



The World Famous

CATTERICK SUNDAY MARKET

The Biggest Independent Market In The North

ON AVERAGE 250 TRADERS AND 15000
VISITORS PER WEEK

Hello and welcome to the Catterick Sunday Market
Traders' Newsletter.

We have started this newsletter so that we can let
you know what we have been doing to help the
traders and promote the market.

Perhaps you thought that having a **Michael
Jackson Shrine** was a little bit weird. But doing
something a bit different and a bit off the wall
attracts the press and publicises the market. It also
makes the market shopping experience different
and unique so that shoppers want to go to the
market instead of taking another boring trip to the
supermarket.

We were looking for a way to 'pull' customers
through to the end of the market to ensure that all
traders got an equal footfall and so we came up
with the '**Sneaky Pint**'. It's a converted hoop-la
stall selling Wensleydale beer and sits right at the
end of the market.

Coming soon will be **The Big Top**. This will be a permanent fixture located where
the Sneaky Pint is now and will be home to the Sneaky Pint. It will also provide
entertainment for visitors such as bands, shows, comedy etc.

The Big Top is launching with the **Christingle Market on Sunday November 15**.
The Big Top will provide a wonderful Christmas experience and host a Santa's Grotto,
Manger, hot, Christmassy refreshments, Christmas music and so on. This will give
our traders a great headstart on the Christmas season so **be sure to come on 15
November and every Sunday til Christmas armed with plenty of Christmas
products**.



The guys from Premier Meats



The Cheese Man



The Sneaky Pint



Angelo's Bags

www.cattericksundaymarket.co.uk

Everything that we do at the market is promoted through several channels. Offline, we advertise in several local papers and over 5 different radio stations.

We do everything we can to encourage journalists to visit the market to feature us in magazines, newspapers and on TV.

You may have seen Tyne Tees and the Northern Echo at the Michael Jackson Shrine. You may also have met Roy who was taking pictures for a 4 page feature in Yorkshire Ridings Magazine and other Yorkshire Magazines. Alpha 1 FM the Darlington based radio station regularly comes to present their show from the market.



Sweet Memories

Online, we advertise all our events on 25 events websites and submit them to various news sites. We have just had a brand new Catterick Sunday Market website built. We have a blog, a myspace, YouTube channel and an online photo directory. We are in the process of launching a Twitter feed.

Here are the details, so be sure to look us up and subscribe to our blogs and friend us on everything else!

- Web:** www.cattericksundaymarket.co.uk
- Blog:** www.cattericksundaymarket.blogspot.com
- YT :** www.youtube.com/catterickmarket
- Photos:** <http://picasaweb.google.com/cattericksundaymarket>
- MySpace:** www.myspace.com/catterickmarket

Online campaigns reinforce the Catterick Sunday Market brand and also bring the market to the next generation of shoppers who may not previously thought that a Sunday Market was a place that they could go to hang out with their friends.

The MySpace will promote the Big Top and the bands and



The Pram Man

music to the younger generation of local shoppers.

We have also had a lot of publicity due to our "green" initiatives:

- Planting a forest to offset carbon emissions
- Introducing a revolutionary recycling scheme
- Planting a reed bed filtration system
- Creating a lake n the site to provide a haven for wildlife.



Gary with his boxes

Because of our efforts, Catterick Sunday Market won runner up in the National Green Market competition; a significant achievement which generated a lot of interest in the market.

All of these things combined help keep Catterick Sunday Market the top market in the North East. And the more we know about you, the traders, the more we can promote you to the outside world.

Are you doing something amazing for charity? Do you have an unusual hobby? Have you got sextuplets? Did you catch the biggest fish in Scotland last year?

Things like this make great stories and make people interested in the market and the traders. So if you have a story, email it to cattericksundaymarket@gmail.com . Or call Lesley in the office on 01748 812127 with your story. We're here to promote you so get in touch!



Miss Durham at the market

This newsletter will let you know of future promotions and campaigns to promote the market – some of which you might like to get involved with.

See you soon!

The Catterick Market Team



Catterick Sunday Market