

Droitwich Spa Town Council

MINUTES of the meeting of the CHARTER MARKET SUB-COMMITTEE held in the Council Chamber, St Richards House, Victoria Square, Droitwich Spa, on Monday 20 October 2014 at 2.30pm.

PRESENT: Councillor G R Brookes - Chairman
Councillor E Harwood
Councillor R E Murphy
Councillor A Sinton

NON-MEMBERS PRESENT: Mrs Janet Yates, Area Partnership Manager, Wychavon District Council; and Messrs Joe and Maxie Jones by invitation.

APOLOGIES FOR ABSENCE:

Councillor P Stevens (Sub-Committee member) and Councillor Mrs E A Taft.

15. DECLARATIONS OF INTEREST

There were no declarations of interest made.

16. MINUTES OF THE LAST MEETING OF THE SUB COMMITTEE HELD ON 1 SEPTEMBER 2014.

RESOLVED That the Minutes of the meeting of the Charter Market Sub-Committee held on 1 September 2014 be confirmed as a correct record and signed by the Chairman.

17. PUBLICITY ARRANGEMENTS FOR THE CHARTER MARKET

[Mrs Janet Yates' publicity plan and market schedule had been circulated prior to the meeting.]

The Sub-Committee reviewed the Publicity Plan and the Chairman's proposals as well as proposals from individual Councillors and the Market Operators. Key themes and understanding the benefits and key features of the market would assist in promoting the market and counteract negative views.

In response to questions Mr Joe Jones advised that as well as local customers he had regulars from Bromsgrove and Worcester. The trading pattern was seasonal. Generally his green and white stalls/awnings were used but some traders wished to use their own to enable their wares to be displayed as they desired.

It was noted that the local Loyalty Card scheme was only funded until January 2015. Also that there was currently no late-night shopping arrangements in place.

The following publicity formats were discussed and actioned:

DETAILS	ACTION TO	COST	COMMENTS
GENERIC PUBLICITY			
'What's On' Pages in local newspapers	JY/DSTC	0	JY to investigate with newspaper sales & Heritage staff to support
Cards in Newsagents' windows	Cllr BB	Negligible	Use of Community Boards in local supermarkets to be included and is a free resources
Droitwich Events/Lido flyer	JY	n/a	Included on 2014 flyer – 17,000 printed.
Wychavon Events Diary	JY	n/a	JY has submitted details for the markets listing in 2015 diary
Salt Fest Programme	JY	n/a	Full page advert promoting town markets included in Salt Fest programme
Christmas Programme	JY/MK	n/a	Include December markets in the programme with suitable strapline
Droitwich Town Guide	MK	n/a	Details of markets will be included in the new town guide
POSTERS			
Market A4 Poster	JY/MK	n/a	WDC design & print. Display on event and local noticeboards List of other venues
Posters for specialist markets	JY	n/a	WDC design & print. Display on event and local noticeboards
FLYERS			
A5 flyer – 2 options: (i) Flyer for single one-off markets (ii) DSTC/WDC flyer promoting town markets	JY/JJ	ongoing	All options to be covered
BANNERS AND SIGNS			
Banners displayed in town	JJ supported by JY/DSTC		JJ currently displays 1 banner on pagoda. List of locations to be drawn up including roundabouts and Saltbarrow Market entrance. Possible use of 'peripatetic' sign. PVC banner frame available to JJ from DSTC.

DETAILS	ACTION TO	COST	COMMENTS
BANNERS AND SIGNS continued....			
Directional signage	JJ		Currently no directional signage. Needs to address Waitrose side of town. MJ is producing these and will be ready for use shortly.
WEBSITES			
New town council websites	DSTC	n/a	Should be operational by Christmas.
Third Party websites – several websites which list local events at no charge e.g. droitwichspa.com, Droitwich advertiser, best of Droitwich	JY/DSTC	n/a	JY to collate a list of the websites & Heritage staff to support updating.
Market related websites	JJ	n/a	‘Stallfinder’ website used by JJ targets fresh traders and useful at eg Xmas.
Droitwich Contact Centre Rolling screen	JY	n/a	To investigate if possible to have a slide on the rolling screen.
SOCIAL MEDIA			
Festivals twitter and facebook	DSTC	n/a	Heritage staff supporting this
Droitwich Hour (8–9pm) operated by Fresh Nous	JY		JY to approach Fresh Nous
Stallholders twitter and facebook	JJ		Used by some stallholders to publicise they are in Droitwich
PRESS AND RADIO			
Weekly ‘What’s On’ bulletins – BBC H&W radio	DSTC		Heritage staff to support
Press release related to specialist markets, themed campaigns	ALL		Possible use of event ‘stunts’ to gain publicity. Planning Permission for Saturday & Sunday use of Victoria Square and Permitted Development use for other days was considered for additional themed markets.
ADVERTS			
Adverts for themed markets e.g. antiques, vintage	ALL		To investigate when themed markets arranged

DETAILS	ACTION TO	COST	COMMENTS
LOCAL NETWORKS			
E mail contacts – remind them about the market/how they might participate/notification of themed markets	ALL		Leaflets/Flyers to be put in holiday cottages information folders etc
Local newsletters	JY/DSTC		List to be drawn up
MEMBERSHIP			
Membership of a market related organisation e.g. NABMA	DSTC	£318	NABMA is a local authority based organisation giving access to services, advice, research, networking and participation in publicity campaigns. To be investigated.

RESOLVED That the above forms the basis of the Publicity Plan for the Charter Market and be actioned as shown.

There being no further information as to Business Rates the Chairman declared the meeting closed at 3.30pm

Thereafter Messrs Joe and Maxi Jones raised the possibility of holding a Christmas Market for the period 19 – 24 December 2014. The Town Clerk advised that this was not a matter for the Charter Market Sub-Committee but would be referred to the next meeting of the Community & Amenities Committee on 10 November 2014 for consideration.

Chairman of Charter
Market Sub-Committee
2014

Chairman of Community
& Amenities Committee
10 November 2014