

# THE STRATFORD MARKET MAGAZINE

STRATFORD-UPON-AVON MARKET NEWS

WATERSIDE UPMARKET  
REOPENING DAY

TRADER ADVISORY GROUPS:  
YOUR VOICE COUNTS



THE WINNER OF THE 2026  
BEST LARGE OUTDOOR  
MARKET AWARD IN THE UK IS  
WATERSIDE UPMARKET

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## FROM THE MANAGER

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It's a real privilege to manage Rother Street and Waterside Market day to day and work closely with such a great group of traders. My role is to make sure everything runs smoothly on the ground so traders can focus on what they do best - serving customers and showcasing their products. I'm always happy to hear ideas or feedback, so please don't hesitate to come and have a chat on market day.

*Reggie*

OPERATIONS MANAGER




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## FROM THE MANAGER



Across the markets we operate, our focus is always on delivering a professional, well-managed trading environment that benefits both traders and visitors. Stratford has a fantastic market heritage and we're committed to building on that by supporting our traders, maintaining high standards and ensuring the markets continue to thrive for years to come.

*Adam Cartwright*

SENIOR  
OPERATIONS &  
EVENTS MANAGER

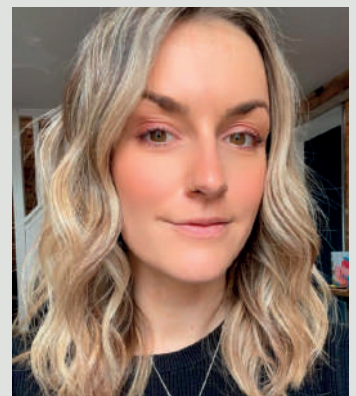
## FROM THE EDITOR

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A big part of my role is helping to promote the markets and tell the stories behind the businesses that make them special. From social media and press coverage to community projects and events, we're always looking for ways to bring more people to the markets and support our traders' success. If you'd ever like your business featured or have ideas for promotion, I'd love to hear from you.

*Siobhan Noake*

COMMUNICATIONS &  
ENGAGEMENT MANAGER



## FROM THE NMTF

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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



# WATERSIDE UPMARKET WINS BEST LARGE OUTDOOR MARKET '26



We are delighted to share some fantastic news with our traders and partners - Waterside Upmarket has been awarded Best Large Outdoor Market 2026 at the Great British Market Awards.

The prestigious awards, organised by the National Association of British Market Authorities (NABMA), celebrate excellence in markets across the UK and recognise markets that demonstrate outstanding quality, innovation, community value and strong trader partnerships.

Members of the LSD Promotions management team attended the awards conference to represent the market, alongside Andrew Green and Craig Bourne from Stratford-on-Avon District Council, who joined us in accepting the award on behalf of the market and its wider partnership.

This recognition reflects the collective effort that goes into making Waterside Upmarket such a success, from the dedication of our traders and the professionalism of the on-site team, to the strong partnership between LSD Promotions, Stratford-on-Avon District Council and Stratford-upon-Avon Town Council.

For over 30 years, Waterside Upmarket has been a vibrant part of Stratford-upon-Avon's riverside offer, attracting thousands of visitors every week and showcasing a diverse mix of independent traders, artisans, food vendors and creative businesses. Its stunning location beside the River Avon and Royal Shakespeare Theatre, combined with the quality of its traders, has helped establish it as one of the region's most popular markets.

Winning this award is not only a recognition of the market itself, but also of the community of traders who bring creativity, passion and entrepreneurial spirit to Waterside every Sunday. Your hard work, commitment to quality and ability to create engaging stalls are a key reason why the market continues to thrive.

As we celebrate this achievement, we also look forward to building on this success in the year ahead - continuing to promote the market, support our traders, and ensure Waterside Upmarket remains a flagship market for Stratford-upon-Avon.

A huge thank you to all of our traders for being part of the journey - this award belongs to you as much as anyone.

BY SIOBHAN NOAKE



A FANTASTIC START TO  
THE SEASON:

# WATERSIDE UPMARKET REOPENING DAY



The 2026 season at Waterside Upmarket got off to a fantastic start on Sunday 1st March, with traders and visitors gathering to celebrate the market's reopening.



The day included an official ribbon cutting ceremony by Deputy Mayor Cllr McNaught-Barrow and Chair of Stratford-on-Avon District Council Cllr Kate Rolfe, marking the start of the new season. The event was particularly special following the recent announcement that Waterside Upmarket had won Best Large Outdoor Market 2026 at the Great British Market Awards.

Visitors enjoyed live music, photo opportunities and a free tote bag giveaway for the first 50 visitors, which included trader vouchers and small freebies. The market also showcased its new branding and banners, giving the riverside site a fresh new look.

With over 90 artisan traders offering everything from jewellery and gifts to street food and sweet treats, the atmosphere was lively throughout the day, with some traders even reporting they sold out of products.

A big thank you to all traders and partners who helped make the reopening such a success, we're looking forward to another great season on Waterside.



## 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 **Waterside Upmarket**:

- Dave Riley
- Sam Hadley
- Graham Cooper
- Nicola Doyle

Your Trader Advisory Group representatives for **Rother Street**:

- Dave Riley
- Jacqui Land
- Nicola Doyle

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

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.

# A FRESH LOOK FOR STRATFORD-UPON-AVON MARKETS

BY SIOBHAN NOAKE



You may have noticed a new look emerging across Stratford's markets. We have recognised that the old branding, which has served the markets well for almost a decade, now needs refreshing to better reflect the quality, heritage and character of the markets today, while also appealing to a modern audience.

Stratford-upon-Avon has a rich market tradition, with Rother Street Market trading under a charter for over 800 years and Waterside Upmarket now firmly established as one of the town's most popular visitor attractions. Our aim with the new branding is to celebrate this heritage while presenting the markets in a way that feels contemporary, welcoming and easy to recognise for both locals and visitors.

The new brand brings greater consistency across all Stratford market activity. This includes updated logos, banners, posters and promotional materials, as well as refreshed digital assets for social media.

We are also developing a dedicated market webpage to help visitors find the markets more easily and understand what makes them special.

For traders, this rebrand is about strengthening the markets' identity and visibility. A clearer, stronger brand helps us promote the markets more effectively, attract new visitors, and ensure that the markets continue to be recognised as an important and vibrant part of Stratford's town centre.

We hope you like our new look and we look forward to continuing to grow Stratford's markets together.





## HELPING VISITORS FIND THE MARKETS: INTRODUCING THE STRATFORD-UPON- AVON MARKETS MAP

We were delighted to recently launch the new Stratford-upon-Avon Markets Map, designed to help visitors more easily find and explore both Rother Street Market and Waterside Upmarket during their time in the town.

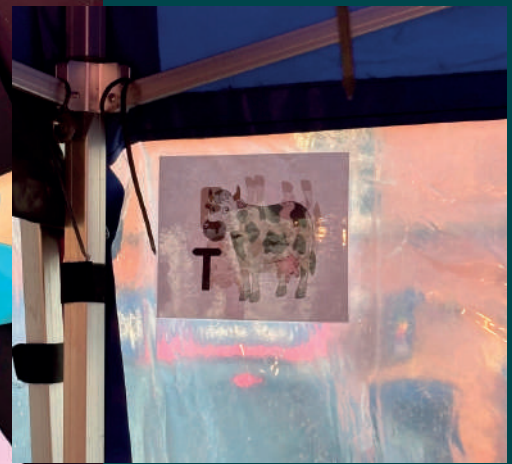
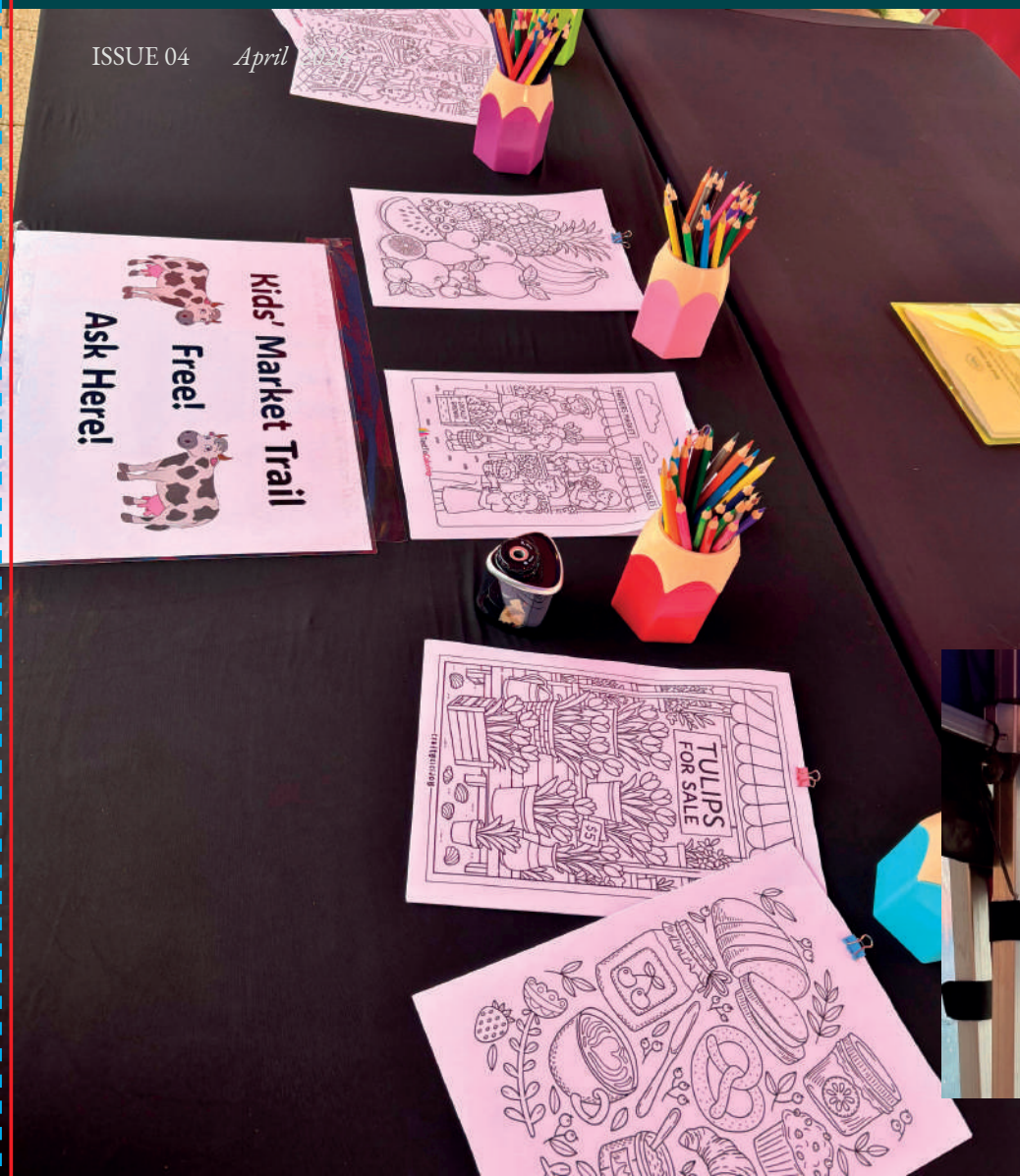
The map highlights the markets alongside some of Stratford's most recognisable landmarks, including the Royal Shakespeare Theatre, Shakespeare's Birthplace and the River Avon. The aim is to show visitors just how close the markets are to the main attractions and encourage them to include a visit to the markets as part of their day out in Stratford.

The map was designed by Alice Smith, winner of the 2024 Young Traders Market Competition, whose creative illustrations capture the character of the town while clearly guiding people to the market locations.

The completed map is now being used across our promotional materials and online channels, and will also be shared with local businesses and visitor points to help direct tourists towards the markets. By improving wayfinding and awareness, we hope the map will help attract more visitors and increase footfall for our traders.

BY SIOBHAN NOAKE

ARTWORK BY ALICE SMITH - AVMS ART



## FAMILY FUN FRIDAYS AT ROTHER STREET MARKET

BY SIOBHAN NOAKE

During the February half term, we trialled a new initiative at Rother Street Market aimed at encouraging more local families to visit the market during the school holidays. We introduced a couple of simple, family-friendly activities including a colouring tent for children and a market trail, where young visitors could explore the stalls while searching for hidden pictures around the market.

The activities were very well received, with families enjoying the opportunity to spend more time at the market while children had something fun and interactive to do. It created a lively atmosphere and encouraged families to walk around the whole market, discovering traders they may not have otherwise visited.

Following the success of this trial, we will be continuing Family Fun Fridays during the upcoming school holidays. Alongside the colouring activities and market trail, we will also be introducing a face painter to add even more excitement for younger visitors.

These small additions help make the market more welcoming for families and give local parents another free activity to enjoy with their children during the holidays, while also helping to increase footfall and dwell time across the market for our traders.



# WORKING WITH STRATFORD-UPON- AVON SCHOOL: INSPIRING THE NEXT GENERATION OF ENTREPRENEURS

BY SIOBHAN NOAKE

This year we were delighted to continue our partnerships with local schools by teaming up with Stratford-upon-Avon School, working with students from the Catering and Hospitality department on a unique enterprise project designed to give them real-world business experience.

The project follows a “Dragons’ Den” style format, where students work in teams to develop a food-based business idea from scratch. Over the course of the programme, they research their target market, develop recipes, create branding, calculate costs and pricing, and plan how they would sell their product at a market stall.

To help bring the project to life, some of our experienced traders, including Dave Riley, kindly gave up their time to speak to the students about their own business journeys, offering insight into the challenges and rewards of running a small independent business. Hearing directly from real traders helped the students understand what it truly takes to turn an idea into a successful venture.

At the end of the programme, the teams will pitch their ideas in a Dragons’ Den-style presentation, with the winning team earning the opportunity to run a real stall at Rother Street Market, selling their product to the public.

The aim of the project is to encourage entrepreneurship, creativity and teamwork, while helping young people understand that markets can be a genuine pathway into business and self-employment. We’re excited to see the students’ ideas develop and look forward to welcoming the winning team to Rother Street Market soon.



STRATFORD-UPON-AVON EVENTS:

# NOW OPEN FOR APPLICATIONS



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

BY SIOBHAN NOAKE



**Bank holiday Mondays on Waterside**

- Monday 6th April | 10 - 5
- Monday 4th May | 10 - 5
- Monday 25th May | 10 - 5
- Monday 31st August | 10 - 5

**Waterside Summer Festival**

- Tuesday 21st July | 10 - 5
- Wednesday 22nd July | 10 - 5
- Thursday 23rd July | 10 - 5

**Jungle Feast on Waterside**

- Tuesday 11th August | 10 - 5
- Wednesday 12th August | 10 - 5
- Thursday 13th August | 10 - 5

**Stratford-upon-Avon Food Festival**

- Saturday 19<sup>th</sup> September | 10 - 7
- Sunday 20<sup>th</sup> September | 10 - 5



**Stratford upon Avon Christmas Markets**

Saturday 28th November | 10 - 7

Sunday 29th November | 10 - 5

Saturday 5th December | 10 - 7

Sunday 6th December | 10 - 5

**Stratford upon Avon Lights Switch on**

Saturday 14th November | 10 - 7



These events offer traders the chance to be part of high-footfall, well-established events in one of the UK's most popular tourist destinations.

Applications are now open via the LSD Promotions website:

**<https://lsdpromotions.com/stratford-upon-avon-1>**

Spaces are limited, so traders are encouraged to apply early to secure their place



## SUPPORT YOUR MARKET

<https://lsdpromotions.com/rother-street-market>  
<https://lsdpromotions.com/waterside-upmarket>

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# MARKET TRADER MAGAZINE



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