

Market Report

1. *Saturday markets* – we continue to have Newbourne Farm with us every Saturday morning and depending on the weather and which Saturday in the month it is other traders arrive. The Old Felixstowe Brewing Co comes once a month, The Olive Man has been making regular appearances and The Quince Tree and occasionally TaboulehTal come along too. A and K Sweets found there wasn't sufficient footfall to make us their regular Saturday pitch. The Chantry Kitchen (bread and bakes) were coming once a month but are no longer market trading and will only be running their more lucrative workshops going forward. Having said that with Harvey's sourdough available at Pettistree and The Bakehouse supplying Revetts there are other local solutions from independents. *Marketing* – On the run up to each Saturday the deputy clerk makes social media posts and on most Saturday mornings they visit the market and speak with stall holders. Short film and photographs are taken, and these are loaded immediately to social media. *Invoicing* – is done by the deputy clerk monthly, stall holders are good at paying promptly and any late payers are 'nudged'.
2. *Wednesday markets* – are a hit and miss affair. At the moment we have Etheridge Nurseries (here for a total of 12 Wednesdays) and Bits and Bobs on a regular basis with Daron's Fashions here sometimes. DPC Fish continues to come twice a month but isn't very happy with footfall. *Marketing* – photographs and short film are loaded to social media platforms by the deputy clerk. *Invoicing* – is done monthly by deputy clerk; stall holders pay promptly
3. *Seasonal markets* – there are four booked for 2025, the Spring Market held on 29th March saw 40 stalls and plenty of visitors with the Morris dancers and Community Choir performing. The *Summer Market* is planned for 21st June (9am-2pm) and stall bookings are still coming in. Entertainment is still to be finalised however we do have an ice cream van and a face painter attending and the Community Choir has been invited. *Marketing* – the deputy clerk has just started marketing the event, printed publications have been advised, details have been posted on various event websites, posters will be distributed shortly around WM and on neighbouring village notice boards. Social media posts will start in earnest soon and the usual A1 boards will be erected. *Contractors* – have been booked to transport all the equipment to and from The Hill and help set up and dismantle the Summer Market. *Volunteers* – will be needed to help with set up and dismantling and to ensure the WMPC gazebo is an inviting space to visit. *Invoicing* – the deputy clerk raises invoices for the stalls as they book, and checks payments are made promptly. *Insurance certificates* and dates of renewal are recorded for every pitch booked. *Parking and road use suspensions* and temporary entertainment notice have been applied for from the relevant

authorities. The *Harvest Market* is booked for 6th September, and bookings have already come in. We are expecting this market to be slightly smaller than the other seasonal markets as it will be the first time we have run a Harvest one but, we could yet be surprised! The Christmas Market for the 29th November is also at the planning stage and again plenty of bookings have already been received.

Summary – Overall we are pleased with how the seasonal markets are working, stall holders are happy, and many have booked to attend all the 2025 dates as they can see the benefits to their small businesses. The deputy clerk continues to encourage other producers to try out the seasonal markets to ensure there is always something new for visitors to see and buy. They will continue to work on increasing visitor numbers and awareness of the seasonal markets especially as it then attracts more people to the village to buy from our independent shops, cafes, takeaways and businesses.

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