

Appendix 1 - 2016/17 Trader Churn

<u>Casuals - Still Trading</u>	<u>Commodity</u>	<u>Notes / Reasons for not Trading</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
CASUAL	JERK BBQ	Still trading. Normally Tuesday & Friday. Signed up as a regular trader on Tuesday & Friday (ADDED BELOW)	NO Social Media	Exsisting Trader	Additional Space Given
CASUAL	THAI FOOD	Still trading. Friday & Saturday. Signed up as a regular trader on a Tuesday. Remains casual Friday & Saturday (ADDED BELOW)	NO Social Media	Exsisting Trader	
CASUAL	FISHERS BREWERY	Local to High Wycombe. Advertising his business	Yes	Text Message Service	
CASUAL	AVON	Promotional Stall	Yes	Exsisting Trader	
CASUAL	WELCOME GYM	Local to High Wycombe. Advertising his business	Yes	Direct Recruitmemnt	
CASUAL	CAMEBRIDGE WEIGHT PLAN	Promotional Stall	Yes	Office Enquiry	
CASUAL	RALPHS PIZZA	Has only worked two days so far (As of 13/12/17)	Yes	Office Enquiry	

<u>Casuals - Converted to Regulars</u>	<u>Days per week Worked</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
JERK BBQ STREETFOOD	2 Regular every Tuesday & Friday	NO Social Media	Exsisting Trader	
THAI STREETFOOD	1 Regular every Tuesday	No Social Media	Exsisting Trader	

		NET CURTAINS	1	Regular every Tuesday	NO Social Media	Exsisting Trader	Addiotonal Space Given
		SMOKED SAUSAGES STREETFOOD	1	Regular every Saturday	NO Social Media	Direct Recruitment	
		BURRITOS STREETFOOD	1	Regular every Friday	No Social Media	Direct Recruitment	
		SOUTH AFRICAN STREETFOOD	1	Regular every Friday	YES	Direct Recruitment	

<u>Casuals - Not Trading</u>		<u>Commodity</u>	<u>Total Days Traded</u>	<u>Notes / Reasons for not Trading</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
1	CASUAL	MIXED ITEMS	2	Travelled from Manchester to trade Southern Markets	NO Social Media	On the day arrival. Not prebooked	Additional Space Given
2	CASUAL	BAGS	1	Low-end trader	NO Social Media	On the day arrival. Not prebooked	
3	CASUAL	MAKE UP	3	Lack of footfall = Lack of sales	NO Social Media	On the day arrival. Not prebooked	
4	CASUAL	NET CURTIANS	2	No Trader parking and/ or unable to leave vehicle onsite for stock. NOW A REGULAR TRADER ON A TUESDAY	NO Social Media	Converted to Regular Trader	
5	CASUAL	BAGS & LUGGAGE	1	Lack of footfall = Lack of sales	NO Social Media	Direct Recruitment	Additional Space Given
6	CASUAL	WAFFLES	5	Lack of footfall = Lack of sales	NO Social Media	Office Enquiry	
7	CASUAL	BASKETS	1	Travels the Country to trade	Unknown	Office Enquiry	
8	CASUAL	OLIVES	1	Lack of footfall = Lack of sales	Unknown	On the day arrival. Not prebooked	Additional Space Given
9	CASUAL	MIXED FASHION	1	Distance to Market	NO Social Media	On the day arrival. Not prebooked	

10	CASUAL	STATIONARY	2	Lack of interest in stall (competing with WHSmiths)	NO Social Media	Office Enquiry	Additional Space Given
11	CASUAL	BUTCHER & COOKER	3	Lack of footfall = Lack of sales	Yes	Text Message Service	
12	CASUAL	BACON BADGER	2	Moved to undercover trading in the Eden	Yes	Direct Recruitment	
13	CASUAL	JEWELLERY	1	Not enough interest. Too cold (traded in feb)	Yes	Text Message Service	
14	CASUAL	CAKES	1	Lack of footfall = Lack of sales	Yes	Direct Recruitment	
15	CASUAL	M&S CLEARANCE	1	Worked 4 trading days and did not take enough money	No Social Media	Direct Recruitment	
16	CASUAL	COFFEE & WAFFLES	1	Worked 1 day and quit due to lack of sales	No Social Media	Office Enquiry	
17	CASUAL	CHURROS	4	Decided to go into full time employment	Unknown	Direct Recruitment	
18	CASUAL	CHILDRENSWARE	1	Lack of footfall = Lack of sales	NO Social Media	On the day arrival. Not prebooked	
19	CASUAL	WILL WRITING	10+	Still trading. No set days	Yes	Direct Recruitment	
20	CASUAL	SLUSH	2	Still trading. No set days	NO Social Media	Direct Recruitment	
21	CASUAL	LADIES FASHION	3	Lives in France. Trades when in UK	Unknown	Direct Recruitment	
22	CASUAL	TOASTED SANDWICHES	3	Lack of sales	Yes	Text Message Service	
23	CASUAL	MILKSHAKES	5	Looking for more events based oppertunities	NO Social Media	Text Message Service	
24	CASUAL	WAFFLES	3	Looking for more events based oppertunities	Yes	Direct Recruitment	
25	CASUAL	OLIVES	3	Lack of footfall = Lack of sales	NO Social Media	On the day arrival. Not prebooked	
26	CASUAL	THE GYM GROUP	10+	Used market to promote new gym opening	Yes	Direct Recruitment	
27	CASUAL	LADIES FASHION	2	Live in Yorkshire. Travel all over the country to trade	No Social Media	Direct Recruitment	
28	CASUAL	BAKERY	3	Based in Essex. Lack of sales	Yes	Direct Recruitment	
29	CASUAL	PERFUME	1	Travels the Country to trade	Yes	Direct Recruitment	
30	CASUAL	GREEK STREETFOOD	1	Worked 1 day and quit due to lack of sales	NO Social Media	Text Message Service	
31	CASUAL	LEATHER GOODS	3	Lack of footfall = Lack of sales	NO Social Media	Direct Recruitment	

32	CASUAL	TOWELS	3	Lack of footfall = Lack of sales	No Social Media	Direct Recruitment	
33	CASUAL	MIXED FASHION	2	Travelled over from Spain to work UK markets	NO Social Media	On the day arrival. Not prebooked	Additional Space Given
34	CASUAL	INFLATABLE CHRISTMAS DECS	2	Lack of footfall = Lack of sales	Yes	Office Enquiry	
35	CASUAL	COSMETICS	2	Lack of footfall = Lack of sales	NO Social Media	Direct Recruitment	
36	CASUAL	GIN PUNCH	1	Travels the Country to trade	No Social Media	Office Enquiry	



<u>regular Traders Not Trading</u>	<u>Commodity</u>	<u>Days per week Worked</u>	<u>Notes / Reasons for not Trading</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
	PILLOWS / BEDDING	3	Opened a shop in his home Town	NO Social Media	Direct Recruitment	
	MIXED FASHION	3	Enter full-time employment	NO Social Media	Prexistoing Trader	
	UNDERWEAR	3	Decline in sales forced him to seek full time employment	NO Social Media	Prexistoing Trader	
	FISHMONGER	2	Lack of footfall = Lack of Sales	NO Social Media	Direct Recruitment	
	SOUTH AFRICAN SHOP	1	Lack of footfall = Lack of Sales	YES	Direct Recruitment	
	FLOWERS & PLANTS	3	No definitive explanation given	NO Social Media	Text Message Service	Interest Free Gazebo Purchase
	BAGS & LUGGAGE	1	No definitive explanation given	NO Social Media	Direct Recruitment	
	JEWELLERY	1	Lack of Sales	NO Social Media	Text Message Service	

	JERK BBQ	2	No definitive explanation given	NO Social Media	Text Message Service	
	TOYS	1	Lack of footfall = Lack of Sales.	NO Social Media	Text Message Service	8 Week Rent Free Period
	BATHBOMBS & SOAPS	1	Lack of footfall = Lack of Sales.	Yes	Text Message Service	8 Week Rent Free Period
	KITCHENWARE	2	Product not found easily/ elsewhere in High St	NO Social Media	Direct Recruitment	Additional Space Given
	SHOES	1	Lack of footfall = Lack of Sales.	NO Social Media	Text Message Service	8 Week Rent Free Period



<u>New Traders</u>	<u>Commodity</u>	<u>Days per week Marked</u>	<u>Notes</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
	FLOWERS & PLANTS	3	Positive and proactive trader - product is well received & not in the Town (NOW CEASED TRADING)	NO Social Media	Text Message Service	Interest Free Gazebo Purchase
	VEGAN STREET FOOD	1	New/ Start-Up Business. (STILL TRADING)	Yes	Direct Recruitment	4 Week Rent Free Period
	KITCHENWARE	2	Product not found easily/ elsewhere in High St (NOW CEASED TRADING)	NO Social Media	Direct Recruitment	Additional Space
	MOBILES	1	New Trader aquired from another managed site (STILL TRADING)	NO Social Media	Direct Recruitment	
	SHOES	1	New Trader aquired from another managed site (NOW CEASED TRADING)	NO Social Media	Direct Recruitment	8 Week Rent Free Period
	ISLA JANE BAKERY	1	New Trader aquired from another managed site. (STILL TRADING)	Yes	Direct Recruitment	8 Week Rent Free Period
	PRODUCE FROM ISLE OF WIGHT	1	New Trader aquired from another managed site. (STILL TRADING)	Yes	Direct Recruitment	8 Week Rent Free Period

		PILLOWS & BEDDING	2	Seasonal trader. Works for a few weeks. Signs on and off through the year (STILL TRADING)	NO Social Media	Direct Recruitment	
		FRUIT & VEG	3	Replaced previous operator	NO Social Media	Direct Recruitment	Interest Free Gazebo Purchase



<u>Reduced Trading days/</u>		<u>Commodity</u>	<u>Days per week Worked</u>	<u>Notes</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
		WATCHES & JEWELLERY	2 down to 1	Dropped a Friday. Only trades on a Saturday now	NO Social Media	Existing Trader	
		MATERIAL	3 down to 1	Dropped a Friday and now trades at Hemel on a Saturday - Footfall related	Yes	Existing Trader	Additional Space Given
		THE HOOVER STALL	2 down to 1	Dropped a Saturday to move to North Weald - Footfall related	NO Social Media	Existing Trader	
		R & R ASIAN FASHION	3 down to 1	Dropped a Friday and Saturday due to lack of	Yes	Existing Trader	Additional Space Given
		ASIAN FASHION	2 down to 1	Dropped a Saturday. Rents a shop on White Heart Street	NO Social Media	Existing Trader	Additional Space Given

Appendix 1 - 2017/18 Trader Churn

<u>Casuals - Still Trading</u>		<u>Commodity</u>		<u>Notes / Reasons for not Trading</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
	CASUAL	BREWERY		Local to High Wycombe. Advertising his business	Yes	Text Message Service	
	CASUAL	PROMOTIONAL		Local to High Wycombe. Advertising his business	Yes	Direct Recruitment	
	CASUAL	NET CURTAINS		Casual on a Tuesday	NO Social Media	Exsisting Trader	Additonal Space Given
	CASUAL	PILLOWS & BEDDING		Seasonal trader. Works for a few weeks. Signs on and off through the year	NO Social Media	Direct Recruitment	
	CASUAL	THAI FOOD		Floats around. Does a lot of festivals and events which prevent them from a consistant run at the market	NO Social Media	Exsisting Trader	
	CASUAL	VINTAGE MUSIC		Seasonal trader. Works different markets	No Social Media	Exsisting Trader	
	CASUAL	PERFUME		Travels around markets throughout the year	No Social Media	Exsisting Trader	
	CASUAL	PROMOTIONAL		Promotional Stall	Yes	Exsisting Trader	
	CASUAL	PROMOTIONAL		Promotional Stall	Yes	Exsisting Trader	
	CASUAL	PROMOTIONAL		Promotional Stall	N/A		
	CASUAL	PROMOTIONAL/ RETAIL		Promotional Stall	Yes	Exsisting Trader	
	CASUAL	PROMOTIONAL		Promotional Stall	Yes	Direct Recruitmemnt	
	CASUAL	PROMOTIONAL		Promotional Stall	Yes	Exsisting Trader	
	CASUAL	BATHBOMBS		Local business. Work online mainly	Yes	Exsisting Trader	
	CASUAL	WAFFLES		Local business. Mainly do events	Yes	Exsisting Trader	

	CASUAL	SERVICE		Local to High Wycombe. Advertising his business	Yes	Exsisting Trader	
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Casuals -
Converted to
Regulars

Days per
week
Worked

Social Media /
Online

Trader Recruitment

Trading Incentives

Casuals - Not
Trading

Commodity

Total Days
Traded

Notes / Reasons for not Trading

Social Media /
Online

Trader Recruitment

Trading Incentives

	CASUAL	MIXED ITEMS	2	Travelled from Manchester to trade Southern Markets	NO Social Media	On the day arrival. Not prebooked	Additional Space Given
	CASUAL	PRMOTIONAL/ SERVICE	6	Promo stall for local business in town	Yes	Contacted us directly	
	CASUAL	COOKED FOOD	5	Food Truck. Lack of sales	NO Social Media	Contacted us directly	
	CASUAL	BREAD & PATTISERRIE	6	Nice stall, but no real effort from the trader to make it work	NO Social Media	Contacted us directly	
	CASUAL	LEATHER ITEMS	5	Good offer. Not consistant	NO Social Media	On the day arrival. Not prebooked	
	CASUAL	FISHMONGERS	6	Travelled from Essex. Too far to make the business work	NO Social Media	Contacted us directly	
	CASUAL	MENS FASHION	4	Moved away	NO Social Media	Contacted us directly	

CASUAL	PORTUGAL STREETFOOD	2	Good offer. Not consistent	Yes	Contacted us directly
CASUAL	MIXED FASHION	3	Inconsistent trader	NO Social Media	Contacted us directly
CASUAL	LADIES FASHION	1	Worked 1 day and did not come back - Footfall related	NO Social Media	on the day arrival. Not prebooked
CASUAL	BEDDING	2	Travelled down from the North. No long term prospect	NO Social Media	On the day arrival. Not prebooked
CASUAL	DONUTS	4	Worked 2 days and didn't come back - Footfall related		
CASUAL	CHEESE	4	Good offer. Not consistent	NO Social Media	Contacted us directly
CASUAL	PLANTS & FLOWERS	2	Poor trader	NO Social Media	Contacted us directly
CASUAL	LADIES FASHION	5	Moved to a shop	Yes	Existing trader
CASUAL	ELECTRICALS	2	Worked 2 days and didn't come back	NO Social Media	Existing trader
CASUAL	CREPES	2	Good offer. Not consistent	Yes	Contacted us directly
CASUAL	ASIAN FASHION	2	Seasonal trader	Yes	Contacted us directly
CASUAL	COOKED FOOD	6	Lack of sales/ footfall	NO Social Media	Contacted us directly
CASUAL	CRAFTS	1	1 day casual - Footfall related	NO Social Media	Contacted us directly
CASUAL	HATS & GLOVES	1	1 day casual - Footfall related		
CASUAL	PIZZA	2	Good offer. Not consistent	NO Social Media	Contacted us directly
CASUAL	BEDDING	2	Travelled down from the North. No long term prospect		
CASUAL	ASIAN FASHION	2	Seasonal trader	NO Social Media	Contacted us directly
CASUAL	BURGER VAN	2	Worked 2 days and didn't come back - Footfall related	NO Social Media	Contacted us directly
CASUAL	HAIR ACCESSORIES	1	1 day casual - Footfall related	NO Social Media	Contacted us directly
CASUAL	PROMOTIONAL/ SERVICE	2	Promo stall for local business	Yes	Contacted us directly

<u>Regular Traders Not Trading</u>	<u>Commodity</u>	<u>Days per week Worked</u>	<u>Notes / Reasons for not Trading</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
	PRODUCE	1	Could not staff stall	Yes	Direct Recruitment	8 Week Rent Free Period
	CHURROS	2	Declining health forced the stall to close	NO Social Media	Direct Recruitment	
	SOUTH AFRICAN STREETFOOD	1	Moved location	YES	Direct Recruitment	
	BURRITOS STREETFOOD	1	Left to join the police	NO Social Media	Direct Recruitment	
	FLOWERS & PLANTS	3	Moved location	NO Social Media	Text Message Service	Interest Free Gazebo Purchase
	KITCHENWARE	2	Footfall related	NO Social Media	Direct Recruitment	Additional Space
	SHOES	1	Footfall related	NO Social Media	Direct Recruitment	8 Week Rent Free Period
	PRODUCE	1	Sales/ Footfall related	Yes	Direct Recruitment	8 Week Rent Free Period
	FRUIT & VEG	3	Inexperience	NO Social Media	Direct Recruitment	Interest Free Gazebo Purchase
	MATERIAL	1	Opened shop in HW Town	Yes	Existing Trader	Additional Space Given
	ASIAN FASHION	1	Moved to online sales	Yes	Existing Trader	Additional Space Given
	MIXED ITEMS	3	Declining Sales - Footfall related	NO Social Media	Existing Trader	Additional Space Given
	BAGS & LUGGAGE	1	Switched to a more local market to him	NO Social Media	Existing Trader	Additional Space Given
	ARMY SURPLUS	2	Personal circumstance changes forced early retirement	NO Social Media	Existing Trader	
	COMICS	1	Declining Sales - Footfall related	Yes	Existing Trader	

		MOBILES & SMO	1	Declining Sales - Footfall related	NO Social Media	Exsisting Trader	Additional Space Given
		BUTCHER	1	Declining Sales - Footfall related	Yes	Exsisting Trader	
		COOKED FOOD VAN	2	Too far to travel each week. Declining sales and inconsistency in attendance	NO Social Media	Exsisting Trader	
		FLOWERS & PLANTS	2	Travelled up from Bournemouth. Became inconsistent	Yes	Direct Recruitment	
		GREEK STREETFOOD	2	Intermittent trading due to events	Yes	Direct Recruitment	
		LADIES FASHION	2	Declining Sales - Footfall related	Yes	Exsisting Trader	
		BURGER VAN	2	Declining Sales - Footfall related	NO Social Media	Direct Recruitment	
		ROMAINIAN BBQ	2	Open Café in N. London	NO Social Media	Existing Trader	



<u>New Traders</u>	<u>Commodity</u>	<u>Days per week Worked</u>	<u>Notes</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
	ASIAN FASHION	1	Travels down from Bradford	NO Social Media	Contacted us directly	
	MOBILE HAIRDRESSER	2	Local business	Yes	Direct Recruitment	
	PAD THAI	3	Currently trading	NO Social Media	Contacted us directly	
	JERK STREET FOOD	3	Local business	Yes	Contacted us directly	



<u>Reduced Trading days/ Location</u>	<u>Commodity</u>	<u>Days per week Worked</u>	<u>Notes</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
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