

Weekly Markets Report – March 2025

Stallholders

All stallholders hold a casual trading licence, allowing them the flexibility to trade at the outdoor market as and when they choose.

Currently, there are four main regular traders:

- Fruit and vegetables
- Fish
- Plants
- Burgers

Additionally, we have occasional traders selling:

- Relishes & Cheese
- Pencil Art & Crafts
- Fabric Craft

Sadly, we recently received the news that our popular new trader, Dave 'The Big Scone Man', passed away earlier this month.

Income

Total income from stall rents as of 20th March is £2,409. However, the market experiences seasonal fluctuations, with weekly income this financial year ranging from £29 to £90. On most weeks, rental income has been around £45 to £53.

Promotion

We are actively seeking more regular traders to expand the market's offering and attract more visitors. Additionally, we continue to encourage customers to shop at the market to support local businesses.

The Wem Market Facebook page is used weekly to promote the outdoor market. This page is jointly managed Wem Town Hall, which operates the indoor market under licence.

Looking ahead, we plan to participate in 'Love Your Local Market', a national promotional event taking place in May 2025, to further raise awareness and attract new traders and customers.