

Industrial
option as
+2MgCl2 + Ti (1
(TiFeO3) or rutile
tetrachloride, TiCl4, is
+2FeCl3 + 6CO + 2Mg (1
(900°C) TiCl4 + 2Mg (1
product with oxygen
+2TiFeO3 + 7Cl2 + 8C
TiCl4 + 2Mg (1,100°C
from the product
+TiCl4 + 2FeCl3
reduction as int

Love Your Local Market 2014 – more new traders and more new market careers



your local
market

Shoreditch Stables
Studio 13
138 Kingsland Road
E2 8DY London

info@roiteam.co.uk
www.roiteam.co.uk

Love Your Local Market 2014 – new targets for Year 3

- **Participation**
- **Measurable Impacts :**
 - Footfall**
 - Economic impact**
- **Contribution of LYLM to towns and communities**
 - Young people and markets**

Love Your Local Market 2014 – Evaluation

For 2014 we have worked principally with data collected online, by electronic footfall counters, and via telephone interviews:

Participating Markets

- Analysis of the profile of participating markets, how they will promote the event, and its impact on their business derived from online registration survey

Automated Footfall

- Data provided by participating markets already measured by PFM and others
- Footfall data for High Streets / Town Centres provided by Springboard

Post event telephone interviews

With selected market managers approx 3 months after the close of LYLM 2014 to assess the proportion of New Traders intending to trade on, and to assess perceptions of the economic impact of the event

Love Your Local Market 2014

Love Your Local Market 2014 : growth continues

of participating markets in 2014

926

of participating markets in 2013

696

of markets registered in 2012

221

LYLM continues its growth into its 3rd year with more markets participating and an ever wider geographical reach

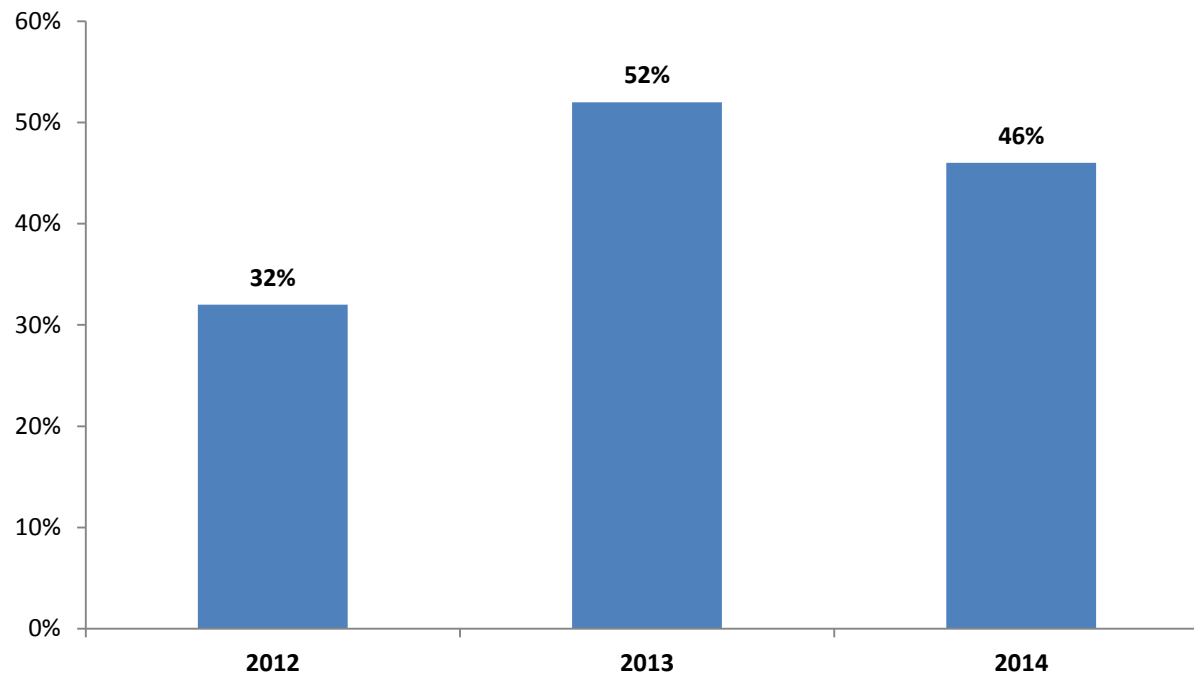


tion of
table
(100)
s. TIC
& CO
2014
to the
to the

LYLM continues to recruit new markets

In its third year very nearly half of participating markets identify as LYLM First Timers

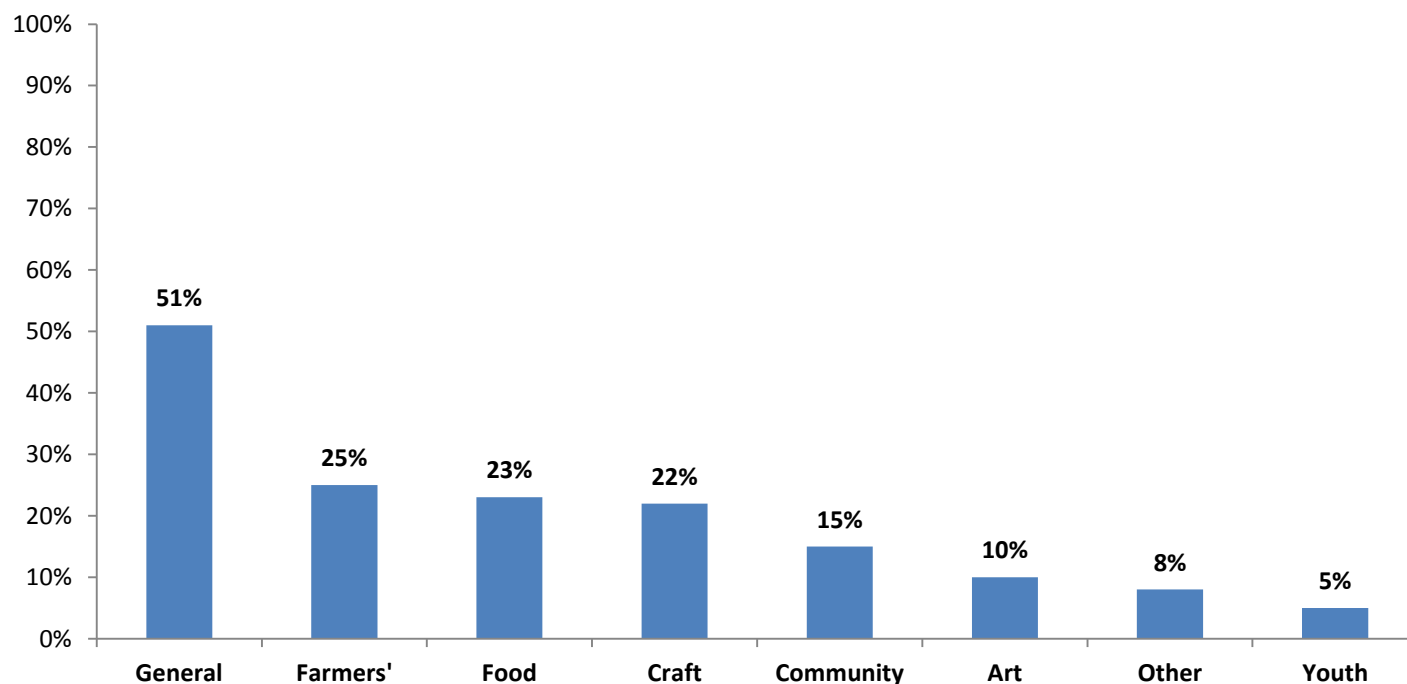
New LYLM Participants



LYLM : Markets across the spectrum

Participation mirrors the diversity of markets across the UK, with new-style Farmers Markets strongly represented.

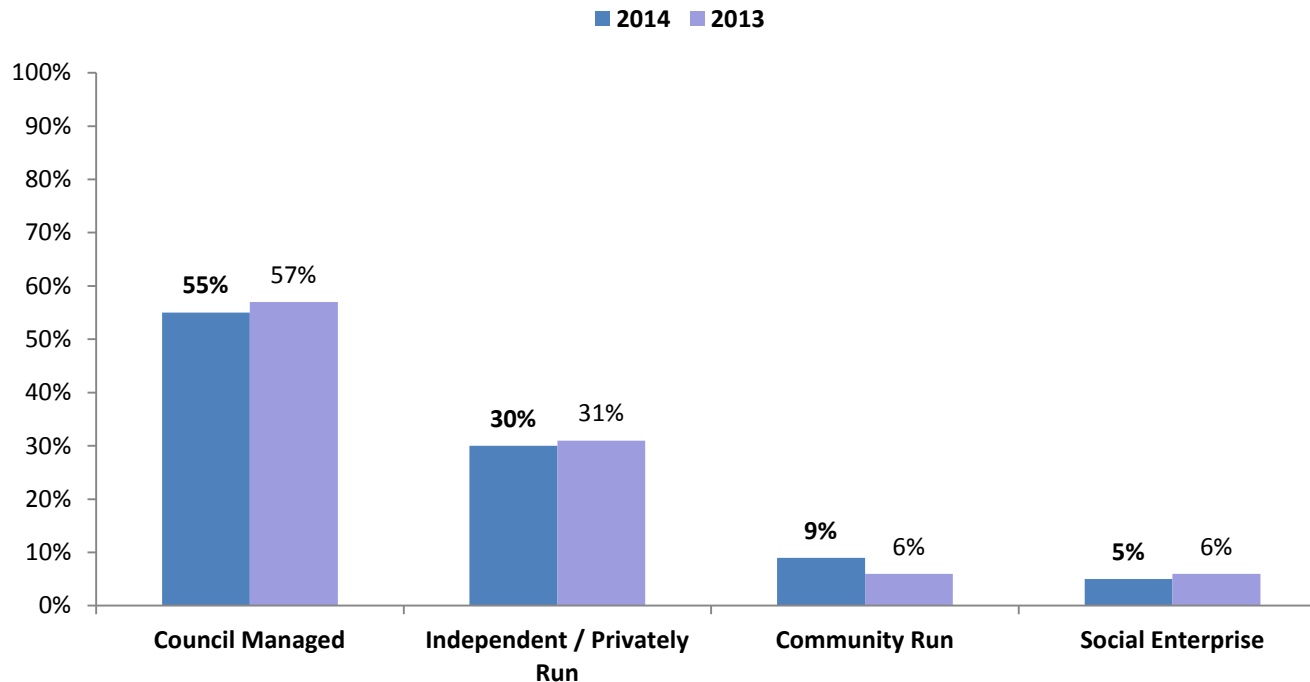
The drive towards young people in 2014 saw 46 Youth Markets, including many new markets, making their contribution across the LYLM fortnight



Q. What type of market are you registering?

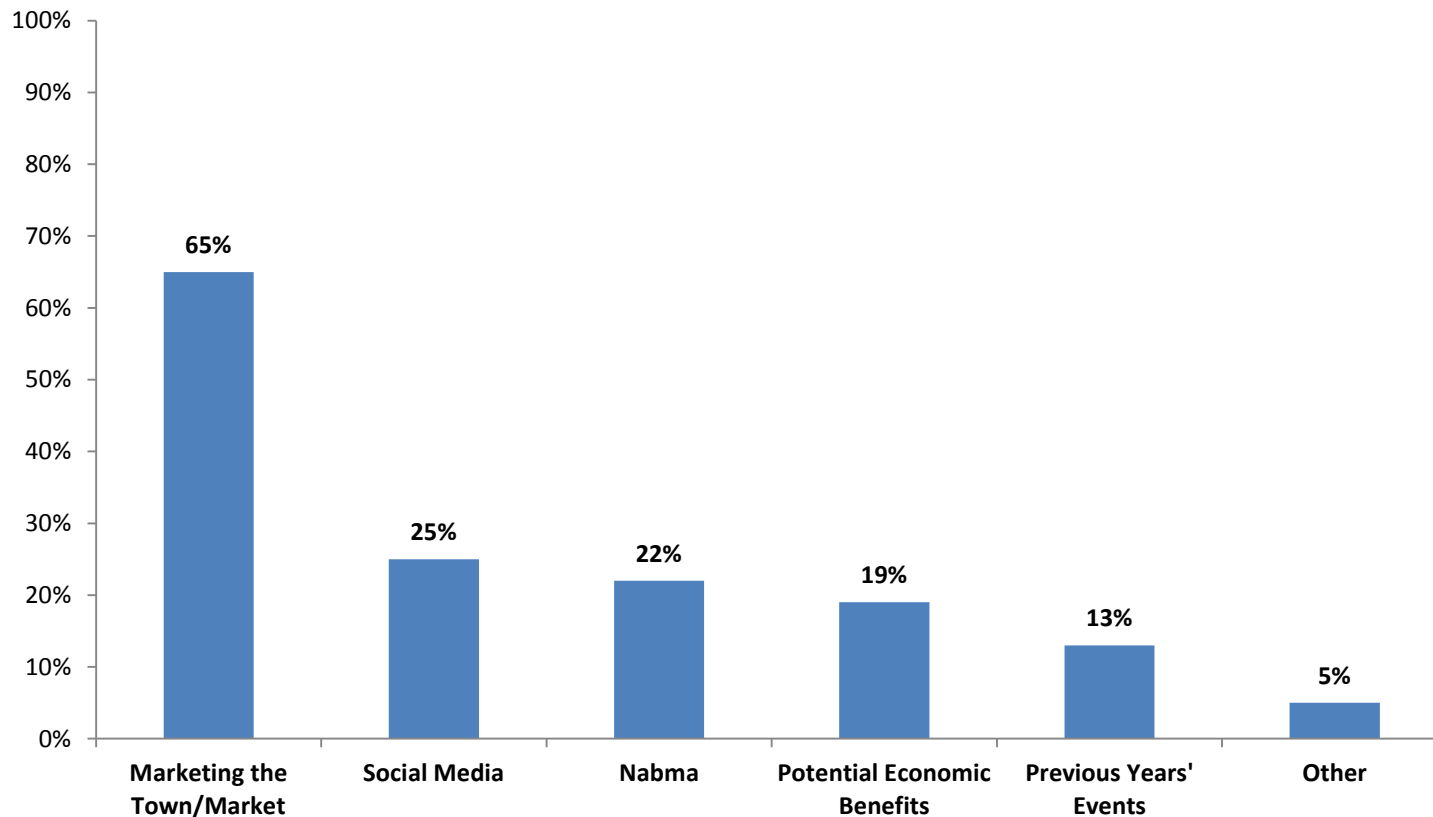
Management style of LYLM Markets

Little change in terms of the style of markets. More than 80 community run markets participated in 2014, emphasising their growing presence



Triggers for participating in 2014

Putting their town and market on the map is the dominant reason for participating, cited by two thirds of all market managers

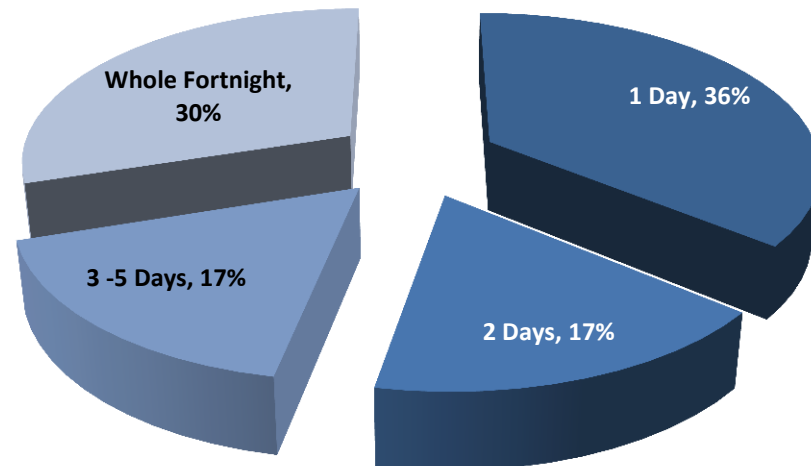


Number of LYLM themed days

LYLM markets are certainly ambitious, with almost a third planning to run events and promotion right through the fortnight.

*More than
4,000 LYLM
themed
events across
15 days !*

*Social media
postings
indicate
7,000 events
in total*



New market entrants

Achieving new market entrants is one of the key drivers of LYLM and ROI have analysed the results from a sample of markets registering their participation

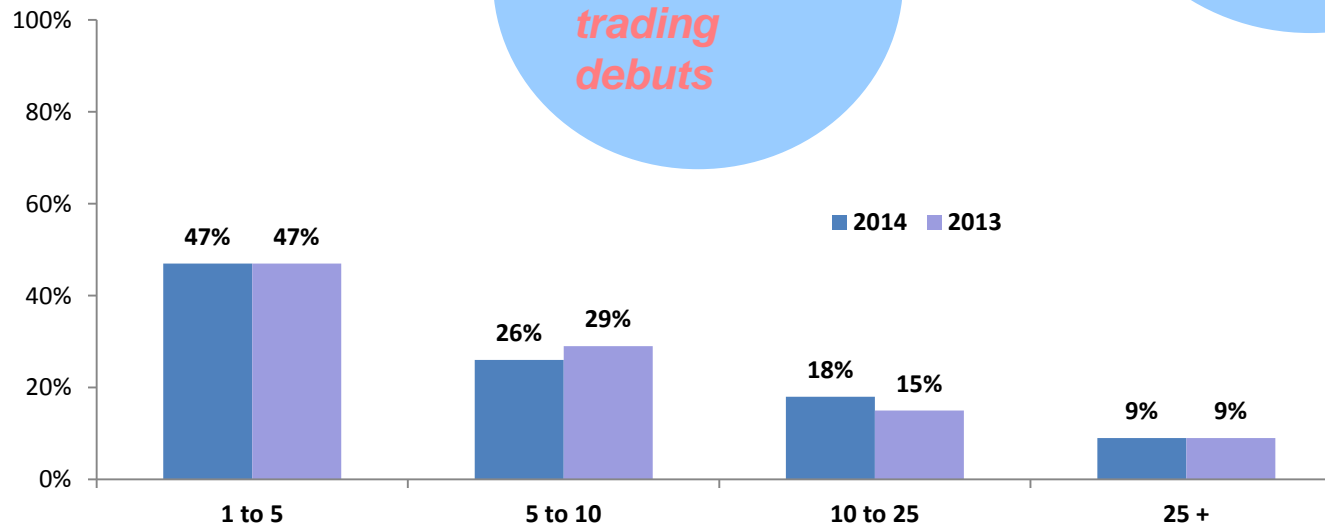
Nabma's own research, based on a wider assessment of participating markets, suggests that a figure of 2017 pitches offered under LYLM 2014 can be justified with, in consequence, an increased number of traders still trading three months after the end of the LYLM fortnight

LYLM pitches: One thousand new market entrants

Four fifths of participating markets were able to offer subsidised LYLM pitches, which enabled 2017 first timers to trial the world of market trading. This includes 530 pitches allocated to local community groups

2017
market
trading
debuts

530
pitches for
community
groups

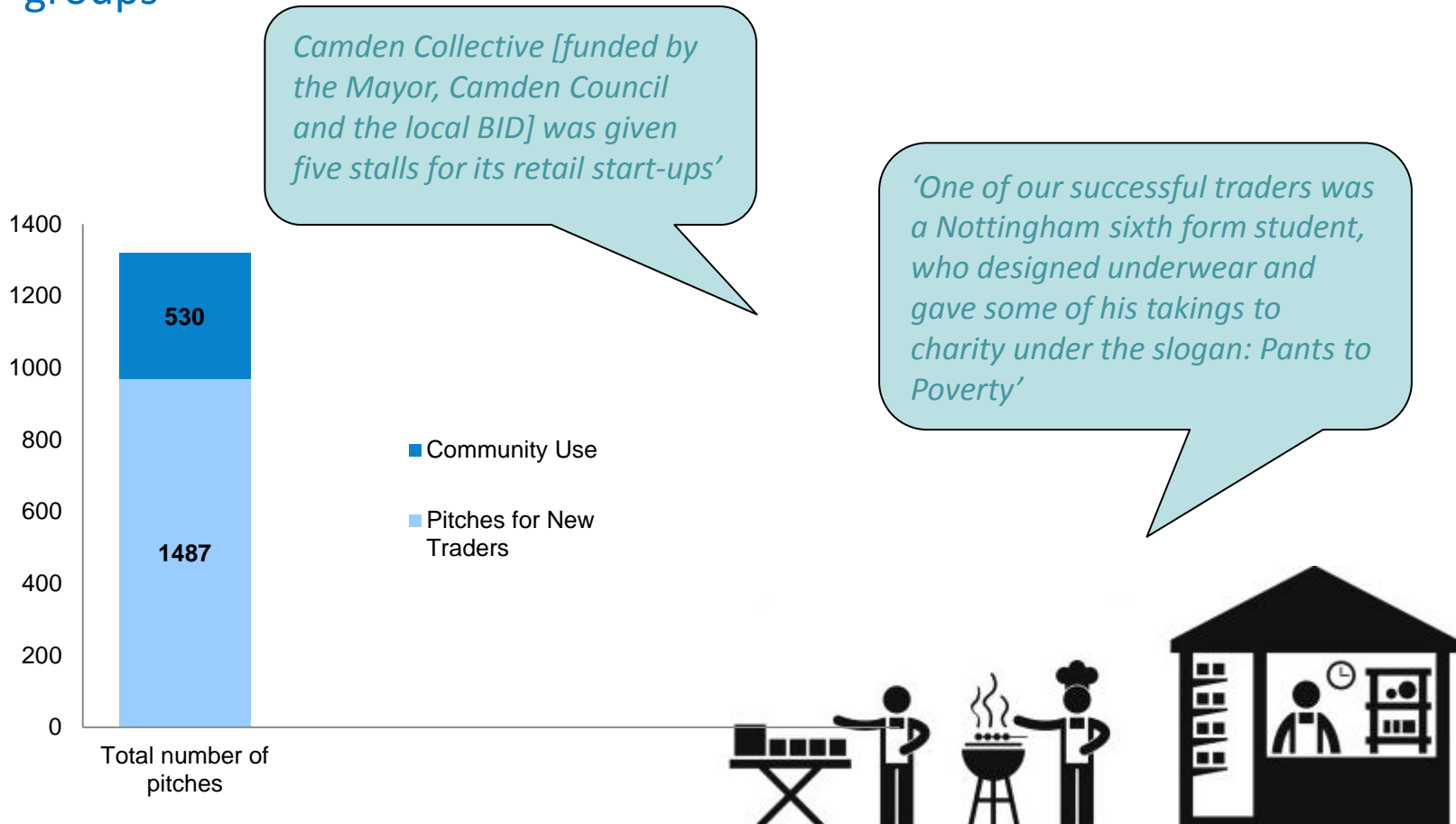


Q. How many additional pitches do you plan to offer for New Traders during LYLM 2014?

*% of taken up pitches based on phone interviews

LYLM supporting the community

LYLM helps to foster community initiatives and groups. In 2014 a quarter of LYLM subsidised pitches were allocated to community groups



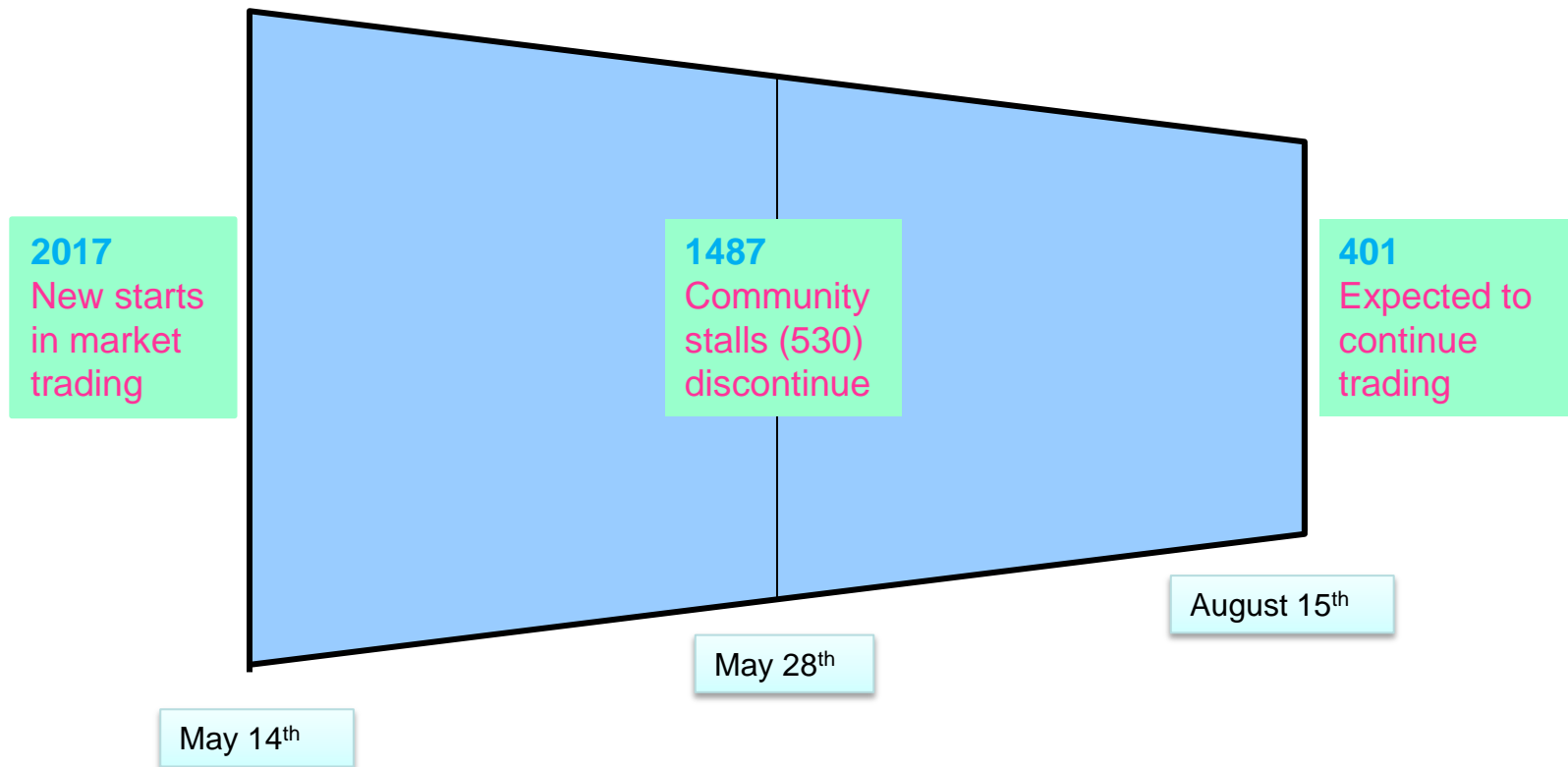
Of these (stalls), how many do you then intend to allocate to community groups?

Base: 386

LYLM 2014 triggers more than 400

new market careers

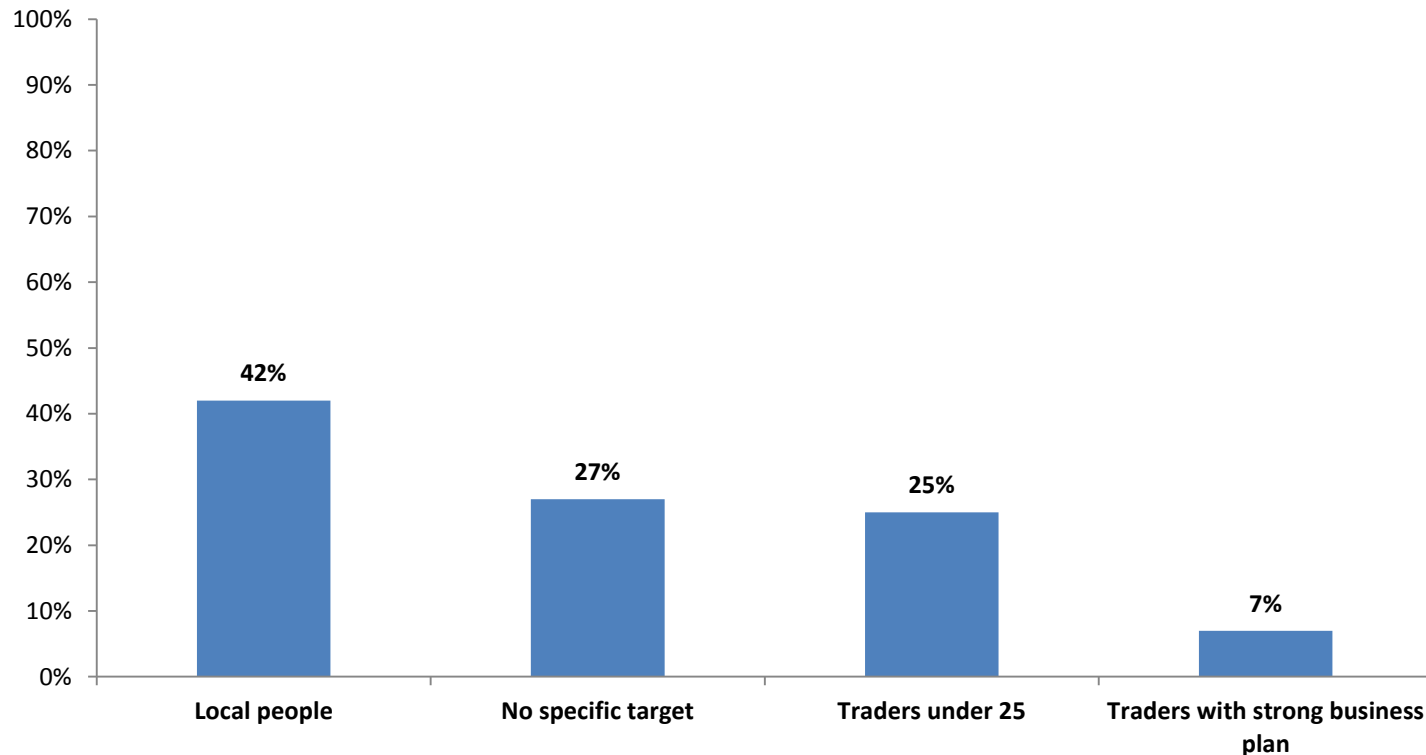
LYLM is setting up opportunities for new market trading careers and new retail entrepreneurs. The 2014 event gave a start to more than 2000 prospective new traders, with a post-event projection by managers of 401 continuing in market trading



Source : Post event survey of participating managers
QOf New Traders trialling your market(s) in LYLM 2014, what percentage do you believe will trade on beyond the close of the event ?

Target Groups

A quarter of managers took up the theme of young people and markets – but the dominant target remains ‘Local People’



Q. Will you target any of the following groups when recruiting New Traders for LYLM 2014? (Multiple Choice, 2 answers only)

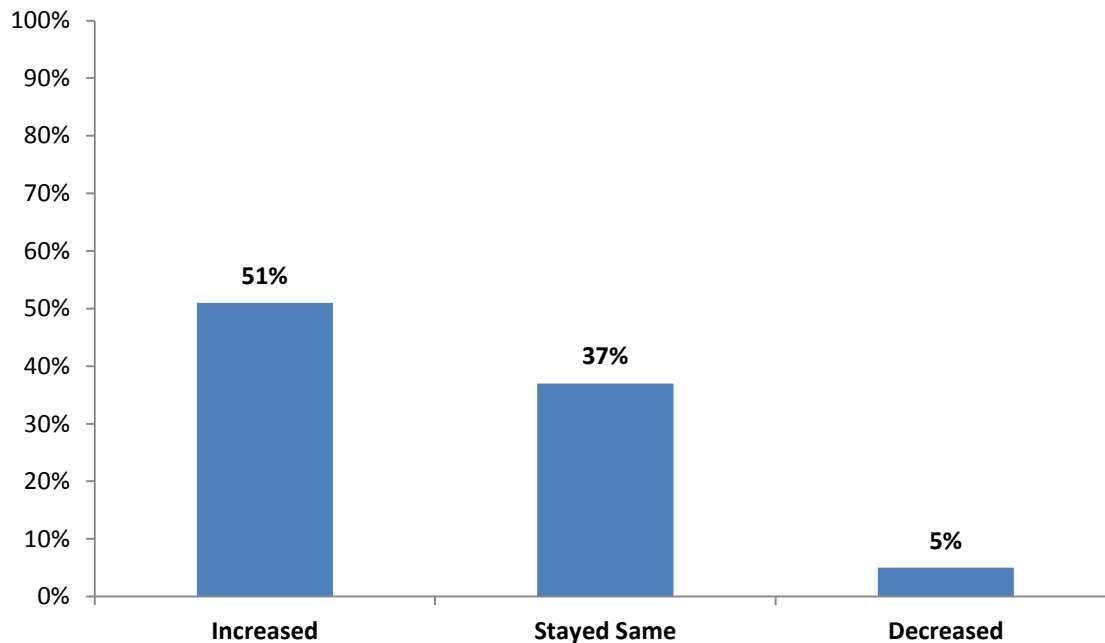
Getting Traders engaged with LYLM

tion of
stable c
(1,100-
e03) a
e, TIC1
+6CO-7
TIC14+7
ination
e03+70
+2Mg
the p
d to le

Getting traders engaged with LYLM

Market Managers continue their energy for LYLM, with half of them increasing their participation in 2014.

Quarter of traders devised special themes or promotions – and there is scope for bigger trader participation



Traders setting
up special
offers or
promotions for
LYLM 2014*

25%

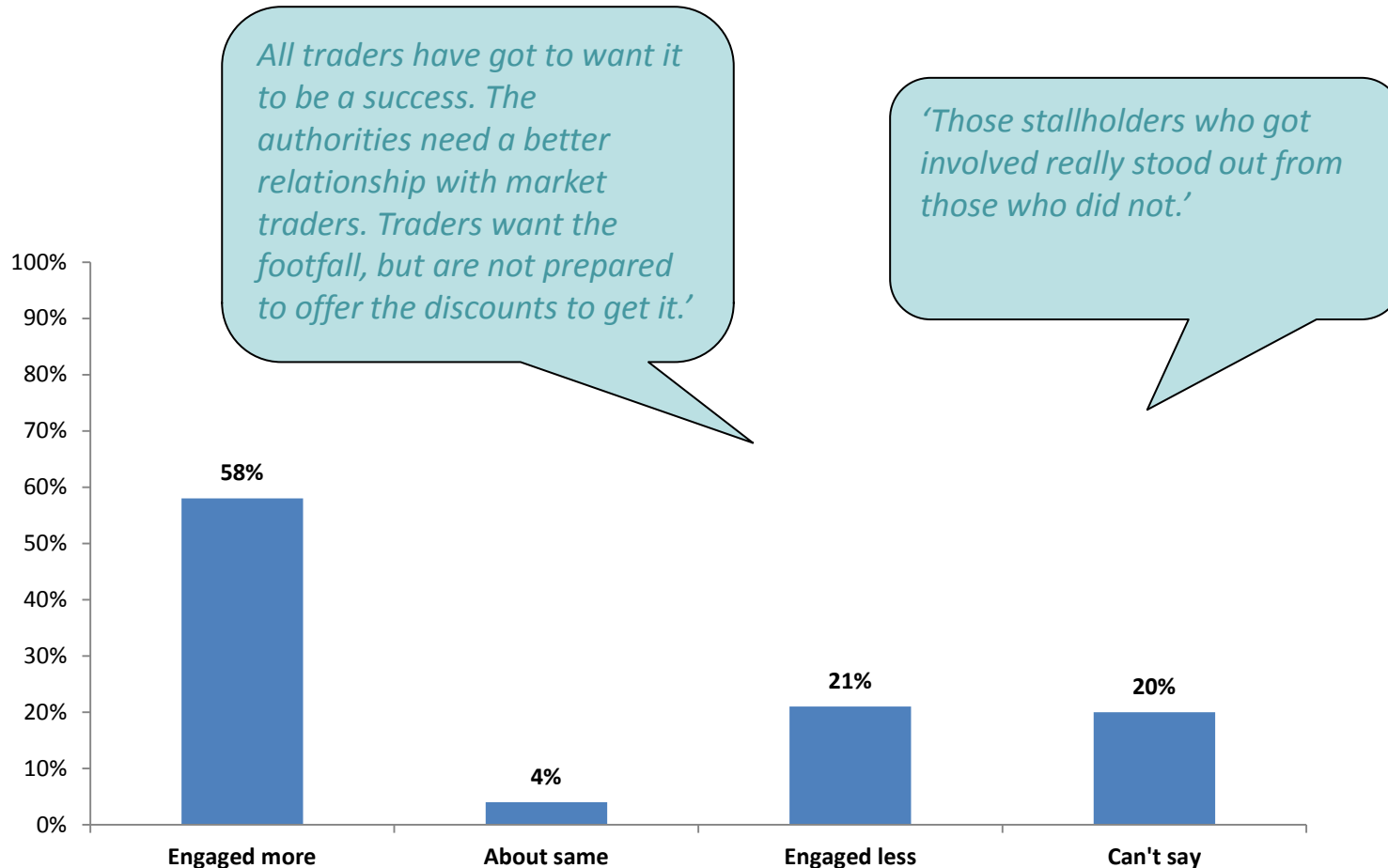
Q. How would you describe your level of participation in comparison with previous years?

What proportion of your traders set up special offers or promotions for LYLM 2014?

* based on phone interviews

Getting traders engaged

Managers perceive that New Traders are more actively engaged. Now managers need to engage their existing traders more fully into LYLM



Source : ROI Team follow-up market managers interviews by phone, July 2014

Q. Would you say New Traders are more engaged with the event than established traders ?

LYLM gives traders a boost

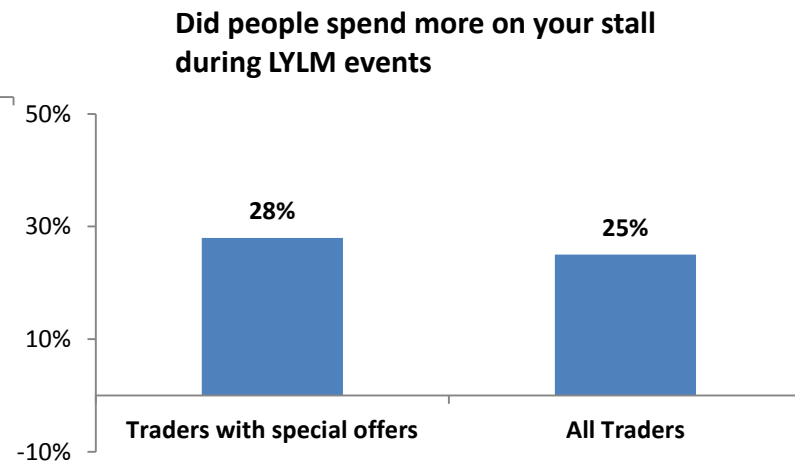
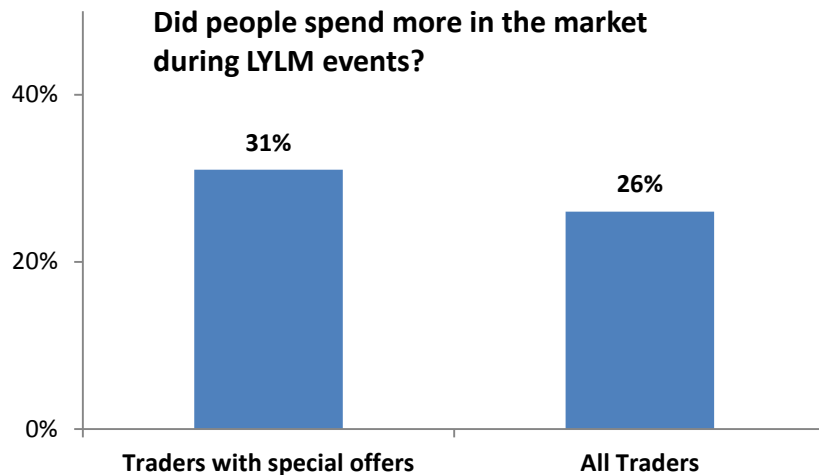
In open responses and qualitative comments traders demonstrate a very positive perception of LYLM. Almost without exception, these comments are positive



*Impact of LYLM 2014 :
Spend and footfall*

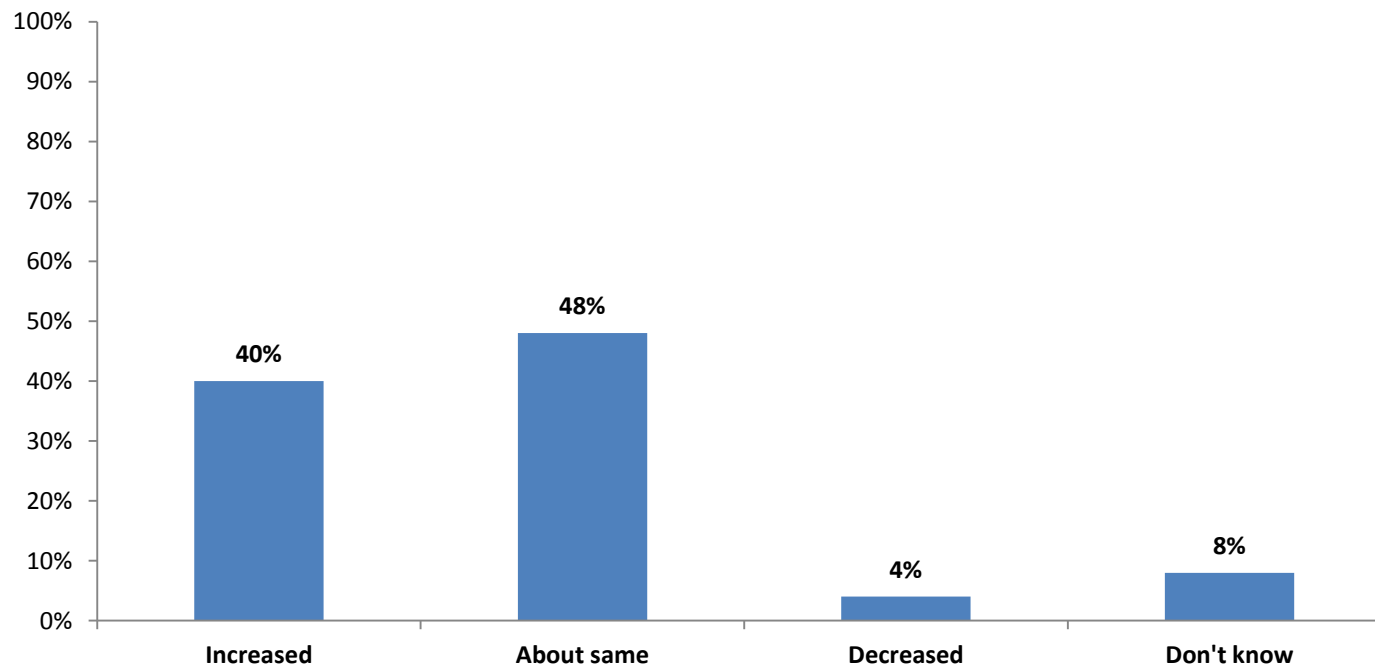
Traders with special offers prosper

In this survey of Traders, 23% set up a special LYLM offer or promotion. This group took more money than other traders and had a stronger perception of the positive impact of LYLM on spend



Managers report increased footfall during LYLM

Managers (and other on the spot observers) believe that footfall in their markets was up during LYLM, against the evidence of automated counting by PFM. The explanation may be that LYLM events have the effect of drawing crowds out of covered market halls (which are most easily measured automatically), so depressing footfall counts



Source : ROI Team follow up phone survey of participating market managers, July 2014

Q. How do you observe the impact of LYLM in your market(s) on Footfall?

LYLM enabled towns to outperform

Analysis from Springboard, who measure footfall in town centres and High Streets, provides a mixed picture across town centres and High Streets. But some towns measured by Springboard significantly outperformed the national High Streets Index during LYLM 2014

LYLM Market Location	Annual % Change
Belfast	6.5%
Bexleyheath	5.9%
Birmingham New St	6.4%
Beeston, Nottingham	35.4%
Bury St Edmunds	4.7%
Cambridge	3.1%
Gravesend	7.6%
Hastings	9.0%
Kenilworth	3.4%
Luton	16.1%

LYLM Market Location	Annual % Change
Manchester	36.6%
Newcastle	3.2%
Newport - Comm Street	3.7%
Northampton	8.4%
Redcar	14.5%
Sheffield	3.2%
UK Average	2.4%

Source Springboard
www.spring-board.info

Key: LYLM town outperforming the national average

tion of
 stable
 (1.100-
 003) &
 eco-
 TIC14-
 03+70
 2Mu
 the p
 to be

How market managers perceive LYLM 2014

LYLM gives Managers new heart

ROI Team's post-event telephone interviews (July 2014) with participating market managers unearthed a number of valuable comments

'Fantastic ambience. LYLM brings the market to life. It looked more vibrant and felt better. We got positive feedback from the public.'

'There was a buzz around the event, people like something that is different'

'LYLM definitely makes for a better atmosphere. People like to see more colour, the flags out, children smiling and walking about waving balloons'

'It is warmer and friendlier. We work with the community to create an atmosphere.'

'The fortnight was good, but any improvement in atmosphere ends when LYLM ends. It cannot roll on unless everyone engages. It is hard to move on beyond the fortnight.'

'Music has been crucial as part of the event which changes people's attitudes. We had bespoke colours made for the stalls and those really stood out.'

Don't
table
(1 100-
03) 6
TICL
CO
TICL
03-70
2M
the
to

Perceptions of support for market managers

'Lots of information and ideas for what we can do'

'They put on road shows to promote the event, what more can they do'

'I did go to a workshop last year which provoked useful and interesting discussions. Overall, nationally, LYLM has had a higher profile this year which is great.'

'Nabma do a great job with limited resources. DCLG could give LYLM more support as could the NMTF.'

'Nabma are the strongest out of the three mentioned. [Nabma, DCLG, and NMTF] This is because of the social media content they provide and the help given by them when you are setting things up. The NMTF were not particularly influential.'

'There's a lot more support this year, but it's too top level. LYLM as a body needs to engage more with the traders. They do an utterly amazing job with the staffing levels they have, but they need help with the nuts and bolts of this. It is great to have a website but it needs to be backed up with staff and resource. I think the publicity needs to be started earlier.'

'Yes, this year there was a higher use of social media. In terms of the industry, everyone was aware and could choose how to get involved. There was no excuse not to get involved'



Market Managers analyse engagement with traders

'Some of the traders need to have social media training. Some are not that young and are stuck in a routine, not computer savvy and wary of Facebook, Twitter, etc'

'The NMFT, Nabma and the local authorities should join forces and run LYLM as an industry event, rather than a Nabma event. There should be a panel to look at advertising'

'The NMFT needs to inform their members more about what's happening. I don't think they do! There should be more information directly from the NMFT to traders.'

'We would like to have more involvement and something tangible to go into our communications plan.'

'Traders move around so information about best practice needs to be shared via social media such as Facebook.'

'Its a case of promoting the event as best as we possibly can. We could do better on the issue of how we engage the traders with LYLM.'

'It would be helpful if we could establish more of a direct link between bodies such as Nabma, and the traders.'

'Next year we will be changing tack for LYLM fortnight and looking towards shoppers and increasing confidence, rather than providing stalls for traders. Time spent on traders is time taken away from improving the experience of shoppers.'



Managers outline their LYLM initiatives

'We reduced our stall fees for everyone. It was trade for a tenner for the whole two weeks. All new permanent traders under 25 were offered a three month rent free period within their first year of trading'

'We made it as easy as possible for new starters. They could take advantage of four weeks free rent'

'We are looking at apprenticeship schemes, attracting new brands'

'We focussed on the New Trader Package I outlined and on upskilling our existing traders'

'We designed our own flyers this year and carried over from last year the Trade for a Tenner initiative'

'Discounted rates. Traders could operate in the town centre market on new stalls for just £5 per day'

tion of
stable
(1,100-
03)
TIC14
ECO
TIC14
03+70
2Mg
the p
to be

Industrial
option as
+2MgCl₂ + Ti (1
(TiFeO₃) or rutile
tetrachloride, TiCl₄, is
+2FeCl₃ + 6CO + 2Mg (1
(900°C) TiCl₄ + 2Mg (1
product with oxygen
+2TiFeO₃ + 7Cl₂ + 8C
TiCl₄ + 2Mg (1,100°C
from the product
+TiCl₄ + 2FeCl₃
reduction as int

Love Your Local Market 2014 – more new traders and more new market careers



your local
market

Shoreditch Stables
Studio 13
138 Kingsland Road
E2 8DY London

info@roiteam.co.uk
www.roiteam.co.uk