

Area West Market Survey

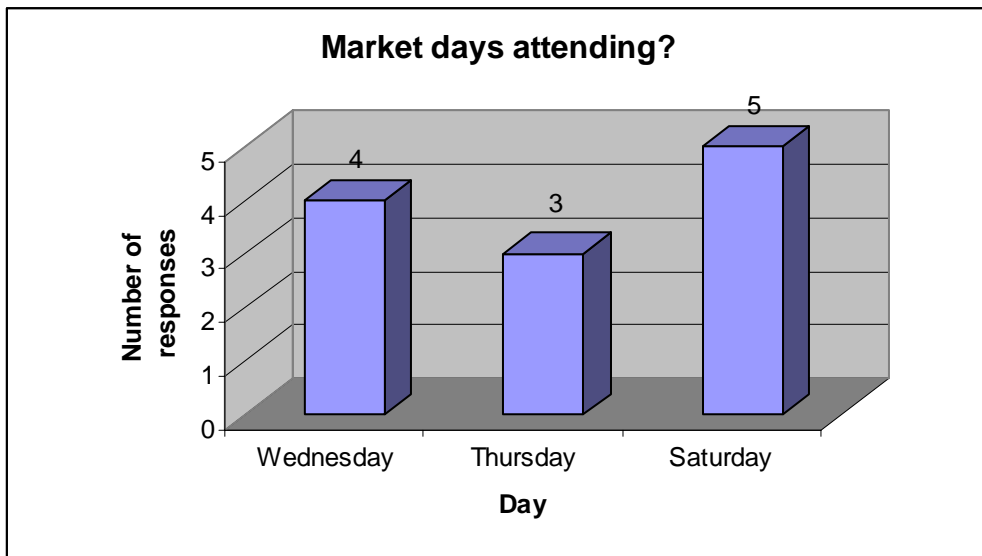
A survey was circulated by hand to 22 traders of the street markets in Chard, Crewkerne and Ilminster by the Markets Supervisor, Joy Streetin. A total of 7 forms were returned. This gives a response rate of 32%.

The results of the survey are as follows:-

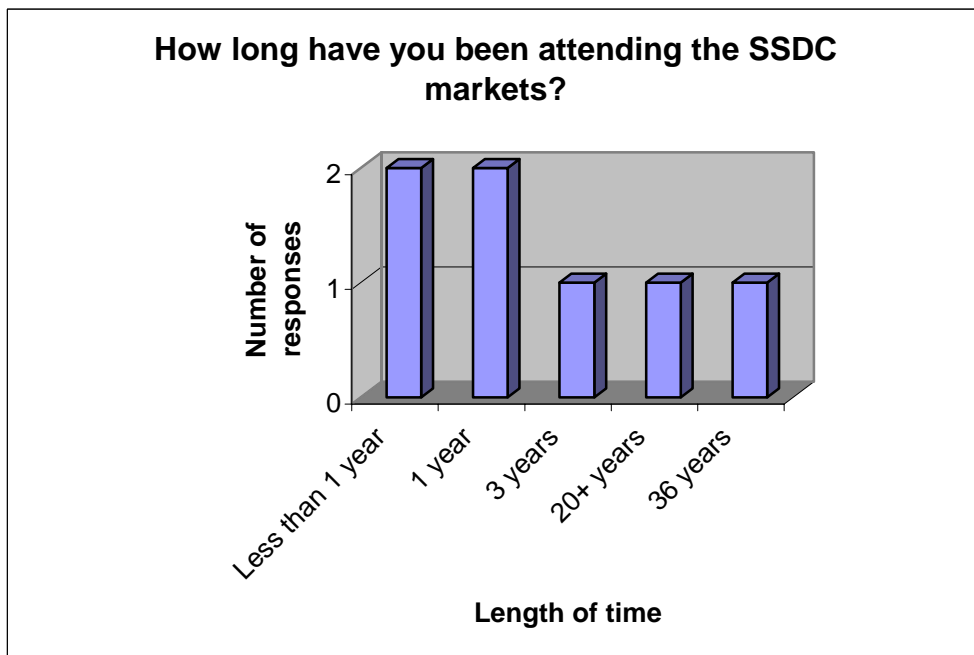
Question 1

This question asked traders to give their name and e-mail address.

Question 2

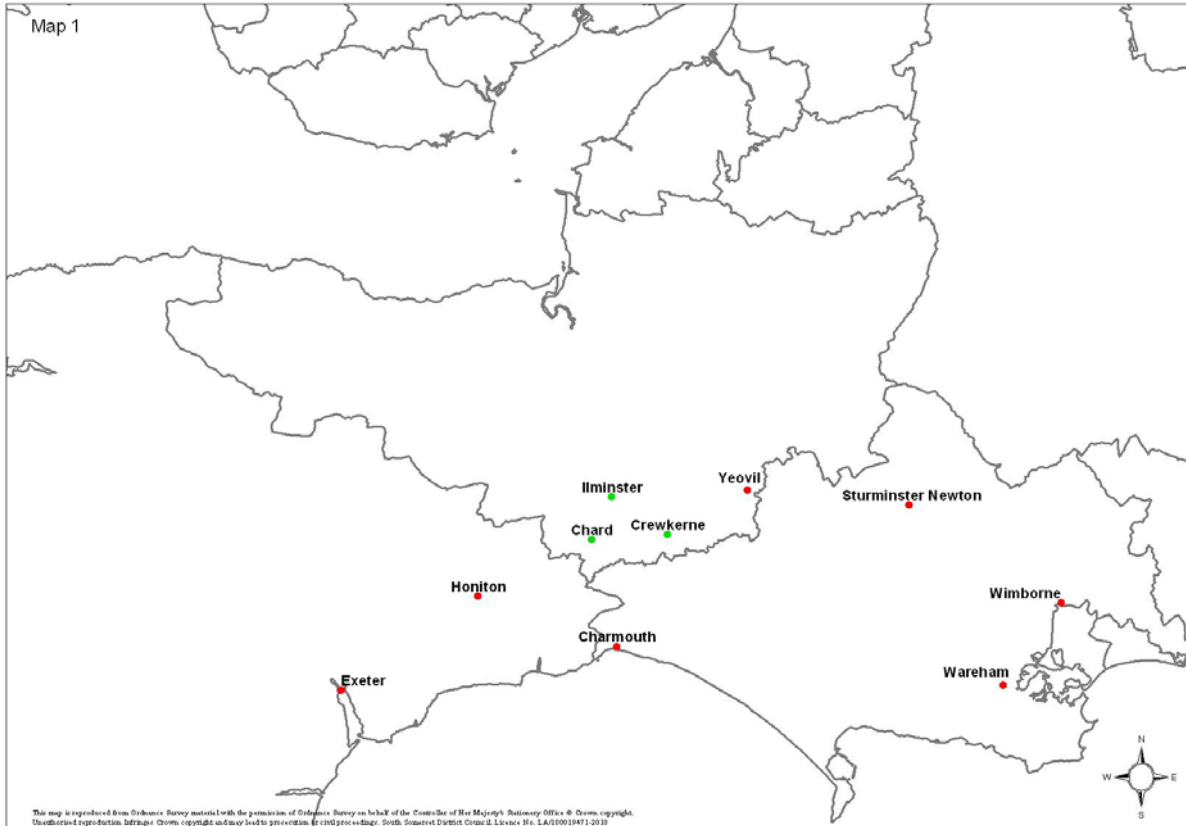


Question 3



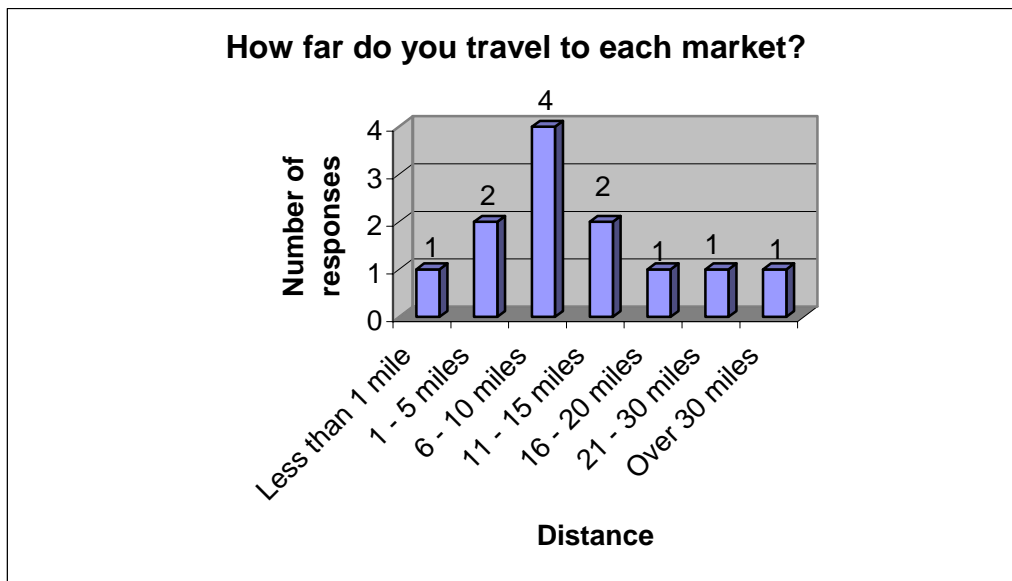
Question 4 – what other markets do you attend and on what days?

Replies were as follows:-

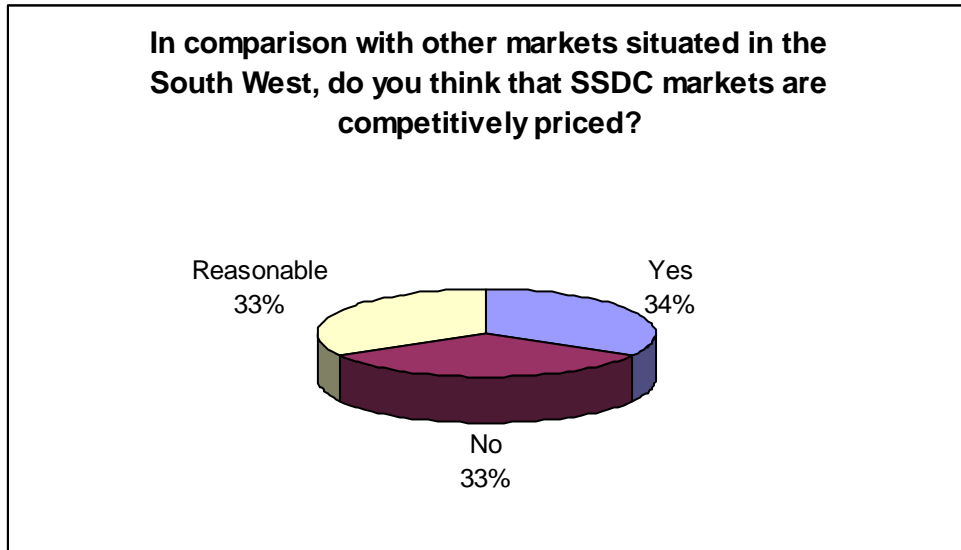


The days of the weeks that traders attended these markets were Sunday, Tuesday, Monday, Saturday and Thursday.

Question 5



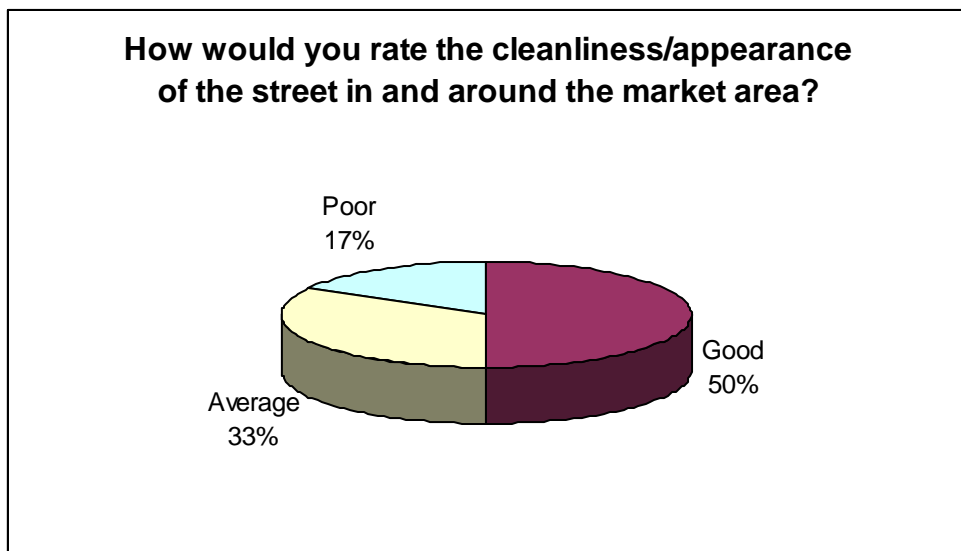
Question 6



The comments to this question are:-

- “Too expensive for what you get!”
- “For me it is but I have nothing else to compare”
- “Ilminster is if you sign on at Yeovil”

Question 7

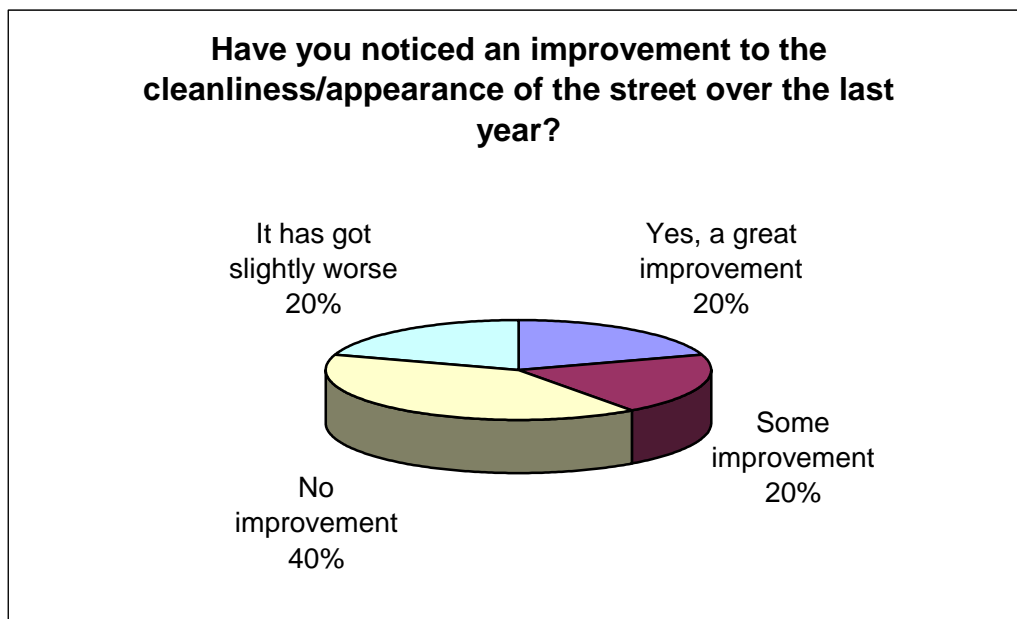


Excellent was also an option, but there were no replies for this.

Comments given are as follows:-

- “Not always cleaned very early on Saturday morning”
- “Ilminster could be cleaner”
- “Ilminster is swept before we set up”
- “There are cigarette ends, litter and looks dirty”

Question 8



There were no replies for the option “it has deteriorated considerably”.

Question 9 – do you have any comments about A-frames/advertising boards in the town centre?

“Their sensible use is an advantage both to retailers and the public”

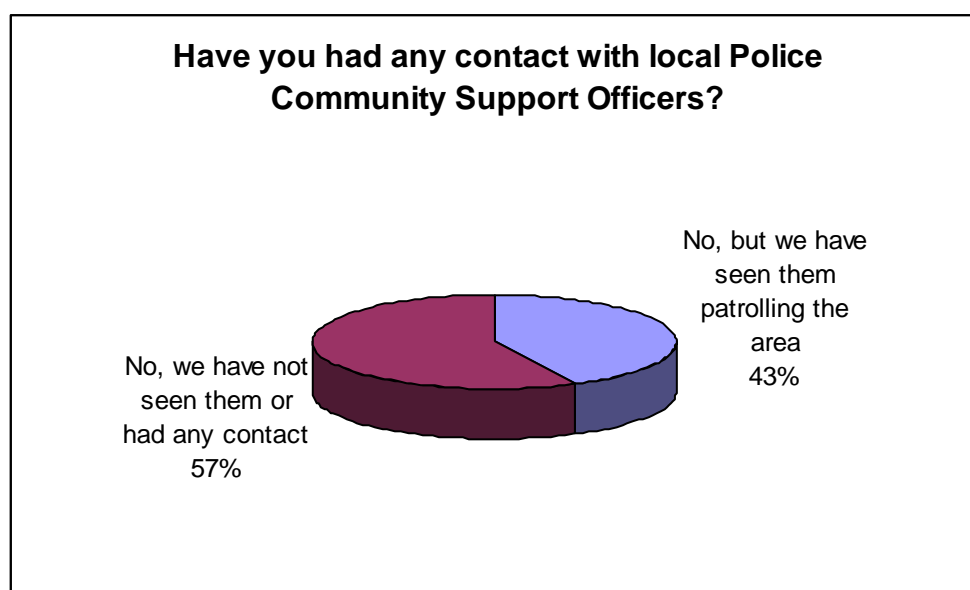
“Not at all worried”

“No” (2 replies)

“Could be more”

“They are a good idea”

Question 10



The other options that received no replies were “Yes, they have visited the stall”, “Yes we have approached them for advice” and “Yes, they have responded to an incident here”.

Question 11 – Do you have any concerns about your safety or the safety of your staff during the market?

“Personal safety – no, financial/stock security – yes”

“I’m big enough to look after myself”

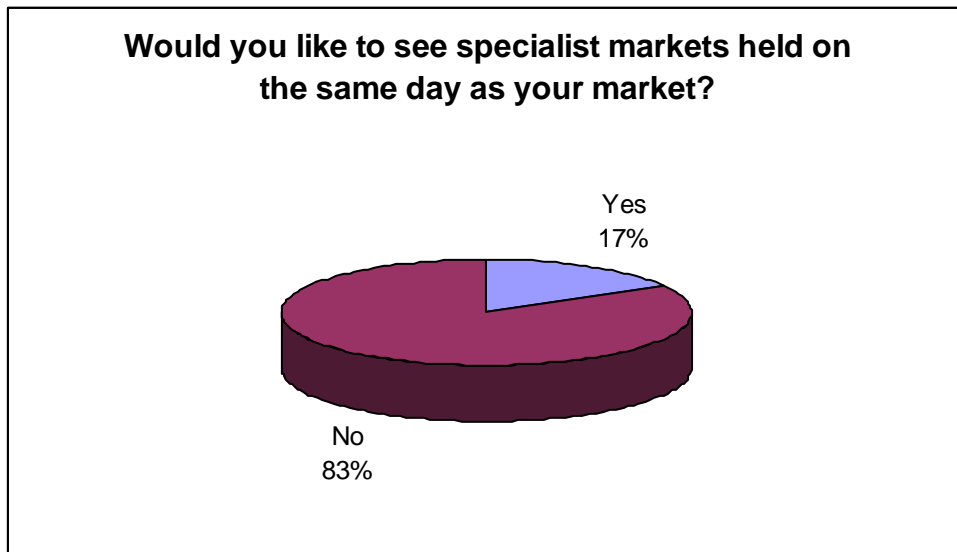
“Not really”

“No concerns”

“No”

“Yes, the cones are taken in too early”

Question 12



Question 13 Comment

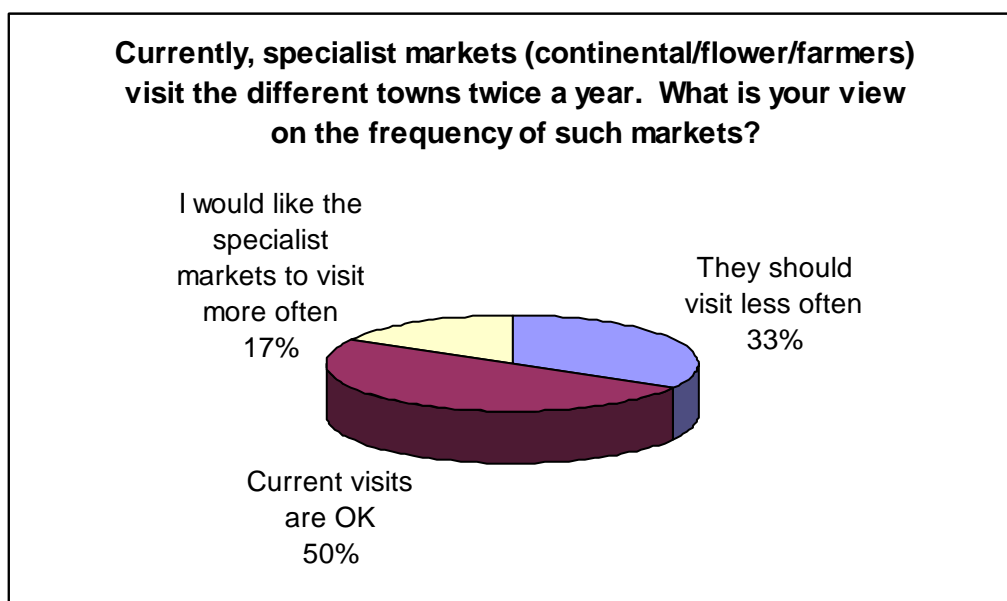
“Any potential trader should be encouraged to include their offering within existing markets (subject to maximum numbers in any one trade)”

“Only at the same venue. It would be bad if they were given a better site ie on Crewkerne”

“But if held alongside current market (in the same area), this could increase trade”

“If held in the same place”

Question 14



One respondent stated at the end of this question "But 'farmers' markets should be incorporated within existing markets. There are hardly any farmers in "farmers" markets. These events are a "fraud" on the public. Their trading should be included in existing markets where they would have to pay commercial rates."

Question 15 – Do you think that specialist markets held on Friday, Saturdays and Sundays affect your trade the following week. Please comment.

Yes – by at least 30%
Yes
No (2 replies)
Not really
Not that I am aware of

Question 16 – from April 2009 to March 2010, did your turnover increase, decrease or stay the same.

Only 3 people responded to this question and they all said that turnover had stayed the same. One respondent also commented that "it costs me to come to market".

Question 17 – if you have any additional comments to make about any of the questions, or any aspect of the markets.

- "Markets require nurture and promoting if they are not to continue to decline. SSDC system/management appears to have no interest in promotional activities and seems to me only to operate as a cash collection system. The present generation of supermarket shoppers may not need street markets as much as our grandparents did. But market charters are a valuable social asset which should be preserved at all costs for future generations to enjoy. Promotion to public will increase market popularity/footfall/business for traders. A busy market will very soon attract more traders."
- "Move Crewkerne market to a more suitable place."
- "I would like to see markets more aggressively publicised by the council. Crewkerne market needs to move - given the same site as the farmers or French markets."

- “Re Ilminster market - allow traders to continue trading until 7pm leading up to Christmas and advertise that market is trading later. Re. Crewkerne market - move the market to a more centralised area to increase number of stalls and to heighten our visibility to public. A lot of people don't know where Crewkerne market is held. Re. all markets - promote markets to encourage more customers and traders. A "Grit Bin" for use by Market Traders to ensure walkways are safe for customers in the winter months.”
- “I like the company in the market. If I was running a business, I would be bankrupt. I am 71 and I love meeting people who are horse minded for a chat.”
- “Market signs should be left out until the end of business. Extend the end time of Ilminster market. More advertising. Cones to be left in place until end of trading. Opportunity to stay open longer leading up to Christmas on a Thursday. Uncover sign on parking bays to stop people parking on market pitches for easy access on market morning.”

Question 19 – what would be your top 3 priorities for improving the markets?

Suggestions were:-

- “Promotion” (3 times)
- “More advertising” (3 times)
- “More traders”
- “Encourage the public to use market more”
- “Publicity”
- “Move Crewkerne market”
- “Late night trading at Ilminster market leading up to Christmas”
- “Promote the markets to encourage more customers and traders”
- “I just have no idea”
- “More advertising on day and media”
- “Rent free days”
- “Better signage for market day”

Conclusion

Four out of the 7 traders who responded to the survey have been trading at the markets in Area West for one year or less. The majority travel less than 10 miles. Half of the respondents felt that the appearance and cleanliness is good but 40% had not seen any improvement in the last year.

There were mainly positive comments about A frames. None of the respondents had any contact with the Police Community Support Officers with 57% having not seen them or had any contact and 43% having seen them patrolling the area. However, there were no real concerns about personal safety or safety of staff.

83% of respondents did not wish to have specialist markets held the same day as their market and 50% felt the current number of specialist markets was fine.

The main comments made about the markets were that they desperately need advertising and promoting. A couple of respondents made the suggestion that Crewkerne market should be moved and Ilminster market should be longer – especially during the Christmas period.

October 2010