

D R A F T Minutes from Market Forum Meeting
Thursday 31 October, 2019
2:00pm
Elizabeth House, Stratford-upon-Avon

Present:

Lisa Cowley – STC (LC)
Cllr Jason Fojtik – SDC (JF)
Cllr I Fradgley – STC (IF)
Pat Matjaszek – SDC (PM)
Dermot McGillicuddy – LSD Promotions (DM)
Sarah Summers – STC (SS)
Cllr Kevin Taylor – STC (KT)

Part One, Open Session

1. To receive Apologies;

Apologies were received from Cllr Ian Shenton, Cllr Peter Richards and Joe Baconnet. Cllr Dowling was absent from the meeting.

2. To approve the Minutes of the Meeting held on 4 July, 2019;

PM requested an amendment to the minutes on page 3 paragraph 5. The minutes currently state:

“...at the beginning of 2019 removed the 10 days on Henley Street from the market contract.”

PM clarified that it was actually 15 days on Henley Street which were taken out of the contract. LC to amend the minutes.

Notwithstanding the amendment, the minutes were approved and signed as a correct record.

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

There were no members of Stratforward BID present, therefore the forum is still awaiting the results from the survey that Stratforward BID had carried out with their businesses to

compare footfall and takings on market days versus non-market days.

4. Matters Arising/General Update from LSD Promotions;

DM provided the forum with the LSD Promotions report for the third quarter of the year. SS requested that the report is circulated to all members of the forum a week in advance of the meeting, so that members are prepared and able to discuss matters arising from the report at the forum.

The report notes that the Friday Charter Market has been trading averagely, but in keeping with national trends, there is generally a definite decline in trade on all markets. Some traders believe that the charter market would perform better in its original location in Bridge Street. However, it is possible that the traders are comparing their Friday market takings with their Sunday Upmarket trade on Bridge Street. It is worth noting that the Sunday Upmarket draws in a completely different crowd.

The Saturday Urban Mix Market is currently performing better than the Friday market, and has a regular following. Some traders have remarked that they do better on the Saturday than on the Sunday. Consistently good trade reports were received by traders throughout July, August and September, but these started to decline when the wet weather returned. All agreed that market success is often dependant on weather conditions.

The Sunday Upmarket moved from Bridge Street back to Waterside in August with many positive comments received from traders and the public alike. A small number of traders preferred Bridge Street; however, the majority found the atmosphere on Waterside to be far superior.

JF commented that he believed Waterside was a better location for this market, as it is a more enclosed space and has a better atmosphere. When people see other customers buying, they tend to follow the trend.

The Upmarket moved back to Bridge Street for the winter months on Sunday 27 October and early reports are that the market traded well on that day. With these reports in mind, there appears to be little certainty regarding either location, although the likelihood is that Waterside is better in the summer months with Bridge Street being preferred in the winter.

DM also drew attention to the report by streetfood.org.uk which highlights the nations' growing demand for street food. This was considered a topic that should appear on the agenda for the next forum.

DM also touched on the Living Statues Competition. He understood why the Councils had withdrawn support due to financial restraints. However, as the event had been such a huge success, he wondered whether it would be possible to hold the event on a biennial basis, particularly if a sponsor could be found. A financial investment of £30,000 is required,

Following the success of the Stratford-upon-Oz, and Young Traders Market during the summer, LSD Promotions proposes another two, three-day summer events, for 2020. KT commented that there was a danger that public expectation due to excellent advanced PR and publicity far exceeded the actual experience on offer and that these events needed to grow. DM advised that this was the intention but there are limitations due to budget restrictions.

PM advised that she is to have a meeting with the Head of Planning at SDC on 6 November regarding the HVM planned for Waterside. It was agreed that the special market events would not work if Waterside was out of the equation. SS queried whether we could use the Bancroft Gardens instead. DM responded that in an ideal world Waterside would be completely pedestrianised between the end of Bridge Street and Sheep Street. KT commented that restaurants on Waterside would then apply to put more tables in Waterside and that LSD Promotions and restaurateurs would have to work together to come up with an arrangement that would suit all.

It was agreed to await the outcome of the meeting before deciding on any alternative locations, although using all of Rother Street and Greenhill Street was suggested as a means of bringing footfall to the whole of the town. JF advised that any plan that is put forward by WCC should have mitigation in place to allow for events.

IF told the forum that he had been made aware of traders tying their stalls to the Stratford-in-Bloom poles situated on Waterside or possibly Bridge Street during windy conditions. DM responded that this would have been staff, not traders, and that

they have done this for a number of years as they are a stable, fixed point. IF suggested that LSD have another conversation with SiB, and DM confirmed that he would arrange this.

Members also discussed the Environmental Policy that is included in the report. DM confirmed that they are currently in the process of implementing this but from 2020 it will be in traders' contracts.

DM drew attention to the BBC report on the High Street, and the Mary Portas High Street Review. Both highlight the fact that the High Street is evolving and that markets play a vital role in this.

DM confirmed that the Victorian Christmas Market is almost fully booked, with only a handful of stalls remaining.

5. General update from The Town & District Councils;

- Survey

At the last meeting it was agreed that STC, SDC, Stratford BID and LSD Promotions meet to create another survey in order to gather responses on how the markets are viewed. Unfortunately, it has proved difficult to find a mutually convenient date, therefore this meeting is still on the table and will be arranged shortly.

- Twilight Market

At the previous meeting the possibility of a "Twilight Meeting" was discussed. KT reported that he had visited a Twilight Market in Cirencester which is held once a month and includes music, entertainment and food. He also advised that he was very impressed with the Cirencester Farmers' Market which he had visited on two occasions.

KT confirmed that he had spoken to Bell Court who are keen to be involved with the Twilight Market. DM advised that he had been in contact with Bell Court regarding this, but they had not responded to his emails for some time. KT agreed to contact the organisers of the Cirencester market to ask them to present at the next Market Forum Meeting with the intention of implementing a similar Twilight Market for a Stratford-upon-Avon. DM envisages

that a Twilight market would contain food, alcohol, live music and stalls selling various items and that LSD considers either Bell Court or Waterside to be viable locations.

JF left the meeting at this point. The meeting was no longer quorate, so the following information was imparted for information only.

- NABMA Conference – September 2019 and January 2020

PM reported that the NABMA Conference held in September 2019 was very informative and that NABMA have already decided to return to the Crowne Plaza in Stratford-upon-Avon for their September 2020 conference.

The one-day NABMA Conference will take place in Birmingham on 30 January, 2020. PM, SS and LC will coordinate who will attend from their respective Council.

- National Youth Market Final

This year's National Youth Market Final took place on 30 and 31 August and was extremely successful. The event gained coverage in the Market Times magazine, and on BBC's The One Show, where the winners were announced live on television. NMTF is keen to bring this back to Stratford-upon-Avon in 2020. The event will be even bigger as the competition will include more regional events.

6. Date of the Next Meeting;

Thursday, 6 February, 2020 at 2:00pm at the Town Hall.

Part Two, Closed Session

No items were discussed during the closed session of the meeting.

The Chairman declared the meeting closed at 3:25pm