

Dear Executive committee,

We feel that the council have turned their back for far too long and without any reason. It used to be a thriving market within Redditch and now it has diminished due to lack of support and investment. We feel the council should be investing in the market and not just leaving it to diminish and become obsolete. Investment is very much in need from the council and the last time we had any kind of money input was over 15 yrs. ago.

If the market is to become a thriving and vibrant show piece in the centre of town then we need to have investment again as previously mentioned and advised upon. We also need the market to have more publicity within the town and throughout the area via more advertising in local free papers, signage to direct people to market from the train station, bus station and from other areas of town. Also with signage being placed around the local roads on islands into town from all areas, this will help people to find the market and town that do not live in the local area and are visiting. Also why can't the market be advertise on the big screen in the kingfisher shopping centre like the other council run venues like the abbey stadium and theatre?

Some of the traders have noticed that the council do have flyers printed and available in the town hall we feel these should be placed within all council properties where the public will have access, also the information on these flyers lead to a website, upon which the details are now out of date and we feel should be updated on a regular basis.

Another way to get the market looking better would be to advertise in local press that new start-up businesses can use empty market stalls when no trader is available to use, this could be a free way of getting them to market their business and also make the market look better due to having less empty stalls.

The council could also encourage new traders by allowing them half price rent for up to six months so they can test the trade and this would help gain more traders within the market and therefore more of a revenue for the council. This would also help once the improvements have been made which in turn will encourage more custom for existing traders and again more revenue for council.

We would also like to know what input the centre management committee have to do with the market and also are they supposed to liaise with the traders and if so to what effect?

On Behalf of the Market Trader's Redditch.