

Sense of place

Basildon Market



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go trade
A modern market experience

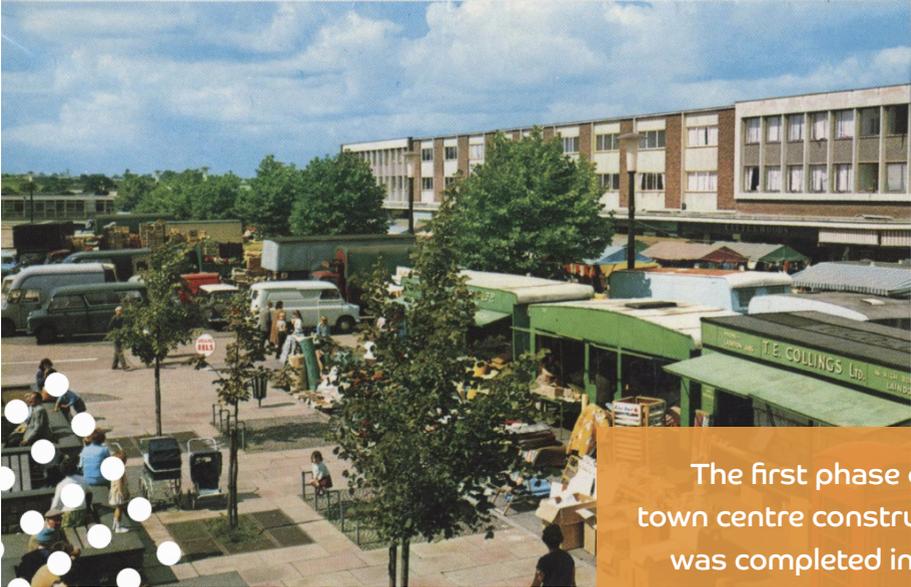


Go trade

A modern market experience

For centuries, markets have been part of our cultural heritage and have played an important part in our economy and the towns' attractiveness. Markets need to meet new consumer demands and adapt to changes in modern lifestyle by rethinking the way they operate. By sharing their ideas and experiences, the English and French project partners are working on new actions to revitalise our traditional markets and put them back at the heart of our communities.





Basildon Market - Traders originally used caravans and pop up stalls before permanent structures were installed (Image supplied by Basildon Heritage Group)

The first phase of the town centre construction was completed in 1958 and by autumn shops began trading. The market square pavement and the block of 41 shops (as seen in the below image) facing market square were the first to be built.

Yesterday

Basildon Market

Basildon New Town was established in 1948 by the New Towns Act, introduced by Prime Minister Clement Attlee's Labour government. Basildon signalled a fresh start to the many displaced Londoners who hoped for a future of peace and prosperity after the devastation of World War 2.

Despite an iconic storm in the early hours of the 6th September 1958, the following morning Basildon Market officially opened its 50 stalls to the public. The market is thought to have boasted as many as 19 greengrocer stalls when it first opened, which reflected how locals shopped before the wide introduction of supermarkets. The town centre went from strength to strength with 150 shops being built by 1965. Basildon continued to thrive and expanded quicker than anticipated, leading to a new social amenities being demanded. In 1971 a new town centre cinema opened, followed by Basildon Hospital in 1973 and new train station in 1974.

Basildon Market has struggled in recent years to attract the level of customers it once did when highstreet shopping was the norm and before the prominence of supermarkets, online deliveries and out of town shopping. That said, despite the rising cost of living, Basildon Market has always continued to offer high quality products at value for money prices, such as the freshly cooked meats and cheeses at Mrs P's Deli.



1958

Year of creation

TESTIMONIES :

Testimony from Mrs Ann Hood

"I regularly go to the haberdashery stall in the market. I used to be a machinist and have always got my materials from the market, it was so popular there used to be 3 stalls to buy materials from originally". Mrs Hood noted that she had been living in Basildon for 51 years and how she and her friends would collect their fruit and vegetables daily when walking their children to school and storing in the items in their prams.

Testimony from Kit's Haberdashery Stall - Daisy

"Kit's Haberdashery Stall has been operating in Basildon Market for over 40 years and over this time has built up a strong reputation for quality affordable materials and products. Kits daughter Daisy stated "Ever since I can remember my parents have been trading, even before the haberdashery stall my dad used to sell electronics from lightbulbs to hoovers in Basildon Market". Daisy also noted in her teenage years there was a neighbouring record stall which was always bustling and seen as the hub of the market as its music would attract visitors of all ages."

Today

Basildon Market

Basildon Town Centre boasts a traditional general market which has been providing local residents and visitors with fresh produce, quality home goods and services for nearly 60 years. Basildon market is a pedestrianised open air market which makes it a great alternative to being enclosed inside busy shopping centers or traffic-laden high streets.

What makes Basildon market special is that in addition to its wide food offering it also has something for everyone! Some of the goods offered include cosmetics, mattresses, jewellery, phone repairs, clothing, handbags, sweets, pet treats and equipment, even antiques and memorabilia.



St Martin's Square



Tuesday, Thursday,
Friday and Saturday

40
stalls



Diversity

Experience the many products and services sold

TESTIMONIES :

Testimony from Steve Sanders (before the relocation of the market in October 2018) - Gingernut fashion

"I would like to thank Basildon Town Centre Management (BTCM). I think the market is well organised and moving the market will give me the opportunity to move forward with the regeneration of Basildon Town Centre. There are quite a few traders that are the hub of the community and hopefully all customers and friendships that we have built up over the years will continue to follow us to our new positions in Basildon Town Centre. I think it will be a massive improvement to the town following our Go Trade launch event with Basildon council, everything seems positive and its good we are all working together".

Testimony from Mrs Valerie Baker

Mrs Valerie Baker said "I love coming to Basildon Market, I always get a latte to warm myself up and the people who run the café are so friendly". Mrs Baker noted she had been coming to the market for over 50 years and still always gets her greeting cards from the card stall in Basildon Market as they have "nicer designs and a greater selection than you get in the highstreets".



- **The market is easily accessible**

Basildon is 32 miles away from central London and has excellent transport links to which makes it an ideal destination for commuters and tourist to travel from. The market is easily accessible as it's located within walking distance of the bus and train stop and has a plethora of car parking.

- **Variety of meal deals**

There is no shortage of food choice as the market can offer you a taste of the Caribbean, Indian street food, homemade vegan favorites and comforting classics from our traditional cafés, all of which offer great value for money and have a variety of meal deals.

- **Family activities**

There are several special events and activities which take place throughout the year, which include family activities, fun street entertainment and competitions. Every Christmas the market is decorated to celebrate the festive season and in recent years has offered a free Santa's grotto experience for children.



Tomorrow

Basildon Market

There has been much change over the years, from the original caravan and pop up stalls, to the log cabins in market square. Despite this, Basildon continues to innovate and last winter saw the opening of its brand new market which comprises of 46 state of the art Italian steel kiosks and the ability to hold additional temporary stalls.

This relocation has enabled more traders, visitors and locals to be able to participate in family activities and town centre events such as the Christmas lights switch on which had a Go Trade funded reindeer petting zoo in the market.



ENSURING OUR LEGACY

Despite these new facilities, Basildon Council understands that the success and sustainability of the new market will require further support and collaborative working.

With this in mind, Basildon Council consulted with local traders to understand their main concerns going forward in order to identify what skills they would like to develop and has since delivered four bespoke business workshops (including digital skills training) for its market traders.



THE FUTURE

The council will be looking to further to build on these achievements by expanding the rollout of business support workshops as well encouraging the digital transformation of the market with free public Wi-Fi for all market visitors as well as expanding the market's social media presence.



Basildon Market's Fruit n Veg stall bringing a taste of the traditional with a modern market experience.



MAKE THE BASILDON MARKET A THRIVING COMMUNITY HUB

Our shared vision for Basildon Market is that it will become a thriving community hub for traders, locals and visitors to come together and support local economic growth through increased trading. Basildon Council through the Go Trade project will continue to hold an array of community events to attract more visitors and increase community engagement. The market's relocation along with modern facilities, business support training and digital technology will help as a catalyst to achieve this vision and complement the eventual additions of a new cinema and restaurants to the town centre.

TESTIMONIES :

Testimony from Afrim Hajdin – Super Fresh Fish

"Afrim the owner of Super Fresh Fish has only been trading on Basildon Market for only four months, however has already established a loyal customer base. Afrim stated "I love trading in the new market, it has been a great opportunity for me to launch my new business and I look forward to seeing what the future holds for me. I enjoy seeing so many new faces turning up at my stall and knowing people have travelled from all different areas to get my fresh produce". Afrim also noted he was particularly looking forward to the future community events which will be held in the new market as "seeing a smile on the face of his customers is worth a million pounds".

Testimony from Mrs Mavis Griffiths

"We moved to Basildon when it only had 4 shops and no market, it has changed a lot over the years, however I have been going to the market regularly ever since it opened. Mrs Griffiths also noted that she frequently visited Mrs P's Deli, Kits haberdashery and the card stall. "I only live 10 minutes away from the town Centre and do not drive so using the Town Centre Market has always been convenient for me and I will always continue to use it".

Contacts

Basildon Market

- For Go Trade related enquiries, please contact Patrick Cole (Basildon Borough Council)

Basildon Borough Council

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- For any direct enquiries for Basildon Market such as renting out a stall etc., please contact Paul Dawson (Basildon Market Manager)

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16 partners are involved over the 2017-2020 period

