



Seaford Town Council

Seaford Town Council Assets & Facilities Committee – 16 July 2025

To the Members of the Assets & Facilities Committee

Councillors O Honeyman (Chair), R Honeyman (Vice Chair), S Ali, F Hoareau, S Markwell, J Meek, G Rutland and L Wallraven

A meeting of the **Assets & Facilities Committee** will be held in the **Council Chambers, 37 Church Street, Seaford, BN25 1HG** on **Wednesday 16 July 2025** at **7.00pm**, which you are summoned to attend.

Steve Quayle,
Town Clerk
11 July 2025

PLEASE NOTE:

- **PUBLIC ARRIVAL TIME IS BETWEEN 6.45PM – 6.55PM, AFTER WHICH THE FRONT DOOR WILL BE LOCKED AND PUBLIC WILL NOT BE ABLE TO GAIN ACCESS TO THE MEETING**
- The meeting will be recorded and uploaded to the Town Council's YouTube channel shortly after the meeting.
- See the end of the agenda for further details of public access and participation.

AGENDA

1. Apologies for Absence

To consider apologies for absence.

2. Disclosure of Interests

To deal with any disclosure by Members of any disclosable pecuniary interests and interests other than pecuniary interests, as defined under the Seaford Town Council Code of Conduct and the Localism Act 2011, in relation to matters on the agenda.

3. Public Participation

To deal with any questions, or brief representations, from members of the public physically in the meeting room, in accordance with relevant legislation and Seaford Town Council Policy.

4. Assets & Facilities Update Report – July 2025

To consider report 53/25 providing an update on progress and actions relating to the Town Councils Assets & Facilities (pages 6 to 15).

5. Assets & Facilities Income & Expenditure Report up to 31 May 2025

To consider report 50/25 informing the Assets & Facilities Committee of Income and Expenditure up to 31 May 2025 (pages 16 to 26).

6. Seaford Street Market Consultation Results

To consider report 60/25 presenting concerns around the street market license and the effect this has on local shop traders. To further consider the consultations that have been undertaken on the views regarding the street market. (pages 27 to 118).

7. Changing Places Toilets Update & Next Steps

To consider report 52/25 providing an update on the status of the Changing Places toilet facilities and the planned next steps (pages 119-121)

8. Exclusion of the Press & Public

The Chair will move that in accordance with the Public Bodies (Admission to Meetings) Act 1960, the press and public be excluded from the meeting during the discussion on the next two items of business for the reasons as set out below.

The resolutions of these items will be recorded publicly in the minutes of this meeting.

The Proper Officer considers that discussion of the following items is likely to disclose exempt information as defined in the Local Government Act 1972 and Data Protection legislation and may therefore need to take place in private session. The exempt information reasons are shown alongside each item below.

Furthermore, in relation to paragraph 10 of Schedule 12A, it is considered that the public interest in maintaining exemption outweighs the public interest in disclosing the information.

9. Martello Café Concession Amendment Request - EXEMPT

To consider exempt report 54/25 updating the committee on requests received by the Martello Café concession to amend some terms of their concession licence (exempt pages).

Reason for Exemption: to consider commercially sensitive arrangements relating to the financial and business affairs of the Town Council's assets.

Explanation of Reason: under the Freedom of Information Act 2000 s43(1), disclosure of this report would likely prejudice the commercial interests or activities of any party.

10. Bönningstedt Promenade Concession Amendments Request - EXEMPT

To consider report 55/25 presenting a proposal from the existing Nomadic Sauna concession to increase the sauna unit size, and introduce a toilet & changing/storage area at Bönningstedt Promenade (exempt Pages).

Reason for Exemption: to consider commercially sensitive arrangements relating to the financial and business affairs of the Town Council's assets.

Explanation of Reason: under the Freedom of Information Act 2000 s43(1), disclosure of this report would likely prejudice the commercial interests or activities of any party.

AGENDA NOTES

For further information about items on this Agenda please contact:

Steve Quayle, Town Clerk, 37 Church Street, Seaford, East Sussex, BN25 1HG

Email: meetings@seafordtowncouncil.gov.uk

Telephone: 01323 894 870

Circulation:

All Town Councillors and registered email recipients.

Public Access:

Members of the public looking to access this meeting will be able to do so by:

1. Attending the meeting in person.

Due to health and safety restrictions, the number of public in attendance will be limited. The Town Council therefore asks that you contact

meetings@seafordtowncouncil.gov.uk or 01323 894 870 to register your interest in attending at least 24 hours before the meeting.

Spaces will be assigned on a first come, first served basis.

Please note that if you don't register and just attempt to turn up at the meeting, this could result in you not being able to attend if there is no space.

OR

2. Watching the recording of the meeting on the [Town Council's YouTube channel](#) , which will be uploaded after the meeting has taken place.

Public Access to the Venue:

If you are attending the meeting in person, please arrive between 6.45 – 6.55pm where you will be shown into the meeting for a 7.00pm start.

Please note that the front door of the building will be locked at 6.55pm and remain locked during the meeting for security reasons. As such, if you arrive after this time, you will not be able to access the meeting.

When members of the public are looking to leave, they must be escorted out of the building by a Town Council officer. There is also a signposted back door which can be exited through if required.

Entrance through the rear fire escape of the building will not be allowed

Public Participation:

Members of the public looking to participate in the public participation section of the meeting must do so in person, by making a verbal statement during the public participation section of the meeting.

Below are some key points for public participation in the meeting:

1. Your statement should be relevant to an item on the agenda for this meeting.
2. You will only be able to speak at a certain point of the meeting; the Chair of the meeting will indicate when this is.
3. You do not have to state your name if you don't want to.
4. If you are unsure of when best to speak, either query this with an officer/councillor ahead of the meeting or raise your hand during the public participation item of the meeting and ask the Chair – they will always be happy to advise.
5. When the Chair has indicated that it is the part of the meeting that allows public participation, raise your hand and the Chair will invite you to speak in order.
6. Statements by members of the public are limited to four minutes and you don't automatically have the right to reply. The Chair may have to cut you short if you overrun on time or try to speak out of turn – this is just to ensure the meeting stays on track.
7. Where required, the Town Council will try to provide a response to your statement but if it is unable to do so at the meeting, may respond in writing following the meeting.
8. Members of the public should not speak at other points of the meeting.
9. A summarised version of your statement, but no personal details, will be recorded in the minutes of the meeting.

Public Comments

Members of the public looking to submit comments on any item of business on the agenda can do so in writing ahead of the meeting and this will be circulated to all councillors.

Comments can be submitted by email to meetings@seafordtowncouncil.gov.uk or by post to the Town Council offices.



Seaford Town Council

Report No:	53/25
Agenda Item No:	4
Committee:	Assets & Facilities
Date:	16 July 2025
Title:	Assets & Facilities Update Report – July 2025
By:	Sharan Brydon, Operations & Facilities Manager
Purpose of Report:	To update the Committee on progress and actions relating to the Town Council's assets and facilities

Actions

The Committee is advised:

1. To consider the updates within the report.
2. To move to a vote on the motion below.

Recommendations

The Committee is recommended:

1. To note the contents of the report.

1. Introduction

- 1.1** This report has a two-fold purpose: to present the updated projects log for the Assets & Facilities Committee, and also to provide an update on the Town Council's assets and facilities.

2. Assets & Facilities Projects Log

- 2.1** Attached at **Appendix A** is the updated Assets & Facilities Projects Log.
- 2.2** As well as enabling councillors to monitor the progress of projects, the log informs future budget setting processes, monitoring resource levels, assessing risk, and business continuity planning.
- 2.3** As requested by the Committee when it met in May 2025, the Lewes District Parking Review has been added to the Projects Log.

3. Beach Huts

3.1 Bönningstedt Beach Huts

3.2 No specific update for this meeting.

3.3 West View Seasonal Beach Huts

3.4 No specific update for this meeting.

3.5 Lifeguards Hut

3.6 All works have been completed to Martello Beach Hut 60 providing power, water and drainage, and the key has been handed over to Seaford Lifeguards for them to operate from.

3.7 Martello Beach Huts

3.8 No specific update for this meeting.

4. Bus Shelters

4.1 Bus Shelters

4.2 An inspection of Seaford Town Council bus shelters has now been scheduled to review each location and look at any maintenance required. Any works will be scheduled into the Maintenance Officer's workplan.

5. CCTV

5.1 The Martello CCTV system has now been installed - there are two turret cameras and accompanying signage on the toilet block building.

5.2 Officers are still exploring quotes and options for The Salts' CCTV system.

5.3 This will look at the area the system covers, the condition of the equipment that the Town Council already owns, and the wi-fi connectivity at this site.

5.4 Officers continue to liaise with other stakeholders at The Salts to investigate all available options.

6. Concessions & Street Trading

6.1 Officers worked with local contractors to carry out the necessary remedial works internally at The Salts Café and this is now complete.

6.2 Following these essential remedial works, The Salts Café is now open and trading under the trade name 'Bayo @ The Salts', with a soft launch at the end of May 2025.

7. Esplanade Car Park

7.1 The Town Clerk continues to meet with ESCC parking officers and other stakeholders regarding ongoing issues with this car park and the nearby

gravel strip. Options are being considered as to how things could be improved for nearby residents.

8. Events (Town Council events and external events on Town Council land – not civic events)

8.1 The following external events have been held on Town Council land during June and July 2025:

- (a)** Martello Fields – 7 bookings – boot fairs, Motorfest
- (b)** South Hill Barn – 0 bookings
- (c)** Promenade – 1 booking – MacMillian Mighty Hike
- (d)** The Crouch – 0 bookings
- (e)** The Salts – 0 bookings
- (f)** Street Markets – 4 bookings – Seaford Street Market

8.2 Christmas Magic

8.3 The Seaford Christmas Magic committee is made up of representatives from Seaford Chamber of Commerce, Seaford Street Market, and Town Council councillors and officers. To clarify, this is not a formal committee within the Town Council's committee structure.

8.4 The committee is currently working with the town's shop traders to identify a representative to join the group.

8.5 A site plan for this year's events layout is being worked upon, following feedback from the 2024 event.

8.6 Sponsorship packages are being put together ready to share within the community for businesses or members of the community to support the event.

8.7 The Committee is also exploring how to manage the main stage to enhance the offering of entertainment throughout the day at the event.

8.8 This year's lantern parade theme will be 'Christmas', featuring large wicker lantern reindeers along with presents and candy canes.

9. Hurdis House

9.1 Following the update report presented to councillors in May 2025, Officers are now liaising with councillors to arrange a tour of the premises.

9.2 In the meantime, professional surveys will be commissioned to inform an options appraisal for councillors to review various options for the building's future use.

10. Martello Café

- 10.1** A separate report appears elsewhere on the agenda presenting requests from the concessionaire for changes to their concession licence.

11. Martello Tower

- 11.1** No specific update for this meeting.

12. Memorials (including benches, trees and The Shoal)

- 12.1** Claire Sumners Memorial Bench - officers have continued to liaise with Plastic Free Seaford (PFS) representatives for Claire Sumners memorial bench. PFS are currently producing a risk assessment for the installation of the bench upon the promenade and a maintenance plan and schedule to ensure ongoing care of the bench, all of which will be reviewed by officers. PFS has [announced](#) the unveiling of the bench to the east of Frankie's Beach Café on Saturday 19 July at 2pm, with councillors, officers and members of the public invited to attend.
- 12.2** Gareth Wheddon Memorial - following collaborative work by family representatives and officers, Gareth Wheddon's memorial plaque has now been produced and installed at the Sutton Park Road War Memorial. The plaque has been placed parallel to the existing plaque (for Major Cuthbert Bromley VC) on the lower left side of the war memorial. Officers and family representatives are discussing arrangements for the unveiling of the plaque and will give further updates as and when these become available.

13. Old Town Hall

- 13.1** No specific update for this meeting.

14. Public Toilets

- 14.1** Martello Toilets
- 14.2** Officers have advised previously that some of the products and materials used in the initial build have proven unfit for purpose with the high footfall this facility experiences.
- 14.3** Commercial toilet seats have been removed from the facility to improve cleanliness and reduce repeat maintenance and replacement costs.
- 14.4** Due to repeated damage/vandalism and safety issues, the original maglocks and automatic locking mechanisms installed have now been

disabled. New locks have been installed to each toilet unit, to enable the cleaners to lock the facilities following the final clean each day.

14.5 Investigations into soap dispensers are ongoing.

14.6 Changing Places Toilet (CPT)

14.7 There is a paper elsewhere on this agenda regarding the CPT facility.

15. Street Furniture (including bins, noticeboards, lighting and non-memorial benches)

15.1 Seaford in Bloom

15.2 The planting scheme is now in place throughout the town. Officers have worked with Seaford Chamber of Commerce to enhance the scheme this year, with the Chamber making a financial contribution to enable extra planters to be added to the town's scheme.

15.3 Officers will look to review this scheme for the 2026 planting programme.

16. Sutton Park War Memorial

16.1 No specific update for this meeting. Although please note the update in 12.5 above in relation to a new memorial plaque that has been installed onsite.

17. The Crypt

17.1 Ownership / Lease Update

17.2 The property that was ceded to the Town Council from the District Council is spread over two separate legal interests; one deriving from a sixty-year lease dated 25 November 2010 (concerning the ground floor of 23 Church Street) and another deriving from the Transfer (of Part) also dated 25 November 2010 (concerning the rear of 23 Church Street).

17.3 Officers have been working with District Council officers and solicitors to make the necessary arrangements to re-execute 23 Church Street lease dated 25 November 2010 and the Transfer deed of the same date, concerning The Crypt Gallery. As a result, Town Council officers are now ready to re-submit the applications to register both documents at HM Land Registry, in the name of Seaford Town Council.

17.4 Officers will give further updates as and when they become available.

18. The View

- 18.1** Officers have been working with representatives from the leaseholder to resolve issues relating to a set of fire exits doors that have become unsafe. The Town Council retains responsibility for maintaining fire exits as part of the lease arrangements.

19. Other Assets & Facilities as per the Town Council's Fixed Asset Register and not within the remit of the Golf, Open Spaces & Climate Action Committee

19.1 Bönningstedt Wall

- 19.2** Remedial works have now been completed and the compound removed from the promenade site.

19.3 Christmas Lights

- 19.4** Officers have been working with contractors to obtain quotes for this contract.
- 19.5** The Town Council own the current lights and pays to have them stored and maintained when they are not in use. This also forms part of the Christmas Lights contract.
- 19.6** Officers have reviewed three quotes obtained and have selected a contract for the next two years.
- 19.7** The current lights are in full working order and no replacements have been made to the current system during this contract renewal.
- 19.8** Officers still need to review the lighting scheme in High Street due to the Talland Parade structure not being available to hang the overhead lights from.
- 19.9** Officers are also continuing conversations with Seaford Chamber of Commerce to look at improving the Christmas Lights.

19.10 Promenade Lighting

- 19.11** These lampposts are exposed to the full force of sea weather at their location from Splash Point through to Martello Café/Toilets.
- 19.12** Essential repair works to the lamppost heads took place recently with a cherry picker forklift. The lamppost head units have also been sealed, which should help prevent water exposure and extend their durability.

19.13 Promenade Shelters

19.14 Remedial works have been carried out to the seating within the promenade shelter adjacent to The Causeway. This was due to some wooden slats becoming loose or removed and remnants of the broken glass from the vandalised glass panels being lodged in between the slats.

19.15 Graffiti Vandalism

19.16 Graffiti vandalism is continuing to be found across Town Council assets. Officers are continuing to report this to the Police and working with other partners or stakeholders where appropriate.

20. Financial Appraisal

20.1 There are no direct financial implications as a result of this report.

21. Contact Officer

21.1 The contact officer for this report is Sharan Brydon, Operations & Facilities Manager.

REPORT 53/25 APPENDIX A

Assets & Facilities Committee - Projects Log 2025/26

GREEN	Projects actively worked upon / forecast to complete this financial year
ORANGE	Pending projects
RED	Pipeline projects

REF	STATUS		PROJECT NAME	DESCRIPTION	APPROVALS	KEY NOTES	COMPLETION FORECAST
AF1	GREEN	ACTIVE	CCTV at The Salts & Martello Toilet & Cafe	Changing and/or introducing CCTV provision	No further approval needed	Repeated vandalism has rendered this necessary and urgent	Q3 - 2025/26
AF2	GREEN	ACTIVE	Compostable Toilets	Reprovision of compostable toilets at South Hill Barn	No further approval needed		Q3 - 2025/26
AF3	GREEN	ACTIVE	Christmas Lights Tender	Contract review for installation, storage & derig for STC-owned Christmas Lights	No further approval needed		Q2 - 2025/26
AF4	GREEN	ACTIVE	Christmas Magic 2025	Officers leading with Seaford groups to design/deliver 2025 event	No further approval needed		Q3 - 2025/26
AF5	GREEN	ACTIVE	Review West View Beach Hut Offer	Viability study, review of rental duration and charges	A&F	Review to be conducted following summer 2025 scheme	Q3 - 2025/26
AF6	GREEN	ACTIVE	Martello Tower Maintenance	Remedial works needed at Martello Tower	A&F > Full Council	A heritage surveyor's report will guide the works and consents required	Q4 - 2025/26
AF7	GREEN	ACTIVE	Memorial Policy Review	Review of Memorial Policy and memorial offerings to enable the policy to be unpaused	A&F > Full Council		Q4 - 2025/26
AF8	GREEN	ACTIVE	Toilet Cleaning Tender	Toilet cleaning contract tender	A&F	Current temporary rolling contract. Needs to be retendered for longer term contract	Q4 - 2025/26
AF10	GREEN	ACTIVE	Street Market Review	Following ambiguous survey results, conduct town-wide consultation and act on results	A&F		Q2 - 2025/26
AF11	GREEN	ACTIVE	Hurdis House	Options Appraisal being pulled together for Hurdis House.	A&F > Full Council		Q3 - 2025/26
AF12	GREEN	ACTIVE	Memorials Exception 1	Gareth Wheddon Memorial	No further approval needed	Location: Sutton Road War Memorial. Officers liaising with family to finalise & install memorial	Q1 - 2025/26
AF13	GREEN	ACTIVE	Memorials Exception 2	Claire Sumner Memorial	No further approval needed	Location: Promenade. Officers liaising with Plastic Free Seaford to finalise and install memorial	Q2 - 2025/26
AF14	GREEN	ACTIVE	The Crypt	Resolve outstanding legal documentation issues related to omissions in historic paperwork. Continue to investigate responsibilities for works needing to be carried out within the buiding	A&F > Full Council	Matters to be taken forwards with Lewes District Council	Q2 - 2025/26
AF15	GREEN	ACTIVE	Swift Boxes	Swift boxes to be placed on STC assets; gradual rollout	No approval needed	As works are undertaken on assets this is being added to each suitable asset	Ongoing

Assets & Facilities Committee - Projects Log 2025/26

GREEN	Projects actively worked upon / forecast to complete this financial year
ORANGE	Pending projects
RED	Pipeline projects

REF	STATUS		PROJECT NAME	DESCRIPTION	APPROVALS	KEY NOTES	COMPLETION FORECAST
AF16	GREEN	ACTIVE	Memorandum Of Understanding Review	Review Memorandum of Understanding agreements in place for larger events	A&F		Q4 - 2025/26
AF17	GREEN	ACTIVE	Review Service Contracts	Review of service contracts in place used to maintain STC assets	A&F		Q4 - 2025/26
AF19	GREEN	ACTIVE	Boat Sponsorship	Renew sponsorship of boat	A&F	Current arrangements end 2026	Q3 - 2025/26
AF22	GREEN	ACTIVE	Seafront Bin Signage	Devising & placing signs to encourage visitors to take rubbish home with them to help with recurrent overflowing bin problem	A&F		Q2 - 2025/26
AF20	ORANGE	OFFICER INVESTIGATION ONGOING	Finger Posts	Project brief for finger posts from seafront to town centre to be designed and rolled out	A&F		Q4 - 2025/26
AF21	ORANGE	AWATING OFFICER INVESTIGATION AND COUNCILLOR STEER	Seaford in Bloom	STC to review future years annual planting scheme in certain locations around the town centre	A&F		Q3 - 2025/26
AF24	ORANGE	OFFICER INVESTIGATION ONGOING	Martello Beach Hut Licence Conditions - Review	Beach hut licence conditions to be reviewed and updated	TBC		Q3 - 2025/26
AF25	ORANGE	OFFICER INVESTIGATION ONGOING	Tennis Business Model	Investigate options for how best to operate the tennis business model	A&F		Q4 - 2025/26
AF23	RED	ON HOLD UNTIL 2026 - 2027	Living Roof Bus Shelter	Living roof bus shelters offered to STC from East Sussex County Council	A&F	This scheme has now closed for 2025/26 but will likely run again in 2026/27	2026/27
AF26	RED	AWAITING OFFICER TO BE ASSIGNED	Events/Risks Policy	Reviewing Events Policy, hiring out of open spaces and creation of an events risk pack	A&F > Full Council		2026/27
AF27	RED	AWAITING OFFICER TO BE ASSIGNED	Martello Water Refill	Seek sponsorship for new Martello Fields water refill station	A&F		2026/27
AF28	RED	MAY BE AFFECTED BY DEVOLUTION	South Street Toilets	Costings and options for South Street Toilets	A&F > Full Council	Discussions regarding toilet provision are likely to form part of Devolution agreements with Lewes District Council	2026/27
AF29	RED	RELATED TO WIDER SEAFRONT PARKING ISSUES	Motor Home Parking	Project to consider steps that can be taken to reduce/limit the number of motorhomes being parked along the seafront	TBC	Relates to ongoing work with East Sussex County Council Parking Team about steps that can be taken re seafront parking	TBC

Assets & Facilities Committee - Projects Log 2025/26

GREEN	Projects actively worked upon / forecast to complete this financial year
ORANGE	Pending projects
RED	Pipeline projects

REF	STATUS		PROJECT NAME	DESCRIPTION	APPROVALS	KEY NOTES	COMPLETION FORECAST
AF30	RED	AWAITING OFFICER TO BE ASSIGNED	Plastic Free Seaford Artwork	Artwork to be installed along seafront from local artist	A&F > Full Council		2026/27
AF31	RED	AWAITING OFFICER TO BE ASSIGNED	Assets Log/Software	To investigate process used to record and manage assets	No current approval		2026/27
AF32	RED	AWAITING OFFICER TO BE ASSIGNED	Salts Toilets	Refurbishment Project Plan	A&F > Full Council		2026/27
AF33	RED	AWAITING OFFICER TO BE ASSIGNED	Edinburgh Road Electrics	Currently insufficient power to add any further concessions or beach huts, or to power the Ice Cream concession	A&F		2026/27
AF34	RED	AWAITING OFFICER TO BE ASSIGNED	Martello Beach Huts Mural	Community mural on the back of Martello Beach Huts	A&F		2026/27
AF35	RED	AWAITING OFFICER TO BE ASSIGNED	Rainbow Bench	Placement of a rainbow memorial / celebration bench	A&F		2026/27
AF36	RED	AWAITING OFFICER TO BE ASSIGNED	New Water Refill Station	New free standing refill station to be installed by the West View Kiosk	A&F		2026/27
AF37	RED	AWAITING OFFICER TO BE ASSIGNED	Pop Up Concessions	Investigate possible introduction of Pop Up Concessions Policy	A&F > Full Council		2026/27
AF38	RED	RELATED TO WIDER SEAFRONT PARKING ISSUES	Esplanade Car Parking	To work further with East Sussex County Council and Lewes District Council to review parking restrictions along the Esplanade	A&F		2026/27
AF39	RED	RELATED TO WIDER SEAFRONT PARKING ISSUES	Lewes District Parking Review	Lewes District Parking Review due to take place in Mar-26 enabling STC to consider any requests to be included	A&F		Q4 - 2025/26



Seaford Town Council

Report No:	50/25
Agenda Item No:	5
Committee:	Assets & Facilities
Date:	16 July 2025
Title:	Assets & Facilities Income & Expenditure Report up to 31 May 2025
By:	Lucy Clark, Responsible Financial Officer
Purpose of Report:	To inform the Assets & Facilities Committee of Income and Expenditure up to 31 May 2025

Actions

The Committee is advised:

1. To consider and discuss the contents of the report.
2. To move to a vote on the motion below.

Recommendations

The Committee is recommended:

1. To note the contents of the report.

1. Information

- 1.1** Attached at **Appendix A** is the detailed income and expenditure for the period of 1 April 2025 – 31 May 2025 for the Assets & Facilities Committee, compared with the annual budget.
- 1.2** The significant variances are attached at **Appendix B**.
- 1.3** Income budgets showing as fully received relate to invoices issued and paid in advance for the full year, specifically the beach hut rentals and site licences.

- 1.4** The majority of expenditure budgets showing as fully spent are due to annual charges being invoiced and paid in advance, most notably insurance across various cost centres.
- 1.5** Budgets that have genuinely exceeded their allocation at this stage are:
- 4254/109 (Martello Entertainment Area / Memorials): relating to the Full Council agreement to refund the original payments in full after the budget was set. This unbudgeted spend is partially funded from ear marked reserves.
 - 4259/118 (Bönningstedt Wall / Beach Huts): relating to the agreed works to construct the new wall. This cost is fully funded from ear marked reserves.
 - 4275/145 (Building Maintenance/Concessions): where essential reactive works to the Salts Cafe have resulted in an overspend. Early estimates suggest this budget may reach up to £7,000.

2. Financial Appraisal

- 2.1** This report represents the income and expenditure figures from 1 April 2025 to 31 May 2025.
- 2.2** The overall income currently stands at £85,998, representing a 37.2% of the annual budget.
- 2.3** As noted above, this is primarily due to beach hut rent and site licences being invoiced and paid early in the year, alongside some concession payments being made quarterly in advance.
- 2.4** Overall expenditure currently stands at £103,475, representing 31.1% of the annual budget. However, £50,832 of this has been funded by ear marked reserves (£45,082 for Bönningstedt Wall and £5,750 for Martello Plaque Refunds) bringing the actual spend against the revenue budget down to £52,643 (15.83%).

3. Contact Officer

- 3.1** The Contact Officer for this report is Lucy Clark, Responsible Financial Officer.

06/07/2025

Seaford Town Council 2025/2026 Current Year

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Detailed Income & Expenditure by Budget Heading 31/05/2025

Month No: 2

Committee Report

		Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>Assets and Facilities</u>								
<u>103</u>	<u>The View</u>							
1050	Income Rent	11,219	48,750	37,531			23.0%	
1093	Income Rates	1,132	5,848	4,716			19.4%	
	The View :- Income	12,352	54,598	42,246			22.6%	0
4051	Rates	1,131	5,848	4,717		4,717	19.3%	
4115	Insurance	3,034	3,030	(4)		(4)	100.1%	
4261	General Maintenance	0	1,000	1,000		1,000	0.0%	
4270	Vehicles & Equipment Maint	125	1,000	875		875	12.5%	
4275	Building Maintenance	0	4,092	4,092		4,092	0.0%	
4279	Fire & Security	346	752	406		406	46.0%	
	The View :- Indirect Expenditure	4,636	15,722	11,086	0	11,086	29.5%	0
	Net Income over Expenditure	7,716	38,876	31,160				
<u>104</u>	<u>The View Capital Costs</u>							
4301	Public Works Loan Payment	17,103	105,000	87,897		87,897	16.3%	
	The View Capital Costs :- Indirect Expenditure	17,103	105,000	87,897	0	87,897	16.3%	0
	Net Expenditure	(17,103)	(105,000)	(87,897)				
<u>109</u>	<u>Memorials</u>							
4052	Water & Sewerage	30	190	160		160	15.9%	
4115	Insurance	266	266	0		0	99.9%	
4204	War Memorial (Sutton Road)	0	800	800		800	0.0%	
4250	Memorial Bench	0	2,500	2,500		2,500	0.0%	
4254	Martello Entertainments Area	5,750	0	(5,750)		(5,750)	0.0%	5,750
4255	The Shoal Maintenance	0	500	500		500	0.0%	
	Memorials :- Indirect Expenditure	6,046	4,256	(1,790)	0	(1,790)	142.1%	5,750
	Net Expenditure	(6,046)	(4,256)	1,790				
6000	plus Transfer from EMR	5,750	0	(5,750)				
	Movement to/(from) Gen Reserve	(296)	(4,256)	(3,960)				
<u>113</u>	<u>Crypt</u>							
1057	Income Electricity Recharge	89	1,800	1,711			4.9%	
1058	Income Water Recharge	0	315	315			0.0%	
1063	Income Gas Recharge	56	1,148	1,092			4.9%	
	Crypt :- Income	145	3,263	3,118			4.4%	0

Continued over page

Detailed Income & Expenditure by Budget Heading 31/05/2025

Month No: 2

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
4052 Water & Sewerage	0	315	315		315	0.0%	
4055 Electricity	89	1,800	1,711		1,711	4.9%	
4056 Gas	56	1,148	1,092		1,092	4.9%	
4115 Insurance	319	320	1		1	99.7%	
4275 Building Maintenance	0	10,000	10,000		10,000	0.0%	
4279 Fire & Security	0	150	150		150	0.0%	
Crypt :- Indirect Expenditure	464	13,733	13,269	0	13,269	3.4%	0
Net Income over Expenditure	(319)	(10,470)	(10,151)				
114 Public Toilets							
4115 Insurance	626	627	1		1	99.9%	
4203 Public Toilet Cleaning	6,419	53,500	47,081		47,081	12.0%	
4275 Building Maintenance	288	2,380	2,092		2,092	12.1%	
Public Toilets :- Indirect Expenditure	7,333	56,507	49,174	0	49,174	13.0%	0
Net Expenditure	(7,333)	(56,507)	(49,174)				
115 Martello Tower							
4115 Insurance	3,590	3,590	0		0	100.0%	
4275 Building Maintenance	0	18,000	18,000		18,000	0.0%	
Martello Tower :- Indirect Expenditure	3,590	21,590	18,000	0	18,000	16.6%	0
Net Expenditure	(3,590)	(21,590)	(18,000)				
118 Beach Huts							
1054 Income Other	230	0	(230)			0.0%	
1057 Income Electricity Recharge	0	50	50			0.0%	
1060 Beach Huts Site Licence	29,004	28,987	(17)			100.1%	
1061 Beach Hut Annual Rent	11,903	13,222	1,320			90.0%	
1094 Income Seasonal Beach Huts	5,838	14,000	8,162			41.7%	
Beach Huts :- Income	46,974	56,259	9,285			83.5%	0
4015 Office Refreshments	102	0	(102)		(102)	0.0%	
4051 Rates	933	5,045	4,112		4,112	18.5%	
4052 Water & Sewerage	84	480	396		396	17.5%	
4055 Electricity	21	1,006	985		985	2.1%	
4115 Insurance	566	565	(1)		(1)	100.2%	
4156 Bank Charges	2	0	(2)		(2)	0.0%	
4258 Seasonal Beach Hut Revenue Exp	4,442	13,500	9,058		9,058	32.9%	
4259 Bönningstedt Wall	45,082	0	(45,082)		(45,082)	0.0%	45,082

Detailed Income & Expenditure by Budget Heading 31/05/2025

Month No: 2

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
4275 Building Maintenance	24	900	876		876	2.7%	
4502 Toilet Hire	238	1,313	1,075		1,075	18.1%	
Beach Huts :- Indirect Expenditure	51,494	22,809	(28,685)	0	(28,685)	225.8%	45,082
Net Income over Expenditure	(4,519)	33,450	37,969				
6000 plus Transfer from EMR	45,082	0	(45,082)				
Movement to/(from) Gen Reserve	40,562	33,450	(7,112)				
<u>121 Seaford in Bloom</u>							
1025 Income Sponsorship	500	500	0			100.0%	
Seaford in Bloom :- Income	500	500	0			100.0%	0
4402 Seaford in Bloom	3,371	6,263	2,892		2,892	53.8%	
Seaford in Bloom :- Indirect Expenditure	3,371	6,263	2,892	0	2,892	53.8%	0
Net Income over Expenditure	(2,871)	(5,763)	(2,892)				
<u>130 Other Recreation</u>							
4410 Swimming Pool	0	10,000	10,000		10,000	0.0%	
Other Recreation :- Indirect Expenditure	0	10,000	10,000	0	10,000	0.0%	0
Net Expenditure	0	(10,000)	(10,000)				
<u>134 CCTV</u>							
4055 Electricity	0	4,163	4,163		4,163	0.0%	
4115 Insurance	110	110	(0)		(0)	100.1%	
4276 Maintenance - CCTV	2,924	9,718	6,794		6,794	30.1%	
CCTV :- Indirect Expenditure	3,035	13,991	10,956	0	10,956	21.7%	0
Net Expenditure	(3,035)	(13,991)	(10,956)				
<u>135 Events</u>							
4080 D-Day 80	300	2,000	1,700		1,700	15.0%	
4115 Insurance	67	68	1		1	99.1%	
4195 Events Expenditure	0	1,500	1,500		1,500	0.0%	
4273 Christmas Lights	0	10,000	10,000		10,000	0.0%	
4281 Christmas Event Expenses	0	6,500	6,500		6,500	0.0%	
Events :- Indirect Expenditure	367	20,068	19,701	0	19,701	1.8%	0
Net Expenditure	(367)	(20,068)	(19,701)				

Detailed Income & Expenditure by Budget Heading 31/05/2025

Month No: 2

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
140 Lifeguard Hut							
4115 Insurance	51	51	(0)		(0)	100.6%	
4274 Projects Expenditure	0	5,000	5,000		5,000	0.0%	
Lifeguard Hut :- Indirect Expenditure	51	5,051	5,000	0	5,000	1.0%	0
Net Expenditure	(51)	(5,051)	(5,000)				
145 Concessions & Street Trading							
1024 Salts Cafe Concession	3,231	24,000	20,769			13.5%	
1026 South Hill Barn Concession	1,350	3,500	2,150			38.6%	
1027 Splash Point Concession	2,871	6,500	3,629			44.2%	
1028 Martello Cafe Concession	3,813	14,808	10,995			25.8%	
1029 West View Kiosk Concession	2,085	8,340	6,255			25.0%	
1031 Dane Road Concession	2,500	3,600	1,100			69.4%	
1032 Marine Parade Concession	5,375	21,500	16,125			25.0%	
1033 Bonningstedt Prom Concession	2,100	6,000	3,900			35.0%	
1034 Bonningstdt Steps Concession	1,500	2,500	1,000			60.0%	
1035 Old Town Hall Concession	686	2,664	1,978			25.8%	
1036 West View Beach Hut Concession	0	4,900	4,900			0.0%	
1057 Income Electricity Recharge	0	12,234	12,234			0.0%	
1058 Income Water Recharge	46	5,356	5,310			0.9%	
1083 Income Street Market	471	471	0			100.0%	
Concessions & Street Trading :- Income	26,028	116,373	90,345			22.4%	0
4052 Water & Sewerage	46	5,343	5,297		5,297	0.9%	
4055 Electricity	20	11,375	11,355		11,355	0.2%	
4115 Insurance	538	538	0		0	99.9%	
4275 Building Maintenance	3,038	1,735	(1,303)		(1,303)	175.1%	
Concessions & Street Trading :- Indirect Expenditure	3,641	18,991	15,350	0	15,350	19.2%	0
Net Income over Expenditure	22,386	97,382	74,996				
146 Martello Changing Places							
4055 Electricity	29	2,000	1,971		1,971	1.4%	
4115 Insurance	112	112	0		0	100.0%	
4275 Building Maintenance	227	400	173		173	56.8%	
Martello Changing Places :- Indirect Expenditure	368	2,512	2,144	0	2,144	14.7%	0
Net Expenditure	(368)	(2,512)	(2,144)				

Detailed Income & Expenditure by Budget Heading 31/05/2025

Month No: 2

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>206 Premises - Hurdis House</u>							
4115 Insurance	540	541	1		1	99.9%	
4155 Professional Fees	1,250	2,000	750		750	62.5%	
4275 Building Maintenance	0	5,000	5,000		5,000	0.0%	
4301 Public Works Loan Payment	0	7,500	7,500		7,500	0.0%	
Premises - Hurdis House :- Indirect Expenditure	<u>1,790</u>	<u>15,041</u>	<u>13,251</u>	<u>0</u>	<u>13,251</u>	<u>11.9%</u>	<u>0</u>
Net Expenditure	<u>(1,790)</u>	<u>(15,041)</u>	<u>(13,251)</u>				
<u>301 Planning & Highways</u>							
4263 Bus Shelter Maintenance/Clean	187	1,000	813		813	18.7%	
Planning & Highways :- Indirect Expenditure	<u>187</u>	<u>1,000</u>	<u>813</u>	<u>0</u>	<u>813</u>	<u>18.7%</u>	<u>0</u>
Net Expenditure	<u>(187)</u>	<u>(1,000)</u>	<u>(813)</u>				
Assets and Facilities :- Income	85,998	230,993	144,995			37.2%	
Expenditure	103,475	332,534	229,059	0	229,059	31.1%	
Net Income over Expenditure	<u>(17,476)</u>	<u>(101,541)</u>	<u>(84,065)</u>				
plus Transfer from EMR	50,832	0	(50,832)				
Movement to/(from) Gen Reserve	<u>33,356</u>	<u>(101,541)</u>	<u>(134,897)</u>				
Grand Totals:- Income	85,998	230,993	144,995			37.2%	
Expenditure	103,475	332,534	229,059	0	229,059	31.1%	
Net Income over Expenditure	<u>(17,476)</u>	<u>(101,541)</u>	<u>(84,065)</u>				
plus Transfer from EMR	50,832	0	(50,832)				
Movement to/(from) Gen Reserve	<u>33,356</u>	<u>(101,541)</u>	<u>(134,897)</u>				

Assets & Facilities

2025 - 2026

1000 Codes = Income

4000 Codes = Expenditure

Financial Variance Report for Assets & Facilities		
16 July 2025 (Report 50-25)		
103	The View	
4115	Insurance	This has been fully paid for the year which is the same for all insurance accounts within this Committee. Whilst some cost centres show insurance as slightly overbudget, these are offset by those that are under budget.
4279	Fire & Security	The budget is currently higher than the linear percent due to upfront payments for annual and quarterly maintenance costs.
109	Memorials	
4115	Insurance	As explained within cost centre 103
4254	Martello Entertainment Area	This cost relates to refunds to all the plaque purchasers as previously approved at Full Council. The total costs are expected to reach £31,350; £9,770 of which will come from an earmarked reserve (EMR).
113	The Crypt	
4115	Insurance	As explained within cost centre 103
114	Public Toilets	
4115	Insurance	As explained within cost centre 103
115	Martello Tower	
4115	Insurance	As explained within cost centre 103
118	Beach Huts	

16 July 2025 (Report 50-25)		
1054	Income Other	The unbudgeted income relates to admin fees received following the sale of beach huts
1060	Beach Hut Site Licence	Fully invoiced for this year
1061	Beach Hut Annual Rent	Fully invoiced for this year. The number of huts available to rent out to the public on a 3 year licence has reduced from 10 to 9 (due to one hut being utilised by Seaford Lifeguards) - therefore the income in this account will be slightly lower than budget.
4015	Office Refreshments	The expenditure has been coded to the wrong account and will be rectified via a journal in period 3.
4115	Insurance	As explained within cost centre 103
4156	Bank Charges	The unbudgeted expenditure relates to the new PDQ machine used to take the seasonal beach hut bookings.
4259	Bonningstedt Wall	This expenditure was originally approved in November 2024 to be funded from £50,000 in general reserves. As the spend did not occur in 2024 - 2025, the £50,000 was transferred into an EMR at year end and is now being drawn down in 2025 - 2026.
121	Seaford In Bloom	
1025	Income Sponsorship	Fully invoiced for the year
4402	Seaford In Bloom	The majority of this expenditure occurs in the summer months with the remaining portion being charged in winter.
134	CCTV	
4115	Insurance	As explained within cost centre 103
4676	Maintenance - CCTV	The budget is currently higher than the linear percentage due to upfront payments for annual and quarterly maintenance costs.
135	Events	
4115	Insurance	As explained within cost centre 103
140	Lifeguard Hut	

16 July 2025 (Report 50-25)		
4115	Insurance	As explained in cost centre 103 above
4274	Projects Expenditure	This budget relates to essential works required for the conversion to the new lifeguard hut.
145	Concessions & Street Trading	
1024	Salts Café Concession	The income is slightly under budget for the first quarter due to the concessions delayed start.
1026	South Hill Barn Concession	Income will exceed annual budget as the new tender is higher than original budget, reflected in the percentage of quarterly income received.
1027	Splash Point Concession	The income received appears higher than expected at this stage in the year as invoicing is spread across a 7-month period, rather than evenly throughout the year.
1028	Martello Café Concession	Invoicing is being invoiced quarterly over the year.
1029	West View Kiosk Concession	Invoicing is being invoiced quarterly over the year.
1031	Dane Road Concession	Income will exceed annual budget as the new tender is higher than original budget, reflected in the percentage of quarterly income received.
1032	Marine Parade Concession	Invoicing is being invoiced quarterly over the year.
1033	Bonningstedt Prom Concession	Income will exceed annual budget as the new tender is higher than original budget, reflected in the percentage of quarterly income received.
1034	Bonningstedt Steps Concession	Income will exceed annual budget as the new tender is higher than original budget.
1035	Old Town Hall Concession	Invoicing is being invoiced quarterly over the year.
1036	West View Beach Hut Concession	The budget will not be realised in 2025 - 2026 as the West View Beach Hut concessions are not operating, following a decision made subsequent to budget approval.
1083	Income Street Market	This has been fully invoiced for the year.

16 July 2025 (Report 50-25)		
4115	Insurance	As explained within cost centre 103
4275	Building Maintenance	Due to essential works required at the Salts Café, this budget has already been exceeded. Further electrical works are anticipated, and it is likely that total expenditure under this code could exceed £7,000.
146	Martello Changing Places	
4115	Insurance	As explained within cost centre 103
206	Hurdis House	
4115	Insurance	As explained within cost centre 103



Seaford Town Council

Report No:	60/25
Agenda Item No:	6
Committee:	Assets & Facilities
Date:	16 July 2025
Title:	Seaford Street Market Consultation Results
By:	Sharan Brydon, Operations & Facilities Manager
Purpose of Report:	To consider concerns around the street market licence and the effect this has on local shop traders. To further consider the consultations that have been undertaken on the views regarding the street market

Actions

The Committee is advised:

1. To consider and discuss the paper and the associated appendices.
2. To consider and discuss the proposal to reinstate the 'non-compete' clause.
3. To consider the proposal to re-consult the townsfolk in 2026.
4. To move to a vote on the motions below.

Recommendations

The Committee is recommended:

1. To note the contents of the report.
2. To approve/reject the issuing of a street market license for 2025.
3. To approve/reject the reintroduction of the 'non-compete' clause within the 2025 street market licence.
4. To delegate power to the Town Clerk, in consultation with the Chair of Assets & Facilities Committee, to conduct a fresh survey in 2026 and use the results to inform a decision on the issuing of a street market licence for 2026, including whether the 'non-compete' clause should remain in the 2026 licence.

1. Introduction & Background

- 1.1 Seaford Street Market is held on the second and fourth Saturday of each month in Church Street, between the West Street junction and The Crypt.
- 1.2 At the Community Services Committee meeting held on [14 July 2021](#), it was resolved to approve delegated power to Seaford Town Council officers and the Town Clerk, in consultation with the Chair of Community Services Committee, to grant an annual street market licence, subject to a successful trial period and approval and support from neighbouring businesses and residents.
- 1.3 In January 2023 Town Council officers reviewed the situation, which included an update report from the Street Market Organiser, the 'non-compete' clause (which required that market stall holders did not offer for sale the same products as nearby businesses), and any complaints that had been received; at which point this totalled one complaint.
- 1.4 Following this review, officers were of the view the street market trial had been successful and were happy to propose a further street market licence to the Town Clerk and Chair of the Community Services Committee.
- 1.5 Due to the successful trial, the Street Market Organiser requested the 'non-compete' clause be watered down and become a requirement for the market to 'be considerate to local businesses'.
- 1.6 This request was proposed to the then Town Clerk and then Chair of the Community Services Committee, which was approved and included within the Street Market licence from February 2023.
- 1.7 This arrangement has remained the same since that time.

2. Current Situation

- 2.1 The current street market licence is now holding over, without having been renewed for 2025, following on from a complaint having been received from a local trader, citing direct commercial damage to their business because the 'non-compete' clause has been removed, and citing that the alternative requirement to 'be considerate to local businesses' is not being observed.
- 2.2 Officers met with the local trader earlier in the year to discuss their concerns. It was cited that more stall holders are now offering products for sale in direct competition with local shops which is having an impact on

their sales on market days. They also questioned how the decision was previously made to remove the 'non-compete' clause.

- 2.3 It was proposed that officers would undertake to consult the local shop traders to gauge their views ahead of deciding whether or not to issue a new street market licence for 2025.

3. Consultations

- 3.1 Officers produced a consultation survey earlier in the year for local shop traders. There were only 15 responses from local shop traders, and regrettably the results of this were largely inconclusive. The information gathered is attached at **Appendix A**.
- 3.2 Around the same time, the Street Market Organiser consulted with stall holders and street market customers and produced their own report, which is attached at **Appendix B**.
- 3.3 Due to the lack of a clear consensus from the shop traders survey, and the potential for bias in a report produced by the Street Market Organiser, officers decided to run a much wider consultation garnering the views of shop traders, market stall holders, and crucially residents of the town to try and amass a wider cross section of views. This was advertised widely via the Town Council's website, and across its social media platforms.
- 3.4 Simultaneously, survey cards were produced with a QR code to better enable respondents to access the survey and these were hand delivered to traders across the town centre. All of this activity was undertaken to try and obtain a much wider response rate to the survey than the original survey had elicited.
- 3.5 The results of the wider survey have now been collated and analysed and the report is attached at **Appendix C**.

4. Officer's Assessment & Recommendations

- 4.1 Having reviewed the consultation feedback, officers are persuaded that there is a general level of support across the town for the existence and continuation of the street market, however there are clearly concerns around the duplication of products for sale with local shops, and the potential detrimental effect this may have on the financial success of the town's shop traders.

- 4.2 In conclusion, therefore, it is officer's recommendation that a 2025 street market license be issued, but that the 'non-compete' clause be reintroduced.
- 4.3 It is further recommended that a fresh survey be undertaken in the spring of 2026 to garner the views of the town at that point in time to assess if the same views are held as those currently provided. Once this is undertaken this will inform officers of their recommendation, or not, towards the issuing of a street market licence for 2026.

5. Street Market Legal Basis

- 5.1 The street market trades under the Town Council's delegation agreement from Lewes District Council for the management of regulated street trading in designated streets within Seaford, for special events/markets, whereby the Town Council can consider a single application and issue a single consent, which covers all traders. The Street Market Organiser is responsible for ensuring that specified conditions are met by all traders.

6. Financial Appraisal

- 6.1 This issuing of an annual street market licence for 2025 would result in an invoice payable by the Street Market Organiser to the Town Council. In the event of the refusal to issue a 2025 street market licence, this would result in a financial loss of income to the Town Council of £455.

7. Contact Officer

- 7.1 The contact officer for this report is Sharan Brydon, Operations & Facilities Manager

REPORT 60/25 APPENDIX A

	2.Do you see a change in customer footfall on Seaford Town Market days?	If yes, please give more information such as does footfall increase or decrease, does this have a positive or negative impact on your business etc.	3.Do you see a change in product/service sales or bookings on Seaford Town Market days?	If yes, please give more information such as do sales/bookings increase or decrease, does this have a positive or negative impact etc.	4.Does your business see a change in customers on Seaford Town Market days i.e. new customers from out of town?	Please explain your answer here:	5.Thinking about the products/services your business provides to the town, do you have any feedback on the variety of stalls offered on Seaford Town Market days?	6.Do you have any further feedback that you would like the Town Council to consider when reviewing the Seaford Town Market licence and/or future similar Street Trading licence applications?
								Reduced parking until 5 PM on two Saturdays each month can create challenges for ourselves having no ability to load or unload large fragile artworks from the car near our gallery during those days and also for customers, particularly those collecting larger or heavy artworks. This issue is even more problematic for individuals with reduced mobility, especially when the West Street disabled parking space by the Police Station and the Town Council parking spaces are occupied by market stalls. Additionally, the live music occupying the West Street disabled parking space over several weeks in the summer was excessively loud, forcing us to close our doors even in the heat. Despite this, the noise remained disruptive, and we imagine it will have also disturbed local businesses and Church Street residents. It would have been considerate to consult with the Church Street retailers and other in the Church Street community to determine if the volume was problematic, especially as this seemed to be a recurring event. Collaboration with local businesses when selecting vendors or performers for the market would be highly desirable. The local shops and businesses form the permanent backbone of the Church Street and beyond, and fostering a relationship (where none exists at the moment) between the market operator and these businesses could create a more harmonious and
	Yes	Decrease	Yes	Negative	No	We don't see any out of town customers	A lot of the stalls sell items available in the town which is unfair to shops struggling as it is	

	Yes	Regular customers with mobility issues are unable to enter premises. The market does not guarantee increased footfall. Regular customers stay away on market days to avoid the market	Yes	definite reduction in cake sales - reducing by an average of 10% year on year (taking 2022 as base) with a significant drop to this year - £145 in July 2022 reducing to £80 by July 2024. August 2024 daily sales for market days were 34.56 and 17.44 % less than the non market days in the preceding week.	Yes	Sometimes new customers BUT only by a very small margin. Market customers coming to the market do not generally support the town businesses - they come for their favourite bread/product.	it was a gross mistake on the Councils part to remove the "non-competing" clause - it should be replaced ASAP. The market organiser needs to be monitored and made to realise that the council will take action for any breach of the licence terms, as you have recently done with the contract at Hurdie House. If you can protect your own concession holders on the seafront, as you do, then you should also protect the town traders. It is not enough just to take the money. The market organiser acts with impunity because the council has wrongly allowed her to. it is time to step up and take charge if the market is to continue.	I see the market customers or lack thereof... I consider I have a very good overview of the market. - the market should be a boost for the town but it is not - it takes away from the town, adding very little to our town traders who are here for the whole year - not just 22 days or less per year.
	Yes	Decreases which has a negative impact both monetary, footfall and staff morale	Yes	As mentioned above.....it's a decrease in footfall as bringing a bakery in from another town is a conflict of trading interests ☹️	No		Stalls are being duplicated with businesses that already exist in our town. We also know that under counter trading takes place on products that are on sale in our existing shops in town as a cover up to keep locals quiet.	Entrepreneurship is a very important thing to promote in our town and to also encourage. However shops are paying business rates to trade and its upsetting when we've attended many traders meetings to be told a conflict of interest won't happen but yet still does. Our bakery in particular employs 21 local people all of whose jobs/lives matter to our town to keep it thriving. We're encouraging people to shop local to survive but duplicating businesses through the market is not something we feel that we have the full support of our local council in. We brought this to Miranda's attention many times only to be shot back down. Your local businesses have great ideas which support a community & enable them to flourish & be successful which surely can only be for the good of our town. Meetings between council & traders would be an initiative to perhaps suggest. Run properly & to make traders feel listened to can surely only have positive impact I think it's great as it is.
	Yes	It helps to create more positive footfall in the town and is another thing for people to come to the town for.	No		Yes	We have definitely seen some new customers who are new visitors to the town and as a result of the market	Not at this time, they're all good.	

	No	There are obviously more people milling around Church Street (which is normally low on foot fall) on market day. However we have not had new customers in the shop. Often on a Saturday we would have had customers from out of town who know they can park and pop in, or they may bring an elderly relative as they can park outside the shop. On Market day this doesn't happen and without doubt we lose out. Twice a month is really hard for us. Historically Saturdays were busv. No longer. Increases	Yes	We generally see less customers than we would normally see on a non-market day. If we do have a 'good' day it is because one of our regular customers visits and purchases.	No	We sincerely believe the market has not brought any new customers to Seaford and certainly not to Sedici and regularly deters those that may come on a Saturday from visiting us. One shop on the High St told me they see absolutely no difference in footfall on market days.	Clothing and jewellery has often been situated right outside the shop and although the offering may be different from what we stock, it is still pretty inconsiderate to place these stalls there! Then there are other stalls offering things already available in the town!	Retail has suffered hugely over the last few years and and this market only seems to offer many things that shops in the town sell. It would be courteous not to have anything that is in competition with other businesses in the town as we have shops selling flowers, veg, bread and cakes, gifts and candles. When Miranda first canvased regarding the market she was adamant that it would not be in competition with existing shops in the town but this promise seems to have been abandoned very quickly! Twice a month is also too much. Could the location be changed?
	Yes		Yes	Increases sales from visitors brought to town by the market	Yes		We see the market products as very little competition to us.	I have been impressed by the market managers publicity which always encourages people into Seaford for the town shops and attractions as well as the market
	Yes	Positive of course! It is great for the town to "actually be doing something that brings people to town", a reason to come to Seaford and browse the shops and the market too. I really do hope that the council support the market and other ventures - the town needs it.	Yes	Just more foot fall - generally	Yes	More people popping by.	The more the merrier!	Please support and make it easier for other local traders to join the market. Encourage not discourage.
	No		No		No			Think it's not a bad thing to have the market , must admit I wasn't aware or am aware when it is taking place as I'm round in broad street and don't go that way at all
	Yes	Increases brings more people into the town	Yes	Alot more people in the town so more likely for them to pop in and get some lunch	No			
	No	No significant change	No		Yes	Possibly	No	No
	No	It is actually hard to say as we don't ask every customer that comes in. But, my perception is no one says they have come in specifically for the market.	No		No	As above not sure the market adds to footfall. But equally, the added attraction can only help with footfall.	I do feel that the stalls in the market are mainly from outside Seaford - Bexhill fishmongers etc. When more local producers might be more attractive to the local people. Not food, such as bakery, that can be brought locally. If bakery it should be artisan.	The town centre needs to be vibrant interesting place to visit - any added attraction/market can only help build that interest that shopping in Seaford is fun and diverse.

	No	I'm only notice it's on when the road is closed	No	I don't feel it drives any additional business into the town centre	No	We don't notice any changes at all	I understand that some stalls are now selling products that are already available to purchase in local shops , I don't have a problem with this but the market doesn't appear to be big enough to warrant visiting
	No Yes	Decreased footfall due to the road closures, this puts of a lot of elderly and disabled customers who cannot park in town so they just avoid coming in to shop.	No No		No No		No I think the market is good but the parking restrictions and road closures need to have a rethink. Is it not possible to hold it indoors somewhere, like a church hall or similar so local businesses aren't affected?
							Yes, please don't forget us on Place Lane! We were not informed of the road closures for Seaford Christmas Magic, the window competition and QR codes or that Seaford Christmas Magic was on! When I was situated in Broad Street we were always notified by letter and/or email but this year there was nothing. The road closures severely affected business that day as a result and it felt as though we weren't even considered at all. Times are extremely tough as it is so it was very unfortunate and not appreciated.



SEAFORD TOWN MARKET



PROJECT REPORT -2025-



Written By
Seaford Town Market



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Overall Summary: A Brief Overview

The Seaford Town Market plays a crucial role in enhancing community spirit, supporting local businesses, and providing unique shopping experiences. Stallholders highlight its affordability for small enterprises, fostering connections within the community and offering diverse products often unavailable in traditional shops. The market not only boosts Seaford's vibrancy but also promotes social interactions and mental well-being, serving as a cultural and social hub. It supports economic growth by encouraging local spending and offers a platform for startups. Additionally, the market engages in charitable activities and fundraising, further solidifying its importance in the town's social fabric. Overall, the Seaford Town Market is vital for both the local economy and community cohesion, deserving ongoing support and appreciation.

Introduction



The Seaford Town Market stands as a bustling epicentre of community life, representing much more than just a venue for commerce. It is a vibrant tapestry woven from the threads of local culture, commerce and camaraderie, where residents and visitors alike come together to celebrate the spirit of Seaford. The market transforms into a dynamic gathering place, brimming with the sounds, sights and scents of a diverse array of goods and services. From fresh produce and artisanal crafts to lively entertainment and local delicacies, the market encapsulates the essence of community engagement and support for local businesses.

In an era where shopping often becomes a solitary experience, the Seaford Town Market revitalises the concept of marketplace interaction, encouraging social connections and fostering a sense of belonging among participants. It serves as a platform for local entrepreneurs to showcase their products, allowing them to thrive while simultaneously enriching the community with unique offerings. The market is a reflection of Seaford's rich heritage and a celebration of its continuous evolution, bringing together people of all ages and backgrounds to engage, explore and enjoy.

Ultimately, the Seaford Town Market is not merely a shopping destination; it is a vital institution that nurtures relationships, promotes local culture and contributes to the overall vitality of the community. It invites everyone to partake in a shared experience that is both enjoyable and meaningful, reinforcing the notion that a market can be the heart of a community, where connections are forged, memories are made, and the spirit of Seaford truly shines.



Why Markets Are Great for Towns?

The establishment of a local market offers numerous advantages for our town. These include serving as dynamic economic engines, promoting eco-conscious living, and acting as centres for learning and cultural exchange. Additionally, local markets can become cultural and tourist attractions, foster health and wellness, enhance social cohesion, and uphold traditions and cultural heritage.

They also serve as catalysts for creativity and innovation, contribute to urban renewal, and act as pillars of the community.

The inclusion of Seaford Town Market as an integral part of Seaford is vital. As the town evolves, numerous small businesses require assistance in showcasing their talents, produce, and products, which is precisely the purpose of this market.

"It builds a sense of community, brings people to the town, people feel they can talk to you about their problems without feeling pressure to buy, we provide a friendly face."

Stallholder Questionnaire

The financial burden of acquiring bricks and mortar for their own premises is significant, particularly amid the current cost-of-living crisis. Seaford Town Market offers a safe and welcoming environment for locals to shop, sell, and for visitors to explore our remarkable town.

"Because I can't afford shop rental. The market gives me the opportunity to sell my products"

Stallholder Questionnaire

We have had the privilege of supporting small businesses on their growth journey. Witnessing their progress—from operating out of a gazebo on Church Street to establishing their own shops—has been an incredible experience, and we take pride in being part of their development. For instance, Kate's Crystals has been a fixture at the Seaford Town Market from the outset and has now established her own shop on the High Street. Similarly, A Spoonful of Sugar, which began as a sweet stall at the Seaford Town Market, has expanded into a shop in Eastbourne. Additionally, Majaic Sussex Craft has successfully transitioned to selling her products through Fotobox.



A spoonful of sugar ant Seaford town market



A Spoonful of Sugar in their shop unit.



Kate's Crystals at Seaford Town Market



Majaic Sussex Craft Stall at Seaford Town Market



Majaic Sussex Craft work being sold in FotoBox



Kate's Crystals Ritualise Shop

Moreover, we are committed to keeping individuals who can no longer maintain a physical shop in town connected to the community. A prime example is Kevin, formerly of K & L Jewellers, who continues to contribute by offering watch repair services within the town.

"Traded in town for 26 years as business retired and can offer service to all, some of which others are unable to."



Seaford is a remarkable town, rich in stories, cultures and diversity. We are committed to showcasing this vibrant tapestry through our markets.

The Seaford Town Market significantly contributes to the local economy. It serves as a dynamic hub of commercial activity, stimulating economic growth by encouraging consumers to spend within our community.

The market provides fertile ground for start-ups, offering budding entrepreneurs an affordable platform to showcase their creations. This initiative fosters a self-sustaining economic ecosystem that benefits the entire area.

Beyond its commercial function, the market offers an interactive educational experience. It serves as a space where the community, including children, can learn about various cultures, cuisines and crafting techniques. Supporting local producers also helps reduce our carbon footprint, as shorter transportation distances—often referred to as "food miles"—result in less packaging and more eco-friendly options. This approach not only supports environmental sustainability but also promotes eco-conscious living among consumers.



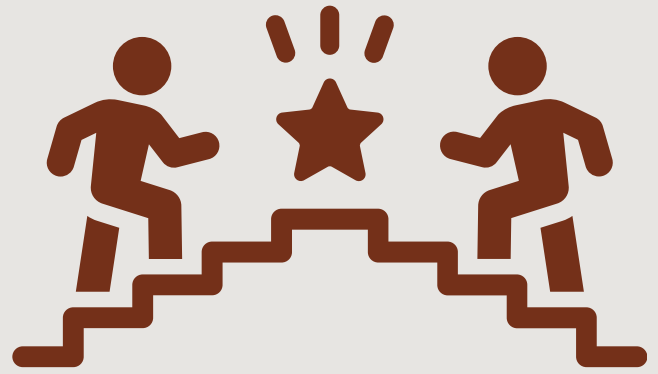
The existence of a local market fosters community spending, enabling visitors to explore various offerings and subsequently savour a meal at one of our delightful local cafés. While Seaford is already a tourist destination, primarily known for its scenic walks, we aim to enhance its appeal beyond just cafés and local attractions. Our markets embody the cultural heartbeat of the locality, showcasing the unique character of our town. They attract tourists seeking authentic experiences, allowing them to engage with the culture through food, art, and community interaction. This not only enriches visitors' experiences but also bolsters the local tourism industry.



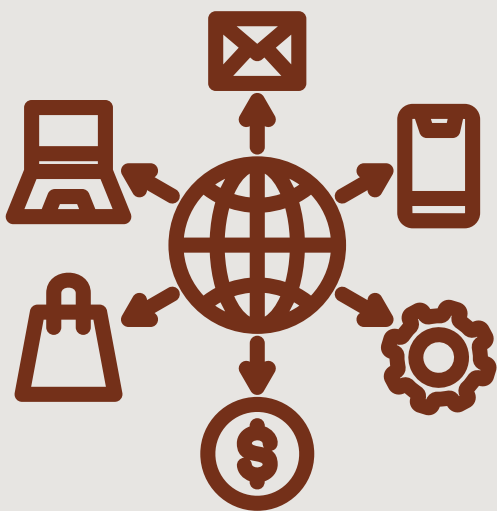
In a world where social isolation is becoming increasingly prevalent, and acknowledging the health risks associated with it, markets offer individuals a chance to connect, interact, and forge relationships. These communal spaces foster a sense of belonging and enhance community cohesion, which has proven particularly valuable in the aftermath of the pandemic. Through shared experiences, such as shopping for fresh produce or enjoying local delicacies, markets create opportunities for meaningful interactions, helping to combat loneliness and strengthen community ties.

Markets are so important in towns and High Streets as “the social and economic goals of public markets are intertwined in a way unlike those of any other civic institution or commercial entity” Ford Foundation, 2003

Markets foster a sense of healthy competition that is essential in any industry, playing a pivotal role in both the creation and sustainability of the economy. Consumers benefit significantly as they gain access to the best products and experiences that local businesses can offer. To remain competitive, businesses must innovate, a robust competitive environment encourages them to refine their operations, ensuring they maintain a competitive edge in an ever-evolving market.



Moreover, governments also reap the rewards of business competition, as it stimulates economic growth within the community. This competitive landscape safeguards consumers from practices such as price fixing, promoting fairness and safety. To maximize the advantages of competition, it is imperative that governments establish a level playing field for all businesses. When companies operate under equitable conditions, they are more likely to be motivated toward future growth and innovation. Ultimately, a healthy economic ecosystem benefits everyone involved.



Awards

Seaford Town Market and Miranda Bearns-Lowles have received commendations for their outstanding collaboration with local traders, Seaford Town Council, and The Seaford Chamber of Commerce, as well as for Miranda's unwavering commitment to the community. In 2023, she secured third place for Business of the Year and was honoured with the prestigious Don Mabey Award, which recognises individuals who have made significant contributions to the town and its residents. This acknowledgment underscores her remarkable efforts in organising various events, including street markets and the coronation festival, which was a resounding success, filled with community spirit. The festival not only raised funds for local animal and wildlife charities but also showcased local talent and offered free participation opportunities for vendors, all while she devoted countless hours as a volunteer.

In 2024, Miranda was honoured as the runner-up for Business Person of the Year and received the Seaford Chamber President's Award in recognition of her outstanding contributions to local traders, the Council, and the Chamber of Commerce, which underscores her commitment to the community.



Charity Work

During the Christmas season, Seaford Town Market selects two or three local charities to benefit from a significant raffle, which features donations from our dedicated stallholders based on their market stock. This cherished tradition, which originated at the East Dean Village Market, was deemed a wonderful addition to Seaford Town Market. Throughout the year, we also engage in various fundraising events and encourage charities to utilise complimentary spots at our market. Notable examples include Seaford Martello Rotary with their calendars and the Seaford Bonfire Society. Each year, we invite our stallholders to nominate charities that hold personal significance for them.

The charities we have supported since our inception include:

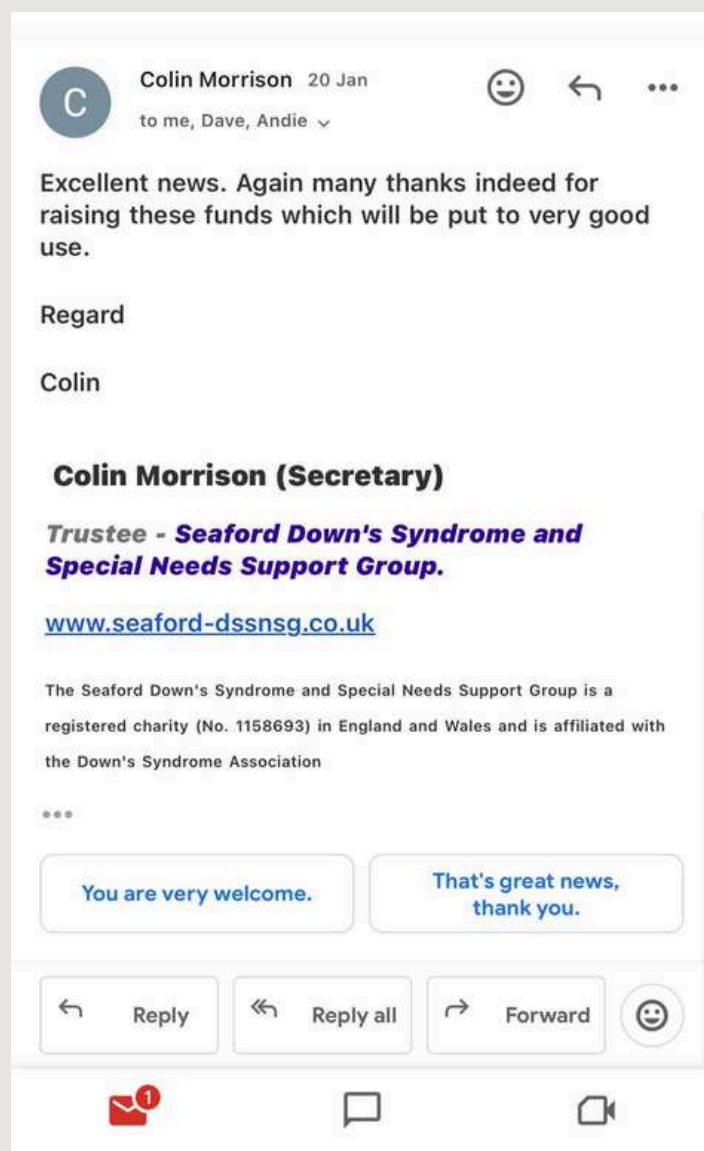
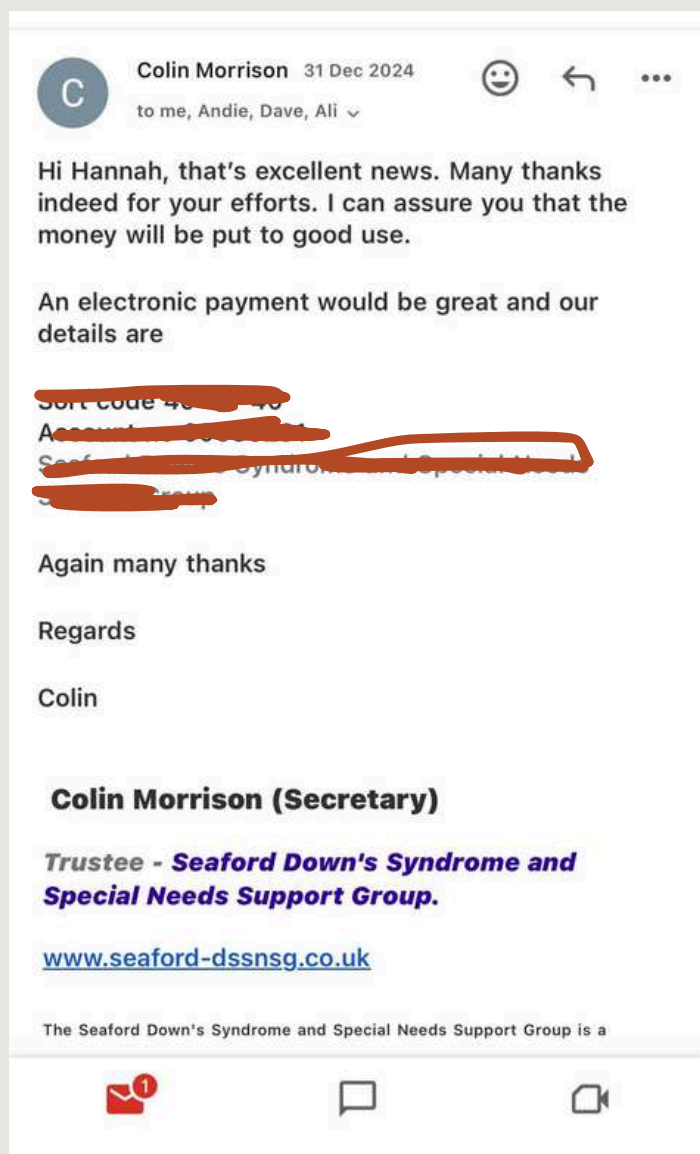
2024: Seaford Down's Syndrome and Special Needs Support Group, Raystede, Breast Cancer Awareness, and Anxious Dogs.

2023: Beachy Head Chaplaincy Team, Seahaven Wildlife Rescue, and Kent and Sussex Air Ambulance, with each charity receiving £410.

2022: Beachy Head Chaplaincy Team, Seahaven Wildlife Rescue, Kent and Sussex Air Ambulance, and St Wilfrid's Hospice.

Additionally, Miranda and the Seaford Town Market played a pivotal role in fundraising efforts by donating stall spaces and items for raffles to support the installation of a new defibrillator outside St Leonards Church. The Seaford Town Market also generously offers free stalls to charities, ensuring they can maximise their fundraising potential.







RAYSTEDE

GIVING ANIMALS A BETTER LIFE

Miranda Bearns-Lowles
32 Raymond Close
Seaford
BN25 3DW



RAYSTEDE

GIVING ANIMALS A BETTER LIFE

Raystede Centre for Animal Welfare
The Broyle, Ringmer, East Sussex, BN8 5AJ

T: (01825) 840252
E: info@raystede.org
W: www.raystede.org

To Miranda,

I hope this letter finds you well. I wanted to write to you personally and thank East dean village market and Seaford town market for both holding a Christmas raffle and raising the wonderful amount of £381.00 This is so thoughtful of you, and we are very grateful that you thought of the animals in our care, this will help support the rescue, rehabilitation, and rehoming of animals in the future.

On average, 2,000 animals come into our centre each year and our continuing policy is to find loving homes. We have been facing some challenges, and this shows just how important your support is to us.

It is thanks to your kind support and generosity, that we can continue to be there for animals who need us for years to come.

Warmest wishes,
Emma

Emma Monico
Community Fundraiser
eminamonico@raystede.org
01825 705891



Chief, Mr Andrew Blackman CBE, HM Lord-Lieutenant of East Sussex
Raystede Limited is a company limited by guarantee. Registered in England and Wales no. 816674
Registered Office: Raystede, Ringmer, East Sussex, BN8 5AJ
Animal Welfare Limited is a charity registered in England and Wales no. 237696

RAYSTEDE
GIVING ANIMALS A BETTER LIFE

Thank you to
Seaford Town Market

for raising
£381.00

for Raystede Centre for Animal Welfare

All animals deserve to be safe and loved.
Your support makes this happen.

www.raystede.org



Questionnaire



Our initiative aimed to gather a well-rounded understanding of the Seaford Town Market's role within the community by reaching out to various stakeholders. By targeting both stallholders and customers, we sought to create a holistic picture of the market's influence, benefits and areas for improvement.

The questionnaire was carefully crafted with the intent to foster open dialogue. For customers, we included questions that explored their experiences at the market, their reasons for attending and their suggestions for enhancements. Questions such as “what impact do you think the market has on the town?” and “what impact does the market have on you?” were designed to elicit rich feedback.

For stallholders, our questions aimed to understand their motivations for participating in the market, the challenges they face, and their perceptions of customer engagement. We included inquiries like “what effect do you think the market has on Seaford Town?” and “Does the market provide community spirit?” This approach not only allowed us to gather quantitative data but also encouraged qualitative insights that could illuminate the unique dynamics at play.

The administration period of our questionnaire was strategically chosen to coincide with the market's operational schedule, ensuring maximum participation. Our multi-channel distribution—through social media, email, and in-person interactions—was designed to reach a broad audience, catering to varying preferences for communication.

Anonymity was a key feature of our initiative, as we recognized the importance of creating a safe space for participants to share their views openly. By assuring respondents that their identities would remain confidential, we aimed to foster honest and constructive feedback. This aspect was crucial in ensuring that the data collected would be both valuable and actionable, providing insights that could inform future developments of the Seaford Town Market.

Overall, our initiative not only sought to evaluate the current state of the market but also aimed to strengthen community ties by actively involving residents and local business owners in the conversation about their shared economic and social environment.

Questionnaire Customer

The Questionnaire/ Survey Seaford Market for Customers:

1. What impact do you think has on the town

Negative/positive

2. Do you shop

Market only

Town Shops Only

Market and Town

3. How often do you shop in Seaford Town?

4. Do you live in Seaford? Have you travelled far?

5. How did you learn about Seaford Market?

6. What stalls do you buy from?

7. Which shops do you visit most in the town?

8. What impact does the market have on you?

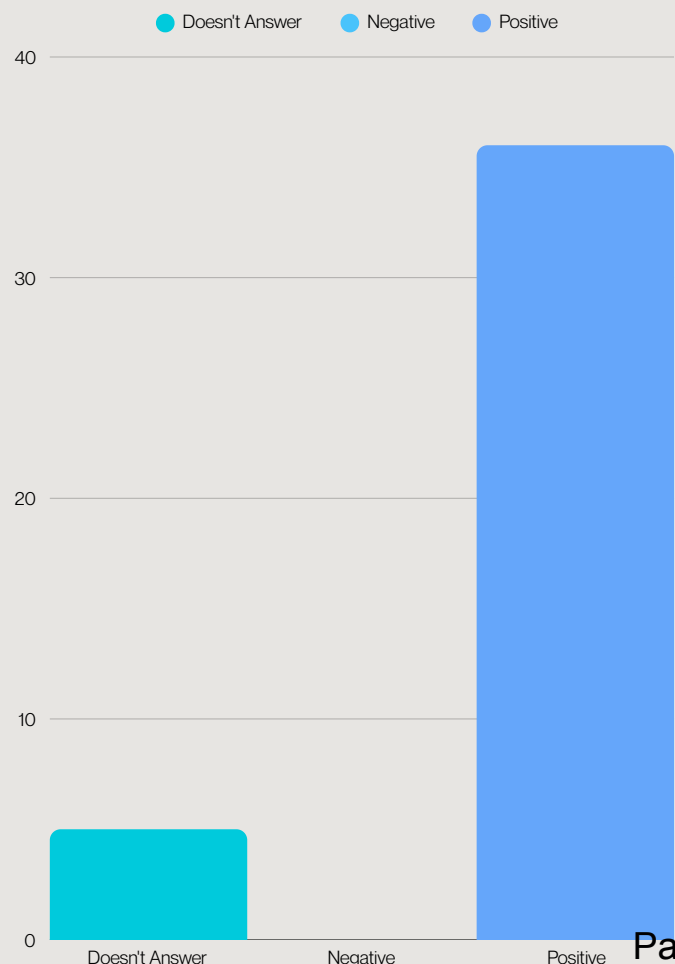
9. Do you feel the market is beneficial to the local community?

10. Any other Comments

Question One:

What impact do you think has on the town?

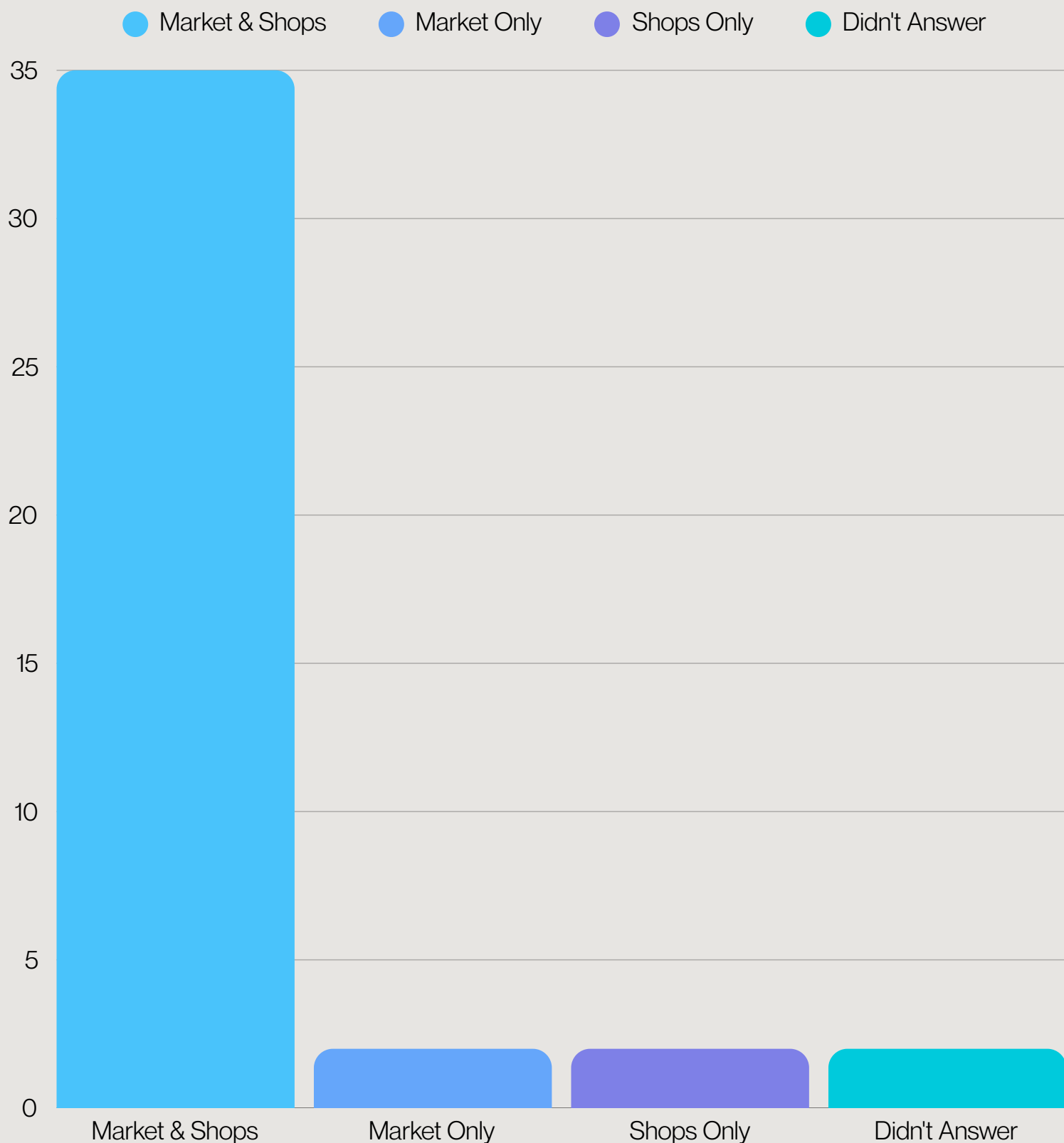
Negative/positive



Question Two:

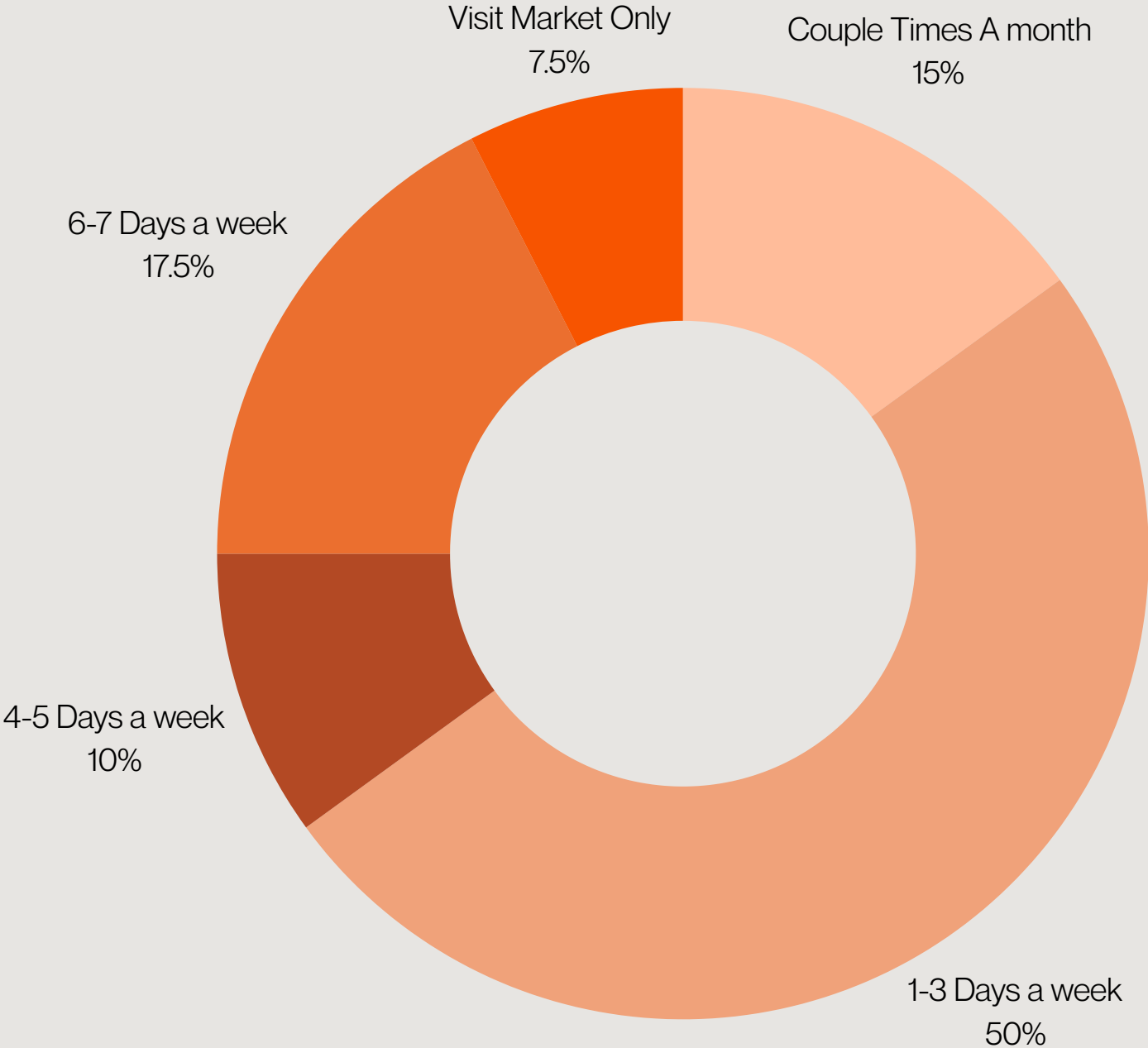
Do you shop

- Market only
- Town Shops Only
- Market and Town

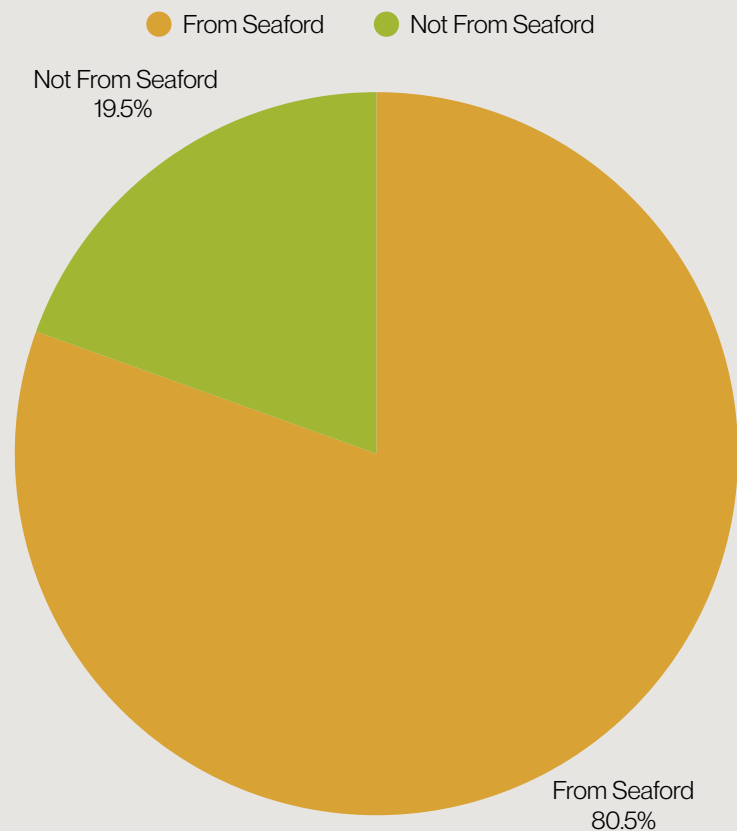


Question Three:
How often do you shop in Seaford Town?

- Couple Times A month
- 1-3 Days a week
- 4-5 Days a week
- 6-7 Days a week
- Visit Market Only



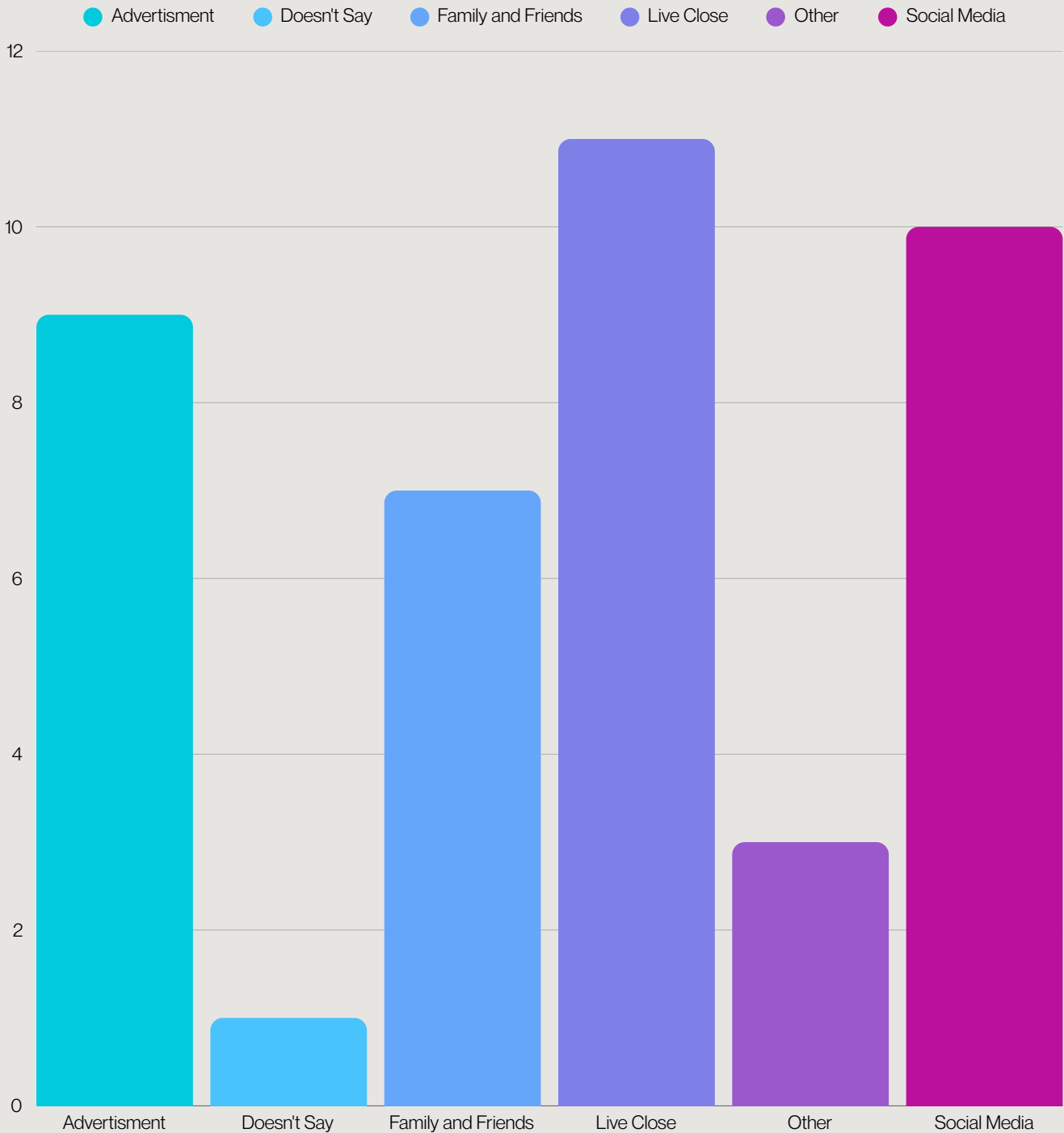
Question Four:
.Do you live in
Seaford? Have you
travelled far?



The following locations are from which individuals have travelled: Worthing, Somerset, Saltdean, Lewes, Newhaven, Willingdon, and Eastbourne.

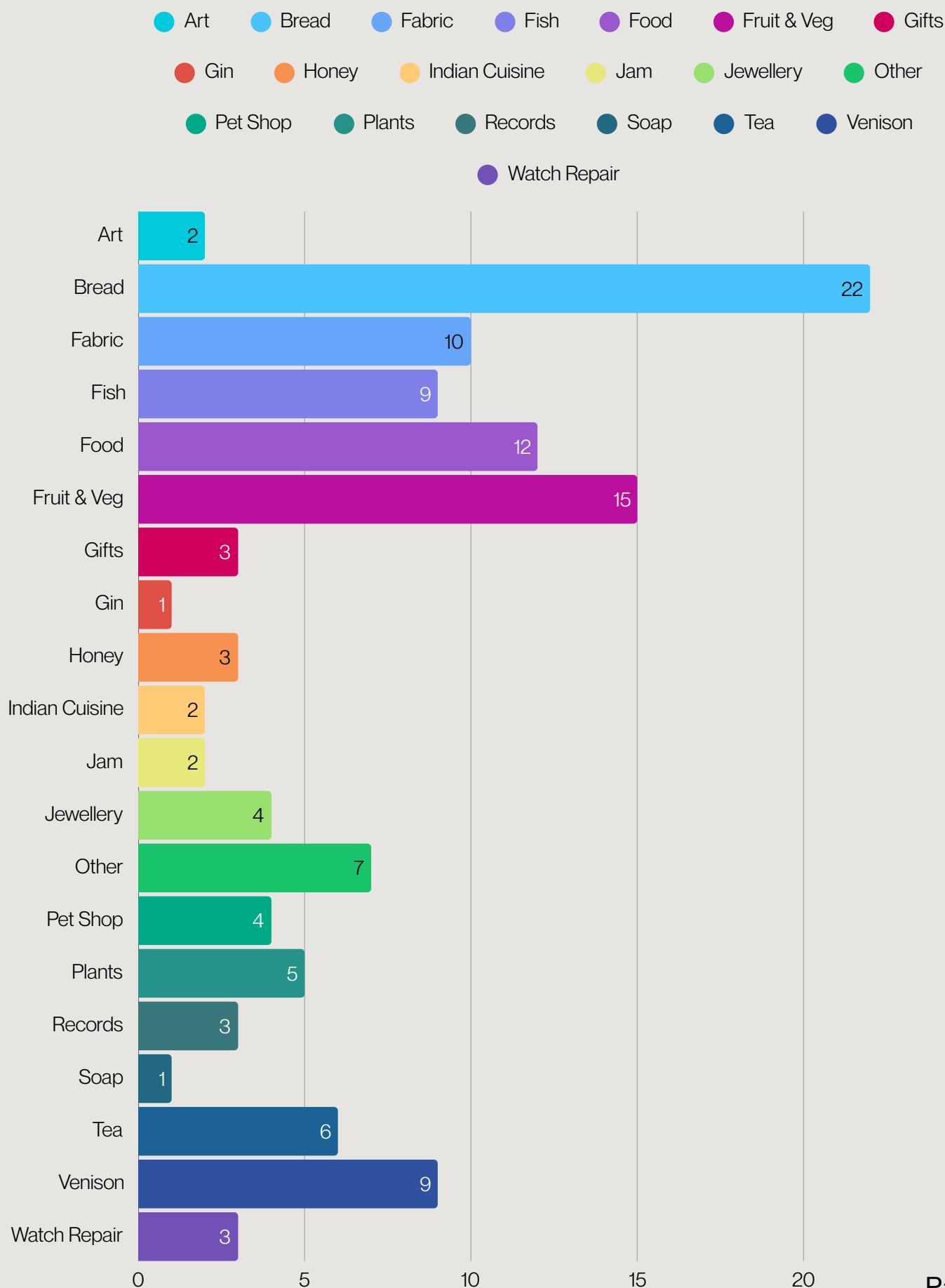


Question Five: How did you learn about Seaford Market?



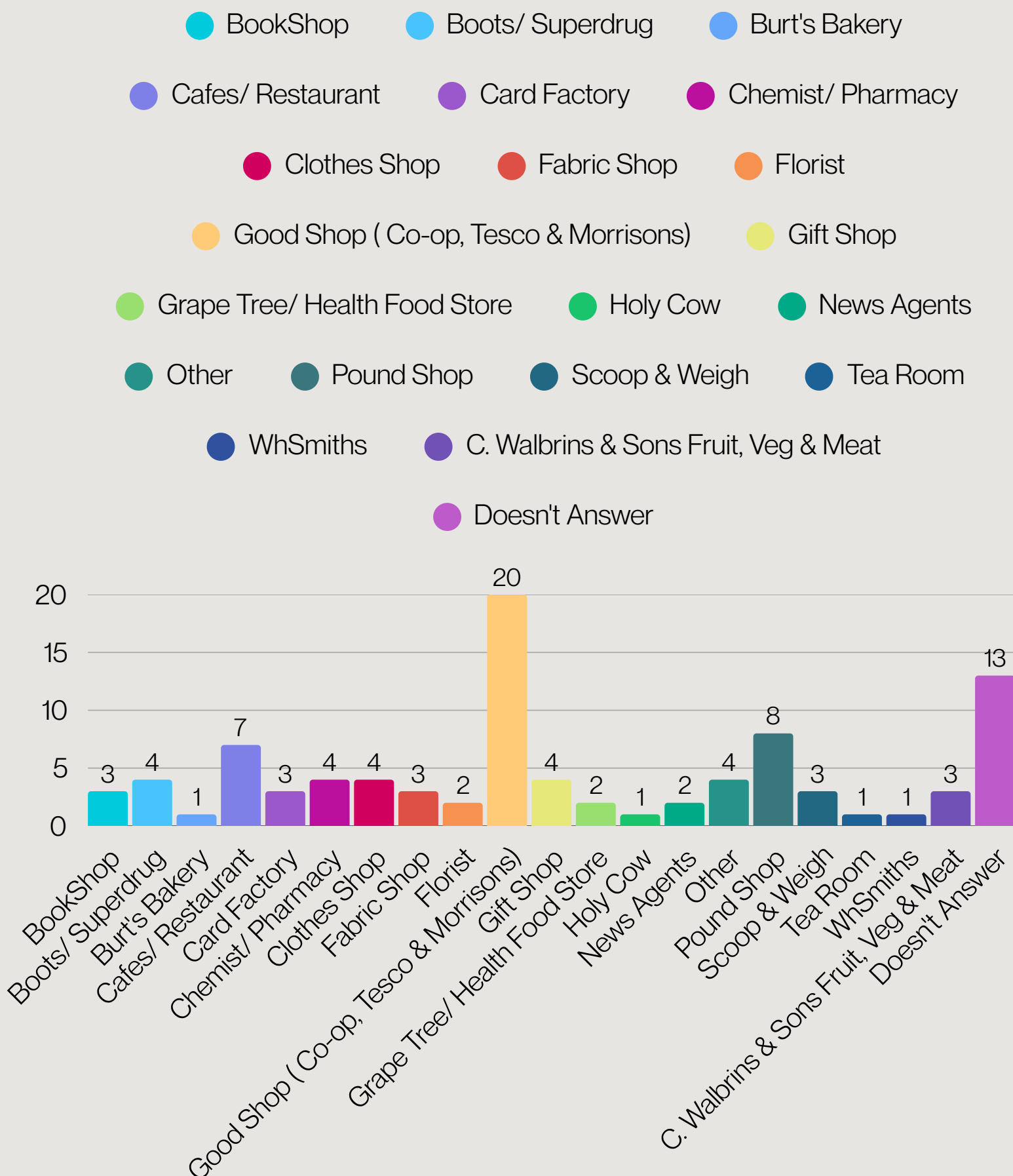
Other being- Was on the council when Miranda asked for permission to open and they couldn't remember they have always been coming.

Question Six: What stalls do you buy from?



Question Seven:

What shops do you visit the most in the town?



Others mentioned: Ones with easy access for wheelchair access, Independent gift shop, sport shop, egg lady and some one shops in Eastbourne and the market, Sweet Moments & Uno gallery.

Question Eight:

What impact does the market have on you?

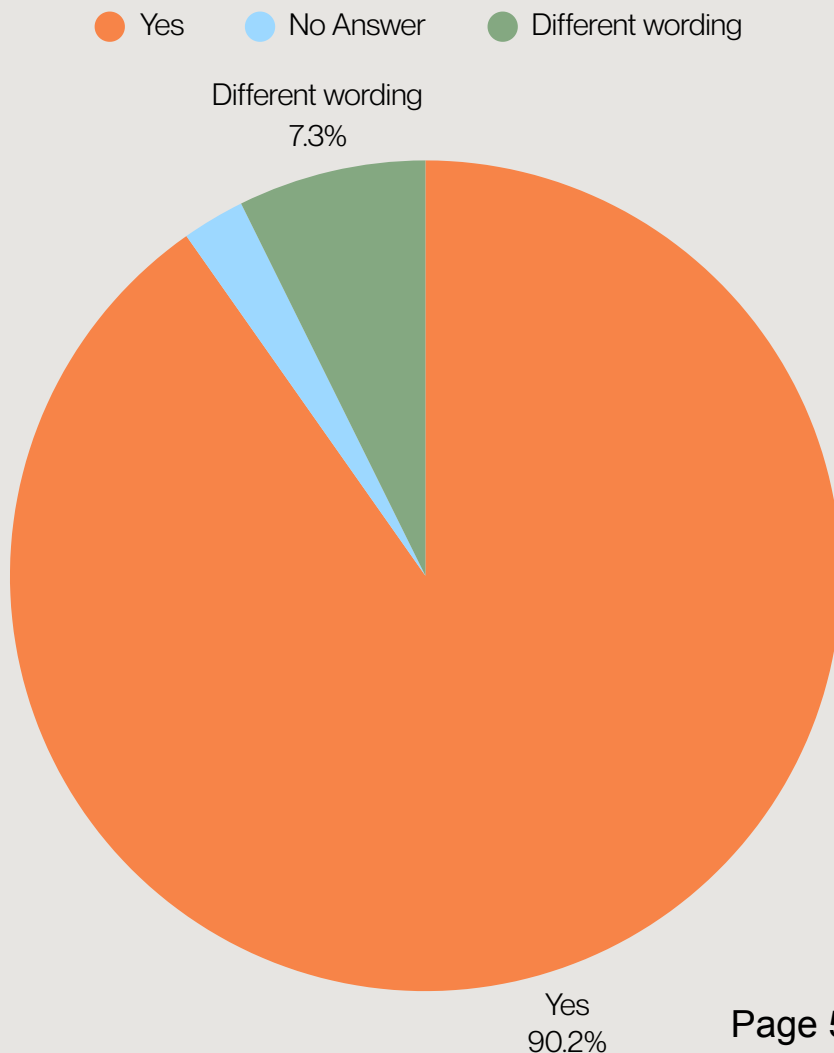
- "It's lively - colourful, friendly stallholders"
- "Nice for visitors"
- "It attracts us to Seaford for shopping"
- "I would miss it if it wasn't here"
- "We love it. Buy our meat for the week. Community Chefs"
- "Always happy people to chat and see, make new friends"
- "Brings folk into town"
- "Makes me feel alive"
- "It is lovely to - every fortnight - to browse and buy and visit other shops and cafes for a day out!"
- "It's a wonderful way to shop and then go to café to meet friends"
- "Improves the town"
- "Lovely to be able to walk to town and get favourite stuff"
- "Great impact, makes my weekend"
- "It's lovely to be able to have a wander and get out at the weekend with the family"
- "Love the variety. Keep it going"
- "It's a friendly place to meet people"
- "Opportunity to visit Seaford"
- "Fantastic opportunity to buy local"
- "Good for the town"
- "Community feeling - nice to see people you know"

Question Nine:

Do you feel the market is beneficial to the local community?

Different Wording:

- "Diversity"
- "Brings people together and lifts spirits"
- "Very important to support independent businesses"
- "Brings more people to Seaford"
- "Yes, most certainly as it compliments the retail businesses of the town."



Question Ten:

Any other Comments

1. "The market attracts footfall to help support local businesses including cafes & the pubs."
2. "The market was the sole reason for our visit to Seaford today."
3. "Love the vibe of the market."
4. "We love it - thank you."
5. "We just love the market!"
6. "It should be bigger! Get more independent businesses here!"
7. "I am aware that in the summer many tourists and walkers notice the market then walk around the town shops."
8. "It is very important and vital for our community, friendship, and support."
9. "Another reason to choose Seaford on a Saturday instead of Lewes/Newhaven Sainsbury's and Waitrose."
10. "Great for the community to get together, positive on mental health. Great for the elderly to get out."
11. "Seaford Town Market has made a good impact on our town."
12. "The market is great; personally, I would like it bigger and indoors too."
13. "Bought my whole Christmas dinner from Seaford Market."
14. "Yes it gives us more choice and helps those who want to earn some money and may not want the expense or worry of owning a shop it gives us variety of choice. There us always wonderful Community Spirit."
15. "I tend to not go to some shops/ tea rooms in town as I can find them uncomfortable/ rude and extremely overpriced."

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative / positive ✓

Do you shop

Market only.

Town shops only.

Market and town ✓

How often do you shop in Seaford town?

Once maybe twice a month

Do you live in Seaford? Have travelled far?

No, Saltburn

How did you learn about Seaford market?

Facebook from Crote Records

What stalls do you buy from?

All sorts

Which shops do you visit most in the town?

Fabric, Food, gifts.

What impact does the market have on you?

It attracts us to Seaford for shopping.

Do you feel the market is beneficial to the local community?

Yes!

Any other comments

The Market was the sole reason for our visit to Seaford today.

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative positive

Do you shop

Market only.

Town shops only.

Market and town

How often do you shop in Seaford town?

weekly

Do you live in Seaford? Have travelled far?

Yes

How did you learn about Seaford market?

East Dean regular

What stalls do you buy from?

veg, bakery, venison, fish, tea

Which shops do you visit most in the town?

Hay Cart, ~~Home~~ Emotions, Bookshop, Place Cafe,

What impact does the market have on you?

good for fresh food.

Do you feel the market is beneficial to the local community?

Yes, most certainly as it complements the retail businesses of the town

Any other comments

The market attracts footfall to help support local businesses including cafes & the pub.

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative / positive

Do you shop

Market only.

Town shops only.

Market and town

How often do you shop in Seaford town?

everyday

Do you live in Seaford? Have travelled far?

yes - Pelham road

How did you learn about Seaford market?

we live next door / F.B

What stalls do you buy from?

meat, fish, baking - food

Which shops do you visit most in the town?

morrisons, health foods, butchers, charity shops

What impact does the market have on you?

we love it. buy our meat for the week. community chats.

Do you feel the market is beneficial to the local community?

yes!!

Any other comments

we love it - thank you

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative / positive

absolutely fantastic, we look forward to it.

Do you shop

Market only.

Town shops only.

Market and town

How often do you shop in Seaford town?

every other day

Do you live in Seaford? Have travelled far?

yes

How did you learn about Seaford market?

Facebook

What stalls do you buy from?

most

dog's, bakers, knitting, jewellery, soap, tea,

Which shops do you visit most in the town?

charity shops, co-op, chemist

What impact does the market have on you?

see, make new friends,

always happy people to chat

Do you feel the market is beneficial to the local community?

*100%
Brings people together, lifts spirits,*

Any other comments

we just love the market!

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative / positive

Positive! local, community based sellers
bringing new people to the town

Do you shop

Market only.

Town shops only.

Market and town

How often do you shop in Seaford town?

Weekly

Do you live in Seaford? Have travelled far? / live here

How did you learn about Seaford market?

Poster / Advertising

What stalls do you buy from?

Bakery, Watch Repair Shop,
Fabric creations

Which shops do you visit most in the town?

Charity shops, Peony, Health Food Shop

What impact does the market have on you?

None!

Do you feel the market is beneficial to the local community?

Yes!

Any other comments

it should be bigger! Get more independent
businesses here!

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative / positive

Greatly Supportive!

Do you shop

Market only.

Town shops only.

Market and town



How often do you shop in Seaford town?

x3 a week

Do you live in Seaford? Have travelled far?

Belgrave Road

How did you learn about Seaford market?

Came upon it when shopping in the Town One Day

What stalls do you buy from?

Fruit & Veg. Honey, Fabric, Teas
Bakers Jewellery, Jam & Pickle

Which shops do you visit most in the town?

All independent food shops, Julie Scoop & Weigh
- Independent Cafés

What impact does the market have on you?

It's lovely to look forward to - every fortnight - to browse
& buy and visit the other shops & cafes for A DAY-OUT!

Do you feel the market is beneficial to the local community?

Very important to support independent businesses

Any other comments

I am aware that in the Summer - Many Tourists & Walkers
notice the Market & then walk around the Town Shops.

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

~~Negative~~ Positive

Do you shop

Market only.

Town shops only.

Market and town

How often do you shop in Seaford town?

most days for something

Do you live in Seaford? Have travelled far?

Salisbury Road

How did you learn about Seaford market?

A friend told me

What stalls do you buy from?

Bread, veg, jams, teas

Which shops do you visit most in the town?

Most independent food stores
and cafes

What impact does the market have on you?

It's a wonderful way to shop & then go to
a cafe to meet friends

Do you feel the market is beneficial to the local community?

oh yes.

Any other comments

It's very important, vital for community
friendship and support.

Questionnaire/survey Seaford market

What impact do you think the market has had on the town
Negative / positive

Do you shop
Market only.

Town shops only.

Market and town ✓

How often do you shop in Seaford town?

2-3 times a week

Do you live in Seaford? Have travelled far?

Yes - Seaford.

How did you learn about Seaford market?

Car radio.

What stalls do you buy from?

Bread, fish, gifts.

Which shops do you visit most in the town?

Fruit & Veg, Co-op, Greengs, Spar shop

What impact does the market have on you?

Improves the town

Do you feel the market is beneficial to the local community?

Yes - 100%.

Any other comments

Another reason to choose Seaford on a
Saturday instead of Lewes / Nympton
Jomburg / Woking

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative/ positive

Do you shop

Market only. ☒

Town shops only. ☐

Market and town ☒

How often do you shop in Seaford town?

twice a week

Do you live in Seaford? Have travelled far?

Newhaven

How did you learn about Seaford market?

word of mouth / banners

What stalls do you buy from?

cakes, meat, flowers, bakery

Which shops do you visit most in the town?

Tesco, boots

What impact does the market have on you?

Great impact, makes my weekend.

Do you feel the market is beneficial to the local community?

yes, very.

Any other comments

Great for community to get together,
positive on mental health
Good for elderly to get out.

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative / positive

Do you shop
Market only.

Town shops only.

Market and town

How often do you shop in Seaford town?

DAILY.

Do you live in Seaford? Have travelled far?

YES

How did you learn about Seaford market?

FLYERS & WORD OF MOUTH
& FACEBOOK.

What stalls do you buy from?

FOOD & VEG.

Which shops do you visit most in the town?

CAFE / POUND SHOP } NEWSPAPER
CO-OP - MORRISONS } SHOPS

What impact does the market have on you?

PHYSICALLY NONE.
A PLACE TO VISIT.

Do you feel the market is beneficial to the local community?

YES

Any other comments

MARKET IS GREAT. PERSONALLY I WOULD
LIKE BIGGER & INDOOR TOO

Questionnaire/survey Seaford market

What impact do you think the market has had on the town
Negative / positive

Do you shop

Market only.

Town shops only.

Market and town

How often do you shop in Seaford town? Once a week

Do you live in Seaford? Have travelled far? Yes

How did you learn about Seaford market? Internet

What stalls do you buy from?

Veg Bread

Which shops do you visit most in the town? Morrison's

What impact does the market have on you?

It's a friendly place to meet people

Do you feel the market is beneficial to the local community?

Brings more people to Seaford

Any other comments

Seaford Market has made a good impact on the town.

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative / positive

Do you shop

Market only.

Town shops only.

Market and town

How often do you shop in Seaford town?

To be market only

Do you live in Seaford? Have travelled far?

E. Borne

How did you learn about Seaford market?

Ambleon facebook site

What stalls do you buy from?

Fruit & Veg - Verison -
Ambleon - Bread -
Herb Cake Stall

Which shops do you visit most in the town?

Shop in E/Borne when needed

What impact does the market have on you?

Fantastic opportunity to buy local

Do you feel the market is beneficial to the local community?

Yes -

Any other comments

Bought my whole Xmas dinner from Seaford market - Babka rather than Xmas pudding this year.

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative/ positive

Do you shop

Market only.

Town shops only.

Market and town ✓

How often do you shop in Seaford town? 2-3 a month

Do you live in Seaford? Have travelled far? Yes - 20 mins walk to town.

How did you learn about Seaford market?

word of mouth
Facebook for reminders of dates

What stalls do you buy from?

Kevin - for watch batteries

Which shops do you visit most in the town?

Charity shops
Co-op or Tesco

What impact does the market have on you?

Community feeling -
nice to see people you know

Do you feel the market is beneficial to the local community?

Yes.

Any other comments

Don't stop!

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative / positive

Do you shop

Market only.

Town shops only.

Market and town

How often do you shop in Seaford town?

When market is on

Do you live in Seaford? Have travelled far?

yes

How did you learn about Seaford market?

Social media advertising
and banners!!

What stalls do you buy from?

venison fruit/veg Jewellery amazing
Sewing with Redyling in mind artistic
Records

Which shops do you visit most in the town?

Coop/Superdrug/Charity shops

What impact does the market have on you?

Social hub, safe community
they listen, they care, you can tell they
all care

Do you feel the market is beneficial to the local community?

Absolutely!!!

Any other comments

I tend not to go to some shops/
cafes as I can find them uncomfortable/rude
and extremely over priced.

Questionnaire/survey Seaford market

What impact do you think the market has had on the town

Negative / positive

Do you shop

Market only.

Town shops only.

Market and town ✓

How often do you shop in Seaford town?

Twice or three times a week.

Do you live in Seaford? Have travelled far?

Yes.

How did you learn about Seaford market?

Advertising.

What stalls do you buy from?

River mead.
Vegetable
Thistle & P

Pansome Peto
Tea 23

Bakers Stall Everything spice
Angry Wheel Sustainable meat

Which shops do you visit most in the town?

Sussex Books.
The Card Factory
Sweet Moments.

Sedici.
Pansome Peto

Uno Gallery
Books Cannonous Clamshell
Room Saperding.

What impact does the market have on you?

It is a great asset and I can get fresh meat
fish veg etc also unusual gifts.

Do you feel the market is beneficial to the local community?

Yes it gives us more choice and helps those
who want to earn some money and may not have the
expense or worry of opening a shop it gives
us a variety of choice. There is always a
wonderful community spirit.

Any other comments

Conclusion:

In conclusion, the findings from the survey reveal that Seaford Town Market plays a vital role in the local community and economy. Shoppers come from various places, including Worthing and Eastbourne, indicating the market's broad appeal. Many respondents highlighted the market's lively atmosphere, friendly stallholders, and the positive impact it has on their shopping experiences. It not only attracts visitors but also supports local businesses, enhancing the vibrancy of Seaford.

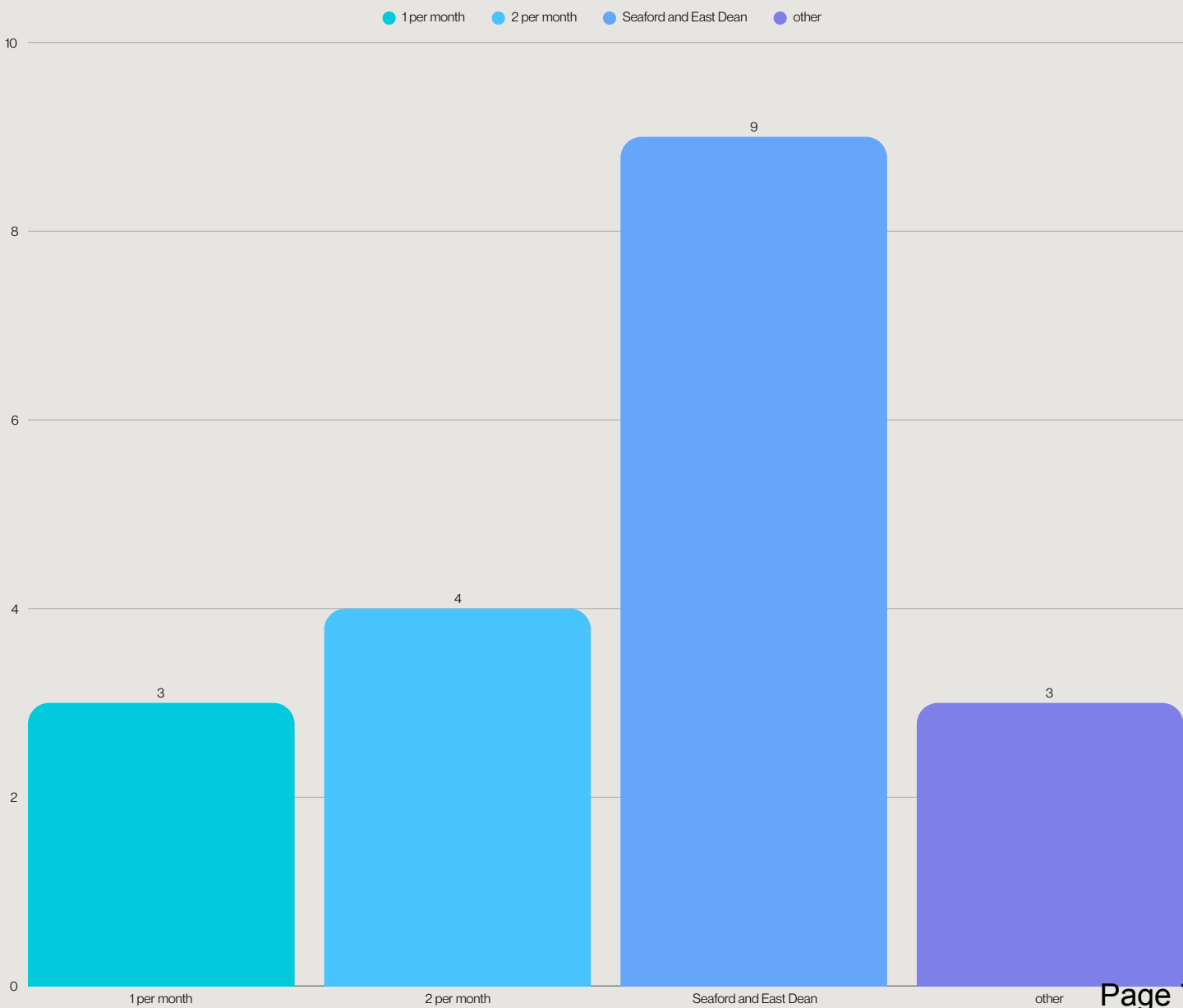
The stalls offer a diverse range of products, with many individuals expressing their loyalty to specific shops and stalls, particularly for fresh food and unique items. The market fosters a sense of community, with many participants noting the opportunity to socialize and connect with neighbors, thereby improving overall well-being.

Overall, the market is seen as beneficial to the local community, offering diversity, promoting independent businesses, and providing a gathering space that lifts spirits. Many expressed a desire for the market to expand, underlining its importance not just as a shopping destination, but as a cultural and social hub for the town. The overwhelming sentiment is one of appreciation and a call for the market to continue thriving in Seaford.

Questionnaire / Survey for Stallholders of Seaford Town Market

- 1. How many markets do you attend?
- 2. Why do you sell at Market?
- 3. What effect do you think the market has on Seaford Town?
- 4. How often do you shop in Seaford Town?
- 5. What sort of shops do you visit?
- 6. What does the market provide for you?
- 7. Why do you attend Seaford Town Market?
- 8. Other Comments.

Question One:
How many markets do you attend?



Question Two:

Why do you Sell at market?

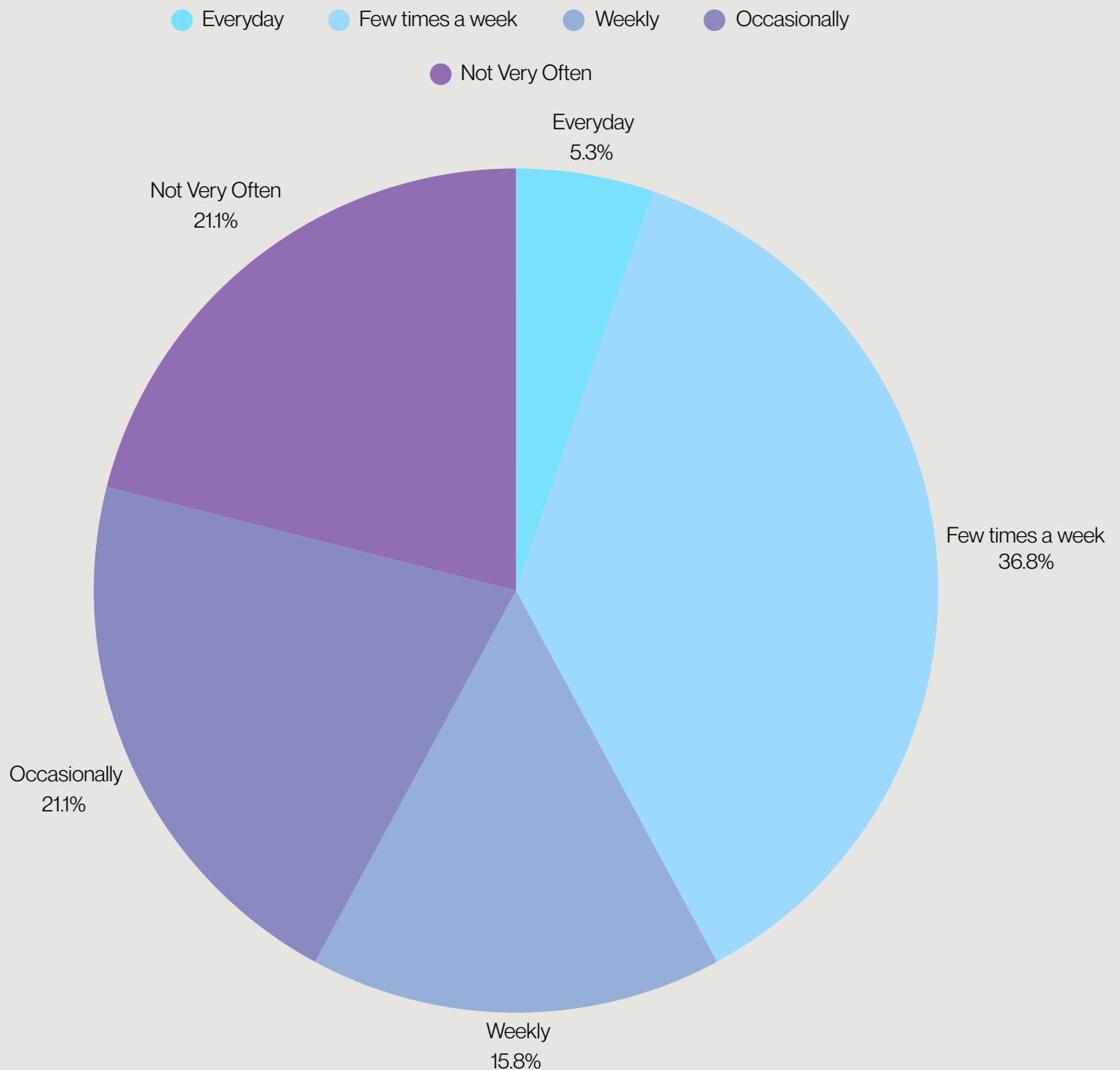
- "Keep overheads down, atmosphere and friendliness and customers can easily find you."
- "Because I can't afford shop rental. The market gives me the opportunity to sell my products"
- "To meet members of the local community, having conversations with a variety of people, some being their only conversation. To sell my products as a small business where I wouldn't be able to otherwise due to mobility needs."
- "I have the chance to show my craft and explore customers' thoughts through chatting and sharing my creations without sitting on a PC all day."
- "I sell for the love of food and immediate feedback on my work. It tops up my income. The positivity of the market community."
- "Traded in town for 26 years as business retired and can offer service to all, some of which others are unable to."
- "As a start up business, the market helps promote my business to local customers."
- "I offer a service to the community which I earn my living from."

Question Three:

What effect do you think the market has on Seaford Town?

- "It builds a sense of community, brings people to the town, people feel they can talk to you about their problems without feeling pressure to buy, we provide a friendly face."
- "It creates a community and I believe it creates a heart to the town - people love the market."
- "Very positive! It gives people the ability to purchase products you can't get in the town."
- "I think it encourages people to come."
- "The market offers a diversity for Seaford in its offering and encourages community interaction. Promotes community and health and keeps money circulating in the local economy. It provides fresh, healthy and affordable food."
- "Brings extra footfall to town and some services are unavailable in shops."
- "It gives local people a choice of locally made gifts made by dedicated people."
- "Bring in custom from outside of town, making extra business for all local shops."
- "The market is complimentary to the town, it's not instead of it's as well as."

Question Four: How often do you shop in Seaford Town?

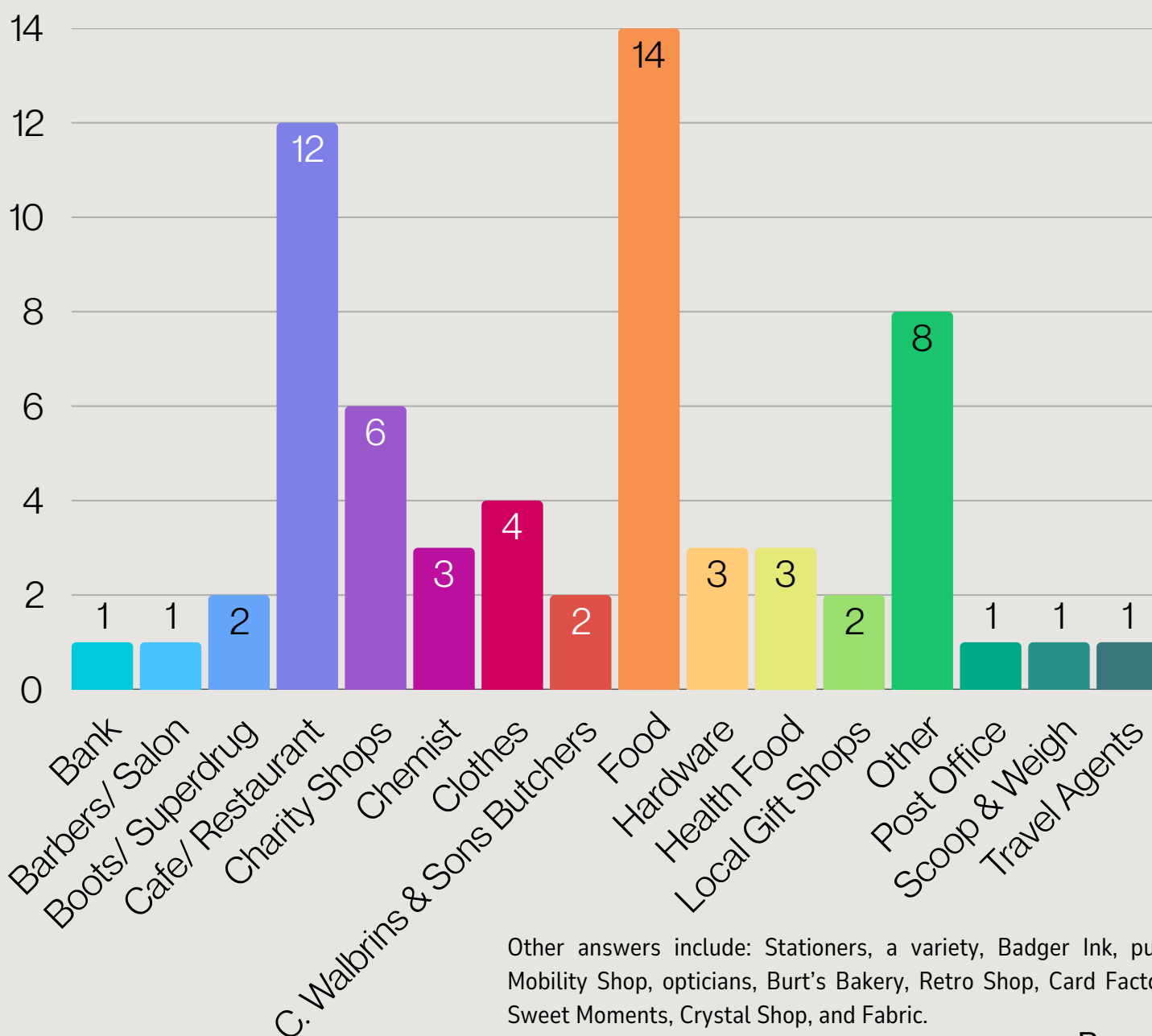


Separate comments:

“ Rarely: to be honest seaford shops have very little to offer unless you want a café, charity shop or hairdresser/ barber.”

“Not very often as there is quite a lot of the same shops in town, not much to offer.”

Question Five: What sort of shops do you visit?



Question six:

What does the market provide you?

- "An income, a way to meet my customers face-to-face, build relationships with the local community, support other small businesses."
- "An outlet for my food which I otherwise would not be able to have. It is more than just selling—interactions with customers is a huge part for me."
- "The opportunity to meet new people and make friends. It has boosted my confidence and encourages me to get out of my house and be part of a safe and supportive community."
- "The market provides a place to sell my artwork in a vibrant and inclusive town."
- "A variety of different unusual products you can't get anywhere. Friendly people. A market family!!"
- "It provides an income, a way to network my business and meet new people."
- “

Question seven:

Does this market provide a community spirit?



- "100% yes - both customers and stallholders say what a lovely atmosphere there is when they visit the market."
- "Very much so - I have regular customers, I notice people stop and have conversations; the stallholders are also a community."

Question Seven:

Why do you attend Seaford Town Market?

- "It is my home town and I like to be part of the community where all the stallholders and customers are so friendly and welcoming."
- "It's a great collection of stalls providing a wide variety of shopping whilst supporting the local economy."
- "Its community spirit. The stallholders all support one another."
- "It brings me great joy to be part of this community. I have made friends with local people."
- "Because I love the whole atmosphere of it and offering something different to the community."

Other Comments:

1. "If we lose the market it will be detrimental to the town and the community."
2. "I would be lost without Seaford Town Market; it has helped with my mental health and self-confidence as well as gives me a reason to go out. I have made amazing friends and now a market family."
3. "In a world that is so driven by large multinationals, keeping money circulating in the local economy is increasingly important."
4. "If we have mass-produced goods, we will never maintain our local heart."
5. "I don't sell much, but it doesn't matter. This market has done so much for my mental health. I can't imagine life without it."
6. "With regards to 'competitive with shops,' is there one optician, travel agent, pub, card shop, charity shop, estate agent, jeweller, clothes shop, baker, and coffee shop?"
7. "Having been on both sides as a trading business in town and now a market trader, I think over the years all markets bring extra footfall, which is good for any business to capitalize on to increase extra customer returns when the markets are not trading."
8. "I personally have worked in 3 shops down Broad Street while the market has been on and have noticed no difference in trade or higher trade. Therefore, making the market an asset to the town. I also feel that you should be able to see for yourselves how much the market brings to the town."
9. "I think it is really sad that this questionnaire was necessary! The shops in town have 365 days a year to showcase their products. The market only attends the town for around 20. If they feel threatened by the market or are unable to make a profit on the remaining 345 days, I think it is questionable as to whether or not they should remain in business! Taking it out on a market manager or the stallholders is both selfish and unacceptable. I am appalled, after all Miranda has done for this town, that this is even a question. The council should be ashamed even putting her through this! It seems like every time a small businessman complains, her license is under scrutiny. It's a shame the same doesn't apply to them!"

Stall holder questionnaire for Seaford Town market

Please help Hannah and I provide evidence for a report to be given to Seaford Town council, informing them of the importance and value of the market within the community. They are questioning if the market should be at all competitive with the shops, what's considered competitive and what's an over lap!

Please fill out this questionnaire honestly, you do not have to put your name on it, This is very important



How many markets do you attend? 8-10

Why do you sell at markets? I enjoy meeting the public and interacting with other stall holders - who have become friends

What effect do you think the market has on Seaford town?

It gives local people a choice of locally made gifts made by dedicated people

How often do you shop in Seaford town?

All the time (I am local)

What sort of shops do you visit?

(Gift), food, & clothes.
need more of

What does the market provide for you?

It gives me the opportunity to meet local people & visitors, making friends with many & enjoying the market community & family

Does the market provide a community spirit?

I have spoken to many of my customers, they love going to the market, as it is uplifting & enhances local our lovely town offers. There is always a great family atmosphere at the market, which the customers notice.

Why do you attend Seaford market?

Because I love the whole atmosphere of it & love offering something different to

Any other comments

a great family atmosphere at the market, which the customers notice.

If we lose the market, it will be detrimental to both the town & the community

Stall holder questionnaire for Seaford Town market

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Please fill out this questionnaire honestly, you do not have to put your name on it, This is very important



How many markets do you attend?

2

Why do you sell at markets?

as a start up Business the markets help to promote my Business to local customers

What effect do you think the market has on Seaford town?

Brings in custom from outside of town, making extra Business for ~~every~~ all local shops

How often do you shop in Seaford town?

1/2 times a week

What sort of shops do you visit?

clothes, Super markets, cafe's, other

What does the market provide for you?

A source of income, Friendship & comaderia

Does the market provide a community spirit?

100% YES!

Why do you attend Seaford market?

to see friends and make some £ on the side and interact with customers & the community

Any other comments

Subject: Re: Questionnaire

From: [REDACTED]

To: [REDACTED]

Date: Yesterday at 18:31

Hi reply below.

How many markets do you attend ?

On average I attend 8 a month however during the summer I attend more 'event' type markets.

Why do you sell at markets ?

I offer a service to the community which I earn my living from.

What effect do you think the market has on Seaford town ?

The market draws people into the town , many people have said that they saw the market advertised and then visit the town and beach too for the first time. The market is complimentary to the town , it's not instead of the shops it's as well as.

How often do you shop in Seaford town ?

When I'm at the market I visit the shops .

What sort of shops do you visit?

I visit the health food store , the supermarket, the crystal shop, the haberdashery. And when it was open, I also used to buy from the menswear shop.

What does the market provide for you?

The market provides a safe environment in which to sell my items. It provides me camaraderie with other stall holders and the support that I need to flourish as a small business.

Does the market provide a community spirit?

Yes, it provides a community spirit not just for the stallholders but also for the community of Seaford . I've made many friends through being a stall holder, people who live in Seaford come to see me not necessarily to buy but to come to see me and have a chat, that's worth a lot to me.

Why do you attend Seaford market?

I attend several markets and Seaford by far is one of the better run ones we are provided with support and care by the market manager and we really appreciate all the hard work that goes on before the day into the organising a safe and professional market .

Other comments

Recently a customer said she loved the market because it has a village atmosphere it was like visiting your neighbours for a chat and a hug.

Show trimmed content

Showcase their products.

The market only attends the lion
for around 30 up they fear threat
by the market of are unable to make
a profit in the remaining 300 days
I think it is questionable as to whether
or not they should remain in business,
taking it out on the market manager or
the shareholders is both selfish and
unacceptable. I am appalled that after
all Miranda has done for this town
that this is even in question.

The Council should be ashamed even
putting her through this!

It seems like everytime a small minded
businessman complains her licence is
under scrutiny. It's a shame the same
doesn't apply to them!

Please help Hannah and I provide evidence for a report to be given to Seaford Town council, informing them of the importance and value of the market within the community. They are questioning if the market should be at all competitive with the shops, what's considered competitive and what's an over lap!

Please fill out this questionnaire honestly, you do not have to put your name on it.

This is very important



How many markets do you attend?

2

Why do you sell at markets?

To get my business out there and provide the customers with something the town doesn't have to offer.

What effect do you think the market has on Seaford town?

A Very positive effect, the customers love coming down and having a chat. You get a real sense of the community.

How often do you shop in Seaford town?

Not very often as there is quite a lot of the same shops in town, not much to offer.

What sort of shops do you visit?

When I do visit the town I will go to a cafe, card shops and the pharmacy.

What does the market provide for you?

It provides an income, a way to network my business and meet new people.

Does the market provide a community spirit?

Absolutely !!!

Why do you attend Seaford market?

Like I said above, I love meeting the customers, being part of the community and my market family.

Any other comments

I personally have worked in 3 shops down Broad Street while the market has been on and have noticed no difference in trade or higher trade. Therefore making the market a

asset to the town
also
I feel that you should be able to see per yourselves
how much the market brings to the town.

Stall holder questionnaire for Seaford Town market

Please help Hannah and I provide evidence for a report to be given to Seaford Town council, informing them of the importance and value of the market within the community

They are questioning if the market should be at all competitive with the shops, what's considered competitive and what's an over lap!

Please fill out this questionnaire honestly, you do not have to put your name on it,

This is very important



How many markets do you attend? 2 SEAFORD + EAST DEAN.

Why do you sell at markets? I HAVE THE CHANCE TO SHOW MY CRAFT AND EXPLORE my CUSTOMERS THOUGHT THROUGH CHATTING AND SHARING my CREATIONS, WITHOUT SITTING ON

What effect do you think the market has on Seaford town? A PC ALL DAY.

It creates community and I believe it creates a heart to the town - people love the market

How often do you shop in Seaford town?

Weekly

What sort of shops do you visit?

MORRISON'S, BOOTS, PEONY, LUCKY HOUSE. CAFES CHARITY SHOPS.

What does the market provide for you?

A COMMUNITY OF MAKERS AND SELLERS - BUSINESS OWNERS, LEARNING AND SUPPORTING OTHERS.

Does the market provide a community spirit?

VERY MUCH SO - I HAVE REGULAR CUSTOMERS, I NOTICE PEOPLE STOP AND HAVE CONVERSATIONS OR JUST SAY HI!

Why do you attend Seaford market? THE STALL HOLDERS ARE ALSO COMMUNITY I LIKE TO DISCUSS CRAFT AND THE CREATIVE PROJECT WITH MY CUSTOMERS - I AM TRYING TO TEST MY BRAND AND

Any other comments

DISCUSS PERSONAL CHOICE WITH CUSTOMER I FIND I CAN REACH OUT TO CUSTOMERS WHO PASS BY.

Stall holder questionnaire for Seaford Town market

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Please fill out this questionnaire honestly, you do not have to put your name on it, This is very important



How many markets do you attend? 2

Why do you sell at markets? To meet members of the local community, having conversations with a variety of people, some being their only conversation. To sell my products as a small business where I wouldn't be able to otherwise due to mobility needs.

What effect do you think the market has on Seaford town? It builds a sense of community, brings people to the town, people feel they can talk to you about their problems without feeling the pressure to buy we provide a friendly face.

How often do you shop in Seaford town?

Regularly - few times a week in a variety of different shops.

What sort of shops do you visit?

Health food, restaurant/cafes, clothes, card, hardware, charity, Travel agents, post office, bank, salons etc

What does the market provide for you? An income, a way to meet my customers face-to-face, build relationships with the local community, support other small businesses.

Does the market provide a community spirit?

100% Yes - both customers and stall holders say what a lovely atmosphere there is when you visit the market.

Why do you attend Seaford market?

It is my home town and like to be part of the community where all the stall holders and customers are so friendly and welcoming.

Any other comments

I would be lost without Seaford Town Market it has helped with my mental health and self confidence as well as gives me a reason to go out. I have made amazing friends and now have a market family.

Stall holder questionnaire for Seaford Town market

Please help Hannah and I provide evidence for a report to be given to Seaford Town council, informing them of the importance and value of the market within the community. They are questioning if the market should be at all competitive with the shops, what's considered competitive and what's an over lap!

Please fill out this questionnaire honestly, you do not have to put your name on it, This is very important



How many markets do you attend?

1 per month

Why do you sell at markets?

Keep overheads down
Atmosphere + friendliness
Customers can easily find you

What effect do you think the market has on Seaford town?

People like markets, bring extra people to the town.

How often do you shop in Seaford town?

Several times per year

What sort of shops do you visit?

Charity shops
Food shops

What does the market provide for you?

A regular stall where I can sell my wares

Does the market provide a community spirit?

Yes, definitely!

Why do you attend Seaford market?

As a stallholder

Any other comments

Stall holder questionnaire for Seaford Town market

Please help Hannah and I provide evidence for a report to be given to Seaford Town council, informing them of the importance and value of the market within the community. They are questioning if the market should be at all competitive with the shops, what's considered competitive and what's an over lap!

Please fill out this questionnaire honestly, you do not have to put your name on it. This is very important



How many markets do you attend?

6

Why do you sell at markets?

To earn money + because its fun!

What effect do you think the market has on Seaford town?

I think it encourages people to come

How often do you shop in Seaford town?

Occasionally

What sort of shops do you visit?

a variety -

What does the market provide for you?

a place to take my + sell from
local small businesses

Does the market provide a community spirit?

Yes!

Do you attend Seaford market?

It's a great collection of stalls providing
a wide variety of shopping

Other comments

opportunities which supports
local economy

Stall holder questionnaire for Seaford Town market

Please help Hannah and I provide evidence for a report to be given to Seaford Town council, informing them of the importance and value of the market within the community. They are questioning if the market should be at all competitive with the shops, what's considered competitive and what's an over lap!

Please fill out this questionnaire honestly, you do not have to put your name on it, This is very important



How many markets do you attend?

Between one + two per month - depends on bookings I have privately.

Why do you sell at markets?

I sell for the love of food & immediate feedback on my work. It tops up my income. The positivity of the market community.

What effect do you think the market has on Seaford town?

The market offers a diversity for Seaford in its offerings and encourages community interaction. They promote community health + keep money circulating in the local economy. It provides fresh, healthy + affordable food.

How often do you shop in Seaford town?

I often buy from local outlets - I have friends in the town and will often spend on a sunny weekend day in the town.

What sort of shops do you visit?

Cafes, restaurants + the local gift shops

What does the market provide for you?

An outlet for my food which I otherwise would not be able to have. It is more than just selling - interactions with customers is a huge part for me.

Does the market provide a community spirit?

Big yes - ~~it's a great place to chat to~~
People stop and chat and I feel the

Why do you attend Seaford market?

Before I became a stall holder, I enjoyed the huge variety of stalls - I very much appreciate the opportunity to keep money local.

Any other comments

In a world that is so driven by large multinationals, keeping money circulating in the local economy is increasingly important.

Stall holder questionnaire for Seaford Town market

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Please fill out this questionnaire honestly, you do not have to put your name on it, This is very important



How many markets do you attend?

We do one a month - on most months but like the flexibility to do both if we are able to.

Why do you sell at markets?

So that we can sell our local honey to the local area as people like the opportunity to support local and small business. People also want local honey for allergies.

What effect do you think the market has on Seaford town?

We feel it draws people into the town and look forward to the market. Its also about the interaction with people. People enjoy coming to chat!

How often do you shop in Seaford town?

Every week as I am local.

What sort of shops do you visit?

Cafes, food shopping, butchers.

What does the market provide for you?

Interactions with the community, the ability to sell our products. Community spirit.

Does the market provide a community spirit?

Absolutely! This is something shops dont offer.

Why do you attend Seaford market?

As it says about its community spirit. The stall holders all support one another.

Any other comments

Stall holder questionnaire for Seaford Town market

Please help Hannah and I provide evidence for a report to be given to Seaford Town council, informing them of the importance and value of the market within the community. They are questioning if the market should be at all competitive with the shops, what's considered competitive and what's an over lap!

Please fill out this questionnaire honestly, you do not have to put your name on it. This is very important



Bryony Weaver

How many markets do you attend?

Seaford - 2 times a month Crumblers soon - once a month
East Dean - Every week Rip-Off Emporium - occasionally

Why do you sell at markets?

I get to make candles from local materials + sell local honey for artisan beekeepers. I get to chat to local people and visitors - I love it.

What effect do you think the market has on Seaford town?

If adds interest, brings people into town for fresh items and locally-made items.

How often do you shop in Seaford town?

2/3 times a week.

What sort of shops do you visit?

Cafes, food shops, chemists, sweet shop.

What does the market provide for you?

A community spirit, a chance to bring local produce + skills to share.

Does the market provide a community spirit?

Yes!

Why do you attend Seaford market?

See above 😊

Any other comments

If all we ever have is mass-produced goods, we will never maintain our local heart.

Stall holder questionnaire for Seaford Town market

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Please fill out this questionnaire honestly, you do not have to put your name on it. This is very important



How many markets do you attend?

2 a month plus Christmas

Why do you sell at markets?

Sewn novelty items

What effect do you think the market has on Seaford town?

I think it brings lots of people from outside Seaford to the town. It offers lovely local people the opportunity to make friends with stallholders. It brings people to church street where they discover the lovely shop keepers especially the cafe and

How often do you shop in Seaford town?

Whenever I am at the market I shop in the fish + chip shop, cafe and chip shop.

What sort of shops do you visit?

Catering - I get my lunch and breakfast locally.

What does the market provide for you?

The opportunity to meet new people and make friends. It has boosted my confidence and encourages me to get out of my house and be part of a safe and supportive community.

Does the market provide a community spirit?

Definitely! The stallholders are like an extended family. We often get older people drop by just to chat.

Why do you attend Seaford market?

It brings me great joy to be part of this community. I have made friends with local people.

Any other comments

I don't sell very much but it doesn't matter. This market has done so much for my mental health. I can't imagine life without it.

Stall holder questionnaire for Seaford Town market

Please help Hannah and I provide evidence for a report to be given to Seaford Town council, informing them of the importance and value of the market within the community. They are questioning if the market should be at all competitive with the shops, what's considered competitive and what's an over lap!

Please fill out this questionnaire honestly, you do not have to put your name on it, This is very important



How many markets do you attend?

3

Why do you sell at markets?

Vinyl Records

What effect do you think the market has on Seaford town?

Positive

How often do you shop in Seaford town?

Weekly

What sort of shops do you visit?

Hardware, Ink Cartridges, Charity, Supermarkets, Coffee Shops, Restaurants, Pub and others

What does the market provide for you?

Another form of generating income for my business.
A nice way of meeting locals,

Does the market provide a community spirit?

Yes, both with fellow Stall holders and the locals

Why do you attend Seaford market?

To earn an income and to be a part of Seaford Town

Any other comments

With regards "competitive with shops" -
Is there one optician, travel agent, Pub, Card Shop, Charity Shop, Estate Agent, Jewellers, Clothes Shop, Bakers and Coffee shop?

Stall holder questionnaire for Seaford Town market

Please help Hannah and I provide evidence for a report to be given to Seaford Town council, informing them of the importance and value of the market within the community. They are questioning if the market should be at all competitive with the shops, what's considered competitive and what's an over lap?

Please fill out this questionnaire honestly, you do not have to put your name on it. This is very important



How many markets do you attend?

ALL OF THEM

Why do you sell at markets?

TRADED INTO LAST 26 YEARS WITH BUSINESS
RETIRED AND CAN OFFER SERVICE TO ALL SOME OF WHICH OTHERS
are unable to

What effect do you think the market has on Seaford town?

BRINGS A LOT OF FOOTFALL TO TOWN AND SOME SERVICES UNAVAILABLE
ING HOSTS.

How often do you shop in Seaford town?

ONCE OR TWICE A WEEK

What sort of shops do you visit?

Supermarkets / Food / cars / Pharmacy

What does the market provide for you?

Camera some with like minded people

Does the market provide a community spirit?

Yes

Why do you attend Seaford market?

HAVING TRADED INTO LAST 26 years with many loyal customers
can still offer help and support and a service in some aspects unavailable
elsewhere. Also nice to keep in contact with locals.

Any other comments

Having been on both sides as a trading business intouch and now
a market trader I think over the years all markets bring extra
footfall which any good business can capitalise on to increase extra
customers to return when markets are not trading

Stall holder questionnaire for Seaford Town market

Please help Hannah and I provide evidence for a report to be given to Seaford Town council, informing them of the importance and value of the market within the community. They are questioning if the market should be at all competitive with the shops, what's considered competitive and what's an over lap!

Please fill out this questionnaire honestly, you do not have to put your name on it.
This is very important



Our town and market offers a wide variety of shopping for people, giving options for style, sustainability, price and ability to buy locally

How many markets do you attend?

2 Markets, Seaford and East Dean

Why do you sell at markets? I love the atmosphere of the markets and the friendships made.

What effect do you think the market has on Seaford town?

The market attracts people to the town and vice versa.

How often do you shop in Seaford town?

every day

What sort of shops do you visit?

Supermarkets, Stationers, chemists, charity, clothing, mobility options

What does the market provide for you?

The market provides a place to sell my artwork in a vibrant and inclusive town

Does the market provide a community spirit?

Yes, many lovely conversations with people who visit and fellow stall holders

Why do you attend Seaford market?

I sell my work here, there is good parking available and it is run by our market manager extremely well

Any other comments

I think the market is well placed in the town.

Conclusion:

In conclusion, the responses gathered from the stallholder questionnaires highlight the significant role that the market plays in fostering community spirit, supporting local businesses and providing unique shopping experiences in Seaford. Stallholders emphasized the market's importance in offering an affordable platform for small businesses, allowing them to connect with the local community and build relationships. The market not only enhances the vibrancy of Seaford but also brings a diverse range of products and services that are often unavailable in traditional shops. Moreover, the overwhelming sentiment expressed by stallholders and customers alike underscores the market's value in promoting social interactions, boosting mental well-being and maintaining a sense of local identity. As such, the market stands as an integral part of Seaford's community fabric, deserving of continued support and appreciation for its contributions to the town's economic and social landscape.

“In the summer of 2022, a local councillor who had purchased a cupcake from me at a school fair encouraged me to enquire about joining Seaford Town Market. After some time, I finally took the leap on the summer 2023. Being apart of the market has allowed my small business to flourish in ways I couldn’t have imagined. “



“When I promote my stall, I also share information about the local area, encouraging people to visit Seaford not just for my business but to explore what the town has to offer. I have a loyal customer base that returns regularly from places like Brighton, Peacehaven, Newhaven, Hailsham, and Eastbourne. They come not only for my products but to support other stallholders and local shops as well.

Market life has provided a steady income for my business, something I wouldn’t have had without being part of the market. It’s also given me a strong sense of community. We support one another with setting up and packing down, and it’s common to hear us recommending each other’s stalls and local shops to customers.

Even as a small business owner, I support fellow local businesses by purchasing refreshments and shopping locally, both when I’m at the market and in my everyday life.”

Lindsey



Stallholder Statement:

Kent Farmer's Market/ Tonbridge Farmers Market



We contacted local markets to gather insights about their interactions with nearby shops. These discussions were not only enlightening but also notably supportive. We connected with both the Kent Farmers Market Association and the Tonbridge Farmers Market. Bob from the Kent Farmers Market Association sent us a thoughtful email on February 19th, in which he mentioned that the issue of competition between shops and market stalls is a “problem he has not encountered in approximately ten years.”

He wrote: "Many Local Authorities are keen to attract good quality markets to their town as they are worried about losing local shoppers to out-of-town retail outlets. They realize that Farmers Markets are often a draw not only to keep these shoppers in town but can also attract new shoppers into the town." Additionally, he noted, "Many customers are attracted to Farmers Markets because they offer quality produce not available in the town." Regarding surveys, he emphasized, “There is a major difference a ‘baker’ who buys in and resells and a baker who bakes their own bread. Same with veg, meat and ‘home made produce vs manufactured UPF produce, so make sure these surveys compare.” He also suggested, “If the local shops feel they cannot compete they can always purchase produce directly from the producers wholesale and re-sell every day.” Finally, he stated, “I do not think that the Council can determine what can or cannot be sold as this is basically a constraint of trade.”

The Email:

Subject RE: Help!

From [REDACTED]

To: [REDACTED]

Cc: [REDACTED]

Date 19 Feb at 13:14

Hi Miranda

This is a problem I have not heard of for about 10 years. Many Local Authorities are keen to attract a good quality market to their town as they are worried about losing local shoppers to out of town retail outlets and realise that Farmers Markets are often a draw to not only keep these shoppers in town, but often can attract new shoppers into the town. Many customers are attracted to FMs because they can offer quality produce not available in town.

Re Surveys :- There is a major difference between a 'baker' who buys in and resells and a baker who bakes their own bread. Same with veg, meat and 'home made produce' vs manufactured UPF produce, so make sure these surveys compare like with like. If the local shops feel they cannot compete they can always purchase produce directly from the producers wholesale and re-sell very day

I do not think that the Council can determine what can or cannot be sold as this is basically a constraint of trade. They should be looking at the benefits a market can bring into the town, local employment, quality produce.

Let me know how if this problem continues. If it is brought up in a Town Council meeting make sure you have a copy of any notes/decisions

Thanks

[REDACTED]

Show trimmed content

[REDACTED]

"Supporting Local Shops: A Journey from the Inception of Seaford Town Market"



Since the inception of Seaford Town Market, we have actively sought to engage local shop traders in our endeavours. This has included establishing an information station where businesses could leave leaflets and business cards. Additionally, we developed a treasure hunt map that encourages families to explore both the market and local shops, searching for images that spell a word, with a £30 reward for the winner.



Miranda Bearns Lowles

7 September 2021 · 🌐

We will have an information station ready for Seaford businesses to promote themselves. Maybe you run your business from home or over zoom, you could be an alternate therapist working from your spare room or have retail premises in seaford. You are welcome to promote yourself in our information station. It's free of charge. You can either pop down to flyers, write a message on the black boards or stay for a while and chat to perspective customers.

Let me know if you would be interested in this.

Miranda 😊😊



Miranda Bearns Lowles, Vera van Eetveldt and 6 others

21 comments · 1 share



Like



Comment



Send



Share



Miranda Bearns Lowles

21 January 2022 · 🌐

The information station will be returning with every market.

if you have something to promote, an event, a small business, or a home business then please pop down and use the space to promote yourself.

you can either bring down a poster to advertise it, some flyers or use the space to talk to people and hand out information.

The information station is free to use.



Beverly Gilbert, Toni Hill and 10 others

4 shares



Like



Comment



Send



Share



Comment as Hannah Bearns-lowles



This Saturday the Seaford Town trail is back. collect your pencil and bingo card from the information station at Seaford Town market, have a look around the shops in the town and find our market pictures, each picture has a Halloween word and picture on it, write the shops name on the bingo card next to the picture you found and then return the bingo card to the information station answer box. make sure you write your name and phone number on the card. One lucky winner will win £30 cash.

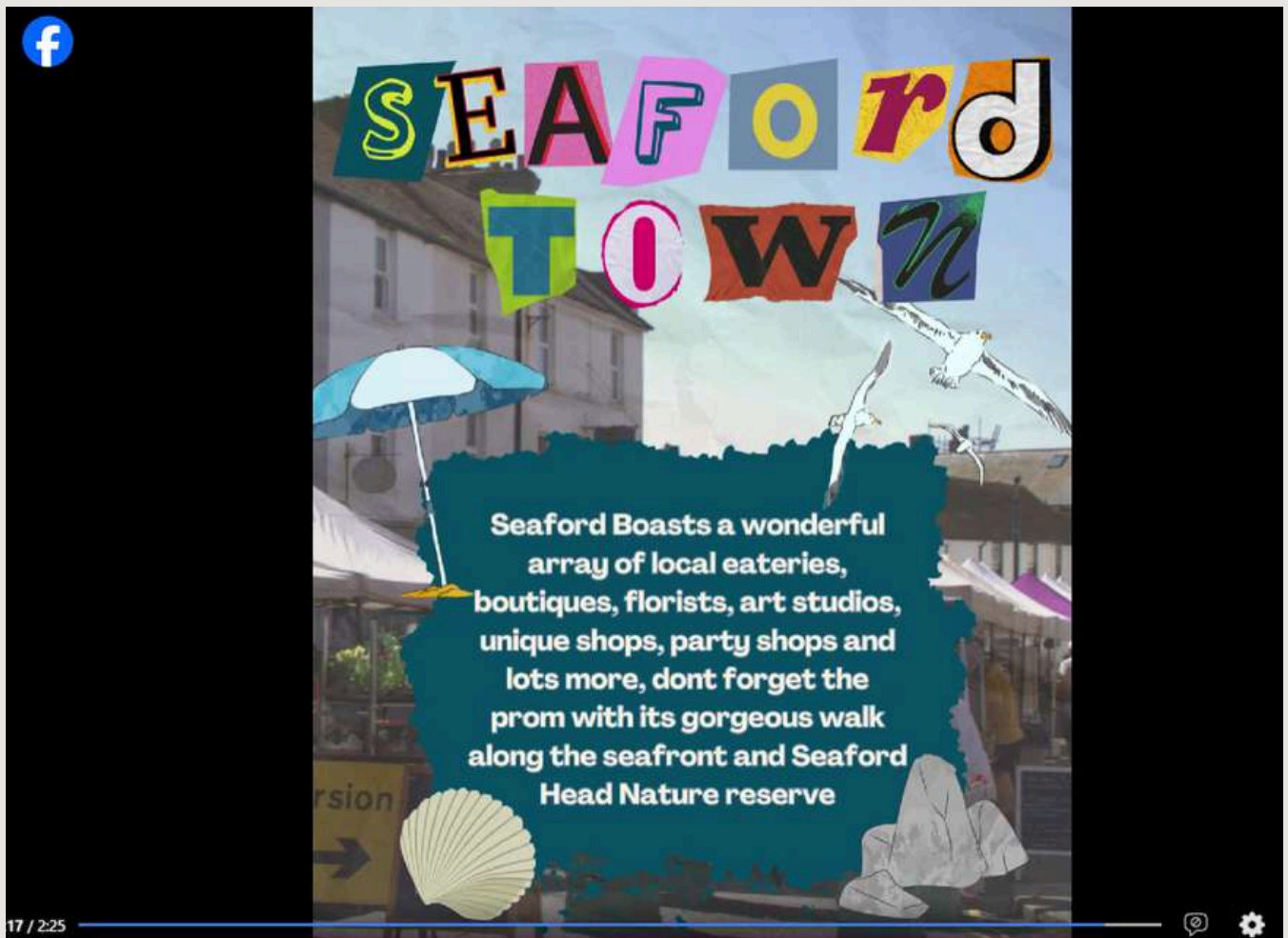
Winner drawn at 230pm
Good luck



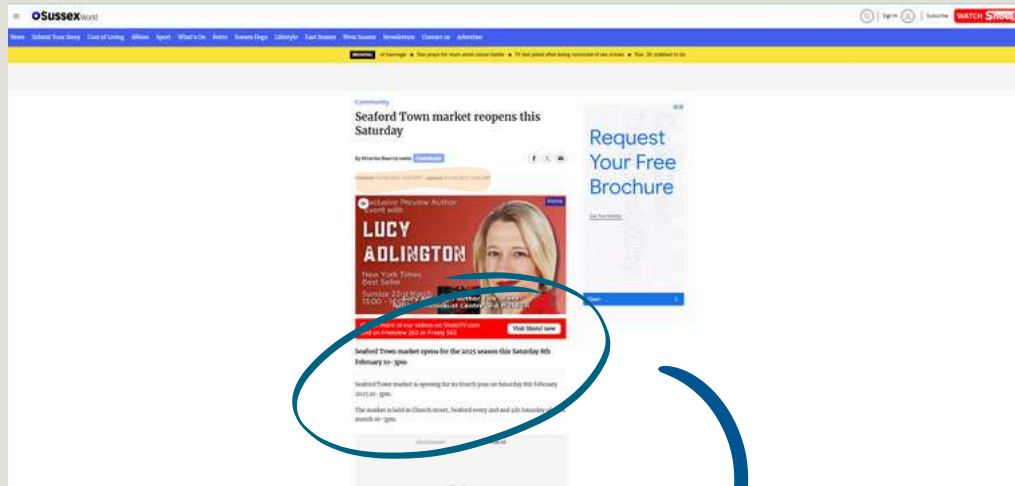
1 comment 12 shares



Over the years, we have made concerted efforts to connect with traders and community members through Chamber of Commerce social events and breakfast meetings. These gatherings have facilitated valuable networking opportunities with like-minded individuals. Furthermore, we ensure that our marketing materials highlight the charm of our town, its shops, and eateries. For instance, in our video advertisement for stallholders in 2024, which will be shared on Facebook and Instagram—platforms boasting a combined following of 4.6k—we prominently feature our wonderful town.



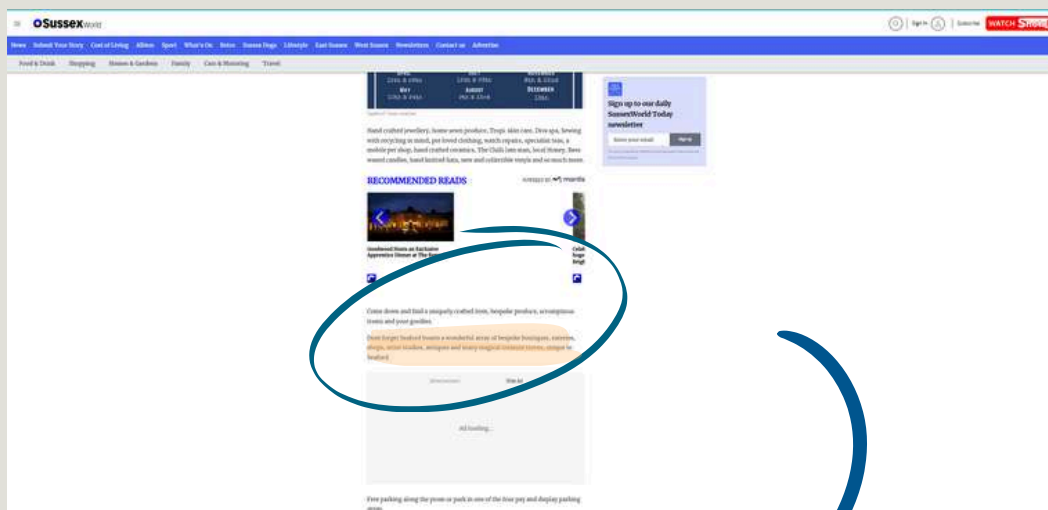
We also publish articles in SussexWorld News, promoting visits to both our town and the market, as we view both as significant assets that complement one another.



“Seaford Town market opens for the 2025 season this Saturday 8th February 10-3pm.”

“Seaford Town market is opening for its fourth year on Saturday 8th February 2025 10-3pm.”

“The market is held in Church street, Seaford every 2nd and 4th Saturday of each month 10-3pm.”



"Come down and find a uniquely crafted item, bespoke produce, scrumptious treats and your goodies. Don't forget Seaford boasts a wonderful array of bespoke boutiques, eateries, shops, artist studios, antiques and many magical treasure troves, unique to Seaford."



Miranda Bearns Lowles
Admin · 25 March 2023 ·

The coronation events team would like to invite.....

- Charities
- Not for profit groups
- Community groups
- Fundraising groups
- Groups who raise awareness and support
- Local support groups
- Small and local businesses
- local traders
- Children's groups
- Health groups
- Information groups
- Etc

All stall pitches are for free

Please email
MAYCORONATIONFESTIVAL@OUTLOOK.COM

2 1 comment



CORONATION FESTIVAL DOG SHOW

£1 per dog per category

Best Trick Sponsored by Portside vets	<input type="checkbox"/>	Best Puppy Sponsored by Kathy Hobson, Dog First aid	<input type="checkbox"/>
Wiggliest Tail Sponsored by Milgi	<input type="checkbox"/>	Best Oldie Sponsored by Fish for pets	<input type="checkbox"/>
Best Dog Sponsored by Pet Doctors	<input type="checkbox"/>	Best Rescue/Rehome The Irene Butler award cream tea from paradise park for the owner	<input type="checkbox"/>
Best Bitch Sponsored by Patter paws and M Hughes Electrical	<input type="checkbox"/>	Best in show sponsored by Judges choice pet foods	<input type="checkbox"/>

Raising funds for Seahaven Wildlife Rescue.

Rosettes and booking cards sponsored by Seaford Town market

Working with The Town: Coronation Festival 2023

The Seaford Christmas Magic event was a collaborative effort that brought together Seaford Town Market, Seaford Town Council, The Chamber of Commerce, and Local Traders. It's truly commendable how we managed to organize a market that not only bolstered local small businesses but also enhanced the visibility and success of the shop traders. The stall fees we collected were efficiently allocated to cover the costs associated with the stage for our performers, demonstrating our commitment to a seamless event.

In our ongoing quest for excellence, Seaford Town Market took the initiative to partner with Hansie Designer for the creation of promotional banners. These banners were beautifully printed by Tansley and because of their hard work we had them on display on the same day. These banners are not only eye-catching but are also designed for reuse at future events—an aspect some might overlook. They effectively showcased both our stalls and local shops, ensuring a balanced representation.

The planning process was extensive, involving several months of dedicated volunteer work. We were on-site at Christmas Magic from 5:30 a.m. until the road closure ended, a detail that certainly highlights our commitment to the event's success, even if it may not be acknowledged by all. Additionally, in the week leading up to the event, we took proactive measures to ensure public awareness by printing, laminating, and installing road closure signs. It's interesting how some might underestimate the effort required to achieve such visibility.



Working with The Town: Seaford Christmas Magic



Throughout our community events, including the highly anticipated Coronation celebration and the enchanting Seaford Christmas Magic, we have consistently emphasized the importance of involving local businesses. This commitment not only strengthens the economic fabric of our community but also fosters a sense of belonging and camaraderie among residents. By prioritizing support for local merchants over larger corporations, we cultivate a vibrant marketplace that highlights the unique offerings of our area.

We are fortunate to collaborate with exceptional traders who are deeply embedded in our community. These passionate individuals not only operate their own establishments but also contribute their creativity and energy to our events, enhancing the overall experience for attendees. For example, La Maison, a beloved local eatery known for its exquisite dining, has recently rebranded to 12 Rub BBQ, shifting its focus to mouth-watering barbecue delights that have quickly garnered favour among locals. Similarly, Crepes De La Crème, renowned for its delicious sweet and savoury crepes, has embraced a fresh identity as Stick The Kettle On, adding an inviting twist to their menu that encourages community members to gather and enjoy delightful cuisine together.

These transformations reflect the dynamic spirit of our local traders, who continuously adapt to meet the evolving tastes and preferences of our community. Their active participation in our events not only showcases their products but also cultivates a warm and welcoming atmosphere that inspires residents to support and celebrate local entrepreneurship. Through these efforts, we strive to weave a rich tapestry of community engagement and local pride that benefits all involved.

St George's Day Seaford Town Market

SAT 23RD APRIL

St George's dress up parade, prize for winner

Easter Bonnet parade prize for winner

Cake baking competition all ages
Prize for winner £1 to enter per cake

Chocolate tombola and raffle

Held 10-3 in and around the market and the church yard

FOR DETAILS PLEASE CONTACT MIRANDA
EMAIL: MIRANDAMARKET73@YAHOO.COM

Raising funds for the
defibrillator in the
church yard

St. Leonard's
Church open
for refreshments

10AM-3PM



Church St, Seaford



Seaford Town
Market



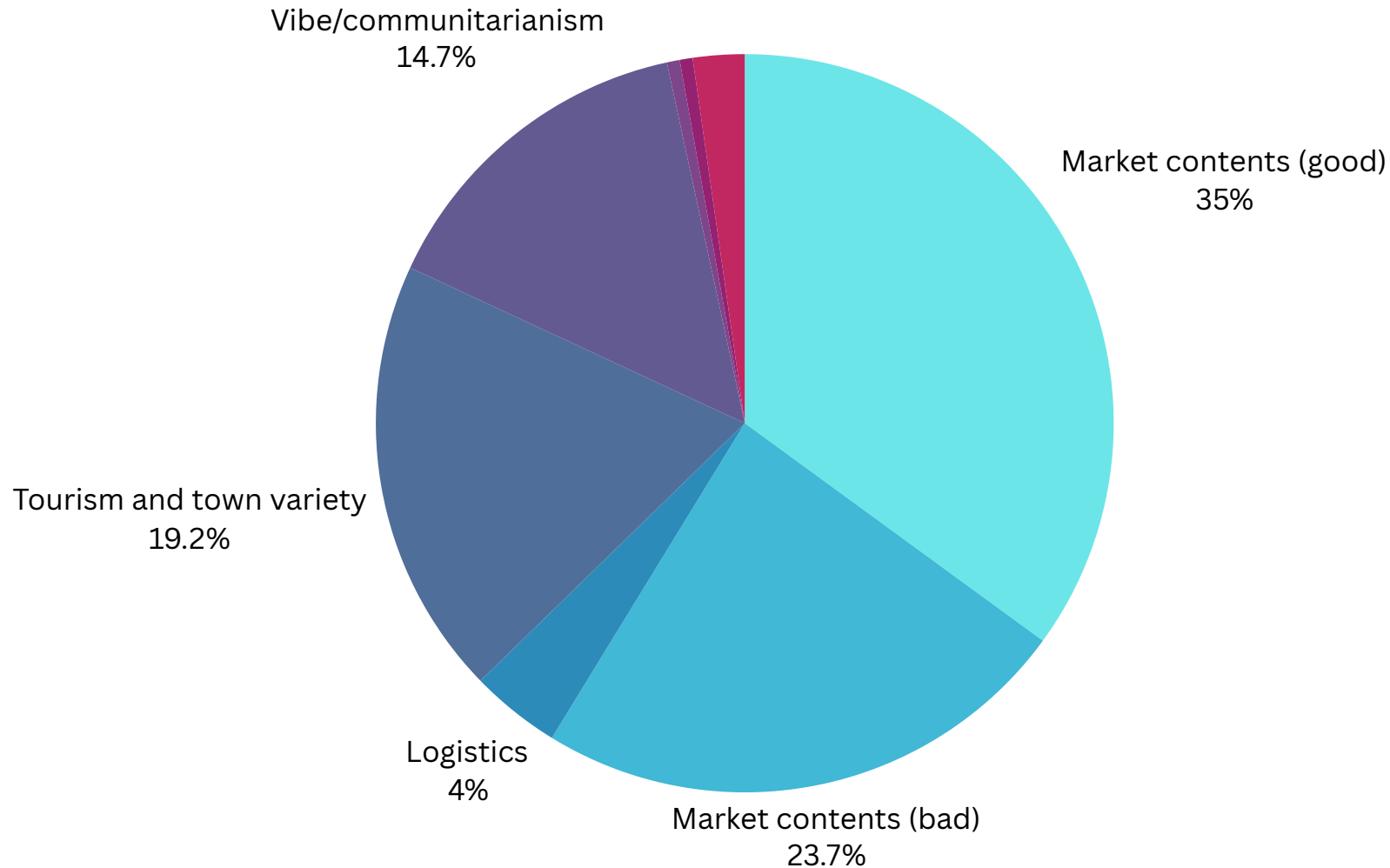


Seaford Town Market
Miranda Bearn-Lowles
mirandamarket73@yahoo.com
07791609177

3. Do you feel the Seaford Street Market enhances the town's overall retail offering?

Members of the public

REPORT 60/25 APPENDIX C

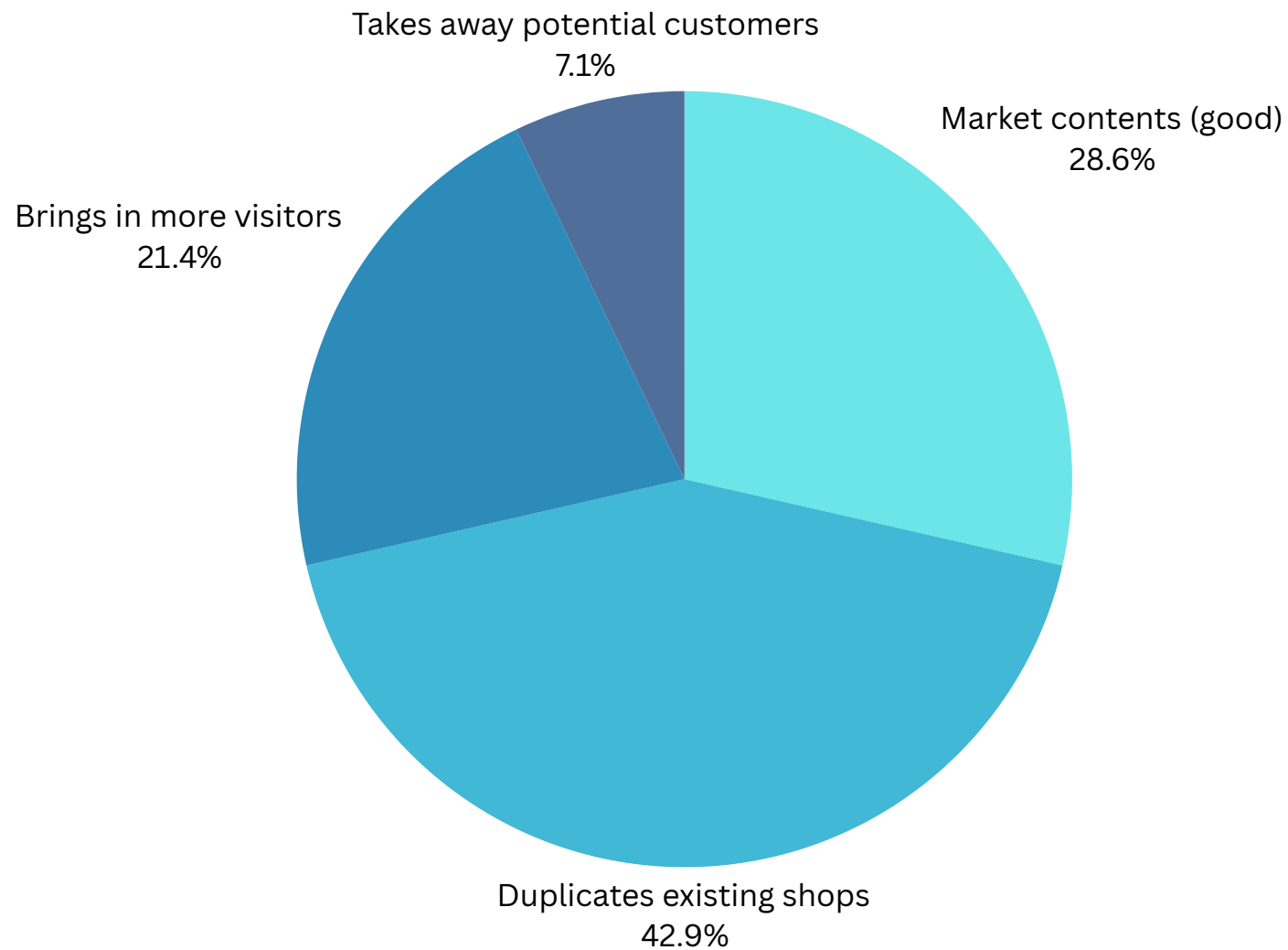


Local & fresh produce, artisan products, bread, pet shop, records shop, fresh honey, support local businesses

Boring, expensive, very limited & small, more stalls needed (garden, grocers) too many craft stalls, food hygiene concerns, navigating around town impossible, rude stall holders & often cancelled last min. Lots of unhappiness with a fishmonger throwing guts over a car.

3. Do you feel the Seaford Street Market enhances the town's overall retail offering?

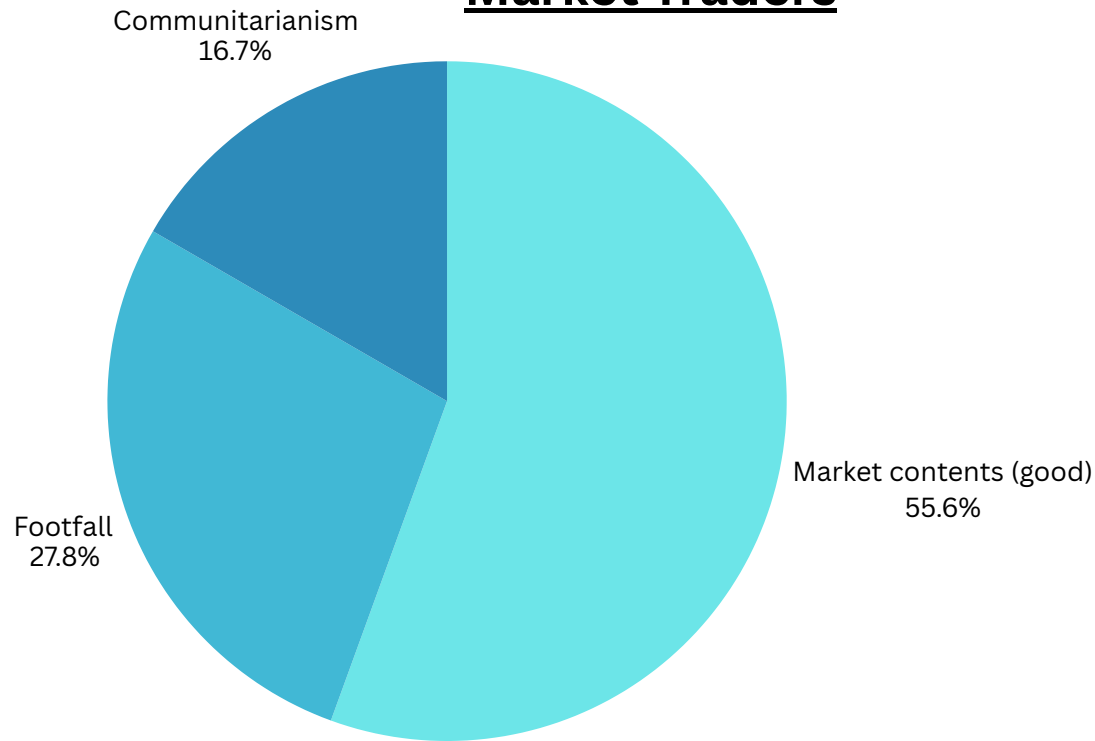
Local business/shop owners



“the market should complement, not compete, with what shops are offering”

3. Do you feel the Seaford Street Market enhances the town's overall retail offering?

Market Traders



Many market traders have assumed that the local businesses & shops are the reason for the survey:

“I have worked very hard to build a customer base in Seaford and that would be just wiped out by a few ill informed shop owners”

“If the select few businesses that have a problem with the market that is there for only 24 days of the year then it really pulls into question whether these “business people” should actually be trading at all. If they can’t make their money on the other 341 days of the year and still be taking money on the 24 days that the market is open then there is something seriously wrong with them and their business.”

“It would be a travesty if after four years of hard work by the organizers and traders to create the success of the market that pressure from so few could potentially close the market”

“Disappointed that a few local shops have apparently complained. 2 days out of a month.”

“There only there for a hand full of hours per month and if the shops are worried about a few hours of trading then they must be insecure about their shops and it’s disgusting that if this affects the market that’s so many people’s livelihoods that depend on this”.

Need improving:

I believe the market needs to evolve and offer **greater variety** to attract tourists and visitors from other towns, encouraging them to spend money in Seaford — which would, in turn, benefit local shops. **Negative feedback on social media**, however, does little to support the market's success.

Would be better **weekly**

Stalls on one side to allow easier set up and takedown. This would also allow for emergency vehicle route. Better **traffic management** and safer all round.

Make it more local and **more affordable**

Maybe try it **once a month** but it's losing momentum for two times.

Would be nice to have some **pop up food stalls** as part of the market, coffee vans etc, making more of an event. In the summer have the market on the seafront, all those day visitors I'm sure will enjoy a browse and will help the local economy.

As an owner of a small business, i would love to be able to trade here, but been told i can't as shops in town offer what I sell, yet other stalls are selling **stuff available in town** so seems very unfair. Shops should not see stalls a threat but look at big picture, if all stall holders customers come out to see them they are then more likely to shop in town.

Dont see the point with current stalls

Needs to be more exciting offer **more local produce**. That is a proper market.

Move it to **Seaford head lower car park**

More stalls would be great - it should be bigger.

If it's busy enough then expand it to **once a week**. It would be great to see more stalls with **more choice**

Need **more stalls it's very limited**. More people would come if was a wider variety

Would be more attended if in **Broad Street**

Need improving: (cont).

It **only sells expensive artisan** or craft stuff. Clothing or green grocery would be good.

Make it **more frequent**

Once a month or 6 weeks would be better

The market should **diversify offering** different types of food for different populations in Seaford, international food etc- not only produce but art, beverages, cheese, deli, etc

Bring back the French market!

It is here far too often. **Once or twice a year would be plenty**. Like the French Market. Don't give this business an advantage over others who have been here much longer, pay more and are losing out. It is grossly unfair.

Not in its current format. It either needs to be **relocated to the seafront** or a more prominent position (visitors tend to find it by accident en route to the sea) or refocus with a unique selling point to differentiate it from the neighbouring 'crafts and food markets' that have a stronger offering and a more accessible location. This is not intended to be a reflection on the hard work of the existing market but a cry to the town council to reflect and act on its stated commitment to nurturing and supporting local businesses, employment and economic growth.

Would love to see **vegetables more often...**

It would be nice to see it grow, with even **more variety of stalls**, this might bring in people from outside the town and boost our local economy a bit.

Our **footfall decreases** dramatically on these market days so increasing it would be further insult. All town retailers need support not another obstacle put in their way. All of our 23 staff are local residents too & so surely making sure their jobs are safe is priority. Decreasing our footfall & lower takings on these days is not what we need

The fish seller should be removed permanently from the market after his recent disgusting behaviour to a member of the public and there vehicle (**fish guts** on the vehicle)

The market is often **cancelled at short notice**, sometimes with justification but not always ie 21st May. Closed because it was forecast to be windy (not that windy). On the day it would have been fine.

Need improving: (cont).

So expensive and one fish marketer threw **fish guts** over a car that had parked over night

There needs to be a very clear ruling that **no stalls can replicate what is already on offer in town**, no arguing that it's a different customer base. Bread is bread, scones are scones, veg is veg, clothes are clothes, jewellery is jewellery, local honey is local honey?!, and people will stop using the already struggling town cafes and shops if this is available on the market right in the town outside and near to said struggling cafes and shops. Also, with the loud music in the summer, the town, right outside quiet shops, cafes (and homes?) is not the place, it's very **intrusive and disturbing**. Please do not let her continue to do as she pleases, it is not fair on the town retailers and cafes.

Unless the concept changes will not bother to return . Need something that customers will feel its different . Merchandising skills making the items look exciting might make customers to purchase. Just placing a few purses or bags on a stall says nothing , a nice written words with description might help with vegetables with a quote or two.

It would be nice if there were more **official notices about not parking** in the street before market days as I think this has a major affect on the market stalls ability to set up properly and make the market visually pleasing

Not in the current format as it neither satisfies as a general produce and crafts market nor has a large enough profile to attract sufficient customers on a regular basis. **Consider relocating** and relaunching a town market that features a theme that's not offered elsewhere in the area. Why not invest in a designated marketplace? Promote a proactive and transparent trading policy that encourages all types of retail businesses to stimulate healthy competition, economic growth and the opportunity for first-time traders to set up a business. There has to be more to Seaford than a miserable Morrisons, hairdressers and part-time cafes.

Feel **trade is taken away from local business** and great they don't pay bills when we pay them all and they take our trade

Positive (cont):

I think it would be silly to not have this market. There's a **sense of community** within community. The stallholders, organisers work hard to showcase their talent. Having a shop especially in Seaford is expensive and stallholders can't afford that.

Seaford market is a great place to browse and shop, I make a day of it visiting the market, some shops and a cafe too

I live in church street and the market is lovely to see and hear, people are friendly and helpful

Each time I visit the market I feel I am **giving back to small businesses**, not only do I visit the market but I use the local shops too. I do wish it was more than twice a month like other towns have (Eastbourne, Horsham)

There's always a **friendly and warm welcome** at the market and hope to have it continue for years to come

I have visited many successful town markets like Horsham and Eastbourne that have a fantastic sense of community when I go, these are regular weekly markets that local people have grown used to using and miss them when they are not there. I have also seen on a Newhaven social media page a remark about how successful Seaford town market is and how they wish there was a market like that in Newhaven, it just goes to show that other towns would like what we have so we need to keep up the good work.

As I said before it's good for smaller businesses that can't afford the overheads of having a shop and bring something different to the town.

Seaford street market is important to the local community and local shops. The impact it has on all generations can not only change their day but further, no matter how old or young. Local shops need more events to boost livelihood in the town, it brings a better outlook on the town and will further boost the town as a whole. In my personal opinion, the market **should be bigger**.

Positive (cont):

For people with allergies, the opportunity to purchase locally produced honey can be a godsend. The quality of meat, fish, baked goods and other food and drink is exceptional - local people want and need the opportunity to buy locally produced items. They appreciate the opportunity to eat fresh, healthier food.

I love the market, they do fundraising for local charities. The market always does a lovely **Santa grotto** which is good for families who can't afford to take their children to see Father Christmas.

Great to have a market in the town!

I as a wheelchair user, the market has given me a way of advertising my business and getting to meet my customers face to face and having those conversations where, without it, I would not get the opportunity to do so. The market has supported me from the day I have started with them, and everyone is happy and willing to help each other as well as the wider community.

I particularly like the **special events** and children entertainment organised at Easter, Summer and Christmas. You can always trust something new is happening and fun.

It's a great little market and it would be brilliant if it got **bigger**. There is no fishmonger in town, no decent baker, and the butcher has a bad 'scores on the doors' rating. The market offers an alternative to going to a supermarket for such provisions.

It is **not a threat to other shops** who are permanently here, **does not cause much disruption to traffic**, and adds to Seaford's unique feel (Resident in this town for 53 years)

I walk my dog around the market , you **can't take dogs in shops** and buys things



Seaford Town Council

Report No:	52/25
Agenda Item No:	7
Committee:	Assets & Facilities
Date:	16 July 2025
Title:	Changing Places Toilets Update & Next Steps
By:	Sharan Brydon, Operations & Facilities Manager
Purpose of Report:	To provide an update on the status of the Changing Places toilet facility and the planned next steps

Actions

The Committee is advised:

1. To consider the update provided within the report.
2. To make any comments in relation to the planned next steps.
3. To move to a vote on the motion below.

Recommendations

The Committee is recommended:

1. To note the contents of the report.

1. Introduction

- 1.1** Following the last update to the Community Services Committee in March 2025, officers have been working to resolve the access for users of the Changing Places toilet following a number of operational issues. This report is providing an update on the current situation with the Changing Places toilet and the planned next steps.

2. Information

- 2.1** The Changing Places toilet is a large accessible toilet for physically disabled people, with equipment such as hoists, curtains, adult-sized changing

benches and space for carers. It is located next to the Martello Café and Toilets on the promenade.

- 2.2** When originally opened, users were required to make contact with the Town Council and complete an application form prior to being given the access code to the facility's keypad entry system. This meant that access could not be immediate, applications could only be considered during office hours, and that medically untrained Town Council officers were required to assess whether an individual warranted using the facility including the collection and storage of highly sensitive personal information needed to make that determination.
- 2.3** This process was quickly deemed as inappropriate and so to remove these barriers to the facilities, and following consultation with the Changing Places lead at Muscular Dystrophy UK, officers disabled the facility's code entry keypad and reverted to access solely by RADAR key to ensure full accessibility to those who needed it.
- 2.4** This change was introduced on a trial basis to allow the Town Council to run a consultation into the preferred method of accessing the facilities, whilst also monitoring for any risks a codeless entry system may pose.

3. Current Situation

- 3.1** Since the removal of the access code and the adoption of RADAR key only, the Changing Places toilet has experienced faulty and broken items and had two incidents reported requiring the fire service to attend as an emergency, both times resulting in the door being forced open.
- 3.2** The latter occasion resulted in the frame and door being substantially damaged and unable to be used and it currently remains closed whilst officers obtain quotes to carry out the necessary repair works.
- 3.3** Officers have consulted with the fire service and Muscular Dystrophy UK's changing places lead, to discuss the use of this facility and its safety before reopening.
- 3.4** Officers have also received the fire service incident report, which highlighted several concerns that officers have taken into account when considering next steps.
- 3.5** Officers have conducted extensive research into comparable changing places facilities and identified one similar, unmanned unit for which access is

via an access code and RADAR key. The difference here is the access code is displayed on the Changing Places website for the facility.

4. Next Steps

- 4.1 Following these investigations, and the vulnerability of the unit being unmanned, officers propose to reintroduce an access code system, along with a RADAR key for users.
- 4.2 However, rather than users needing to complete an application form, the code for entrance will be displayed upon the central and publicly available [Changing Places website](#) for the Seaford unit.
- 4.3 This system would allow accessibility, whilst adding an extra layer of soft security to discourage inappropriate use by those not requiring the facility.

5. Consultation

- 5.1 As part of the consultation with local users and residents on 'access via RADAR key only', a feedback survey was published on the Town Council's website asking a number of questions, including around the ease of access by RADAR key, any misuse or vandalism they have experienced, and possible causes of this, and any suggestions for alternative modes of access or prevention of vandalism.
- 5.2 Only four responses were received, likely due to the facility being closed for a significant period of time.
- 5.3 The responses that were received were mostly brief and inconclusive.
- 5.4 One suggestion was raised to look at whether the Town Council could replicate the approach taken in Eastbourne, with a key fob. This would, however, see similar issues as those experienced when application forms were required (see 2.2 above) and also incur a cost to introduce a key fob system and purchase the fobs. Due to the above, it is not believed that this mode of access is more appropriate for the Town Council's facility than that being proposed in section 4 above.

6. Financial Appraisal

- 6.1 There are no direct financial implications as a result of this report.

7. Contact Officer

- 7.1 The contact officer for this report is Sharan Brydon, Operations & Facilities Manager.