

## **Market Officers Report Agenda Item 8 and 9**

**Wednesday 7<sup>th</sup> June**



Going into the new financial year, from April 1<sup>st</sup>, we have renewed 48 consents to trade on the market, as well as having around 15 non consented traders who trade on an ad hoc basis.

Over the past year we have also supported many local and national charities, such as.

Sue Ryder – Manorlands Hospice, Yorkshire Air Ambulance, Selfa Skipton, Samaritans, Unique Fundraising – supporting Breast Cancer and Combat Stress, British Heart Foundation, Dogs Trust, Working for Wildlife, RSPB, My Life Legacy, Skipton Rotary Club, N. Yorkshire Police, Fire and Crime Commissioner, The Veterans Charity, North Yorkshire Rotter's.

### **Promotion of the Market**

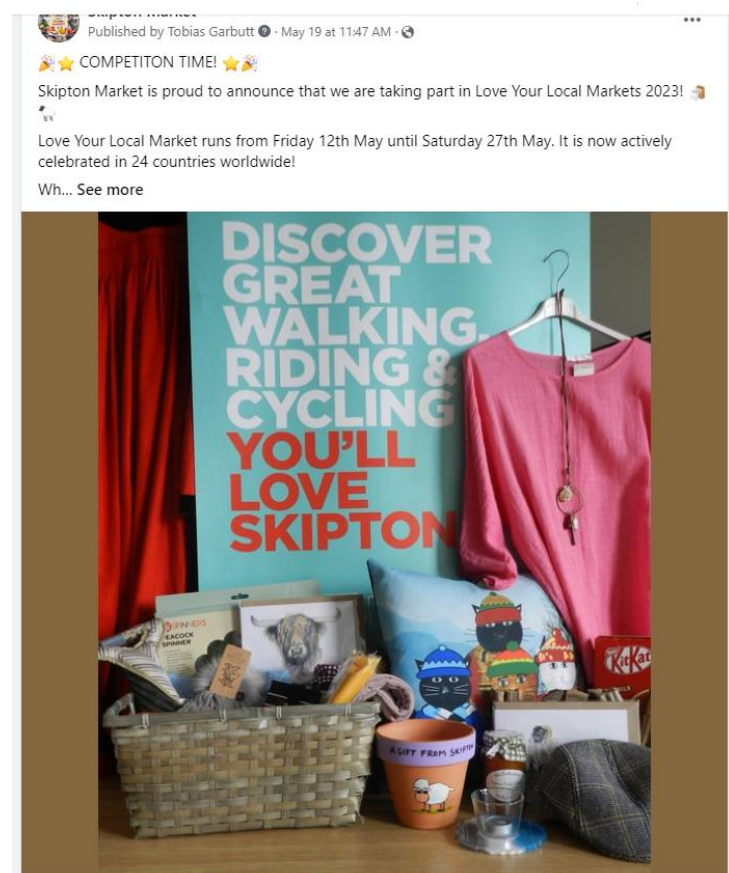
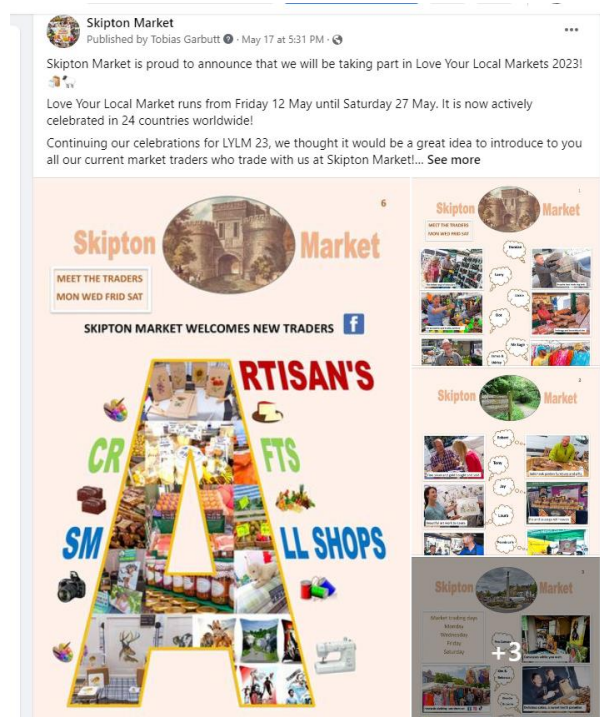
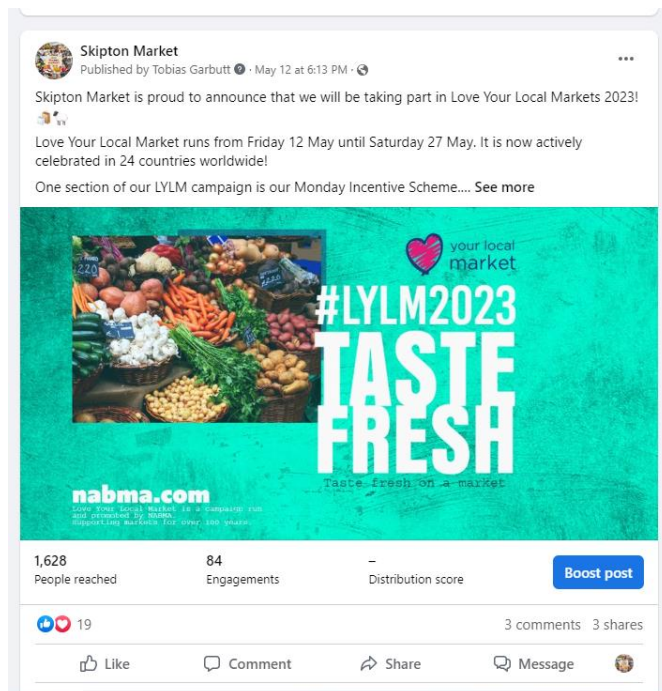
We have just taken part in Love Your Local Market 2023

This year we decided to take part in the LYLM 23 campaign, this consisted in the market officers running a competition, via Facebook, for the chance to win a hamper filled with produce you can buy at Skipton Market and was all donated by the traders.

We also had a market stall on the market on Saturday 27<sup>th</sup> May 2023. This consisted of us helping tourists by answering questions or queries you might have about the market, the shops, or Skipton itself.

We also highlighted the very successful Monday Incentive scheme to any new potential traders.

Furthermore, artwork designed by one of our traders, was used to help introduce our traders to members of the public and highlight their businesses online.





## Recycling

After arranging to have a recycling bin for Skipton Market traders to use, the market officers have worked with market traders, to encourage them to recycle their cardboard waste. Since starting the recycling of cardboard from the market, we have recycled 3840L of cardboard.

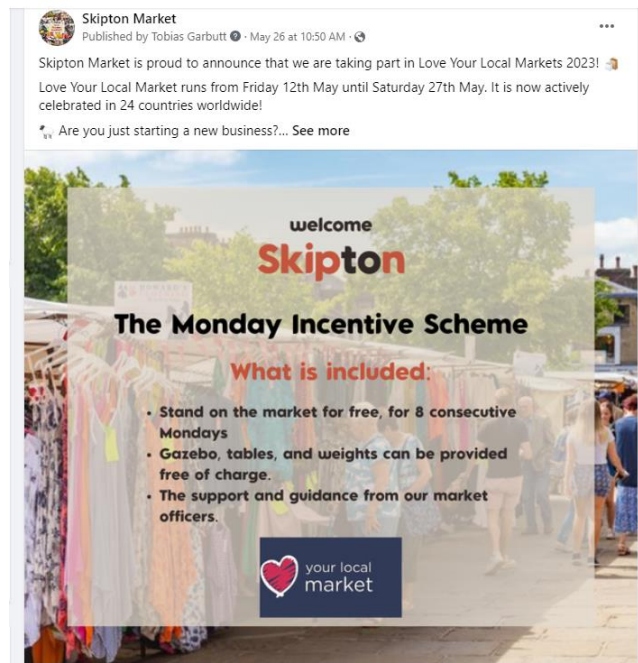
## Monday incentive scheme

We have had a fantastic response from the Monday incentive scheme, offering new traders a free pitch on a Monday for 8 weeks, allowing them to establish themselves and generate some income.

We can provide gazebos, weights and tables to new traders who have very much appreciated this service, thanks to Haz funding. This has enabled new traders to stand on the Market without the cost being too overwhelming.

We have several traders who have then gone on to also trade on other days of the week and who have become permanent traders on the market. One of our traders, Sweet Mama Bakes, started off on the Monday incentive scheme and is now trading 3 days on the market and has also opened a shop within the town.

We will continue to offer the Mondays to new trader applications and advertise the scheme through our media channels.



## Coaches

We have updated the current information with regards to coach bookings and emailed this out to over 200 coach companies. There are 12 coach parking bays in the Town Hall Car park, offering bays with disabled access. We as the Town Council, currently manage 3 of these bays on market days. Since April 1<sup>st</sup>, we have had 19 bookings and are seeing the increase of enquiries since sending out the updated coach information, over the coming months, we will continue to offer a meet and greet from the market officer on arrival.



## Trader Vans parking on the setts

Following on from our meeting with Andrew Clare.

We are now able to issue permits daily, to traders who can park their vehicle within their pitch and behind the yellow line. Which has enabled Harrogate parking enforcement to distinguish which vehicles belong to a market trader's who have been authorised parking from the market authority. This has proven to be a successful outcome and we will continue to work closely with Harrogate to monitor the situation.

## Skipton Young Trader Market.

### Traders:

We have 32 traders who applied to trade on the market. The deadline was closed at 5pm on Friday 5th May 2023. Due to the size of the venue, we can only take 24 stalls (Maximum)

SYTM is the youth trader market that has received more applications than any other young trader market in the country.

Traders consist of businesses from Skipton and the surrounding area.

Stalls consist of loaded fries, brownies and cakes, honey and bee wax goods, handmade art and jewellery, resin goods, plus various other stalls.

### Entertainment:

This will consist of 4 singers/ buskers of the same age group to perform live at the canal basin.

All are local to Skipton.

Each are paid £25 to perform and allowed to busk as well.

### Marketing:

I have designed various posters and advertising materials which have been distributed via social media, radio interviews, and posters placed in businesses around town.

The radio interviews were done with Drystone Radio and Rombles Radio.

A Facebook Ad was run to help gain greater traction to the event.

I've also been working with Craven College and Upper Wharfedale to help get the students there involved.



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**On Air Now**  
 2:00pm - 3:00pm  
 Rombalds Radio Giant Anthems

**Ed Sheeran**  
 Castle On The Hill

## Skipton Young Trader Market

Rombalds Radio Local

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Monday, April 17th, 2023 - 6 minutes

Market Officer Toby Garbutt from Skipton Town Council tells Rombalds Radio's Stuart Clarkson about the plans

**Skipton Market**  
Published by Tobias Garbutt · May 20 at 5:38 PM ·

Join us at Skipton Young Traders Market, on Sunday 4th June 2023 at Skipton Canal Basin. 🌱 🍷

Its time to meet a handful of the traders who will be joining us at the very first Skipton Young Trader Market! 🥰 🎵

We will also be joined by four talented singers/buskers, who are performing live at the canal basin throughout the day. 🎸 🎤

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## Dirty fries and live music at Skipton's young traders market

20th May

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