



BLANDFORD FORUM TOWN COUNCIL

Blandford Forum Markets

Tenant Mix Policy

Tenant Mix is broadly the term that indicates the kinds of different retailers or service providers present in the market as well as the amount of trading space and the location they are present in.

This policy provides an options framework for applying an appropriate tenant mix policy to Blandford Forum Markets rather than being too prescriptive. The purpose of this is to increase consumer choice and assist the market in moving forward. There will always be “key anchor products” that we wish to attract such as fruit & veg stalls.

This policy will be reviewed on an annual basis by the Market Manager to ensure it remains relevant in the ever-changing retail sector.

As a town centre needs variety, so the same can be said of a market. The larger the market, the more variety it needs, the greater the variety it has, the higher the footfall and customer spend it can achieve.

We will endeavour to cluster fruit & vegetables and fish near to the Butchers in the Market Place for mutual benefit, because the clustering of retailers can generate variety and increase the attractiveness of a market.

Non-food traders selling comparison products should generally be dispersed across the market. Dispersion rather than clustering of same type traders will be allowed at the Market Manager’s discretion if it is felt that this is beneficial.

At Blandford Forum Market, the tenant mix is to be determined for the benefit of the whole market and not for individual traders. Shopper opinions will be sought in order to gauge perceptions on their shopping experience with the aim of assisting the continuing development of the tenant mix and the following will be considered:

1. Charting of shopping behaviours, likes and dislikes of the current market offer.
2. Evaluate the current use of the market and facilities including frequency, loyalty, goods purchased and awareness of existing businesses.
3. Identify main shopping purchases.
4. Evaluate reasons for using existing market.
5. Evaluate customer attitudes and opinions regarding the existing market and its facilities, including perceptions perceived, value for money, quality of goods, product displays, level of service, layout of stalls.
6. Define target market.
7. Evaluate most attractive merchandising mix / opening times.
8. Methods to maximise opportunities to draw new customers in the market.

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This research will also capture customers' postcodes for profiling, whenever possible in order to assist the Market Manager in defining the current target market. Research will be carried out in-house at present. This is due to the number of customers that use the market. It may be necessary to use an external market research company if the relevant quota size increases.

The target audience will be a mixture of users and non-users, the latter defined as those that shop infrequently at the market i.e. once a month or greater.

Interviews will be carried out at different times of the day and at weekends to ensure a broad range of customers are questioned. Research will also be carried out using internet polls.

This policy will be provided to traders, so they are aware of the markets letting policy as well as being used to proactively target products that customers have identified in the market research.

The tenant mix will change from time to time and will depend on current trends. It is important that the market continues to offer as wider choice to our consumers as possible.

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MARKET – TENANT/PRODUCT MIX BLANDFORD FORUM MARKETS

| Trade Mix: | All Markets - Current weekly | | Proposed Tenant Mix April 2018 – March 2019 |
|----------------------------------|---------------------------------------|---|---|
| | No of Units used | | Number of Units |
| Adult Clothing (Ladies/Men) | 2 | 5% | 2 |
| Bakers | 1 | 2.5% | 1 |
| Florist/Flowers | 1 | 2.5% | 1 |
| Sweets | 1 | 2.5% | 1 |
| Pets and pet products | 1 | 2.5% | 1 |
| Leather goods and bags | 1 | 2.5% | 1 |
| Jewellery | 3 | 7.5% | 3 |
| Grocery | 1 | 2.5% | 1 |
| Underwear | 1 | 2.5% | 1 |
| Mobility Products | 0 | 0% | |
| Fruit and vegetables | 2 | 5% | 2 |
| Second Hand Bric a Brac | 5 | 12.5% | 5 |
| Butchers/cooked meats | 1 | 2.5% | 1 |
| Crafts, cards and wrapping paper | 6 | 15% | 6 |
| Alcoholic drinks | 0 | 0% | |
| Furnishing | 0 | 0% | |
| Perfumes | 1 | 2.5% | 1 |
| Massage | 1 | 2.5% | 1 |
| Restaurants | 1 | 2.5% | 1 |
| Charity | 1 | 2.5% | 1 |
| Chemist | 0 | 0.00% | |
| Computer Services | 1 | 2.5% | 1 |
| | | | |
| | All Markets - Current weekly | Proposed Tenant Mix April 20185 - March 2019 | |
| Optician | 0 | 0.00% | |
| Home Entertainment | 0 | 0.00% | |
| Picture framing | 0 | 0.00% | |
| Toys | 1 | 2.5% | 1 |
| Music | 0 | 0.00% | |
| Photography | 0 | 0.00% | |
| Mobile phones | 1 | 2.5% | 1 |
| Footwear | 2 | 5% | 2 |
| gifts | 3 | 7.5% | 3 |
| | | | |
| Vacancies to be allocated mix | 2 | 5% | 2 |

Adopted by Council: 16th July 2018
Amended:

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