

THE GLOUCESTER GREEN SCENE

OXFORD OUTDOOR MARKET NEWS

TOO GOOD TO GO: REDUCE FOOD
WASTE WHILST MAKING EXTRA SALES

INFLUENCERS AT THE MARKET
CREATING A BUZZ



A FRESH LOOK FOR
OXFORD OUTDOOR
MARKET: NEW BRANDING
TO BE UNVEILED

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FROM THE MANAGER

As the on-site manager, my focus is on ensuring the market runs smoothly day-to-day and that traders feel supported while they're here. It's important to me that the market remains a welcoming, safe and well-managed space for both traders and visitors. I'm always happy to hear from traders directly if there's anything we can improve on site.



Muhammad Qasim

MARKET MANAGER

FROM THE MANAGER



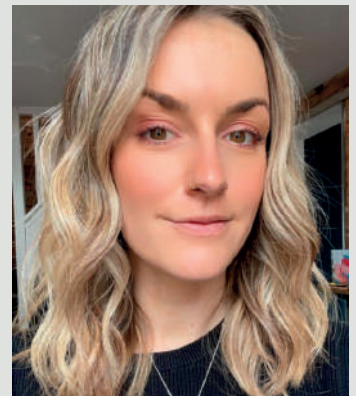
Gloucester Green is an important market within our wider portfolio, and we're committed to working closely with traders and the Council to support its long-term success. Our focus is on maintaining a strong mix of traders, delivering a high-quality market environment, and continuing to evolve the market so it remains vibrant and resilient.

Adam Cartwright

SENIOR
OPERATIONS &
EVENTS MANAGER

FROM THE EDITOR

A big part of my role is ensuring traders' voices are heard and that we continue to promote the market to new audiences. From marketing initiatives and influencer collaborations to strengthening communication through the new Trader Advisory Group, our aim is to support both footfall and trader confidence moving forward.



Siobhan Noake

COMMUNICATIONS &
ENGAGEMENT MANAGER

FROM THE NMTF

What can we look forward to this year as the kipper season ends and Spring is upon us. It's sincerely hoped that the Spring & Summer weather is going to be kind to us, than the last few years.

But despite that up and down, the country's markets seem to have fared much better than other retail has, with shops emptying at an unacceptable rate. The outcomes of the Government's appointed High Streets Task Force clearly found that markets will play a massive part in the revitalisation of our towns and cities High Streets.

We are certainly starting the season with a worrying back drop of war breaking out in the Middle East, which unfortunately means the expenses are going to be hiked, certainly on the fuel side of things. It's at times like these we must remain more positive than ever.

I do believe since the covid pandemic, there was one good thing that I can see it did for our industry. It brought the back the public wanting to be out and about face-to-face shopping as opposed to online. Something our markets industry can and has taken advantage off.

More young people are looking at market trading to be a real option of a career path, bringing lots of bespoke and artisan lines on to our markets. Oxford Gloucester Green and Stratford-upon-Avon's Upmarket are amongst those markets that young market entrepreneurs are looking to trade on, as well as the themed market events up and down the country.

The footfall figures year on year have shown some increases on markets baring this out. This is of course when storm "whats-yer-me-call-it" wasn't wanting to batter-us that is.

It's sincerely hoped with a good dose of fine weather 2026's trading season should be one to look forward too. I am certainly looking forward to visiting many as the year goes on.

Joe Harrison

CHIEF EXECUTIVE OF
NMTF LTD



A FRESH LOOK FOR OXFORD OUTDOOR MARKET

BY SIOBHAN NOAKE

We are currently planning a refresh of the Gloucester Green Market branding to create a more contemporary and consistent identity, while still remaining sympathetic to the historic character and heritage of Oxford.

The aim of the rebrand is to strengthen how the market presents itself both on-site and online, helping it feel more recognisable, professional and welcoming to visitors. As part of this process, we are developing a new logo and visual style, along with updated on-site banners and A-board posters to improve visibility around the market.

Alongside the physical branding, we will also be working to strengthen the market's digital presence, including updates to the website and social media assets to ensure a consistent look and feel across all platforms.

This refresh will help ensure Gloucester Green Market continues to evolve while still celebrating the character and history that make it such an important part of Oxford's city centre.

OXFORD
outdoor market

STREET FOOD • LOCAL TRADERS • INDEPENDENT FINDS



AI generated image

OXFORD EVENTS:

NOW OPEN FOR APPLICATIONS



Applications are now open for traders who would like to take part in LSD Promotions' programme of events in Oxford. These events attract thousands of visitors and provide excellent opportunities for traders to reach both tourists and locals.

BY SIOBHAN NOAKE



Oxford Brookes Artisan Market

2nd Tuesday of every month
January - April | 10 - 4
September - December | 10- 4

Dine 'N' Devour

Friday 3rd April | 10 - 7
Saturday 4th April | 10 - 7
Sunday 5th April | 10 - 5

Friday 14th August | 10 - 7
Saturday 15th August | 10 - 7
Sunday 16th August | 10 - 5

Oxford 10 Day Food & Drink Festival

Friday 9th October | 10 - 7
Saturday 10th October | 10 - 7
Sunday 11th October | 10 - 7
Monday 12th October | 10 - 7
Tuesday 13th October | 10 - 7
Wednesday 14th October | 10 - 7
Thursday 15th October | 10 - 7
Friday 16th October | 10 - 7
Saturday 17th October | 10 - 7
Sunday 18th October | 10 - 5

Oxford Victorian Christmas Market

Thursday 12th November | 10 - 7
Friday 13th November | 10 - 7
Saturday 14th November | 10 - 7
Sunday 15th November | 10 - 5



INTRODUCING OUR NEW TRADER ADVISORY GROUPS

At LSD Promotions, we are always looking for ways to strengthen communication with our traders and ensure that your voices are heard. Following feedback and internal review, we have recognised that our previous biannual trader survey system was not achieving the outcome we had hoped for.

BY SIOBHAN NOAKE





While the surveys generated a large amount of feedback, we did not always have the capacity to respond to every comment in the way we would have liked. As a result, some traders understandably felt that their views were not being fully heard or acted upon. We want to be very clear that your feedback is incredibly important to us, and we are committed to finding better ways to listen and respond.

Our goal is simple: we want our traders to feel valued, supported, and part of the future development of our markets. At the same time, we believe it is important to have open and honest conversations about the realities of operating markets. There are many factors that influence what we can and cannot implement, including council permissions, legal requirements, operational logistics, and financial considerations. These constraints can sometimes limit what changes are possible, but that does not mean we are not passionate about improving the markets wherever we can.

To create a more effective dialogue, we are introducing Trader Advisory Groups.

These groups will meet quarterly and will consist of voluntary trader representatives working alongside LSD Promotions management. The purpose of these meetings is to discuss trader feedback, explore ideas for improvement, and have constructive conversations about how we can continue to develop our markets together.

Rather than feedback disappearing into a survey form, this approach allows us to talk through issues, explain operational challenges, and identify practical solutions collaboratively.

We are pleased to introduce your Trader Advisory Group representatives for **Oxford Outdoor Market**:

- Ching Yu
- Giulia Manciu
- Victoria Goddard

These traders have kindly volunteered to represent the wider trader community and will bring feedback, suggestions, and concerns to the quarterly meetings.

THIS WAS ABOUT CREATING A SPACE WHERE TRADERS FEEL HEARD, WHILE ALSO BEING CLEAR ABOUT WHAT WE CAN REALISTICALLY CHANGE.



Following our first Trader Advisory Group meeting in March, we've already begun taking action on several key areas raised.

We have introduced a reduced Friday pitch rate of £20 for non-hot food traders to support quieter trading days, and made the decision to bring the Art Fridays initiative to a close to ensure a fairer balance across all traders.

We are progressing a full market rebrand, which will include new signage, banners and printed materials to strengthen visibility and appeal, alongside confirming a summer leaflet distribution campaign to target visitors to the city.

We are also continuing to invest in influencer marketing and paid social media, helping to extend the market's reach and attract new audiences.

Operationally, we are working closely with the Council regarding access and congestion concerns, reviewing trader mix, and exploring improvements such as market WiFi and better layout functionality.

If you have any feedback or ideas you would like to raise, please share them with one of the representatives, who will ensure they are discussed during the advisory group meetings.

We hope this new approach will create a more open, constructive and transparent conversation between traders and management, helping us work together to make our markets the very best they can be.

Thank you, as always, for your continued support and for being such an important part of our market community.

INTRODUCING NEW TRADERS

BY SIOBHAN NOAKE
PHOTOS BY CONNIE BRETTELL



Fiesta Gözleme

Head to Fiesta Gözleme for Turkish flatbreads made-to-order.

Each flatbread is filled with a variety of fantastic flavours, whether that's the all-time favourite spinach and cheese, or a meaty beef and cheese with chilli sauce for that extra spicy kick.

Simply choose your fillings and watch the dough being rolled out with them. Don't forget to get your dips on the side!

INFLUENCERS AT GLOUCESTER GREEN



As part of our marketing efforts to raise awareness of Gloucester Green Market and attract new visitors, we've been collaborating with a number of local and regional influencers to showcase the market and its traders across social media.

So far, we've welcomed Ruby Barney Britton (130.8k followers on TikTok) and Lucy Munching (9.1k followers on Instagram), Ravenous Leo (11.4k followers on Instagram) whose visits helped highlight the variety of food and traders available at the market.

Coming up, we have Observing Oxford visiting in June, who has 207k followers on Instagram and 28.9k on TikTok. We are also planning a visit from Georgia Tremplin (1.4M Instagram followers, 1.7M on TikTok) around May or June.

These collaborations help us reach new audiences and encourage more people to discover what Gloucester Green Market has to offer.

BY SIOBHAN NOAKE

TRADER NUMBERS ON THE RISE AT GLOUCESTER GREEN

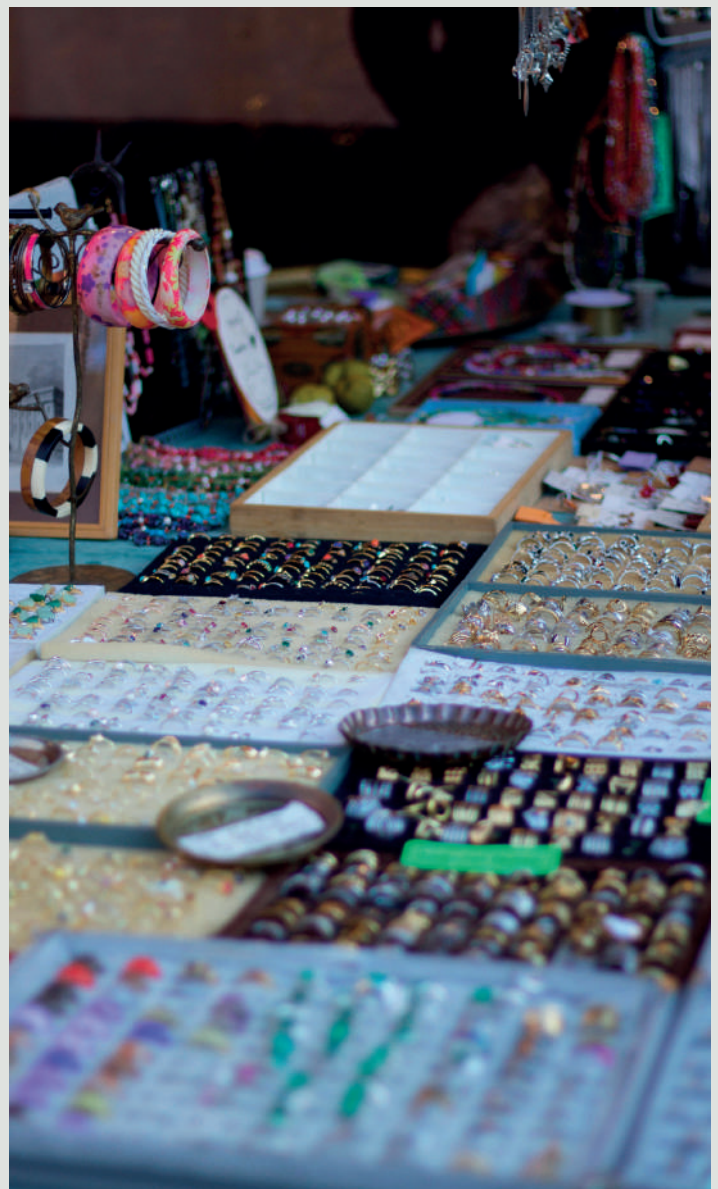
BY TADHG MCGUILLICUDY

We are pleased to report a very positive trend in stall bookings across the market at the start of the year. Following a review of stall numbers, a total of 633 stalls were booked throughout January, and this increased to 891 stalls in February.

This represents an increase of 258 stalls month-on-month, equating to a 40.8% rise in overall stall numbers.

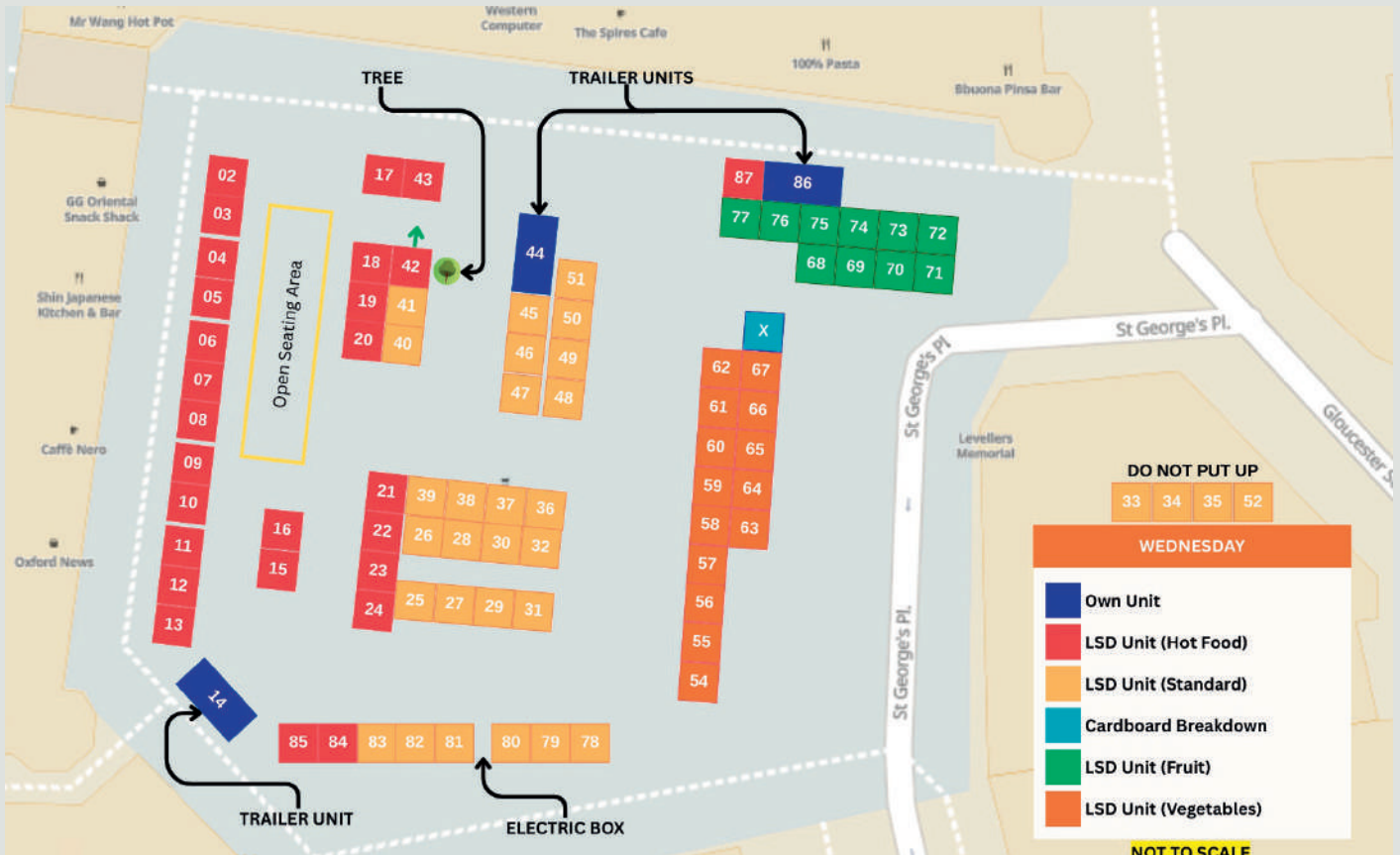
This level of growth is particularly encouraging as it demonstrates a strong uplift in trader participation and confidence in the market as we moved from January into February. The increase also reflects the continued appeal of Gloucester Green Market to both existing traders returning more regularly and new traders joining the market, helping to strengthen the variety and vibrancy of the offer available to customers.

Overall, these figures indicate a very positive start to the trading year and a healthy trajectory for the months ahead.



PREPARING FOR THE GEORGE STREET DEVELOPMENT:

NEW MARKET LAYOUT



BY SIOBHAN NOAKE

As many of you will be aware, building works at the former Odeon Cinema site are expected to begin in the coming months as part of the wider George Street redevelopment. While we are still awaiting confirmed details, it is anticipated that construction hoarding is likely move up to the edge of the market to accommodate the works.

To prepare for this, we have adjusted the market layout to ensure pedestrian flow through the space can continue. A clear alleyway has been created through the market, linking the coach park/Old Fire Station side of Gloucester Green to St George's Place (in front of the cinema). This will allow foot traffic to continue passing through the market area once the hoarding is in place.

We will continue to liaise with the project team and the Council and will share further updates with traders as soon as more information becomes available.

DISCOVER APP –

HELPING VISITORS FIND YOUR BUSINESS



Oxford City Council has recently partnered with Discover to launch the Discover App, a 'whole of place' app designed to highlight everything there is to shop, eat and do across the city.



OXFORD CITY COUNCIL LAUNCHES NEW APP TO HELP EVERYONE DISCOVER MORE OF OXFORD



The Gloucester Green Market and our Oxford events are already listed on the app, helping visitors and locals easily discover what's happening at the market. The platform acts as a one-stop shop for exploring local businesses, activities and useful information, making it easier for people to navigate the city and find new places to visit.

Importantly, any local business – big or small – can be listed on the Discover App completely free of charge. Businesses can also promote special offers, events and promotions, helping attract new customers and raise visibility within the city.

The app covers central Oxford, including the city centre and parts of Jericho, Osney and East Oxford, and is already becoming a useful tool for both visitors and residents looking for things to do.

Discover App is free for both users and businesses. If you haven't already, we encourage traders to sign up and list their business, helping more people discover what you offer and strengthening the visibility of independent businesses across Oxford.

TOO GOOD TO GO – A SUSTAINABLE OPPORTUNITY FOR FOOD TRADERS

We're pleased to share a new opportunity for our food traders through a collaboration with Too Good To Go, an app designed to help businesses reduce food waste while reaching new customers and generating additional income.

BY SIOBHAN NOAKE





“

AROUND 40% OF ALL FOOD PRODUCED AROUND THE WORLD IS WASTED. THIS IS 2.5 BILLION TONNES YEARLY, WHICH EQUALS 80,000 MEALS (ASSUMING 1 MEAL = 1 KG ON AVERAGE) ARE WASTED EVERY SINGLE SECOND, (WWF, 2021).

Too Good To Go allows businesses to sell surplus, short-dated or unsold food through 'Surprise Bags' on the app. Customers purchase these bags at a reduced price and collect them at a time set by the trader. It's a simple and flexible way to ensure good food doesn't go to waste while also introducing your business to new local customers.

Exclusive Offer for Market Traders

As part of this campaign, market traders can sign up with the monthly partnership fee waived for the first month. There is no contract, meaning you are free to close the account after this period if it isn't right for your business.

Why join Too Good To Go?

- Reach new, local customers
- Generate additional revenue from surplus stock
- Help reduce food waste and make a positive environmental impact

If you're interested in getting involved, you can sign up here:

[tgtg.to/claims](https://www.toogoodtogo.co.uk/claims)

For more information or to discuss how it could work for your business, you can also contact the local Too Good To Go representative:

James Dockar-Drysdale
07497 144217
jdockardrysdale@toogoodtogo.co.uk


This is a great opportunity to turn potential waste into extra revenue while supporting a more sustainable food system.






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 lsdpromotions.com/oxford-outdoor-market

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MARKET TRADER MAGAZINE



From city centre updates to industry news, each issue is a curated guide to inform and improve your market trading experience.



GROUP OF COMPANIES