

AY-Up Market

Friday 16 - Sunday 18 June 2023
Event Evaluation



UK Government



IT'S IN NOTTINGHAM



Nottingham
City Council

Background

Ay-UpMarket returned to Old Market Square for a second year, from Friday 16 - Sunday 18 June 2023. The event was designed to give Nottingham's independent retail businesses - both bricks and mortar and online - the opportunity to trade at a unique event to highlight the city's fantastic independent retail sector.

This year's event was made possible thanks to £30,000 funding from the UK Government through the UK Shared Prosperity Fund.





Faux Butcher



Snail and Rabbit



Made in kNotts



Odworks Interiors



Hallo Ceramics



Gee & Gee's



Dragonflame Candles



Banquet 1415

In addition to retail, a programme of street entertainment was offered.

Across the weekend, the market saw performances from City Arts, Can Samba and Nottingham Asian Arts Council, as well as creative workshops with The Carousel.



Bubbles



City Arts



Dhol Drums



Stilts



Can Samba



The Carousel

Further stage-based entertainment took place within the licensed bar area. Working with The Bodega, Mimm & Phlexx Records and Acoustic Rooms, full stage line-ups were programmed throughout the weekend.



Megs



Nottingham Asian Arts Council



Aïcha



Car Crash Compilation



Maria Bonita Dance Company



KAP



Nottingham Asian Arts Council

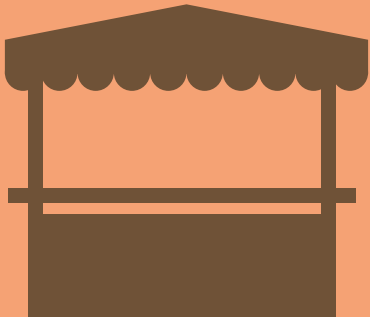
Highlights



140,574
visitors to the city
(16% increase
from 2022)



£32K
commissioned
entertainment



62
independent
traders (30 bricks
and mortar)



499K+
digital marketing
reach

Partner Summary

"It was such a pleasure to work with you on this project and would not have been possible without your dedication. We would like to thank you again for all your efforts and for helping us take Pitch to the next level. We look forward to collaborating with you in the future."



"The market was incredibly well organised, everything was seamless from the correspondence we had beforehand to setting up and closing down."



"Just wanted to say a massive thanks for Friday! Was great to be involved again. Food, stalls and music were all top tier. Thought it was a wicked event. You guys made it run so smoothly."

"We delivered workshops to an incredibly diverse range of people and worked with over 200 people over the weekend. A lot of participants mentioned that at these type of events there doesn't tend to be activities for children so the workshops were really appreciated and incredibly well received."



"The Ay-UpMarket created a community feel within the city centre, with traders, street food, street performances and live music - it felt like a mini festival."

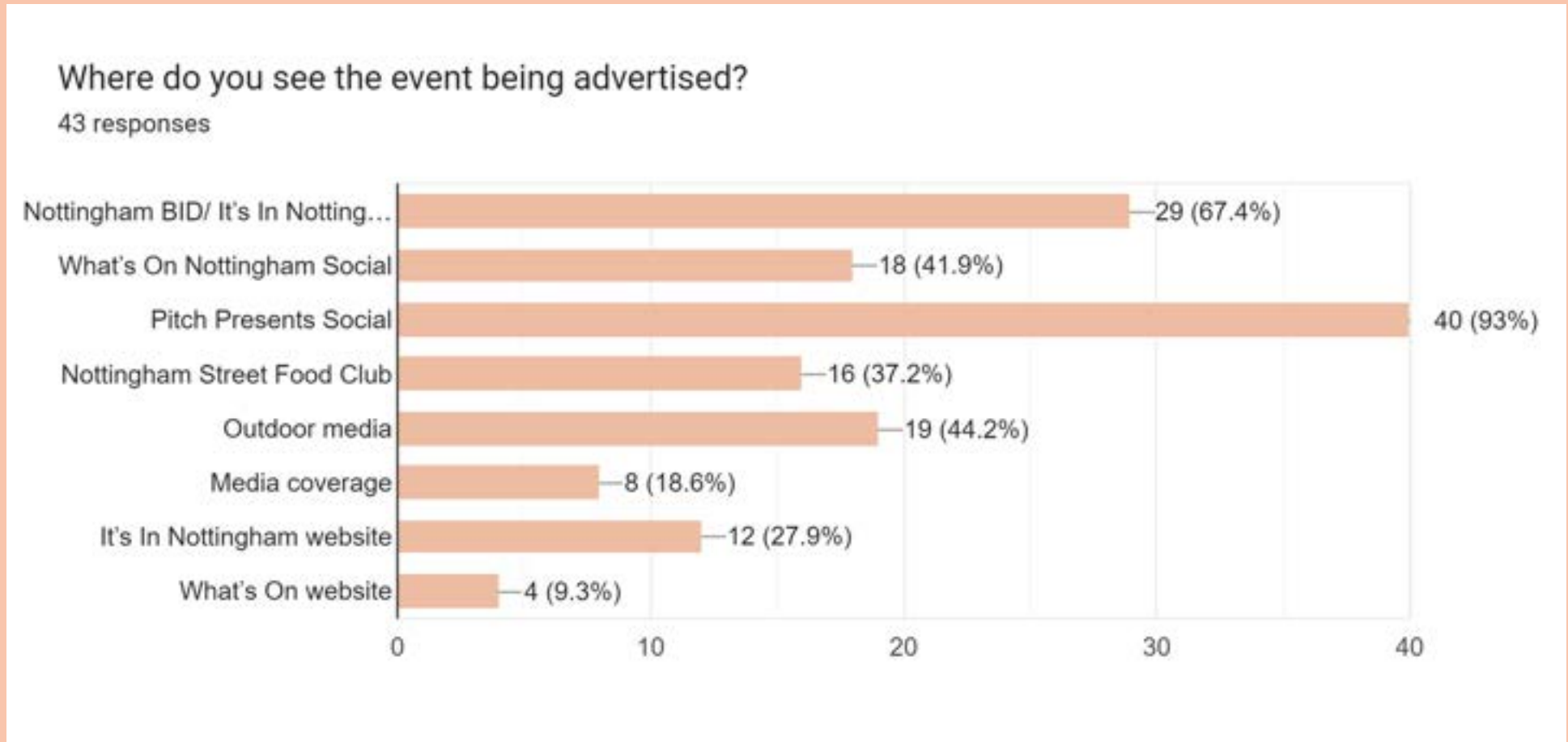


"Fantastic event and atmosphere. Big thanks to you and all your crew for all your hard work too. It was a brilliant event with some fantastic reviews and feedback. Thank you for giving the NAAC Music & Dance Academy students a platform to perform and gain confidence in performing in front of a great audience."



Marketing

From the stallholder survey issued to all retail traders (43 responses - up from 37 last year).



Digital Marketing

What's On Nottingham website visits

Total event page views: 4,899

Views on Friday: 988

Views on Saturday: 725

Views on Sunday: 386

What's On Nottingham and My Nottingham social media

Reach: 59,125

Impressions: 90,248

Engagement: 3,584

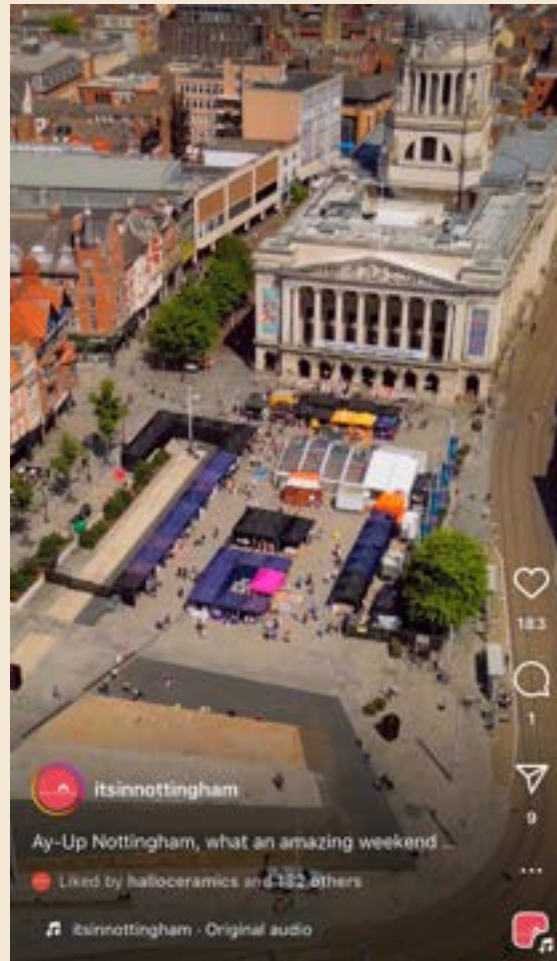
It's in Nottingham social media

Reach: 178,245

Impressions: 51,377

Engagement: 13,809

Reel views: 82,751



E-newsletters

Ay-UpMarket was featured in three What's On Weekly newsletters:

- 51,419 subscribers
- 85,272 total emails opened
- 37% average open rate
- 678 link clicks

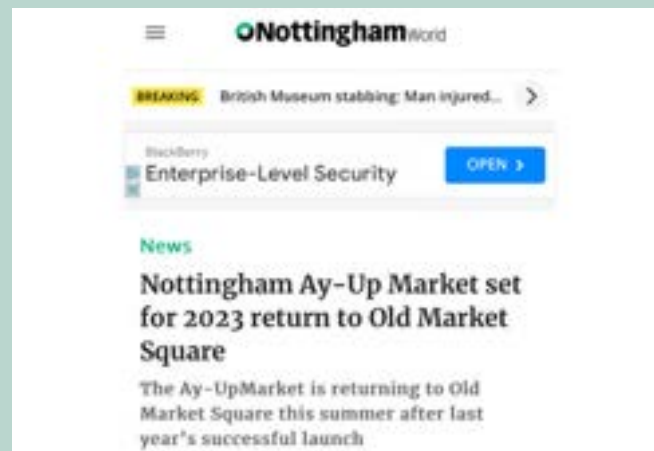


The event was also included in two bulletins sent from the Leader and Deputy Leader of Nottingham City Council:

- 43,647 subscribers
- 58,483 total emails opened
- 41% average open rate



Media Coverage

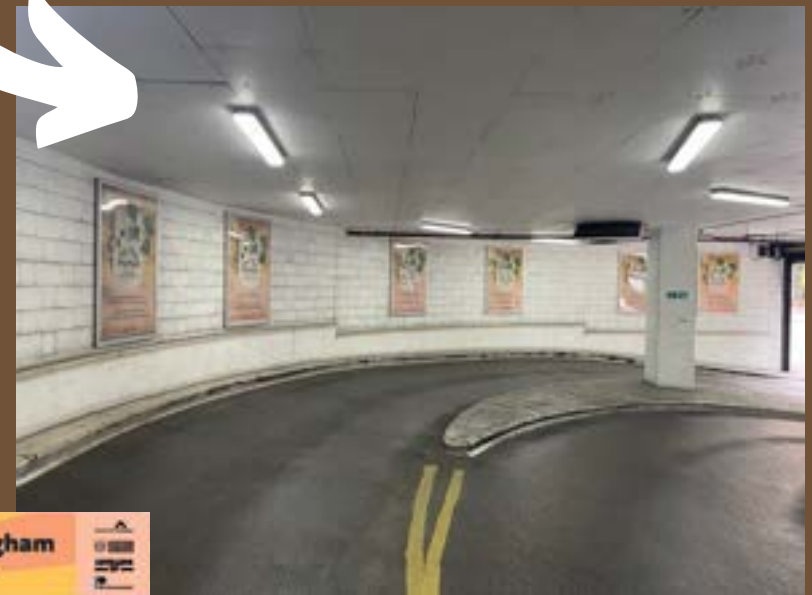


A press release was issued to local and national media, with pre-event editorial from Nottingham Post, Nottingham World, Left Lion and West Bridgford Wire. Interviews took place with BBC Radio Nottingham and Notts TV.

City Dressing

Council House banner - 2 weeks

6 sheet posters at Lace Market and Trinity Square car parks - 4 weeks



Signage

Totems were placed around the market to advertise the event and the Jobs Fair.



Correx signs displayed the stage line-ups, and an illustrated colouring board from Ellastrated was commissioned.



Footfall

Footfall in the city centre saw an increase on the Ay-UpMarket event in March 2022 (due to the time of year), but a decrease on the weekends before and after the market.



140,574
visitors to the city
(16% increase
from 2022)

Weekend prior:

June 9 – 47,650

June 10 – 47,663

June 11 – 47,153

Ay-UpMarket weekend:

June 16 – 46,872

June 17 – 46,876

June 18 – 46,826

Weekend after:

June 25 – 48,074

June 26 – 48,377

June 27 – 49,137



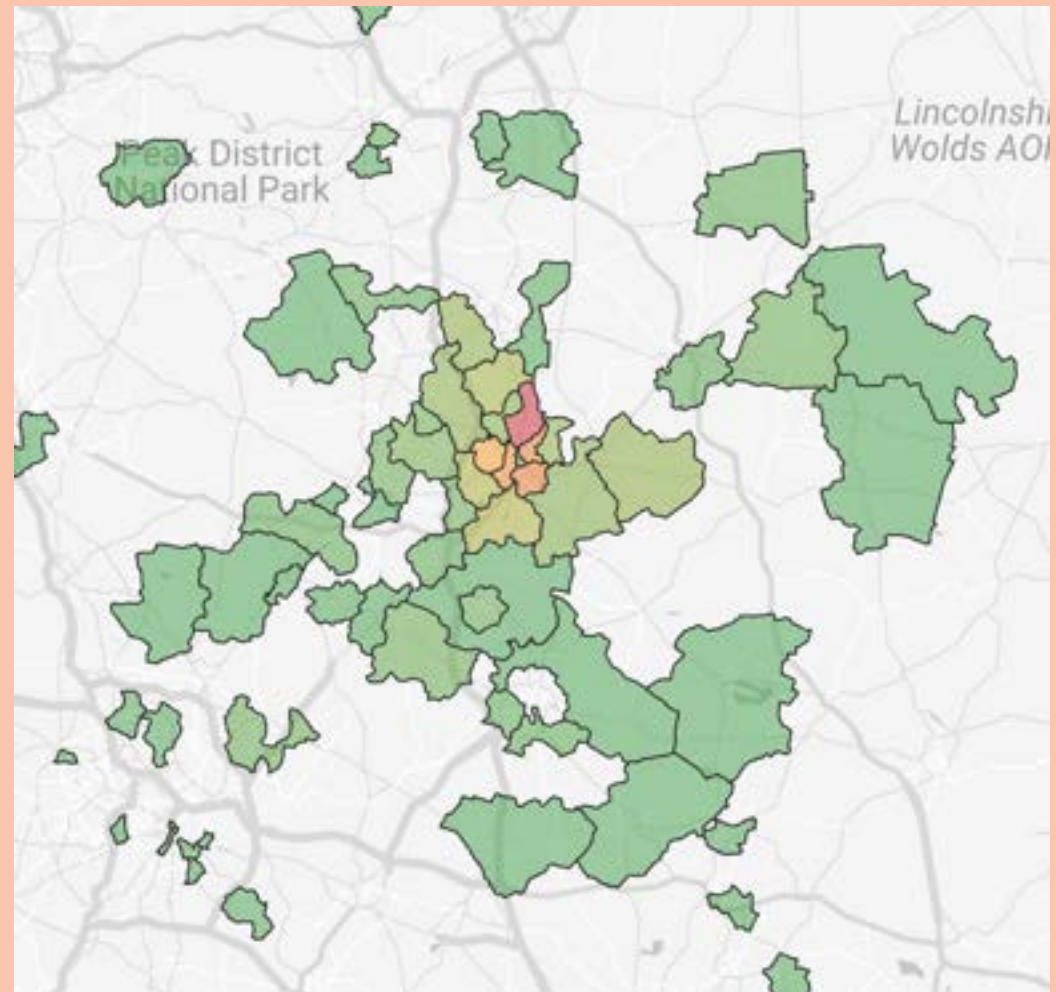
Footfall

61.1% of visitors were from Nottingham postcodes in June 2023, up 10% on the previous year.

50.5% of visitation came from the top 10 postcodes (NG5, NG2, NG3, NG7, NG8, NG9, NG11, NG15, NG13, NG4) in June 2023, up 15.2% on the same period in the previous year.

The highest visitation in June 2023 was from the NG5 postcode at 10%, this is up 3.3% on the previous year.

The biggest impact within Nottingham postcodes appears to be from the NG3 postcode, which saw a 3.4% increase compared to the previous year.



Retail Trader Feedback

Online survey issued to all traders (43 responses - up from 37 last year).

98% felt the pitch fee was reasonable

9.6/10 likely to trade again

93% thought entertainment added to the event

91% traders satisfied with the event overall

77% said Saturday was the best day for trading

71% thought this year was an improvement on last year's event

67% would consider opening a city centre store



Retail Trader Feedback

Responses in the trader feedback survey were overwhelmingly positive. Most commented on increased sales opportunities, networking with other businesses and how well the event was run. A few negative comments focused on their stall location, the length of trading hours and wider promotion of the event.

"I've had the most positive response to my work through the Ay-UpMarket. I feel like it's given me the opportunity to really get my products out there in a prime location enabling me to reach more customers."

"I was able to promote my business to a demographic who would not usually enter my shop."

"For small businesses in Nottingham this event was a truly invaluable resource. Being in the square was an amazing experience as I interacted with so many of Nottingham's diverse and beautiful people. My business took more in the last 3 days than it has in the last 2 and a half months. I got to share my passion with so many people and I got told all day, constantly, by Nottingham locals how amazing it was to have such easy access to independent Nottingham businesses."

"I made a few brand new product ranges especially for this market so it was great to get them out and have discussions around them. I spoke about the events that I run which increased tickets sales, my online following grew and of course walked away with an income I wish I could make every weekend!"

"I recently added handmade and printed bags to my product list. Ay-UpMarket has been the perfect place to showcase these product for the first time. Sales from these products, as well as my usual items, will allow me to develop this further and push my ideas into new areas!"

"Takings wise this was the best market I have done. Saw a lot of customers that I had never seen before, some from different areas of Nottingham that I don't normally trade at and some from further afield. I have received some online orders from miles away over the past few weeks and I think this market has helped!"

"The Ay-UpMarket is the best thing to happen to Nottingham in a very very long time, it is exactly the kind of thing the city needs. I've been blown away by the success of the event, and it has definitely brought the community together. This has been a massive opportunity for me and my small business, I have reached hundreds, if not thousands of new customers, and I've even had customers say they've travelled from other cities just for the event."

"I found that a good proportion of customers that I spoke to had not heard about the market through advertising and instead stumbled upon the market when passing through town. Improved paid for advertising on Facebook and Instagram would help spread the word about the event and advertising the event further in advance."

"The organisers were amazing, it's amazing to have a market for locally based business. I think the entire experience made me very proud to be a Nottingham based creative."

"The market was incredibly well organised, everything was seamless from the correspondence we had beforehand to setting up and closing down. The security staff were also amazing and I felt really well looked after by everybody!"

"Thank you for the opportunity to showcase what we do to a different audience. The market was very good. I would say that the hours were very long and trade tailed off toward the end of the day."

"Ay-UpMarket has been such a great experience. Fun, inclusive, supportive."

Public Feedback

During the event 154 members of the public were surveyed.

9.1/10 likely to come to a similar event in the city

9/10 felt the event was of benefit to the city

8.6/10 event enjoyment



Postcode data collected showed 88% were from Nottinghamshire, 3% Leicestershire, 2% Derbyshire and others from Lincolnshire, Northampton, Manchester, Peterborough, London and Hong Kong.

"Great to see so many independents in one place."

"What is here is excellent but would like to have seen more posters and marketing."

"Great community feeling today."

"We came into the city centre to shop and then found this market and have discovered a lot of new small businesses!"

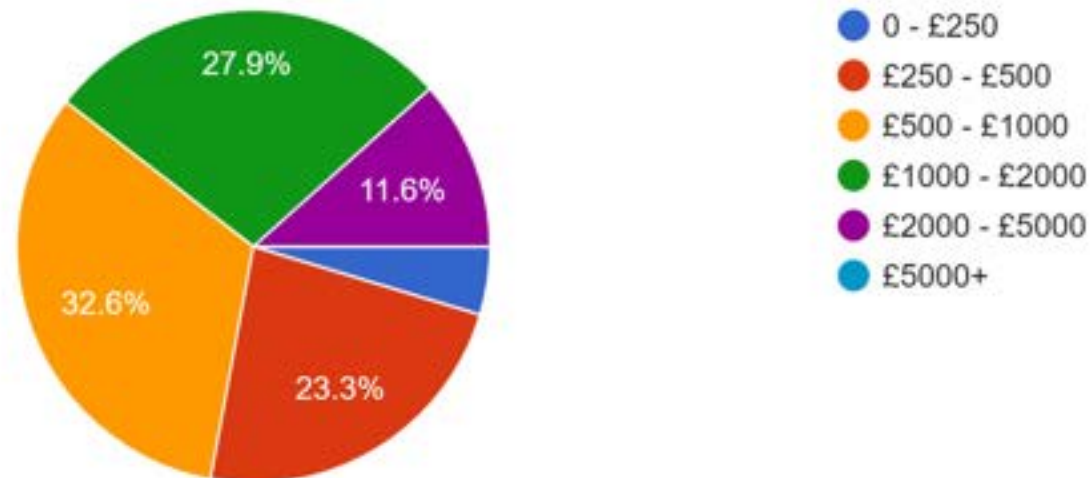
"Came last year and loved it again this year."

Economic Impact

Based on the median sales generated and the total number of retail businesses, it is estimated that retail stallholder takings were approximately £60,431 across the event (this figure doesn't include food stalls and bars).

Based on your attendance at Ay-UpMarket 2023, how much extra did you generate in sales over the weekend?

43 responses



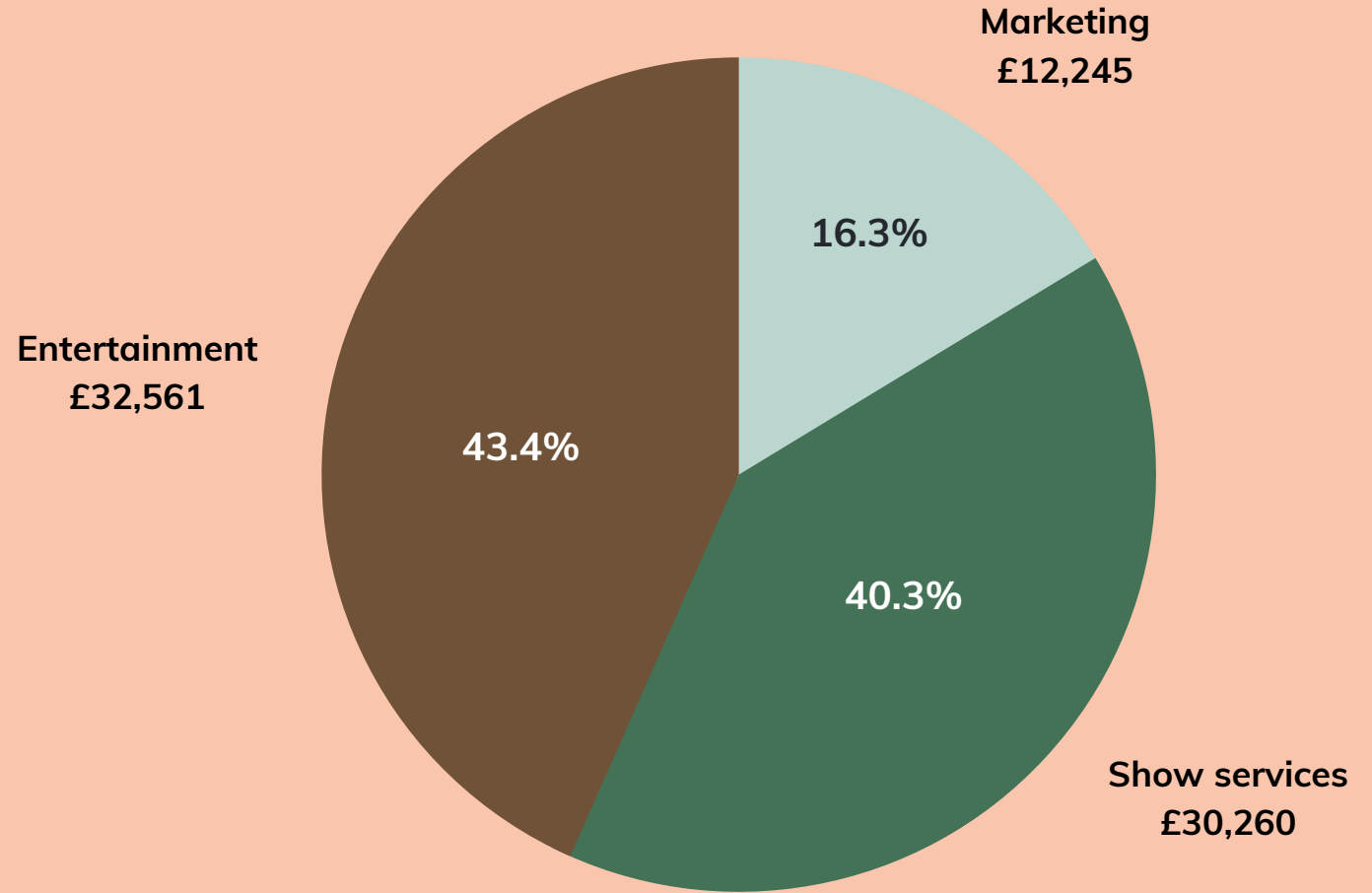
Costs

£30,000 funding was provided by the UK Government via the UK Shared Prosperity Fund. In addition, the UKSPF funded one Event Manager role to the value of £6,383.

Nottingham BID contributed £50,000.

Nottingham Events Value In Kind support is estimated at £20,000.

Total expenditure: £75,066 + VAT



Jobs Fair

The event infrastructure was used for the Nottingham Jobs Fair on Monday 19 June. 70 stallholders/employers took part, with over 1,000 job vacancies on offer.

Businesses participating in the event provided positive feedback including:

"The event was very well run."

"Lots of interesting conversations and potential candidates."

"We were able to reach many jobseekers in a short time."

"Ideal platform to promote the different roles available."

"We had a large number of candidates interested in the role."

Over 1,000 jobseekers engaged in the fair.



Nottingham Jobs Fair
Monday 19 June 2023
10am – 2pm
Old Market Square, Nottingham NG1 2HU

Apply for jobs | Meet employers | Find training | Get careers advice

This project has received funding from the UK Government through the UK Shared Prosperity Fund.

UK Government | **LEVELLING UP** | Nottingham City Council | Department for Work & Pensions | Fu+ures

