

# Local Excellence Easter Market



**Local Excellence Easter Market: 23 4 11:** Abingdon's Market Place was teeming with life this Saturday as local food producers and craftworkers set up their stalls for the third Local Excellence Market, a Choose Abingdon initiative that gives local businesses (including shops) a chance to bring their products to the heart of the town. In glorious sunshine, the stallholders offered samples and demonstrated crafts, whilst the Air Show organisers showed off the ultimate boy's toy - a fighter plane cockpit - raising awareness for the Air Show coming up on May 8th. Abingdon Carbon Cutters used blown and boiled eggs to pass on the time-honoured Easter tradition of egg decorating to a new generation.

New arrivals this time included a blacksmith, Martin Carter, from White Lion Forge, and Carol Ross, Abingdon's own soap maker, from Beyond Bubbles in Stert Street. These and other new stallholders were able to use the Choose Abingdon gazebos, bought by the Partnership last year so that small and aspiring businesses could test a "marketplace" business model without significant outlay. So far there are several examples of local businesses who have found that marketplace marketing works so well for them that they have now invested in their own gazebo and released the Choose Abingdon ones for a new series of businesses to use.

More stallholders are joining us for the next Local Excellence Market on July 23rd.

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