



# EDENBRIDGE MARKET TRADERS' NEWSLETTER

## SPRING 2025

Let's work together to help Edenbridge Market bloom this spring! Here's a look at what's coming up and what we would like you to get involved in.



This year Edenbridge Town Council celebrates its 130th anniversary. We will be doing a few things to mark this significant milestone, such as planting a commemorative tree and inviting older residents from local care homes and dementia groups to design an Edenbridge Christmas card. We have also been successful in securing grants from the UK Prosperity Fund and Kent County Council to install a new iron archway between the High Street and Market, which we will use as another opportunity to mark the anniversary and promote the market's long history. We hope the new archway will make the entrance to the market more prominent and encourage more footfall.

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We will again be joining this year's **Love Your Local Market** (LYLM) campaign, a nationwide celebration of community, creativity, and commerce, run by NABMA – The National Association of British Market Authorities.



**YOUR LOCAL  
MARKET**

The 2025 campaign takes place from **Friday 16 May to Saturday 31 May**, with hundreds of markets across the country uniting to showcase the energy, creativity, and entrepreneurship that thrive at the heart of our high streets.

This year's campaign message – “Made by Markets” – reflects everything that local markets nurture: new businesses, fresh food, community spirit, local culture, sustainable choices, and inclusive spaces. It's about recognising that what we love most about our towns and cities is often built right here, at the market.

**Please join the campaign by adding the hashtag #LYLM2025 to your social media posts and sharing content from Edenbridge Market.**

Our Communications Officer, Davina, may also get in touch with you leading up to the event with the aim of producing some stallholder profiles and taking photos for our social media and other marketing activities.

*Get in touch...*

**Market Officer**

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This year the Council will be commemorating the **80th anniversary of Victory in Europe (VE Day)**, which signalled the end of the Second World War in Europe. We hope to make it a day that our residents remember, and would love our market traders to join in as we take part in nationwide events to mark the occasion.

We will start the morning of **Thursday 8 May at 9.00am** with the Raising of the VE Day Flag accompanied by a member of the Edenbridge Town Band playing the Last Post solo on her bugle. The Flagpole is at the entrance to the Edenbridge Primary School.

The Town's beacon will be lit at **Stangrove Park at 8.45pm** that evening and the whole Edenbridge Town Band will play there, weather permitting.

**During the daytime we would like the focus to be on the market.** We hope that we can work together to make it an enjoyable day for shoppers and market traders. We will decorate the market with bunting and will be giving out free flags to wave and hats to wear. Small free gifts for children will also be provided by the Council.

It would be lovely if traders would consider joining us making the day more special, with maybe discounted items on your stall, red, white and blue cakes, stall items or stall decorations; anything you think would attract the extra market footfall to your stall.

Ideally, we would like the market to be open a bit longer on that day, so that all stalls are still open when the children are home from school and can enjoy the war time theme and free gifts. We hear from residents that they would like the market to be open a bit longer so on this one day it would be a great opportunity to attract the attention of that group of people. **Can we ask that you stay open 9.00am to 4.00pm on the day?**

**Let us remember those who gave their future for ours and make Thursday 8 May a market day to remember!**

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## LET'S ENCOURAGE EVERYONE TO HOP ALONG TO THE MARKET THIS EASTER!

With Easter around the corner, please let us know if you'll be selling any Easter-themed products or offering any special promotions. We can then help to push these through our marketing and communication channels. We have already mentioned the market in the Edenbridge Magazine.

