

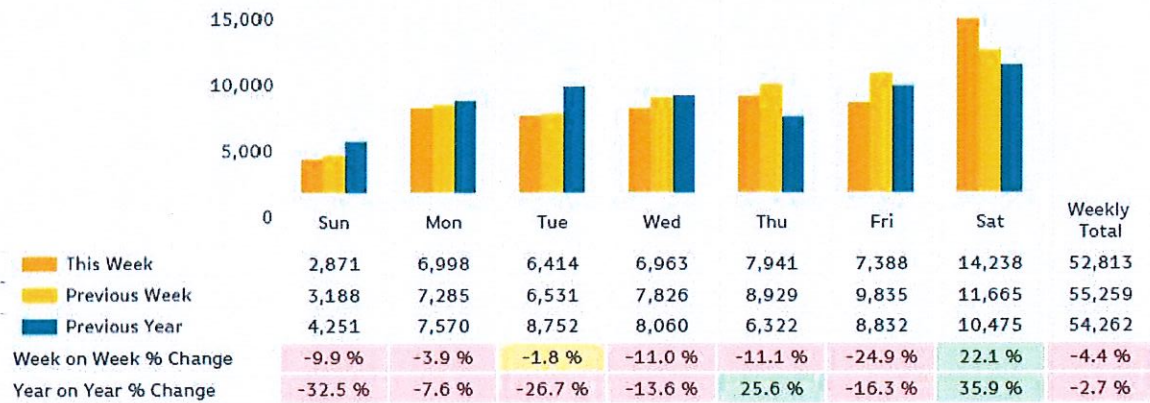
CONGLETON TOWN COUNCIL

COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community, Environment and Services Committee		
MEETING DATE AND TIME	7 th November 2019	LOCATION	Congleton Town Hall
REPORT FROM	Town Marketing and Events Manager/Deputy Chief Officer		
AGENDA ITEM REPORT TITLE	14. Congleton Makers Market		
Background	<p>A Monthly Makers Market was started in Congleton in April 2018 with the aim of increasing footfall in the town centre, creating an attraction to bring new visitors into the town and to complement the offer of the town centre businesses. The Makers Market is intended to be an event which helps to bring the community together and offer something different in the Town Centre once a month.</p> <p>The Makers Market is operating in 18 different locations across Cheshire, Manchester, Liverpool, Shropshire and Staffordshire. They have been granted a Premises Licence to operate in Congleton at the weekend, which covers them for live and recorded music, entertainment and the sale of alcohol.</p> <p>The Makers Market has regular contact with the Town Council office and comments received or observed by the Council are fed back to the organisers and acted on where possible, with the aim of continuous improvement. Some actions, such as the desire for stalls on Swan Bank, have not been achievable due to the cost, inconvenience and practicalities of road closures. Since May this year the Makers Market has given two free community stalls a month on the market, and this is co-ordinated through the Town Council.</p> <p>In April/May 2019 a survey was carried out by the Town Council with the Town Centre Businesses to seek their views on the Makers Market. This exposed concerns from some traders and a meeting was held to explore these concerns. The main issues were around reduced spend in some businesses on Makers Market days, the inconvenience experienced for some businesses getting deliveries, need for more crossing points throughout the market and some shops reporting that their regular shoppers stayed away from town due to it being too busy. Most businesses were positive about enjoying the atmosphere and 'buzz' in town on a Makers Market day and some businesses enjoyed better sales and new customers.</p> <p>Following the meeting with traders the Makers Market were tasked with exploring the option of moving the Congleton Makers Market to a Sunday and carrying out an additional questionnaire to explore further the issues with more traders as well as addressing issues around deliveries (mostly resolved ahead of the meeting) and adding extra crossing points.</p>		
Current Situation	After considering other market dates around Congleton and availability of Sundays, their own resources and what is likely to work for the town, the Makers Market said it would not be feasible to move the Congleton Makers Market to a		

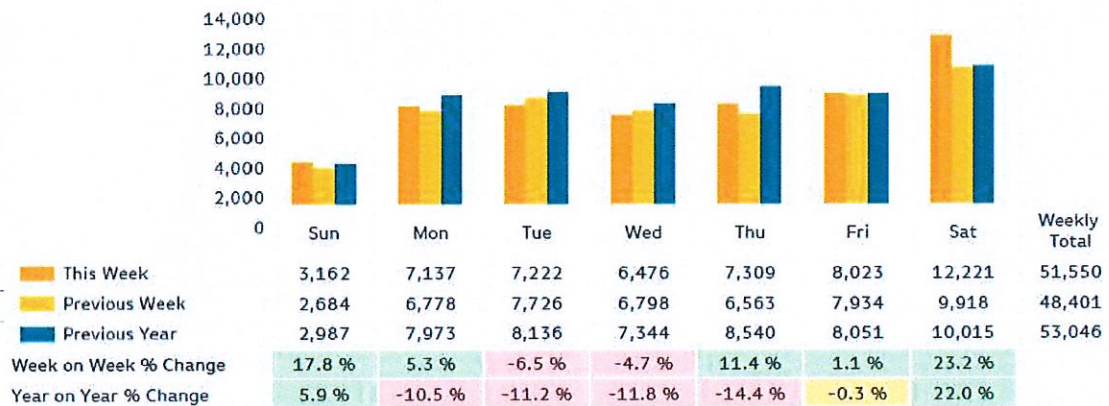
	<p>Sunday, which left the choice of would traders rather continue to have the makers market in Congleton on one Saturday a month, or cancel the market.</p> <p>This was one of many questions asked of the traders in a second questionnaire.</p> <p>A second questionnaire was co-ordinated by the Makers Market. A member of staff visited every shop in the Pedestrian Area, Little Street, Victoria Street, Mill Street, Swan Bank and High Street as far as the Town Hall. Appendix 1 shows the location of shops that responded. A key question was around the shops views on the continuation of the Makers Market:</p> <p><i>Would you prefer the Makers Market to remain on the Saturday or be cancelled.</i></p> <ul style="list-style-type: none"> • Number who wanted the market to continue on a Saturday 41 • Number who were indifferent to if the market stayed or ceased 2 • Number who would rather see it cancelled than held on a Saturday 6 • Number who said prefer Sunday (not given as an option) 3 • Number who wanted further clarification 1 • Number who didn't answer the question 1 TOTAL Number of respondents 54 <p>*Note we are aware of two shops that had previously stated that they would like the market to cease didn't fill in the questionnaire.</p> <p>The vast majority would like to see the Makers Market continue, but there is a concern for businesses whose sales are reduced on Makers Market days and to see what can be done to turn this around so that the extra footfall in town can benefit the town's businesses.</p> <p>The footfall cameras that operated in the pedestrian area until December 2018 showed that the Makers Market increased Saturday footfall from around 9-11,000 movements to 12-15,000 movements depending on the weather.</p> <p>The social media activity around the Makers Market is largely positive.</p> <p>The Markers Market was invited into Congleton by the Town Council to support the town centre. The event appears to be a popular event that has met its objective of attracting more people into the town centre, however some businesses have noted a reduction in takings on Makers Market days and 6/54 have asked for the market to be stopped.</p> <p>A decision is needed on what action the Town Council wishes to take</p>
Proposal Options	<ol style="list-style-type: none"> 1. For the Makers Market to continue in Congleton on the last Saturday of the month, with continued efforts to do whatever is reasonably possible to accommodate the needs of all Congleton shops and businesses. OR 2. To withdraw support for the Makers Market and ask for them to stop trading in Congleton after the November Market

Footfall by Day



May 2018

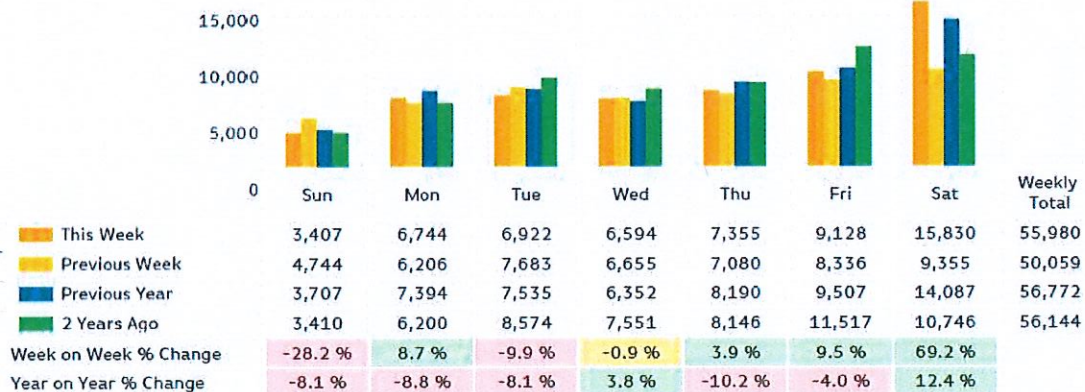
Footfall by Day



August 2018

8 13 13 15 9 7 5

Footfall by Day



November 2018



Responded
Empty shop