

D R A F T Minutes from Market Forum Meeting
Monday 27 September, 2021
10:00am
Zoom

Present:

John Careford – SDC (JC)
Matthew Coombes – LSD Promotions (MC)
Lisa Cowley – STC (LC)
Marcus Ferguson – WDC (MF)
Cllr Ian Fradgley – STC (IF)
Cllr Matt Jennings – SDC (MJ)
Jon Holliday – LSD Promotions (JH)
Pat Matjaszek – SDC (PM)
Dermot McGillicuddy – LSD Promotions (DM)
Cllr Kate Rolfe – STC (KR)
Cllr Ian Shenton – SDC (IS)
Sarah Summers – STC (SS)
Cllr Kevin Taylor – STC (KT)

Part One, Open Session: -

1. To elect Chairman of the Market Forum

It was Proposed, Seconded and

AGREED: that Cllr Matt Jennings be appointed Chairman of the Market Forum for the ensuing year.

2. To receive Apologies

Apologies were received from Cllr Jason Fojtik.

3. To approve the Minutes of the Meeting held on 12 March, 2021

The minutes were approved as a correct record.

4. General Update from LSD Promotions

DM referred to the Market Report (**Appendix 'A'**) to give an update on the performance of the markets following their

reopening after the Covid lockdowns. He advised that all markets have moved out of the situation well.

DM gave a brief update on each market:

- **Rother Street Markets**

The Friday Charter has traded well and has gained a number of customers who did not shop at the market before the pandemic.

The Saturday Urban Mix market is trading exceptionally well and has seen a good number of new shoppers. A small street-food court has been added which has proved popular.

- **Waterside Upmarket**

More popular than ever, the Sunday and Bank Holiday markets continue to attract more visitors every week. This market will move to Bridge Street from 31 October.

It has been proposed that the Upmarket is restarted in January 2022 instead of waiting until March. This would mean that the market would reopen on Sunday 16 January, instead of Sunday 20 March, 2022.

SS noted that any markets/events planned outside of the number of days specified in the market contract will need to be applied for through SDC street trading – STC do not receive any fees from the market in these circumstances.

It was Proposed, Seconded and

AGREED: that LSD Promotions should take this proposal to Stratford BID before the Market Forum makes a concrete decision.

JH gave an overview of the two three-day events that took place during the summer months:

- International Market celebrating the Tokyo Olympics Games;
- Once Upon a Time in Neverland

He noted that these events provided activities for all ages and that excellent feedback was received from families who

attended. JH advised that he would circulate a video taken of these two events to the Forum following the meeting.

- **Victorian Christmas Market (VCM)**

DM reported that plans for the VCM are underway and that trader applications have been received consistently. Waterside and High Street locations are currently fully allocated with limited availability on Henley Street and Wood Street.

PM advised that, so far, she had been approached by 31 coach companies wishing to attend the event.

The Safety Advisory Group (SAG) meeting for the VCM will take place on 28 September.

- **The National Young Traders Market Final**

This event was held for the fourth time in Stratford-upon-Avon in August 2021.

Organisers, NMTF are very fond of the Waterside location and have requested this location for next year's final.

It was Proposed, Seconded and

AGREED: that the Forum would support the Young Traders Market Final returning to Waterside in 2022.

- **The Queen's Platinum Jubilee**

DM advised that LSD Promotions are proposing to hold a four-day 1950s themed market event during the Jubilee bank holiday weekend.

It was Proposed, Seconded and

AGREED: that LSD Promotions should liaise with STC and other organisers regarding any plans for the Platinum Jubilee.

KT departed the meeting at 10:32am.

PM departed the meeting 10:46am.

5. General update from The Town & District Councils

SS requested a meeting between STC, WDC and SDC to discuss how the market will be operated following the merging of Stratford and Warwick District Councils. JC agreed that a date would be set for this meeting as soon as possible.

- **Runaway Mop Dates 2021**

Before departing the meeting, PM advised that the Runaway Mop Dates will be Friday 22 and 23 October, 2021. Rother Street will be used for the Mop Fair; therefore, the Forum were asked to consider using Waterside for the market for those two days.

It was Proposed, Seconded and

AGREED: that Waterside would be used to facilitate the market during the Runaway Mop days.

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.

The open session of the meeting closed at 10:54am.