

D R A F T Minutes from Market Forum Meeting
Wednesday 23 February, 2022
10:00am
Zoom

Present:

John Careford – SDC (JC)
Lisa Cowley – STC (LC)
Cllr Jason Fojtik – SDC (JF)
Cllr Matt Jennings – SDC (MJ)
Jon Holliday – LSD Promotions (JH)
Dermot McGillicuddy – LSD Promotions (DM)
Sarah Summers – STC (SS)
Cllr Ian Shenton – SDC (IS)
Cllr Kevin Taylor – STC (KT)

Part One, Open Session: -

1. To receive Apologies

Apologies were received from Cllr Ian Fradgley.

Cllr Kate Rolfe was absent from the meeting.

2. To approve the Minutes of the Meeting held on 27 September and 1 December, 2021

These minutes were approved.

3. General Update from LSD Promotions

DM gave a brief update on each market:

• **Victorian Christmas Market (VCM)**

MJ congratulated LSD Promotions on their win of the 'Best Large Speciality Market' at the Great British Market Awards for the Victorian Christmas Market. DM thanked both councils for their collaboration with LSD on this award-winning event.

DM continued by reporting that the VCM debrief meeting is being held next week, but that from LSD's point of view the event went very well and no complaints were received apart

from a few grumbles about busy traffic. However, it was agreed that this was a small price to pay for the overall success of the occasion.

- **Rother Street Markets**

DM noted that the Friday and Saturday markets typically trade slower at this time of year, but that the clement weather in the first few weeks of the year lended itself to a slightly footfall.

However, the stormy weather of the recent week has caused disruption with a number of markets throughout the country having to be cancelled.

Storm Eunice caused the Rother Street Market on Friday 18 February to be cancelled. The market on Saturday 19 February went ahead but with lower footfall due to people heeding the “do not go out if you do not have to” warnings.

- **Sunday Upmarket**

It was originally planned that the Sunday Upmarket would trade on Bridge Street from January – March, after which it would move to Waterside. However, due to the roadworks currently taking place on Wood Street causing traffic issues, it was agreed to move the Upmarket to Waterside early.

This worked well for its first couple of weeks as the weather was pleasant but has struggled slightly since in the storms. Nevertheless, DM reported that traders are still content.

- **Special Events**

DM noted that this year will be busy with market events, those currently planned are:

- Stratford-upon-Avon Platinum Jubilee Festival 2022 – Thursday 2 – Sunday 5 June;
- Waterside Summer Festival – Tuesday 26 – Thursday 28 July;
- Willy Wonka’s Summer Festival – Tuesday 16 – Thursday 18 August;
- Young Traders Market Final – Friday 26 and Saturday 27 August.

- **General Performance**

IS asked about trader levels following Covid-19. DM replied that the pandemic has changed nature of markets – during the event, many traders were lost due to business owners closing their trade and moving on to pastures new. However, many traders were also gained due to those who decided lockdown was a good time to start up their own ventures.

DM noted that the National Market Trader Federation (NMTF) gained 14,000 new members during the pandemic. Not all traders join NMTF but it is recommended that they do.

MJ asked whether the market is seeing any new and innovative products to which DM responded that they are, and a good mix of different products.

DM concluded by noting that the pandemic has awakened the public to markets, and that when each lockdown has ended a sudden surge of visitors have been seen attending the markets. Visitors and residents wanting to spend more time outside in the fresh air is a benefit to markets.

4. General update from The Town & District Councils

- **Victorian Christmas Market**

SS noted that we want to make this event bigger and better every year, but in order to do this we need to put in a more robust plan for coach parking as in 2021 we experienced more coaches than we were able to cater for.

DM noted that Stratford Racecourse may be an area we could utilise, but a conversation would need to be had with them. If using this location, a shuttle bus service would most likely be required.

- **Market Management**

JC reported that due to the ongoing council merger process, it has not yet been possible to replace Pat Matjaszek, however a temporary solution is going to be put in place shortly.

- **BID Representative**

- KT agreed to send LC the contact details for the new Stratforward BID Manager so that she can be invited to the next meeting.

- **Presentation of Market Award**

It was agreed to set a Saturday or Sunday date for this. DM will talk to the NABMA President regarding a date.

SS suggested that this should be made an event where we pay special thanks to traders.

JH suggested that we also invite the winning Trader of the Year from the 2021 VCM.

5. Date of the Next Meeting

It was agreed that these meetings should remain on Zoom for the time being.

LC will send out a poll to ascertain the availability of members for the next meeting in May, 2022.

The open session of the meeting closed at 10:32am.