

Markets Forum

A meeting of Markets Forum was held on Wednesday, 14th January, 2009.

Present: Cllr Robert Cook(Chairman), Cllr Mrs Suzanne Fletcher(Vice-Chairman), Cllr Mrs Jennie Beaumont, Cllr Ian Dalgarno, Cllr Bill Noble, Mrs E Hutchinson

Officers: N. Laws, C. Watson (DNS) M. Jones (LD)

Also in attendance: M. Caine (Trader)

Apologies: Mr P Johnson

M Declarations of Interest

31/08

There were no interests declared.

M Minutes of the Meeting Held on 12th November 2008

32/08

Consideration was given to the minutes of the meeting held on 12th November 2008.

CONCLUDED that the minutes of the meeting held on 12th November 2008 be agreed as a true record.

M Christmas Market Festival Feedback

33/08

The Regeneration Projects Manager explained that a report regarding feedback from the Christmas Market Festival would be going to Cabinet on 5th March 2009, and brought to the next Market Forum meeting on 18th March. The report would include analysis of surveys carried out with market traders, craft traders, the Victorian Fair and the public, footfall figure for both the Wellington Square and Castlegate Centre, enquires received by tourist information, feedback from the Retail Forum, and feedback from the coach hire companies.

The Regeneration Projects Manager gave a summary of the information collected to date for the report:

* The feedback from the market traders surveys raised issues with being relocated from South of the Town Hall to accommodate the Victorian Fair when there was space for both traders and the fair in that area; low trade on the Thursday; lighting issues; the need to mix the traders with the crafters in log cabins; and better advertising needed.

* There were 10,000 visits made to the Victorian Fair, and profit was high. However, it was noted that the number of rides at the Victorian Fair was much lower than what had been agreed with the company.

* The feedback from craft traders was positive, with all those who responded stating that they had made a substantial profit, and were keen to attend next year.

* Wellington Square noted increased footfall Thursday - Saturday, but a decreased footfall on the Sunday compared to the previous week. This may have been due to Christmas Lights Switch-on event held on the Sunday before the Christmas Market. Castlegate Centre noted increased footfall Friday - Saturday, but marginally decreased footfall Thursday and Sunday.

- * All Circus shows were sold out.
- * The majority of the 15 Coach Tour Operators that were invited to Stockton Borough during the event, and given tours of several tourist attractions in the Borough, stated that they would create a coach package to return to Stockton.
- * Enquires to Tourist Information was up six fold Wednesday - Saturday compared to the previous week.

The feedback was discussed, and traders added that the late night trading was not successful. It was suggested that the log cabins could be used by craft traders from the festival to Christmas Eve. Officers stated that as Stockton Borough Council had purchased the log cabins, and would be using them for other events, this possibility could be looked into. However it would be dependent on the availability of craft traders.

It was queried whether the screen outside the Castlegate Centre could be used better, and Officers stated that they would raise this with the Castlegate Centre Management at the meeting they were having with them.

It was noted that this was the first event of a three year programme, and the feedback and figures received had been generally positive. Planning for the 2009 event needed to begin as soon as possible, taking into account the feedback and lessons learnt from the 2008 event. It was suggested that a letter be sent to traders thanking them for their work and commitment in both planning and attending the event.

CONCLUDED that:-

1. The final report to be tabled at the next Market Forum meeting
2. A letter of thanks to be sent to Market Traders
3. The information be noted

M
34/08 **Stockton Farmers Market Update**

There had been two Farmers Markets held, one during the Christmas Markets Festival when only eight traders attended, however this was supplemented with the event held by Cafe Lille, and one in December when only six traders attended. The Farmers Market traders had raised their disappointment with the relocation of the market during the Christmas event.

The number of traders attending these markets had fallen away. Officers acknowledged that this would be a quiet time of year for the farmers and they would persevere with the farmers market in the future.

CONCLUDED that the information be noted.

M
35/08 **Thornaby Market Update**

Thornaby Market Traders had experienced increased footfall since moving to St Peters Square. There were 12 traders at the site, and a full complement of traders was not due at the market until April/May 2009 when the Appleby House site had been demolished.

Thornfields, the developers of Thornaby Town Centre, had requested a meeting with SBC to discuss the management of the market at Thornaby. Officers would feedback to traders from the meeting via the traders group, and to Market Forum Council members via email.

CONCLUDED that:-

1. Officers feedback from the meeting with Thornfield to traders and Forum members.
2. The information be noted.

M
36/08 **Mayor's Social Event**

The Regeneration Project Officer informed that due to budget constraints and following discussion with the Mayor, it had been decided that the Mayor's Social Event would not be held in 2009.

Previous social events were discussed and it was noted that the Teesside Princess nights held previously were done so in recognition of those traders participating in the September Market Fair by dressing in Victorian dress. The fair had not been held in September 2008.

Members discussed ways of holding the Mayor's Social Event at a lower cost, and trader representatives stated that they would ask traders if they would contribute to the event from the Market Traders Promotional Fund. The Market Forum requested officers re-assessed their decision not to fund the Mayors Social Event and reduce cost examined.

CONCLUDED that Market Forum request officers re-assess their decision not to fund the Mayors Social Event and reduce cost examined.

M
37/08 **Market Traders Promotional Fund**

The balance of the Market Traders Promotional fund was £22,140.69. A meeting was to be organised by traders to set up a working party to approve spending of the fund and the fund had been frozen until traders had set this up.

CONCLUDED that the information be noted.

M
38/08 **Any Other Business**

Fair Trade Fortnight was planned for 23rd February 2009 - 6th March 2009. There had been a requested that a contribution be made from the Markets budget for promotion of the event, and this had been agreed.

The Chair requested that Stockton International Riverside Festival be an agenda item for the next meeting.

CONCULDED that the information be noted.

