



For Immediate Release

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Shoppers come together to enjoy borough's new street market

Shoppers came out in force despite the wet weather conditions to enjoy a unique new street market to support small and independent businesses bounce back from the pandemic. Last Friday (30 July), Basingstoke's Top of the Town was filled with unique locally-made and handcrafted goods and delicious food as part of the new Borough Basket Street Market, with 20 local businesses setting up a stall for the day.

Coinciding with the opening of the Willis Museum's new Middle Earth Exhibition, street entertainment provided by fruit juggling chefs on platform shoes also wowed the crowds.

As well as retailers taking part in the new market, Top of the Town business Willows Coffee House also got involved with a special offer to deduct the cost of parking at Joices Yard for any shoppers placing food orders.

Using funding from the government's Welcome Back Fund, the new market is part of Basingstoke and Deane Borough Council's work to encourage shoppers to return to the town centre and support the borough's economic recovery.

The market gives 20 businesses the opportunity to sell their goods, with new retailers encouraged to come forward every month to give more businesses the chance to take part. The next market will be held on Friday 27 August.

Retailers taking part in the market can take advantage of gazebo hire, a listing on The Borough Basket online marketplace and promotion on the Love Basingstoke website and social media.

Cabinet Member for Economic Development Cllr Hannah Golding said: "We are pleased that visitors came out despite the bad weather to support the borough's small and independent businesses at the new Borough Basket Street Market.

"As part of our work on economic recovery, we are keen to support local businesses and give small business owners the chance to sell their goods to a wider audience through new initiatives such as this market.

"I would encourage more businesses to come forward to try it for the first time in August, so please get in touch."

If businesses are interested in taking part in the Borough Basket Street Market or want to provide special offers, please visit www.TheBoroughBasket.co.uk/Market or contact business@lovebasingstoke.co.uk - but be quick as spaces are limited.

The Borough Basket platform was set up to support small and independent businesses by Basingstoke and Deane Borough Council, The Designlab and partners through the Love Basingstoke group, and is supported by IncuHive Business Incubation services who assists shop owners with business advice.

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