

The Team



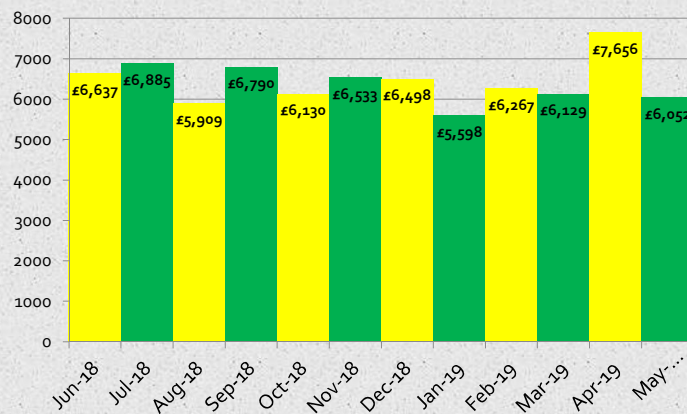
Mr Jonathan Smith
Markets Manager

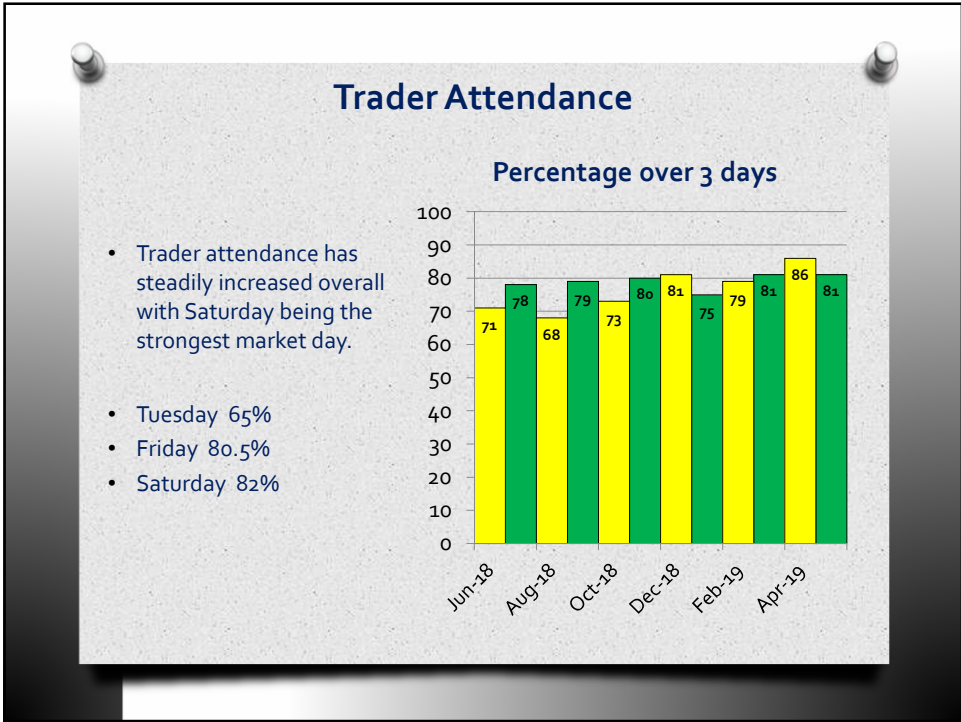
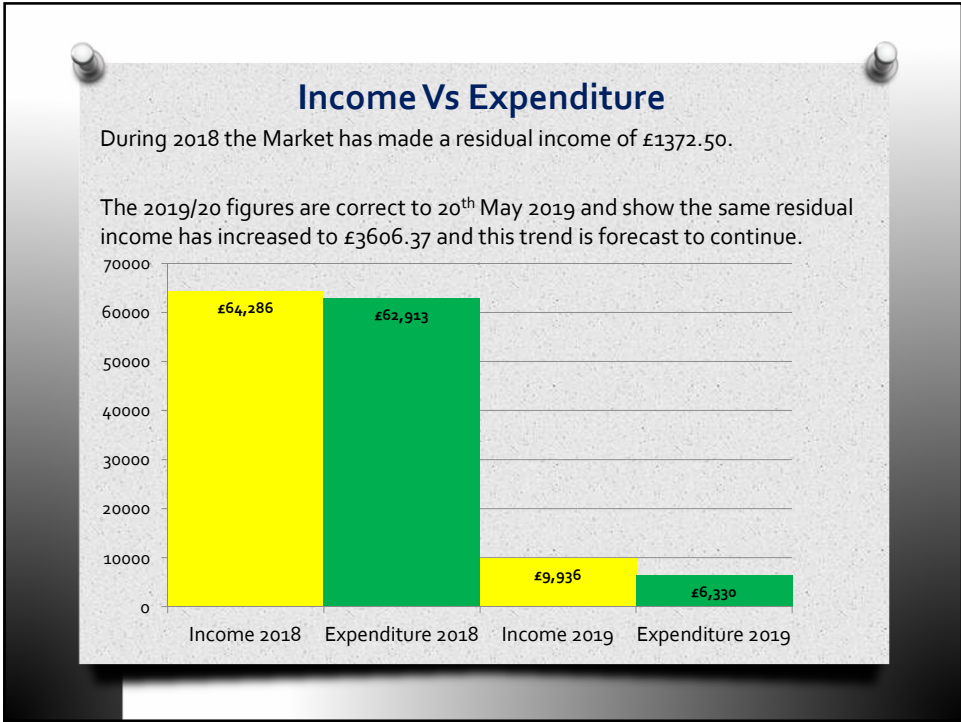
Mr Roger Munn
Senior Market Operative

Mr James Cook and Mr Mark Fisher
Market Operatives

Income

Below shows the income per month over a 12 month period



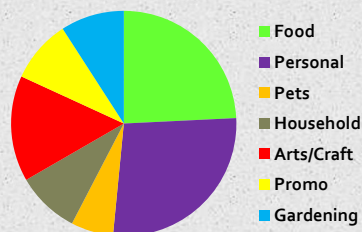


Products

- This chart shows the line of goods represented on the market during the month of May.
- Long term this can be used as a tool to recruit new traders selling unrepresented lines

(Our new trader incentive schemes are especially aimed at traders that will enhance and expand the range of goods available on the market).

Balance of Trade



New Trader Incentive Schemes

We currently have 3 trader incentive schemes that were introduced last year:

- **Try a Trade**
- **New Trader**
- **Refer a Trader**

A new incentive will be launched soon limited to the summer period only, for a Makers Market (home/hand made goods).

Gail – Pet Deli



"Bromsgrove market is the best market around and its incentive schemes are amazing in helping business start ups. It is also easy to book a stall and is very well organised."

Christmas market

In 2018 we in partnership with the Bromsgrove Indie Club and Friends of St Johns provided a Christmas market at the lights switch on event.



Christmas Lights/ Market Feedback

"Really good stalls, great festive atmosphere, fab Christmas songs playing and a very happy vibe"

"Whole event was brilliantly organised and those who organised it deserve a great big congrats. Bring on next year's event"

"Lovely selection of stalls and festive gifts on offer, loved the mulled gin outside slug and lettuce and apple juice stall for kids."

Marketing and Branding



We are now signed up to the National Association of Market Authorities (NABMA) which are a national body that is the voice of markets in Westminster. They also support and assist authorities on numerous issues.

We will work with the communications team to drive our promotion of markets on social media platforms such as Twitter and Whats App etc.

The Better Bromsgrove branding is now being rolled out into our markets starting with new staff uniforms and we also plan to echo the branding into the High Street advertising, the market van and on to gazebo's to ensure our market remains clean and looks professional on every market day.

Traders Feedback



Mr Neil Crofton – Butcher
"Nice market town and interaction with my customers"

Ms Liz Wainwright – Bags and Purses
"Friendly atmosphere and very well organised"



Mr Paul Gilbert – Dog beds and Haberdashery
"Great customer loyalty base"



Mr Jason Shayler – Bread and Cakes
"Great team spirit amongst traders and market personnel"



Priorities for 2019/2020

- Plan and introduce a repair & replacement programme for all market infrastructure to ensure the market is fit for purpose in all weathers.
- Introduce a new market traders pack.
- Review market fees and charges as part of the annual review
- Review and update market policies, procedures and RA's
- Review and update training for market staff.
- Continue to work in partnership with the Town Centre Manager, the events team and other key stakeholders.
- Continue to review and develop market opportunities including specialist markets

Contact Details

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