

19TH JANUARY 2017

Traders say 'Ja' to first town market

● Euro theme
drew thousands
to special event

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A LAKE District town's first German themed Christmas Market has been hailed a success by traders.

An estimated 4,000 people attended Windermere Ja over the weekend December 10 and 11, exceeding the expectations of organisers.

Windermere & Bowness Chamber of Trade conducted a survey of its members to determine what impact the event had - and most were full of praise.

Sixty-four per cent of trad-

ers said that the market had a positive effect on business and 73 per cent indicated they would take part if there was a similar event in 2017.

But there was some criticism about the market not being based on a German model and that a 'genuine European market' would be better.

"The volume of people was akin to a Bank Holiday in sunny August and nowhere even close to a December Saturday and Sunday," read one comment.

Another trader praised the market for how well it was advertised and said there was a 'great atmosphere'.

Yet another wrote that although there were traffic marshals on hand, the A591 was very busy and there was not 'adequate advance guid-

ance' to drivers regarding car parking.

Cllr Ben Berry said: "It's really good news from the Chamber of Trade, reinforcing what we already thought that it was a fantastic success - not just for the community but for the traders.

"There are lots of things we have learned from this first year and we are looking to improve on these. We have taken everything on board and come up with some strategies to mitigate issues in the future, whether that's around transport or the theme."

Despite criticisms, the report concluded that the market should be repeated.

The event was organised by Windermere Tourist Information, Made in Cumbria and Cllr Ben Berry.