoming stalls that will be at the next market; including cooked pies, meats, jams, beer, charcuterie, and brownies to name a few. The Council charge a permit cost of £10 per month to the organiser on a 3-month basis.

6. Is there competition with other privately run groups of markets including other Local Authority areas?

There is competition with all of the markets and the craft fair. This is one of the reasons the date of the craft fairs changed for this year. In other areas surrounding Broxtowe, there are a variety of markets in their areas, for instance, on a Wednesday Bulwell, Hyson Green and Long Eaton hold their markets. Thursday Ilkeston is on, in competition with Stapleford. Appendix 2 includes a benchmarking exercise on markets in other local authorities.

7. Is there a directory of markets, including variety of stalls, venues not just including Broxtowe?

This was suggested to have little value advertising in a directory as a lot of traders are casual and a trader may decide to not stand if the weather is poor.

8. What are the cost of produce at markets v cost in supermarkets/shops What is the variety of the stallholders?

Different market days have different stalls and varied choices. Fruit can be brought from the fruit and vegetable stall cheaper than shops in Beeston, for instance. Some independent traders sell produce that are more expensive but their overheads will be higher. By buying from a local supplier, you know the source of product When a customer buys from a market, they are supporting small independent traders.

9. What other statistics are being collected to understand who is visiting markets? What is the age range appeal?

No other statistics are being collected other than the footfall.

10. What is the cost to host the markets?

The Market Officer post provides a wider expertise to the Economic team to bid for and secure external funding and supports wider town centre events and promotional activities such as Beeston Light Nights, Christmas Lights Switch, and Food markets. Trading has been slow, partly due to the impacts and recovery of COVID-19. Early indications suggest that markets within town centres are slowly bouncing back. The costs to hire the stalls has been included within the report. Income could be generated

further with exploring opportunities to advertise space to hire, hold events with markets including in the evening and build on existing market days.

11. Have any traders stopped attending the markets? If yes, do you know the reason?

The pandemic of COVID-19 has ultimately caused traders to stop attending markets. The majority of traders who stop trading have retired. Some traders have gone to other markets trading in other local authority areas. A couple have since returned. Stapleford the demographic is different, so footfall is not as good as Beeston. But the locals still come and support, hence the traders staying.

Market publications report that recovery of markets is slow and out of town shopping have not helped that also provide free car parking. Online shopping has also changed the high street and the way how shopping is done.

12. What are the seasonal effects on market trading? Is there identified peaks and troughs?

The first few weeks of January are always quiet. Children's school holidays tend to be quiet too.

Scoping Report

Scoping Report Markets

This topic was suggested by Councillor P J Owen to discover the effectiveness of the team and to review whether footfall in town centres have improved.

Title of review	
Expected outcomes	To discover the effectiveness of the team and to review whether footfall in town centres have improved.
Terms of reference/Key lines of enquiry	<p>What is the footfall viability of Markets, Should the Council be hosting them and cost to the Borough? Where are the markets in the Borough? Are they run on a weekly basis? What is the recorded Footfall for the markets (Is there an increase on footfall when they are on in the town centres)? What is the cost of markets to host? How to increase the footfall (Marketing), Is there a Post COVID-19 plan? Cost of produce at markets v cost in supermarkets/shops Competition with other privately run groups Viability, what is the intention of the markets to bring footfall into town centres, Social interaction within a market, (benefits) brings shoppers to town centres a sense of viability Marketing (directory of market vendors also could contain wider markets geographically) age range appeal (What stalls are appealing demographics) What stats are being collected are costs being met. Costs for vibrancy. What are the total costs of the markets v revenue made? If any traders have stopped attending the markets why? Weather impacts should sites be made permanent. What other towns do how other Local Authorities compare? Location of Markets People awareness of markets Seasonal affects (Holiday) How can Members add to the benefits of the markets if they are</p>

	to be beneficial?		
Possible sources of information	Personnel report on Markets Officer Markets Officer Traders Other Local Authorities List of Markets when they are, times etc...		
How review could be publicised	Comms Team ask Public if they wish to Comment-Social media / Notice boards where Markets are held. Business Newsletter. Email to trader's comments etc... Members Matters for comments.		
Specify site visits	J M Owen visit Kimberley and Eastwood S Jeremiah Beeston Stapleford		
Possible witnesses	Markets Officer – Invite Ryan Dawson/Jonathon Little/Clare Low Meeting (Stats/attendance/location/ Evaluations) Group to speak to traders for information		
Resource requirements	Member/Officer time		
Projected start date	06 July 2023 Next meeting 21 August 10.30am Council Offices	Draft report deadline	TBC
Projected completion date	September O&S Meeting		

APPENDIX 2

Benchmark of other Local Authority Markets

Local Authority	Location of the Market	Who runs the Market	Days and times the market are run weekly market	Cost to the stallholder	Other Comments eg other ideas to work with town Centres.
Rushcliffe Borough Council	Bingham Market Buttercross Market Square	Organised by and managed by East Midlands Markets and Events Ltd on behalf of the Council	Every Thursday Stalls set up between 7.30am to 9am and close between 2pm-4pm	9ft by 9ft £20.00 12ft by 12ft £27.00 18ft by 18ft £35.00 27ft by 27ft £50.00 Electricity (per day £2.00)	Published on the Rushcliffe BC website (All markets run within Rushcliffe are provided by private businesses) Bingham has a farmers market in Bingham in addition to the weekly market on the third Saturday every month the market square organized by opheliasvillagemarket@gmail.com
Rushcliffe Borough Council	Ruddington Village Market Village Green Ruddington	Ruddington Village Centre Partnership	Takes place first Saturday of the month 9-12.30pm		
Rushcliffe Borough Council	Sutton Bonnington Farmers	Sutton Bonnington Campus and	Takes place first Wednesday		

Local Authority	Location of the Market	Who runs the Market	Days and times the market are run weekly market	Cost to the stallholder	Other Comments eg other ideas to work with town Centres.
	Market	Staff with local community and farmers.	of the month during term time		
Rushcliffe Borough Council	West Bridgford Farmers market Held in Central West Bridgford, usually on the croquet lawn along Central Avenue.		Second and third Saturday of each month		(All markets run within Rushcliffe are provided by private businesses)
Newark and Sherwood District Council	Newark Town Centre	Newark Town Council	Mondays (except Bank Holidays) Collectors/a ntique market Wednesday s-General retail market Thursdays-Collectors/a ntique market		Also hold a Farmers Market first Saturday of each month in the avenues outside the Town Hall between 9.30am and 3.30pm

Local Authority	Location of the Market	Who runs the Market	Days and times the market are run weekly market	Cost to the stallholder	Other Comments eg other ideas to work with town Centres.
			Fridays General retail market Saturdays General retail market.		
Newark and Sherwood District Council	Southwell Market Square	Southwell Town Council	Every Saturday from 8.00am all year round Then during the week Wednesdays Fresh fish stall Thursdays Fruit and vegetables Friday Fish stall	£20.00 with a special offer for 4 weeks and get 2 weeks free. Also have a designated charity stall that can be hired for one week free of charge.	16 stalls selling a variety of produce including, fish, meat, deli foods, bread, biscuits, fruit, veg, flowers and a cycle store. Also occasional specialist market stalls August Ceramics craft fair November Christmas market There is also a Southwell Country market that takes place every Saturday 9am to 11am in the WI hall Indoor market selling seasonal produce.
Erewash Borough	Long Eaton Town Centre	Erewash Borough	9-3pm Wednesday,	Prices vary depending on stall	Regular stallholders selling a variety of fresh produce,

Local Authority	Location of the Market	Who runs the Market	Days and times the market are run weekly market	Cost to the stallholder	Other Comments eg other ideas to work with town Centres.
Council	In and around the Town Centre including the High Street and Market Place	Council Markets Supervisor	Friday and Saturdays	size and being a regular trader. One single charity stall at each market each weekend free only available to registered charities.	make up, pet stalls, caterers, flowers and plants.
Erewash Borough Council	Ilkeston Town Centre Historic Market Place	Erewash Borough Council Markets Supervisor	9-3pm Thursdays and Saturdays	Prices vary depending on stall size and being a regular trader. One single charity stall at each market each weekend free only available to registered charities.	Regular stallholders selling a variety of fresh produce, make up, pet stalls, caterers, flowers and plants.
Gedling Borough Council	Arnold Market recently moved to Eagle Square	Gedling Borough Council	Tuesday, Friday and Saturday 8.30am – 3.30pm	Introduction rate of £10.00 per stall for the first five times	
Mansfield	Mansfield	Mansfield	Five days a	Not available	Advertised as being

Local Authority	Location of the Market	Who runs the Market	Days and times the market are run weekly market	Cost to the stallholder	Other Comments eg other ideas to work with town Centres.
District Council	open Market Market Square	District Council Town Centre management	week from Tuesday to Saturday 9-4pm Tuesday and Wednesday are mixed goods. Thursday, Friday and Saturday are new goods. The third Tuesday of each month is the Farmers Market.		Members of the National Markets Traders Federation. Has a food court. Had a market for over 700 years. Also hosts events within the market days including Cleaner Greener Festival, Vegan Market, Jubilee celebrations and a Flower Show. Has a dedicated facebook page advertising all the traders, welcoming new traders
Ashfield District Council	2 Indoor Markets 3 Outdoor Markets Idlewells Shopping Centre Sutton-	Idlewells Indoor Market	9-5pm Monday, Tuesday, Wednesday and Thursday 8.30am to 5pm Friday	£5,466 per annum	34 stalls market has had a £1.8 million refurbishment to bring it into the 21 st Century.

Local Authority	Location of the Market	Who runs the Market	Days and times the market are run weekly market	Cost to the stallholder	Other Comments eg other ideas to work with town Centres.
	in Ashfield		and Saturday.		
Ashfield District Council	Indoor Moor Market Kirkby In Ashfield	Ashfield BC	Monday to Saturday between 9am and 5pm.	Price not available website suggests you could be trading for as little as £8 per day.	Offers applications from businesses and individuals who would bring a diverse and unique offer to Kirkby. Units will hold one barista coffee shop, and seven unique traders offering artisan produce, crafts or food.
Ashfield District Council	Hucknall Market Pedestrianised area Outdoor	markets@ashfield.gov.uk	Every Friday and Saturday 9am to 4pm	Stalls are £12.60 per day for the first stall, with a reduction for 2 or more	Regular traders selling fish, fruit, vegetables, eggs, sweets, pastries and cakes, clothes, housewares
Ashfield District Council	Kirkby Market Outdoor	Ashfield Borough Council	Every Tuesday, Friday and Saturday	No costs advertised	Assortment of stalls selling many products and services.
Ashfield District Council	Sutton market Portland Square	Ashfield Borough Council	Every Monday	No costs advertised.	Gazebo stalls selling a variety of products.
Broxtowe Borough Council	Beeston Square	Broxtowe Borough Council	Every Monday and Wednesday weekly 9am-3pm	£15.00 per day. Regular stallholder £10.00 single market day.	Checked if Member of National Markets Traders Federation Yes https://www.nmtf.co.uk/market-near-me/beeston-

Local Authority	Location of the Market	Who runs the Market	Days and times the market are run weekly market	Cost to the stallholder	Other Comments eg other ideas to work with town Centres.
					outdoor-market/ No information what stalls are selling. There is a separate external link to a facebook page of the Beeston farmers market
Broxtowe Borough Council	Beeston Square	Beeston Farmers Market Merakimarkets@outlook.com	Every Third Saturday in each month 9am -2pm		No information what stalls are selling
Broxtowe Borough Council	Stapleford General Markets, Walter Parker VC Memorial Square	Broxtowe Borough Council	Every Thursday weekly 8am-2pm	Varied rates depending if new stallholder and regular.	No information what stalls are selling
Broxtowe Borough Council	Kimberley	Broxtowe Borough Council			Advertised on the website stallholders may express an interest in standing at the Kimberley market to contact the Markets Officer.

