

## Appendix

## Introduction

The purpose of this report is to give an update of markets performance in relation to the Overview and Scrutiny recommendations made last year.

At the last update, there were a number of recommendations to take forward, others were outside of the scope of the market's function at present. It is worth raising upfront that dedicated Officer time to seek proactive growth of the Markets has been limited, due to resourcing constraints. The following update provides an overview of what has been achievable given the resources available.

## Recommendations Update

Recommendation	Update	Status
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.	Markets are monitored ongoing, with an annual action plan in place to provide priorities.	Ongoing
2. Explore options of evening markets to increase footfall with the nighttime economy and to link in with events within the Borough.	Research conducted and no further update.  At last update - No additional night market to be considered at this time.  <i>The night-time economy requires events to support footfall; any markets would be part of an event and usually be food-led.</i>  <i>Consulted businesses - Events that have food markets often conflict with night-time economy, causing displacement in visitor spend.</i>	No further action for Markets currently
3. Research the opportunity of holding quarterly stallholder/stakeholder group meetings for feedback, improvements and sharing	Market traders invited to Retail Forum meetings, but no uptake, so agreed best communication method is for Markets Officer to consult with traders onsite at each market/event. Ideas, problems etc. are discussed between	Ongoing

Recommendation	Update	Status
ideas. To ensure communication between Stallholders and the Market Officer are improved.	trader and officer and implemented or taken on board. 2025 end of year survey due to be distributed before Xmas break. Ad-hoc events always include trader feedback surveys. Survey results inform future event/market planning.	
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.	New photography commissioned and completed to support enhanced social media. All information online in process of a new update in partnership with Comms team.	Ongoing
5. Provide the opportunity of a stall for free to Charities, to be booked through the Markets Officer each week.	Can offer this weekly on Mondays only – this day is often undesirable even when offered free. Updating the website, to include this information to share amongst partners when complete.	Ongoing
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.	Eastwood is a work in progress (update below).  Engaging external market providers about other locations. Often want sites not owned by Council (e.g. Giltbrook)	Ongoing
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	Stapleford update below. Redevelopment will create opportunity to re-establish regular market. Pencil Works will include a space for artisan markets.	Ongoing

Recommendation	Update	Status
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.	The removal of the waterhead structure has opened more space on the Square in Beeston and is being used regularly for the use of stalls, thereby increasing the number of stalls and traders. On all, markets/events held in Beeston.	Complete
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.	Introduced in Jan 2024 and new charging structure for pitches and Square hire from Jan 2025 in place (Jan 2026 pending), along with Gazebo hire. Annual reviews in place.  The Farmer's market was brought in house last year and is going from strength to strength.	Complete
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.	Research conducted and no further update.  At last update - Indoor pitch values will not cover cost of rent, rates, and utilities, so not viable.  <i>Other considerations:</i>  - <i>Vacant shops action planning, part of wider Economic Development work. Meanwhile use/indoor market is only one solution.</i>  - <i>Pop-up shop/restaurant owners usually cannot afford market rents or rates. Landlords will not reduce rents (reduces value of asset). Can only provide rate relief if RV&lt;12k or charities. Other factors – fit out, staffing, returning premises back, not worth risk to landlords.</i>	No further action for Markets currently

Recommendation	Update	Status
	<ul style="list-style-type: none"><li>- <i>Not all vacant shops are available – has interest/under offer (natural market churn), under redevelopment. Absent landlords (need different type of intervention).</i></li></ul>	

### Summary of Market successes in 2025

- Renewal of 2 leases in Beeston Square, providing consistent income and anchor traders to draw footfall to the market.
- Beeston's Wednesday market is full to capacity with plenty of additional interest.
- Bookings for Beeston's monthly Craft Fair have increased.
- Relocation of Waterhead statue to improve movement around Beeston Square and increase usable market space.
- Enhanced social media campaign - new photos were commissioned at the beginning of the year providing a new stock of photos to support an enhanced social media campaign
- Implementation of a gazebo hire policy to help generate a sinking fund for gazebo repair and replacement, while providing opportunities for community organisations to hire gazebos for free to stand/trade in the Borough.
- Launch of footfall generating activity in Beeston to support market footfall – Bee Trail.
- Promotion of the Beeston Markets at the University of Nottingham Freshers Fair in September, to try and capture new visitors.
- Capital funding allocation to improve events facilities in Beeston Square by providing a covered area on the bandstand.
- Continue to work alongside Events team to facilitate a successful events program in Beeston.
- Market Officer completion of NABMA qualification to support the development of Markets in the Borough and gained a Diploma in Market Administration

### Summary of Market issues in 2025

- Delay of construction works in Stapleford, impacting use of Walter Parker Square to restart Stapleford Market.
- No revenue funding available in 2024/25 financial year to provide additional events and activities to enhance the markets offer.

- Ongoing staffing/resource issues mean that delivery of Markets in the Borough has had to prioritise successful delivery and growth opportunities of current Beeston Markets only.
- Highways maintenance issues in Beeston e.g. blocked drains, uneven surfaces are often hard to get resolved in a timely manner.
- Further work to explore the potential for an Eastwood market has been undertaken but is still on hold. Update below.

### Market priorities in 2026

- Restart the quarterly Stapleford Market
- Explore funding options for additional event activity to support markets in the Borough
- Continue to grow the Beeston markets, by prioritising opportunities to grow footfall and diversify trader offerings.
- Work with Events team to facilitate activities and look for opportunities in the town centers.

### Market performance update

Number of regular traders across all markets, as follows

Monday	Wednesday	Craft	Food
5	8	11	9

Number of enquiries across all markets, *based on a 3 monthly enquiry basis*

Monday	Wednesday	Craft	Food
3	8+	10+	4

There can be 15 - 17 spaces available, which measure 3m x 3m pitch size. So, for instance, the Fruit and Veg guys use 3-4 spaces. The removal of the waterhead statute has increased the availability of space.

The Craft Fair also includes some 2m x 2m gazebos, so this increases stall space availability at these markets further.

### Footfall performance

2025 - Year to date:

Beeston town center footfall is tracking at +1.98% compared to 2024 and -4.40% compared to 2023

Beeston Square footfall is tracking +9.21% compared to 2024 and +12.7% compared to 2023

Therefore, Beeston Square is performing well. Working with Place Informatics to try and extract day-level data to assess market performance in more detail.

### **Annual Financial Performance**

Month	Monday	Wed	Craft	Square Leases	Food	Total Ex VAT
Nov 2024	215.00	355.00	295.00		135.00	
Dec 2024	210.00	126.00	250.00		260.00	
Jan 2025	170.00	177.00	0.00		160.00	
Feb 2025	238.00	420.00	0.00		50.00	
March 2025	380.00	371.00	125.00		210.00	
April 2025	159.00	470.00	175.00		135.00	
May 2025	170.00	302.00	175.00		110.00	
June 2025	398.00	381.00	125.00		150.00	
July 2025	300.00	415.00	200.00		25.00	
Aug 2025	152.00	319.00	175.00		125.00	
Sept 2025	280.00	141.00	150.00		125.00	
Oct 2025	325.00	429.00	250.00		160.00	
<b>Total</b>	<b>2997.00</b>	<b>3906.00</b>	<b>1920.00</b>	<b>14970.00</b>	<b>1645.00</b>	<b>1160.00</b>

£26,598.00

The craft fair benefits from the hiring of the gazebos and tables.

The craft fair breaks for winter and does not start back until March, hence the no figures.

### **Markets Summary**

#### **Beeston**

Weekly markets:

**Monday summary** - Needs more traders, Monday, traditionally has not been a market day for trader's as was always their day off, so the fact there are any traders at all, is a *good thing/positive*. Enquiries to stand, but they rarely turn into 'actual' bookings.

Monday market always offered when enquiries for the Wednesday market are received. There are sometimes casual traders.

**Wednesday summary** – Good regular turnout, lots of enquiries, but no space to be able to allow new traders. Previously vacant retail units around the Square are now occupied, so the opportunity to place new traders in the areas closer to the bus station is now gone. If there is capacity some weeks, casual traders accept these spots.

Regular traders for the weekly markets include:

Steve's Fruit and Veg	Fruit and veg
Charlottes Eggs	Eggs
The Sweet Cave	Sweets, crisps, and food
GRV Supplies	Batteries, cleaning products
Waynes Trades (Wednesday)	Towels, bedding, hats, scarves, gloves
Tossed Dough (Wednesday)	Handmade Pizza
The Marriott Kitchen (Wednesday)	Gluten free cakes
The Flower Barrow	Flowers
James Jackets	Jacket Potatoes

### Monthly Craft:

Trader bookings for this market have increased with interest. Lots of positive feedback received from traders.

Regular traders include:

Bea's Classic Beading	Handmade beaded jewellery
Crystal Candy	Crystals and small selection of jewellery
Notjustpaperweights	Gifts and handmade
The Baking Sisters	Cakes
Harpers Crochet	Crocheted animals
Doop Crafts	Silk flower arrangements, wreaths, knitted items
Clarissa Sews it all	Handmade sewn items
Phantom Cards	Pokémon trading cards
Loki's Larder	Dog treats and food

### Monthly Food:

Work to rebuild relations is ongoing. Bookings are still lower than they should ideally be, but enquiries have picked up.

Regular traders include:

Charlottes Eggs	Eggs (a trader on the general market too)
Brockleby Pies	Pies
Black Goat Farm	Meat, fresh from the farm

Staffordshire cheese company	Cheese and butter, all made and produced by the seller
Rise Bakery	Cakes and bread, all made here in Beeston
Bree 'osh Bakery	Russian pies and cakes

<b>Markets</b>	<b>Regular Pitches Booked</b>	<b>Casuals throughout the year</b>
Beeston Monday	4	6 (1 being council)
Beeston Wednesday	7	5
Monthly Craft	9	N/A
Food	6	N/A

### Stapleford

- Weekly market has been on hold whilst waiting for redevelopment of Walter Parker Square.
- It takes a long time to build up a regular trader-base, so to build this up and then must close the market for the development, would be damaging to its ongoing sustainability.
- Decision to wait until after the redevelopment to build traders confidence and build a regular cohort of traders wanting to trade.
- Delays could not have been predicted - in hindsight establishing a temporary market of casual traders would have been okay.
- Redevelopment of Walter Parker Square will take place by April 2026. Tenders have been issued, so submissions are due back imminently and will provide a programme of works to help create a marketing campaign for new traders, once the works are complete.
- One off market event's – Feedback from surveying the local community, was that the quarterly markets offer was well received and that they would like to see these much more frequently. However, these events were held on Sundays when the rest of the high street is closed and unable to take advantage of the increased footfall.
- Lack of funding meant that further planned events could not go ahead this year.

### Eastwood

- The aspiration to start a weekly market in Eastwood continues, but as like Stapleford continues to be placed on hold.
- A temporary market would be counterproductive due to the time it takes to establish a market and persuade established traders to trade in Eastwood. The offer needs to be strong to attract traders away from other locations, whilst



Eastwood would be ripe for a market, with the only suitable location being earmarked for development, it will be too hard to establish anything regular.

- The redevelopment of Walker Street is still a strong possibility.
- Eastwood received an allocation of £40,000 capital funding from UKSPF earlier this year. Local stakeholders were consulted about using some of this to declutter and level out the space outside the library for a market, however it was decided that with the intention of redeveloping this area, this investment was not required at this stage.
- This summer other options were investigated again, including The Hollies and an area behind the library. The area behind the library has been discounted due to the difficulty of drawing footfall to this location.
- Negotiations with the owners of The Hollies failed again, as they have no desire to support the establishment of a market on this land. They instead agreed to decluttering the area in front of the carpark, which could allow 1-2 stalls, subject to H&S and risk assessment to assess viability of this location.
- The Hollies work to be complete by end March 2026.

### Kimberley

- Kimberley Town Council run a successful events calendar, such as the Christmas market.
- Active Town Council-led events calendar with no need for additional night market at present.
- Have engaged local businesses that would like to coordinate campaigns to help drive footfall.

### **Current Action Plan**

<b>Action</b>	<b>Detail</b>	<b>Timings</b>
Switch to electronic payments (card machine)	To streamline processes for all and help to accept casual bookings	November/December 2025
Deliver Christmas Market in Beeston	Facilitate Xmas market as part of the Christmas Light Switch on Event, working with Events team	November 15 <sup>th</sup>
Deliver Markets social media campaign	Work with Comms team to put out regular markets comms to promote market dates, traders and successes, promote opportunities inc. free opportunities for Mondays for	Ongoing

	charities, community groups and not for profits	
Meeting with Via EM to aid reporting process re. highway issues	Review to streamline operational and maintenance issues that impact everyday market operations	January 2026
Deliver Beeston bandstand canopy	Facilitate delivery of this capital works and engage events team to facilitate new events	By March 2026
Plan one-off Stapleford Market (subject to available space and funding)	In March, which is when traders start to come out of hibernation as weather gets better. Will look to secure some UKSPF before the funding programme ends (mop up any underspend)	March 2026
Develop 25/26 Markets Action Plan	Develop Action Plan for next year's markets and fairs.	March/April 2026
Review funding opportunities for additional events/activities	Review if any new funding streams are available in new financial year e.g. via EMCCA to support additional activities	April 2026
Restart Stapleford Market	Looking at restarting the successful quarterly events	April/May 2026
Review Eastwood market options	Depending on progress with Walker Street development, a review of opportunities will be undertaken and conversations with prospective traders started.	Autumn 2026
Update the website information for the markets, Square booking, and commercial bookings	Update the council website with all current information needed for the use/booking of the Square in Beeston. Also, booking information for the other towns within the Borough	January 2026
Rebrand and relaunch of Beeston Food Market to, Taste of Beeston – Local Food and Produce Market	More interest from trader's enquiries coming in, and new traders starting soon, so relaunch would be a suitable time to do	March 2026

