

Individual responses to markets consultation

1. Name: Helen Mole, head of economic development, comms & marketing, Cheltenham Borough Council
2. Capacity: Marketing Cheltenham
3. GL50 9SA
4. Do you think markets are important to the town: Yes
5. If yes - what value do they bring to the town? Tick all boxes
6. N/A
7. Do you visit markets held in Cheltenham? Yes
8. If yes, how often? Monthly
9. To what extent do you agree with the following statements

☒ Strongly agree
 ☐ Agree
 ☐ Strongly disagree
 ☐ Disagree
 ☐ Neutral

Markets are set up in appropriate and well-chosen locations throughout the town centre and other areas of the borough.

Disagree

Markets are easy to access by walking, cycling, public transport, or car.

Strongly agree

Markets offer products at a range of price points suitable for different budgets.

Agree

Markets provide a diverse mix of goods, including local produce, crafts, and international items.

Strongly agree

Markets operate in an environmentally responsible way (e.g., reducing waste, promoting reusable packaging).

Neutral

Markets contribute to the cultural vibrancy and social life of the town.

Strongly agree

Markets are well-maintained, clean, and feel safe for visitors.

Agree

The timing and frequency of markets meet the needs of the community.

Agree

Markets contribute positively to the local economy.

Strongly agree

Markets are welcoming and inclusive to all members of the community.

Strongly agree

1

10. Do you support the council's proposal to remove (by way of a repeal) the old restrictive legislation and adopt new local legislation?
Yes

Do you support the council's proposal to adopt new local rules (called byelaws) to make sure markets are safe, high quality, and run well

11. I?
Yes

12. Do you support the council's proposal to give fines to people who trade illegally, so that everything is fair and properly managed?
Yes

13. Do you have any further comments to make?

Evidence shows that well-curated and promoted events and markets have an important role to play in support of the local economy, communities, and the overall prosperity of the town centre. Events contribute to the place brand of "The Festival Town" and the vitality and viability of the place, bringing visitors, as well as generating regional and national publicity.

Markets not only drive increased footfall and retail spend but also serve as incubators for new businesses, foster social interaction, and promote sustainable local supply chains. While Cheltenham currently lacks detailed impact data on its own offering, and this would ideally be improved, the national insights strongly suggest that a well-integrated, strategically managed market offering plays a central role in supporting the town centre.

Selecting a street layout which supports the continuation of the markets and maintains access for local businesses, whilst still protecting the infrastructure will be essential to maximising this potential and ensuring that Cheltenham's markets contribute meaningfully to the town's future prosperity.

On a practical level, it will also be essential to ensure ongoing management and enforcement of markets. This may include ensuring feedback is received and monitored from local businesses and visitors, or that photographs are sent by event organisers to demonstrate that they have complied with the conditions imposed on them regarding layout.

Some evidence:

Increased footfall

In general, markets in the UK have been demonstrated to generate footfall increases of around 25% for town centres. In addition, the variable nature of market stalls, broadens the retail offer available in town centres which increases the uniqueness of the place and provides further reason for repeat visits. This is particularly relevant to places with regular (e.g. weekly or monthly) markets. Markets are a key part of the experiential identity of the place (Kavaratzis and Ashworth, 2006) and enhance the city image (Morales, 2009).

Economic impact

Markets are proven to increase retail sales for surrounding businesses, with significant numbers (55%-71%) of market visitors spending money in other shops (New Economics Foundation, 2005). Regeneris Consulting Ltd. (2010) estimated that customers at street markets in London spent £752 million per year at other shops in town centres. This gives a multiplier effect of 2.75 with market customers spending on average £1.75 in other shops in the town centre for every £1 they spend in the market.

NB – In order for the positive multiplier effect to be felt, it is essential that market layouts consider local amenities and access to neighbouring businesses, e.g. not blocking doorways or obscuring shop signage.

Name: Francesca Inman, Chief Executive, Cheltenham BID

Address: Cheltenham BID, First Floor, Isbourne House, 3 Wolseley Terrace, Oriel Road, Cheltenham GL50 1TH

Are markets important in the town: Yes

If yes, what do they bring to the town:

- Economic benefits
- Social and community benefits
- Attracts visitors to the town
- Supports reputation as a market town

Do you visit the markets in Cheltenham?

-Yes

If yes, how often?

-Monthly

Do you support the Councils proposal to remove (by the way of repeal) the old restrictive legislation and adopt new local legislation?

-Yes

Do you support the Councils proposal to adopt new local rules (called byelaws) to make sure markets are safe, high quality and run well?

-Yes

Do you support the Councils proposal to give fines to people who trade illegally, so that everything is fair and properly managed?

-Yes

Positives

- Markets can be anchors for a town centre the enhance footfall and support surrounding retail.
- When there is a variety of options, they outperform the 'generic' stalls.
- There are lots of case studies that show if they are community run, and council supported increase inclusion and local benefit.
- They help animate public spaces, making the town feel more lively and attractive and can act as a place for people to come together
- They can help build civic pride by showing the town has something unique which could help with place branding

Challenges

- Market space needs to be convenient, visible and well-integrated with the town.
- Accessibility needs consideration
- Vendor costs vs accessibility – if fees to high small traders may be excluded.
- Alignment with sustainability and town centre strategy e.g waste, travel, local sourcing.
- Local businesses need to be taken into consideration e.g not putting a pizza stall outside a pizza business.
- Ongoing management is key – the markets need often, active coordination.

Considerations

1. What are we trying to achieve by having the markets and how do we measure whether they are working?

2. How do we ensure they are benefiting the town centre as a whole rather than becoming a nuisance to businesses?
3. Has the economic impact been measured throughout and if so do we have data on what markets have been successful and why?
4. How do we ensure they are offered locally first rather than out of town organisations coming in? Markets should help local businesses and entrepreneurs start or test operations in lower-cost, flexible ways (stall / pop-up rather than full shop). They should keep more money circulating locally (instead of large chains or external companies) so the local economy becomes stronger.
5. Appearance - The likes of Cotswolds Markets are highly valued and visually appealing and have built a strong reputation.
6. Location? Is it suitable or could we extend it. What is the most appropriate location?

Potential KPIS

1. Market footfall (people count during market hours)
2. % of market visitors who also visit high-street shops (surveys)
3. Trader occupancy rate and trader churn (sustainability)
4. Average spend per visitor (surveys or stall takings sample)
5. Number of local producers vs. non-local traders (local benefit)
6. Social metrics: % visitors from Cheltenham vs. visitors; inclusion indicators (e.g - affordable offers, community stalls)
7. Environmental: % waste diverted/recycled, single-use reduction initiatives

Research on the topic : The New Economics Foundation and academic projects recommend combining footfall, spend, trader turnover, social inclusion metrics and qualitative measures of community value when making the case for investment:

https://eprints.whiterose.ac.uk/id/eprint/193068/1/220408-HB1-final-version_RW_ONLINE.pdf

<https://www.london.gov.uk/sites/default/files/2025-04/Social%20Value%20written%20evidence%20-%20April%202025.pdf>

Overall, the Cheltenham BID are supportive of the markets as long as they have a strong economic benefit for the town centre and the surrounding businesses. They currently add value but are under-scaled. They could be significantly improved by their frequency and curation. With a stronger brand and activation, they could become a stronger driver of footfall and spend for local business growth and place identity.

Name (optional): _____

Which best describes the capacity in which you are responding to this consultation **(required)**:

- ☐ A Resident of Cheltenham
- ☐ A Business in Cheltenham
- ☐ A Resident but not of Cheltenham

☒ Highways Authority/County Council

☐ Market Operator

☐ Business Improvement District

☐ Chamber of Commerce

☐ Marketing Cheltenham

☐ Other business body/group

☐ Cheltenham Borough or County Council Elected Member

☐ A Member of Parliament

☐ Other not specified (please specify): _____

Your registered residential or business postcode (**required**):

GL1 2TH

1. Do you think markets are important to the town?

Yes

a. If yes – What value do you think they bring to the town? (choose all that apply)

- i. Vibrancy to the town and wider borough ☒ x
- ii. Attracts visitors to the town ☒ x
- iii. Brings investment to the town ☒ x
- iv. Supports the reputation of the town as a market town ☒ x
- v. Supports local businesses ☒ x
- vi. Fosters a strong sense of community ☒ x
- vii. Supports and enhances events ☒ x
- viii. Promotes the town's parks and green spaces ☒ x
- ix. Other, please state:

b. If no – please explain why think so.

2. Do you visit markets held in Cheltenham?

GCC officers from different teams across the county authority may attend in either official or personal capacity.

a. If yes, how often?

- i. Weekly
- ii. Monthly
- iii. Only for certain markets
- iv. Less often

3. To what extent do you agree with the following statements:

10 – Completely Agree to 1 – Completely Disagree

Please see any other comments below.

Location

"Markets are set up in appropriate and well-chosen locations throughout the town centre and other areas of the borough."

Accessibility

"Markets are easy to access by walking, cycling, public transport, or car."

Affordability

"Markets offer products at a range of price points suitable for different budgets."

Variety of Offerings

"Markets provide a diverse mix of goods, including local produce, crafts, and international items."

Support for Local Businesses

"Markets help promote and sustain local traders and producers."

Environmental Sustainability

"Markets operate in an environmentally responsible way (e.g., reducing waste, promoting reusable packaging)."

Cultural and Social Value

"Markets contribute to the cultural vibrancy and social life of the town."

Safety and Cleanliness

"Markets are well-maintained, clean, and feel safe for visitors."

Frequency and Timing

"The timing and frequency of markets meet the needs of the community."

Economic Impact

"Markets contribute positively to the local economy."

Inclusivity

"Markets are welcoming and inclusive to all members of the community."

Changes we Propose to Make

The council aims to adopt new local legislation to:

- a. Repeal the current, historic restrictive legislation.
- b. Adopt new market licensing legislation that will allow the council greater freedom to license, promote and regulate markets in the town centre and wider borough.
- c. Ability to adopt local byelaws to ensure markets operate to the highest possible standards, safety and quality.
- d. Adopt new powers to issue fixed penalty notices for unlawful trading activity to ensure the regime is regulated fairly.

1. Do you support the council's proposal to repeal the historic restrictive legislation and adopt new local legislation?

Yes

Do you have any other comments to make?

Gloucestershire County Council officers support the general principle of the most appropriate legislation adoption for modern market good practice. Without further details we are unable to comment on specific aspects of Cheltenham Borough Council's repeal process, however GCC officer teams will continue to support practical and supportive dialogue with the Borough Council to help achieve the success of the town's markets.

- 2. Do you have a view on the council's proposed ability to adopt local byelaws to ensure markets operate to the highest possible standards, safety and quality.**

Please refer to response to Q1.

- 3. Do you have a view on the council's proposed ability to issue fixed penalty notices for unlawful trading activity?**

GCC officers support Cheltenham Borough Council's ability to provide a flexible, proportionate and appropriate response to tackling unlawful trading activity in order to ensure a continuing safe operating and trading environment for the benefit of residents, visitors, market traders and businesses. GCC notes that there may be occasional circumstances where vulnerable or safeguarding concerns for individuals engaging in some unlawful trading practices may benefit from a more flexible approach with the appropriate Community Safety Partnership advisers.

Any other comments

- 1. Do you have any other comments to make?**

Highways

GCC officers will continue to work closely with CBC officers to ensure that any individual Highways matters relating to potential relocation from existing market locations are fully considered and reviewed in accordance with current legislation and safety best practice. For specific matters either during or following the process of this legislative review, please contact the Assistant Director of Highways and Infrastructure.

Economic Development

GCC officers regularly liaise with CBC Economic Development officers and are fully supportive of the contribution that the variety of markets on offer provide to the vibrancy and footfall of Cheltenham town centre; to communities accessing local market socioeconomic benefits, and in specialist retail locations such as The Suffolks and for important calendar events including key seasonal occasions.

GCC officers also noted the links to the aims of the Gloucestershire Economic Strategy 2024-2034 and the draft Local Growth Plan which encourages start-up support, MSMEs and the health of the visitor economy and the importance of the food, drink and agricultural sector to Gloucestershire's economy. Access to locally sourced food and healthy produce is important to our aspirations for both public health and wellbeing as well as an important source of diversified support for our rural and farming communities across the county. The Made in Gloucestershire membership directory may be of interest to local growers and artisan food and drink producers. For further information, visit [Made in Gloucestershire | The Best Local Food and Drink](#)

The Gloucestershire Growth Hub and the Cheltenham Growth Hub advisers are available for businesses of all sizes, including locally based market traders, to help provide advice and support to small traders and MSMEs who may be interested in expanding their business with financial, digital marketing and business planning support

all available to encourage growth. For further information, visit [Home - The Growth Hub Gloucestershire](#)

The GCC Retail and Hospitality Business Group, is also attended by CBC officers and other district partners. Further discussions to support markets and development/promotional opportunities are also welcomed both through the engagement of this group and through the Cotswold LVEP partnership. The vitality of the visitor sector, including through regular markets and seasonal events, is regarded as highly important to the cultural experience of the town. The culture of the town is often cited as an important draw for employment retention and talent attraction in other key local sectors, including the broader technology and digital economy through the Golden Valley development, and in other key growth sectors. For any further discussion of these strategic and business growth initiatives, please contact the Planning, Economy and Growth Manager - economy@gloucestershire.gov.uk