

Proposal to Develop Ledbury's Charter Market

Item 14 Appendix 9

6 SEP 2018

PLANNING

Ledbury's market is currently poorly supported in terms of the number of market traders. Increasing the number of market traders will encourage visitors to the town and potentially increase footfall for current businesses. To achieve this, work is needed both to attract new traders and to raise the profile of the market by advertising, promoting the markets to coach and bus companies, creating a presence on social media etc.

Cllr Knight has experience in working and running markets and some marketing qualifications. She she would like to take this on as a project. She would be prepared to deal with advertising and promotions, bookings, investigating opportunities to expand the market, developing a presence on social media and providing regular reports.

This work would require a small initial budget of ~~£300~~ It is anticipated that as the market grows again, the revenue would cover any costs.

DEE - LINDA KNIGHT - LEDBURY TOWN MARKET.

HAVING QUALIFICATIONS IN MARKETING (CIM)
AT LEVEL 3 & LEVEL 4.

WORKED ALONG-SIDE "LSD PROMOTIONS -
REGULAR MARKETS & EVENTS" DEALING
WITH SETTING UP & IMPROVING MARKET
PLACES / TOWNS.

I WISH TO JOIN "THE TOWN PLAN WORKING
GROUP" (TPWG) AND DEVELOPE, PROMOTE LEDBURY
TOWN MARKETS.

I WANT TO BUILD LEDBURY TOWN MARKETS
UP, "WHY", MY INTEREST IN MARKETS IS
DUE TO ME WORKING, RUNNING MARKETS
FOR MANY MANY YEARS.

I BELIEVE IN "D.D.D." - DREAM - DEVELOPE -
DENVER.

DREAM.

VOICE OF THE CUSTOMER
UNDERSTAND CUSTOMER AND MARKET
NEEDS. NEW TRENDS.

DEVELOPE.

INNOVATION - TO LOOK ACROSS MARKETS
TO GENERATE NEW IDEAS AND GROWTH.
MOTIVATE - NEW STALLS, ORGANISATIONS,
(CHARITIES, ARTS, HERITAGE.)

DENVER. - BUILD LEDBURY'S REPUTATION.

CUSTOMER GROWTH,
OPERATING PROFIT, BOOST REVENUE.
SET UP, PLAN, LAYOUT - MORE STALLS.
DESIGN, OFFER WHATS NEEDED - NOT
AVAILABLE IN SHOPS.

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I WANT TO BE THE PRIMARY CONTACT OF THE MARKET, LEAD AND DEVELOPE, BEING AVAILABLE ON ALL MARKET DAYS TO BUILD UP MARKET RELATIONSHIPS INSPIRING TRUST AND CONFIDENCE, SUPPORT EACH STALL OWNER OF ANY CHANGE.

I WRITE UP WEEKLY/MONTHLY REPORTS, & NEWSLETTERS, WITH LISTENING TO ANY REQUESTS FROM THE PUBLIC & COUNCILS. LOOK AT EVERY DAY WORK, LIFE BALANCE, LIFESTYLE CHOICE, CLEAN STANDARDS, BUDGET & KEEPING RECORDS UP TO DATE. QUALIFIED IN HEALTH & SAFETY, FIRE AWARENESS RISK MANAGEMENT.

I DEAL WITH ADVERTISING, PROMOTIONS, MARKETING EVENTS, BOOKINGS, NEW STALLS MEETING PUBLIC DEMAND FUNDRAISING - CHARITY STALLS IMPROVEMENTS - TIMES, - DAYS, - HOURS OPEN. MARKET EVENT PROGRAMMES LOOK AT TRANSPORT LINKS WITH APPROACHING ALL COACH, BUS COMPANIES SCHOOL STALLS ON WEEKENDS ART DISPLAYS, - HERITAGE & MUSEUMS MARKET WEBSITE WITH PRICES, DAYS, PICTURES OF STALL SIZES, INCLUDING A WEBSITE FOR VISITORS, SOCIAL MEDIA. LOYALTY CARD SCHEME - STALL VOUCHERS OFFER NEW TRADERS, 50% REDUCTION ON FIRST 3 MONTHS, SUBJECT TO A 6 MONTH COMMITMENT. WITH REGULAR TRADERS ALREADY ON SITE, 2 DAYS FREE, (LOYALTY INCENTIVE.) AS A COUNCILLOR I WANT TO DO THIS FOR FREE FOR LEDBURY TOWN.