

WYMAN
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Farmers Market Consultation 2014 Town Centre Interviews Results

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Introduction

On Saturday 3rd May 2014 Wyman Dillon conducted 285 face-to-face interviews in Stroud town centre. A team of 10 interviewers were located at various sites around the town. The focus of the survey was to gather ***opinions of the town centre's facilities and in particular Stroud Farmers' Market and how people think it should be operated.*** It was a very pleasant day weather-wise and people were generally keen to participate.

Topics covered included:

- Stroud town centre visiting habits and reasons
- Farmers' Market visiting habits and reasons
- the importance of markets and what their role should be
- how the Farmers' Market should be run and the Council's involvement
- what facilities should there be in and around the town centre
- what would attract people to visit the town centre in the evening
- what people would most like to change about Stroud town centre

The questionnaire comprised both quantitative and qualitative questions and yielded a lot of comments and suggestions.

This report highlights the key findings from the survey results.

Complete listings of the verbatim comments are included as Appendix I.

A full set of cross-tabulations by gender and age of respondent can be found at Appendix II.

Top Level Results

➤ ***Stroud town centre visiting habits***

Approximately two thirds of respondents visit the town centre once a week or more frequently.

62% drive at least some of the time and 36% walk to the centre.

Three quarters visit for the Farmers' Market and half for socialising, non-food shopping and to access services.

One third stay for up to 2 hours and two thirds for longer.

➤ ***Farmers' Market visiting habits***

The main reasons for visiting the Farmers' Market are to support local producers, the atmosphere and to visit particular/specialist stall(s).

Two thirds always purchase something, with half spending up to £10 and half over £10.

79% think the number of local stalls is about right.

Of those who do not visit the Farmers' Market the main reasons cited are don't shop at markets, too expensive and too busy.

➤ ***The importance and role of markets***

Almost all respondents feel that markets are important to the local economy.

And they nearly all agree on the role Farmers' Markets should have in the District.

➤ ***How the Farmers' Market should be run***

59% think that a company running the market should pay a commercial fee.

43% do not agree that the Council should subsidise any loss.

And most feel that any profit should be split between the Council and the operator.

The preferred operator would be a not for profit organisation.

Whilst the vast majority consider that the Council should support other markets in the District.

➤ ***Stroud town centre facilities***

Most popular suggestions for what should be in the town centre are weekend cultural events, facilities for teenagers, children's play areas and recreation/leisure facilities.

Least popular are offices, cafes/restaurants and more homes.

➤ ***Evening attractions***

Most frequently mentioned were restaurants, concerts, cultural events, bars, cinema, art galleries and theatre.

➤ ***What should be changed***

Issues requiring attention include shops/empty shops, parking, charity shops, pavements and general appearance.

Stroud Town Centre Visiting Habits

In which town do you shop the most?

64% of respondents named Stroud as their main shopping destination.

Other mentions: Gloucester 10%, Cheltenham 5%, Nailsworth 4%, Bristol 3%, Dursley 3%.

How often do you visit Stroud town centre?

48% visit once or twice a week/weekly.

23% 2 or 3 times a month/monthly.

15% daily.

And 14% a few times a year.

Which days of the week do you visit?

Perhaps not surprisingly, 94% said Saturday.

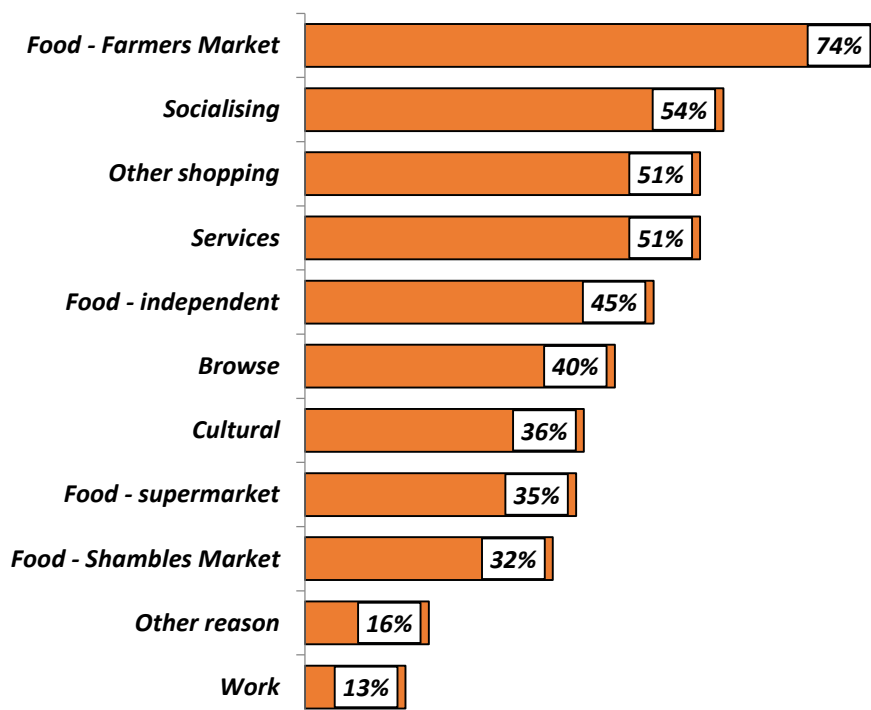
Monday to Friday were each mentioned by between 20% and 30%.

And 11% visit on Sunday.

How do you get here?

Most respondents drive, 62%. 36% walk and 11% come by bus.

Why do you visit Stroud town centre?



And when asked their MAIN reason for visiting, Farmers Market food shopping came out on top with 30%. Non-food shopping was cited by 13% and socialising by 11%.

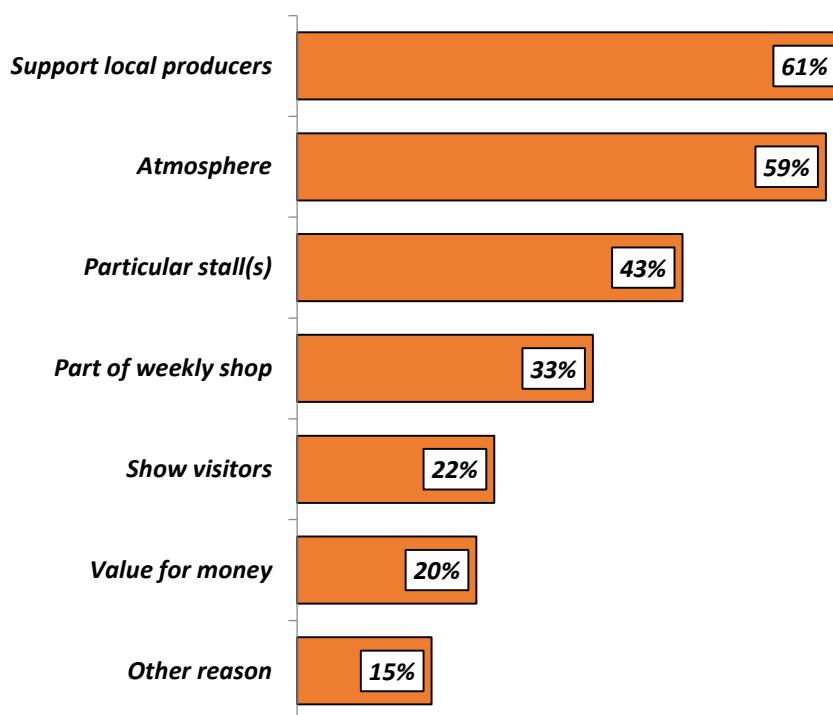
Amongst 'other reasons' for visiting were the atmosphere/ambience, cultural activities and small/charity shops.

How long do you usually stay in the town?

43% stay for 2-3 hours, 28% 1-2 hours, 13% 3-4 hours whilst the remaining 16% are split between staying for less than an hour or more than 4 hours.

Farmers' Market Visiting Habits

Why do you visit the Farmers' Market?



Other reasons for visiting include to meet people/friends, interesting/quality produce and specific products (burgers, meat, cheese ...).

Do you always buy something at the Farmers' Market? What is your average spend?

Two thirds say they always purchase something.

And their average spend is:

Less than £5	18%
£5 - £10	35%
£10 - £20	28%
More than £20	19%

Do you think there are enough local stalls?

79% think the number of local stalls is about right, whilst 14% think there are too few.

Suggestions for other types of stall include specialist dietary foods (vegetarian, vegan, gluten free, dairy free ...), more local produce/ local merchandise, crafts/handicrafts and clothes.

If you haven't visited Stroud Farmers' Market, why is this?

Don't shop at markets, too expensive and too busy are the reasons most often given for not visiting.

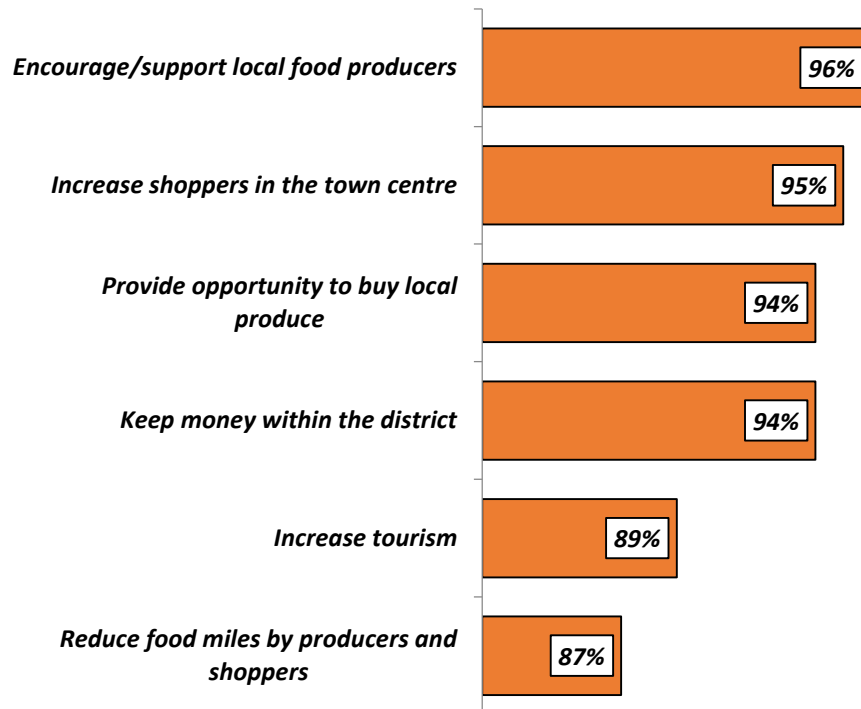
The Importance and Role of Markets

How important do you think ... markets are to the local economy?

96% feel that street markets are an important part of the local economy.

And 95% think specialist/farmers' markets are important.

Do you agree or disagree with the following as the role farmers' markets should have in the Stroud District?



How the Farmers' Market should be run

Stroud Farmers' Market is currently run under licence by a private company. The operator pays an annual fee whilst the council tax payer funds the business rates, utilities, cleaning, and maintenance for the market and stalls for the market square. Stroud District Council is considering how the market should be run in the future.

If a company runs the market would you expect them to pay a commercial fee?

59% think they should pay a fee, 17% say no and 24% don't know.

If the market operator makes a loss, should it be subsidised by the Council?

38% say yes, 43% no and 20% don't know.

If the market makes a profit, where should the profit from the market go?

Only 3% feel that any profit should go exclusively to the Council, whilst 23% think the operator should take it all.

But the majority, 59%, say that any profit should be split between the 2 parties.

Should the market be run by ... ?

A not for profit organisation eg charity, social enterprise	39%
A private company	23%
Stroud District Council	21%
Don't know	17%

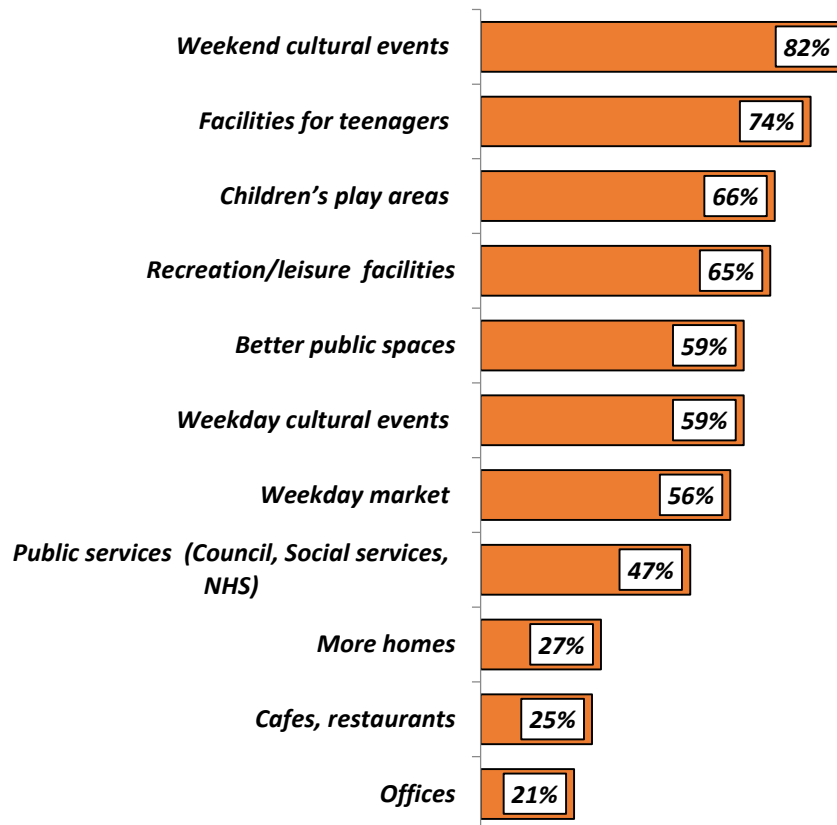
Do you think Stroud District Council should support other ... markets in the district (financially or help 'in kind')?

83% think the Council should support other street/general markets in the district.

And 85% think they should support other specialist/farmers' markets.

Stroud Town Centre Facilities

Thinking about Stroud town centre, in addition to shops what else would you like to see in or next to the town centre?



Evening Attractions

What would attract you to Stroud town centre in the evening?

Suggestion	Number of mentions
Restaurants <i>(better, variety, quality, independent, local produce, specialised, famous, unique)</i>	66
Concerts, music, bands	61
Nothing	57
Cultural events <i>(social, talks, festival)</i>	48
Bars, pubs, wine bars <i>(better, with music, with garden, better beer, sophisticated, up market, quality)</i>	37
Cinema, good films	24
Art, galleries	24
Theatre, shows	22

What should be changed

Given a magic wand, what would be the first thing you'd change about Stroud town centre?

Suggestion	Number of mentions
Shop issues <i>(better, more, quality, different)</i>	52
Nothing <i>(nice as it, all fine)</i>	38
Parking <i>(better, free, improve, reduce cost, refund available in shops, park-ride, disabled)</i>	33
Empty shops <i>(fill them)</i>	29
Charity/discount shops <i>(fewer, lower tone of area)</i>	26
Surfaces/pavements	22
Appearance <i>(face lift, tidying, more beautiful, revamp it, paint it)</i>	22

Respondent Profile

Do you have a disability?

Yes	7%
No	92%
Prefer not to say	1%

Age group

18 - 24	9%
25 – 34	9%
35 – 44	16%
45 – 54	20%
55 – 64	25%
65 – 74	14%
75+	5%
Prefer not to say	1%

Gender

Male	44%
Female	56%