

MARKETS STRATEGY

Why does Brixham Chamber of Commerce hold markets?

Brixham Chamber is passionate about promoting Brixham businesses and believes that the provision of regular markets helps to achieve this aim in a number of ways:

Ensuring the future marketing of the town

Looking ahead to the future and in the light of uncertainty over the future of the destination marketing currently provided by the English Riviera Tourism Company, the Chamber are committed to developing ways of promoting businesses within the town, further marketing the town as a unique and attractive destination for visitors and a vibrant and practical social hub for the thousands of local residents that live here. We firmly believe, for the reasons below, that the provision of regular, frequent, varied and high quality markets within the town is an essential tool towards achieving this.

Increasing footfall

Footfall is the lifeblood of any commercial environment. Markets draw people into town, both residents and visitors alike. This increased footfall brings extra spending power into the town centre as these visitors explore the markets and the surrounding areas, perhaps discovering new shops in town that they were not previously aware of. Indeed, many local businesses open on Market days to specifically take advantage of the opportunities provided by this increased footfall. Many people choose to come into town on market days, precisely because there is a market on, it is for many a reason to make Brixham their destination, rather than one of the surrounding towns or retail areas. A colourful and vibrant market offering high quality produce increases the choice available to customers and enhances their experience of Brixham and may make it more likely that they will return again. Increasing the regularity and frequency of the markets increases the predictability for locals and visitors and encourages repeat visits. In this way, markets perform a vital social function of helping to bring the community together and creating a vibrant and flourishing commercial centre.

Ensuring local control

By running the markets ourselves, we can operate a level of control over the range of goods on offer and ensure that our markets are full of high quality produce that we want Brixham to be associated with. If Brixham Chamber did not manage the markets, another commercial entity would step in and fill the void and the businesses in Brixham would have no say over what happened, who traded or what they sold. Both Torbay Council and the Harbour Authority are actively seeking to generate income to supplement their hard hit budgets and therefore will actively market those resources that are available to them.

Providing business incubation

Running a market stall is a vital step on the commercial ladder for many businesses allowing them to grow and develop before they reach the point whereby they can graduate to more formal and permanent business premises. There are currently at the time of writing this at least five would be empty shop units in Brixham that have been taken over filled with colourful, high quality products by businesses that have started on Brixham Market. That's five empty shop units that we no longer have as a blot on our town's streets! Thus it could be argued that the Brixham Markets have played a significant role in the regeneration of our town.

Raising funds for Brixham Chamber

Finally, the vast majority of Brixham Chamber's funds are raised from the pitch fees of the market traders. Brixham Chamber uses a portion of these funds to help promote tourism within the town and indeed the funds from the new Wednesday Arts & Crafts Market are being ring-fenced specifically to help boost the marketing of the town as a destination. Chamber funds are also allocated to supporting a large number of excellent projects within the town. We have initiated a wayfinding project aimed at improving signage for vehicles and pedestrians allowing them to find their way around the town more easily and ensuring that all of the town's car parking facilities are used effectively. The Chamber regularly makes grants available to the wonderful Pride in Brixham and assists with their outstanding work improving the physical appearance of our beautiful town. Charities such as Pride in Brixham have even been given a free pitch at the Sunday Market to further boost their funds. We made a donation to support the residents of Furzesham to adopt and protect their local park's flowerbeds that were under threat from cuts to local government funding. Local festivals and events such as The Pirate festival and Brixfest are supported with donations, helping to increase footfall in the town once more. The Chamber have been responsible for introducing the revolutionary Big Belly Bins concept to the bay and thus may eventually assist in reducing the litter and seagull problems that plague the town.

For further information, please see our website: **www.brixhamchamber.co.uk**

If you have any questions or concerns regarding this or any other Chamber initiative, please do not hesitate to get in touch or pop along to one of our meetings for a chat. Email: **chair@brixhamchamber.co.uk** or if you would like to have a stall at one of our markets, **sundaymarkets@brixhamchamber.co.uk** or **chrisslackphotography@gmail.com**