



# LEIGHTON-LINSLADE TOWN COUNCIL

**Mark Saccoccio**  
Town Clerk  
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**Wednesday, 17 May 2023**

To: The Town Mayor and all **MEMBERS** of the **Market Sub-Committee**.

## NOTICE OF MEETING

You are hereby summoned to attend the **Market Sub-Committee** of Leighton-Linslade Town Council to be held on **Thursday, May 25, 2023**, commencing at **10:30 am**, to be held at **The White House, Hockliffe Street, Leighton Buzzard**.

*Mark Saccoccio*

**THIS MEETING MAY BE  
RECORDED \***

M Saccoccio  
Town Clerk

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## Agenda

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### **1 / MK - APOLOGIES FOR ABSENCE**

Schedule 12 of the Local Government Act 1972 requires a record be kept of the Members present and that this record form part of the minutes of the meeting. Members who cannot attend a meeting should tender apologies to the Town Clerk.

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### **2 / MK - ELECTION OF CHAIR FOR 2023-2024**

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### **3 / MK - ELECTION OF VICE-CHAIR 2023-2024**

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#### **4 / MK - DECLARATIONS OF INTEREST**

1. The Localism Act 2011 and the Code of Conduct requires Councillors to declare any pecuniary interests, other registrable interests or sensitive interests in items on the meeting agenda, which are not already included in the Register of Interests. Members may choose to declare interests already listed in the Register for clarity and transparency.
  2. For disclosable pecuniary interests, Members must leave the room and not participate in discussion or voting, unless a dispensation has been granted.
  3. For other registrable or non-registrable interests which directly relate to the financial interest of a Member, a relative or close associate, councillors may speak on the matter only if members of the public may also speak at the meeting. Thereafter, Members should leave the room and not participate in discussion or voting, unless a dispensation has been granted.
  4. The Council/Committee/Sub-Committee is asked to consider approving any requests for dispensations to speak/vote on any agenda item in accordance with the Dispensations Procedure.
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#### **5 / MK - QUESTIONS FROM THE PUBLIC (3 minutes per person; maximum 15 minutes)**

To receive questions and statements from members of the public in respect of any item of business included in the agenda, as provided for in Standing Order No.s 3 (e) (f) (g) and 3(h).

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#### **6 / MK - MINUTES OF PREVIOUS MEETING**

1. To receive and approve as a correct record the minutes of the Market Sub-Committee meeting held on 23 February 2023 (attached) in accordance with Standing Order 12.
2. To receive information updates on matters arising from the previous meeting (if appropriate).

#### **Attachments**

[230223 Market Minutes draft.docx](#)

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#### **7 / MK - MARKET GENERAL UPDATE**

To receive a report and consider the recommendations therein (attached)

#### **Attachments**

[Market General Update Q4 2022-23.docx](#)

[Appendix A Market Annual Work Plan 2023-24.docx](#)

[Appendix B Themed, Visiting, Speciality and Other Markets 2023-24.docx](#)



A question was raised regarding a possible change of day for the Market Sub Committee meetings, especially the November meeting, to enable the Market Representative to attend and it not clash with his work commitments.

## **99/MK MARKET GENERAL UPDATE**

The Sub-Committee received a general market update report and appendix for consideration. This included updates on delivery of activity, pitch usage, social media communications, planned visiting markets and general updates.

The problem of overnight parking in the High Street preventing traders from using their usual stall location was discussed and it was confirmed a meeting had been held with CBC Highways and Parking Enforcement, representatives from the Swan Hotel and Councillor Harvey. The Swan Hotel agreed to add a small note with every key given to customers warning about parking on the High Street and the closure on market days and signs had been given to the hotel to be put up in the rooms and around the building. An outcome from this meeting was awaited from Highways and Parking Enforcement. Councillor Harvey would chase this up with Central Bedfordshire Council.

The Sub-Committee agreed that a push to promote local produce should be made via social media including photographs of the farms and their produce enabling customers to 'know where their food came from'.

A market would be held on Coronation Day and the traders given the option of trading or not without charge. More details on this market would follow once finalised.

A suggestion was made to acknowledge the retirement of Turners Nurseries from the market after over 40 years trading. The Market Manager would discuss with the Chair of the Sub-Committee on how to take this forward.

Three Officers attended the NABMA Conference in January and compared to elsewhere, Leighton Buzzard market was doing well managing to recruit new traders which provided a varied range of products for customers.

The Young Traders National Competition begins in the Spring with the date for the local heat being Tuesday 16 May 2023. As the young traders were effectively acting as ambassadors for the market and generating positive publicity, it was suggested that they receive repayment of reasonable travel costs incurred for participating in the campaign. Members agreed and it was proposed to take this to the Cultural & Economic Services Committee for approval.

**RESOLVED to note the report.**

**RECOMMENDED to the Cultural and Economic Services Committee to endorse that reasonable travel expenses incurred by participants in the Young Traders National Competition be reimbursed, in recognition of the positive publicity generated for the markets as a whole.**

#### **100/MK BUDGET REPORT**

The Sub-Committee received a budget report which showed the market continued to perform this quarter compared to the same period last year. Of the two market days Tuesday was the less well attended. Officers would continue to promote this and encourage participation inviting schools to entertain and hold events during school holidays.

**RESOLVED to note the report.**

#### **101/MK ADVERSE WEATHER POLICY UPDATE**

The Sub Committee received a report to consider an update to the adverse weather policy to include reference to market operations during periods of extreme heat. Two options were considered, and members agreed to recommend option 1 to Committee for approval.

Option 1:

**Red warning:** close the market to all traders. Any traders that attend will not be recognised nor will their insurance be valid thus trading illegally. No gazebos erected or any Council equipment supplied. No charge to traders nor loss of holiday rights.

**Amber warning:** give the traders the option to trade if they so wish. Any trader not wanting to trade would not be charged and would not lose holiday rights. Those traders attending would be charged at normal rates. Those traders NOT attending must inform the market manager or representative by 12 noon the day before otherwise they would be charged if they did not show. The Market Manager or representative to determine the time of early closure of the market at his/her discretion on the day if needed.

**RECOMMENDED to the Cultural and Economic Services Committee to amend the adverse weather policy to include reference to market operations during periods of extreme heat as laid out in option 1 above.**

The meeting closed at 1200 hours.

I HEREBY CONFIRM THAT THE FOREGOING IS A TRUE AND ACCURATE RECORD OF THE MEETING HELD ON 23 FEBRUARY 2023.

Chair

25 MAY 2023

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## Market Sub Committee

Date: 25 May 2023

Title: Market General Update

Purpose of the Report: To provide an update on market activity for 2022-23 Quarter 4.

Contact Officer: Adrian Harrison, Market Manager

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|                                     |  |
|-------------------------------------|--|
| <b>Corporate Objective/s</b>        | No 23. To continue to manage, promote and develop the street market. |
| <b>Implications:</b>                |  |
| <b>Financial</b>                    | Within existing budget   |
| <b>Human Resources</b>              |  |
| <b>Operational/Service delivery</b> | Market annual plan, activity plan and general updates                |
| <b>Procedural/Legal</b>             |  |
| <b>Risk/Health and Safety</b>       |  |
| <b>Environmental Aims</b>           |  |

### 1 RECOMMENDATION

Should members be minded, the proposal is:

1.1 To note the report.

### 2 DELIVERY OF THEMED, VISITING, SPECIALITY AND OTHER MARKETS

2.1 The table below provides an update on Themed, Visiting, Speciality and Other Markets for the whole of 2022/23.

| Date                 |  | Delivery Status |
|----------------------|--|-----------------|
| 16-Apr               | Easter Activity  | Delivered       |
| 14 - 28 May          | Love Your Local Market Fortnight                       | Delivered       |
| 31 <sup>st</sup> May | 10 Year celebration and Young Traders Competition      | Delivered       |
| 04-Jun               | Queens Jubilee Celebrations                            | Delivered       |
| 02-Jul               | Independents Day 2022 (In collaboration with LB First) | Delivered       |

|   |   |   |
|---|---|---|
| 09-Aug  | National Children's Playday<br>Tuesday  | Delivered   |
| Oct   | Halloween activity                      | Delivered   |
| 3-Dec   | Small Business Saturday 2022            | Delivered   |
| <b>Date</b>   | <b>Visiting Markets 2022/2023</b>       | <b>Delivery Status</b>  |
| 24 April, 29 May,<br>26 Jun, 31 Jul,<br>28 Aug, 25 Sept.<br>26 March 2023 | Street Food Heroes - Sundays            | 24 April – Delivered<br>29 May – Delivered<br>26 June – Delivered<br>31 July - Delivered<br>28 Aug - Delivered<br>25 Sept - Delivered<br>26 Mar 23 -<br>Delivered |
| 13-Mar  | Vegan Market - Sunday                   | Delivered   |
| 22-Apr  | France at Home Market - Friday          | Delivered   |
| 12-Jun  | Vegan Market - Sunday                   | Delivered   |
| 18-Sep  | <del>Vegan Market - Sunday</del>        | Cancelled   |
| <b>Date</b>   | <b>Speciality &amp; Other 2022/2023</b> | <b>Delivery Status</b>  |
| 20-Nov  | Christmas Charity Market - Sunday       | Delivered   |
| 26-Nov  | Christmas Festival Weekend              | Delivered   |
| 03-Dec  | Small Business Saturday                 | Delivered   |

See Appendix B for Themed, Visiting, Speciality and Other Markets 2023-24.

2.2 The table below presents the pitch usage figures for Qu.4, 2022/23

| Qu. 1        | Pitches Used | Qu. 2   | Pitches Used     | Qu.3   | Pitches Used     | Qu 4                | Pitches Used |
|--------------|--------------|---------|------------------|--------|------------------|---------------------|--------------|
| Apr-22       | 465          | Jul-22  | 462              | Oct-22 | 520              | Jan-23 <sup>4</sup> | 309          |
| May-22       | 484          | Aug-22  | 422              | Nov-22 | 447 <sup>2</sup> | Feb-23              | 363          |
| Jun-22       | 440          | Sept-22 | 383 <sup>1</sup> | Dec-22 | 449 <sup>3</sup> | Mar-23              | 384          |
| <b>Total</b> | <b>1,389</b> |         | <b>1,267</b>     |        | <b>1,416</b>     |                     | <b>1,056</b> |

<sup>1</sup> During September there were a few large stalls missing due to holidays

<sup>2</sup> 1-day adverse weather followed by 2 Tuesdays of bad weather

<sup>3</sup> 1-day Bank Holiday and 31 Dec low trader attendance

<sup>4</sup> 1-day adverse weather and 1-day partial closure due to high winds

2.3 Market trader recruitment updates - the table below presents the traders joined & left figures for all quarters in 2022/23.

| Trader type      | Qu. 1<br>Joined | Qu.1<br>Left | Qu.2<br>Joined | Qu.2<br>Left | Qu.3<br>Joined | Qu.3<br>Left    | Qu4<br>Joined | Qu 4<br>Left    |
|------------------|-----------------|--------------|----------------|--------------|----------------|-----------------|---------------|-----------------|
| <b>Permanent</b> | 5               | -2           | 0              | -1           | 0              | -1 <sup>1</sup> | 4             | -1 <sup>2</sup> |
| <b>Casual*</b>   | 25              |              | 8              |              | 8              |                 | 5             |                 |



|                                    |    |  |   |    |    |  |          |
|------------------------------------|----|--|---|----|----|--|----------|
| <b>Farmers</b>                     | 0  |  | 0 | -1 | 1  |  |          |
| <b>Craft*</b>                      | 15 |  | 6 |    | 11 |  | <b>3</b> |
| <b>Charities, Comm<br/>Groups*</b> | 9  |  | 8 |    | 6  |  | <b>5</b> |
| <b>Start Up</b>                    | 4  |  | 1 |    | 3  |  | <b>2</b> |

\* Due to the nature of traders coming and going. Counter is reset in Q1 and trader numbers recorded thereafter (25 casuals in Q1 + 8 new ones in Q2 etc. Handmade and Craft market runs March to December.

<sup>1</sup> One trader left on maternity leave. She continues an online presence.

<sup>2</sup> One trader emigrated

### 3 MARKET ANNUAL WORKPLAN

3.1 The Annual Market Workplan for 2022/23 is at **Appendix A (attached)** and remains a working document.

### 4 DIGITAL PLATFORMS

Social media following on both Facebook and Instagram, continues to build with 2.7k and 2.1k followers, respectively. Instagram seems to be the fastest growing platform recently.

The most popular posts (the ones which get shared the most), are new events being advertised (such as 'Foodie Tuesdays' and the Young Traders Competition) as well as historic pictures of the market. The ones we use from our own events, like local children in our 'selfie' frame, usually prove popular too.

The markets team ask that all new members take the time to 'like' and 'share' any posts that are put out on social media to help keep them up to date with what is going on around the market (and to help promote the market).

### 5 GENERAL UPDATES QUARTER 4, 2022-23

5.1 The Handmade and Craft speciality market re-started in March and continues to be booked in advance. There has been an upsurge in traders wanting to try this market. With some traders not being able to attend every 4<sup>th</sup> Saturday, it has meant that there are many different traders attending month on month keeping the market fresh.

5.2 On 7 March, on a very wintery day, Leighton Buzzard hosted an International Womens Day event. This was organised by local businesses to showpiece their businesses and was a great addition to the market that day.

5.3 Officers organised an Easter event aimed at young children. There were many stalls including face painting, dancing, book reading etc. The market was very busy with all the information and 'free goodies' on offer, given out. It is hoped that by getting younger people to come and enjoy these events with their children, more will return on a regular basis having seen what is on offer.

5.4 Street Food Heroes (SFH), an independent collective of food vendors that come on the last Sunday each month between March and September, have booked on for another season in 2023. Their first 'gig' of the new season was in March. The weather was poor, but the traders still enjoyed the day with some saying that they did well.

5.5 France at Home, the travelling French Market recently attended on Friday 21 April. Although a damp, miserable start the weather got better with the French traders enjoying a good day's trade. The person running the market is now retiring and a replacement manager is being trained. Officers will maintain contact with the new manager and will book another visit when dates allow.

5.6 Planning for the 2023 Young Trader Market Competition run by the National Market Traders Federation (NMTF) has begun. Leighton Buzzard is again entering the competition with our event on Tuesday, 16 May. We are inviting traders who are under the age of 30 to join in. This year we are opening the entry to those within the Southeast and Midlands regions. It is hoped that we will again have traders going through to area finals and then to the grand final held in Stratford Upon Avon in August. The NMTF will be in attendance as will the The National Association of British Market Authorities (NABMA). Judging is done by the NMTF. The NMTF have suggested that the stallholders in each round be treated as ambassadors of the local markets they started in.

## **6 CONCLUSION**

This is the first year since Covid-19 that the market has seen 'normality' return. Traders enjoy the gazebos facing inwards and that the High Street is pedestrianised.

Trader numbers over the year have been remained steady. Saturdays faring better than Tuesdays. The Handmade and Craft market is doing very well with a healthy number of crafters on record. The Farmer's market is still small in number with Officers actively trying to increase trader numbers. Casual trader numbers have also been up with many returning, when possible, on an ad hoc basis.

**END.**

## 2022-23 - Market Annual Work Plan - remains 'active' and open to changes.

|    | <b>Task</b>   | <b>Target date</b>     | <b>Committee</b>           | <b>Update</b>   | <b>Delivery status</b> |
|----|---|------------------------|----------------------------|---|------------------------|
| 1. | <b>Covid recovery</b><br>Dependent upon Government Guidelines & influence pedestrianisation of High Street.   | Ongoing                | Market Sub                 | CBC decision on 2/02/22 to continue the pedestrianisation of the High St on market and event days.<br>19/05/22- N.B. now only on market days.   | Ongoing                |
| 2. | <b>Ten-year anniversary of overseeing the market</b>  | June 2022              | Market sub                 | To be celebrated at event on 31 <sup>st</sup> May with NABMA visitors   | Achieved               |
|    | <b>CARRIED FORWARD</b>  |                        |                            |   |                        |
| 3. | <b>Market Rules and Regulations, Trader Licence - annual review</b><br>To review and update according to industry changes/standards as identified and to reflect the updating of Council policies and procedures. | Ongoing                | Market Sub,<br>C&E,<br>P&F | Collating information from across the industry. Final draft to go to C&E Committee with recommendation for P&F for endorsement – if the need for alterations are identified.  | In progress            |
|    | <b>ANNUAL ACTIVITY</b>  |                        |                            |   |                        |
| 4. | <b>Environmental Aims</b>   | Carbon assessment 2022 | G&E<br>P&F<br>Market Sub   | Environmental questions are now part of the annual review survey.<br>Waste management figures annual shared via social media platforms.<br>A carbon assessment of Town Council operations is to be undertaken in 2022 inclusive of the market to provide baseline evidence on which to take forward the move towards being net carbon neutral by 2030 (Ref.156/GE) Council staff to undertake carbon literacy training. | Ongoing                |
| 5. | <b>Annual monitoring review</b><br>As per relaunch anniversary date.  | Autumn 2022            | Market Sub,                | An annual survey to be undertaken of traders and customers  | Achieved               |

## Themed, Visiting, Speciality and Other Markets 2023-24

| Date   | Speciality & Other 2023/2024                           | Delivery Status    |
|--|--|--------------------|
| 04-Apr   | Children's Easter Activity                             | Delivered          |
| 06 May   | Kings Coronation                                       |                    |
| 12 - 27 May  | Love Your Local Market Fortnight                       |                    |
| 16 May   | Young Traders Competition                              |                    |
| 01-Jul TBC   | Independents Day 2023 (In collaboration with LB First) |                    |
| 29-Aug TBC   | Aug Back To School Day                                 |                    |
| 24-Oct   | Halloween activity                                     |                    |
| 02-Dec TBC   | Small Business Saturday 2023                           |                    |
| Date   | Visiting Markets 2023/2024                             | Delivery Status    |
| 26 March, 30 April, 28 May, 25 Jun, 30 Jul, 27 Aug, 24 Sept. | Street Food Heroes - Sundays                           | 26 March Delivered |
| 21-Apr   | France at Home Market - Friday                         | Delivered          |
| 14-May   | Vegan Market - Sunday                                  |                    |
| Date   | Speciality & Other 2023/2024                           | Delivery Status    |
| 19-Nov   | Christmas Charity Market                               |                    |
| 25-Nov   | Christmas Festival Weekend                             |                    |
| 02-Dec TBC   | Small Business Saturday                                |                    |

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## **8 / MK - BUDGET REPORT**

To receive a report detailing end of financial year 2022/23 income and expenditure and consider the recommendations therein (**attached**)

### **Attachments**

[Market Budget Report Q4 2022-23.docx](#)

## INFORMATION PRESENTATION



## Market Sub Committee

Date: 25 May 2023

Title: Market Budget Report, Quarter 4, 2022/23

Purpose of the Report: To provide budget information for Quarter 4, 2022/23

Contact Officer: Adrian Harrison, Market Manager

|                                     |     |  |
|-------------------------------------|-----|--|
| <b>Corporate Objective/s</b>        |     | No 23. To continue to manage, promote and develop the street market. |
| <b>Implications:</b>                |     |  |
| <b>Financial</b>                    | Yes | Income and expenditure figures for Q4 2022/23                        |
| <b>Human Resources</b>              |     |  |
| <b>Operational/Service delivery</b> |     |  |
| <b>Procedural/Legal</b>             |     |  |
| <b>Risk/Health and Safety</b>       |     |  |
| <b>Environmental Aims</b>           |     |  |

### 1 RECOMMENDATION

Should members be minded, the proposal is:

1.1 To note the report.

### 2 BACKGROUND

2.1 The information provides an understanding of quarterly financial details. All figures are taken from the Council's financial management system and rounded up to the nearest pound. The figures presented show all income and expenditure received and paid during the months presented.

2.2 The quarterly figures provided reflect a two-year financial period, not a calendar two-year period. April being month 1 and concluding with March as month 12.

2.3 Expenditure is clarified as all running costs relating to the market, including staffing. It was noted by Committee that a more detailed expenditure report is produced as part of the system-generated budget monitoring reports and presented to the parent committee - Cultural and Economic Services.

2.4 Committee will be aware that since July 2021 all traders pay full rents since lockdown restrictions eased and all traders rent subsidies finished.

### 3 FINANCIAL INFORMATION COVERING QUARTER 4, JANUARY TO MARCH 2022/23

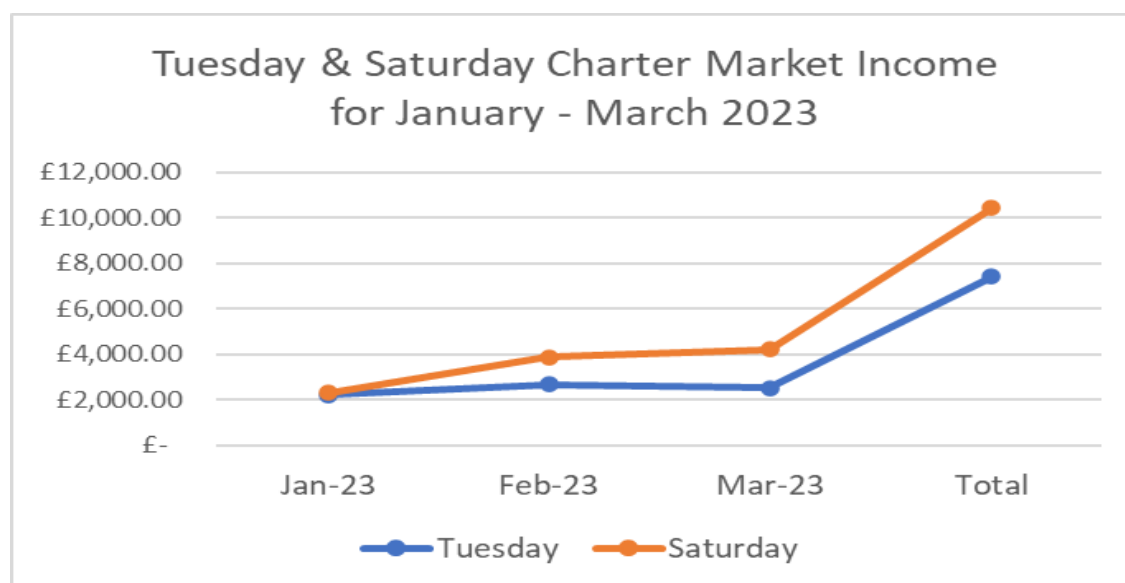
3.1 Income, expenditure, and net for January - March 2022/23.

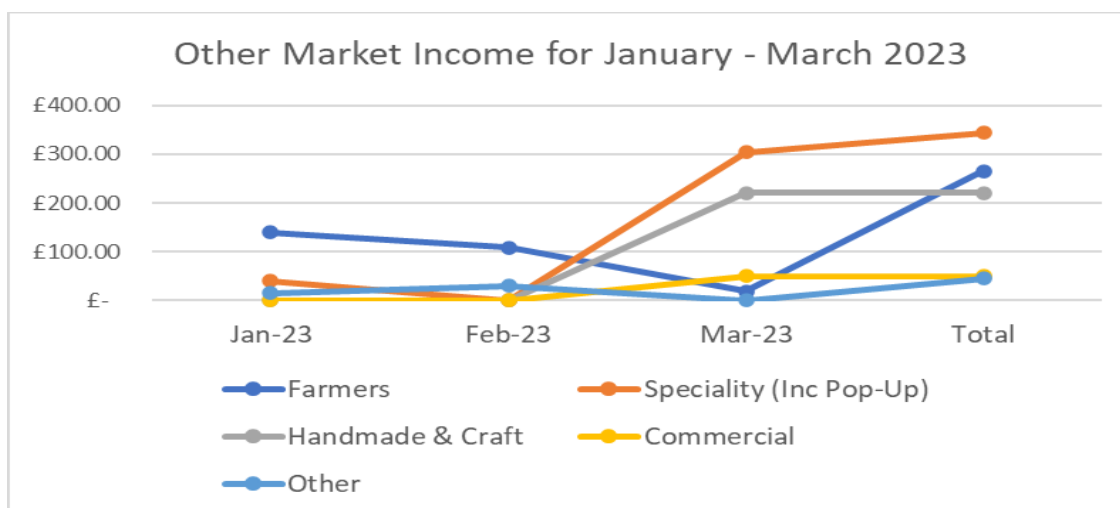
| Income Summary    | Jan-22                 | Jan-23                 | Feb-22                 | Feb-23                 | Mar-22                 | Mar-23                 |
|-------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Total Income      | £<br>4,266.00          | £<br><b>4,713.00</b>   | £<br>5,493.00          | £<br><b>6,712.00</b>   | £<br>6,387.00          | £<br><b>7,366.00</b>   |
| Total Expenditure | -£<br>8,999.00         | -£<br><b>9,960.00</b>  | -£<br>8,447.00         | -£<br><b>9,283.00</b>  | -£<br>12,229.00        | -£<br><b>11,994.00</b> |
| <b>Total</b>      | <b>-£<br/>4,733.00</b> | <b>-£<br/>5,247.00</b> | <b>-£<br/>2,954.00</b> | <b>-£<br/>2,571.00</b> | <b>-£<br/>5,842.00</b> | <b>-£<br/>4,628.00</b> |

#### Income

All permanent traders receive four days holiday a year per trading day. Any further absence is charged and paid for.

3.2 Income comparison per market day/type January - March 2022/2023





### 3.3 Total Market Income January - March 2022/2023

| Total Market Income     | Jan-22            | Jan-23            | Feb-22            | Feb-23            | Mar-22            | Mar-23            |
|-------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Tuesday                 | £ 1,984.00        | £ <b>2,206.00</b> | £ 2,792.00        | £ <b>2,688.00</b> | £ 2,654.00        | £ <b>2,531.00</b> |
| Saturday                | £ 2,174.00        | £ <b>2,312.00</b> | £ 2,672.00        | £ <b>3,886.00</b> | £ 2,784.00        | £ <b>4,228.00</b> |
| Farmers                 | £ 108.00          | £ <b>140.00</b>   | £ 29.00           | £ <b>108.00</b>   | £ 135.00          | £ <b>18.00</b>    |
| Speciality (Inc Pop-Up) | £ -               | £ <b>40.00</b>    | £ -               | £ -               | £ 534.00          | £ <b>304.00</b>   |
| Handmade & Craft        | £ -               | £ -               | £ -               | £ -               | £ 280.00          | £ <b>220.00</b>   |
| Commercial              | £ -               | £ -               | £ -               | £ -               | £ -               | £ <b>50.00</b>    |
| Other                   | £ -               | £ <b>15.00</b>    | £ -               | £ <b>30.00</b>    | £ -               | £ <b>15.00</b>    |
| <b>Total</b>            | £ <b>4,266.00</b> | £ <b>4,713.00</b> | £ <b>5,493.00</b> | £ <b>6,712.00</b> | £ <b>6,387.00</b> | £ <b>7,366.00</b> |

#### Income

Note: The income for Saturday is now greater than Tuesdays which is the reverse of the period during restrictions. More people are back at work which leads to many traders being able to work at weekends only.

The Farmers and Producers and Handmade and Craft markets held once a month, are back in their usual position trading at full capacity (space wise).

3.4 The table below shows the actual year to date figures against the predicted current annual budget for 2022/23 up to December 2022.



| Annual Summary    | Actual To Date |               |               | Target Budget |
|-------------------|----------------|---------------|---------------|---------------|
|                   | 2020/2021      | 2021/2022     | 2022/2023     | 2022/2023     |
| Total Income      | £ 8,128.00     | £ 67,661.00   | £ 86,930.00   | £ 81,250.00   |
| Total Expenditure | -£ 118,046.00  | -£ 126,480.00 | -£ 141,460.00 | -£ 138,782.00 |
| <b>Total</b>      | -£ 109,918.00  | -£ 58,819.00  | -£ 54,530.00  | -£ 57,532.00  |

## 4 CONCLUSION

4.1 This Quarter there was one day lost to adverse weather and one day lost to a Bank Holiday.

There was an increase in salaries, back dated to April 2022 and a member of staff on long term sickness which has impacted the salaries expenditure line.

During the pandemic, Tuesday's income was higher than Saturdays with many people on furlough. The higher Saturday income reflects the ever-changing pattern of trading with Saturdays now showing the higher income.

Taking the above into consideration, the health of the market remains good with income higher than 2019/2020 financial year, pre-Covid. In comparison to other markets across the country, Leighton Buzzard remains steady bucking the downward trend on many other markets.

**END**