

Policy & Resources Committee

Report Title:	Thame Farmers Market
Meeting Date:	15 February 2022
Contact Officer:	Cassie Pinnells, Community Services Manager

Purpose of the Report

1. To provide an update on the Thame Farmers Market.

Update

2. The Town Council has been working with the Thame Farmers Market Traders to rebrand and update their image for 2022 to Thame Local Produce Market.
3. The Farmers Market stalls have increased with the same ethos of local traders selling their produce. The branding chosen by the traders will assist with identification, as currently on social media a misconception by users is they are the Cattle Market.
4. A stand-alone logo, with an up-to-date colour scheme that can be used to interact with other illustrations and images, a tone of voice that the traders wish to achieve.
5. The rebranding has been undertaken and financed through current budgets.
6. The new logo is as follows:



7. New Logo incorporated into a flyer is attached to this report under Appendix A.

Action Required

- i) To note the updated report.