

Area Committee Well-being Fund – Project Proposal
Outer West Area Committee

Project Name: Reopening of Pudsey market – promotional/marketing campaign

Lead Organisation: Markets Service

Project Delivery - How will the project be delivered? (list any partners involved in the project):

The Market service will work in partnership with the Outer West Area Management to deliver the project.

Project Summary (include a brief description of the main activities, why the project is needed and links to key priorities):

Following refurbishment of Pudsey market a high profile marketing campaign is required to coincide with the re-opening of the refurbished market. Undertaking a campaign for both the regular market and the farmers market is essential to ensure old, existing and new customers visit the refurbished market and then use the market on a regular basis in the future.

Obviously the success of the market is essential for the traders however it is also important for ensuring a long term return via stall rental income on the capital expenditure invested on the refurbishment by the Council.

The marketing campaign will include a series of informative adverts in both The Pudsey Times and the West Edition of Leeds Weekly News – targeting over 50,000 residents living in Pudsey and the surrounding neighbourhoods (e.g Armley). It will also include the production of banners for the regular market and the farmers market that can be used on a long term basis.

The newspaper campaign will cover up to five weeks, two weeks in the run up to the re-opening and up to three weeks after.

Outcomes (summarise the main outcome/output/benefit the project will achieve):

A high profile campaign will ensure that local people are well informed about the re-opening, specific market days and will also assist in generating new traders, all of which will contribute to ensuring the refurbished market is a retail success. This in turn should assist in attracting further interest to Pudsey both on the market and the town centre generally.

The regeneration of the market is considered vital by the other local businesses and town centre services to ensure Pudsey centre is sustainable.

The regenerated market will also enhance and build on the success of the Farmers market which is seen as an important element of wider customer choice for fresh and

diverse products.

Identify which geographic areas will benefit:

Pudsey and neighbouring areas – primarily aimed at 5 mile radius from Pudsey town centre but overspill beyond.

Project Cost . Please indicate;

How much will the project will cost. (please list all partners and their contributions)

Maximum of £2000

Breakdown

¼ pg mono advert in Pudsey Times for 5 wks including discount = £1100
12 x 3 mono advert in West Edition of Leeds Weekly for 5 wks = £630
2 full colour nylon reinforced PVC banners 1000 x 3500 = £326

TOTAL £2,056

How much Well Being Funding is sought and breakdown between capital and revenue)

£1556 – (The Market service can contribute £500 from revenue budgets).

Who will be in receipt of the financial order. (name of the organisation and contact details)

Chris Ashby
Deputy Markets Manager
Markets Service
34 George Street, Leeds, LS2 7HY
Tel: 2145166

Approved
Date

Not Approved
Date

Please return this form to Clare Wiggins, West Area Management Team, c/o Pudsey Town Hall, Lowtown, Pudsey, Leeds LS28 7BL or via email to clare.wiggins@leeds.gov.uk