

**Report for Bargoed Town Centre Management Group 05.06.13**

**Update on Bargoed Market**

**Background**

Following a request from members of the Bargoed Chamber of Trade, a market has now been established at the St Gwladys Car Park, running every Thursday for a trial period of six months. The rationale for establishing the market was to provide an added 'offer' to the town centre, creating an additional reason to visit the town and support its existing business.

**Current Position**

The first market was held at the St Gwladys Car Park on Thursday 4<sup>th</sup> April 2013. The number of market traders has averaged around 5 stalls, from the 4<sup>th</sup> April to the 23<sup>rd</sup> May. During this period, Caerphilly County Borough Council has offered significant support to the market, through promotion and advertising and meeting with market traders on a weekly basis. Having spoken to the market traders, they have confirmed that they are very happy with the support provided by the Council.

The market is still in its infancy and so it is too early to judge its success in terms of bringing additional visitors to the town centre. However, the Footfall figures suggest an overall increase in footfall within the town on Thursdays since the market has been operating, compared to the same period in 2012.

**Future Proposals**

CCBC is eager to continue supporting the market. As well as promoting the market through various media channels, the Council has engaged with the market traders to establish an improved offer that will complement the town centre's wider attractiveness to visitors. To this end, a niche 'Food' offer is being promoted, and interest has been expressed from food traders referred through the Caerphilly Food Festival and the market now includes a specialist chutney trader and on the 23<sup>rd</sup> May a Fishmonger was also trading.

The Council will continue to support the market as a way of complementing the town centre's offer. As has been noted above, the Footfall figures indicate an increase in visitors to the town since the market has been operating, as compared to the same period in 2012.

It is hoped that with time and continued support, the Bargoed market will develop to be a successful addition to the town centre's offer, complementing the existing businesses and play a valued role in the next chapter of the town's regeneration.