



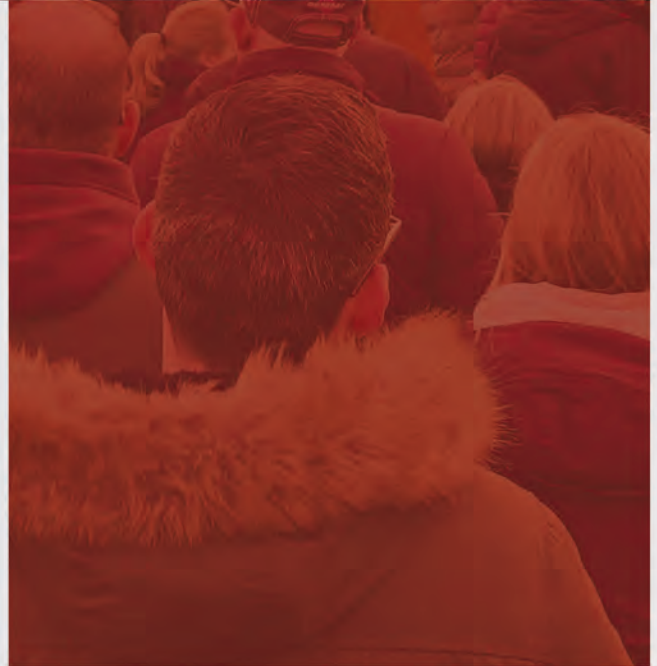
Promotions
Markets - Events - Stall Hire

GROUP OF COMPANIES



Markets & Events

Specialising in outdoor
retail & street food



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Introduction

Lucy in the sky with diamonds, hallucinogenic drugs, old money? Actually, it's just the first initials of the three Founding Directors and it had the effect we wanted; we are always remembered.

History and mystery aside, the story is that if you are looking for a trendy street market to visit, a stall hire for an event, somewhere different to trade, a place to go or even a new beginning to your working life, then we are the answer. We are an independent market and event company based in the Midlands UK, and we have been doing it our way since 1989. Specialising in top quality markets and special events that are colourful, safe, well presented and enjoyable.

We work hard to ensure our markets and events serve the local community to the highest possible standard, and offer the best facilities and working conditions for market traders. We value each of our customers and everyone is afforded individual and personal attention on a one-to-one basis. As a company, we operate in a culture of mutual respect, from customer service to onsite management, we are most happy when you are. We believe in variety within our markets and events, and we aim for as many diverse, good quality products as we can, whenever we can. Welcoming sellers with; fresh organic fruit and vegetables, the finest essentials, wholesome specialist food and drink products, ecological packaging, fur and cruelty free goods, handmade, homemade, upcycled, vintage, the list is endless and we love creative, like-minded people. We encourage traders who buy ingredients and products from companies that do not test on animals. We welcome people who make their own products, bakes, crafts, and fragrances; making them by hand using little or no preservatives or packaging. We believe in happy people making and selling happy products, because it makes our customers happy too.

We appreciate honesty, transparency, mutual respect, integrity, helping newcomers, and individuality. As well as the right to make mistakes, apologise, learn and start again. We respect our local authorities, as they have trusted us to come into the towns and cities that they represent. We believe that our markets and events are excellent value, that we should make a profit and that our customers matter too. We also believe words like; 'speciality', 'finest quality', 'fresh' and 'organic' have an honest meaning beyond marketing.

We have an online membership contract system for all our traders. Each applicant is provided with a personalised membership ID number. We hold a variety of information on each trader account, to include social media platforms, websites, image samples of the products sold, and all compliancy documents; including stall risk assessments and a health and safety questionnaire. This also includes our company trading conditions which must be agreed to. Our customer service team are on hand to guide traders on how to complete anything that they are unsure of.

Our Membership system ensures that we are in a strong position to vet each trader, before we accept them to trade on our events and before they go out to trade in the public realm with our company. This ensures quality, safety and compliancy.

We are known throughout the market industry for operating with integrity and transparency, and as an experienced market and event provider, we successfully deliver and are proud to represent and partner with many local authorities across central England. With our own innovative social media, marketing and graphic design team, our creative team choreograph all themed special events.

We are also available to extend our services across the wider United Kingdom, and using our strong HR and marketing departments based at our head office, we will consider all approaches to build a team and drive footfall in your town or city.

Services

Regular Markets

LSD Promotions have delivered markets on behalf of many local authorities and private companies since 1989, either weekly or bi-monthly. These have included; Walsall Football Club - Bescot Sunday Market, Kidderminster, Worcester City, Evesham, Stourport on Seven, Sedgley, Telford and Wrekin, Shrewsbury (indoor and outdoor), Oswestry, Dudley Zoo, Dudley High Street, Hagley Worcestershire, The Merry Hill Shopping Centre, Halesowen, Cannock, Tettenhall, Hednesford, Brownhills, Rugeley, Stourbridge, Kingswinford, and Coseley.

LSD Promotions are currently contracted to operate markets in:

Tamworth, Staffordshire - On behalf of Tamworth Borough Council

Market Drayton, Shropshire - On behalf of Shropshire County Council

Oxford, Oxfordshire - On behalf of Oxford City Council

Stratford upon Avon, Warwickshire - On behalf of Stratford on Avon District Council and Stratford upon Avon Town Council

Wolverhampton, West Midlands - On behalf of the City of Wolverhampton Council

Bewdley, Worcestershire - On behalf of Bewdley Town Council

Bilston, West Midlands - On behalf of the City of Wolverhampton Council

Stall Hire

Our stall hire division operates across the UK, from as far up in the Yorkshire Dales, across to Wales and as far down as Kent, England.

2020 saw us approached by several Business Improvement Districts, in relation to the practicality of existing shops, independent traders and town centre businesses; showcasing their products outside, during the health and economical challenges that COVID-19 presents.

While social distancing is a fundamental Public Health Measure, temporarily introduced in 2020 to reduce the spread of infection, we recognise the concerns raised on social distancing within the workplace. What we have learnt, is when you spend time outdoors, people are much less likely to come into contact with an infected surface, as any tiny particles of the virus would be dispersed by fresh air.

Taking this into consideration, our compliance team have developed a COVID-19 secure framework, including a strong secure risk assessment that evolves any Government and Public Health advice changes. Therefore, outdoor events are safe and the key to drive footfall in a safe environment.

On a temporary or regular basis, we are able to supply top quality stalls and equipment in towns and city centres, bringing the indoor, outdoor.



Management Services

We have over 30 years' experience in delivering first class special events, on behalf of local authorities and independent event organisers, both large and small. We manage entire operations, taking the stress and liability out of vetting and co-ordinating stall bookings.

We supply premium quality equipment and make any event look amazing. We take care of health, safety, compliance and quality; making your event aesthetically pleasing and safe. With our inhouse creative and marketing team, we can produce events from the original concept, through to delivery.

Amongst our portfolio, we have operated the Worcester Victorian Christmas Fayre for 5 years on behalf of Worcester City Council; this event had been running for 24 years. LSD Promotions took hold of the tender in 2015 and put our own touches to the long running event, which attracts 125,000 people across 4 days. Our current contract with Worcester City Council ends in 2021, and unfortunately the 2020 Worcester Victorian was cancelled as a result of the COVID-19 pandemic.

In 2017, we pitched the idea of a Victorian Christmas Market in Stratford upon Avon to our Local Authority Partners. Over the course of 3 years, we grew this event, which has now become one of the biggest Christmas Markets in the United Kingdom, boasting over 300 stalls across 7 streets in the town centre. In the same year, we delivered a Victorian Christmas Market in Wolverhampton City centre, with over 150 traders.

As part of our contract in Stratford-upon-Avon, we must deliver a set number of special events per year. With the town's prestigious and theatrical reputation, we identified that the type of event we create and present, is crucial. In 2017, our creative team flew out to Arnhem in Holland, to study and recruit living statues at the World Living Statue Competition that takes place every 2 years.

From our research, we presented the National Living Statue Championship 2018 in Stratford-upon-Avon, which became a part of Shakespeare's birthday celebration. We flew in artists from across Europe to take part; including Spain, Portugal, Holland, Poland, Ukraine, Greece and Ireland. The event was a huge success, and we brought the Championship back in 2019. This created huge press attention for The Town, including BBC TV news and various radio stations. The Statue Championship also included a speciality market along the riverside, and a trendy food court.

During the summer of 2018, we created Wonderland. A speciality event to include a street market and food court, with the characters from the famous story to interact with families, who took part in various activities on the lawn. We hired local amateur actors from Stratford-upon-Avon to take part in this. The event was a huge success and well received by the public and the Local Authority. Stratford-upon-Avon was presented in 2019, with the idea that 'Once Upon A Time In Neverland' would take place in 2020; however this was cancelled due to the COVID-19 pandemic.

With a huge database of first-class traders, whatever your needs are, we can supply a wide range of registered, professional, bona fide traders, to exhibit and take on all of the additional work for you.

Marketing

At LSD Promotions, we believe a key factor in the success of your markets and special events is how we market them. Pro-active public marketing supports the increased footfall figures, which in turn, contributes to a higher spend for your town or city.

We pride ourselves on being creative and offer uniquely tailored services to you, as our stakeholder. Our main platforms for online marketing are social media, where we have a high presence on Facebook, Instagram and Twitter.

We use these platforms to advertise and promote events, as well as posting regular and live content during an event while it is in full swing. We have the ability to use promoted and boosted posts, which feed our advertisements to surrounding area. These specifically focus on the right target audience, and are dependent on the market, event, and/or demographic. In addition to this, our marketing coordinators use TikTok and Trip Advisor in some locations.

LSD Promotions view each site as being individual, and therefore all sites have personalised branding with their own logos and our Marketing team post regular content on each site. Including upcoming events, trader portfolio videos and promoting the town or city itself, as an attraction to visit.

In addition to social media, we also work collaboratively with local media platforms for advertising in certain areas, if there is appetite for this. Whilst digital marketing is our key driver, since we live in the technological world, we also do print marketing by using recyclable Correx signage on our Box Office boards at each site; Sail Flags, A-Boards and Banners, are all used as methods to promote the market and future events within your area.

Internally, we have successfully developed an extensive database of traders, who are all registered on our mailing list, so we have the ability to very quickly run mail shots to inform traders of upcoming events and new markets; which, in turn, generates a high response rate.

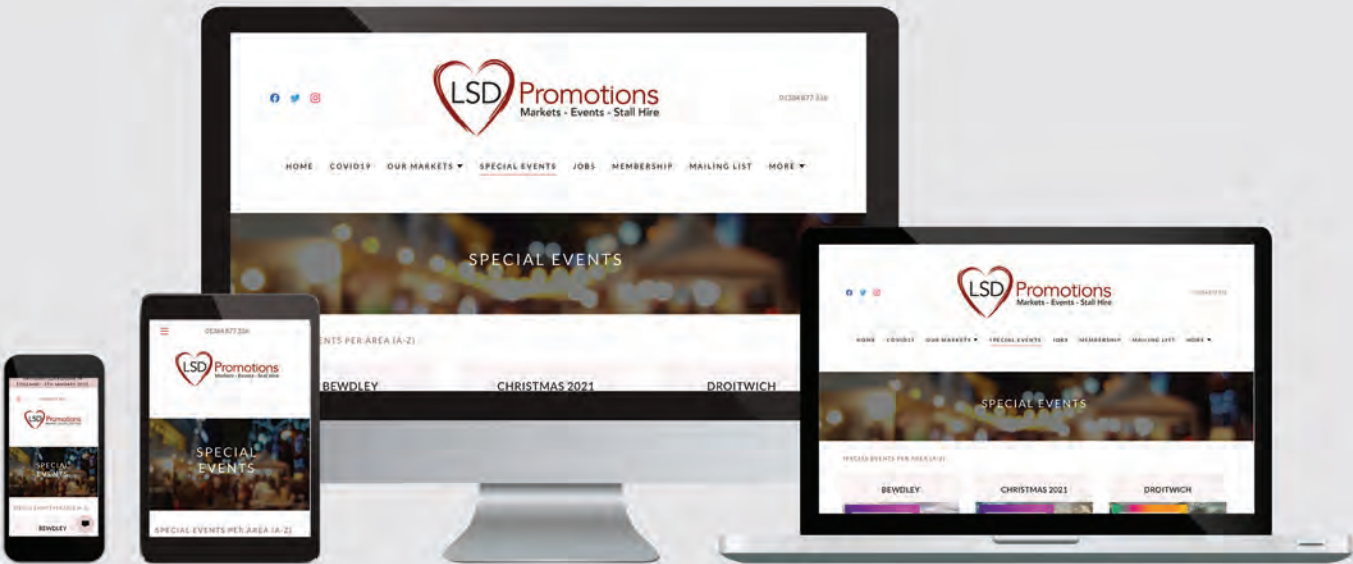
Everything we do with marketing is aimed at being pro-active, and therefore our marketing team have regular forward planning meetings. Forward planning is key to marketing strategies, and maximising advertising opportunities is key to a successful event with concept development being in place between 10-12 months in advance.

Finally, we offer a start-up service for new traders, where our marketing team will work with new traders to help design and brand their stall. The service also includes sending out artwork for large events to traders, in order to promote their own social media platforms.





Our website is managed inhouse and updated daily. We have over 4,000 visitors per month, and by using features like google analytics, we are able to see when the best time would be to launch new events and offers, following the trends from the available data. We use these features across all of our digital marketing platforms and improve our reach across the UK.



Responsive & Effective Design

“The best marketing doesn't feel like marketing”

Tom Fishburne, Founder & CEO, Marketoonist

The National Living Statues Championship UK

In 2018 and 2019, LSD Promotions flew performers from across the globe to the UK to battle it out and be crowned the winner of the prestigious National Living Statue Championship, in Stratford upon Avon.

Living statue artists from Denmark, Spain, Portugal, Greece, Holland, Ukraine and all over the UK, took part in the championship, and the company established a large waiting list following a massive amount of interest from artists worldwide. The competition was part of Shakespeare's Celebrations, which sees locals and international tourists gathering in Shakespeare's hometown to celebrate his legacy with the traditional Birthday Celebration Parade.

In 2018, people expressed disappointed that they could not register a vote, so following this feed-back, in 2019 the public chose their winner via an app.

This idea was developed by an LSD Promotions director. A team travelled to Arnhem, Holland in 2017 to undertake extensive research on how to choreograph an event of this type, at the world championships that takes place in the Dutch Town every 2 years.

A large group of living statues in various costumes and poses, including a knight, a clown, a man in a red suit, a man in a grey suit, a woman in a pink dress, a woman in a blue dress, a man in a brown suit, a woman in a white dress, a man in a grey suit, a woman in a blue dress, a man in a brown suit, and a woman in a white dress, posing on a grassy field under a large tree.

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A large group of living statues in various costumes posing outdoors. Some are standing, some are sitting on a bench, and one is lying on the grass. The costumes include historical attire, modern clothing, and elaborate theatrical outfits. The background shows trees and a clear sky.

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A large group of living statues in various costumes posing outdoors. Some are standing, some are sitting on a bench, and one is lying on the grass. The costumes include historical figures, a knight, a clown, and a person on a bicycle. The background shows trees and a cloudy sky.

Meet The Team

Linda & Dermot McGillicuddy Founders / Directors

Linda and Dermot are the infrastructure to LSD Promotions, and have built on their vision for LSD to grow since 1989; they are the L and D within LSD. The early development stages of the company would not, however, have been possible without support from Stephen, who is the S within LSD. Stephen is Linda's brother who was a partner within LSD Promotions until 2011.

Linda brings a wealth of knowledge of market trading, indeed, her family of four generations have all been involved in markets and she has experienced market life from the young age of three years old. She also has a background in event organisation and management, working in Professional Football in the UK and in the Republic of Ireland, before returning to the UK and setting up LSD Promotions with Dermot and Steve in the early 80's. Linda's focus these days, is to guide the customer service strategy to ensure our customer service team continue to maintain and develop relationships with stakeholders, overseeing all communications with local authorities and trading partners.

Dermot offers strategic and operational leadership to our market sites and special events. He still remains very hands on and will always attend sites when necessary to support the wider operational team.

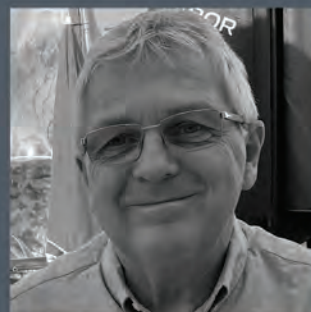
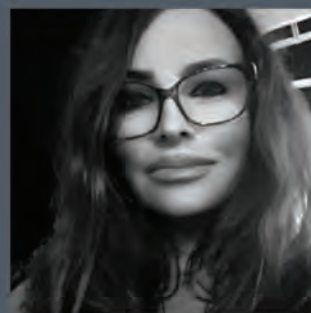
Both Linda and Dermot started their market journey as traders themselves, and soon recognised that there was a gap in how operators managed contracts and more importantly, the work that was needed to bridge the gap between organisers and traders. They focused on relationship building, facilitating and mentoring traders, in order to develop their trading skills with the best quality equipment and a greater trading ethos.

Our Founders believe that mutual respect is a key factor in developing and maintaining relationships, and they pioneered their unique style of market operating on this basis. To the present day, this is still widely recognised by councils and market traders and it is what sets LSD Promotions apart in the market and event industry.

Tadhg McGillicuddy Finance & Business Development Director

Tadhg is the youngest son of Linda and Dermot, and came on board with LSD Promotions in 2017. His commercial background involved running his own companies, where he gained tremendous business knowledge and acumen. His previous business experience brought untold benefits to LSD Promotions, initially regenerating the company business development strategy, while his primary focus very much remains on organisational growth.

Tadhg manages all of our special events through a strategic lense to ensure that they are always successful. An example of this is our Victorian Christmas Markets, which require a lot of time and dedication. Tadhg is the person who leads his team to ensure that full attention is being given to the event so that it is a success for all. In addition to business development, Tadhg is also responsible for the Finance Department and has successfully streamlined our financial processes.





Thomas Jones Commercial & Marketing Manager

Thomas is an experienced Commercial Manager, where his previous experience saw him run multiple successful businesses with a focus on improving business performance to enhance the customer experience.

With his creative mindset, he brought his wealth of knowledge and experience to LSD Promotions in 2018, where he has led the marketing strategy to modernise the processes, and has developed social media platforms across all of our sites to draw footfall to Towns and Cities in which we operate.

Thomas is supported by on-site Marketing Coordinators, who we recruit specifically to your town or city to meet your requirements. Tom leads his team by ensuring marketing content is fresh and up to date and that we are utilising all of the platforms available to us.



Our Wider Team

Everything that we achieve would not be possible without the support from our employees, where we have the following roles in each department to support our senior team:

Operations

Area Manager, Market Managers, Market Operatives

Customer Service

Office Manager, Customer Service Advisors

Marketing

Marketing Coordinators

Special Events

Events & Creative Lead

Human Resources

HR Consultant, HR & Payroll Assistant

Finance

Finance Assistant

Testimonials

Pat Matjaszek Market & Project Office, Stratford-on-Avon District Council

As the Market Officer for Stratford District Council, I have been associated with LSD Promotions since 2012, when they became a part of the awarded market contract. Right from the beginning, nothing was too much trouble; they listened to the councils and other businesses in the town, and worked as one to cement the new market contract. Later in 2017, LSD tendered and were awarded the market contract. It was good to be able to work with them again to strengthen the market offer in the town.

The new contract included a major event for Stratford-upon-Avon, which is the 3-day Victorian Christmas Market. This event was jointly organised with both the District and the Town Council, working closely to deliver a first-class event. This event has grown to be a huge success, and after three years is attracting visitors in excess of 125,000 over one weekend, and in 2020, we were planning to increase the event to four days. This event gives local retailers their best trading weekend of the year and the whole of the town benefits from it.

An added bonus for working with LSD has been Stratford-upon-Avon becoming the new location for the NMTF National Young Trader Final. We have held this for the last 3 years, and the town has embraced this event encouraging youth and their entrepreneurial spirit.

LSD have great strengths; they are reliable, approachable and professional, and they deliver marvellous markets allowing me to relax when they are on site. The councils have a working relationship with them that works on both sides. They bring great marketing skills to the contract, and their use of social media has added so much value to the markets and to the town itself. They aim to add value with everything that they do.

The relationship between contractor and clients is very positive; it has been built out of mutual respect, appreciation and honesty. This year has been difficult for everyone due to the coronavirus pandemic. The markets have returned much smaller than usual but they have been a huge success, with traders and the public feeling safe with the environment and measures that are in place for them.

Joe Harrison Chief Executive, NMTF Ltd

Joe Harrison, the CEO of NMTF Ltd – the UK's only national body for market and street traders, events retailers and mobile caterers, said: "I am delighted to endorse the consistent quality and variety of Stratford-upon-Avon's Waterside Upmarket. I travel all over the UK and Europe, visiting many markets, and I can honestly say that the Waterside Upmarket has just about the best and most iconic location I have seen."

"Stratford is a world-famous tourist town and the market's Sunday presence along with its regular special events, is a fantastic complement to everything else that's on offer."

"In addition, I believe that there could be no better operator than LSD Promotions, who not only run the regular market in Rother Street and other special events throughout the year, but also have a really solid reputation for operating other markets in the region."

"We were delighted to be able to hold the Young Traders Market national final, at Waterside in 2018 and again last summer. We are also delighted to say that we'll be returning for the 2020 final at the end of the month, to be part of the 25th year celebrations of markets on Waterside."

"It's such a great location for a National Event and we are grateful for all of the truly great support we get not only from Dermot, Linda and the rest of their team at LSD, but from both Stratford's town and district councils. We truly hope everyone enjoys and moreover joins in this year's celebrations."





David Preston Chief Executive, NABMA

LSD have been a NABMA member for a number of years and a trusted supplier of regular and specialist markets to a number of our members.

LSD provide Markets in a number of Midland towns and NABMA have received very positive feedback from our members in; Stratford Upon Avon, Tamworth, Oxford and Worcester, indicating their satisfaction with the quality and professional service provided by LSD.

NABMA is also aware of the major contribution that LSD has made to the great success of the national final of NMTF's Young Trader Competition. LSD are a family company and NABMA is delighted to be able to provide this endorsement of their work in support of the Markets Industry.

NABMA
the voice of markets

Elaine Philip Markets Manager, Oxford City Council

LSD Promotions have been our market provider at Gloucester Green since 2013. They manage all aspects of our outdoor market, which has grown from 2 days a week to 4 days each week, during this time. LSD have also provided support for other market events for Oxford City Council both at Gloucester Green and around the city.

LSD Promotions have a high level of experience in market trading and events, which with their level of professionalism, commitment and flexibility to deliver, makes them a great supplier to work with. They have demonstrated good customer facing skills, with a 'can do' attitude to work around day-to-day issues.

I would have no hesitation in recommending them as a market provider.



Town Commitee Bewdley Town Council

LSD Promotions have been working in partnership with Bewdley Town Council since 2nd April 2017, successfully tailoring their services and expertise to our specific requirements in a flexible, professional and friendly manner. As a result, we have established an excellent rapport and business relationship with all of the team.

Bewdley Town Council's annual Christmas lights switch-on event is always a huge success and brings in thousands of visitors year after year, whilst the popular bi-monthly Riverside markets complement our beautiful Georgian town perfectly.



Contact

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General Enquiries

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