

D R A F T Minutes from Market Forum Meeting
Friday 12 March, 2021
10:00am
Zoom

Present:

Joe Baconnet – Stratforward BID (JB)
Matthew Coombes – LSD Promotions (MC)
Lisa Cowley – STC (LC)
Cllr Jason Fojtik – SDC (JF)
Cllr Ian Fradgley – STC (IF)
Matt Jennings – SDC (MJ)
Julie Lewis – SDC (JL)
Pat Matjaszek – SDC (PM)
Dermot McGillicuddy – LSD Promotions (DM)
Cllr Ian Shenton – SDC (IS)
Sarah Summers – STC (SS)
Cllr Kevin Taylor – STC (KT)

Part One, Open Session: -

1. To receive Apologies;

Apologies were received from Cllr Bill Dowling.

2. To approve the Minutes of the Meeting held on 27 November, 2020;

The minutes were approved as correct record.

3. General Update from Stratforward BID and/or invited guests;

JB gave an update that Stratforward BID would not be running the Festival of Motoring or River Festival this year, but there are still questions as to whether to go ahead with the Food Festival. He also noted that the BID will be soon relaunching a new website with new branding.

JB also reported that BID are hoping to put out a Christmas campaign this year which aims to reach out and include partners from RSC, SBT and other partners. Town centre hotels will also be worked with in order to entice as many visitors as possible to the town over the Christmas period.

Stratford BID have recently put out a survey to all BID businesses regarding the membership's position on markets. This survey is attached as **Appendix 'A'**.

IF asked whether residents of the town are also being asked their opinions on the markets. PM responded that it is expected that SDC will include questions on the market within the Residents Panel that goes out annually. This has been delayed this year, mainly because of the pandemic.

JF asked if an outside organisation has been contracted to conduct this survey. JB responded that it has been conducted by BID and that results are hoped to be received in time for the SDC Cabinet meeting on 17 May.

JL reported that she and SS have had a lengthy meeting with two BID members about this, and JL emphasised that BID is just one of the representatives and that residents and tourists also must be considered before taking a full report to Cabinet.

JB stated that so far BID have received 42 responses to their survey, which is approximately 10% of the membership. He noted that this was a fairly typical response when conducting an email survey and that BID Officers would be soon calling businesses in order to try and get a higher level of return.

JB reported that there has been a mixed response so far, with all comments on the Friday and Saturday markets on Rother Street being positive, whereas the opinion on the Sunday Waterside market has been more mixed.

PM noted that she did not think this was a good use of BID resources to which JB replied that similar surveys have incited change in the past. JB emphasised that this survey is not to stop markets completely and that he wishes that current issues can be resolved so that a line can be drawn under them.

IS highlighted the importance of engaging visitors to gather their views and that the markets are an integral part of Stratford which do bring in both visitors and income.

PM referred to the benchmarking report that People and Places Insight Limited conducted for the two Councils in 2018. This was a face-to-face survey, and the report is still available for

public viewing. IS referenced that this report does show that footfall increases in the town on market days.

JL clarified that the Town and District Council's contract with LSD Promotions lasts until September 2022 and that after this time it can either be extended for a further five years or terminated, and the Council goes out to tender for a new contactor.

However, a year's notice needs to be given to LSD as to whether the contract will be terminated or extended, therefore we must decide this by August/September 2021.

4. General Update from LSD Promotions;

DM reported that the markets are set to return to Stratford (subject to final government approval) on Friday 16 April. The Friday and Saturday markets will take place on Rother Street, with the Sunday market taking place on Waterside.

5. General update from The Town & District Councils;

- Youth Market

PM reported the NMTF wish to come back (Covid permitting) to Stratford in August of this year to hold this extremely popular event again.

PM also noted that NMTF hold LSD Promotions and DM in high esteem and that they trust him to run this national event.

- NABMA

PM reported that the NABMA Conference is due to take place in October 2021 at the Crowne Plaza. This year the conference has been reduced from three days to two.

6. Date of the Next Meeting;

It was agreed that LC would send out a poll to ascertain the availability of members for the next meeting, but it was noted that it should be after the markets relaunch to give LSD time to put together an update.

It was agreed that these meetings work well on Zoom so we will continue to hold them virtually for the foreseeable future.

The open session of the meeting closed at 10:33am and JB departed at this point.