

Market Officer's report (June – September 2022)

Below is a brief report of the actions/activity initiated, ongoing or completed during the first three months of the role

Initial Research

After being offered the role, I visited several other markets to research how they operate, talk to the managers and stall holders to gather ideas on how to improve the Edenbridge Market and to also recruit new stall holders. This was a useful exercise, bringing three new regular and popular stall holders to Edenbridge Market and gaining experience for myself.

Expanding the Market Stalls and Visitors

The number and diversity of the stalls attending the market has increased over the last three months, from an average of the regular five/seven stalls, up to a record 15 stalls on 25th August.

Advertising / Increasing Awareness

A thriving market requires good visitor numbers to attract/retain/support the traders and the broader High Street. To broaden the awareness of the Market several actions were initiated, working with Cllr Aldridge, RFO (Lorraine Ganney), Communications Officer (Davina Miller) and the Town Clerk:

- A. A branding style for the market designed
- B. Advertising posters were printed/distributed to High Street shops
- C. Engaging with High Street retailers and proprietors
- D. Children's entertainments were arranged for market days throughout August
- E. Discussing use of A boards, signs, and notices
- F. Footfall statistics recorded

Item D. above was well received with cake decorating, face painting and a magician all receiving positive feedback.

Item E. above is ongoing, as although it is agreed that improved signage is required and a greater distance from the Town centre but needs to be Highways compliant. New banners are being designed for temporary display on Great Stone Bridge Land (recently approved in principle), and potential other location.

Day to Day presence on the Market

I am at the market from 07:15 to when majority of traders leave, approx. 15:00, which enables me to:

- A. Oversee the setting up of the market in an orderly and safe fashion
- B. Be on hand to manage issues and respond to them to minimise interruption
- C. Managing parking issues, which has interrupted planned operations
- D. Collecting pitch fees and receipts
- E. Reducing the restricted parking to adjust for market stall holder's space and parking demand
- F. Monitor the Market for Health and Safety issues and weekly Risk checks
- G. Appropriately manage and defuse the rare incident of disruptive behaviour from members of the public.

Weekly duties

- A. Check emails for trader enquiries, changes, (shared with Lorraine)
- B. Send out forms and check paperwork, insurances and risk assessment (working with Lorraine)
- C. Preparing weekly layout of market allocating pitches
- D. Facebook weekly posts (new)
- E. Updating website traders attendance (new)
- F. Researching potential new traders
- G. Promotions
- H. Quarterly Risk review