

Case study

Shropshire Council awards Market Drayton to LSD Promotions



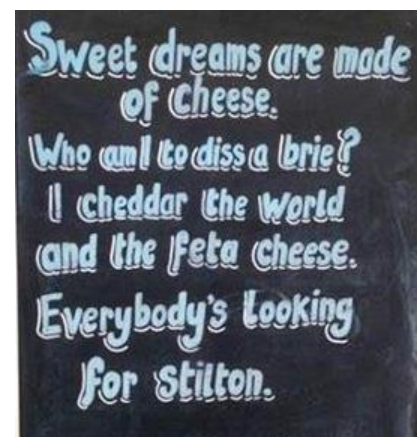
The market so good the town was named after it had been running every Wednesday for over 759 years, and it was Henry III who put the market into Market Drayton in 1245.

However, with a strong need to reduce running costs and attract new traders, Shropshire council decided to outsource the operation of the market. In April 2012, LSD Promotions were successfully awarded the operation and management contract of Market Drayton street market for 7 years.

The council found confidence in LSD's experience and were impressed with our 'complete solution' service meaning that we are responsible for all market promotion, housekeeping, stall erection and dismantling, trader relations, rent collection, waste management, security and customer services.

Since being awarded the contract, LSD Promotions:

- Increased the footprint of the market, raising the number of stalls and visitors per week significantly.
- Engendered a strong relationship with the traders based on mutual trust and respect
- Developed a partnership approach with senior council representatives to develop innovative ideas
- Completely renewed existing stall stock, top sheets and skirts to improve the markets visual quality
- Introduced discounted trial incentives to encourage new traders and new business
- Adapted procedures to meet the current and future needs of the Market
- Reduced costs significantly



Roger Hughes, Unitary Councillor representing Market Drayton West wrote that "After witnessing several years of decline of our street market under Council control I finally persuaded Shropshire Council to engage professional management. We went through the formal tender process and as a result awarded a seven year contract to LSD Promotions. I had visited their markets at Tamworth and Kidderminster and was extremely impressed.

Our existing market traders together with our local press forecast the end of our market. On May 1st 2012 Dermot McGillicuddy and his team arrived at Market Drayton and took over the market. **From day one the market has been transformed.** One could not hope to meet a more professional, courteous, approachable and friendly team, they are a joy to work with. New stalls have been provided, layout improved beyond recognition and many new traders have arrived.



Several of our stallholders now say that it is already the best market they attend. Turnover has more than doubled in less than three months and more importantly our half empty car parks are now full, to the extent that today there were no spaces left in town, the market is packed. The local shopkeepers I have spoken to are reporting increased turnover on market days between 200% and 400%.

LSD run a scheme for new traders giving four weeks rental for ten pounds per week, a scheme to help launch new business and indeed which local shopkeepers can take advantage of to bring their business out on to the street. Their approach is extremely innovative and a breath of fresh air.

Public feedback is 100% positive, many people are saying they can never remember the market being so good. Even sceptical councillors are praising the new team. I cannot praise LSD Promotions enough, they are totally professional and have improved our market way beyond my expectations. I have no hesitation in recommending them."

Trader feedback has been equally positive. Phil Watton, who started working on his father's hardware stall at the market exactly 50 years ago and continues to run the business to this day says "LSD have made a huge difference, the new stall equipment is fantastic, there has been a big increase in both traders and customers, the market is the best I have ever seen it".

Paul Bond, another second generation trader on the market selling rugs who has been there for over twenty years said "The improvement to the look of the market is 100%, the market is now well managed with rules being implemented which can only help my business, I am more than pleased, I am delighted!"

Adam Cooper, cheese and bacon seller, who has traded at the market for just over four years, said "First class management and promotion, lots more stalls giving variety to my customers who are very pleased I can tell you, the market team are always on hand to help in any way possible".

Dermot McGillicuddy, a Director at LSD Promotions says "Success with Shropshire Council was largely down to our experience, our understanding of the Councils needs for Market Drayton and working in partnership with them. The council were very receptive to innovative ideas and together we were able to create and realise our vision to maximise the markets potential and ensure its long term prosperity."

