

# Appendix 3

Dear committee

The reallocation of the art market

As an artist and sculptor who exhibit it on the market it is been a great way of showing unusual sculpture to the general public for which they enjoy having a chat and seeing something very different.

The general public and shopowners surrounding the promenade have mentioned how much they've enjoyed having the artisans showing their work.

If the location changes and ground rent increases this will only go one way for the majority of us as this will be more towards buying in imports and selling them cheaply  
I have seen this happen in other towns

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Dear sir / madam,

I have a small arts business and live within Gloucestershire. Over the last four years I have attended the arts and crafts markets provided by Cotswold markets in Cheltenham (as well as else where in the county). A significant part of my income is generated through the Christmas markets spanning the two weeks before Christmas plus the arts and crafts markets during the later part of the year. It is only these opportunities to trade that make my small business viable, and I know that is the case for many of the other small businesses trading at these markets through Cotswold markets. Without these opportunities the future of my business, along I know with many other local traders, will be at risk of not being able to operate. I have a long standing loyalty to our County and markets run by a local company for local small businesses are an essential part in making a success of high streets, particularly in the current environment.

I am very disappointed to hear that these markets may not go ahead this year, particularly as a local small business affected by the current pandemic and reliant upon these opportunities. I would ask that further consideration is given to allowing the markets to continue to be provide by our local market company, Cotswold Markets, who have done an exceptional job over the years.

There are so many vacant shops along the promenade and I know from regular customers who specifically turn out to support small local businesses that they too would be sad if the markets are no longer run by a local company for local businesses.

I am petitioning you to please reconsider.

Yours Sincerely

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Dear CBC

I have just received an email from a local business in cheltenham to be told they will not be attending the usual Christmas market held on the promenade.

I am absolutely disgusted that the market has been 'handed over' to an outsourced company, of which no local company will benefit.

I appreciate the council needs to earn money, but where is your loyalty to local businesses? Especially after the 18 months of hardship they have faced!

From my understanding you have moved 'local' people to another location which I am sure you are fully aware will impact hugely on the footfall and income of many local small businesses - Shame on you!

You ask for local loyalty, you promote 'but local' you promote 'the high street' but when all is said and done you desert them!

Disgraceful!

I am writing this in the hope you will see sense in the future, as I know you can't back out of your contract to the Oldham based firm.

Sad times indeed

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To whom it may concern,

It is with much dismay that I have been informed that the Cheltenham Arts & Crafts Market will no longer be welcome at their current location.

I have been a trader at these markets for 5 years, including the Christmas markets and I have always been led to believe that Cheltenham Council promoted supporting local businesses and traders, this proposed action would strongly suggest otherwise and I suspect is more to do with money than doing what is best for Cheltenham.

We, as traders, have always had a good relationship with other businesses in the town and have cultivated a strong connection with the people who frequent those markets all of which will be removed due to these proposed changes.

The fact that you are now giving the tender to a company based in Stockport only further proves your dwindling commitment to local businesses in favour of chasing greater income.

With regards

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Hello,

I am writing as a regular trader with Cotswolds Markets who have organised the very popular and successful Art & Craft Markets and Farmers Markets along the Promenade and Long Gardens for many years. All of the traders at these Arts Markets create their own handcrafted products and live/work locally and rely on such local markets for their income. The Christmas period is obviously a critical sales time for all of us and over many years we have built up a wide range of regular customers who know that they will find good quality handcrafted gifts, many of whom save up their

Christmas shopping lists for our market as they assume this market will always be there in the run-up to Christmas. I know some of our customers travel into Cheltenham from quite a distance when the market is on.

We have been informed that the decision of whether the Nov/Dec trading contract is awarded to Marketplace Europe or Cotswolds Markets is going to the committee on 15th June and my husband (also a regular trader) and I would like to ask for your consideration please in supporting local small businesses like Cotswolds Markets and the traders, especially after the extremely tough year we have all had. Being a trader at a market is like being part of an extended family - Dave Joynes and his loyal team at Cotswolds Markets look after us all and we all support each other, through the weather, pandemics and anything else! This type of market is crucial to local customers who feel passionate about supporting local small businesses. Please help Cotswolds Markets to continue to provide a quality service to the people of Cheltenham and those who visit the city from far and wide over the busy Christmas period.

Many thanks for your time and for listening,

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Dear Sirs

I understand that the licensing for the Christmas Markets goes to the committee on 15th June and would like the following to be submitted at that meeting:

I am a market trader and have been attending Cheltenham Farmer's Market for over 5 years. I attend religiously twice a month and have many regular customers. Each year, us traders are rewarded for our loyalty to Cheltenham Town, by being removed from our normal trading pitches in the Promenade at Christmas and moved to the Winter Gardens. Every year this means a decline in footfall and our profits at what should be our busiest time of year, as footfall here is terrible.

I know that the market brings customers into Cheltenham every fortnight who then go on to shop in Town. We have built a special relationship with many of the shops and cafes and do everything we can to support each other. Most of the traders on the Farmer's Market are local, from towns and villages in Gloucestershire.

This year we have been told that yet again we are being moved from our usual spot and moved to Cambray Place. After the year we've all had, that really does feel like a complete kick in the teeth. The vast majority of us traders continued all the way through the lockdowns to trade and bring customers into Cheltenham, many of whom were elderly, high risk and felt safe shopping with us. Most of us weren't eligible to have a covid vaccine yet and were therefore putting ourselves at risk. We came anyway, to ensure that our market didn't wither and die, and that we didn't let our many customers down.

I fail to see how bringing in traders from outside the area, trading from stalls provided by a company from Stockport, who will then compete with the local shops and businesses in Cheltenham Town centre, will help anyone! Surely, it would be far better to support businesses that have suffered in Cheltenham and reward the many small businesses who support the town all year round? Cotswold Markets have gone above and beyond to ensure that they complied with all Covid regulations and kept, both us the traders, and our customers safe, during what has been an incredibly difficult time for us all. They, like us traders, must feel so disappointed to yet again be treated so shabbily!

I therefore, ask you to please reconsider your plans for the market stalls in Cheltenham this Christmas. I know I speak for all my fellow Farmers Market traders when I say that we really need good Christmas takings this year! Our loyal customers deserve to find us in our usual place and easily accessible. After all they, like us, have continued to bring business into Cheltenham all year round.

I look forward to your response.

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David Joynes (Managing Director of Cotswold Markets) has informed us that there will be a Licence Committee hearing on 15<sup>th</sup> June, to appeal against a move of The Cotswold Arts and Craft Market and The Cheltenham Farmers Market from the Long Gardens to Cambray Place, for the Christmas Market 2021.

As well as the proposed move, we also understand that Marketplace Europe (supported by Marketing Cheltenham and Cheltenham BID) are proposing to provide Cotswold Markets Ltd with a significantly reduced number of chalets, at a significantly increased cost to traders, meaning a maximum 20 of the current 150 Cotswold Market Traders will be able to participate, shrinking the market by 87%.

As a Cotswold Market Trader, I am writing to you to formally appeal against this proposed change.

The commercial grounds for this appeal are as follows:

1. 87% of Cotswold Market Traders will lose their pitch during the most important trading period in the retail calendar – the run up to Christmas - significantly reducing their revenues and potentially threatening their livelihoods. This is particularly difficult as traders have already suffered with the Government Covid restrictions.
2. With the new Marketplace Europe Christmas Market scheduled to start in November, Cotswold Market Traders will also be denied their regular November & early December market days, meaning the last opportunity for some of these local Cheltenham businesses to trade in Cheltenham will be October.
3. This change will deny both local Cheltenham shoppers as well as visitors to the town, the opportunity to buy from local independent businesses, which feels totally against the key principles of central and local government policy.

On a more emotional level, my company Imadjin Jewellery, based in Cheltenham has been a regular stallholder with Cotswold Markets Limited for over 10 years. They are a fantastic local business – supporting local traders and listening to their customers - not only in Cheltenham, but throughout the Cotswolds.

Since the re-opening of market trading from April, it has been wonderful to see so many regular customers who are delighted to have a reason to come into the town, and enjoy a friendly face that they have sorely missed during lockdown.

With this mind, I am totally horrified and dismayed to find out that after ten years of trading along-side the Christmas Chalet market we are now being moved to a small side street that

can only accommodate 20 stalls to make way for chalets with extortionate hire costs that will essentially encourage mass produced gifts trade from outside of the town.

Obviously, I don't deny that Cheltenham would benefit from an injection of visitors and trade and that the Christmas Market couldn't be bigger and brighter. However, please don't deny the people of Cheltenham and visitors the opportunity as they have done for years to visit their much loved Arts and Craft Market and Cheltenham Farmers market.

There is no doubt the Arts and Craft Market and the Cheltenham Farmers Market provide a real community service – to buyers and sellers - and I strongly urge the Licencing Committee to look beyond the simple economics and find a way for the Christmas Market to operate alongside the local Arts & Crafts and Farmers Markets, as we have done for 10 years for the overall benefit of Cheltenham.

Yours sincerely,

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My name is Alison and I am a sole trader at One of a Kind.

I rely for my December trade and throughout the year, the income I make at the Cheltenham art markets.

It has been brought to my attention that a decision maybe made to bring in Marketplace Europe and not the Cotswold Markets for November and December 2021 for the Promenade and Long Strip Area.

I also understand there is limited space in an alternative area which has less footfall and difficult to access. This will not be a good alternative.

I am appealing to your better sense of nature to please support local and keep us at the Promenade and the Long Strip area. This is where our customers for 20 years plus know we are.

Cotswold Markets have been supporting the local community for 20 years with their farmer markets and 8 years plus with their art markets.

Covid has already been a hardship to many without being able to work. To not have the art and farmer markets in the Prom area and the Long Strip at the busiest time of year, will have an even more detrimental affect on all of us.

Please make the right decision and support the local community and chose Cotswold Markets.

Kind regards

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Dear Licensing board members

I am very worried to hear that the popular Cheltenham Arts & Crafts Markets at Christmas time is under threat and that it might be replaced by an international company. I sincerely hope you won't let this happen. Surely now of all times is the time to support locally handcrafted items, made by genuinely independent and usually one-person producers and makers? Self-employed and small business people work so hard and with such dedication and usually have no options other than to sell in their local area. And their customers love to feel they've bought local and supported their own community. Please don't make the lives of creative people even harder than they are.

Support small; support local!

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Dear Sir/ Madam

After being part of Cotswold Markets at Cheltenham over the past five years I'm absolutely shocked and disappointed at the possibility of the markets being moved.

I, like all the other stall holders depend on this date to fund the quieter months ahead when sales are thin on the ground.

The revenue from the week in Cheltenham enables myself personally to see my way through January to March.

Without this I will be seriously financially compromised.

I know others depend on it also. Other local traders, local to Cheltenham. Not Manchester. The area that has been offered as a substitute is totally unsuitable.

I am pleading with you to consider reversing the possible decision that will throw many hard working crafts people into financial hardship.

Dave and his crew work so very hard and it is simply not fair on them also.

I've spoken to local Cheltenham residents about this possible decision and have been met with disappointment and disbelief.

I'm hoping that you will take this opportunity to think again and support local business people .

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It has come to my attention that a decision has been made to award the Christmas Market contract to Marketplace Europe this year, which is totally unacceptable.

The fact that you are offering no support whatsoever to the local traders, in a period which has been very difficult, is again, unacceptable.

Offering Cambray Place as an alternative for the November and December Arts markets, just doesn't make sense. The footfall there is practically non-existent in comparison to that of The Promenade (I have lived and worked in Cheltenham for 30 years and am well aware of the comparisons).

I strongly suggest that this decision is rethought. Come on show support for Cheltenham and the local traders who have supported you over the years!

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Dear Louis,

As you are aware I am the Managing Director of Cotswold Markets Limited and have worked in the Company for over 40 years. In May 2001, 20 years ago, we started a Farmers Market in the town in partnership with Cheltenham Borough Council.

This market started with a dozen stalls but has seen growth and this last week we had 27 stalls; in its heyday, the market went up to 40 stalls, but like all businesses it has suffered to online shopping and the arrival of more food outlets. In recent weeks, due to the fact we supported the people of Cheltenham through lockdown by remaining open and giving them the safe environment to shop, the market has seen an upturn and long may it continue.

In 2008, we started a pilot Arts & Crafts Market leading to a monthly one in 2009. This market has remained at 40 stalls, from February each year until December. In recent years we have gone from doing a Saturday and Sunday, to a two-week Christmas Arts & Crafts Market in December which is very well received by Traders, shops, and shoppers alike.

In having to write this letter I feel saddened and terribly upset in the way we are being brushed aside like we do not matter.

We are a local business that helps and supports other local businesses, we have a lot of people trading with us from Cheltenham and surrounding towns and villages who give a platform to sell and promote their businesses at a reasonable cost.

Attached with this letter you will find the Cheltenham Bid Expression of Interest document for the Christmas Market. In this document it quite clearly states the areas for the Christmas Market are highlighted in Appendix B. It can be identified into two areas: **The Long Gardens and Imperial Square**, it then goes on to say the pedestrianised Promenade will be used to locate local markets.

Last year unfortunately the proposed other Christmas Market did not go ahead because of the Covid situation, but we had agreed to allow a bar to stand at the bottom of the pedestrianised area and we would work around them. However, this year it appears that the goal posts now have been moved and they want all the area that we occupy all year round.

Our Christmas Market went ahead last year and was well received by the Public and the shops around us.

Please explain to me how Marketplace Europe had an offer accepted based on the ground available on the plans in the 'Expressions of Interest', can then suddenly want to have the ground we are on, and that is deemed acceptable.

It seems that it does not matter that we are local, to the Bid and Marketing Cheltenham, perhaps we are not classed as one of their traders because we are just Market Operators.

We have supported this town through some exceedingly difficult times, but this seems to account for nothing.

Belinda suggested we moved to the Strand but unfortunately having worked in Cheltenham for many years, I remember trying to move the Charter Market there, but had objections from the Fire Service because of the width of the area. Do you really think this is a fair solution anyway?

We were also offered the back of Cavendish House, but I could not see our Food and Craft traders happy about moving to the back street while the new operators, from Stockport I believe, filled their spots with new traders selling food and craft from far afield.

Over the two markets, we run in Cheltenham we have approximately 80+ traders licensed to trade in Cheltenham, and they support the market regardless of the weather or time of year.

I appreciate your committee have a hard decision to make, but please remember we will be in Cheltenham hopefully for many years to come and so will our traders. Please also remember these traders with food will be back again in January ready to serve the people of Cheltenham, and the Craft Traders in February; do not make them feel like they do not matter, so they react by letting their feet do the talking. For these traders, what happens over the festive period makes up for poor trade in the early months of the year.

I received an email from Jess Goodwin of Marketing Cheltenham on 25<sup>th</sup> May this year saying that I could raise this issue at the committee, but she understood from Licencing that it will be unlikely things will be ruled in my favour!

I hope this is thought over and a balanced decision is made based on facts.

Marketing Cheltenham and Cheltenham Bid might have a vision but ours is a reality.

Thank you for your time.

Yours sincerely,

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Ref licensing application 21/00918/STA

I am sure I am neither the first, nor last, to contact you to express my surprise and disappointment on hearing that the Christmas Arts Market and Farmers Markets co-ordinated by Cotswold Markets are likely to be pushed aside and replaced by European Markets. Both markets have provided a fantastic range of locally produced, handmade, artisan produce and crafts. This has made Cheltenham stand out as a Christmas shopping destination, a welcome reprieve from the largely shipped in, low quality and ethically questionable mass produced offerings of other High Street 'German' type markets. I am not alone in welcoming this. I have traded at the Arts Markets from, I believe, 2008, prior to Cotswold Markets taking on the contract I think, and year after year I hear the same thing from locals - 'oh I'm so pleased you guys are back and those chalets have gone, we avoid town when they're here'. Coaches bringing in crowds of shoppers, replete with flasks and sandwiches, may make a town look busy but its the local customers that spend with the local business.



Cheltenham is a beautiful town with a discerning population who appreciate quality and handmade products and show a loyal support of local business and locally produced goods; because of this Cotswold Markets has continued to trade, fully supported by local small businesses and makers, many of who have been on board since the beginning. I can only see this change being detrimental, not only to Cotswold Markets and the many local small businesses they support but also to the town centre and its population.

Many of us traders support the markets on a monthly basis, and have done for years. We have a loyalty to Cotswold Markets but also a loyalty to the town and to our customers, new and built up over the years. Christmas purchases are not just a decision made in the weeks before the big day. Many of our customers start the thought process in the summer, or once the schools go back, and so we can struggle through the quieter months, but have always been safe in the knowledge that many of those "just getting ideas at the moment" will return to us to purchase in November and December safe in the knowledge that we will be there for them. Something that won't happen if we are not there. I am not alone in the fact that most of my annual income (over a third in my case) comes from that week or so that we are at Cheltenham in December, although the background work is put in throughout the year.

Taking away this market will literally cripple a lot of us, this year more than ever with our events having been so limited by Covid, it is critical that we maintain our expected presence on the prom. This potential change will have drastic effects on so many small local businesses, the people who not only come to Cheltenham to sell but also to shop and eat out throughout the year, the loss of this event will compromise their livelihoods and their spending power. Please, please think twice before you spend local money outside of the area when you can make a huge difference to your local community of small businesses and those that enable them to have a presence in your town centre.

We have always received amazing support from Cotswold Market and have believed that this continued up the chain with a strong ethic to support local, buy local and, particularly in these difficult times, keep supporting local events and the community. Please do what you can to ensure the future of small businesses in Cheltenham.

I have copied this email to Gareth Edmondson and Alex Chalk MP as advised by other traders.

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Marketing Cheltenham is in full support of Market Place Europe's application for the Christmas Markets 2021 following the earlier tender process conducted by Cheltenham BID.

As the Destination Marketing Organisation for the town, it is Marketing Cheltenham's view that an extended and expanded Christmas Market in Cheltenham can play a significant role in stimulating increased visitors numbers, driving greater footfall into and around the town and creating increased economic impact and spend.

As the town continues to recover from the impacts of COVID-19, it is vital that we do all we can to support economic recovery and to ensure Cheltenham remains competitive in what is – and will increasingly be – a hugely challenging and competitive marketplace. This heightened ambition to ensure Cheltenham has a stronger and more coherent and competitive offering at Christmas responds directly to this and forms part of the town's wider place making and economic recovery agenda.

We are confident that Market Place Europe have the scale, quality and experience to deliver and operate such a Christmas Market in Cheltenham, whilst providing significant added-value, through new market reach (e.g. national coach operators) as well as the vital local business and community engagement.

### **Supporting evidence**

Christmas markets have become an established feature of the festive landscape and continue to make an increasing contribution to the economic wellbeing of the host town. In the 2017 study 'The Local impact of Christmas Markets' conducted by Market Place Europe on behalf of the Local Government's Association they documented visitor numbers increased from anything between 5-90% and the percentage of 'out of town' visitors increased from between 56% and 72%.

In 2018 Cheltenham BID conducted a Christmas Market Visitor Survey. This market was operated by Geraud, on the pedestrianised Promenade only and for 3 weeks (November to mid-December). Some of the key finding were:

- 79% of visitors lived in Cheltenham or within 15 mins driving distance
- 74% were on a day trip from home
- 57% of visitors were Christmas shopping, 54% were visiting the Christmas Market.
- The mean expenditure of visitors (including the market, shopping, eat/drink, parking etc) was £73.37 per group and £23.74 per person.

Comparing the statistics from these studies, Cheltenham has been missing out on the reach, visitor appeal and economic benefits of a Christmas Market and it is therefore the desire of both Cheltenham Borough Council and Cheltenham BID to bring a new market offering that will drive regional and national visitors to the town. The Christmas 2021 season will be a crucial one for all the town centre businesses following COVID and we need to ensure we are doing all we can to drive visitors and spend to Cheltenham instead of them going to nearby competitors such as Bath, Birmingham, Cardiff and Oxford who currently offer a better Christmas offer. Market Place Europe have the expertise and knowledge to provide this offering.

In terms of the economic value of this proposition it is hard to demonstrate that as this operator and footprint have never been operated in Cheltenham before. However Market Place Europe organise a number of Christmas Markets across the UK including Belfast. This market is now recognised as one of the best Christmas Markets in Europe generating a huge economic benefit to the City of Belfast of circa £78m (Based on the 2019 Economic Impact Study). Under the stewardship of Market Place Europe the Belfast Christmas Continental Market has won national industry awards as follows:

- 2011 UK's Greenest Market
- 2013 UK's Best Large Speciality Market
- 2015 UK's Best Large Speciality Market
- 2019 Best Market Attraction (NABMA)

Case studies within 'The Local impact of Christmas Markets' also provide some insight into the potential economic benefits to Cheltenham.

Exeter Christmas Market	Bath Christmas Market
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Number of stalls	87	Number of stalls	200
Estimated attendees	497,255	Estimated attendees	429,000
Accommodation	£1.32 million	Economic Impact	£21 million
Eating Out	£6.1 million	Total spend at market	£5 million
Shopping	£17 million	Total spend in locale	£16 million
Entertainment	£631,150		
Transport	£2.1 million		
Gross economic impact:	£27.3 million		

Market Place Europe is already reaching out to coach companies to encourage large groups to Cheltenham whether that be day or overnight visitors. In 2019 Cheltenham BID Ambassadors provided a meet and greet service for circa. 20 tourist coaches to the Christmas Market. Other coaches would have arrived that wouldn't have requested a meet and greet service. Coach tour operators are promoting UK Christmas Markets as a major attraction with tour offers and coach tours with destinations receiving over 200 coach visits each year, so Market Place Europe already working on this visitor stream is extremely beneficial to Cheltenham.

Market Place Europe also run a very successful educational programme with local schools and colleges and in Belfast have had over 12k school children complete their educational passport. Covering a variety of subjects including geography, maths and English this programme isn't just a success through children's learning but has led to a rate of 75% for return visits. This again is another thing Market Place Europe are keen to bring to Cheltenham.

It is for all these reasons above that Marketing Cheltenham support the application submitted by Market Place Europe. Alongside this, we remain hopeful that Cheltenham can also retain other, complimentary offerings in the build up to Christmas – particularly those that provide a smaller and more locally-focussed offering – thus creating a truly compelling, town-wide proposition to visit Cheltenham this Christmas.

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I am a local resident and have had a stall at the Cheltenham Arts & Crafts market since its inception which is also the only regular market I attend and support. I understand the Licencing committee are making a decision on the 15th regarding the Cheltenham Christmas market and any provision for Cotswold Markets Arts & Crafts.

Myself and many other local stall holders attend the monthly markets regardless of the weather and really do this with the expectation of building a good rapport and reputation for the good of Cheltenham town centre and we do really rely on the markets during the Christmas period to make up for the slow months throughout the year.

I fully understand that the proposal for wooden chalets are more lucrative for Cheltenham Council, however, it would appear the current Arts & Craft markets is now being relocated to a less favourable location with much lower footfall in favour of the Chalets run by a company that has no local connection. Additionally, these tend to offer more retail type merchandise and not local Arts & Crafts.

Myself and many other small stall holders like myself cannot afford these wooden chalets. If this is the final decision of Cheltenham Council, I and surely many other stall holders selling locally made Arts & Crafts are unlikely to come back in 2022 as it will no longer be financially viable without the Christmas trade.

I really hope that you will take our views into consideration and support our local crafts with a fairer solution to that currently being proposed.

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**Re: Appeal against proposed move and restriction of The Christmas Arts and Craft Market and The Cheltenham Farmers Market.**

As a trader at the monthly Cheltenham Arts and Craft Market, David Joynes (Managing Director of Cotswold Markets) has informed me that there will be a License Committee hearing on 15<sup>th</sup> June, to appeal against a move of The Cotswold Arts and Craft Market and The Cheltenham Farmers Market from the Long Gardens to Cambray Place, for the Christmas Market 2021.

I also understand that Marketplace Europe (supported by Marketing Cheltenham and Cheltenham BID) are proposing to provide Cotswold Markets Ltd with a significantly reduced number of chalets, at a significantly increased cost to traders, meaning a maximum 20 of the current 150 Cotswold Market Traders will be able to participate, shrinking the market by 87%.

As a Cotswold Market Trader, I am writing to you to formally appeal against this proposed change. I am passionate about the creative industries and in particular the small independent local businesses that play such a significant role. These highly skilled practitioners provide a shopping experience that is wholly unique and of the highest quality. The market has a fabulous reputation and is held in the highest regard by the traders and customers alike. The market breathes new life into the Promenade and has been a monthly feature of the area for 10 years.

This has been an incredibly tough 18 months for local markets and events and many of these independent businesses are now threatened with closure. I am appalled that there is now the possibility that the most important trading opportunities of the year are now under threat.

The commercial grounds for this appeal are as follows:

1. 87% of Cotswold Market Traders will lose their pitch during the most important trading period in the retail calendar – the run up to Christmas - significantly reducing their revenues and potentially threatening their livelihoods. This is particularly difficult as traders have already suffered with the Government Covid restrictions.
2. With the new Marketplace Europe Christmas Market scheduled to start in November, Cotswold Market Traders will also be denied their regular November & early December market days, meaning the last opportunity for some of these local Cheltenham businesses to trade in Cheltenham will be October.
3. This change will deny both local Cheltenham shoppers as well as visitors to the town, the opportunity to buy from local independent businesses, which feels totally against the key principles of central and local government policy.

There is no doubt the Arts and Craft Market and the Cheltenham Farmers Market provide a real community service – to buyers and sellers - and I strongly urge the Licensing Committee to look beyond the simple economics and find a way for the Christmas Market to operate alongside the local

Arts & Crafts and Farmers Markets, as we have done for 10 years for the overall benefit of Cheltenham.

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I have been notified by Cotswold Markets that they will not be allowed their usual markets in Cheltenham through November and December, and that the contracts for markets in these months is likely to be awarded to a company based in the north of England.

One has to assume this decision is based on the other company offering more money and, if so, we must applaud the fact that the Council will be able to spend more money on our local amenities. However, as is so often the case, there are winners and losers in this. Obviously, Cotswold Markets will (presumably) make less money during these months, but it is the small local traders who Cotswold Markets support and who, in turn, support the local economy, who will lose probably, most of all, as they will almost certainly be unable to pay the rates the other company will need to charge to make *their* profit.

I live in Cheltenham; I've done so for many years, and I've built a small Arts & Crafts business for myself, which has been going for over 10 years, and which I'm very proud of. Cotswold Markets have been a huge factor in helping me grow my business, trading every month on The Promenade, and I now have an increasing number of loyal customers, who often leave me saying "see you next month". Many of them are already saying "you will be here at Christmas, won't you?" Unfortunately, it seems my answer to them will be "No, sorry – the Council have priced us out of The Promenade, and probably Christmas altogether".

It is wholly fatuous for Belinda Hunt (of Cheltenham BID) to suggest that footfall in Cambray Place is better than that in the Promenade – does this woman live in Cheltenham? If she does, she has clearly not undertaken any sort of objective analysis regarding shopping habits in the town; ask 100 people where The Promenade is, and they will probably all know, but ask them where Cambray Place is, and I guarantee the number will reduce significantly. Cambray Place is very nice, but it is not a shopping destination, and is too far away from the main shopping hub. Even if I trade there, how am I supposed to tell all my loyal customers that I've moved so far away, to somewhere many of them have never heard of?

Any member of the licensing committee who has ventured along The Promenade during an Arts & Crafts market, will know how popular they are – through a great part of this year, we were the only show in town! We've been out there despite COVID, in all weathers, a smile on our faces, keeping the town's retail offering from sinking during the pandemic, and this is our reward?

So you offer an outside Company the market "Crown Jewels" who, let's face it, have no interest in supporting Cheltenham for the other 10 months of the year, then what? You expect Cotswold Markets, and the rest of us, to pitch up January, and carry on as if nothing had happened? You're in danger of throwing the baby out with the bathwater. Sometimes it's more about people, than money.

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Dear Licensing Committee - as one of their long-standing market traders, I am most concerned at the way Cotswold Markets are being treated.

After so many years of supporting the Cheltenham economy, I find the current proposal to allow Cotswold Markets only half their usual market space at Christmas, and at a separate location, deeply upsetting. As well as reducing the capacity for local traders to show their goods at Christmas, having to pay to use someone else's chalets will also be no benefit to Cotswold Markets as a long-standing local business. And as for the offer to use Cambray Place, it is a cut-through from the town hall to the high street but with no shops along the route, how can it possibly have better footfall as they have been told?

It seems to me that Cheltenham councillors may be more impressed by the sight of continental-style chalets than traditional market stalls showing local produce. I cannot see why chalets can be doing "what is right for the town", a comment that has been reported, when in my view Cotswold Markets' green and white striped stalls fit in aesthetically under the trees, and are always neat, clean and tidy as well as fully occupied. I would like to add my voice to those saying to the Licensing Committee please support the local economy rather than just go with something you like the look of.

I hope these decisions can be reversed, for everybody's benefit including the people of Cheltenham who have always supported Cotswold Markets at Christmas, as I can personally testify.

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I heard a very disturbing rumour that there is a possibility that our beloved local Farmers market will be displaced for the Christmas period by a non local market.

I trust this rumour is not true? I should like to be reassured that such a short sighted decision would not be taken by our council.

I look forward to hearing from you.

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Dear Sir/Madam,

I am writing to you with regards to the attached letter from David Joynes of Cotswold Markets.

I am an artist and have been selling my work on Cotswold Market's stalls at the monthly arts and crafts market for many years on the Promenade in Cheltenham.

All the stalls sell unique hand crafted items made by ourselves and we are often told how nice it is to see such different things.

I can't stress how much it upsets me that the Council have decided to replace our market with another one throughout November and December.

To offer Cotswold Markets 20 chalets at an extremely high cost is disgusting. This would half our market and the cost would make it totally unaffordable.

November and December are our busiest months of the year and we all rely on this market to survive. We are all locally based and self employed so to say it's the best thing for Cheltenham and bring in another market from Stockport is ridiculous.

The chalets would be in Cambray Place. Mr Joynes was told the footfall was much higher there than on the promenade. After attending a market there 2 years ago I strongly disagree. If the council truly believe this to be the case then surely they would put the other market there and let us remain on the promenade.

Every month we have regular customers come to see us, not only to buy things, but also have a chat. Each year at Christmas time we are told how nice it is to see a craft market rather than the awful things sold in the chalets that you see everywhere.

Cotswold Markets have been an amazing company to deal with. Their prices have always remained reasonable and Mr Joynes has always tried to help us as stall holders and also make sure that the market continues to be unique.

Not only is it unfair to the stall holders but it is also incredibly unfair to Cotswold Markets who have been operating markets in Cheltenham now for 20 years.

The Council's decision to do this will put many local people in serious financial difficulty. Given the current circumstances surely the council should be supporting local businesses not destroying them.

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Dear sir's it has come to my attention that this year market is to be moved to a new place in town. As one of the long-standing traders and living in the town I think this will be a mistake as people come from out of town for this market to do some Christmas shopping, as the shops in the town are closing at some speed I think we need to do all we can to keep this market in the same place so people can feel happy to come to Cheltenham to shop. So can you send this feedback to the licensing department.

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I am writing to you as both a supporter and now a trader of the Arts and Crafts market in Cheltenham. I have spoken to a lot of friends and customers who would be very disappointed if the market was moved, reduced or even cancelled

The Creative Industry has been hit hard over the last 18 months, as have many others. Many of us have just about survived without any handouts or grants. We rely on our markets to provide an income and Christmas is the busiest time for most of us.

Our local communities have and continue to support local and independent businesses, but without the Cheltenham Arts and Crafts Christmas market many of us may not survive another year.

Cheltenham has thrived on and is known for its shopping experience and both the Farmers markets, and the Arts and Crafts Markets are an integral part of that experience.

People want to buy local, buy from smaller businesses, and buy individual quality items, but by not allowing the markets to go ahead, as they have for the last 8 years, they will no longer be able to do so. The Promenade is known by so many as the spot for the market and by moving it to another area of Cheltenham will affect us all.

Cheltenham Council should be supporting local businesses, and this is an ideal opportunity to be seen as encouraging smaller traders into the town. These markets could encourage these smaller businesses to stay, open shops, and the shopping experience would be greatly improved. Cheltenham could become the place to be for the smaller businesses.

Cotswold Markets Ltd have traded in Cheltenham for over 20 years and have enabled so many smaller businesses to trade and bring in both visitors and traders to the town.

Whilst we all recognise that whatever is decided must be the best choice for the town, the council should consider the effect that this decision will have on local traders who have brought in those visitors and the increased business to the town over recent years.

Please support us. Please allow the markets to be seen in Cheltenham over the Christmas period. Please continue to allow us the use of the Promenade for the 2 weeks that people have come to expect and love and support.

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I have recently been informed of your plans for changing the provider of outdoor markets in November and December 2021 and moving the well established Arts and Farmers Markets to a different area of Cheltenham.

I am astonished at your limited thinking. In these difficult and changing times is it not obvious to your department that there is a need for the continuity of well established independent traders who are local to the area and who have supported the markets for many years. I have had a stall at the Arts Market for over 10 years and have many regular customers who rely on myself and other traders to buy unusual and unique products over the Christmas season.

Your proposal leads me to think that your idea is profit driven and not community driven. I urge you to reconsider your proposals.