

APPENDIX B

CHORLEY MARKETS – COMMUNICATIONS AND MARKETING ACTION PLAN

JULY 2007 – MARCH 2008

1. BACKGROUND

Members of the Markets Steering Group correctly identified communications and marketing as a critical success factor in the recent issues paper. As a result, Chorley Borough Council's communications manager was invited to the meeting and asked to think about an action plan of activity to March 2008.

2. OBJECTIVES

The group advised that there were a number of objectives to focus on in the short to medium term. These included:

- Attracting more young people to the markets
- Changing the image of the markets to attract a wider range of customers
- Attracting more coaches to the markets
- Attracting more traders to the markets
- Promoting the Tuesday markets

Vision:	“We want local people, visitors and traders to recognise Chorley Markets as a lively, fun shopping and trading destination offering quality, choice and value for money to rival other markets across the North West”			
Objectives:	Attract younger people by changing the image	Promote the Tuesday market	Attract more coaches	Attract more traders
Activity:	Promote individual traders, stalls and goods through articles in Chorley Borough News, local media and specialist press/publications eg fashion, cosmetics, music, homewares	Launch campaign and produce logo/strapline. Buy in merchandise such as carrier bags and bags for life reusable bags.	Produce coaching leaflet detailing joint initiative between Botany Bay and the Flat Iron.	Produce case studies and testimonials from traders for publication in trade press.
	Promote ‘green’ angle of shopping on Chorley Markets through local press and literature	Compile a ‘Choose Tuesday’ leaflet detailing layout and expected stalls, with market times on and car parking/public transport timetables and giveaway car stickers to all customers.	Investigate coach parking.	Produce an overview leaflet for traders to circulate at other markets.

	Investigate partnership with Runshaw College – business/enterprise and fashion students? Perhaps run an event – fashion show or music?	Focus on PR – spend a day a week on the market finding stories eg release shopping figures and stall numbers on busy days – promote ‘busy’ periods.	Provide a voucher incentive book with money off or offers from regular traders.	Investigate sign up ‘golden handcuff’ schemes and incentives.
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ACTIONS AGREED AUGUST 21

- Agree logo with leader
- Produce leaflet including new logo
- Source possible merchandise – stickers, bags for life, carrier bags
- Investigate roundabout signage
- PR – Bolton News in particular
- Organise logo launch
- Investigate advertising in MTN (Market Trader News) with offers