

Mid-Summer Market Rents

Background

Traders paid £35 per pitch for the 2026 Midsummer Market. This is the same fee charged for pitches at the Christmas Festival Market.

The Christmas Festival Market runs from 12pm to 6pm and attracts many more visitors. The Midsummer Market runs from 9am to 1pm and has much lower footfall.

After the Midsummer Market, traders suggested that the £35 fee was too high for the level of trade.

For comparison a weekly market pitch (8am to 1pm) is £8 but the market requires no additional staff time.

Recommendation

The pitch fee for future Midsummer Markets is reduced to £15 per pitch.

Traders who attended the 2026 Midsummer Market receive a £20 refund for each pitch they booked.

The refund can be paid either directly to the trader; or as a £20 credit against the cost of a pitch at the Christmas Festival Market.

This change would make the fee fairer and help encourage traders to continue supporting future Midsummer Markets.