Three events were held at the Gower Heritage Centre courtyard as planned, which offered local producers / artesans a new way of reaching local customers as well as creating a social gathering celebrating local providence. Estimated attendance was:

- July - 450
- August - 500
- September - 450

Market stall holders reported an aggregated turnover of over £8500 across all three markets. There was general consensus amongst both consumers and stallholders that the events were brilliant as marketing and networking gatherings but that the format did not work particularly well to generate sales as a produce market on the night. The organisers found it particularly difficult to get stallholders to commit to attending a new market that hadn’t been tried and tested and that was in the evening. After the first event, recognising the difficulties of attracting and retaining local producers, the organisers chose to focus on the marketing and PR aspect for the remaining two events but still retaining a ‘local produce street food’ offering. Feedback from all the events was on the whole very positive, however, it became inevitable that some people who attended for the ‘market’ aspect ended up a little disappointed as they wished to see more food stalls. Feedback was gathered from the following key audiences:


Further to the success of the events, the events will continue to run again in the Summer of 2019. They will focus on their strength which proved to be about providing a marketing opportunity for new producers in particular and informing visitors and the general public about the local food offer and where to find producers and how to buy. At the request of the LAG, neighbouring markets were also consulted through a questionnaire. Feedback is summarised here: [http://www.surveymonkey.com/stories/SM-J39J66X/](http://www.surveymonkey.com/stories/SM-J39J66X/)

Given the Market at the Mill has moved away from its original aspiration of becoming a main local produce market, it is very unlikely that any expectations of it displacing other local markets were realised.