



Trader AGM Feedback

In February 2017, we held a Trader AGM at the Klondyke Club in Levenshulme, inviting all traders who were available and interested to attend. It was a hugely positive and constructive event, a chance for us to share our plans and ideas for this year, and to hear back from traders. We shared details of changes within the market team and the organisation itself, as well as unveiling our new (and very full) calendar for the year and exciting new plans for a marketing re-brand.

We had some GREAT feedback from all the traders that attended. You all felt that we do so many things right....but what about what we could do better?

Here is an update on some of the key pieces of feedback we received:

Traders closing early: We understand that this is a problem. It makes the market look empty and just isn't professional. Our market team will continue to be vigilant and also remind our traders that this just isn't allowed.

There are sometimes not enough stalls: We hear ya! We aim for approx. 40 stalls for each market, but sometimes, yes, we are short due to lower than average bookings or last minute no-shows. You guys can help! When you are at other markets, spread the Levy love and tell your fellow traders all about our market. We grow via word of mouth, so get chatting.

People that don't have access to the internet do not know when the night markets or day markets are on: This is something that we are working on. We are currently designing and producing new marketing materials (they already look great), so watch this space!

There is more focus on shopping rather than kid's activities: Hopefully you have already seen a massive change in this with the Lego Club mornings, printmaking sessions, face painting and other Kids Club activities. The days are getting brighter and I for one, have seen an awful lot of kids' boogying on down to the awesome bands the market has had on. There are also plans afoot for the little 'uns later on in the year.

How do we regain the GRUB crowd? We are going to, and have been, promote the life out of Levy Market with an increased marketing push both online and offline. We are more prolific on social media, especially Facebook and Instagram. Please give us feedback though - do you see our posts? Do you share our posts?

Would love a big covering like at Alty Market: Oh, that would be AMAZING! But, alas, we just don't have the funds. It is something that we are always keen to move forward with though, we just need that funding!

More promotion for the uni markets, and is there a possibility for more uni market days?: We are fostering a great relationship with the University which will help

moving forward with more marketing, but unfortunately, we are in their hands in terms of promotion. In terms of more days, we do not want to trade outside term time. The trade really drops off if the students are not there to support it. We feel that it just wouldn't be worth the trader's (or our staff's) time.

How can Levy Market compete with the larger markets? We have an amazing unique selling point. And that is that we are a socially driven, community focused market. We LOVE our community and we want to see it thrive. Over the coming months, we are hoping to really measure our impact socially and economically in the area. We will keep you up to date with this. It could be quite an exciting process...

**** A note about the Trader Feedback forms...**

We'd also like to say a big thank you to everyone who completes the Trader Feedback forms each week. We read every comment and take all suggestions into consideration - please keep up the good work!