

**GAINSBOROUGH FARMERS' & CRAFT MARKET**  
**MARKETING AND PR ACTIVITY 2020**

## January

**Market date – Saturday 11<sup>th</sup> January**

### Marketing

1. A press release was sent out to all local and regional press and media outlets.
2. Signage was placed at key entry points to the town and a large banner was on display on the Beaumont Street traffic light crossing.
3. The Discover Gainsborough and Marshall's Yard Facebook page was used to promote the market as well as posts shared to local Facebook forums to increase the reach to target audiences.
4. Trader profiles were also shared on all Facebook pages to really promote the authenticity of the traders
5. The Marshall's Yard Instagram page was used to share the markets posts
6. A live interview on BBC Radio Lincolnshire was carried to talk about the market
7. The Market featured in the Marshall's Yard News

### Social media statistics

Through the Discover Gainsborough Facebook page the market posts reached over 9,000 unique viewers and we also received engagement on Twitter and via the event set up on the Marshall's Yard page.

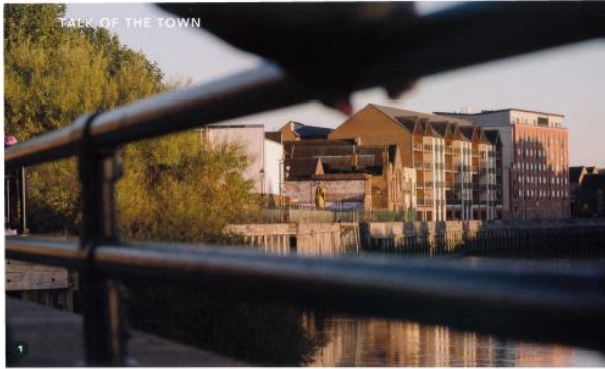
During the market photos and a live video were shared on Marshall's Yard and Discover Gainsborough pages.



# Press coverage – Lincolnshire Life

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## Gainsborough is going places

The new decade is off to a strong start for the town, finds GLYNIS FOX, with improved transport links and continued regeneration.

- 1: River Trent
- 2: Natalie Powell and Michael Storr
- 3: The New Travelodge
- 4: Market Street
- 5: Market Place

THE team at Marshall's Yard is looking forward to a busy and positive year in 2020 – as 2019 ended with new retailers joining the centre as well as major investments in the wider town centre. The centre recorded a 29.6 per cent increase in visitor numbers in December, compared to the same period last year

and new retailers joining the lineup in the busy Christmas period included Vodafone and Superdrug, both popular additions to the Yard. Vodafone has opened in the former Root café at Marshall's Yard and the new Superdrug store opened at the beginning of

*Continued on page 43*



**THONOCK PARK**  
 GOLF | BOWLS | RESTAURANT | EVENTS

WEDDINGS & SPECIAL OCCASIONS

GOLF CARTS & BIKES

RESTAURANT ACCESSIBILITY

GOLF BARS & BEERS

Thonock Park, The Bull Road,  
 Thonock, Gainsborough,  
 Lincolnshire, DN12 1JZ

01427 643888  
 info@thonockpark.co.uk  
 thonockpark.co.uk

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LINCOLNSHIRE LIFE | February 2020

### TALK OF THE TOWN

*Continued from page 38*

November near to New Look and Next at the award-winning shopping centre.

The centre opened in spring 2007 and over the last decade has really established itself as one of the region's major retail destinations. The centre also houses high spec office space and is home to several growing local and regional businesses.

The centre team has been working closely with West Lindsey District Council as well as the Town Council and other local stakeholders to deliver a busy diary of events and they're now planning some great events for 2020.

The first weekend in June this year will see the return of the popular Food and Garden Festival which will once again take place at locations across the town. The event was held for the first time during 2010 and this year's festival will build on that success.

This year will also see the return of the ever popular DN21 Awards – aimed at rewarding and recognising business excellence in retail and other sectors across the town. The popular event is due to take place in April.

The monthly Farmers' and Craft Market relocated to Market Street in Gainsborough during 2019 and is going from strength to strength. The market is managed by the Marshall's Yard team and takes place on the second Saturday of each month, offering the best in fresh, local, homemade and handmade produce and crafts from a variety of local traders.

Centre manager at Marshall's Yard, Alison Shipperbottom said: "We are really keen to strengthen that link between Marshall's Yard and the town centre and coupled with the investment and improvements to this part of the town, relocating the monthly Farmers' and Craft Market has been really key to this.

"We've had great feedback from our traders and shoppers about the new look market in its new location, and we have some really great events and initiatives planned to link in with the markets throughout this year.



The re-introduction of the rail service between Sheffield and Gainsborough has also been a boost to the town centre economy. The new service allows visitors to travel by train from Sheffield, Retford and Worksop – right into the heart of the town at the previously unused Central Station, which can be found at the rear of Marshall's Yard.

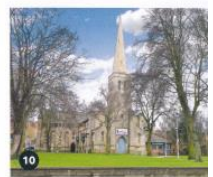
The Marshall's Yard centre owners Dransfield Properties are also working with West Lindsey District Council on the regeneration of Market Street and the last twelve months have seen some exciting developments in this part of the town.

Former run-down units have been transformed into modern retail space and traditional shopfronts have been installed, creating a new and attractive independent quarter in the town.

Local companies to join the Market Street lineup over the last twelve months include Bamboo Nails and The Meat Storr. The Forge Restaurant and Bar has also just opened on the ground floor of the Travelodge Hotel, which opened in November 2018.

The new restaurant and bar has been launched by local businesswoman Mette Robinson, owner of Cream and the

*Continued on page 47*



- 8: Henswell Court
- 9: Gainsborough Old Hall
- 10: Trinity Arts Centre
- 11: Marshall's Yard shopping



**MAIN STORE:**  
 27 CHURCH STREET, GAINSBOROUGH - T: 01427 613014

**BED SHOP:** 86 CHURCH STREET, GAINSBOROUGH - T: 01427 617673

[www.horsleysofgainsborough.co.uk](http://www.horsleysofgainsborough.co.uk)

enquiries@horsleysofgainsborough.co.uk

## February

Market date – Saturday 8<sup>th</sup> February

### Marketing

1. A press release was sent out to all local and regional press and media outlets.
2. Signage was placed at key entry points to the town and a large banner was on display on the Beaumont Street traffic light crossing.
3. The Discover Gainsborough and Marshall's Yard Facebook page was used to promote the market as well as posts shared to local Facebook forums to increase the reach to target audiences.
4. Trader profiles were also shared on all Facebook pages to really promote the authenticity of the traders
5. The Marshall's Yard Instagram page was used to share the markets posts
6. The Market featured in the Marshall's Yard News

### Social media statistics

Through the Discover Gainsborough Facebook page the market posts reached over 15,000 unique viewers and we also received engagement on Twitter and via the event set up on the Marshall's Yard page

The collage features several elements:

- Facebook Post 1:** From Discover Gainsborough, published by Marshall Yard on January 31 at 7:00 PM. It promotes a Valentine's Day special with award-winning handmade chocolate available from Special Edition Chocolate at the Farmers' and Craft Market on Saturday 8th February.
- Facebook Post 2:** From Discover Gainsborough, published by Marshall Yard on January 29 at 7:42 PM. It announces that The Little Cottage Candle Co. will be at the market, highlighting their scented and personalized soy wax candles.
- Market Stall Photo:** A photograph of a market stall under a green canopy, displaying numerous jars of candles and other products. A sign for 'THE LITTLE COTTAGE CANDLE CO.' is visible.
- Facebook Post 3:** From Discover Gainsborough, published by Marshall Yard on February 1 at 7:17 PM. It lists new traders for the month: Kevin Lee's Pies, Curly Nook Jewellery, He Crafts, She Crafts, The man from Skidby, A stab in the Wool, CB Baby Designs, and Eleanor Rogerson Enamel and Copper. It encourages visitors to pop along on Saturday 8th February.
- Graphic:** A purple graphic with the text 'Welcome to our new traders' and a collage of circular photos showing various traders and their products.



Press Coverage –

Gainsborough Standard

www.gainsboroughstandard.co.uk Thursday, February 27, 2020



Some of the produce from the market is shown being displayed

## 'Plastic free' market

The team from Gainsborough farmers' and craft market urged shoppers to get behind their traders during their 'plastic free' February market earlier this month. The campaign, which was led by the team at Marshall's Yard who co-ordinate the monthly market, made an effort to encourage shoppers to use re-usable

shopping bags for their market shopping by giving away hundreds of re-usable bags on February 8. Marshall's Yard's centre manager, Alison Shipperbottom, said: "Visitors to Gainsborough's farmers' and craft market clearly want to reduce their reliance on single-use plastic and live more sustainably."

## March

Market date – Saturday 14<sup>th</sup> March

### Marketing

1. A press release was sent out to all local and regional press and media outlets.
2. Signage was placed at key entry points to the town and a large banner was on display on the Beaumont Street traffic light crossing.
3. The Discover Gainsborough and Marshall's Yard Facebook page was used to promote the market as well as posts shared to local Facebook forums to increase the reach to target audiences.
4. The Marshall's Yard Instagram page was used to share the markets posts
5. Trader profiles were also shared on all Facebook pages to really promote the authenticity of the traders, plus promotion of new traders Barrie's Baking and Mrs Wreath Designs
6. There was an extra push on promoting Mother's Day gift ideas.
7. The Market featured in the Marshall's Yard News
8. An advert was placed in Gainsborough Standard

### Social Media Statistics

Posts shared on the Discover Gainsborough and Marshall's Yard Facebook pages plus the event set up on the Marshall's Yard Facebook page reached over 17,000 views. Posts were also shared in Connecting Gainsborough and by traders themselves.

**Discover Gainsborough**  
Published by Marshall Yard (?) · Yesterday at 10:38 AM · 🌐

Fresh fish from @cappfish, the best regional cheese from @thecheeshopholmfirth and fish cakes from @thefishcakeco all at Gainsborough's Farmers' and Craft Market

**Discover Gainsborough**  
Published by Marshall Yard (?) · March 5 at 12:00 PM · 🌐

Gainsborough's Farmers and Craft Market is delighted to welcome local fudge producer @Barrie'sBaking!

Selling a delicious range of homemade fudge prepared in their 5 star rated kitchen in Gainsborough, Barrie's Baking offer a variety of flavours including white chocolate, strawberry, cherry bakewell and chocolate orange. Their delicious fudge can be purchased in bags, bars or treat boxes perfect for gifts or to share!... See More

**Discover Gainsborough**  
Published by Marshall Yard (?) · March 11 at 10:00 AM · 🌐

Gainsborough Farmers' and Craft Market welcomes another new trader this Saturday 14th March - Mrs Wreath Designs!

Mrs Wreath Designs sells a wide range of delicate home decor, from printed candles and vases to gorgeous decorative slates and ornaments. If you're shopping for Mother's Day or gifts of any kind, be sure to visit her stall on Market Street this weekend!

1,358 People Reached  
110 Engagements  
Boost Post

Press coverage – Gainsborough Standard

**NEWS**

### Duo face burglary charges

Two men have been charged in connection with a series of burglaries around Gainsborough.

Kieran Thompson, 41, of South Street, Gainsborough and Jordan Clarkson, 26, of Stanley Street, Grimby were arrested on suspicion of a number of 'lock snap' burglaries.

They were charged with burglary at an address on Laburnum Avenue, Gainsborough, two properties on Middle Street, Scotton, at an address Mill Close, Blyth and burglary at an address on Manor Farm Drive, Starton by Slow.

Other charges include two counts of fraud by making a false representation and two counts of theft of a motor vehicle.

Both men have been remanded and will appear at Lincoln Crown Court on March 30.

### Coronavirus has arrived in county

Lincolnshire has one confirmed case of coronavirus, it has been confirmed.

Public Health England said on Friday that the patient involved had recently returned from Italy.

It said it was contacting people who had been in contact with him or her. No details have been released of where exactly in Lincolnshire the case has been identified.

Dr Fu-Meng Khoo, centre director, Public Health England East Midlands, said: "Public Health England is contacting people who had close contact with one of the latest confirmed cases of COVID-19. This case is a resident of Lincolnshire and recently returned from Italy."

"Close contacts will be given health advice about symptoms and emergency contact details to use if they become unwell in the

14 days after contact with the confirmed case. This tried and tested method will ensure we are able to minimise any risk to them and the wider public."

The county council says it is working to help stop the virus spreading.

Derek Ward, Director of Public Health for the council, said: "It like to reassure people that the risk to the general public remains low and the local authority is working with health colleagues to do everything we can to stop the virus spreading and ensure the people of Lincolnshire are protected."


"Good hygiene is the best prevention and there are some simple steps you can take to protect you and your family by washing your hands regularly and thoroughly and if you cough, cover your mouth and nose with a tissue."

## FARMERS' & CRAFT MARKET

2<sup>ND</sup> SATURDAY OF THE MONTH

### MARKET STREET

9:00AM UNTIL 3:00PM



DISCOVER GAINSBOROUGH MARKETS



NB April & May markets were postponed due to lockdown

## June

**Market date – Saturday 13<sup>th</sup> June**

### Marketing

1. A press release was sent out to all local and regional press and media outlets.
2. Signage was placed at key entry points to the town and a large banner was on display on the Beaumont Street traffic light crossing.
3. The Discover Gainsborough and Marshall's Yard Facebook page was used to promote the market as well as posts shared to local Facebook forums to increase the reach to target audiences.
4. Trader profiles were also shared on all Facebook pages to really promote the authenticity of the traders
5. The Marshall's Yard Instagram page was used to share the markets posts
6. A live interview was held with BBC Radio Lincolnshire to promote the market

### Social media statistics

Posts shared on the Discover Gainsborough and Marshall's Yard Facebook pages plus the event set up on the Marshall's Yard Facebook page reached over 36,500 views. Posts were also shared in Connecting Gainsborough and by traders themselves.





## July

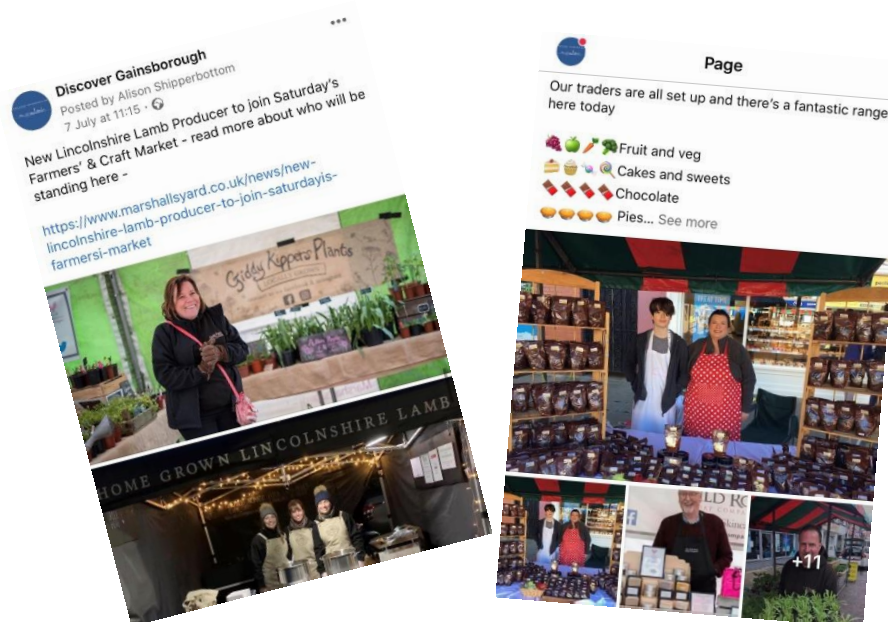
### Market date – Saturday 11<sup>th</sup> July

#### Marketing

1. A press release was sent out to all local and regional press and media outlets.
2. Signage was placed at key entry points to the town and a large banner was on display on the Beaumont Street traffic light crossing.
3. The Discover Gainsborough and Marshall's Yard Facebook page was used to promote the market as well as posts shared to local Facebook forums to increase the reach to target audiences.
4. Trader profiles were also shared on all Facebook pages to really promote the authenticity of the traders
5. The Marshall's Yard Instagram page was used to share the markets posts
6. A Lincs FM campaign rolled out advertising the market and its new location

#### Social Media Statistics

Posts shared on the Discover Gainsborough and Marshall's Yard Facebook pages plus the event set up on the Marshall's Yard Facebook page reached over 16,600 views. Posts were also shared in Connecting Gainsborough and by traders themselves.



## August

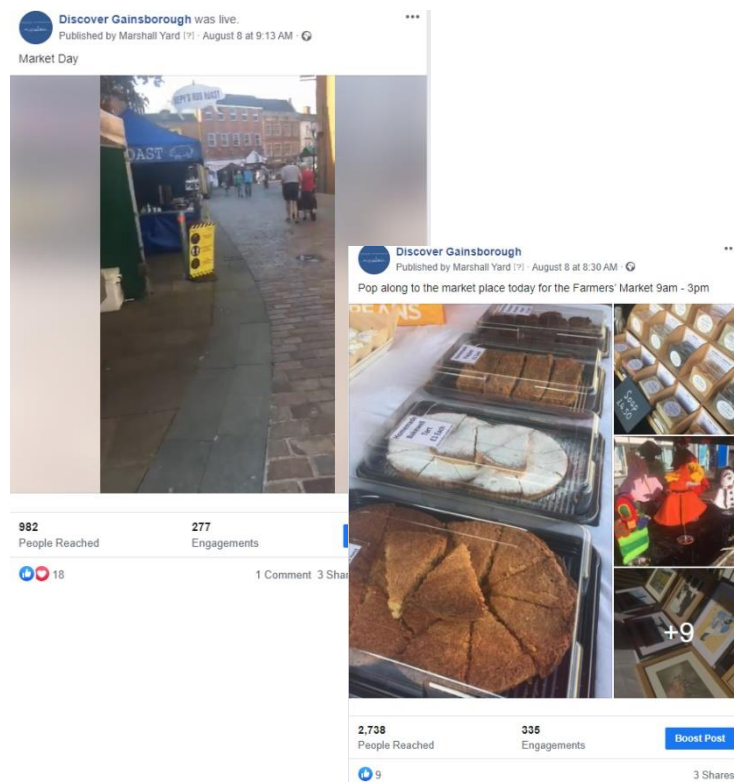
### Market date – Saturday 8<sup>th</sup> August

#### Marketing

1. Lincs FM campaign rolled out advertising the market and it's new location
2. A press release was sent out to all local and regional press and media outlets.
3. Signage was placed at key entry points to the town and a large banner was on display on the Beaumont Street traffic light crossing.
4. The Discover Gainsborough and Marshall's Yard Facebook page was used to promote the market as well as posts shared to local Facebook forums to increase the reach to target audiences.
5. Trader profiles were also shared on all Facebook pages to really promote the authenticity of the traders
6. The Marshall's Yard Instagram page was used to share the markets posts

#### Social Media Stats

Posts shared on the Discover Gainsborough and Marshall's Yard Facebook pages plus the event set up on the Marshall's Yard Facebook page reached over 16,600 views. Posts were also shared in Connecting Gainsborough and by traders themselves.



NEWS



The popular market was relocated to the town centre last year.

## Farmers' market returns

Food lovers can sample the delights of Gainsborough's monthly Farmers' Market once more after the popular monthly event returned to the town. Stallholders included Curly Nook Jewellery, Giddy Kipper Plants and Wild Rose Soap, along with new trader, Frankie's Enchanted, who make children's fancy dress and imagination play costumes. Produce included WestWood Farm, Kevin Lees Pies, Patrick Capps Fish and the award-winning Redhill Farm.

Gainsborough's Farmers and Craft market is a joint initiative co-ordinated by Marshall's Yard with West Lindsey District Council. To find out more about the monthly market, log on to [www.marshallyard.co.uk](http://www.marshallyard.co.uk).

## September

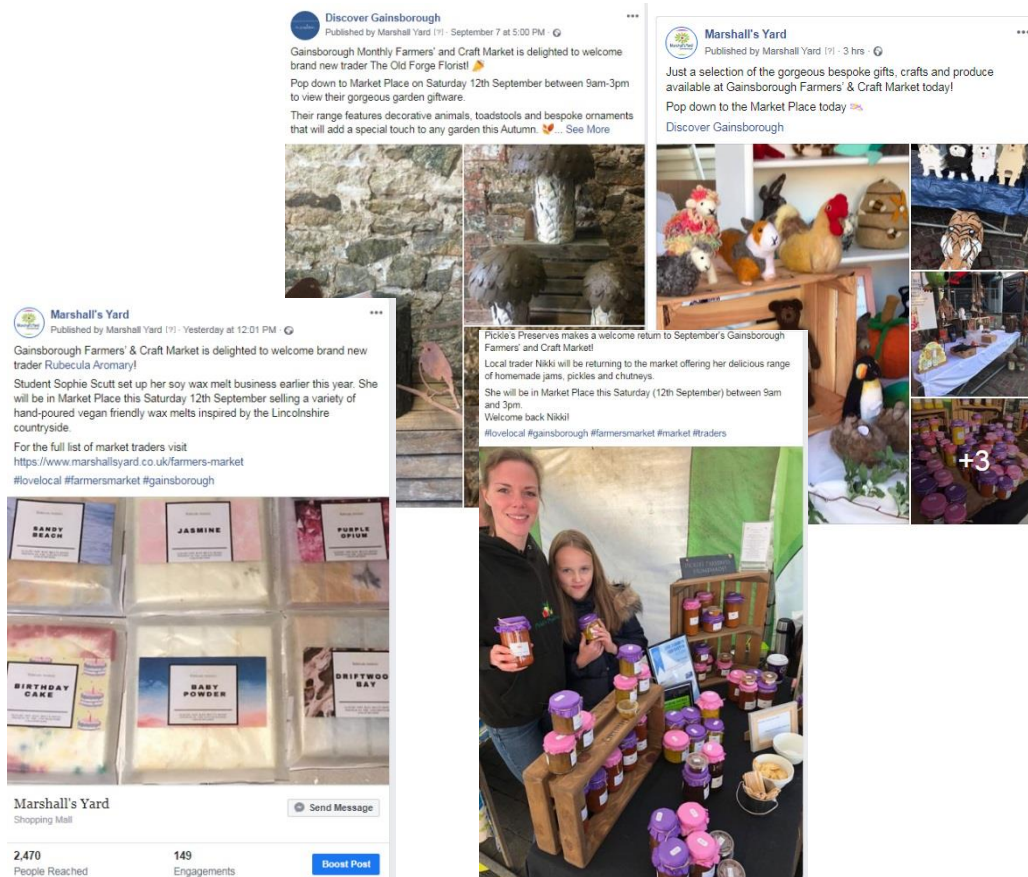
### Market date – Saturday 12<sup>th</sup> September

#### Marketing

1. Lincs FM campaign rolled out advertising the market and it's new location
2. A press release was sent out to all local and regional press and media outlets.
3. Signage was placed at key entry points to the town and a large banner was on display on the Beaumont Street traffic light crossing.
4. The Discover Gainsborough and Marshall's Yard Facebook page was used to promote the market as well as posts shared to local Facebook forums to increase the reach to target audiences.
5. Trader profiles were also shared on all Facebook pages to really promote the authenticity of the traders
6. The Marshall's Yard Instagram page was used to share the markets posts
7. An advert featured in Doncaster Free Press in September.
8. The ad was also displayed on their web channels, receiving approx 15,000 impressions in September.

#### Social Media Stats

Posts shared on the Discover Gainsborough and Marshall's Yard Facebook pages plus the event set up on the Marshall's Yard Facebook page reached over 22,200 views. Posts were also shared in Connecting Gainsborough and by traders themselves.





## October

### Market date – Saturday 10<sup>th</sup> October

1. A press release was sent out
2. The Discover Gainsborough and Marshall's Yard Facebook page was used to promote the market as well as posts shared to local Facebook forums to increase the reach to target audiences.
3. Trader profiles were also shared on all Facebook pages to really promote the authenticity of the traders
4. An advert featured in Doncaster Free Press in October.

### Press Coverage



The market has lots of returning stalls as well as welcoming new traders

## Monthly market is now bigger than ever

**Shelley Marriott**  
shelley.marriott@medias.com  
@shelleymarriott

A farmers' and craft market - which is now bigger than ever thanks to support from a growing number of traders and shoppers - is set to return to the streets of Gainsborough this weekend.

Following the recent move to the Market Place, the market offers a widely accessible area in which to browse the variety of stalls selling seasonal produce, sweet treats, bespoke crafts and gifts.

This month's market is on Saturday, October 10, from 9am to 3pm, and welcomes new trader Rubecula Aromary, selling handmade vegan wax melts.

Business owner Sophie Scott launched her enterprise during lockdown and since then has gone from strength to strength with customers snapping up her soy wax melts in a range of luxurious fragrances inspired by the Lincolnshire countryside.

Her range includes melts and starter packs perfect for Christmas gifts.

Making a return visit this month is Westwood Farm Lamb, once again selling their freshly prepared cuts of lamb, plus some special additions to the range including their gluten free Lincolnshire lamb sausages and lamb meatballs, their newest product.

October's market sees a further host of returning traders including The Old Forge Florist, Pickles Preserves, Westwood Farm Lamb, More Bees Please, Redhill Farm, Kevin Lees selling handmades, Eleanor Rogerson Enamel and Copper, Mount Pleasant Windmill, Capps Fish, Sarah's Sweet Treats, A Stab in the Wool/The Man from Skidby, Wild Rose Skincare, Giddy Kipper Plants, The Cheese Shop and Hopy's Hog Roast.

Charlotte Toplass, Marshall's Yard tenant liaison executive, said: "We are looking forward to another exciting Gainsborough Farmers' and Craft Market taking place.

"There has never been a better time to shop local, with a growing number of traders we encourage visitors to come down and stock up on everything from fresh meat, artisan breads and cheeses, plus natural beauty products and gifts in a safe, accessible environment."

For more information about the farmers and craft market, visit [www.discover-gainsborough.com](http://www.discover-gainsborough.com).

## MP joins in with university debate

Gainsborough's MP has weighed in on the debate about whether to end university teaching early to get students home for Christmas.

Education Secretary Gavin Williamson has said he is determined to get university students home for the festive season.

Mr Williamson said his department was working with universities to make sure families could be reunited - including ending teaching earlier.

He suggested this would include cutting short teaching timetables, if necessary, to give students attending at-risk uni a chance to quarantine so they can return home safely.

The early ending would mean that, if students develop symptoms on the last day of teaching, they still have two weeks to spend in their room and can get home in time for Christmas.

Sir Edward Leigh warned universities should not become places of "enforced lockdowns".

"We cannot destroy the life chances of the young. If you're doing history, you cannot be condemned to permanent online teaching, you might as well sit at home. Why have you paid all this money?"

Mr Williamson told MPs in the House of Commons: "I know there has been some anxiety about the impact safety measures will have on the Christmas holidays.

"Students are important members of the communities that they choose to study in.

"We expect them to follow the same guidance as those same local communities.

"We are going to work with universities to make sure that all students are supported to return home safely and spend Christmas with their loved ones if they choose to do so."

## Firms join forces to weather pandemic

Two Gainsborough retailers have formed a strong partnership to help them through the coronavirus pandemic.

Browns is the first High Street retailer to stock a new beauty and skin care range which has been produced by Gainsborough salon, Rochell Rose.

Both Browns and Rochell Rose are located at Marshall's Yard in Gainsborough and they have been supporting each other through what has been a difficult time for both the retail and beauty industry.

The Gainsborough store will be the only store to stock the new range initially which includes a vegan self-tanning mousse, vegan coffee body scrub, facial scrub, collagen eye gel and face cream, all of which are cruelty-free and 100 per cent natural.

Amy Benson, of Rochell Rose, said: "I cannot express enough my thanks to the team at Browns for believing in my product range and allowing me a platform to sell these to the shoppers in Browns.

"It's amazing to see such a big well-established business helping out a tiny start-up like mine and it makes you realise that, with hard work and by building relationships, anything really is possible."

Jodie Pacey, assistant store manager at Browns, said: "2020 has been a very challenging year for all businesses due to Covid-19, but particularly close contact services.

"We know Amy's background and how hard she worked to get her salon up and running in Marshall's Yard and we really wanted to do something to help our neighbour out.

"The range will add a new offer to our wonderful store and we very much look forward to offering these gorgeous products to our customers."



Amy Benson of Rochell Rose at the product launch

Press Advert

**FARMERS' & CRAFT MARKET**  
2ND SATURDAY OF THE MONTH  
**MARKET PLACE**  
9.00AM UNTILL 3.00PM

Come and spend the day in Gainsborough. Enjoy four hours parking for £1 in Marshall's Yard, browse the latest brands including Whistles, Robell and Hobbs at Browns Department Stores, Seasalt, FatFace, Wilko, Next and M&S Foodhall, visit the monthly farmers' market in the town centre before enjoying a bite to eat at The Forge, Gainsborough's newest restaurant!

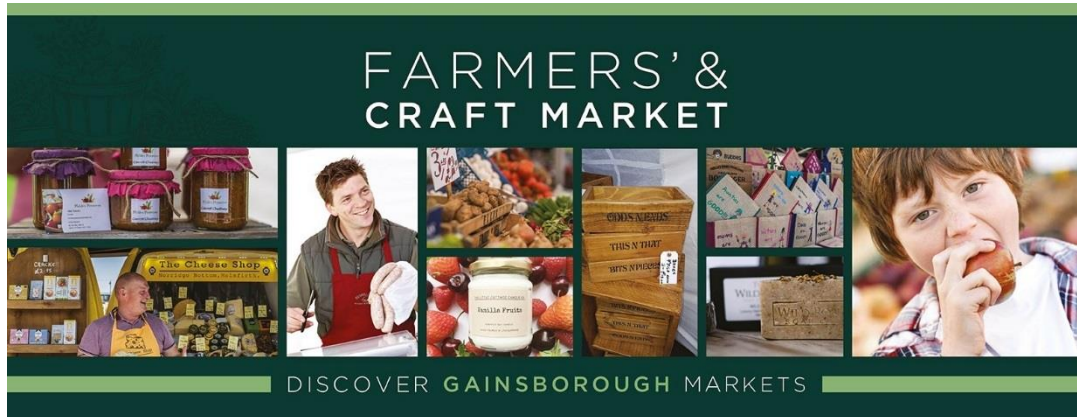
DISCOVER GAINSBOROUGH MARKETS

[www.discovergainsborough.com](http://www.discovergainsborough.com)

The above advert featured in Doncaster Free Press in September and October.

The ad also displayed on their web channels, receiving approx 15,000 impressions in September (October's figures TBC).

Social media adverts





## Website promotion

The Marshall's Yard website features a tab which includes details of the forthcoming market and is updated monthly to show which traders will be attending. There is an additional tab with information on how the market was launched and how traders can join.

## Market page



### GAINSBOROUGH'S FARMERS AND CRAFT MARKET - NEXT MARKET SATURDAY 10 OCTOBER

Gainsborough's monthly Farmers' & Craft Market is held on the second Saturday of every month and was relocated to the town centre last year as part of a joint initiative coordinated by Marshall's Yard with West Lindsey District Council.

Previously located on Market Street, the market has now move just a few feet into the Market Place within Gainsborough town centre - just a minutes walk from Marshall's Yard. The additional space within the Market Place will better allow for social distancing ensuring a fully safe shopping environment for both traders and customers.

The market offers the best in fresh, local, homemade and handmade produce from a variety of local traders outdoors in the fresh air.

For a full list of traders attending the next market please see below:



#### GIDDY KIPPERS PLANTS

Plant producers - home growers  
Plants for your garden and gifts

#### CONTACT DETAILS

Contact: Jo Storr

Email:  
[joannastorr@icloud.com](mailto:joannastorr@icloud.com)

Website:  
<https://www.facebook.com/Giddy-kippers-plants-211063496484736/>



#### HEPYS HOG ROAST

Hog roasted on the spit, also available pork and apple burgers, sausages and hot drinks  
Available Saturday 8th and Sunday 9th April

Also available at the Yard every Tuesday

#### CONTACT DETAILS

Contact: Hepys Hog Roast

Website:  
<https://www.facebook.com/HepysHogRoast/?fref=ts>

Address:  
Doncaster



## Trader information page



### INFORMATION FOR TRADERS AT THE GAINSBOROUGH FARMERS & CRAFT MARKET - NEXT MARKET SATURDAY 10 OCTOBER

Gainsborough Farmers' and Craft Market was re-launched in April 2019 with 20 stalls selling top quality produce from the local area plus now handmade crafts as well.

The market is held within the town's Market Place (close to Marshall's Yard) on the second Saturday of every month from 9am to 3pm.

If you are interested in joining our monthly market please complete the application form and send through a copy of your liability insurance and an image of your products.

Download the market trader application form.

For a 3m x 3m fully covered stall the cost is £15+VAT and this also includes two tables and power if required.

Please make sure any electrical goods are PAT tested and safe to use.

If you have any more questions please be in touch with centre management.

There are further specialist markets held throughout the year on our events - please keep an eye on our events page and contact centre management on 01427 810706 to find out more or email [alison.shipperbottom@marshallsyard.co.uk](mailto:alison.shipperbottom@marshallsyard.co.uk) to register your interest and obtain a stall booking form.



## Market growth

The market has grown consistently throughout 2020. Despite a temporary break due to Covid-19 the market has remained popular with traders and customers. Attendance was low initially post lockdown but momentum gathered quickly and it is back to almost full capacity.

The move of the event from Market Street to Market Place means the stalls are widely accessible for customers to socially distance meanwhile encourages visitors from all directions ie those travelling from the bus station, from Marshall's Yard and those walking through the town centre.