

Report of:	Meeting	Date	Item no.
Marianne Hesketh, Service Director Performance and Innovation	Overview and Scrutiny Committee	12 September 2016	4

Fleetwood Market Progress Update

1. Background

- 1.1** The Cabinet agreed the last Overview and Scrutiny recommendations on 30 July 2014. An update was provided on progress on 3 August 2015. The report below provides an overview of what has been achieved over the last twelve months
- 1.2** In June, Council officers and Cllr Pete Murphy met with Cat Smith MP and stall holders to enable the market traders to raise their concerns. The main issues included marketing, building maintenance and security of the property. The meeting was productive with agreement that a Marketing Task Group would be established, which would include two trader representatives. In addition, the traders were made aware of the extent of the building maintenance requirements and funding arrangements. Cat Smith MP also undertook to attend future Market Forum meetings.

2. Electronic management System

- 2.1** The MACCS2 electronic management system has now been ordered and will now be integrated into the Councils current payment arrangements. MACCS 2's web-service system enables full management control of all aspects of running the market in line with current legislation. The MACCS 2 management system allows the transfer of information, to and from the hand held system used by officers out on the market.

3. Market Arrears

- 3.1** A Fleetwood Market officer group continues to meet monthly to monitor and agree the necessary action required to collect outstanding rent arrears.

- 3.2** The total arrears at Aug'16 are £52,000 (£62,000 at March'14) reflecting a reduction of £10,000. (Note – included in the Aug '16 figures is a recent substantial debt for which the Council has taken closure action.)
- 3.3** There are 10 former tenants in arrears (10 in March'14)
Former tenants arrears at Aug'16 are £40,000 (£32,000 at March'14) an increase of £18,000
- 3.4** 24 tenants are in arrears (20 in March'14)
Current tenants arrears at Aug'16 are £13,000 (£30,000 at March'14) a reduction of £17,000

4. Occupancy

- 4.1** The Market has 187 stalls available with currently 37 vacant, giving an occupancy rate of 80%. New leases are being prepared and will commence from October 2016 for a three year period.

5. Building Maintenance of the Market

- 5.1** September – November 2015
Full refurbishment of all the public toilets were carried out – new floor coverings, wall tiling, complete re-decoration, overhaul of all sanitary ware, men's urinals fully stripped out and re-tiled, new radiators, new boiler, flushing issues on toilets addressed
- 5.2** December 2015 – January 2016
All heaters within the market were stripped down, serviced and repaired, new burners fitted where required and left in full working order.
- 5.3** January 2016 – February 2016
Outside stall areas tidied up – all old redundant stalls removed, replaced some outside stalls with new purpose made stalls, tarmac repaired and lined up to allow pop up style stalls to set up easily
- 5.4** Full 5 year statutory electrical test completed
The old cheese stall was completely refurbished – stripped out completely new white – rock cladding applied to walls, all re-decorated, new lighting, and worked with tenant on complete new fit-out
- 5.5** April – 2016
Anti –vandalism measures installed – including anti-vandal paint, signage, anti-climb measures fitted to rainwater pipes, obvious access areas removed where possible
- 5.6** June – 2016
Carried out full rodent proofing of the market all as agreed with the environmental officer's report

5.7 July – September 2016

Issues of broken and lifting floor tiles throughout the market addressed – large area of existing floor tiles lifted and replaced and original tiles cleaned down and to be re-used to patch repair all broken tiled areas (ongoing until Sept 16)

5.8 Works carried out to upgrade and improve intruder alarm and fire alarm to the market

Full strip out of the Bandstand café kitchen - works to be carried out to bring up to Environmental Health current standards – including all walls clad with white rock cladding, full clean down and replacement of damaged ceiling tiles, full re-decoration and all electrical supplies tested and made safe and work with new tenant to bring up to a high standard

6. Planned Works

6.1 Works planned and agreed to be carried out between Sept 16 and March 17 to include –

Complete re-roofing of all flat roof areas – to also include drainage improvements, removal of redundant skylights

Concrete repairs to pillars to Adelaide Street elevation

Complete external re-decoration of the market

Replacement lighting scheme to all areas of the market – to improve lighting levels and introduce LED fittings throughout the building

7. Communication with Traders.

The Traders Market Forum continues to operate on a quarterly basis. Two representatives from each of the three halls attend. In addition to Council officers, Cllr Murphy chairs the meeting. MP Cat Smith is also invited to attend. The agenda and trader representatives are displayed in the market two weeks before the meeting. Minutes are produced and distributed to Forum members and copies made available in the trader's rest room.

A separate Marketing Task Group has also been established, which includes two trader representatives. This group meets two weeks before the main Forum. The group agrees the marketing plan and monitors progress.

8. Marketing

A copy of the marketing plan is attached as Appendix 1, together with copies of the marketing update sent to traders on a quarterly basis attached as Appendices 2 – 9 (most recent first). A summary of actions undertaken over the last twelve months is outlined below;-

8.1 August/September 2015

Leaflets delivered to hotels in readiness for Illuminations, 12 month advertising campaign commenced with Johnston Press targeting readers of the Fleetwood Weekly News (FWN) and Blackpool Evening Gazette...

£2000 offered to traders to deliver ideas they have for promoting the market.

Group/coach monthly advertisements continue
12 month sponsorship of van delivering leaflet across Fylde Coast underway Aug 15 – July 16.

8.2 September-November 2015:

Christmas opening times promotion

Nominations submitted for “Great British Market Awards”

Positive Radio Lancashire interview 22 October

Double page feature on the 175 anniversary (FWN 4 November)

Sponsorship of Blackpool tram side Oct 15 – Sept 16

8.3 December 15-February 2016:

Christmas & grotto focus of promotion in December with sales in January

Positive Radio Lancashire broadcast 7 January

February – Valentine’s Day PR

End of Feb: Easter promotion started

8.4 March -May 2016:

Trader of the Week features

New Ferry Café signage in situ

£10k campaign commenced attracting group travel organisers/coach operators

Love Your Local Market promotion of new traders

8.5 June –August 2016:

New generic leaflets printed and distributed.

Marketing Plan finalised and circulated

New photography taken

Positive City Wing Radio interview 29 June

New marketing Task Group meets for first time 19 July

Turkey and Tinsel leaflets printed and being distributed throughout August

9. Customer Questionnaire Feedback

- 9.1 A questionnaire has been developed to ascertain feedback from market customers on their overall experience.

A copy of the questionnaire is attached as Appendix 10. An analysis of the results will be provided at the meeting.

10. Coastal Communities Fund.

- 10.1 The Coastal Communities Fund (CCF) encourages the economic development of UK coastal communities by giving funding to create sustainable economic growth and jobs. The “five for Fleetwood” scheme attracted funding from CCF.

- 10.2 An application that includes improvements to the market could be submitted next year. The Fund has supported a similar project at Scarborough Market in 2015. One further funding round in England is expected to open in 2017; however no confirmed date has been announced.

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List of background papers:		
name of document	date	where available for inspection

List of appendices

- Appendix 1: Marketing Plan 2013 – 2017
- Appendix 2: Marketing Update June 2016 – August 2016
- Appendix 3: Marketing Update March 2016 – May 2016
- Appendix 4: Marketing Update December 2015 – February 2016
- Appendix 5: Marketing Update September 2015 – November 2015
- Appendix 6: Marketing Update June 2015 – August 2015
- Appendix 7: Marketing Update March 2014 – May 2015
- Appendix 8: Marketing Update December 2014 – February 2015
- Appendix 9: Marketing Update September 2014 – November 2014
- Appendix 10: Customer Feedback Questionnaire

Marketing Plan 2013 - 2017

History and Heritage

The Victorian town of Fleetwood is nestled at the meeting point of the majestic River Wyre and the Irish Sea and with its long stretch of sandy beach; it's a popular seaside destination for families. Fleetwood is believed to be the first planned town of the Victorian Era and Queen Victoria herself passed through it on her way from London to Scotland in 1847. Fleetwood's Victorian buildings and monuments are still some of its most appealing attractions such as **Fleetwood Museum** where you can discover more about Fleetwood's heyday as a Victorian seaside resort. The beautiful **Euston Park** has undergone extensive refurbishment in 2015 and a two-year project to restore **Memorial Park** to its former First World War glory was also completed in the same year. **The Mount** is a leafy, seven-acre park built on a large sand dune and if you continue your walk across The Esplanade you'll come to the **Marine Hall Theatre**, a 1930s architectural gem, which is surrounded by the attractive, flower-filled **Marine Gardens**. Recent improvements on this site have seen the addition of **Marine Splash**; a new splash pad facility and also a sunken skate bowl which have been well received by local and visitors alike. A little way along the promenade you'll discover colourful beach huts and the imposing **Rossall Point Observation Tower** boasting fantastic views across Morecambe Bay to the Lake District. Fleetwood is also a well-known shopping destination with a fantastic range of historic and modern shopping venues. **Fleetwood Market** is housed in an attractive Victorian building and is one of the largest covered markets in the North West with over 250 stalls selling all manner of goods. **Freeport Fleetwood** offers a modern, waterfront outlet shopping village with bargain clearance shops including Next, M&S, and Gap. Lord Street is the main high street within the town offering a selection of high street named stores complimented by independently run businesses.

Fleetwood Market

2015 marks a very special birthday for Fleetwood Market – celebrating 175 years as THE seaside shopping experience. Market Rights were first granted in 1275, but it was 1840 before they were exercised by Sir Peter Hesketh-Fleetwood. The market has remained true to its Victorian heritage with little structural change; however a major extension in 1990 and the demolition of the police station and magistrates' court saw the building take its current footprint.

Today the market is as popular as ever, selling a variety of goods from computer accessories to clothing, cosmetics to crockery. Pay a visit to one of our events during the year; some of which include live music acts on the outdoor market, haunting Halloween crafts and Santa's Grotto during the winter months providing fun for all the family. Visitors are welcomed to come and spend a day not a fortune and bag a bargain at the seaside shopping experience that is Fleetwood Market.

Fleetwood Market is currently open Tuesday, Thursday, Friday and Saturday 9am – 4.30pm including bank holidays and Tram Sunday.

Statistical Analysis

There is little data into the volume of visitors the market receives and indeed where those visitors come from. There is some data available on coach visits to the market but there are no figures available on visitor spend nor how this impacts on Wyre's economy.

Current coach visits from data collected via Café receipts:

Year	Coach numbers from café receipts	Coach numbers from financial payments
2011	372 visits – totalling 593 visits	590 visits
2012	241 visits	
2013	337 visits	335 visits
2014	308 visits	311 visits
2015	209 visits	200 visits with a year-end allocation of £300 (or another 200 projected visits) still sitting in the budget.

Marketing Vision: Raise awareness of and increase visitor numbers to Fleetwood Market

Understanding our market

Who are our customers?

- Holiday makers taking a day trip to the market
- Coach trips
- Locals to a much lesser degree

Who are our competitors?

- High street stores, notably “bargain” retailers
- Online Shopping
- Supermarkets
- Other markets

Identifying opportunities

What are our strengths?

A variety of stalls all in one location.
Coach parking facilities

What could we improve on?

Locals visiting the market

Better communication between stall holders and council officers with ideas to help increase footfall

What opportunities are there?

Trade Press are keen to hear market stories for promotional purposes

Familiarisation Visits with trade press

Trader offers and incentives to encourage new/repeat visits

What obstacles may we come up against?

High street stores

Online Shopping

Supermarkets

Underinvestment of ongoing maintenance

Negative attitudes regarding the future of the market

Quality of customer experience

Objectives

- To raise the profile of Fleetwood Market
- Increase visitor numbers
- Explore new and enhance existing partnership working as appropriate
- Build email database of visitors and coach operators for future interaction

Key messages

- The seaside shopping experience
- Love your local market
- Buy local
- Big on value, low on cost

Audiences

- Visitors
- Group Travel Organisers/Coach Operators
- Wyre residents

Partner Organisations

- NABMA (National Association of British Market Authorities)
- Love your local market (via NABMA)
- The National Market Traders Federation (NMTF)
- Market Trade News (MTN)
- Marketing Lancashire (regional tourist board)
- Visit Blackpool (tourism arm promoting the town)
- Other local attractions
- Various group travel/coach operator organisations

Resources

- Marketing/promotions budget (currently £25k)

Action plan

Key: Actions highlighted in **green** are complete and in black are ongoing

GENERAL MARKETING PLANNING

Action	Responsibility	Deadline	Status	Estimated Cost
Fortnightly meetings with the Head of Culture, Leisure & Tourism, Market Manager and Marketing Officer	IM/JB/RB	Ongoing	Ongoing	N/A
Quarterly markets marketing meeting with traders	IM/JB/RB/Traders	Quarterly	Initial mtg 19/7/16	N/A
Quarterly traders forum meeting with traders	IM/JB/RB/Cllr Murphy/Trader Reps	Quarterly	To follow 2 weeks after the marketing mtg with traders	N/A
Produce quarterly marketing update and circulate to traders, officers and members	RB	Ongoing	Ongoing	N/A
Develop refreshed photography suite of the market	RB	Bi-annually ideally	Ongoing	£200 if using professional photographer
Produce new trader packs to invite new traders to the market	RB	2014	Complete	£385.87
Install new internal hanging boards and welcome signage to reflect branding	RB	2015	Complete	£5500
Investigate costings to replace external signage to reflect branding	RB	2016	Due September 2016	
Submit nomination and promote voting for Market of the Year entry via NABMA, as appropriate	RB	December	Annual	N/A

Issue press releases and latest news items as and when appropriate	RB	Ongoing	Ongoing	
Participate in Love Your Local Market fortnight each year	JB	May	Annual	
Offer trader development opportunities through training courses at every opportunity: Social Media First Steps – 4/12/14 Making Sense of Marketing – 22/1/15 Successful Selling – 4/2/15 First Steps in Business – 12/2/15 Visual Merchandising Training – 18/5/16	Wyre Council/Traders	Ongoing	Ongoing	
Establish an annual events programme at the market and promote in print/online Fashion Show to be staged on Tram Sunday	JB with support from traders and promotion by RB	Annual	Ongoing	
Liaise with trade press to keep them up to date of developments at the market	RB	Ongoing	Ongoing	
Investigate possibility of footfall counters	JB	August	In progress	
Conduct exit surveys to assess who users of the market are	All	Entries to be submitted by 6 Sept	In progress	Nil

TARGET AUDIENCE: VISITORS

Action	Responsibility	Deadline	Status	Estimated cost
Create a new markets website	RB	January 2013	Complete	Nil
Maintain markets website to ensure it is up-to-date <ul style="list-style-type: none"> Traders Directory Traders to review and provide amends to listing <ul style="list-style-type: none"> Latest news section Traders to provide offers and info for Trader of the Week	Traders/Market Staff/RB	Ongoing	Ongoing	Nil
Develop Fleetwood Market Facebook page	RB	Ongoing	Ongoing	Sponsored promotions as and when appropriate (approx. £10 ea)
Commission market DVD and promote to a variety of audiences	RB	2015	Complete	£1020
Produce literature under "Fleetwood Market" brand	RB	Ongoing	Ongoing	Various depending on size and print run
Deliver market leaflet to approximately 1,000 Fylde Coast hotels, B&Bs, caravan parks, TICs, attractions 3 times per year Easter/Illuminations drop to be generic leaflet	RB	Feb/March: Easter July/Aug: Illuminations	Ongoing 816 establishments reached as at end of July	£645.33 for this round

Christmas drop to be "Turkey & Tinsel" themed		July: Christmas	Turkey & Tinsel leaflet printed and delivered August	
Arrange leaflet delivery at key events e.g. Tram Sunday, galas, agricultural shows etc.	Various/SB	Ongoing	Ongoing	Local summer agricultural Shows, Harrogate & Great Yorkshire Shows 2016
Work with Visit Blackpool, Marketing Lancashire and other local businesses/attractions to promote the market offer. Includes advertising within on and offline platforms Current offer via Northern Rail – summer publicity campaign (requires hook/offer) Current offer via Blackpool Transport – discounts for Bpool Transport passengers on production of ticket	RB Northern Rail/BPool Transport offers emailed to JB for circulation	Ongoing Confirmation ASAP	Ongoing	Various
Investigate costings re: "Visit" websites through Jane Littlewood	RB	Emailed 27/7	Reply received and options being considered	Various
Investigate costings for Northern Print Distribution in relation to leaflet distribution	RB	Emailed 27/7	Reply received and options being considered	Various

Advertise with other organisations targeting visitors as opportunities arise	RB	Ongoing	Ongoing	Various
Continue to advertise on the Blackpool Tram side	RB	Annual	Ongoing Budget may not allow for 16/17	£3500
Implement poster campaigns for the market in bus stops at key locations in Wyre and at Thornton Little Theatre (TLT banner site currently booked 3-16 Oct)	RB	Ongoing	Ongoing	Bus Stop posters approx. £23 per unit. Banner approx. £100
Investigate costings to advertise in key Blackpool poster sites	RB	2016	September	
Advertise within a Lancashire Markets feature of The Local Journal (East Lancs distribution)	RB	Aug/Sept edition	In progress	£131.25 for half page + editorial
Continue to advertise on the delivery van delivering leaflets across the Fylde Coast	RB	Annual	Awaiting confirmation for 2016/17	
Investigate costings to advertise within Lancashire Magazine	RB	Monthly publication	Requested package at reduced rate 17/8	£295 ¼ and £495 for ½ page
Attend shows as appropriate to promote the market offer	RB	Annual	Attend British Tourism Travel Show 22-23 March 2017	£2970 shared cost with Freeport

TARGET AUDIENCE: COACH & GROUP TRAVEL ORGANISERS

Action	Responsibility	Deadline	Status	Estimated cost
Create a new markets website	RB	January 2013	Complete	Nil
Maintain markets website to ensure it is up-to-date <ul style="list-style-type: none"> Traders Directory Traders to review and provide amends to listing <ul style="list-style-type: none"> Latest news section Traders to provide offers and info for Trader of the Week	Traders/Market Staff/RB	Ongoing	Ongoing	Nil
Develop Fleetwood Market Facebook page	RB	Ongoing	In progress	Sponsored promotions as and when appropriate (approx. £10 ea)
Attend shows as appropriate to promote the market offer	RB	Annual	Attend British Tourism Travel Show 22-23 March 2017	£2970 possible shared cost
Commission market DVD and promote to a variety of audiences	RB	2015	Complete	£1020
Send new DVD to groups/coach operators	RB	Summer 2015	Complete	Nil
Implement an annual advertising campaign with the group travel market (see appendix 1 for 2016 campaign)	RB	Ongoing	In progress	See appendix 1

Advertise with other organisations targeting coaches/groups as opportunities arise	RB	Ongoing	Ongoing	Various
Email group travel organisers/coach operators with regular market updates	RB	Monthly	Ongoing	Nil
Conduct ring round of coach companies to encourage visits to the market	SB	Quarterly	To be started	Nil
Collate, analyse and utilise coach company data to attract repeat/new visits	RB	Ongoing	Ongoing	Nil
Send regular news updates to trade press	RB	Ongoing	Ongoing	Nil

TARGET AUDIENCE: WYRE RESIDENTS

Action	Responsibility	Deadline	Status	Estimated cost
Create a new markets website	RB	January 2013	Complete	Nil
Maintain markets website to ensure it is up-to-date <ul style="list-style-type: none"> Traders Directory Traders to review and provide amends to listing <ul style="list-style-type: none"> Latest news section Traders to provide offers and info for Trader of the Week	Traders/Market Staff/RB	Ongoing	Ongoing	Nil
Develop Fleetwood Market Facebook page	RB	Ongoing	In progress	Sponsored promotions when appropriate (approx. £10 ea)

Part Three: Evaluation

Objective	Target	Baseline	Actual achieved	Monitoring method
Monitor footfall to Fleetwood Market				
Assess success of advertising campaigns				
Increase coach visits to Fleetwood Market				

Appendix 1

2016 advertising campaign targeting *coach operators/ group travel organisers*.

Total cost = £10,693 to date from the 16/17 budget

	Campaign activity and advert size											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Discover Britain for Groups (3 editions)		1/4 PAGE			1/4 PAGE				1/4 PAGE			
Discover Britain's Markets & Market Towns	A5 PAGE											
Coach Monthly Magazine	1/8	1/8	1/8	1/4	1/8	1/8	1/8	1/8 & 1/4	1/8	1/8	1/8	1/8 & 1/4
Coach Drivers Club Yearbook	1/2 PAGE											
Group Leisure Magazine			1/4	1/4				1/4		1/4		
Web banner on news page of groupleisure.com												
Web banner on articles page of groupleisure.com												
Coach Venues & Excursions Guide 2016	1/2 PAGE (ENGLAND'S NORTH COUNTRY SECTION)											
Who's Who in Group Leisure 2016	1/2 PAGE (LANCASHIRE SECTION)											
Group Travel Today Planning Guide 2016	1/2 PAGE											
Group Travel Today Magazine 2016	1/4		1/4		1/4		1/4		1/4		1/4	
Coach Tours UK Magazine	Spotlight	1/8	1/4	1/8	1/8	1/4	1/8	1/4	1/8	1/4	1/4	1/8
Group Travel World Magazine	1/4	1/4	1/2	1/4	1/4	1/2	1/4	1/2	1/4	1/4	1/4	1/4
Group Travel World – online directory FOC												
Coach Touring Magazine		1/4		1/4		1/4		1/4		1/4		1/4
Coach Touring Directory 2016	1/2 PAGE											

Appendix 2

2015/16 advertising campaign targeting *Wyre residents* (Aug 15 – Jul 16)

Total = £7,000 to date from the 15/16 budget

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July
Blackpool Gazette Sponsorship of My Blackpool which includes 2 x (4cm x 26.5cm) strip adverts weekly, plus a logo "In association with."	24, 31	7, 14, 21, 28	5, 12, 19, 26	2, 9, 16, 23, 30	7, 14, 21, 28		1, 8, 15 to replace missed ads on 14, 21, 28 Dec.					
Quarter page	28	25	23	6	4	8	26	18	29	27	24	29 July
	Pg 10 – We are open	Pg 5 – We are open	Pg 7 - Halloween	Pg 10 – Dunk Tank	Pg 7 – Xmas Shopping & Grotto	Pg 5- Sales	Pg 45 - Easter	Easter	Pg 12 – We are open	Open this BH Mon	Celebrate Summer	

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July
Fleetwood Weekly News Sponsorship of Nostalgia platform which includes 2cm x 8.7cm strip	19 & 26	2, 9, 16, 23, 30	7, 14, 21, 28	4, 11, 18, 25	2, 9, 16, 23, 30	6, 13, 20, 27	3, 10, 17, 24	2, 9, 16, 23, 30	6, 13, 20, 27	4, 11, 18, 25	1, 8, 15, 22, 29	6, 13, 20, 27
Quarter page	19 & 26	9	21	11	2	6	3	16	20	11	8	13
	We are open	Pg 13 – We are open	Pg 5 - Halloween	Pg 5 – Dunk Tank	Pg 5 – Xmas Shopping & Grotto	Pg 8 - Sales	Pg 11 – Valentine’s Day	Pg 22 - Easter	Pg 4 – We are open	Pg 13 - LYLM	Pg 5 – Celebrate Summer	
Online sponsorship of (fleetwoodtoday.co.uk) homepage of website for 12 months												



Trader update June - August 16

General update

Do you want to mention O&S? If so, please provide wording

Marketing matters

New photography was taken during June, some of which we have used in promotional literature and on our social media platforms. If you have your own recent photography you can share, please email these through so I can use these in promotional activity. Similarly, if any traders require assistance with photography of their stall(s), please let me know.

I met with Visit Blackpool (the team responsible for promoting tourism in the resort) in June to discuss promotional opportunities and any relevant activity will feature as part of our marketing plan. We also welcomed CityWing to the market where a tour of the market was conducted and our promotional DVD given to the reps to take away.

A print run of the new market leaflet was delivered in June to the tune of 150,000 copies and distributed throughout June/July to Fylde coast hotels, B&Bs, guest houses, caravan parks and some motorway services.

A Christmas themed leaflet was also printed in July for distribution during August. These are being delivered across the Fylde Coast network to those establishments that target the coaches/group travel organiser market.

I made contact with Blackpool Transport with a view to improving communication with their tram drivers/customers. An excerpt from our discussions is below and I am looking for your feedback on the following:

A large focus for us at the minute is looking at ways of adding value to our customers and as such we have already explored promotional opportunities with various businesses. Might there be the possibility of providing any sort of discount on any of the stalls or areas within the market upon presentation of a valid Blackpool Transport ticket? This will add value to our paying customers along with potentially driving custom and awareness to the market.

Emails have been sent to our coach operator database encouraging them to take a fresh look at Fleetwood Market and our revised leaflets attached.

Adverts have been finalised for a number of publications this quarter; one being the autumn edition of the Wyre Voice, the council's residents magazine. This edition is sent to 53,000 households in Wyre with further collection points for remote rural areas. Other publications include those aimed at coach operators/group travel organisers.

I have had a new banner produced for display outside Thornton Little Theatre; the next scheduled appearance is 2 weeks during October.

We have had 2 jazz events at the market during July and associated PR has taken place for this.

Our attendance has been agreed and Freeport has recently been confirmed as our partner to attend the Tourism & Travel Show 2017 on 23-25 March at the NEC Birmingham.

We are conducting a customer feedback survey during August and have offered a prize of £50 market shopping vouchers to one winner selected at random after the closing date of 6 September. I will report back on findings in the next update.

If you have any ideas/suggestions you would like to put forward to raise the profile of Fleetwood Market please see any forum representative or contact me directly.

Below are the latest web stats for www.wyremarkets.co.uk for the last 6 months which you may find of interest.

	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16 (to 24/8)
Visits	2,134	2,113	2,342	2471	2594	2114
Unique Visitors	1,818	1,839	1,995	2110	2255	1864
Page Views	3,466	3,281	3,452	3904	4018	3115
% by Search	65.56%	64.41%	59.52%	64%	61%	62%
% by Referral	20.20%	20.82%	25.53%	21%	22%	21%
% by Direct	12.61%	14.30%	13.71%	14%	16%	16%
% by social	1.64%	0.47%	1.24%	1%	1%	1%
% by PC	44.89%	41.22%	44.41%	39%	41%	40%
% by mobile	35.75%	41.46%	38.08%	39%	38%	39%
% by tablet	19.36%	17.32%	17.51%	22%	21%	21%

[Building Maintenance update](#)

We have begun addressing the many areas of broken floor tiles; we have replaced approximately 18 m2 of floor tiling in front of the Bandstand Café (this was lifting), we have salvaged the original tiles which are to be then used to patch repair the broken tiles (the existing floor tiles are old imperial sized tiles and can no longer be sourced). This work will be completed within the next 3-4 weeks – working on Mondays and Wednesdays.

Anti-vandal measures recommended by the police have been implemented – including warning signage, anti-vandal paint, removing obvious step ups and easy access points.

Temporary roof repairs over units 173/174/171 and replacement ceiling tiles

Re-roofing project for flat roof areas and skylights is being put together

Repairs to skylights

Order has been placed to upgrade both the fire alarm and security alarm panels and detectors

Phased replacement of existing light fittings with LED units has begun

External painting and pre-painting repairs is being costed up

Extensive vermin proofing has been carried out throughout the market buildings to the satisfaction of Wyre's Environmental Health Officer.

Should you have any queries with this information, please contact Keely Jones on 01253 887460 or by email: Keely.jones@wyre.gov.uk

Kind regards

Rebecca Billington (Marketing Officer)

E: Rebecca.billington@wyre.gov.uk

T: 01253 887480 (Please note I work Tuesdays and Wednesdays).

arm/o&s/cr/16/0009im Appendix 2



Marketing update Mar 16 - May 16

The Easter Egg Hunt took place from 22-26 March and this seemed to be well received by participants. It was encouraging to see a mixture of locals and holiday makers taking part with one winner on holiday from London, one on a day trip to the market with grandparents from Blackburn and a local child from Cleveleys. Please speak to Julian for further events planned this year.

There will be a refreshed market leaflet printed in June/July with distribution thereafter through the normal channels to ensure the Blackpool hotels, B&Bs, attractions and tourist information centres carry the most up-to date material. I have arranged for a photographer to visit the market mid-June to capture some new images.

I have installed new signage on the doors of the Ferry Café both internal/external to the building, take a look next time you pop by.

March was better for Trader of the Week features as we had a few new/expanding businesses to promote but uptake is still generally poor. This is an opportunity to raise the profile of your own business through our social media/website channels. Please let me know if you would like to take part in this FREE promotion. It should only take 10 minutes of your time to do.

April saw focus on promotion to the coach/groups market with a series of scheduled adverts appearing in several publications. A reader reply advert generated approximately 40 new leads; these have now been sent the market DVD and other items of interest.

We ran a competition on our Facebook page to celebrate our 1000th follower, the winner of which won afternoon tea for 2 at Skye's Deli. If anyone would like to suggest a prize for any future promotions, please do let me know.

Part of May focussed on the Love Your Local Market fortnight (17-31 May). We had a great mix of new traders joining the market family, let's hope they continue to trade with us and add further variety to the market offer.

Can I ask that you review your entry on the Wyre Markets website (go to Traders Directory under Fleetwood Market tab) and let me know of any amendments so I can update for you.

Below are the latest web stats for www.wyremarkets.co.uk which you may find of interest.

	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16
Visits	2,362	2,694	2,871	3,689	3,148	2,419	2,656	1,829	1,488	1,254	1,343	2,134	2,113	2,342
Unique Visitors	2,030	2,430	2,564	3,356	2,748	2,059	2,280	1,502	1,320	1,115	1,165	1,818	1,839	1,995
Page Views	4,150	4,344	4,415	5,514	4,998	4,208	4,561	2,961	2,317	2,213	2,464	3,466	3,281	3,452
% by Search	64.87%	51.60%	55.73%	49.58%	64.71%	69.04%	70.41%	58.01%	57.67%	64.60%	71.24%	65.56%	64.41%	59.52%
% by Referral	22.70%	28.81%	31.04%	41.26%	24.65%	16.79%	15.33%	28.33%	28.10%	22.01%	14.83%	20.20%	20.82%	25.53%
% by Direct	11.33%	18.16%	12.54%	8.19%	10.36%	13.85%	13.82%	12.52%	12.71%	12.84%	13.27%	12.61%	14.30%	13.71%
% by social	1.12%	1.45%	0.70%	0.98%	0.29%	0.33%	0.46%	1.15%	1.55%	0.56%	0.67%	1.64%	0.47%	1.24%
% by PC	48.35%	57.35%	57.37%	56.23%	43.94%	40.06%	39.95%	53.15%	55.31%	50.08%	40.39%	44.89%	41.22%	44.41%
% by mobile	30.53%	25.62%	25.57%	26.52%	33.52%	34.19%	36.83%	29.20%	27.89%	32.94%	35.47%	35.75%	41.46%	38.08%
% by tablet	21.13%	17.04%	17.07%	17.27%	22.56%	25.76%	23.23%	17.66%	16.81%	16.99%	24.15%	19.36%	17.32%	17.51%

The latest building maintenance update for Fleetwood Market is listed below. Should you have any queries with this information, please contact Keely Jones on 01253 887460 or by email: Keely.jones@wyre.gov.uk

- Marking out the open air market for pop up stalls
- We have been mouse proofing around the market. Given the age of the building, if you experience any issues, please report these to the market manager
- Replacing some defective light fittings around the food outlets
- Looking at and pricing up different options on repairs/replacements to cracked floor tiles – options include taking sections up and re-tiling and possibly salvaging tiles to patch repair other areas – the existing tiles are no longer obtainable

Kind regards

Rebecca Bleasdale (Marketing Officer)

E: Rebecca.bleasdale@wyre.gov.uk

T: 01253 887480 (Please note I work Tuesdays and Wednesdays).

Marketing update Dec 15 – Feb 16

Christmas shopping and Santa's Grotto were the focus of promotional activity throughout November and December along with sales shopping in January. Local and regional partners promoted our Christmas opening times at the market through printed adverts, social media channels and websites. Shopping for Valentine's Day was the focus on promotional activity during early February and attention now turns to Easter and the Egg Hunt which takes place from 22 – 26 March.

The 2016 events programme is being co-ordinated by Julian. Once the programme is confirmed, promotion is undertaken via a number of channels including leaflets, posters, press releases, press ads, news items for websites, the council intranet pages and paid for promotions on social media. The Facebook advertising will continue to be used during 2016 as this proved successful during 2015 in terms of the reach of people.

Following our nominations for both Fleetwood and Poulton markets in the "Great British Market Awards 2016" via NABMA, voting took place throughout December. I requested numbers of votes cast but NABMA is unable to quantify exact numbers. Graham Wilson of NABMA confirms; "I am afraid we do not have the voting numbers beyond the first six. We know 102,423 votes were logged. We know 102 markets received votes but I am afraid neither Poulton nor Fleetwood were in the first six." We will consider future nominations for both markets on an annual basis.

The 12 month advertising campaign with Johnston Press running from August 15 – July 16 is now just past the half way point in its duration. As mentioned in my last update, there has been some error on their part in terms of missed adverts and the campaign has been extended into October 2016. From the adverts that have appeared to date I have been pleased with their early positioning within both the Fleetwood Weekly News and the Blackpool Gazette newspapers. Along with the mixture of printed adverts/sponsorship we also sponsor the homepage of the Fleetwood Weekly News website (www.fleetwoodtoday.co.uk) which links through to the Fleetwood Market information on www.wyremarkets.co.uk. Unfortunately for the 6 month period Aug 15 – Jan 16, there have been only 13 referrals to our site which is disappointing.

Sally Naden from BBC Radio Lancashire conducted a great broadcast from Fleetwood Market during the morning of 7 January. She chatted with a variety of people including customers, traders and Julian.

I have recently agreed advertising space on the Ferry Café frontage to encourage visitors to the market. This will appear along the top of the windows both internal and external to the building and will be completed by the end of March.

"Trader of the Week" promotions continue to be poor, which is disappointing. This is an opportunity to raise the profile of your own business through our social media/website channels. Please let me know if you would like to take part in this FREE promotion. It should only take 10 minutes of your time to do.

Can I ask that you review your entry on the Wyre Markets website (go to Traders Directory under Fleetwood Market tab) and let me know of any amendments so I can update for you.

Below are the latest web stats for www.wyremarkets.co.uk which you may find of interest. We are up on unique visits this year when comparing to the same time last year and had a good flow of visits during the summer months.

	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
Visits	1,275	1,471	2,105	2,362	2,694	2,871	3,689	3,148	2,419	2,656	1,829	1,488	1,254	1,343
Unique Visitors	1,105	1,282	1,848	2,030	2,430	2,564	3,356	2,748	2,059	2,280	1,502	1,320	1,115	1,165
Page Views	2,380	2,613	3,869	4,150	4,344	4,415	5,514	4,998	4,208	4,561	2,961	2,317	2,213	2,464
% by Search	66.40%	65.60%	59.01%	64.87%	51.60%	55.73%	49.58%	64.71%	69.04%	70.41%	58.01%	57.67%	64.60%	71.24%
% by Referral	25.90%	24.30%	26.37%	22.70%	28.81%	31.04%	41.26%	24.65%	16.79%	15.33%	28.33%	28.10%	22.01%	14.83%
% by Direct	7.00%	9.00%	10.31%	11.33%	18.16%	12.54%	8.19%	10.36%	13.85%	13.82%	12.52%	12.71%	12.84%	13.27%
% by social	0.80%	1.20%	4.33%	1.12%	1.45%	0.70%	0.98%	0.29%	0.33%	0.46%	1.15%	1.55%	0.56%	0.67%
% by PC	55.45%	49.90%	51.69%	48.35%	57.35%	57.37%	56.23%	43.94%	40.06%	39.95%	53.15%	55.31%	50.08%	40.39%
% by mobile	22.59%	25.42%	27.51%	30.53%	25.62%	25.57%	26.52%	33.52%	34.19%	36.83%	29.20%	27.89%	32.94%	35.47%
% by tablet	21.96%	24.68%	20.81%	21.13%	17.04%	17.07%	17.27%	22.56%	25.76%	23.23%	17.66%	16.81%	16.99%	24.15%

The latest building maintenance update for Fleetwood Market is listed below. Should you have any queries with this information, please contact Keely Jones on 01253 887460 or by email: Keely.jones@wyre.gov.uk

The public toilets are now all finished and are looking lovely, we are just waiting for new symbols and signage to the doors. Painting to the walls around the toilet entrances will be done in the spring. We have also just replaced the heating boiler in the toilets. All the heaters in the market have been serviced and repaired; they are all now fully operational making the market lovely and warm in the cold winter months. All missing and blown lamps have been replaced throughout the market.

The 5 year electrical testing is currently being carried out.

We have begun a tidy up of the outside market – we have removed most of the old and redundant stalls have already been removed and the tarmac area cleaned and swept.

We have begun tidying up empty stalls around the market.

Roof repairs are being carried out as and when leaks are reported at the moment – if you spot a roof leak then please report it to the Market Office who will then pass it to us for repair.

Kind regards

Rebecca Bleasdale (Marketing Officer)

E: Rebecca.bleasdale@wyre.gov.uk

T: 01253 887480 (Please note I work Tuesdays and Wednesdays).

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Marketing update Sept 15 – Nov 15

The re-print (50,000) of the general market leaflet had been done during summer which included remaining events for the year. This was delivered to approximately 1,400 Fylde Coast hotels, B&Bs, caravan parks during August/September for the Illuminations season. Accommodation providers have received enough for their staying visitors over the Christmas period.

I have also been busy promoting Christmas opening times at the market with local/regional press partners and they are supporting our efforts through social media channels/websites and in print. (Coach Tours UK website listing example: <http://www.coachtoursuk.com/christmas-opening-times-fleetwood-poulton-markets/>)

The 2016 events programme is being co-ordinated by Julian. Once the programme is confirmed, promotion is undertaken via a number of channels including leaflets, posters, press releases, press ads, news items for websites, the council intranet pages and paid for promotions on social media. The Facebook advertising will continue to be used during 2016 as this proved successful during 2015 in terms of the reach of people.

I have recently submitted nominations for both Fleetwood and Poulton markets for the "Great British Market Awards 2016" via NABMA. Voting takes place throughout December so if you haven't already, please cast your vote and tell your friends and family too. Vote online at: www.nabma.com

The 12 month advertising campaign with Johnston Press running from August 15 – July 16 is almost half way through its duration. There has been some error on their part in terms of missed adverts therefore the campaign has been extended into October 2016. From the adverts that have appeared to date I have been pleased with their early positioning within both the Fleetwood Weekly News and the Blackpool Gazette newspapers. Along with the mixture of printed adverts/sponsorship we also sponsor the homepage of the Fleetwood Weekly News website (www.fleetwoodtoday.co.uk) which links through to the Fleetwood Market information on www.wyremarkets.co.uk I will report on the web statistics in terms of click throughs to our site in the next marketing update.

You may recall the offer of £2000 for traders to forward ideas and costings for a marketing campaign to attract new visitors to the market. Rob Brown kindly offered to co-ordinate this project and after careful consideration of options provided, a suitable campaign wasn't found therefore the funds will be retained within the marketing budget and spent accordingly to continue to promote the market.

In the last traders update and at the forum meeting I explained how I had been in touch with local/national press about the market's 175th anniversary. Some of you may be aware and I am pleased to report that the Fleetwood Weekly News printed a double page article on the story on 4 November and other trade press including Market Trade News and Market Trader Magazine ran smaller features within their publications and online.

Radio Lancashire also visited the market on 22 October to interview Julian and various traders about the 175 celebration.

I have recently implemented an advertising campaign for 2016 to the tune of just over £10,000 to attract the coach/groups market. This will comprise a variety of adverts in multiple industry publications along with editorial features and online promotion through various websites. I hope you feel this level of investment should go some way in raising the market's profile within this target market.

I reported in the last marketing update about the cost of tram advertising and I am pleased to let you know that a Fleetwood Market tram is now in service for a 12 month period (Oct 15 – Sept 16). We couldn't afford the £30,000 tram similar to that of Freeport but I attach pictures of the tram car side we have to promote the market which will still be eye catching to people. Perhaps you could let me know if any customers have reported seeing the tram trundling along the Fylde Coast (picture at the end of this update).

"Trader of the Week" promotions continue to be poor, which is disappointing. This is an opportunity to raise the profile of your own business through our social media/website channels. Please let me know if you would like to take part in this FREE promotion. It should only take 10 minutes of your time to do.

Can I ask that you review your entry on the Wyre Markets website (go to Traders Directory under Fleetwood Market tab) and let me know of any amendments so I can update for you.

Below are the latest web stats for www.wyremarkets.co.uk which you may find of interest. We are up on unique visits this year when comparing to the same time last year and had a good flow of visits during the summer months.

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15
Visits	2,506	1,537	1,346	1,275	1,471	2,105	2,362	2,694	2,871	3,689	3,148	2,419	2,656	1,829
Unique Visitors	2,138	1,342	1,166	1,105	1,282	1,848	2,030	2,430	2,564	3,356	2,748	2,059	2,280	1,502

Page Views	4,108	2,597	2,193	2,380	2,613	3,869	4,150	4,344	4,415	5,514	4,998	4,208	4,561	2,961
% by Search	71.07%	70.30%	67.90%	66.40%	65.60%	59.01%	64.87%	51.60%	55.73%	49.58%	64.71%	69.04%	70.41%	58.01%
% by Referral	15.80%	18.50%	19.80%	25.90%	24.30%	26.37%	22.70%	28.81%	31.04%	41.26%	24.65%	16.79%	15.33%	28.33%
% by Direct	12.33%	10.00%	11.70%	7.00%	9.00%	10.31%	11.33%	18.16%	12.54%	8.19%	10.36%	13.85%	13.82%	12.52%
% by social	0.80%	1.20%	0.60%	0.80%	1.20%	4.33%	1.12%	1.45%	0.70%	0.98%	0.29%	0.33%	0.46%	1.15%
% by PC	43.54%	52.11%	52.53%	55.45%	49.90%	51.69%	48.35%	57.35%	57.37%	56.23%	43.94%	40.06%	39.95%	53.15%
% by mobile	35.40%	27.59%	25.48%	22.59%	25.42%	27.51%	30.53%	25.62%	25.57%	26.52%	33.52%	34.19%	36.83%	29.20%
% by tablet	21.07%	20.30%	21.99%	21.96%	24.68%	20.81%	21.13%	17.04%	17.07%	17.27%	22.56%	25.76%	23.23%	17.66%

We will now be including the latest building maintenance update for Fleetwood Market within these marketing updates. Should you have any queries with this information, please contact Keely Jones on 01253 887460 or by email: Keely.jones@wyre.gov.uk

The ladies, gents and disabled toilet facilities are currently undergoing refurbishment work. They are being completely re-decorated, new tiled splashbacks, overhauling all sanitary ware, re-grouting the urinals and all new flooring – we have also addressed the slow flushing mechanism on the WCs – time between each flush has been vastly improved.

Wyre Council are currently looking to replace all the lighting within the market with LED fittings – this will save energy and improve the lighting levels in the market – the dark areas in the market will also be addressed by adding more fittings. In the short term an electrician has been tasked with replacing all the lamps that are currently out.

Wyre's Chief Executive has asked for ideas and costings as to how we can make improvements with small changes – on a phased basis – any ideas from traders would be very welcome and should be passed to Julian for consideration.

The bids for the programme works have been submitted for consideration for next financial year. These include the market roof and external improvements including shutters, external decoration and concrete repairs along with smaller maintenance works.

Finally, we wish all traders a Merry Christmas and prosperous New Year.

Kind regards

Rebecca Bleasdale (Marketing Officer)

E: Rebecca.bleasdale@wyre.gov.uk

T: 01253 887480 (Please note I work Tuesdays and Wednesdays).



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Marketing update June 15 – August 15

10,000 market leaflets went out to FY7 households in June and 10,000 to FY5 households through VoucherPack and delivered by Royal Mail. This was the generic leaflet but in future any kind of offers or incentives to encourage people to visit would be a welcome addition to include. You can send these direct to me or via Julian so we can co-ordinate offers for all traders.

A further re-print (50,000) of the general market leaflet has been done which includes remaining events for the year. This has been delivered to approximately 1,400 Fylde Coast hotels, B&Bs, caravan parks during August/September for the Illuminations season.

Event promotion is being undertaken for the forthcoming events at the market. Press releases, press ads, news items for websites, the council intranet pages and paid for promotions on social media platforms are some of the methods used to spread the word about the events. The Facebook advertising has been successful in terms of the reach of people. Two examples for some of the events are as follows:

- 1) Ma Kelly's Show Shorts 4 August – 10,579 people reached in 7 days at a cost of £20.
- 2) Jazz Band 15 August – 3,450 people reached in 7 days at a cost of £15.

I have booked a 12 month advertising campaign with Johnston Press running from August 15 – July 16. There will be a mixture of printed adverts/sponsorship to appear within the Blackpool Gazette and Fleetwood Weekly News and we now also sponsor the homepage of the Fleetwood Weekly News website (www.fleetwoodtoday.co.uk) which links through to the Fleetwood Market information on www.wyremarkets.co.uk The first adverts of these campaigns will be:

Generic "We are open" messages, Halloween, Children in Need event, Christmas shopping and Grotto dates and January sales.

By now, traders should have had the opportunity to provide ideas/suggestions towards a marketing campaign to the value of £2,000 co-ordinated by market trader, Robert Brown. This idea was suggested by Ian Munro at the last Fleetwood Market Consultative Forum on 22 July.

There has been suggestion that it might be nice to run some kind of special event marking the 175 anniversary at Fleetwood Market. Whilst Julian has confirmed there is no budget to do so I have contacted local press with some news worthy information and the Fleetwood Weekly News are yet to confirm if they will run a feature.

I continue to advertise regularly within the groups and coach monthly magazines and websites and within local publications where appropriate targeting residents in Fleetwood and surrounding areas.

At the last Fleetwood Market consultative forum I was asked to contact Ulsterbus regarding future visits to the market. I can confirm that the company does already visit the market and recent figures are as follows. Whilst low in number of visits, they are at least visiting so this is encouraging:

- 2014 = 5 visits with 203 passengers during July/Aug & Sept.
- 2013 = 4 visits with 142 passengers during July & Sept.
- 2012 = 3 visits with 111 passengers during July.
- 2011 = 8 visits with 333 passengers during June/Aug & Sept.
- 2010 = 1 visit on 7 Sept with 41 passengers.

Last year I enquired about tram and bus advertising. I have done so again this year and will discuss these costings at the next consultative forum meeting. To give you some idea on cost, you may have seen the “wrapped” tram which Freeport has. A tram to this specification will cost approximately £30,000 per annum.

I have renewed the promotion for the market on the vehicle that undertakes leaflet distribution across the Fylde coast. This arrangement will continue from August 15 – July 16.

I have only ever received one or two of trader's “deals of the week” to help promote your businesses. This helps create interest on our Facebook page so please send these through. I would like to focus on any Christmas/January sale offers that you may wish to promote as soon as possible. I have been placing Christmas campaigns and would like any promotions to feature as part of these.

Can I ask that you review your entry on the Wyre Markets website (go to Traders Directory under Fleetwood Market tab) and let me know of any amendments so I can update for you.

Similarly, if you can send me any current offers or news for your business please let me know so that I can promote these through our Facebook page (www.facebook.com/WyreMarkets). In future, I will be looking at starting a “Trader of the Week” focus via Facebook. If anyone would like to take part in this promotion, please let me know.

Below are the latest web stats for www.wyremarkets.co.uk

	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15
Visits	2,425	2,733	2,616	2,506	1,537	1,346	1,275	1,471	2,105	2,362	2,694	2,871	3,689	3,148
Unique Visitors	2,098	2,359	2,255	2,138	1,342	1,166	1,105	1,282	1,848	2,030	2,430	2,564	3,356	2,748
Page Views	4,016	4,320	4,191	4,108	2,597	2,193	2,380	2,613	3,869	4,150	4,344	4,415	5,514	4,998
% by Search	71.84%	73.55%	72.44%	71.07%	70.30%	67.90%	66.40%	65.60%	79.79%	79.10%	81.65%	82.69%	82.78%	81.44%
% by Referral	17.24%	14.38%	16.17%	15.80%	18.50%	19.80%	25.90%	24.30%	88.47%	87.90%	90.18%	93.38%	96.04%	92.14%
% by Direct	10.39%	11.45%	10.47%	12.33%	10.00%	11.70%	7.00%	9.00%	83.87%	79.92%	94.59%	89.17%	86.38%	81.90%
% by social	0.54%	0.62%	0.92%	0.80%	1.20%	0.60%	0.80%	1.20%	74.73%	53.85%	64.10%	45.00%	77.78%	44.44%
% by PC	45.20%	42.41%	45.34%	43.54%	52.11%	52.53%	55.45%	49.90%	86.40%	87.04%	92.23%	92.11%	94.41%	91.90%
% by mobile	34.14%	36.22%	35.13%	35.40%	27.59%	25.48%	22.59%	25.42%	80.31%	75.45%	80.14%	77.66%	81.08%	79.34%
% by tablet	20.66%	21.37%	19.53%	21.07%	20.30%	21.99%	21.96%	24.68%	74.66%	75.35%	77.78%	81.22%	80.53%	75.63%

You may be interested to learn that my role has changed within the organisation. My previous position dealt with the marketing and promotion of a number of council services including Fleetwood Market. From 15 September I am employed solely as Marketing Officer for Fleetwood Market working 2 days per week, these being Tuesday and Wednesday.

Regards

Rebecca Bleasdale (Marketing Officer)

E: Rebecca.bleasdale@wyre.gov.uk

T: 01253 887480 (Please note I work Tuesdays and Wednesdays).

arm/o&s/cr/16/0009im Appendix 6

Marketing update March 14 – May 15

A new promotional DVD has been produced targeting group travel and coach operators. Hopefully you will have all seen it be now but if not, it can be found on You Tube, just search for “Fleetwood Market” at www.youtube.co.uk

Branded car air fresheners have been produced promoting the market and the Marine Hall. These have been distributed to local car washes and are also to make their way to coach operators.

Further to the discount leaflet distributed to the larger hotels within the resort including the Norbreck Castle, Savoy at Gynn Square, Metropole Hotel, Best Western Carleton Hotel and the Rose and Spa Hotel at Gynn Square in time for Easter, a re-print of the general market leaflet has been done which includes forthcoming event information. This is being delivered to approximately 1,400 Fylde Coast hotels, B&Bs, caravan parks during June/July.

The same leaflet will also be used to target over 20,000 households in the FY7 and FY5 areas via the distributor Voucherpack during June and July.

A Fleetwood Market advert will also appear within some glossy Bedroom Browsers located in Blackpool and Wyre hotels/B&Bs/Guest Houses (37 in Blackpool comprising 363 rooms and 15 in Wyre comprising 214 rooms at the time of writing this update).

I arranged for some promotional panels to be included as part of a historical trail on site at Freeport. These can be found along the marina fencing in the heart of the shopping outlet.

We participated in the national campaign “Love your local market 2015” from 13 – 27 May. We secured some local and national press coverage in the run up to the promotion and used social media, the Wyre markets website, Wyre Council website, leaflets and social media platforms to communicate our plans.

Event promotion will be undertaken for the forthcoming events at the market. Press releases, press ads, news items for websites and the council intranet pages and paid for promotions on social media platforms will be some of the methods used to spread the word about the events.

I continue to advertise regularly within the groups and coach monthly magazines and websites and within local publications where appropriate targeting residents in Fleetwood and surrounding areas.

I have paid for some Facebook promotions to increase likes for the Wyre Markets page. These numbers are growing steadily as a result and the outlay is fairly low cost.

There will be some new internal signage appearing in the market over the coming weeks to help freshen up the overall appearance and echo the refreshed branding.

I have had one or two of trader's "deals of the week" to help promote your businesses. You can email me direct or Julian has a form for you to complete if you prefer. This helps create interest on our Facebook page so please send these through as and when you can.

As mentioned in the previous update, Fleetwood Market will play host to a regional meeting of the Confederation of Passenger Transport (CPT) in August. This is an excellent opportunity to showcase the market offer to some of those responsible for arranging group visits. Julian will be providing a tour at this meeting so please take the opportunity to say hello.

Can I ask that you review your entry on the Wyre Markets website (go to Traders Directory under Fleetwood Market tab) and let me know of any amendments so I can update for you.

Similarly, if you can send me any current offers or news for your business please let me know so that I can promote these through our Facebook page (www.facebook.com/WyreMarkets)

Web stats for www.wyremarkets.co.uk

	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15
Visits	1,914	1,935	1,891	2,425	2,733	2,616	2,506	1,537	1,346	1,275	1,471	2,105	2,362	2,694
Unique Visitors	1,670	1,679	1,619	2,098	2,359	2,255	2,138	1,342	1,166	1,105	1,282	1,848	2,030	2,430

Page Views	3,195	3,407	3,206	4,016	4,320	4,191	4,108	2,597	2,193	2,380	2,613	3,869	4,150	4,344
% by Search	68.39%	70.44%	70.17%	71.84%	73.55%	72.44%	71.07%	70.30%	67.90%	66.40%	65.60%	79.79%	79.10%	81.65%
% by Referral	14.37%	16.49%	16.92%	17.24%	14.38%	16.17%	15.80%	18.50%	19.80%	25.90%	24.30%	88.47%	87.90%	90.18%
% by Direct	13.53%	11.42%	11.58%	10.39%	11.45%	10.47%	12.33%	10.00%	11.70%	7.00%	9.00%	83.87%	79.92%	94.59%
% by social	0.05%	1.65%	1.32%	0.54%	0.62%	0.92%	0.80%	1.20%	0.60%	0.80%	1.20%	74.73%	53.85%	64.10%
% by PC	49.53%	49.56%	47.70%	45.20%	42.41%	45.34%	43.54%	52.11%	52.53%	55.45%	49.90%	86.40%	87.04%	92.23%
% by mobile	31.56%	29.30%	32.21%	34.14%	36.22%	35.13%	35.40%	27.59%	25.48%	22.59%	25.42%	80.31%	75.45%	80.14%
% by tablet	18.91%	21.14%	20.10%	20.66%	21.37%	19.53%	21.07%	20.30%	21.99%	21.96%	24.68%	74.66%	75.35%	77.78%

I hope you find the above information useful. I would welcome any feedback you may have including ideas you feel would help raise the profile of the market.

Regards

Rebecca Bleasdale (Marketing Officer)

E: Rebecca.bleasdale@wyre.gov.uk

T: 01253 887480 (Please note my working week is Monday am, all day Tuesday and Wednesday).

arm/ex/o&s/cr/16/009im Appendix 7

Marketing update Dec 14 – Feb 15

A new leaflet has been produced in conjunction with Freeport Fleetwood with a view to targeting coach visits from Blackpool hotels. The discount leaflet features several offers from market traders. These are being distributed to the larger hotels within the resort including the Norbreck Castle, Savoy at Gynn Square, Metropole Hotel, Best Western Carleton Hotel and the Rose and Spa Hotel at Gynn Square in time for Easter.

Meetings are beginning to gain momentum with Freeport regarding joint marketing opportunities. Along with the leaflet mentioned above we are looking at promotion of the market on site at Freeport and vice versa. The area where coach drivers collect their welcome packs at Freeport will feature a sizeable advert for the market. Freeport is also keen to attend the Group Leisure & Travel Trade Show later this year at Birmingham so this is something that we are keen to progress. We are also in the process of having reciprocal information on our websites. Anyone looking at the tourist information page on Freeport's website will now see Fleetwood Market as the first listing. See: <http://www.freeport-fleetwood.com/tourism>.

Events at Fleetwood Market are taking shape for 2015. Keep an eye on the Facebook page and Wyre Markets website for publicity of these. Fun days and craft markets, music and dancing all feature in this year's programme of activities (see Julian for further information).

We are participating in the national campaign "Love your local market 2015" from 13 – 27 May. Our new leaflets for this are hot off the presses and promotion for the fortnight's celebration will now begin. Keep an eye on the website and Facebook page for updates.

I continue to advertise regularly within the groups and coach monthly magazines and websites and within local publications targeting residents in Fleetwood and surrounding areas.

I am also keen to receive your "deals of the week" to help promote your business. You can email me direct or Julian has a form for you to complete if you prefer. This helps create interest on our Facebook page so please send these through as and when you can.

I have arranged for Fleetwood Market to play host to a regional meeting of the Confederation of Passenger Transport (CPT) in August. This is an excellent opportunity to showcase the market offer to some of those responsible for arranging group visits. Julian will be providing a tour at this meeting so please take the opportunity to say hello.

We are also investigating the feasibility of submitting a bid to gain "Coach Friendly Status" from the same organisation. We are looking at a bid for all of Wyre, not just Fleetwood as we are able to offer facilities and attractions across the borough that cater well for groups. I will keep you posted on this.

Over the coming weeks it is hoped that we can introduce some new internal signage around the market to improve the overall aesthetics of the building. Again, I will keep you posted on developments here.

Finally, as per the last update I thought it might be useful to share the website statistics for www.wyremarkets.co.uk, so these are highlighted below again. If you require clarification on the information, let me know.

Can I ask that you review your entry on the website (go to Traders Directory under Fleetwood Market tab) and let me know of any amendments so I can update for you.

Similarly, if you can send me any current offers or news for your business please let me know so that I can promote these through our Facebook page (www.facebook.com/WyreMarkets)

	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15
Visits	888	1,134	1,370	1,914	1,935	1,891	2,425	2,733	2,616	2,506	1,537	1,346	1,275	1,471
Unique Visitors	731	974	1,198	1,670	1,679	1,619	2,098	2,359	2,255	2,138	1,342	1,166	1,105	1,282
Page Views	1,637	1,883	2,473	3,195	3,407	3,206	4,016	4,320	4,191	4,108	2,597	2,193	2,380	2,613
% by Search	49.40%	50.00%	50.44%	68.39%	70.44%	70.17%	71.84%	73.55%	72.44%	71.07%	70.30%	67.90%	66.40%	65.60%
% by Referral	28.70%	30.60%	30.73%	14.37%	16.49%	16.92%	17.24%	14.38%	16.17%	15.80%	18.50%	19.80%	25.90%	24.30%
% by Direct	14.90%	12.26%	17.30%	13.53%	11.42%	11.58%	10.39%	11.45%	10.47%	12.33%	10.00%	11.70%	7.00%	9.00%
% by email	7.00%	6.53%		3.66%										
% by social		0.62%	1.53%	0.05%	1.65%	1.32%	0.54%	0.62%	0.92%	0.80%	1.20%	0.60%	0.80%	1.20%
% by PC	65.88%	60.14%	54.60%	49.53%	49.56%	47.70%	45.20%	42.41%	45.34%	43.54%	52.11%	52.53%	55.45%	49.90%
% by mobile	16.55%	21.08%	24.96%	31.56%	29.30%	32.21%	34.14%	36.22%	35.13%	35.40%	27.59%	25.48%	22.59%	25.42%
% by tablet	17.57%	18.78%	20.44%	18.91%	21.14%	20.10%	20.66%	21.37%	19.53%	21.07%	20.30%	21.99%	21.96%	24.68%

I hope you find the above information useful. I would welcome any feedback you may have including ideas you feel would help raise the profile of the market.

Regards
Rebecca Bleasdale (Marketing Officer)
E: Rebecca.bleasdale@wyre.gov.uk
T: 01253 887480

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Marketing update Sept – Nov 2014

I attended 2 travel trade shows in September and October at Birmingham NEC and Ribby Hall Village respectively. Both proved really useful for links with other local businesses keen to target groups and how we can work together to provide a greater groups offer. I will be able to update you further as meetings progress with these businesses over the coming weeks.

The events programme at the market has almost neared completion for this year, the last in the series being the Christmas Bake Off competition on Saturday 13 December and Santa's Grotto in situ from Tuesday 16 – Saturday 20 December. The 2015 programme of events is being finalised and will be published soon.

Small Business Saturday planning is well underway for the event on 6 December. The national campaign targets people to encourage them to shop local and we are pleased that some traders are joining this promotion with their special offers at Fleetwood Market. If anyone has an offer or discount that they would like to include, please submit this to regeneration@wyre.gov.uk by the end of November.

A series of training workshops are available to coastal businesses through the Coastal Communities Fund. Topics covered include:

Social Media – The First Steps

Making Sense of Marketing

Successful Selling

First Steps in Business

Registration can be completed online and costs £10 per person, per course. See attached flyer for full course details, should you wish to attend. Registration is online at www.wyre.gov.uk/tourismtraining

A series of weekly adverts to appear within the Evening Gazette and Fleetwood Weekly News is underway from October – December to promote Halloween and Christmas at the market.

A further leaflet drop to Fylde Coast hotels, B&Bs, Guest houses took place in the run up to October half term. General adverts have appeared in a variety of publications targeting group/coach visits and a market advert now appears on the ticket wallets for Marine Hall which go out with all tickets booked for shows.

A submission for NABMA's "**Great British Market Awards**" will be submitted in December and further promotions will take place to attract coach visits during the quieter winter months.

I thought it might be useful to share the website statistics for www.wyremarkets.co.uk, so these are highlighted below. If you require clarification on the information, let me know.

Can I ask that you review your entry on the website (go to Traders Directory under Fleetwood Market tab) and let me know of any amendments so I can update for you.

Similarly, if you can send me any current offers or news for your business please let me know so that I can promote these through our Facebook page (www.facebook.com/WyreMarkets)

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% by Referral	28.70%	30.60%	30.73%	14.37%	16.49%	16.92%	17.24%	14.38%	16.17%	15.80%	
% by Direct	14.90%	12.26%	17.30%	13.53%	11.42%	11.58%	10.39%	11.45%	10.47%	12.33%	
% by email	7.00%	6.53%		3.66%							
% by social		0.62%	1.53%	0.05%	1.65%	1.32%	0.54%	0.62%	0.92%	0.80%	
% by PC	65.88%	60.14%	54.60%	49.53%	49.56%	47.70%	45.20%	42.41%	45.34%	43.54%	
% by mobile	16.55%	21.08%	24.96%	31.56%	29.30%	32.21%	34.14%	36.22%	35.13%	35.40%	
% by tablet	17.57%	18.78%	20.44%	18.91%	21.14%	20.10%	20.66%	21.37%	19.53%	21.07%	

I hope you find the above information useful. I would welcome any feedback you may have including ideas you feel would help raise the profile of the market.

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AWAWARENESS RAISING

RETAIL
LEISURE
CUSTOMER
NETWORKING
HOSPITALITY
TRAINING
PROFILE

COMMUNICATIONS
TOURISM
TIPS
IDEAS
SKILLS
COURSES
SUPPLIERS



SOCIAL MEDIA – THE FIRST STEPS

Thursday 4th December 2014
10:00am – 1:00pm

Do you know your tweets from your pokes? Do you feel you should be connecting with social media but don't know where to start? Then this workshop is for you!

Who is it for?

- Anyone with no knowledge of Social Media but who wants to know more
- Anyone who has opened an account but who hasn't used it frequently

What topics will be covered?

- Introduction – what is meant by Social Media
- How relevant and useful is it to your business
- Basics tips on setting up accounts
- Social Media best practice: what is each channel for and how do they work together?
- Using Social Media for competitor research
- Using Social Media to engage with your customers and suppliers
- Social Media analytics and reviewing your use

MAKING SENSE OF MARKETING

Thursday 22nd January 2015
9:30am – 4:30pm

Understand a little more about marketing with the help of this course, how can it work for you without costing a fortune. How can you maximise all opportunities and hit the ground running. During this course you will develop a short, practical action plan to set you on the right track!

Who is it for?

- Small business owners who manage their own marketing and website activity

What topics will be covered?

- Digital marketing
- Reviewing your website and some quick website improvement tips
 - Hints, tips and what to avoid - advice for developing a new website
 - Building and managing customer relationships (databases and email campaigns)
 - Working out the best places to advertise online
 - Unravelling the mystery of Search Engine Optimisation
 - Measuring and reviewing your online activities using free tools

Traditional marketing

- Producing promotional print that works and working well with designers/suppliers
- The pros and cons of newspaper and magazine advertising
- Dealing pro-actively with the press
- How much to spend on your marketing budget
- Tracking and evaluating your activities

SUCCESSFUL SELLING

Wednesday 4th February 2015
9:30am – 4:30pm

Successful Selling is a one day course that will tap into your team's natural sales and retail instincts by revealing effective sales techniques that can help you generate more business.

Who is it for?

- Retail owners/operators and staff who wish to enhance their skills to make successful sales
- Those that would like an understanding of buyer behaviour and how this has changed
- Those that would like to enhance their communication skills to open up more business
- Those that would like to learn how to make confident and tailored pitches

What topics will be covered?

- be an exceptional rather than an average sales person
- understand buyer behaviour
- refine your sales techniques face-to-face and on the telephone
- overcome objections in a positive way
- close sales conversations with confidence
- create, manage and maintain profitable customer relationships
- develop effective plans to maximise your sales revenue
- develop an action plan to win more sales

FIRST STEPS IN BUSINESS

Thursday 12th February 2015
10:00am – 1:00pm

Avoid the pitfalls of setting up a business with this course which will help you to understand your legal obligations, help you to write an effective business plan as well as giving you good practice tips to help you succeed in business.

Who is it for?

- Small business owners/operators and Financial or Business Managers

What topics will be covered?

- Writing the business plan
- Structure, legal entities and intellectual property protection
- Marketing your Business
- Managing your accounts (cash flow, profit and loss, book keeping etc)
- VAT
- Businesses and legislation
- Forms and further guidance
- Action planning, next steps

Cost:

Attendance on each course costs £10 per person

All courses can be booked online www.wyre.gov.uk/tourismtraining or for further information call Alexandra Holt on 01253 887445 or email alexandra.holt@wyre.gov.uk

Venues for the courses will be in Wyre and will be confirmed at the time of booking.



We'd  to hear YOUR views about



Take part in our short survey and be in with a chance to WIN £50 of market shopping vouchers.

1) Did you enjoy your visit to the market today? *(Please circle)*



2) Why did you choose to visit the market?

3) Did you find the products/services you were looking for? *(Please circle)*

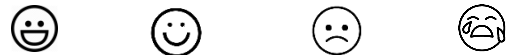


4) If not what products/services would you like to see?

5) Would you make a return visit to us? *(Please circle)*



6) How do we compare with other markets you have visited? *(Please circle)*



Please let us know which markets you visit:

Completed questionnaires should be returned to the market office by **6 September 2016.**
Thank you!

Just a few more questions overleaf.....

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7) How did you hear about the market? (E.G. Leaflet/website etc)

8) Please rate the following: *(Please tick)*

				
Car parking				
Toilets				
General cleanliness of market				
Customer Service				
Range of stalls				
Overall experience of the market				
Value for money				

9) How did you get here today? *(Please tick)*

Car Tram Coach Bus Walk Cycle Other: _____

If you visited by coach was this booked directly via a coach operator, or as part of a stay at a hotel? *(Please tick)*

Coach operator Hotel Please name: _____

10) Any additional comments you may wish to share:

Thank you for your time, we value your feedback.

Name: _____ Address (inc. post code): _____

Age: 16-30 31-45 46-65 66+ *(Please tick)*

Email: _____

Please tick if you wish to be kept informed of events/offers at Fleetwood Market