Oxford Outdoor Market Leasing Strategy – July 2024

1. Background & Introduction

1.1. This Leasing Strategy will outline LSD Promotions plans to maximise leasing activity and the management of trader variety for the Oxford Outdoor Market over the next 5 years.

1.2. The Oxford Outdoor Market is a fundamental asset to Oxford City Council, which supports the local economy and contributes to social value.

1.3. The current layout was formed in 2024 and accommodates up to approximately 80 stalls across the footprint (variable on market days). The market is split into three sections, which creates a vibrant space inclusive of seating access.

1.4. Standard stalls are 3x3m with the option for multiple stall hire to rent at a reduced cost. The pop-up style provides opportunity to small, local retailers who would not have the ability to rent bricks and mortar premises. There is a small number of pitched available to traders own specialised units.

1.5. The market contributes to Oxford City Council reaching its corporate objectives.

2. Leasing Strategy

2.1. The current offer (on average) is as follows:

Product Category	Number of Stalls	Stall Split
Comparison Goods / Service (clothing, gifts, soaps, poster frames, toys, sports gear etc)	30	34.5%
Convenience Goods (meat, fish, cheese, flowers, bread, cookies, beer to take away etc)	38	32.2%
Food & Beverage (cafes, food kiosks, restaurants, bars etc)	29	33.3%
Total	97	

To ensure we achieve and maintain maximum occupancy the following areas are where LSD Promotions will strategically focus on:

2.2. Balance of trade

2.2.1. Our balance of trade policy ensures that we only accept quality traders with good presentation and provides us this ability to prioritise local traders to contribute to social value.

2.2.2. The policy also ensures fair competition to trade and no over saturation of product lines which contributes to maximising the performance of the market.

2.2.3. The full policy can be found here: https://lsdpromotions.com/policies

2.3. Targeting traders

2.3.1. We recruit and pro-actively source traders who offer high-quality products and ones which are diverse. We focus on traders who:

- Complement the existing market offering
- Demonstrate good sustainability
- Prioritise local traders
- Open and engaging with customers

2.3.2. We offer incentives for certain trader groups to bring variety and enhance the dynamic of the market, such as Young Trader markets and Art Fridays. This enables us to bring a new generation of traders to the market to ensure it is relevant and thriving.

2.4. Trader engagement

2.4.1. To maintain full occupancy, we ensure that we have fair and reasonable terms and conditions that contribute to longevity of traders.

2.4.2. We recognise the importance of giving traders reasonable time off and our holiday clause provides traders with up to 6 weeks holiday dependent on their length of service. This retains engagement and does not impact on regular trader status.

2.5. Lease types

2.5.1. LSD Promotions offer two types of leases. The first is casual trading, which offers stallholders who do not want to commit to future trading days to be flexible and simply trade on an ad-hoc basis. These traders are not guaranteed a pitch and is subject to availability.

2.5.2. Regular trading requires commitment from traders to consistently trade each week.

3. Conclusion

3.1. The above framework enables LSD Promotions to monitor leasing occupancy and with clear practices in place, will support achieving full occupancy.

3.2. This leasing strategy will be reviewed regularly and may be subject to change to meet the needs of this ever changing economy.