

Knutsford Town Council

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Market Hall Marketing Code

This Code is issued pursuant to regulation 4.2 of the Knutsford Market Hall Regulations. Compliance with this Code is a requirement of a licence to trade at Knutsford Market Hall and accordingly a breach of this Code is a breach of the aforementioned licence. It applies to Regular Traders, but it is expected that, where appropriate, it is also followed by casual traders.

This Code applies to market traders, their employees and anyone else who a licence holder places in charge of, or permits to work from, their stall.

General

1. Both the Town Council as the market operator and each business trading within the market have a responsibility for bringing footfall to the Market Hall. Marketing businesses is mutually beneficial, with new customers for one business potentially being new customers for another. The Market Hall will be a stronger place to do business if everyone is actively working to reach new customers.
2. The Town Council will prepare an annual marketing plan and sets aside funds within its budget to promote the Market Hall. This will usually involve a range of activity such as social media, events and traditional advertising.
3. All traders must have their own annual marketing or promotion plan that sets out how they will promote their business and goods to build customers and bring people to the Market Hall. The plan must be to the satisfaction of the Markets Officer and in general accordance with this Code. The Markets Officer will support traders in developing this plan if requested, but it is the responsibility of traders to deliver it.

Social Media

4. Social media marketing is an important method to promote your business online, traders should have an online business social media presence and use it regularly to promote their businesses. This account(s) should follow the Market Hall social media accounts and tag, share and interact with relevant posts.



5. Traders should also consider interaction with the Discover Knutsford social media accounts which are used to promote Knutsford as a place to visit.
6. Social media posts should be interesting, engaging or informative. They work best when accompanied by a good photo and perform best with video content, which can be filmed on a mobile phone. Trader should use social media to build awareness of your business and get across your personality to connect with customers.

Initiatives

7. Traders should accept the Knutsford Voucher as an option for payment.
8. Traders should participate in the council's planned marketing initiatives for the Market Hall and wider town centre, where relevant to their business.
9. The council will provide each Regular Trader with one free evening hire of the Market Hall per year to host an event connected with their business which has the objective / potential of attracting new customers to the Market Hall and will provide discounted hire of the venue for further events.
10. Traders should identify suitable initiatives or promotions which they could participate in to raise the profile of their business.
11. In particular, Traders should think how they can capitalise on the *Love your Local Market* fortnight.