

## **West Suffolk**

The development plan has an overarching framework applicable to all West Suffolk markets. These actions have been developed through feedback and best practice and will act as a roadmap for the markets team to work with traders, local stakeholders, and communities.

The recent engagement through the survey and town stakeholder engagement has provided reinforcement to previous issues in addition to providing new insight to some perceived shortcomings of the offer and barriers faced by new and existing traders.

This information has been used to introduce actions to address these and will be regularly monitored and added to over time.

<b>Theme</b>	<b>Action</b>	<b>Timeframe</b>	<b>Comments</b>
Supporting businesses	Assemble the dedicated markets team.	0-3 months	To ensure that markets are run from one dedicated team in Economic Development and Growth
Supporting businesses	Communicate the new development plan and approach to stakeholders and traders.	0-3 months	To ensure that partners and traders are all aware of the new way of working and the development plan objectives
Marketing the markets	Refresh the markets communication plan.	0-3 months	This will be regularly updated to ensure it remains current. There will also be an emphasis on individual town needs
Supporting businesses	Develop a relationship between	0-3 months	Market traders to be signposted to

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	markets and business support providers		business support providers such as Menta and Growth Hub to allow them access to advice and funding for growth
Supporting businesses	Set up a new method of communication for traders and market officers	0-3 months	To investigate a way for traders and market officers to easily communicate such as a WhatsApp group
Supporting businesses	Build a trader database to use for management, engagement, and promotion.	3-6 months	To consolidate all the information held relating to traders in one place that can be used to communicate and promote more effectively
Supporting businesses	Provide a more robust customer service experience for traders	3-6 month	Investigate the potential for West Suffolk customer services to support trader enquiries
Working with the community	Develop a West Suffolk towns and markets group.	3-6 months	Create a forum whereby interested parties from each of the towns can provide

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			feedback and insights from the towns and markets
Supporting Businesses	Update and promote the West Suffolk Market Start Up guide.	3-6 months	To ensure that the current guide is fit for purpose and includes all the information that a new trader needs
Supporting Businesses	Provide training for market officers to enable them to use social media platforms to promote markets.	3-6 months	To increase the amount of promotion that can be done on a market day and to provide additional support and engagement to traders
Working with the community	Investigate opportunities to provide activities and information on our markets to engage with hard-to-reach groups	3-6 months	By using partners such as Abbeycroft, SCC Libraries Service, Active Suffolk, Feel Good Suffolk.
Supporting Businesses	Explore incentives to encourage traders to become permanent.	6-9 months	Work with new and existing traders to understand any barriers to becoming permanent and explore incentives to mitigate these
Supporting Businesses	Carry out a review of the market licence	9-12 months	To refresh and update the MLR to reflect

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	regulations (MLR).		the way markets need to operate now and, in the future,
Supporting Businesses	Review current operational costs.	9-12 months	To review the cost of delivering markets and to look at potential ways to save to reinvest into the market
Supporting Businesses	Develop a clear Inclement Weather Policy.	9-12 months	To ensure that there is clear guidance on how markets operate in cases of severe weather warning and what measure can be put in place
Supporting Businesses	Investigate measures to further streamline admin and finance procedures.	9-12 months	To review the existing processes for managing the markets, bookings, and finances
Working with the community	Update and engage with local members and partners on strengths, weaknesses, and opportunities at their markets.	9-12 months	To provide regular update to town stakeholders on progress and to review and issues or feedback
Working with the community	Carry out periodic customer research	12-18 months	To regularly check in with users and non-users of the market to understand what measures are working

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Caring for the environment	Investigate a waste and recycling scheme by looking at best practice and consulting with traders how this could work.	12-18 months	To begin to reduce the environmental impact of waste on the market and to reduce the associated costs involved.
Supporting Businesses	Review the first year of the development plan	12-18 months	To evaluate the activity of the first 12 months of the development plan and report to members and stakeholders
Supporting Businesses	Investigate a gazebo hire and purchase scheme for new traders	12-18 months	To offer a scheme whereby a trader can rent a gazebo and in turn purchase over time
Working with the community	Formalise links with higher education and West Suffolk College	12-18 months	To work closer with West Suffolk College to provide opportunities for young people to start a business on the market and to engage with the local community
Caring for the environment	Design and implement a market sustainability plan	12-18 months	To create a mechanism whereby less waste is generated by the market to benefit the environment and future sustainability of the market

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Marketing the markets	Work with tourism partners in the east of England to promote our markets as a visitor attraction	12-18 months	To ensure that West Suffolk markets are a key attraction of West Suffolk towns and are promoted to visitors
Working with the community	Work with other local authorities and town councils on how to develop a Suffolk or East Anglian market brand	18-36 months	Develop links with neighbouring authorities to share best practice, cross promote and work together

## **Brandon**

### Survey Summary

- 16 commented on Brandon
- 33% visit once a week; 44% a few times a month
- 50% satisfied with the current market; 6% dissatisfied.
- Positives – good location and quality produce
- Negatives – not enough stalls or variety

Brandon market is situated on the market square in the heart of the town and operates a weekly market on a Thursday.

Only 10 minutes from the A11 and approximately 40 miles from both Cambridge and Norwich, with an hourly train service to both, Brandon is also a service centre for the local population and American air force families.

The market in Brandon faces issues such as a lower number of stall and issues around parking however this market has grown in recent years with traders feeling supported. There are opportunities to attract more traders with a wider variety of offers in addition to introducing more entertainment and exploring specialised event markets in partnership with the community.

<b>Theme</b>	<b>Action</b>	<b>Timeframe</b>	<b>Comments</b>
Marketing the markets	Review the existing signage for market promotion	0-3 months	To ensure that the signage in the town is performing correctly
Working with the community	Work with partners to review the Christmas offer for 2025	0-3 months	Investigate the potential for the market to be a part of any Christmas events in the town
Supporting Businesses	Add permanent traders to West Suffolk Markets website.	3-6 months	To provide a directory of traders on the market including contact details and links to websites and social media
Supporting Businesses	Organise regular trader meetings.	3-6 months	To provide regular opportunities for traders to contact the right people in the team to discuss

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			any issues regarding the market and future initiatives
Working with the community	Encourage local businesses to use the market as a shop front.	3-6 months	Build relationships with shops and businesses in and around the town to encourage them to promote their business through the market
Working with the community	Promote the market as a community market with free stalls.	3-6 months	Engage with local community groups and charities to provide an alternative offer to the market
Supporting Businesses	Explore initiatives to boost footfall and trader attendance in January and February	3-6 months	Initiatives such as "January Sales" for the market to drive footfall and boost trader for traders in the quieter months
Supporting Businesses	Add events and special markets to help reinstate the Saturday market.	6-9 months	To explore the demand from traders and visitors for an additional market on a Saturday
Providing an experience	Investigate and implement the appropriate event market(s) for the town	6-9 months	Working with traders and stakeholders to understand what type of event will be suitable for the town
Supporting Businesses	Review market regulations for Brandon.	9-12 months	To take into account the individual difference and needs of the town when making



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changes to the rules  
and regulations

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Supporting Businesses	Develop a clear Inclement Weather Policy for Brandon.	9-12 months	To take into account the individual difference and needs of the town when considering this policy
Supporting Businesses	Expand the Young Trader Markets to cover Brandon	12-18 month	To introduce a Young Trader market

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## **Bury St Edmunds**

### Survey Summary

- 101 commented on Bury St Edmunds
- 36% visit once a week; 31% a few times a month
- 41% satisfied with the current market; 8% dissatisfied; 2% very dissatisfied
- Positives – good variety, friendly atmosphere, quality produce
- Negatives – too many food stalls, lack of choice, decline in stall numbers.

The 'jewel in the crown of Suffolk' and the home of Saint Edmund, the original patron Saint of England, Bury St Edmunds is the largest town in West Suffolk.

Bury St Edmunds market is held in the Buttermarket/Cornhill/Traverse area of the town centre and operates a twice weekly provisions market on a Wednesday and Saturday. A "makers market" is also held on the first Sunday of each month (March to December)

The engagement identified some issues around the perceived excess of food vendors on the market with several suggestions to increase the variety of the offer in the town. There are opportunities however to support young and new traders to the market with the reported comradery among existing traders and a friendly atmosphere.

<b>Theme</b>	<b>Action</b>	<b>Timeframe</b>	<b>Comments</b>
Working with the community	Work with the BID/DMO to promote the market	0-3 months	Continue the relationship with the BID and DMO to promote the market to residents and further afield as a visitor attraction
Working with the community	Work with partners to review the Christmas offer for 2025	0-3 months	Investigate the potential for the market to be a part of any Christmas events in the town
Supporting Businesses	Add permanent traders to West Suffolk Markets website.	3-6 months	To provide a directory of traders on the market including contact details and links to websites and social media
Supporting Businesses	Organise regular trader meetings.	3-6 months	To provide regular opportunities for traders to contact the right people in the team to discuss any issues regarding the market and future initiatives

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Working with the community	Encourage local businesses to use the market as a shop front.	3-6 months	Build relationships with shops and businesses in and around the town to encourage them to promote their business through the market
Working with the community	Promote the market as a community market with free stalls.	3-6 months	Engage with local community groups and charities to provide an alternative offer to the market
Providing an experience	Use the Food Area as a focal point of the market and promote special offers and meal deals.	3-6 months	To draw visitors to a dedicated food area of the market and provide seating etc.
Providing an experience	Review the existing signage for market promotion	3-6 months	Undertake a signage audit to ensure that the signage is suitable for the needs of the market
Supporting Businesses	Explore initiatives to boost footfall and trader attendance in January and February	3-6 months	To promote a "January sale" to the market to encourage visitors and to incentivise and reward traders that attend in these months
Providing an experience	Provide additional seating, music and activities	6-9 months	To expand the current offer to attract people to visit the market and enjoy the experience
Providing an experience	Investigate a market day map for Wednesday and Saturday permanent stalls	6-9 months	To produce a market map showing the locations of permanent traders and other attractions to support visitors
Supporting Businesses	Review market regulations for Bury St Edmunds.	9-12 months	To consider the individual difference and needs of the town when making

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changes to the rules and regulations

Supporting Businesses	Develop a clear Inclement Weather Policy for Bury St Edmunds.	9-12 months	To consider the individual difference and needs of the town when considering this policy
Supporting Businesses	Review the charging structure based on supply and demand	9-12 months	To investigate any potential measures to improve the current charging structure of both weekly markets
Supporting Businesses	Review Wednesday pitch fees and Saturday casual trader rates.	9-12 months	To understand the differences between Wednesday and Saturday traders to find a measure to boost Wednesday traders

## **Clare**

### Survey Summary

- 16 commented on Clare
- 89% visit once a week; 11% every few months.
- 44% satisfied with the current market; 19% neutral.
- Positives – quality stalls, parking availability
- Negatives – small number of stalls, lack of choice

Clare has a rich history and boasts the title of Suffolk’s smallest town. It is home to a grand wool church, a ruined castle and Clare Priory, one of the oldest religious houses in England. The thriving picturesque town hosts a monthly market, a range of independent shops, cafes and restaurants.

With its independent retailers and tourist attractions as well as historic surroundings it has plenty to offer businesses, visitors and people who wish to call it home.

The engagement identified that users of the Clare market were very satisfied although the market is small there could be opportunity to explore attracting a wider variety to attend. Similarly, traders were also satisfied (75%) although some issues around the public realm were identified and coordination with shop opening times could be addressed.

<b>Theme</b>	<b>Action</b>	<b>Timeframe</b>	<b>Comments</b>
Working with the community	Work closely with the Clare Business Association to promote the towns offer	0-3 months	Build a relationship with the CBA and the Visit Clare brand to promote the market as a visitor attraction
Providing an experience	Review the existing signage for market promotion	0-3 months	Undertake a signage audit to ensure that the signage is suitable for the needs of the market
Working with the community	Work with partners to review the Christmas offer for 2025	0-3 months	Investigate the potential for the market to be a part of any Christmas events in the town
Supporting Businesses	Add permanent traders to West Suffolk Markets website.	3-6 months	To provide a directory of traders on the market including contact details and links to websites and social media

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Supporting Businesses	Organise regular trader meetings.	3-6 months	To provide regular opportunities for traders to contact the right people in the team to discuss any issues regarding the market and future initiatives
Working with the community	Encourage local businesses to use the market as a shop front.	3-6 months	Build relationships with shops and businesses in and around the town to encourage them to promote their business through the market
Working with the community	Promote the market as a community market with free stalls.	3-6 months	Engage with local community groups and charities to provide an alternative offer to the market
Supporting Businesses	Explore initiatives to boost footfall and trader attendance in January and February	3-6 months	To promote a "January sale" to the market to encourage visitors and to incentivise and reward traders that attend in these months
Working with the community	Engage with residents for input on the market	6-9 months	Continue to "Markets Matter" conversation with the community to understand what they want from a market and what they can do to support it
Supporting Businesses	Review market regulations for Clare.	9-12 months	To take into account the individual difference and needs of the town when making changes to the rules and regulations
Supporting Businesses	Develop a clear Inclement Weather Policy for Clare.	9-12 months	To take into account the individual difference and needs of the town when considering this policy

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Providing an experience

Investigate and implement the appropriate event market for the town

9-12 months

Working with traders and stakeholders to understand what type of event market will be suitable for the town

## **Haverhill**

### Survey Summary

- 41 commented on Haverhill
- 11% visit twice a week; 31% once a week, 11% every few months
- 49% very dissatisfied with the current market; 5% satisfied.
- Positives – friendly regular traders, makers market, nothing to like
- Negatives – not enough stalls, too small, no variety

Haverhill is the second largest town in West Suffolk and the centre has two distinct parts with retail focused on High Street and service provision on Queen Street. The market is situated in Market Square in between these areas and is ideally located to attract the town centre footfall.

The market is held twice weekly in addition to a monthly makers market during the season which attracts many traders and footfall to the town.

The issues highlighted by the engagement focus on the perceived lack of stalls and variety on offer, however those stall that are available were reported to be friendly with good produce in addition to the makers market.

There are clear opportunities for Haverhill around attracting more traders and a variety of products to invigorate the positive feeling around the market and drive footfall in addition to providing more support for existing traders in the town.

<b>Theme</b>	<b>Action</b>	<b>Timeframe</b>	<b>Comments</b>
Working with the community	Continue a relationship with the town council events	0-3 months	To continue working in partnership to ensure that markets can add to other events that are delivered in the town
Working with the community	Offer local charities free trading to promote causes	0-3 months	To provide the opportunity for alternative stalls on the market to promote good local causes
Supporting Businesses	Regularly provide information to traders about business support and funding available	0-3 months	To support businesses that are looking to grow or expand by signposting them to the appropriate business support on offer
Working with the community	Work with partners to review the Christmas offer for 2025	0-3 months	Investigate the potential for the market to be a part of any Christmas events in the town



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Supporting Businesses	Add permanent traders to West Suffolk Markets website.	3-6 months	To provide a directory of traders on the market including contact details and links to websites and social media
Supporting Businesses	Organise regular trader meetings.	3-6 months	To provide regular opportunities for traders to contact the right people in the team to discuss any issues regarding the market and future initiatives
Working with the community	Encourage local businesses to use the market as a shop front.	3-6 months	Build relationships with shops and businesses in and around the town to encourage them to promote their business through the market
Working with the community	Promote the market as a community market with free stalls.	3-6 months	Engage with local community groups and charities to provide an alternative offer to the market
Marketing the markets	Investigate marketing opportunities to new housing sites	3-6 months	To develop a plan to attract residents to the new housing in and around Haverhill that report not to use the town centre
Working with the community	Work with local businesses in and out of town to use the market as a "shopfront"	3-6 months	Build relationships with shops and businesses in and around the town to encourage them to promote their business through the market
Providing an experience	Review the existing signage for market promotion	3-6 months	Undertake a signage audit to ensure that the signage is suitable for the needs of the market

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Supporting Businesses	Explore initiatives to boost footfall and trader attendance in January and February	3-6 months	To promote a "January sale" to the market to encourage visitors and to incentivise and reward traders that attend in these months
Providing an experience	Investigate vacant units for pop up/indoor markets	6-9 months	To investigate the potential for a market space outside of the regular market days utilising a vacant unit in the town centre
Supporting Businesses	Build on the success of Makers Markets with additional Saturday speciality	6-9 months	To review the demand for an additional speciality market in the town and understand the measures needed to deliver
Working with the community	Ensure the market is a part of any future High St redevelopment	6-9 months	By working closely with the project lead for Haverhill High St to ensure that the market is a consideration in this project
Supporting Businesses	Review market regulations for Haverhill.	9-12 months	To take into account the individual difference and needs of the town when making changes to the rules and regulations
Supporting Businesses	Develop a clear Inclement Weather Policy for Haverhill.	9-12 months	To take into account the individual difference and needs of the town when considering this policy
Providing an experience	Investigate and implement the appropriate event market for the town	9-12 months	Working with traders and stakeholders to understand what type of event market will be suitable for the town

## **Mildenhall**

### Survey Summary

- 27 commented on Mildenhall
- 48% visit once a week; 9% rarely
- 44% dissatisfied with the current market; 15% satisfied.
- Positives – good variety, friendly regular traders, location
- Negatives – lack of stalls, lack of variety and choice, too many food stalls

A traditional weekly market on Fridays has been held regularly since 1412, when a royal market charter was first granted. The market is still held in the Market Place every Friday.

There are plenty of regular stalls to explore including: local fruit and vegetables, fresh fish, authentic Thai food, key cutting and shoe repairs.

Mildenhall engagement identified several issues around the lack of stalls and offer available to customers but highlighted the opportunities to improve the market with better promotion in the town, increased support to new and existing traders in addition to working with the community.

<b>Theme</b>	<b>Action</b>	<b>Timeframe</b>	<b>Comments</b>
Providing an experience	Review the existing signage for market promotion	0-3 months	Undertake a signage audit to ensure that the signage is suitable for the needs of the market
Supporting Businesses	Revise the market plan to better use the space	0-3 months	Explore the use of the existing space and trial new layout solutions in consultation with the traders
Working with the community	Work with partners to review the Christmas offer for 2025	0-3 months	Investigate the potential for the market to be a part of any Christmas events in the town
Working with the community	Work with Mildenhall Town Council on market delivery	3-6 months	Investigate the potential for partnership working in relation to gazebo storage, set up and market promotion.
Supporting Businesses	Add permanent traders to West Suffolk Markets website.	3-6 months	To provide a directory of traders on the market including contact details

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and links to websites and social media

Supporting Businesses	Organise regular trader meetings.	3-6 months	To provide regular opportunities for traders to contact the right people in the team to discuss any issues regarding the market and future initiatives
Working with the community	Encourage local businesses to use the market as a shop front.	3-6 months	Build relationships with shops and businesses in and around the town to encourage them to promote their business through the market
Working with the community	Promote the market as a community market with free stalls.	3-6 months	Engage with local community groups and charities to provide an alternative offer to the market
Marketing the markets	Improve the awareness of the market to the USAFE	3-6 months	Build on the relationship with the bases in West Suffolk and develop a targeted marketing campaign to the families stationed there
Working with the community	Build relationships with local craft groups	3-6 months	Establish a relationship with local craft group to build a core group to trial makers markets in Mildenhall
Working with the community	Encourage local businesses to flexibly use the market as a shopfront	3-6 months	Build relationships with shops and businesses in and around the town to encourage them to promote their business through the market
Working with the community	Work with partners to highlight the tourist offer and	3-6 months	To create a package of attractions in Mildenhall and work with partners to

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	develop links with Mildenhall Museum.		promote what the town has to offer around the market and beyond
Supporting Businesses	Investigate a Friday Makers Market	3-6 months	Understand the demand and potential for a markers market on a Friday in Mildenhall
Marketing the markets	Work with Sainsburys on market promotions	3-6 months	To work in partnership to signpost customers to the market and investigate cross promotional offers
Supporting Businesses	Explore initiatives to boost footfall and trader attendance in January and February	3-6 months	To promote a "January sale" to the market to encourage visitors and to incentivise and reward traders that attend in these months
Providing an experience	Explore the potential for other types of trading such as "car boot" stalls	6-9 months	Understand the potential and demand to draw a new style of trading into the market to drive footfall to attract more permanent regular traders
Providing an experience	Investigate using additional space inside the shopping centre.	6-9 months	Work with property to understand the appetite of the landowners to use space in and around the shopping centre
Supporting Businesses	Review market regulations for Mildenhall.	9-12 months	To consider the individual difference and needs of the town when making changes to the rules and regulations
Supporting Businesses	Develop a clear Inclement Weather Policy for Mildenhall.	9-12 months	To consider the individual difference and needs of the town when considering this policy

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Providing an experience	Investigate and implement the appropriate event market for the town	9-12 months	Working with traders and stakeholders to understand what type of event market will be suitable for the town
Supporting Businesses	Expand the Young Trader Markets to cover Mildenhall	12-18 month	To introduce a Young Trader market

## **Newmarket**

### Survey Summary

- 20 commented on Newmarket
- 31% a few times a month; 6% once a month
- 65% very dissatisfied with the current market; 5% satisfied.
- Positives – friendly traders, convenient location, many noting ‘nothing to like’.
- Negatives – lack of stalls, inconvenient location, lack of variety.

The unique historic town and local area is a visitor attraction in itself with much to offer for all the family. It has a range of high-quality places to stay and eat, including independent retailers offering local goods.

The market square hosts the twice weekly market in addition to a monthly makers market

Newmarket had the highest dissatisfaction levels across all market towns, with 75 per cent of respondents selecting ‘very dissatisfied’ or ‘dissatisfied’ and the challenges raised focus on the lack and variety of the stall and the current location of the market on Market Square

There is opportunity in Newmarket to build the market trader base by improving the public realm of the current market to attract new and different types of traders while working in partnership with the town council to continue to work on a High St move in the future.

<b>Theme</b>	<b>Action</b>	<b>Timeframe</b>	<b>Comments</b>
Working with the community	Work with the Guineas to jointly promote events	0-3 months	To work in partnership to cross promote the market and the shopping centre and explore ways of working together
Working with the community	Work with the BID/DMO to promote the market	0-3 months	Continue the relationship with the BID and DMO to promote the market to residents and further afield as a visitor attraction
Providing an experience	Improve the appearance of the town centre	0-3 months	Utilising a set budget to improve the look and feel of the market square to attract more visitors and traders to a welcoming environment

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Providing an experience	Investigate with partners a lower speed limit for the High St	0-3 months	To understand the possibility and impact of lower speed limit on the high st on footfall and pedestrian movements
Working with the community	Work with partners to review the Christmas offer for 2025	0-3 months	Investigate the potential for the market to be a part of any Christmas events in the town
Working with the community	Work with NCF on market rejuvenation	0-3 months	The "Aligning Newmarket's stakeholders around a set of transformative interventions" report includes interventions around market rejuvenation and this should be done in collaboration
Providing an experience	Review the existing signage for market promotion	0-3 months	Undertake a signage audit to ensure that the signage is suitable for the needs of the market
Supporting Businesses	Add permanent traders to West Suffolk Markets website.	3-6 months	To provide a directory of traders on the market including contact details and links to websites and social media
Supporting Businesses	Organise regular trader meetings.	3-6 months	To provide regular opportunities for traders to contact the right people in the team to discuss any issues regarding the market and future initiatives
Working with the community	Encourage local businesses to use the market as a shop front.	3-6 months	Build relationships with shops and businesses in and around the town to encourage them to promote their business through the market



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Working with the community	Promote the market as a community market with free stalls.	3-6 months	Engage with local community groups and charities to provide an alternative offer to the market
Providing an experience	Investigate a market day "pick up point"	3-6 months	To allow a dedicated location for visitors to be dropped off and picked up with their goods from the market
Supporting Businesses	Explore initiatives to boost footfall and trader attendance in January and February	3-6 months	To promote a "January sale" to the market to encourage visitors and to incentivise and reward traders that attend in these months
Providing an experience	Investigate the frequency of the market up to 7 days	6-9 months	Understand the potential and interest for more frequent market days in the town
Providing an experience	Explore the potential for other types of trading such as "car boot" stalls	6-9 months	Understand the potential and demand to draw a new style of trading into the market to drive footfall to attract more permanent regular traders
Supporting Businesses	Review market regulations for Newmarket.	9-12 months	To take into account the individual difference and needs of the town when making changes to the rules and regulations
Supporting Businesses	Develop a clear Inclement Weather Policy for Newmarket.	9-12 months	To consider the individual difference and needs of the town when considering this policy
Providing an experience	Investigate and implement the appropriate event	9-12 months	Working with traders and stakeholders to understand what type of

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market for the town

event market will be suitable for the town

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Providing an experience

Revisit the Newmarket High St scheme

18-36 months

To return to investigate the potential of implementing the Newmarket High St market scheme from 2024