

D R A F T Minutes from Market Forum Meeting
Friday 31 July, 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)
Luke Hillyard – LSD Promotions (LH)
Julie Lewis – SDC (JL)
Pat Matjaszek – SDC (PM)
Dermot McGillicuddy – LSD Promotions (DM)
Peter Richards – SDC (PR)
Sarah Summers – STC (SS)
Cllr Kevin Taylor – STC (KT)

Cllrs Bill Dowling was absent from the meeting.

Part One, Open Session: -

1. To receive Apologies;

Apologies were received from Cllr Ian Shenton.

2. To approve the Minutes of the Meeting held on 12 June, 2020;

The minutes were approved as correct record.

3. Matters Arising;

- Victorian Christmas Market (VCM)

PM advised that the plan for this year's VCM was to make it a four-day event, occurring from Thursday 10 December until Sunday 13 December 2020.

It was estimated that additional cost for adding the additional day could be as much as £6,000. LSD Promotions previously agreed to underwrite the additional cost up to a maximum of £6,000.

We cannot get COVID-19 insurance for the Christmas Market Festival this year, and any planning that is done will have to include cost mitigation. LSD Promotions are currently working on Profit and Loss Statement and will come back early next week with the results from this.

It was agreed by all that the next level of these conversations should take place between SS, LC, JL, PM and DM.

DM expressed that he believes it's important that the event goes ahead if it can, as we have now established the VCM as a go-to event going into our fourth year. He noted that the event would have a different layout this year, and that it would obviously have to be cancelled if a second spike of the virus occurred.

4. General Update from Stratforward BID and/or invited guests:

JB advised that Stratforward BID have cancelled the Town Centre Food Festival due to take place on 19 and 20 September. He confirmed that a different promotional project centred around food and drink businesses will take place at this time instead.

JB informed that a letter would be sent out to STC and SDC regarding some of the comments he has received about the markets, the Sunday Upmarket in particular. JL responded that the markets are a BID business too and a part of our town and that it is a formal contract, operating to the terms of the contract. Whilst the contract is in place the markets will continue to operate. Due to Covid-19, they are running at reduced capacity. The markets do their best to work with the whole town helping to promote the rest of the town also and are seen as an attraction. JL advised that she had already responded to a BID email outlining the contractual position with regards to the market.

JB said he would check whether the email offering a stall discount to BID businesses has been circulated. KT reiterated that it is very important that this offer is seen, as it will allow both organisations to work together.

5. General Update from LSD Promotions:

DM provided the forum with an update, confirming that all three markets have reopened for business.

- **Rother Street Charter Market (every Friday):**

DM reported that this market is trading okay and that it is smaller than it was, but it has not been unsuccessful. He also recounted that traders are upbeat and positive. Some traders are still not ready to return; however some new traders have joined the market. DM and LSD Promotions are keeping their fingers crossed that this market gains strength as it progresses.

- **Rother Street Urban Mix Market (every Saturday):**

DM confirmed that the reports show that this market is generally performing well. He informed that this market has a good atmosphere and that the good weather we are currently having is helping this.

- **The Upmarket (every Sunday):**

DM reported that this market has been performing very well so far, and that it has generated a lot of interested and has had a great response on social media. He confirmed that it is trading well despite the number of stalls being halved. Some regular traders have not been able to return to this market yet, because of capacity or various other reasons.

IF commented that he had received some complaints from his residents about the lack of social distancing at the Waterside market, however this is common throughout the Town Centre as a whole.

DM noted that he has been at the Upmarket every Sunday apart from last week and that the Town Centre has been particularly busy on Sundays. However, he did not think that the distancing had been a problem overall and that on the whole people have been sensible. DM reiterated that LSD Promotions have laid out signage and floor markings to give strong idea of what is expected of visitors. He confirmed that somewhere in the region of 50 signs have been displayed, with no more than 10 metres between each sign. These signs advise to 'Keep Your Distance', 'Keep Left' and there are also

big poster signs listing the expectations of visitors to the market. There are also four hand sanitising stations located throughout.

SS commented that as long as the market is complying with guidelines, there is no way we can physically make people obey social distancing.

JL reiterated this by agreeing that LSD Promotions are doing everything in their power to make the market COVID-19 secure, and that complaints are being received regarding various different areas across the town, but that she is confident that we are doing everything we can to put safe measures in place.

JF commented that as the market is taking place outdoors, transmission of the virus would be lower, therefore the measures that have been put in place on the market are satisfactory. KT agreed with this, claiming that he thought the market had better signage than anywhere else in town.

SS queried if people are spending money at the markets. PM responded that the footfall is good but that does not necessarily mean spend. She confirmed that it is hit and miss and that some traders are doing better than others in the same way that some retailers are doing better than others.

- **Markets-upon-Avon Social Media Campaign**

MC gave an overview of his work on social media, by listing some of the different features that have been seen on the Markets-upon-Avon Twitter and Facebook page so far:

- Talking Traders - a weekly one-minute video of a trader talking about what they sell. The video of the Friday market's "fish man" has over 5,000 views on Facebook;
- Markets History – Looking back on 824 years of markets in Stratford-upon-Avon;
- Shakespeare Sunday – Showcasing some of the Waterside Upmarket's 'Merchant of Stratford'.

As well as these features, the Markets-upon-Avon pages are broadcasting that not only the market, but the Town Centre as a whole is open, and is a great destination to visit. MC reported that we are six weeks into this campaign and that so far it is receiving good feedback.

6. General update from The Town & District Councils;

PM confirmed that the Young Traders Market will be returning to Stratford-upon-Avon this year on Friday, 28 and Saturday, 29 August. JB claimed he thought this as the best market of last year and that BID will promote this event heavily.

JL expressed that she is pleased with the response to the markets' return and that we have had a better response than other places in the country.

7. 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 21 August, 2020 on Zoom.

The open session of the meeting closed at 9:56am and JB departed at this point.