



Stratford-upon-Avon Market Forum

Trader Newsletter

SPRING 2017



Spring has arrived a few announcements & its business as usual

The Market Contract

Stratford-on-Avon District Council and Stratford-upon-Avon Town Council have now concluded the tender process for the new Market Contract which will commence on Sunday 1 October 2017.

We would like to announce that LSD Promotions (Market Place) Ltd was successful in their tender for the contract and both councils look forward to working with them.



In the meantime, it is 'business as usual' with the market concession remaining under the control of Geraud (UK) Limited who has assured both Councils that their care and commitment to Stratford's markets will not falter during the transitional period.

Keeping Your Market Safe

The safety of both traders' and the public is paramount in these difficult times. After the awful atrocities that have happened in France and Germany and more recently in London, we ask that you be vigilant at all times. The market operator and traders need to work together, so please raise any concerns with the Market Manager.

It will help if everyone would keep the area around their stall as clear as possible, enabling unorthodox objects to be easily spotted. We do not wish to frighten anyone, but it is important that we raise awareness and keep our markets as safe as possible.

On behalf of the Councils and market operator, may we take this opportunity of wishing you a very Happy Easter



Stratford-upon-Avon Food and Produce Market – 'Sourced for Stratford'



The new accreditation scheme will be launched in October in line with the new market contract. In the meantime, we will be working with the new contractor on the operational factors in promoting the new scheme. Current Farmers' Market producers will be contacted in relation to the new scheme prior to the October start date.

Benefits of Being an Accredited Local Producer to 'Sourced for Stratford'

- Confidence with both traders and customers that only quality local produce will be on offer;
- Only Accredited Producers will be allowed to trade on the market, subject to the criteria being met, which will be monitored on an on-going basis;
- Increase in the number of traders coming onto the market and the variety of produce on offer, aimed at encouraging new, existing and repeat customers;
- Accreditation fees will be invested in the promotion and delivery of the Local Food & Produce Market;
- The use of the 'Sourced for Stratford' logo on your promotional materials and goods;
- A Certificate of Accreditation which must be displayed whilst trading.

One of the primary aims of promoting a Local Food and Produce Market is to support the growth of sustainable local food production by enabling local producers to sell directly to consumers, thereby cutting down on 'food miles', unnecessary packaging, and other environmental costs of modern food retailing. The councils are also concerned to promote high environmental and welfare standards of food production and to enable and encourage consumers to buy good quality, fresh, seasonal food and drink from the market.

Further information will be available including application forms and the accreditation criteria from LSD Promotions (Market Place) Ltd on 01384 877336