

D R A F T Minutes from Market Forum Meeting
Friday 21 August, 2020
9:15am
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)
Pat Matjaszek – SDC (PM)
Dermot McGillicuddy – LSD Promotions (DM)
Cllr Ian Shenton – SDC (IS)
Sarah Summers – STC (SS)
Cllr Kevin Taylor – STC (KT)

Part Two, Open Session: -

1. To approve the Minutes of the Meeting held on 31 July, 2020;

The minutes were approved as correct record.

2. Matters Arising;

- Victorian Christmas Market Festival 2020 Layout Plans

DM elaborated on the indicative plan that had been produced by LSD Promotions for the 2020 Stratford-upon-Avon Victorian Christmas Market Festival (VCM). DM emphasised that this plan is attempting to predict what the situation will be in four months' time, and whilst this particular plan may not be suitable for a market at this moment in time, it is hoped that by December it will be acceptable and safe.

DM specified that currently Sheep Street has not been included in these plans and that possibly a survey could be distributed to businesses in Sheep Street to ask whether this is something they would want. JB stated that he personally would not put stalls in Sheep Street.

IS expressed confusion over how many stalls there would be at this year's event. DM responded that he would ask Tom from LSD Promotions to break down the accurate numbers and to distribute to the forum.

IS also asked what the footfall numbers were in 2019. JB responded that the footfall counter registered 76,000 new visitors/smart phones and it is anticipated that the footfall was approximately 127,000. Concern was expressed over how we would control the situation if visitor numbers reached or even surpassed this. PM responded that each entrance point to the event will be manned by a member of the security personnel and that they would have the power to restrict access or even close the event down if necessary.

IF asked what would happen to the tables and chairs that businesses have now put out due to the 11:00am – 6:00pm road closure on High Street, during the VCM. PM replied that there is a stipulation in the tables and chairs license that if an event is planned in the relevant street, tables and chairs would not be permitted. DM reiterated this but also noted that LSD Promotions would try their best to work with these businesses in order to make them part of the event.

JF voiced concerned about 'pinch point' areas on Bridge Street and Wood Street. DM responded that the stalls were placed at the bottom of Bridge Street to disguise the empty BHS building, but can be moved if desired. He also specified that the area at the top of Wood Street is not as small as the plan may indicate.

It was agreed that these 'pinch point' areas would be the last stalls to be allocated to traders. DM speculated that in excess of 100 stalls have been already been reserved, but he would get the accurate figures and distribute to the forum.

Planning meetings for the VCM are due to begin W/C 24 August.

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

JB gave a brief update to the forum that businesses are busy adjusting to the 'new normal' and that many are grateful that the work to remove the traffic management scheme in the Town Centre has been done. He noted that he had received very

good feedback regarding the High Street closure between 11:00am – 6:00pm each day.

JB also reported that an email will be sent out to all BID card holders (approximately 4,000) regarding the National Youth Market taking place on 28 and 29 August.

IF mentioned that he had heard comments that residents have been staying away from the Town Centre as there are now too many visitors. JB agreed and noted that Monday – Wednesday are currently busier than the weekend due to the Eat Out to Help Out scheme.

4. General Update from LSD Promotions;

DM gave a report on the three markets:

- Friday Rother Street Market – the smallest but a decent size considering current times. A good mix of traders who have a positive attitude;
- Saturday Rother Street Market – doing very well. Some comments received that it is better now than it was pre-Covid-19. A good mix of traders and a buzzing atmosphere;
- Sunday Waterside Upmarket – affected by poor weather, but demand is still high to trade on this market.

DM stated that the markets have had a very good response on social media and that MC has been posting some good quality content. MC thanked the two Councils for retweeting/sharing the Markets-upon-Avon social media posts and thanked the SDC Chairman and STC Mayor for officially opening the 25 Years on Waterside celebratory market. MC reported that the social media pages will now be focusing on promoting the National Youth Market.

A few members expressed concern over the plan which displays additional stalls for Waterside. It was thought that this may be too much too soon and that stalls should be situated nearer the RSC end of Waterside. DM agreed to test four stalls by the theatre for this Sunday's market.

5. General update from The Town & District Councils;

PM reported that the Mop is due to go ahead on 11 and 12 October, with the Runaway Mop returning on 22 and 23 October. The Runaway Mop will impact the Rother Street Market on Friday 23 October. PM reported that she visited a funfair in Gloucester and was impressed with the measures that had been put in place, including staff in high visibility jackets to encourage social distancing, ride staff wearing face masks and/or visors and sanitising of rides between customers. SDC are going to put out a press release regarding the Mop and safety measures that will be in place. KT agreed that this would be incredibly important as the Mop often comes under heavy scrutiny.

6. Date of the Next Meeting;

It was agreed that during this time of constant change it would be advisable to hold monthly meetings.

Therefore, the next meeting will be held at 9:15am on 25 September, 2020 on Zoom.

The open session of the meeting closed at 10:29am.