



May 2011

Oswestry Market Newsletter

Market News

I am pleased to announce that the Area Traffic Engineer for Shropshire Council has agreed to a number of brown tourist road signs in the adjacent streets to help visitors locate the market.

There has also been an agreed commitment to the radio advertising campaign from the Town Council which will be launched towards the end of this month for a 6 month period and there will also be a 12 month presence in the new weekly Oswestry Chronicle newspaper which is distributed free to many houses in the local area. This will include editorial space so please keep me informed with any potential stories.

I can confirm that the new market leaflets have been distributed through the Tourist Information Centre to local tourist attractions and camp sites.

FAREWELL

This month unfortunately sees the (part) farewell of Mike Coppock who has sold ethnic goods in the market for many years. He was the trader who drove the Mydeco project and has had a key role as treasurer for the Oswestry branch of the NMTF. The Town Council wishes him all the best with his new business venture.

FORTHCOMING EVENTS

Preparations are in place for May and June up and coming Market Events. There will be over 25 stalls attending the Charity Event on May 20th with many thanks to the Qube who have helped organise the event.

Two car boots on the Bailey Head are planned on a trial basis in May and June whilst plans for this year's annual Gardening Event are also underway for June 3rd.

Finally, the Farmers' Market will resume on the 27th May after the Bank Holiday break in April.

I thank all of you who take part and support these events as they are all intended to showcase our market and create some excitement around them.

EASTER EVENT

This event was intended very much as a family event linking in with our local community. Mary Poppins sang and danced throughout the day as did the children and the magician performed tricks to entertain the considerable crowds, all helped by the extremely warm weather. It is hoped events like these provide a positive advertisement for the market. It was great to see so many new faces and people having fun. Thank you for your involvement in the event.



WELCOME

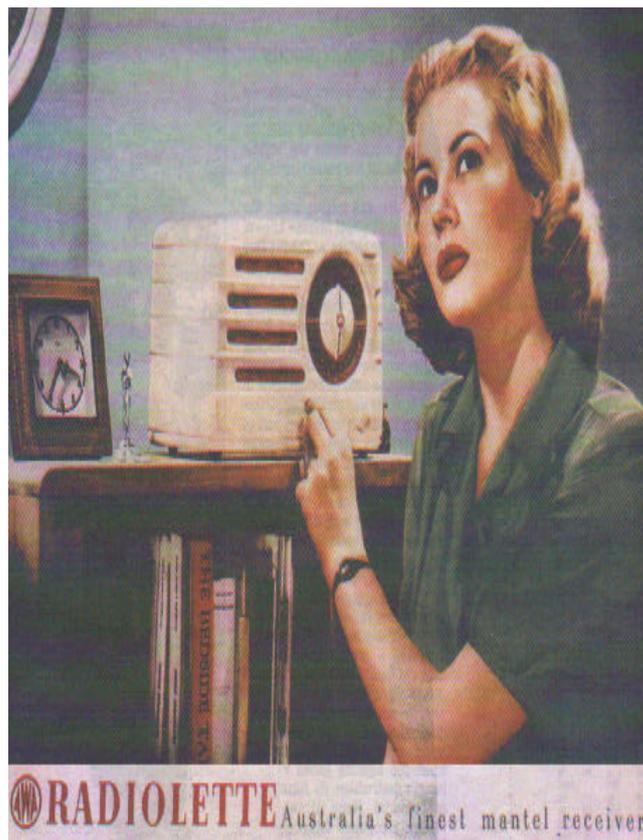
Oswestry Markets welcomes Mr and Mrs Shaw who are selling horse related tack (official name) downstairs in the market hall. I'm sure you will agree that, considering the rural area we live in, they will be an asset to the hall.

PROMOTION

The increase in promotion and the many positive editorials that have been in the press recently help make the market more prominent in the town, but overall the best advert for the market is the traders themselves so please continue to make every customer feel welcome and provide the best possible service you can to help build our reputation.

The calendar events bring potential new customers to the market area and help create atmosphere. Use these opportunities to promote yourselves.

Being proactive does not have to be expensive. Focus leaflets in areas which are most relevant to your business and keep using our own facebook and twitter facilities which are free but being friendly and talking to every customer sets us apart from all the supermarkets and is our most powerful tool.



RADIO SEVERN

Let's hope the 6 month radio campaign will target a wider audience. Let me know of any feedback you get from your customers.

See me if you have any market news for below

<http://twitter.com/oswestrymarkets>

www.oswestrymarket.co.uk

www.facebook.com/Oswestry-Town-Market

MYDECO UPDATE

On Wednesday 20th April the Markets 2010 Group met in the Guildhall to discuss the progress of the Mydeco refurbish of the Powis Hall and to make any further decisions.

It was confirmed that the current contribution from Mydeco in terms of materials still leaves a shortfall from the previously agreed total of £50,000.

It was decided to go out to tender as not to delay the project any further then to look at savings and 'cherry pick' once all tenders are received.

Once tenders were received it was agreed to arrange a meeting with the Markets 2010 committee and invite Mr. Paul Whale to summarize the tenders and to make any recommendations. It is hoped that after this meeting, if all is agreed, work will be programmed for commencement.