



**Cabinet 1 December 2015 Appendix 1 to Street Trading and Markets
Report**

**CHICHESTER DISTRICT COUNCIL
CORPORATE INFORMATION TEAM**

**CHICHESTER CITY MARKET
CONSULTATION**

EXECUTIVE SUMMARY

CONSULTATION ANALYSIS REPORT

AUGUST 2015

Executive Summary

Current Traders Market

Many residents and shoppers use the Traders Market and are satisfied with it as it is now but feel stalls could be improved in the current location. However, traders have noticed a decline in visitors over the past few years and businesses have noticed a slight downturn.

- 76.7% of residents/shoppers surveyed currently use the Traders Market either regularly or occasionally and 14.6% of these respondents said that the market is the sole reason they visit the City Centre on a Wednesday or Saturday.
- 13.3% of residents/shoppers used to visit the Traders Market but no longer use it. Reasons given for this were a lack of quality at the Traders Market, its location and the availability of parking.
- 39.9% of traders noticed a decrease in visitors to the Traders Market over the last few years. Cattle Market traders were more likely to notice this decrease. 27.9% of businesses had noticed a decrease in their business over the last few years on market days. However, 47.5% said there had been no difference during this time.
- Just over half of businesses (52.5%) said the current Traders Market has no effect on their business. A similar percentage (51.7%) said that a lack of Traders Market in the Cattle Market car park would also have no effect on their business which suggests that the Traders Market does not currently have an effect on businesses but would have an immediate impact if moved to the pedestrian area.

Markets in the Precinct

There is most support amongst the traders to move the market to the precinct, residents were evenly split between for and against and businesses were more likely to be against it.

- 7 in 10 (70.5%) businesses would not support a new market coming into the precinct, 39.7% of residents/shoppers and 44.4% of traders felt the same. The highest level of support came from the Traders, 55.6% would support this move and 42.3% of residents would support this. The strongest opposition to a new

market in the pedestrian zone came from the businesses as their level of support was 16.4%.

- 70.6% of Traders wish to trade in the pedestrian zone, however, 70% of businesses said this would not be beneficial to them
- However, there was a discrepancy between the levels of support from Cattle Market traders (81.8%) compared to Farmers Market traders (37.5%). There was also a significant difference between these traders regarding the desire to trade in a new market located in the pedestrian zone, 100% of Cattle Market traders would want to trade there and only 42.9% of Farmers Market traders would.
- One issue that arose in the results of all three surveys was additional congestion in the precinct, which led to fears that there would be a decrease in footfall as visitors to the city may be put off and avoid the centre altogether. Another regular concern was that the precinct might be too small to host the Traders Market and concerns about access for large vehicles. Both residents and businesses agreed that the precinct is a suitable location for the Farmers Market and other seasonal markets. This had much greater support than a new market being moved to the pedestrian zone.

The Future of Markets

- Amongst residents there was a general feeling of support for markets but fears of losing the market prevented them from supporting it in the pedestrian zone. There was general agreement between all groups that the Seasonal/Farmers Markets are beneficial to the city.
- There is tacit support for a new style market in the city centre but in the surveys participants seem to be more minded to hold on to what they know and understand. A proposal for what a new market/s might look like might be helpful in gauging support or otherwise
- There was general feeling that the city centre might not be able to cope with more than one or two markets per week so a new market merging elements of existing markets into the pedestrian zone could be considered.
- Stalls selling local food/produce are favoured by both residents and businesses. Both residents and traders feel that if a new market was to be introduced in the precinct it should take the form of a mixture of different stalls.
- Businesses felt that small stalls would be of greater benefit to the City Centre. The traders would like to trade in the pedestrian zone twice weekly, residents

would like to see weekly markets and businesses would like markets in the precinct two times per month.

- There was also evidence to suggest that some residents and a few businesses and traders felt that the market could be improved in its current location at the Cattle Market
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