

DOWNHAM MARKET TOWN COUNCIL MARKETS STRATEGY GROUP
NOTES OF MEETING HELD MONDAY 3RD AUGUST 2020 AT 9:00AM

Due to the Covid-19 Coronavirus Pandemic this meeting was held remotely by way of zoom videotelephony system.

‘To research, develop and promote the Markets being mindful of their historic evolution’

	Present: Cllrs Woodmin, Hayes, Horne, Westrop, Groom, Sharman, Pickering, Bulley, McKee Town Clerk E Oliver Deputy Town Clerk Richard Davidson	
1	<u>To receive Members apologies</u> Cllr Lightfoot Adam Harding	
2	<u>To receive any declarations of Interest</u> There were no such declarations	
3	<u>Agree the notes of the Market Strategy Meetings</u> Notes not minutes taken from the Zoom recordings. 28 May and 2 June are Market Review meetings, the rest are Market Strategy Group notes. The notes of previous meetings were agreed: 17 February 2020 28 May 2020 – with typo corrected 2 June 2020 15 June 2020 22 June 2020 – two meetings 29 June 2020 6 July 2020 13 July 2020 20 July 2020 Proposed: Cllr Woodmin Seconded: Cllr Pickering All agreed	
4	<u>To review market operations</u> Social media – Cllr Woodmin summarised recent social media activity. Downham Market Gossip account contains lots of negativity and misinformation about the market, with significant involvement from one of the current traders. Some people have reported the page to Facebook and members were encouraged to do likewise. Question raised about the fake profile for Spotted Downham page attached to the admin for this account. Concern was also raised about recent emails on wide circulation by a Borough Council.	

	<p>Concern was also raised about the negativity being generated by traders themselves and how this will impact the success of the market.</p> <p>It was noted that the positive atmosphere on the Friday market is in stark contrast to the Saturday market.</p> <p>Promotion of the market and our safety measures, and a drop in footfall nationally was highlighted, as well as the variety of goods on offer in comparison to other local markets.</p> <p>Suggestions were discussed to vary the stalls on offer including craft stalls, encouraging young traders, offer a 'free' market stall, a new trader starter kit/gazebo, look for a shoe or clothing stall, a charity stall, a survey monkey to elicit public preferences, advertising in the local (free?) press, press releases, radio publicity, use quotes from local businesses focussing on the wider benefits of coming to DM as well as the market,</p> <p>The Clerk and Cllr Hayes suggested forming a group to focus on advertising the market and the wider promotion of the town and develop a marketing strategy for the whole Council. This may be an outcome from Full Council tomorrow evening.</p> <p>It was agreed to focus on being proactive rather than reactive.</p> <p>Cllr Hayes mentioned a diploma in market management.</p>	
4	<p><u>Feedback from correspondence</u></p> <p>The Clerk confirmed that she had sent the letter to the trader who left early, and the reply had been very challenging. The letter to the other trader is yet to be sent and the Chair confirmed that traders must be treated equally so the letter should be sent.</p> <p>Cllrs discussed a stall holder who insisted on being moved on the day of the market and how this should not be happening. If she has a specific request or health issue she should use the proper channels to notify us in advance of the market day.</p>	
5	<p><u>New Stalls</u></p> <p>The Chair confirmed some new traders – one who traded last week who she will follow up.</p> <p>Cllrs discussed issues relating to use of space, barriers, no shows and exit blocking.</p> <p>Cllrs reviewed some incidents that had happened at the last market including trips and falls, and some money found on the square which was handed in at the Police Station. These incidents had been incorrectly reported on Facebook and Cllr Hayes suggested that the trader involved should be written to regarding this behaviour.</p> <p>Cllr discussed a Freedom of Information request received about the cost of the security company to which the Clerk agreed respond.</p>	
6	<p><u>To agree any future actions</u></p> <p>Letters to two traders (Clerk) Progress Marketing Strategy (Cllrs Groom, Hayes and the Clerk) Planning for this week's market (Clerk and Cllr Lightfoot) Staff action (Clerk and Cllr Hayes)</p>	

	Survey Monkey (Cllr McKee, Cllr Willow) Advertising and social media Traders' meeting – planning	
8	Date of next meeting: 10 August 2020	
	SIGNED	DATE