

D R A F T Minutes from Market Forum Meeting
Friday 12 June, 2020
9:15am
Zoom

Present:

Joe Baconnet – Stratforward BID (JB)
Lisa Cowley – STC (LC)
Cllr Jason Fojtik – SDC (JF)
Cllr Ian Fradgley – STC (IF)
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)

Cllrs Bill Dowling and Peter Richards were absent from the meeting.

Part One, Open Session: -

1. To receive Apologies;

None were received.

2. To approve the Minutes of the Meeting held on 4 June, 2020;

The minutes were approved as correct record and the Chairman expressed that he would sign them and send them to STC for filing.

3. Matters Arising;

- WCC changes to the town

JL and JB updated the Forum on the plans for the town centre. JB reported that this morning (Friday 12 June) he partook in a walkaround of the town centre with Sam Hansen from WCC and Tony Perks from SDC to get a better idea of the proposed layout.

JL confirmed that signs regarding road layouts are to be put up this evening in readiness for Monday and that work is being

done with Escape Arts in order to make the alterations more aesthetically pleasing.

JB stated that red and white barriers will be placed around the town, and these will be monitored constantly by a roadworks crew as in windy conditions they could fall over. JL confirmed that she will obtain a contact number from Sam Hansen and circulate to the Forum in order for it to be passed on to residents if they call with any questions or concerns.

These barriers will have a definite review at four weeks but will be under constant review to see how different areas are coping with the measures.

JB stated that a lot of space is being created, but there are still some pinch points on certain corners such as outside the Town Hall and the Guild Chapel, which are unavoidable. At these areas, a visual warning of narrowness with an “approach with caution” sign will be placed. He also noted that the main difficulties will be in regard to deliveries for businesses, lack of on-street parking and access routes.

A mixture of red and white self-adhesive “Love Stratford, keep 2m apart” signs have been ordered and delivered to Stratford BID and they will be distributed to businesses for use when they reopen.

PM asked if there are any businesses that are not reopening on 15 June. JB responded that Phase 8 and Mint Velvet will not reopen for the time being and that The White Company is not reopening until 17 June. JB stressed that a lot of this depends on each business’s corporate policy. IS reported that he has heard that Touchwood in Solihull only has 60% of its retail businesses initially reopening with the other waiting until a later date.

IS queried a couple of points on the town centre plan, asking which side of Bridge Street will be open to vehicular traffic. JB responded that the barriers outside of the Encore will be taken out and there will be a cycle lane either side with 3m of road towards the centre. On Waterside the road will be centred leaving lots of space on both sides. The road will remain one-way turning in to Sheep Street until the Golden Bee pub at which the road becomes two-way. This will allow access to the

delivery yard. Vehicles will not be permitted to go down Sheep Street and turn right onto Waterside/Southern Lane.

- Reopening of Stratford-upon-Avon – promotion and communication

JB was asked how the reopening of the town centre would be promoted as Touchwood in Solihull had been using their social media platforms to widely communicate their reopening plans. He responded that plans to promote the reopening of the town are being worked on between WCC, SDC and BID.

- Proposed layout of the market

DM discussed his plans for reopening the market, starting with the layout on Waterside.

At last weeks meeting SS inferred that she believed if the market stalls should have their backs towards the road in order to promote safer queueing on Waterside and into the Bancroft Gardens, if necessary. DM expressed that he believed that placing the stalls that way could be just as dangerous and that they would have to block the 3m gaps in between stalls to ensure that people did not try and cross the road between the stalls. If the stalls were placed with their fronts facing the road then customers can then clearly see any traffic on Waterside and can then disperse into Bancroft using the gaps between the stalls. DM reiterated that from consulting LSD Promotion's risk assessment this would be the safest way to present the market.

DM gave an update on the signage that will be used throughout the market on Waterside:

- 3 A-boards advising on social distancing measures;
- 30 A4 posters spread around Waterside advising on social distancing;
- 50 A4 posters for stall holders to display to politely remind customers to maintain a safe distance whilst they are waiting to be served;
- 4 posters advising customers to use hand sanitiser placed at the hand sanitiser stations;
- 'Please Keep Left' signs. This will allow 2m of walking space on the left, 2m of walking space coming from the opposite way on the right and 2m of space in between.

SS asked whether Elizabeth from Accessible Stratford had been made aware of these plans. DM responded that she had not but that from previous experience LSD Promotions are familiar with her requirements for making the marketplace accessible to everyone. DM stated that the market should be more accessible now than it has ever been due to how much space has been created.

DM confirmed that he and another officer from LSD Promotions will be working today to allocate traders their pitches. However, they have had more expressions of interest from traders than there is room for so some traders will be disappointed. Around 65 traders expressed their wish to return and there will only be space for 45.

IF mentioned that he had heard that The Barge and Quarterdeck on the Bancroft Basin are applying to extend their seating area. JL ensured that PM would remind the Planning department at SDC of the market contract and the use of that area.

DM then went on to discuss the proposed layout for Rother Street. Rother Street market would comprise of 31 stalls, which has reduced the stalls by half, to allow adequate space to be assigned to businesses located in the square. DM ensured that all businesses have more than a car parking space worth of room in front of their businesses.

DM queried what would happen when businesses such as the Avon Lounge and The Lamplighter want to put seating out and who would be defining the space that they are allowed. Hospitality businesses are not expected to reopen until the beginning of July so this would not be an immediate concern. It was advised that LSD Promotions should speak to these businesses in the first instance to get an idea of their plans. PM reminded the Forum that the trend in the past was for the market operator to liaise personally with the business and that STC/SDC should only get involved if that does not work. LSD Promotions should go back to STC/SDC if they believe their risk assessment is being compromised.

4. 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 31 July, 2020 on Zoom.

The open session of the meeting closed at 10:00am and JB departed at this point.