



Briefing note for Council Leaders, Portfolio Holders and Elected Members: - Securing support for Marketti

Notes for local authorities

The attached briefing note has been prepared to assist Economic Regeneration, Place Making, Town Centre, Licensing, Markets and Communications Teams to describe the benefits accruing from securing support from Elected Members for Marketti – a free online resource and App and for Markets, Traders and Retail Independents.

The briefing will be tailored to each individual authority's requirements

All feedback is welcome and should be emailed to: themrs@mrsmarket.co.uk

What is the purpose of this briefing note?

- To secure support from the Elected Members of [Name of Local authority], for the adoption of Marketti, to better promote the authority's [Name(s) of market(s)] on a local, regional and national scale.
- This note details how Marketti will integrate into the delivery of your strategic and development plans for [Name of market(s)], the benefits that Marketti brings to the local economy and community by continually raising the competitive profile of your market to local residents, tourists and visitors, and how Marketti actively supports and delivers services to market and mobile traders.

How does Marketti integrate with the delivery of strategic plans for your market?

- Marketti will **promote** the listed market/s operated by [Name of the Authority] to local, regional and national tourism providers and other marketing channels, lessening the publicity burden on the Market and Communications Teams.
- A '**discoverability**' feature easily links your market to mapping facilities and information such as accessibility, parking and public transport. The App increases footfall to [Name of market/s] by listing the markets and the traders found on them on each trading day.
- **Professionalising** traders, supporting their competitiveness in a modern retail environment.
- **Cash to card conversion** for traders: transactions made by credit, debit and other cashless methods now outstrip cash transactions. By continuing to prefer cash, traders lose sales and their business can become unsustainable.
- **Increased trader profits** from 'out of hours' online sales.

What is Marketti?

- **Free at the point of use** for all basic features. Adoption does not constitute an agreement between [Name of Local authority] and Paysme Ltd. (the holding company responsible).
- An online and App platform, Marketti is the product of five years of research into the market sector by the company's founder and Executive Director, Ellie Gill. Ellie ran the Love Your Local Market campaign for the National Association of British Market Authorities (NABMA) from its launch in 2013 until 2017.



- The platform provides a suite of services including mobile payments, ecommerce, a loyalty and rewards scheme, discoverability and other services. Marketti will digitalise and professionalise the UK's market spaces, to the benefit of more than 1200 markets and 35,000 traders.
- Marketti is the first, integrated answer to much of what ails traditional retail markets. Stand-alone alternatives for some of the platform's features exist, but Marketti will be the first time a full solution is aggregated into a single space. It will help consumers access information on where to eat, drink and shop, assisting small businesses working within the markets sector to increase their bottom line and decrease time spent on tasks which should be automated.
- The company sponsors and is endorsed by The National Association of British Market Authorities. At the last industry conference, over 40 market operators, representing around 100 markets across the UK, expressed an interest in testing the App and online platform.

What does Marketti provide to support your market and traders?

- Loyalty and Rewards – a card-free system that the whole town can use.
- A light touch approach to verifying that your trader list is both current and valid on each trading day, reducing customer dissatisfaction and complaints.
- Robust systems, created to comply with banking regulations, to verify traders and ensure that they adhere to strict codes of conduct.
- A customised, content-management system to manage traders and their profiles
- The app operates totally independently of your IT systems and is maintained separately by our partners.

How does Marketti benefit your market traders and retail independents?

- Highly competitive rates on card and contactless hardware, with next day payments, no hidden fees and no contract tie-ins.
- Increased turnover from increased sales, helping to keep stock fresh and attractive.
- Convenience shopping to better compete with 24/7 online shopping, by facilitating seven-day trading without requiring seven-day presence (or staffing).
- A suite of free marketing tools that are simple to use and effective.
- Business tips from peers & experts and guides on how to improve their business, run promotions and improve selling skills.
- Personalised Loyalty and Rewards Scheme to encourage and reward repeat business.

How does Marketti benefit tourists, the local community and visitors?

- By continually highlighting your investment into the local area, making your markets more accessible to ratepayers and visitors alike, creating a resource for tourism providers to better promote your town on a cost-effective regional and national scale.
- By maximising the positive impact that a healthy market has on town centres and the quality of the retail profile on our high streets.
- By cementing integration between the operation of your market and the need for an increasingly leisure and shopper-friendly town centre.
- By providing an integrated reward system that encourages wider exploration of your town
- By aggregates a city's markets under one umbrella for information – making the town more attractive to tourists, increasing dwell time and increasing leisure, retail and refreshment spend.