

Minutes from Market Forum Meeting

Tuesday 18th March 2025

Meeting started: 10:01am Meeting ended: 11:03:am

Held at Town Hall, Sheep Street, Stratford upon Avon CV37 6EF

Present:

Dermot McGillicuddy – LSD Promotions (DM)
Siobhan Noake – LSD Promotions (SN)
Jon Holliday – LSD Promotions (JH)
Caroline Nash – STC (CN)
Lisa Campion – STC (LC)
Councillor Dani Hunter – STC (DH)
Councillor Kate Rolfe – STC (KR)
Andrew Green – SDC (AG)
Craig Bourne – SDC (CB)
Georgia O'Connell – BID (GO'C)

Part One, Open Session:-

The meeting was not quorate and as the Chair of the Forum was not in attendance at the meeting, it was proposed and seconded that Councillor Kate Rolfe took the Chair for this meeting.

1. To receive Apologies

Apologies were received from Councillors Coles, J Fradgley and Grocott. Councillor Harding was not present at the meeting.

2. Declarations of Interests of items on the Agenda

No declarations were made.

3. Welcome to Georgia O'Connell – new Stratford-upon-Avon BID Projects Co-ordinator

The Chair welcomed Georgia O'Connell to the Market Forum Meeting as the new Stratford-upon-Avon Projects Co-ordinator.

4. To adopt the minutes of the Market Forum Meeting held on 18th November 2024

It was

RESOLVED: As the meeting was not quorate, the draft Minutes of the Market Forum meeting held on 18th November 2024 be noted.

5. General Update from LSD Promotions

General market update

Rother Street Market has been consistent for the time of year with some good days before Christmas. March has seen an upturn in trade especially with the good weather in the first two weeks of the month.

The storms before and after Christmas meant that some markets had to be cancelled, these included a Saturday market in November, the first Christmas market weekend in December and a Friday market in January.

The Waterside Upmarket had reopened in March. DM reported that due to the good weather, the first weekend for the market had been exceptionally busy but that by the second weekend there had been a 60 / 70% drop in trade.

AG confirmed that footfall figures showed:

Saturday 8 March showed 48k visitors
Sunday 9 March showed 32k visitors
Saturday 14 March showed 41k visitors
Sunday 16 March showed 25k visitors

AG confirmed there are 4 cameras up within the town and these cover the main “event” roads into Stratford town centre.

Rother Street Friday Markets are looking to hold special mini events during the school holidays, they are hoping that this will grow and attract more visitors.

JH shared with the meeting the two midweek events planned for the 2025, both events will feature free entertainment alongside the market:

The Waterside European Market – celebrating the Women’s Euros 2025

Tuesday 22 July 2025 – 10:00-17:00

Wednesday 23 July 2025 – 10:00-17:00

Thursday 24 July 2025 – 10:00-17:00

Superhero Spectacular on Waterside

Tuesday 5 August 2025 – 10:00-17:00

Wednesday 6 August 2025 – 10:00-17:00

Thursday 7 August 2025 – 10:00-17:00

The **Young Traders** final will take place on Waterside on Friday 22 and Saturday 23 August 2025.

SN reported that social media data was showing an increase due to using TikTok. They have a new member of staff, Marcie Lambert (full-time Marketing Assistant).

6. Updates from District and Town Councils

Update from Stratford-on-Avon District Council

AG reported to the meeting feedback on the Christmas markets. There hadn’t been too much negative feedback received after the cancellation of the first weekend due to the storm. The next weekend ran well and the reserve weekend (with a slight change in format) also worked well.

There had been no traffic complaints, no safety issues reported and due to changes to the Park and Ride with WCC and

Stagecoach, all seemed to run well – queues were reported. AG will push for the same format for 2025.

KR enquired as to arrangements for the Park and Ride – did visitors have to pay for parking as well as the bus into town? Do we have statistics for the site? AG will request these.

Following the meeting, AG shared with LC via email the data for the Park and Ride as follows:

On the weekend of 14th/15th Dec 10,907 passengers were carried. This compares to 9,488 of the 2023 weekend (9/10th Dec). Broken down, there were 1,525 more passengers conveyed on the Saturday (6,632 compared to 5,107) and 106 passengers less on the Sunday (4,275 compared to 4,381).

Passenger loadings on the 21/22nd weekend were disappointing – 1,276 on the Saturday and 658 on the Sunday, but I guess that weekend was used by people to get the essential Christmas food shopping - anecdotally the out of town shopping centres with food stores were bedlam in the area.

The total passengers in 2024 were 12,841 compared to 15,818 in 2023

Measuring footfall had been a success and is reported as follows:

Saturday – 86k visitors (normal numbers would be approx. 40/50k)

Sunday – 66k visitors (normal numbers would be approx. 35k)

DM thanked AG for all of his hard work relating to the Christmas markets and getting the footfall system in place.

The Christmas Market would run this year over two weekends with planned dates as follows:

First weekend – 29th and 30th November

Second weekend – 6th and 7th December

Reserve weekend – 13th and 14th December

These dates have been shared across websites for SDC and

LSD. STC will update their website too.

AG informed the meeting that at present road closures are in place for the start and end times of Waterside Upmarket, however, following conversations with LSD, SDC have applied to close the road all day when markets take place, in order to increase visitor safety and restrict vehicles from having the potential to access Waterside and Bancroft Gardens. Vehicles will still be able to turn right at the bottom of Sheep Street onto Waterside. This will hopefully begin from Sunday 6th April.

Update from Stratford-upon-Avon Town Council

CN informed the meeting that the Town Council costs had been higher than previously due to an increase in costings. The budget had therefore been increased for 2025 provision.

7. AOB

CB informed the meeting that AG will have a new assistant (Trainee Support Officer) starting on the 1st April. Her role will be to assist with the administration of the new events process for hire of SDC land. LC requested her details to add to the distribution group.

8. Future meeting dates

Tuesday 17th June 2025 at Stratford-on-Avon District Council Offices

Tuesday 23rd September 2025 at the Town Hall.

(All meetings are subject to change due to everyone's availability. Time and location TBC)

The meeting closed at 11:03am.