

Winchester: The Market Mix



Kevin Warren, Head of Estates

Eloise Appleby, Assistant Director
(Economic Prosperity)



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Brief History

- A centre for markets for centuries, ranging from simple stalls to the European St Giles's Fair
- Wednesday to Saturday in recent years
- Success of Sunday Farmers' Markets
- Trial of occasional French markets in 2000s
- Cathedral commitment to developing markets (Christmas, fine food, art and design)



Rationale

- A vibrant and diverse shopping offer, especially in recession
- Value for money/choice for less well off residents
- Added attraction for visitors – reasons to return, and to stay longer
- Significant and new footfall





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Clone Towns

“They are a breeding ground for antisocial behaviour. We’re not saying that chains should not exist, but the balance in town centres has gone too far ... Yet when you have a vibrant, diverse economy, there is a level of community activity and life on the streets where you don’t get social breakdown.”

“Even Winchester is in the Top Ten.”

Andrew Simms, New Economics Foundation Policy Director -
quoted in *The Times Online*, June 2005 and restated in 2009



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Making Markets Matter

“A nationwide campaign to persuade the shopping public to savour the joys of the UK's 1,400 markets ... Backing the Government's appeal to local authorities to consider the importance of markets ...

*... **Markets should be at the heart of towns and cities** - in fact in many cases these centres grew around the markets. Unfortunately in many places they have either been moved away from the main area of shopping activity, or the shopping footprint has moved away from the market.”*

National Market Traders' Federation



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The Offer

Wednesday

Produce market

Thursday/Friday/Saturday

Mixed products

Sunday 1st

Art, craft and design

Sundays 2nd & 4th

Farmers' market

Sunday 3rd

Antiques



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Marketing Strategy

a) Piggyback Promotions

‘It’s Antiques Sunday this week but if you are a lover of historic paraphernalia, then why not check out these elegant jewellery boutiques and antiques-inspired homeware every day of the week?’

Retailers can make the most by carrying complementary displays and promotions



Marketing Strategy

b) Thematic Campaigns

An opportunity to show the advantages of proactive and reactive BID

Potential for more thematic approach, alongside the traditional geographic segmenting of town centre



Marketing Strategy

c) Joint Marketing

Creating a branded offering in conjunction with Southern Market Traders?

Working with the Making Markets Matter campaign





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Issues for Businesses

You said	And in response...
Low quality goods detracting from Winchester's image	We inspect every stall for product quality and service.
Blocked access to shops	We space out the stalls, leaving doorways clear and improving customer flows.
Stalls always in front of same shops	We are exploring extending the market area to make it less concentrated and spread benefits.



Issues for Businesses

You said	And in response...
Closure time of market too early	This market stays open unusually until end of shopping day.
Bad for business	We are creating opportunities through the market: businesses need to respond proactively to make the most of this.
'Wrong kind of customers'	Winchester is a city for everyone. This is a marketing issue, and not about the product on offer.



Issues for Businesses

You said	And in response...
Council is just doing this for money	We do have to balance a budget to avoid other cuts or charges.
Unfair on NNDR payers	NNDR is paid on market areas, and pitch prices include an element for this.
Unfair on BID levy payers	We pay one of the highest BID levies at £40,000 pa, and pitch fees contribute to this.





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Feedback

City Council's Customer Service Centre

(Traditionally tends to be negative)

'Downmarket'

'Noisy traders'

'Congested'

Tourism businesses

(Traditionally tend to be positive)

'Good quality'

'More competition'

'Part of our heritage'

'Footfall is footfall, isn't it?'



Future Developments

a) Shopping with Confidence:

- Professionalism – eg customer service skills training
- Presentation – eg skirts for market stalls, jackets for traders
- Quality of service – eg regular market inspections

b) Signage:

Potential for more shopping information in car parks



Future Developments

c) Christmas:

a unique food and drink proposition for high-end shoppers, working with Cathedral

extended hours for main markets

d) Feedback/ communication:

improved and regular liaison with the BID Committee and other stakeholders



Council Policy

- Winchester City Council is committed to developing a dynamic and colourful programme of street markets
- Contract with will reviewed ready for renewal in May 2012
- Ongoing discussion with BID and other stakeholders to evolve and 'fine tune' the offer



Contacts

Kevin Warren, Head of Estates

kwarren@winchester.gov.uk

01962 848 528

Eloise Appleby, Assistant Director (Economic Prosperity)

eappleby@winchester.gov.uk

01962 848 181



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