

Case study



Tamworth Borough Council awards LSD Promotions

Tamworth Market was already a busy vibrant general market of around 95 stalls run by the local authority every Tuesday and Saturday. Following a review and a strong need to reduce running costs and attract new traders, the council decided to outsource the operation of the market. Following an intensive tendering process with several national and local providers, LSD Promotions were successfully awarded a long contract to provide our complete market operation solution.



Dermot McGillicuddy, a Director at LSD Promotions says "Success with Tamworth Council was largely down to our approach to customer service and understanding the retail market environment. We had a fresh and exciting attitude to providing innovation while controlling costs, consideration for recycling and the environment, a strong desire to succeed plus an understanding of 'footfall' and what this means within the retail market arena."

Our 'complete solution' means that LSD Promotions is 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:

- Undertook a seamless TUPE transfer of employees at the site
- Increased the footprint of the market through effective promotion, raising the number of stalls to full capacity within three months and increasing the number of 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 discuss new ideas and implement positive changes put forward in our tender proposals including;
 - A programme of complete renewal of the existing stall stock, plus complete new top sheets and skirts to improve the visual quality of the market
 - Provision of stall lighting
 - Adapting 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
 - Examining high expenditure areas and renegotiating terms with suppliers or appointing new ones
- Introduced new specialist markets to the town

- Reduced net operational costs and provided the council with an income as opposed to significant losses in previous years.

Feedback from traders has been extremely positive. Paul McIntyre, Market Trader and Committee Chairman says “After several years of our once extremely successful town centre street market



feeling neglected and to a large extent running itself, LSD took over the operation. As with any change, certain reservations were aired by traders at council meetings but I have to say, although it is very early days, new traders have joined us and swelled / complemented our existing businesses. Procedures discussed are being implemented and a general good atmosphere and vibrancy has reappeared. With other plans in the pipeline the future is looking better than it has for years.”

Likewise, Tim Bagnall, Vice Chairman of the Market Traders

Committee says of LSD “What has been achieved so far is more than impressive, and far beyond our expectations. They have not only improved the market but it is obvious that they value each individual business on here. The number of traders attending the market has increased quite significantly since LSD took over, making the market full. They also have a firm but gentle approach to applying the rules particularly about closing times, and nobody closes early any more so the market trades later and is much more profitable as a result. It is fair to say that the trader’s fears of a private operator, in this case, have proved to be unfounded and we are very excited.”

It is fair to say that this Contract Project can be evaluated as being a success and that the Council is highly satisfied with the results.

