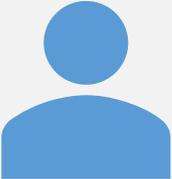


APPENDIX A

RE-STARTING MARKETS – OFFER TO TRADERS

	<p>Markets have been present in Oswestry for over 800 years and over this time it has experienced a few highs and lows. They are an important part of our heritage and culture.</p> <p>Oswestry Town Council are determined to continue the market tradition within Oswestry.</p>
	<p>Despite a few challenges, the Powis Hall is in a good location, is fully accessible with good access to car parking and facilities.</p> <p>Restructuring the outdoor market to include Bailey Street has been a positive move.</p> <p>The markets are a hub for other activities and events.</p>
	<p>The Town Council took prompt action as the pandemic emerged recognising the pressures on traders.</p> <p>Rent charges were suspended and this has remained the case and traders have been permitted access where it has been needed.</p> <p>Unlike many other public bodies and organisations the Town Council has not received any funding from Government, in fact it is still paying business rates on the hall and on public toilets.</p>
	<p>Markets are supported, managed and promoted by the Retail Markets and Events Manager.</p> <p>Advice and guidance on Government Grants and advice has been made available to traders on a regular basis. The Council has supported those traders who have wished to trade and been in contact with the majority of regular traders.</p> <p>Oswestry Markets have a strong web and social media presence.</p>

APPENDIX A

	<p>Like all retail, markets are going to encounter a difficult environment once restrictions are relaxed. There is the possibility that whilst online shopping will increase, there may be a trend towards shopping local and supporting local traders in local towns.</p>
	<p>The Council will put in place measures so that traders can trade and that customers can shop with confidence and maintain social distancing.</p>
	<p>It is evident that the innovate approaches taken by local businesses is transferable in the market. Traders are not competing for the same £, and we would like to see them collaborating around the needs of the customer. Some traders operate in this way already and in order to encourage this approach we will advocate a trader buddy scheme / mentor scheme. A successful market will provide exceptional customer service and be greater than the sum of its parts.</p>
	<p>Given the scale of the financial loss to the Council, rent will be payable. Recognising that there will be an impact on businesses this will be phased.</p>
	<p>A marketing plan of action will be developed to focus on community, great value, localism, the strength of independent traders and customer service.</p> <p>Traders will be encouraged to introduce cashless options and those who don't have web or social media presence will need to consider this option. All businesses have access to the BID loyalty app.</p>
	<p>Traders have access to training opportunities through BID and via the Marches Enterprise Hub.</p> <p>The Council will seek to quarterly training sessions for all traders and these will cover general issues such as social media, business development, finance and VAT.</p>
	<p>Subject to approval from Council, traders could be offered free introductory access to business support advice and guidance.</p> <p>Traders are responsible for the development of their business.</p>