

IN
EXETER

POSITION STATEMENT.

**THE FUTURE OF MARKETS
& EVENTS INEXETER.**



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Since the pandemic, InExeter has focused on bringing forward markets and events with the principle aim of activating and animating different parts of the city, driving footfall, and increasing dwell time for residents and visitors.

In the last four years, we have delivered a multitude of unique events and brought forward a variety of markets which have contributed to the city's cultural richness and unique identity. We established a **network** of several hundred local traders who are growing their enterprising activities and customer base and we have **nurtured** strong and lasting partnerships with **city stakeholders** and **community partners**.

As 2023 ended, both our Markets Manager and Events Manager accepted new posts and left InExeter. This has provided an opportunity for us to take stock reflect on how best to target our resources. We have undertaken a review of the **impact** of our markets and events programmes reflecting on the learning and experience and evaluating the **role** that InExeter plays.

Whilst **recognising** the important contribution these activities have made in activating the city, we have made the decision not to reappoint to these positions.

In the current economic climate, it is more important than ever that we review and respond to the needs of our business members.

Rising costs, societal and climate challenges mean we need to be able to pivot and provide a responsive service. We are committed to getting the basics right, delivering an excellent core offer and working hard to celebrate and advocate on behalf of the incredible businesses in our city.

For the financial year 2024/25, this will include:

- Moving from 5 day/week to a 7 day/week responsive **street cleansing** service to businesses.
- Continued **street enhancements** through planting, landscaping, city dressing and Christmas lights.
- Dedicated **place marketing** celebrating businesses, coordinating campaigns, and working with strategic partners to promote Exeter.
- Working with city partners to bolster safety and **security** in the city.

Continued...

We will be consulting with businesses about the role that InExeter plays in facilitating events and markets in the city and will set out our plans for the next BID term in due course.

In terms of immediate next steps, we are working on the following:

- **The Fore Street Flea**

InExeter is committed to continuing the Fore Flea Street, a business-led event that demonstrably improves footfall and engages the local community. We have appointed Ellie Taylor, as a self-employed local lead to deliver the quarterly markets on our behalf in 2024.

Provisional Dates for the Fore Street Flea in 2024 are:

Sunday 12th May

Sunday 14th July

Sunday 15th September

Sunday 17th November

You can follow us on [Eventbrite](#) to receive updates when we release pitches, join the [Fore Street Flea Bags Facebook Group](#) or contact Ellie at forestreetfleamarket@gmail.com for more information.

- **The Independent Market**

Following discussions with our partner [Exeter Cathedral](#), the delivery of the Independents Market will now shift so that the Cathedral takes responsibility for the organisation and running of the market events in 2024.

InExeter will act in a supporting capacity, but not have any role in the direct delivery of the event.

- **The Young Market Traders Regional Final**

The National Market Traders Federation will be working with [Exeter Cathedral](#) to bring the Young Traders Regional Final back to Exeter in July 2024. The event will be hosted on Cathedral Green.

InExeter will act in a supporting capacity but not have any role in the direct delivery of the event.

- **City Events**

We will not be able to deliver events for the rest of this BID term (2020-25). We will also not be able to sponsor events. We will be consulting with businesses about the priorities of our next BID term (2025-30).

If you are a trader and are looking for support with trading at markets, please contact [The National Market Traders Federation](#).

If you have any questions or would like to speak to us about this decision, please feel free to contact Nicola@inexeter.com 07961 622 780.

