

**TO: LEISURE COMMITTEE - 21st September 1999**

**SUBJECT: Kenilworth Thursday Market and Market Events**

**FROM: Head of Leisure / Town Centre Management Initiative.**

## **1. PURPOSE OF REPORT**

- 1.1 To update councillors on the French Market held in Kenilworth on the 9th-11th July, and report on the proposals for relocating the Thursday Market to the front of Abbey End. Councillors will also receive a verbal report on the first Farmers Market Trial to be held at Kenilworth on the 11th September.

## **2. BACKGROUND**

### **Kenilworth French Market 9th -11th July**

- 2.1 At the June Leisure Committee Councillors agreed to the holding of French Market Events in each of the three towns of Kenilworth, Leamington and Warwick. The first of these was held in Kenilworth on the 9th -11th July on the front at Abbey End.
- 2.2 The French Market Event was supported by District and Town Councils, and the Chamber of Trade. The Event was a great success, with benefits including:-

<i>Promotion</i>	The event created great media interest in Kenilworth and raised its profile. It provided a vehicle for people to discover, or rediscover, Kenilworth as a town and shopping venue. - Estimates assess there were approximately 3-4,000 people per day attending the Market Event.
<i>Financial Benefits</i>	(Most) Businesses at Abbey End reported increases in takings on the days of the market event. Those town centre businesses that took the opportunity to promote themselves on the event days also did well: ie Millar Court businesses actively promoted themselves in the Market and showed increases in business as a result. All the managed town centre car parks showed marked increases in usage, operating at just below capacity for all three days.
<i>Sponsorship</i>	The Market allowed tie-ins with local businesses (such as Carrick Travel), and partly as a result of it's success, a major sponsor has been secured for all the French Market Events in the District.

- 2.3 The French Market company reported that it has been the highest grossing French Market Event of 1999 (to date).

- 2.4 The Chamber of Trade and retailers have asked that a similar event be run during next year.

### **Market Relocation**

- 2.5 As a result of the success of the French Market Event which utilised the frontage of Abbey End, there have been calls from the retailers and traders to relocate the regular Thursday Market to the front of Abbey End.
- 2.6 To accommodate the relocation, it may be necessary to re-shape the market, but it is not yet known how many stalls will fit on the frontage at Abbey End. To this end, EG Skett and Co will use the pending Farmers Market as a trial run to see how many stalls the area will accommodate. This trial will also help shape the plans for the redesign of the frontage of Abbey End.
- 2.7 The relocation, should it be possible and acceptable, would have a number of advantages:-
- It would free up more car parking for customers at Abbey End;
  - It would provide a focal attraction for Abbey End, and attract more passing trade to the market to increase it's long term viability; &
  - It would generate an increase in footfall for the retailers.

### *Other Matters*

- 2.8 Kenilworth Town Council has been consulted on the market relocation, but it is waiting to make a decision pending the trial on the 11th September and for further plans relating to the redevelopment of the frontage of Abbey End.

### **Farmers Market**

- 2.9 The Farmers Market held on the 11th September at Abbey End was very successful, and was well received by the farmers/producers, retailers, and the public. The Market ran from 9am until 2pm, but due to the demand most of the producers had sold their goods earlier than that.
- 2.10 The feedback from the producers was that they would like to come to Kenilworth again, and that this would be supported by the retailers. Initial feedback indicated that the retailers in the area did well, and that those who might have expected to be affected (ie:green grocers/butchers) were unaffected, or in one case, performed better.
- 2.11 The questionnaire survey carried out revealed that the average spend per customer on the market (of those surveyed) was over £10 per person. This compares to an average of £8.80 at other Farmers Markets in the UK.

2.12 No complaints have been received from residents regarding the set-up of the Market stalls or market itself.

### **3. KEY ISSUES STRATEGY**

3.1 The on-going work fulfils the Council's Corporate Strategy and Economic Development Key Issue Strategy policy ED1.

### **4 RECOMMENDATIONS**

4.1 In view of the success of both the French and Farmers Market Events, it is proposed that the Thursday Market is reshaped to allow it's relocation to the front of Abbey End , and that this Committee gives permission for it's officers to take the necessary steps to move the market (part or all of it) to the frontage of Abbey End.

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**Background Papers:** Leisure Committee Report 8th June 1999

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**Areas in District Affected:** Kenilworth Town Centre Wards.