



Patricia Lennon

Real Deal Campaign for Fake-Free Markets

www.realdealmarkets.co.uk

NATIONAL MARKETS GROUP
for IP Protection



Campaign sponsors:



Procter&Gamble



Premier League



Campaign partners:



An initiative of:





Jan – June 2009: Development of the Real Deal charter and code of practice with NABMA, Trading Standards and IP rights owners

November 2009 : 1st Real Deal market – Manchester City Council

September 2019 : **500**+ markets across the UK



Glasgow, Blochairn Car Boot



Calderdale, Halifax Market



Derry & Strabane, Strabane Market



Manchester, Arndale Market



London, Portobello Road



Cardiff, Bessamer Rd Car Boot



Highlands, The Black Isle Show

Signing the Real Deal Charter - a PR opportunity

Ongoing partnerships between market operators, Trading Standards and IP rights owners help keep markets fake-free

Errol Sunday Market August 2019

Counterfeit goods seized by Perth & Kinross Trading Standards in a joint operation with Police Scotland and the market organisers Morris Leslie.

Errol Sunday Market Manager, Keith Payne: “I’ve worked in retail all my life and I know the effects that counterfeit goods can have on genuine traders. We have a good working relationship with Trading Standards and we signed up to the Real Deal . . . We support the visit we had on the 18th with Trading Standards and Police Scotland . . . It was a successful operation.”



Black Isle Show August 2019

Fake goods seized from stall at Black Isle Show by Highland Trading Standards.

“This sends a clear message to counterfeit sellers . . . They are not welcome on the show ground.” **Black Isle Show Farmers Society**

David MacKenzie, Trading Standards Manager said: “I am delighted that our relationship with the Black Isle Farmers Society has worked so successfully this year. In Highland we want to ensure consumers can have a high level of confidence when buying from our markets and car boot sales.”





10th Anniversary Celebration Week 2-8 December 2019

- An opportunity to refresh your Real Deal commitment
- Remind shoppers and traders that your market is a fake-free zone
- A ready-made PR opportunity in the run-up to Christmas



How to Join in

- Is your market part of the Real Deal?
- Check the full list at www.realdealmarkets.co.uk
- Contact the Real Deal to let us know you're getting involved and request the 10th anniversary logo

Maximise publicity

- Get your press office, councillors, trading standards and traders on board
- Photo opportunity
- Press release
- Social media
- Update us on your PR plans so we can co-promote your activities
- Supported by NABMA's social media



Contact . . .

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Celebrating

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The First Ten Years