

Case study; Stratford-Upon-Avon Markets
Contract commencement date 1st October 2012



NEW GENERATION MARKETS – a new vision.

Stratford-upon-Avon winner of Best Private Market of the Year 2014.



Stratford-upon-Avon is one of the premier tourist destinations in the country and the town's historic markets play an important role in promoting the town as a tourist attraction. The history of the market dates back to June 1553 when King Edward VI granted a charter of Incorporation to Stratford-upon-Avon. The charter conferred on the inhabitants a borough constitution comprising the right to hold, and collect tolls from a weekly Thursday market and two annual fairs. At that time, most country dwellers wishing to exchange their farm produce for items they could not make for themselves depended almost entirely on towns within a radius of five miles or so. As a result, places like Stratford-upon-Avon had fairs and a weekly market because it was particularly well-placed to serve as a market centre, due to the important crossing of the River Avon where several routes converged.

A vibrant and busy market still thrives in Stratford-upon-Avon today. The traditional Charter market is held in Rother Street every Friday, and on Saturdays the market place alternatively plays host to two quite different markets, an antiques and craft market and currently one of the most renowned and popular Farmer's Market in Warwickshire.



After 50 years under the same contractor, the market operation was put out for tender to ensure best value for the councils and breathe new life into the markets. Geraud UK Ltd and LSD Promotions Ltd, who have maintained dialogue for many years, made a decision to collaborate in the tender.



As a result of LSDs involvement in Stratford, the revenue for the Council has been increased significantly. The market has benefited from substantial investment.

LSD is providing a new meaning to service provision 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, the partnership has:

- Increased income for the councils and reduced costs significantly
- Increased the footprint of the market, raising the number of stalls and visitors per week significantly
- Improved the visual quality of the markets by completely renewing existing stall stock, top sheets and skirts
- Increased the number of markets held
- Brought new energy into the markets and boosted trader relations
- Engendered a partnership with senior council representatives to develop innovative ideas
- Introduced discounted trial incentives to encourage new traders and new business
- Adapted procedures to meet the current and future needs of the Market
- Reduced waste going to landfill from 100% to 5%, with 95% of waste now being recycled



Dave Webb, Head of Enterprise Housing and Revenues Stratford-on-Avon District Council said:

“Since October 2012 the town’s market offer has gone from strength to strength, and both Councils recognise that the significant increase in visitor numbers is of positive benefit to the retail trade. Surveys have shown that vast numbers of customers on the Sunday market intended visiting other retail and leisure attractions in the town. The market offer in both Rother Street and Waterside consistently attracts those greater visitor numbers, which are seen as so important to the local economy.

So successful has the markets become that a NABMA award for ‘Private Market of the Year’ was attained in January 2014. Not satisfied with ‘sitting on our laurels’ the award has galvanised all stakeholders to improve the market offer further. From day one the relationship with the contractors has been excellent, nothing has been too much trouble and there has been an enthusiasm for continued improvement. The relationship is underpinned by the Market Forum which includes representatives from all stakeholders and has received plaudits from NABMA as an example of best practice. In addition, a survey with market traders earlier in the year showed overwhelming support for the new market operation and in particular for the staff who work with the traders on a week to week basis. Stratford on Avon District Council is delighted with the success of the markets”

LSD Promotions Director, Dermot McGillicuddy said “Our new generation style markets are fit for purpose and their successes will survive the changes expected to happen in all UK High streets over the next twenty years. This type of market is fashionable, relevant and practical making it ready to meet the challenges of the effects of internet and out of town shopping while ensuring town and cities have a vibrant centre that provide for the community socially and practically. Our towns and cities have a wealth of talent and skills that are going unnoticed to markets, our new style markets are taking this on board and helping to create markets of the future, Stratford proves there is a great future for markets in town centres where stakeholders work together to invest in modern equipment, apply first class management, and implement quality promotion.”

Ted Perry, Area Manager for LSD Promotions stated “Stratford-upon-Avon is a model of what can be achieved when all parties share the same vision. The support which we as a market company have received from both the Town and District Councils has been invaluable. Our experience of Stratford is one of true partnership working at its best”.

LSD Director, Linda McGillicuddy, added, “We use all social media platforms and traders are encouraged to create their own social media pages where information can be shared. We have an open-door policy at head office with regular visits from traders calling in for coffee, gathering feedback, and building strong working relationships. We publish quarterly newsletters, delivered to traders in hard copy format on the markets, also available through social media platforms. We also offer start up schemes and step by step guide to retailing with constant support network and information readily available when needed”.



Trader Lynn Harvey stated “LSD have now been looking after us at Stratford for three years, and their service has been first class and consistent. Nothing is ever too much trouble for Kevin and his team. The equipment is really good quality and the market is much busier than it was before. The feedback from my customers says it all really, and I constantly receive compliments about the new style markets. LSD can't do enough for us”.

Another trader, Tony Peddle who sells watches and batteries and has traded at Stratford for over 20 years said “ I cannot think of one negative thing to say about the new operation, the equipment and staff service are first class, and the response is great too. We are seeing a lot more customers than previously and my trade is so much better. One of the most interesting results of the change has been I now feel that the Council really care about our market and I see people from the Council regularly shopping on the market”.

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