

## Market & Event Report 2018

By the end of this year RCTA will have organised **14** floating markets around the network. These included Bollington and Birmingham August BH which unfortunately, needed to be cancelled due to lack of available attendees. I have started 'inviting interest' to prospective markets in the future, to check we will have a good attendance before we advertise the market publicly in an effort to avoid this from happening again. Indicating your interest will not guarantee you a booked place at the market, it is only to give me an idea of the possible numbers. Booking will always be on a first come, first served basis.

The new venues in Cassiobury Park and Milton Keynes proved to be popular and we hope to be visiting those locations again next year. We are also trying out Apsley over the festive season for the first time, and again, if popular, will revisit next year.

**New Market Volunteer System** - This year we have worked hard to make the market experience a lot more enjoyable and inclusive for all attending. We have introduced a new volunteer structure to help share the 'on the ground jobs' fairly. This has been embraced by the members and feedback, on the whole has been positive. We have had a couple of 'bumps' to overcome but other than that, I think the new system is working well. The new market feedback system, which allows members to express their views on their market experience in a safe environment has brought through some brilliant suggestions. This new strategy has been widely welcomed by market attendees and feedback has been very constructive, so we shall continue along that vein in the future.

**Feedback on Markets** – Personally, I have been a little frustrated by the lack of feedback forms submitted on some of the markets, but understand that folk may still feel uncomfortable sharing their views or have been busy. Please let me assure you that all feedback is confidential, listened to and where possible implemented. I have seen some fantastic ideas coming through that we will work to include in future markets if we can. If something has gone wrong, or you are unhappy about something, we need to hear about it, otherwise we cannot do anything to rectify the problem and make future markets better. PLEASE, take the time to fill out the market feedback, it is very important.

**Getting Event Licences** - Obtaining licences for these events has been an issue throughout the year with one market only receiving its licence the day before it was due to open! This has caused a lot of stress and has impacted our ability to advertise our events confidently in the period running up to the market. We are currently in talks with CRT to rectify this situation.

**Enquiries from Councils**- We have been contacted by numerous councils and organisations through the year, enquiring about holding floating markets in their area. Our involvement with Aylesbury this year has given us a good idea of how much time is involved with such a venture.

Unfortunately, time consumed by other markets and chasing CRT has prevented me from pursuing some opportunities further this year, (Hanley Park for example), but hopefully next year I will have more time to get new relationships sorted.

**Support from members** - I am so grateful for the support I have been given by members and the rest of the steering group in the organisation and promotion of our markets. This help has been invaluable to me and I truly appreciate it. Lots of members have volunteered at the markets, some of whom have never done this kind of thing before. They have stepped right out of their comfort zone to help share the load and I am proud of what they have achieved and thankful for them having the gumption to 'give it a go.'

It is all very well me filling out and signing all the forms, but it is the people on the ground who make our events as good as they are and I think some of you have surprised yourselves on how good you are at it!!

**Things I missed** – I wanted to organise a Halloween market at Stoke Bruerne and something at Hanley Park in September too, but having the extra work from organising Boxmoor and Aylesbury, unfortunately I didn't get them sorted this year.

UPDATE - I have managed to squeeze in a market at Stoke Bruerne in November :0)

**2019 Market Schedule** – This is the proposed market schedule for 2019, dates need to be checked and interest needs to be gauged but this is the basic list.

All these markets will be tested for interest between Sept and November before applications with finalised dates go in at the end of the year. I will post in Facebook and email all members to gain input regarding these.

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| Milton Keynes Easter                         | Great Haywood Easter                       |
| Linslade Easter                              | Bollington Easter                          |
| Berkhamsted May                              | Market Drayton May                         |
| Boxmoor May                                  | Skipton May                                |
| Cassiobury June                              |  |
| Linslade July                                |  |
| Milton Keynes August                         | Hanley Park Aug/Sept - Depending on Events |
| Aylesbury September                          | Birmingham September (After Tipton Maybe)  |
| Berkhamsted Christmas                        | Birmingham Christmas                       |
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| Apsley Christmas (If this year is a Success) |  |
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**Expanding Market & Event Team** – To free up some of my time to pursue other opportunities I am looking to add a couple of Market Cogs to the team. Ideally one to help cover the markets in each of the columns. Luckily, I have been able to persuade Karl Wager to join the Steering Group and will be training him to help in the day to day organisation and admin of a good chunk of the Southern Markets (Left Column). Please be gentle with him, there is a lot to take in and he is learning. xxx

**Request For Help** - I am still looking for someone to help with the day to day organisation and admin for some of our more Northern market venues, and if anyone is interested I would be happy to have a chat with you and give you an idea of what would be involved.

Most of the work has already been done previously for these markets, with a couple of exceptions the duties would be the responsibility of the 'day to day' admin of the market ie; the jobs that need doing after the market has been applied for.

Full training will be given and you will have my support the whole of the time. Jobs/skills you will learn include the following: chasing for market mooring restrictions, answering CRT questions and hoop jumping, helping organise the market volunteers, monitoring FB event entries and supporting attending traders' requirements where possible, completing and sending joining emails and any relevant information to attendees.

This would leave me free to concentrate on organising new markets in new locations.