



June 2011

Oswestry Market Newsletter

Market News

We have had a number of positive press releases this month including the new issue of the Oswestry Live magazine and many in Chronicle, Star and the Advertiser, all helping to put Oswestry markets on the map. Collectively with the radio campaign, the monthly presence in the weekly Chronicle, the parish magazines, the leaflets, the banners and reverse side of the car park tickets, the presence within the town is fairly robust. Efforts are being made to promote the markets throughout Shropshire as a whole also.

It has been agreed that new trolley style shopping baskets shall be purchased for customer use which will be situated at the front and rear of the building. The customer will be able to secure a basket with a deposit. This service will hopefully bring an additional benefit to the users of the market.

I've noticed that many of the downstairs white counters need cleaning. Please be proactive and maintain your areas as best as possible so that the market always looks its best.

Welcome

This month sees the introduction of two new traders situated on the balcony. Oswestry Markets welcome Mr and Mrs Tulley who will be selling handmade silver jewellery and Miss Nicky Kelly who is selling reconditioned baby equipment. I'm sure if they need any help you will be more than happy to give advice and we all wish them the best in their new ventures.

Food Festival 2011

Preparations are in place for this year's Food Festival which is entering its fifth year. Last year the indoor market opened on the Sunday and saw some real benefits in doing so and it is hoped many of you take this opportunity to open on this day again. Over the two days (9th and 10th July) there will be entertainment and stalls on the Bailey Head in an attempt to bring this huge event closer to the market.

This event pulls an enormous amount of new customers to the town so let's make Oswestry Market an enjoyable place to visit. This will be a good opportunity to hand out leaflets, give demonstrations and interact with the visitors.

Gardening Event

June 3rd was the date for our educational gardening event. There was lots of information for the public on how to grow plants and make compost. There was also advice on waste management, basket making and flower arranging amongst other things. There were free seeds and children's competitions to enter. Thank you for your continued support with these events



Forthcoming Events

There will be a car boot sale on the 17th June (hopefully more than two cars) and the 22nd July sees the second of the year's Craft Events on the Bailey Head. The 30th July sees the second Traders Day, now renamed Take 2 The Streets where independent traders throughout the town and including the market are encouraged to showcase their businesses. This could be in the form of food tasters, demonstrations, loyalty cards etc. This is a good opportunity to show Oswestry what we have to offer collectively so if you have any ideas let me know.

I am aware that not all the events bring extra footfall to the indoor market and this is frustrating but long term I hope this situation will change. There needs to be a sense of something happening at the market place and to involve as many different people and organisations as possible. They also enable the market to receive many positive editorials which raises its profile at no cost.

Use these events to get out of your units where possible, and speak to these potential customers. Introduce yourselves, tell people what you do, hand out business cards or leaflets. It may just make the difference. Thank you to all of you who support these events.

Radio Severn Advert

Has anyone heard the radio advert yet ? Have your customers said anything ? Please let me know any feedback you receive.

Oswestry 107.1 FM, Shrewsbury 106.5 FM & Telford 107.4

Facebook and Twitter

We have had some positive feedback from customers through both these mediums.

Namely Joan with her sewing skills. Keep telling me any stories, new lines, new promotions etc and I shall make sure it goes on.

www.oswestrymarket.co.uk

www.facebook.com/Oswestry-Town-Market



Picture from the windy Charity Market on the 20th May. Feedback from the stalls was positive and some stalls managed to raise over £100 for their good causes. Next one is planned for September 16th.

MYDECO UPDATE

We are currently applying for additional funding through the Market Town Revitalization grant and hope to hear the result of our bid by the end of June. Meanwhile the tenders are being prepared and Paul Whale will summarize them at the next Markets 21 meeting.

Meeting

The next traders meeting is planned for the 15th June 4.00 pm at the Guildhall where everyone is welcome. The agenda includes a Mydeco update, event summary, market promotion, market improvement team and any other issues.