

**CHICHESTER DISTRICT COUNCIL  
COMMUNITY ENGAGEMENT TEAM**

**GENERAL MARKET TRIAL  
CONSULTATION**

**EXECUTIVE SUMMARY**

**CONSULTATION ANALYSIS REPORT**

**MAY 2017**

## **General Market Trial Consultation – May 2017**

### **Executive Summary Report**

#### **Introduction**

In July/August of 2015 a consultation was undertaken by the Community Engagement Team to gather views on the future of markets in Chichester City Centre – following this consultation a one year trial of the general market (originally located in the Cattle Market Car Park) was put in place. This general market currently runs every Wednesday in the pedestrianised areas of North and East Streets.

The trial will be coming to an end in August 2017 and this consultation aims to find out the views of businesses, residents/visitors and the general traders themselves about the market and give everyone the opportunity to raise any issues or concerns they may have.

Four survey reports have been produced, one report for each of the groups consulted and an executive summary report combining and comparing results. These reports will aid in the decision making process as to whether the general market will continue in its current form, in a different form, or whether it will continue at all. This consultation report is an overall analysis of all three surveys.

#### **Methodology**

Three questionnaires were designed to gather the views of residents and visitors, city businesses and traders of the general market. These questionnaires were developed for use during a 6 week consultation period between 1<sup>st</sup> March and 12<sup>th</sup> April 2017. The surveys were made available through Chichester District Council's website and promoted through various media and social media channels. A timeline of social media posts is available in Appendix A. Paper copies were also made available on request.

Face to face interviews were conducted by approaching businesses to interview them and record responses on an iPad. Only 44 of 141 business responses were received through the online survey which shows the necessity of fieldwork for this group of respondents.

Chichester BID promoted the business survey in their email newsletter with the link to the online questionnaire and used their relationship with the city businesses to encourage them to respond to the survey. They also sent a targeted email to office based businesses, inviting them to complete the survey online as these were harder to reach for face to face interviews.

Businesses in the Hornet area of East Street and peripheral streets off of North Street were also approached for response.

Although we had a different survey for market traders, this was only for those who trade at the general market on a Wednesday; any other traders from the Farmers Market, Summer Garden Market and Christmas Market etc. were prompted to complete the survey for businesses.

On market days we went out on several occasions to speak with the general traders, raise awareness of the survey and gave them the opportunity to complete the survey then and there through face to face interviews. 14 responses were received online and 4 responses were collected face to face. Due to the market being very busy it was difficult to complete many surveys with the traders face to face, so we provided information sheets to those who were too busy so they could fill in the online survey in their own time.

324 responses were received from residents, 141 from businesses and 18 from traders.

### **Potential Sources of Error**

Chichester BID (Business Improvement District) produced an interim report in January 2017 which focused on the market's impact on city centre businesses and their conclusion was that the general market does not add value to the city centre which may have influenced responses from businesses.

The BID also assisted with the fieldwork, using their relationship with city businesses to conduct face to face interviews. In their interim report the BID expressed clear views which may have been discussed during the fieldwork. Their involvement may have potentially skewed the views expressed by the businesses.

Almost half of responses to the resident/visitor survey came from people aged 45-54 and those aged over 65+. Although there is a larger proportion of these age groups in Chichester it is still not representative of the population.

## Summary

### Businesses

- There is **fair representation** for both independent (**53.2%**) and multiple businesses (**41%**) among respondents. There is also fair representation for those within the pedestrianised areas and those outside of it
- The business sector with the **highest number of respondents was 'Retail – other'** which reflects the proportion of retail businesses in the city centre

The most **highly rated** elements of the Wednesday market were:

1. **Cleanliness (48.2%)**
2. Atmosphere (35.5%)
3. Safety/security (35.3%)

The elements of the Wednesday market most frequently rated **poor or very poor** were:

1. **Position (46.8%)**
2. Presentation (46.4%)

- The elements of the Wednesday market **most often rated average** were quality of goods (**47.5%**), price (**45.5%**) and variety of stalls (**43.5%**)
- **2 in 5** respondents felt the Wednesday market causes a **decrease in footfall** and/or business and **15.1%** felt it caused an increase
- Multiple businesses and those located in the pedestrianised areas of North and East Streets are among the **most likely to feel the Wednesday market has a positive effect** on their business
- Independent businesses and those with a stall outside their premises are among the **most likely to feel the Wednesday market causes a decrease in their business** and/or footfall
- **Almost half** of respondents felt the Wednesday market would not have a positive effect if it were made permanent, almost a quarter felt it would have a positive effect

**48 respondents** felt the market affects their business in another way; the most frequent comments were:

1. **Sales and/or footfall have decreased (11 comments)**
  2. Stalls block shopfronts (8 comments)
  3. Attracts the 'wrong kind' of clientele (8 comments)
- A significant majority (64.9%) **did not feel that the Wednesday market meets the criteria of a high quality, artisan market**. However, were comments to suggest that some respondents feel that this market should not be required to meet this specific criteria

**76 respondents** provided comments regarding the market as high quality/artisan. The most frequent comments were:

1. **Just an average market (33 comments)**

2. Poor quality/mass produced goods (30 comments)
  3. Some good traders/offering has improved (18 comments)
- The majority view is not to move the Saturday market into the city streets but there were a few suggestions for a **Sunday market instead**. 1 in 5 businesses were in favour of moving the Saturday market in some capacity.

The most frequent **general comments** were:

1. **Footfall and/or sales have dropped and customers tend to avoid the city centre on Wednesdays (14 comments)**
2. Stalls block shopfronts and should be spread further apart (12 comments)
3. No objection to market providing quality is improved (10 comments)

### **Residents/Visitors**

- The vast **majority of respondents live within Chichester District** so the results reflect the views of people who will be most affected by markets in the city centre. The next largest group was regular visitors to Chichester who live outside the district which will include those who commute for work.
- The **Wednesday market is used more when it's in the city centre** (83.2% visit in this location) and 48.4% of respondents indicated they would be more likely to use the Saturday market if it was located in the city centre.
- Suggestions for **more fresh produce** surfaced throughout the survey results. The majority of respondents shop for fresh food at the market so there seems to be a demand for more stalls of this type. Items for plants and gardens were the second most used stalls at the market.
- **Fast food was the part of the market that was used the least** but there were some suggestions that a diverse street food offering would be welcome.

The most **highly rated** elements of the Wednesday market were:

1. **Cleanliness – 72.2%**
2. **Position – 71.9%**
3. **Customer service – 70.2%**

The elements of the Wednesday market most frequently rated **poor or very poor** were:

1. **Position – 20.2%**
  2. **Presentation – 18.1%**
  3. **Quality of goods – 17.2%**
- There was very little neutrality (**6.2%**) and uncertainty (**1.7%**) about the position of the market compared to the rest of the criteria, which is why it appears in both the top and bottom lists.
  - Overall **7 in 10 respondents like the Wednesday market**, a quarter dislike it and 5% were neutral. Over 55s and respondents with long-term health problems or disabilities were among the most likely to say they like the Wednesday market in the city centre and 45-54 year olds and city residents were among the least likely.

Respondents explained **why they like or dislike the market** and the most frequent comments were:

1. **The market livens up the city (60 comments)**
  2. It is convenient in the city centre (44 comments)
  3. Stalls obstruct shop fronts and often sell similar, cheaper goods (30 comments).
- These **open comments were fairly mixed** with 5 of the categories being for the market and 8 against, however, it should be noted that some of these categories only received 5 or 6 comments each.
  - Over **8 in 10 respondents would like the Wednesday market continue** either as it is (56.1%) or with changes (26.3%). Regular visitors to Chichester and over 55s were among the most likely to say they want the market to continue and 16-24 year olds and city residents were among the least likely.

The three most common **suggestions for changes** to the Wednesday market were:

1. **Move the market back to the Cattle Market car park with better promotion (35 comments)**
2. More stalls with a wider variety on offer (27 comments)
3. More fresh produce (17 comments).

### **General Traders**

- All of the respondents who trade at the Saturday market in the Cattle Market car park also trade in the city centre every Wednesday
- 88.9% of traders (16) saw an **increase in their sales** when trading in the city centre which reflects the increase in visitors to the market in this location shown in the resident/visitor results
- 100% of respondents would continue trading in Chichester if the market was made **permanent in the city centre**
- There were far fewer respondents (11.1% or 2) who would continue to trade in Chichester if the general market was **returned to its original location**
- 4 of the traders highlighted some issues with the market including that the **management should be improved**, the **meat seller should be allowed to trade** in the city centre, the **stalls should be deeper** to keep stock dry in poor weather conditions and the **gazebo design should not block shopfronts**.

A poll was conducted through the council's Twitter page which asked whether people felt the Wednesday market was a good thing for the city centre. This poll was only open for 7 days and is only intended to give a brief snapshot of data. There were 33 votes during this time and **70%** felt the city centre is a good location for the Wednesday market.

Overall the results suggest that businesses are not satisfied with the market as it currently stands. There are some issues with quality, position and presentation that need to be addressed before the city centre businesses will see a significant benefit to having the market in this location. The addition of more uniform stalls and a higher number of artisan products may increase the businesses' satisfaction with this market.

Residents, although much more positive about the Wednesday market in the precinct, also agreed position, presentation and quality of goods could be improved, but there were quite a few comments saying that the market livens up the city centre. Businesses and residents both agreed that the cleanliness of the market was the best thing about it.

The traders are very much in favour of the market in the city centre location which is likely to be due to the increase in their sales in this location. The results suggest that Chichester may lose the majority of these traders if the market was moved back to the Cattle Market car park. Issues of poor market management were highlighted and could be addressed in the future to improve the traders' experience of trading in Chichester.

The results suggest that the general market should continue in its current location but should be improved to meet the standard of a quality market with a wider variety of stalls to serve all types of market visitors.

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For further information or analysis on the survey, please contact the Community Engagement Team on 01243 521261. Alternatively email [community@chichester.gov.uk](mailto:community@chichester.gov.uk)