



OPERATORS REPORT

OCTOBER 2011

THE FIRST SIX MONTHS

LSD Promotions Limited

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BACKGROUND

Tamworth market is an historic street market trading every Tuesday and Saturday in the pedestrianised areas of the town centre. It has always been managed directly by the Council until ten years ago when it sub-contracted out the stall erection and dismantling aspect, and in more recent years the Council further contracted the rent collection, and a separate day to day trader management company.

In 2010 the Council decided to fully privatise the operation to be managed by one company.

After a tender exercise Tamworth Borough Council appointed LSD Promotions (marketplace) Ltd to undertake the management and complete operation on a five year plus two from the 1st April 2011.

This is the Operators report after completing the first six months of the contract at the end of September 2011.

OBJECTIVES

During the tender process LSD identified an amount of important changes that needed to be implemented to bring the market back on track. The market had seen its number of traders reduce over a period of time due to various factors and there were concerns amongst the remaining traders as they had seen other markets around them fade and slip away. We set the following objectives to achieve as soon as was practicable.

1. New traders.
2. Building relationships
3. New stalls and equipment.
4. Closing times
5. Promotion
6. Rent system
7. Stall storage
8. Waste system

1. NEW TRADER The life blood of a market is casual traders. Tamworth was receiving 'bad press' on the market grapevine which was stifling the attendance of new traders, as the market was losing regular traders due to the recession and uncertainty, it was vital to encourage new traders to attend. A trader promotional campaign was started (see section 5) which restarted the flow of casuals which resulted in the market, in the initial six months, increasing the trader attendance on Tuesdays by 78%, from 42 traders to 75, and Saturdays by 80%, from 31 to 56, a total increase over the two days of 58 traders. We have received very positive feedback from the shopping public in particular as the majority of new traders have brought something different to the markets shopping offer.



Putting people First

2. BUILDING RELATIONSHIPS

Of equal vital importance for the markets future was to build strong relationships with the existing traders at an early stage. This was achieved by open communication from the market director and manager who made themselves available each market day in person and by phone on all other days.

Traders needs, concerns and problems were not only listened to but acted upon in an efficient and caring manner. The following quotes are from the chair and vice chair of the Tamworth branch of the National Market Traders Federation (NMTF)

Paul McIntyre Market Trader and NMTF 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/complimented 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”.

Tim Bagnall, Market Trader and Vice-Chairman of the NMTF Branch 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 traders fears of a private operator, in this case, have proved to be unfounded and we are very excited”.

3. NEW STALLS AND EQUIPMENT.

The majority of the stall equipment supplied to the traders by the Council is damaged, beyond repair and out dated. The top sheets are torn and dirty. LSD identified the importance of changing and adding new equipment for the morale of the traders, the confidence of the shoppers and to build relationships with the existing business’s in town. Saturday the 29th October 2011 has been set for the changing of all the stall equipment. This will involve a combination of pop up marquees, galvanised steel stalls and umbrella’s all in matching blue/yellow colours. The stalls will be further enhanced by matching skirts, low energy traditional style lighting,sail flags and bunting. The equipment will be stored on purpose built trailers towed by Land Rovers on market days, this system will help to protect the equipment from damage and unnecessary wear and tear.



4.CLOSING TIMES

One of the ways a market can deteriorate quickly is by traders closing their stalls early to the advertised times. This causes confusion and uncertainty for shoppers, loses trade for their fellow traders, both on the market and in the shops and creates animosity on the street. One of our most popular achievements among traders was our strict but fair enforcement of the closing times and the marshalled entry of the trader's vehicles at the end of the day. A number of traders have commented on the fact that their takings have increased because of this enforcement.

5.PROMOTION

Initial promotions were concentrated on new traders. A letter and flyer was sent to all traders on our database, also all traders on our existing markets were written too, ads were placed in the Worlds Fair newspaper, the Market Trader. We ensured the 'grapevine' talk was positive and targeted certain lines and encouraged them to trade at Tamworth. Once on the market, communication with new traders is given priority until they are settled in. Copies of trade promotions can be found in the pocket of the document folder at the rear.

Adverts to the public were placed in the Tamworth Herald, Lichfield Mercury, Sutton times, Birmingham Evening Mail and through flyers (see below). This was printed and is distributed through our markets, tourist information and via Tamworth traders when trading on their other markets .

A new promotion will begin in November 2011 when the new equipment is in place.



**Tamworth
Street Market**



Over 100 stalls including, meat, fish, fruit and vegetables, fresh every market day with garden products to clothing. The Market has it all.

Every Tuesday and Saturday 9.00 - 4.00
For Car Parks Follow Sat Nav Code B79 7BB

A long established top quality street market in the town's main shopping streets and square.



LSD PROMOTIONS... QUALITY MARKET'S SERVING THE LOCAL COMMUNITY
www.lsdpromotions.com

6.RENT SYSTEM

KPR Midlink initially continued to collect rent but problems soon developed. They were unable to load their software onto our system as their program is not compatible with Windows 7. We were unable to receive the data except by email which took four days to send, furthermore our manager had to attend as each individual rent was collected it seemed pointless to continue with the unacceptable cost. We moved to a paper system while a new electronic system is being developed. We expect to have this in use in four to six weeks.

7. STALL STORAGE

The existing stalls are stored underneath the Ankerside Shopping Centre. This is expensive, small and the stalls can only be transported by forklift truck which is the main reason the stalls are damaged and the top sheets covered in oil and dirt. This storage will be vacated by the end of October 2011 with all equipment being trailer based. This will allow flexibility for last minute stall changes while protecting the equipment.

8. WASTE SYSTEM

Historically the market waste has been collected by the street scene department of the Council and took to landfill. LSD identified that the majority of waste was recyclable and we engaged a recycling operator to call at the close of each market day and collect all the recyclable material. In the morning traders are issued with black bags for general waste and clear bags for recycling. The general waste is disposed of via two 1100 litre eurobins. 95% of all market waste is now recycled.



FRENCH MARKET.

LSD coordinated the visit by the French market in September. The number of French traders who attended was down due to illness, vehicle problems and we suspect the global recession. However, the market was well received and Muriel Charles, the French operator thanked us for the extensive advertising and said trade was better than the previous year. They expect to return in more numbers next year.

MIDDLE ENTRY SHOPPING CENTRE.

We believe a market link between Market Street and St. Editha's Square would be beneficial and suggested we could do so by providing a limited number of stalls through Middle entry. LSD director Dermot McGillicuddy met with four senior representatives of the Peer Group who are enthusiastic about the plan. At present they are consulting with their tenants.

FRIDAY MARKET.

We have been requested by some traders about holding markets on Fridays in Tamworth. This could be worthwhile in these difficult trading times and with the Square under used it could be initially tested by using the square only. There are a number of street traders already trading in the town on Fridays which could be included and managed within the market and supplied with matching equipment.

CONCLUSION

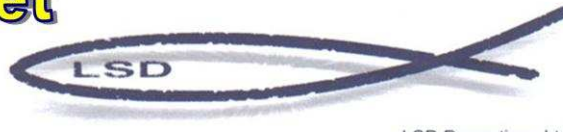
Tamworth Street Market has settled under the new management structure and is trading as strong as is possible under the present economic conditions, we expect to build further confidence in the market with the introduction of the new equipment and promotion. We do not expect to lose any markets, except possibly through extreme weather, as we have a large pool of staff to call upon at any time and we operate four land rovers as towing vehicles, the market can be set up using one land rover.

Report compiled by market director Dermot McGillicuddy 07889 975702

Dermot@lsdpromotions.com



Tamworth Street Market



LSD Promotions Ltd



We warmly welcome you to Tamworth Street Market.
Our aim is to provide traders & shoppers with a high standard of service and support. Please speak to the Market Manager if you require more information or further assistance. Or call Dermot 07889 975702.

Market Street, George Street, St Edithas Square, & Colehill, Tamworth B79 7LP

Open Saturdays and Tuesdays from 9am to 4pm

MARKET RENT TABLE

All traders receive a Discounted Parking Charge, see market manager for details

Erected stalls	Regular	Casual	Second stall regular	Second stall casual
George Street	£27.50	£33.00	£27.50	£30.00
Market Street	£27.50	£30.00	£20.00	£20.00
St Editha's Square *	£24.00	£27.50	£12.00	£15.00
Pitch charges				
George Street and Market Street	£17.50 min 2.14mtrs (7ft) plus £2.50 per 31cm (1ft) after	£25 min 2.14mtrs (7ft) plus £3.50 per 31cm (1ft) after	N/A	N/A
St Editha's Square *	£2.35 per min 3.78mtrs (8ft) then £1.05 per 31cm (1ft).	£2.35 per 31cm (1ft). Min 3.78mtrs (8ft) then £1.05 per 31cm (1ft)		

MOVES If you require a change of pitch or extra space, or have any other queries please speak to the market manager, or call 07889 975702.



Quality markets..serving the local community

To Book Call Dermot on 01384 877336 or 07889 975702



In Partnership with



e-mail: admin@lsdpromotions.com - www.lsdpromotions.com - Registration: England 2852860

LSD Promotions in Partnership with



July 2011

TRADE TAMWORTH

Tamworth Street Market

Every Tuesday & Saturday

LSD Promotions took over the operation & management of Tamworth Street market in April this year. The market which trades on Tuesdays and Saturdays is situated in the heart of the town centre on the two main pedestrianised shopping streets and market square. A busy, vibrant market which is having a complete refit with new stalls and equipment by the end of August. The market is full, but if you do have an unusual line please contact us as we may be able to accommodate you. **Call or email LSD Promotions 01384 877336, Dermot 07889 975702, Ted 07736 777244**
dermot@lsdpromotions.com ted@lsdpromotions.com

Tamworth Summer Festival & Craft Market

Sunday 28th August 2011 - one day only

LSD Promotions are also proud to be supporting the Tamworth One day Summer Festival Craft Market.

Set in the beautiful castle grounds in the town centre, this is a one day special Sunday event not to be missed! The craft market will be located alongside the Saxon Festival and Staffordshire Hoard display.

Stalls holders are welcome to sell and exhibit handcrafted goods, fair-trade & ethnic items, home made cakes & handmade goods, coloured glassware, mosaics, jewellery, wooden toys, embroidery, tapestries, sculpture and artwork. All art & craft traders are welcome to apply for a stall and take advantage of this unique opportunity to exhibit and promote their work. A booking form is enclosed, and stalls are provided with rain covers and counters, for the modest fee of £20 per stall. **Please send your form with full payment to the Tamworth Lions Club, at the address provided on the booking form.**

Tamworth Heritage Craft Market

Sunday 11th September 2011 – one day only

This fabulous event will take place on Sunday 11th September in the town square. St Editha's Square is in the heart of town, and this is undoubtedly one of the busiest weekends in the Tamworth calendar. Stalls will be supplied with covers and counters. The cost is £32 for a 10 x 10 fully equipped stall. The craft market will run alongside this heritage open day event, with all Tamworth's Historic sites open to the public, and various displays including the Staffordshire Hoard. **Please apply on the booking form provided to LSD Promotions Ltd.**

Booking forms are included, please complete the appropriate form and return to the address provided on the form. All telephone enquiries contact Dermot on 07889 975702 or Email dermot@lsdpromotions.com

**Tamworth
Street
Market
B79 7LP**



**Every Tuesday and Saturday
9.00 - 4.00**

**A long established top
quality street market in the
towns main shopping
streets and square. Now
under the management of
LSD Promotions.**



Over 100 stalls and pitches.

**Limited availability for
selected lines.**

Stalls provided.

Contact:

Dermot - 07889 975702

Ted - 07736 77244

Email—

dermot@lsdpromotions.com

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LSD Promotions, Quality markets... serving the local community!

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