

WYMAN
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Farmers Market Consultation 2014 Telephone Interviews Results

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Introduction

During April and early May 2014 Wyman Dillon conducted 501 telephone interviews with residents of Stroud District. 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.***

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 area, gender and age of respondent can be found at Appendix II.

Top Level Results

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

Approximately one third of respondents visit the town centre once a week or more frequently, one third 1-3 times a month and one third less often.

87% drive at least some of the time and 13% walk to the centre.

Three quarters visit for non-food shopping, 62% to access services and half for cultural activities, the Farmers' Market, supermarket and socialising.

60% stay for up to 2 hours and the others 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).

58% always purchase something, with around a third spending up to £10 and the rest over £10.

77% 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, use my local market, parking and transport issues, 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***

65% think that a company running the market should pay a commercial fee.

53% do not agree that the Council should subsidise any loss.

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

The preferred operator would be a not for profit organisation with 32%, although 26% think the Council should run it.

Around three quarters 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 better public spaces.

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

➤ ***Evening attractions***

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

➤ ***What should be changed***

Issues requiring attention include parking, shops/empty shops, general appearance, traffic, pedestrian issues, charity shops and hills.

Stroud Town Centre Visiting Habits

In which town do you shop the most?

41% of respondents named Stroud as their main shopping destination.

Other mentions: Gloucester 14%, Dursley 12%, Nailsworth 7%, Stonehouse 4%, Cheltenham 4%.

How often do you visit Stroud town centre?

33% visit weekly or more frequently.

32% 2 or 3 times a month/monthly.

23% a few times a year.

And 11% never.

Which days of the week do you visit?

Most popular day to visit is Saturday at 68%.

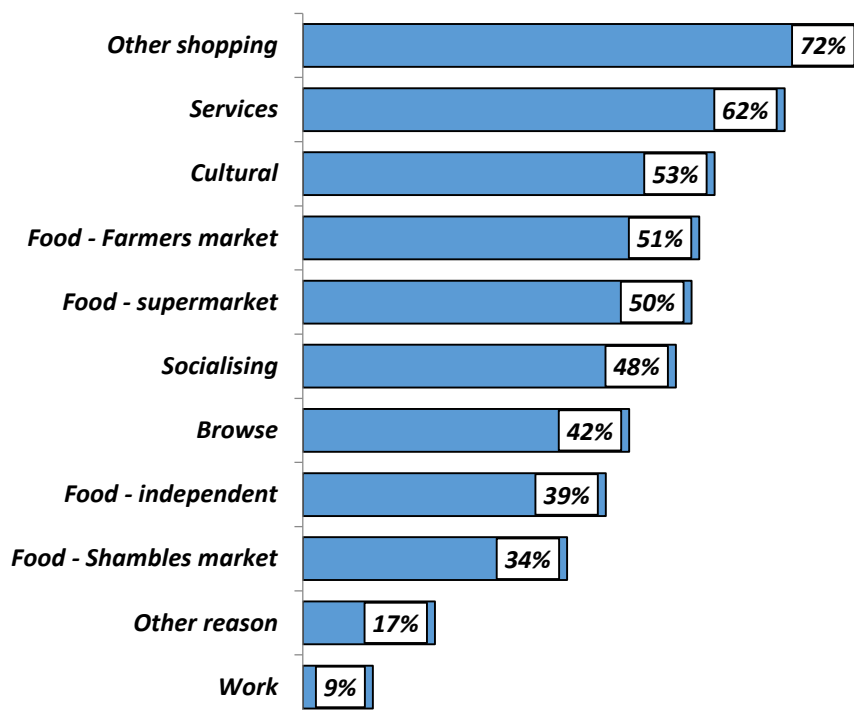
Monday to Friday were each mentioned by between a third and a half of respondents.

And 27% visit on Sunday.

How do you get here?

Most respondents drive, 87%. 13% walk and 9% come by bus.

Why do you visit Stroud town centre?



And when asked their MAIN reason for visiting, non-food shopping came out on top with 20%. Supermarket food shopping was cited by 19%, services 14% and Farmers' Market food shopping by 11%.

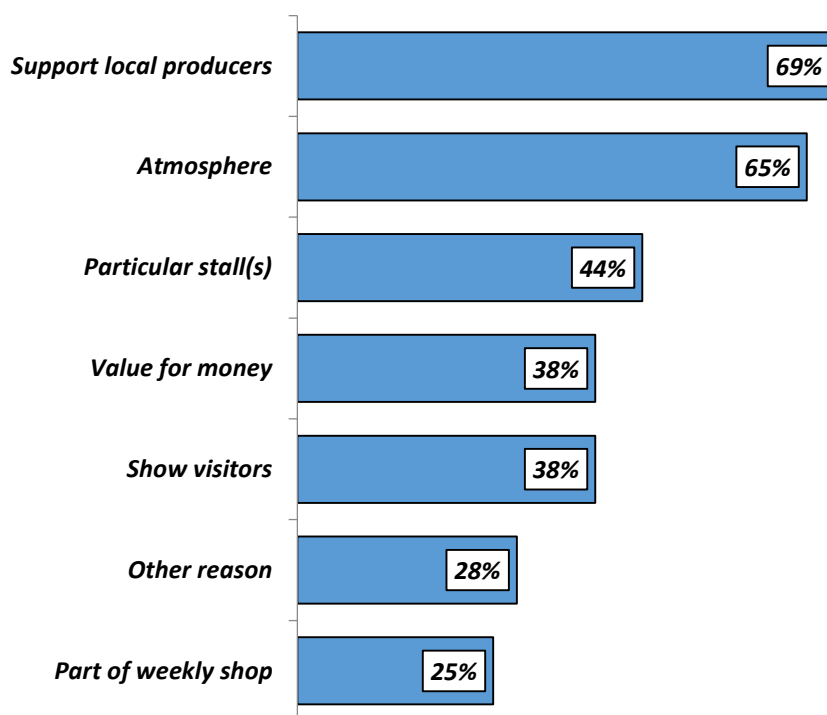
Amongst 'other reasons' for visiting were hairdresser, hospital, optician, dentist, takeaways, restaurants, leisure centre.

How long do you usually stay in the town?

Less than an hour 14%, 1-2 hours 46%, 2-3 hours 30% and over 3 hours 9%.

Farmers' Market Visiting Habits

Why do you visit the Farmers' Market?



Other reasons for visiting include browsing/looking around, 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?

58% say they always purchase something.

And their average spend is:

Less than £5	17%
£5 - £10	21%
£10 - £20	42%
More than £20	20%

Do you think there are enough local stalls?

77% think the number of local stalls is about right, whilst 15% think there are too few.

Suggestions for other types of stall include clothes, arts and crafts, more non-food stalls (plants, jewellery), more local produce.

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

Don't shop at markets, use my local market, parking and transport issues, too expensive and too busy are the reasons most often given for not visiting.

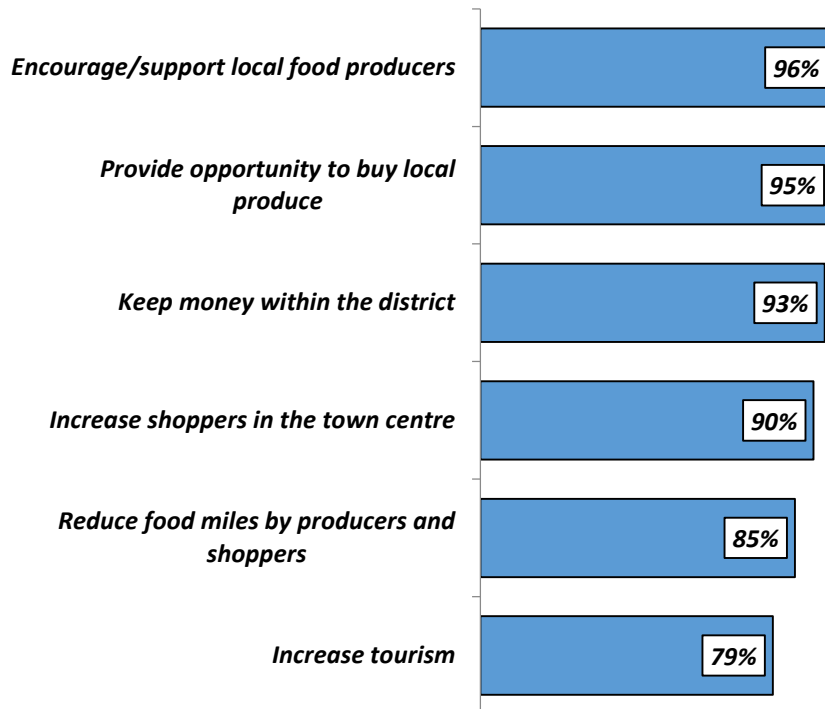
The Importance and Role of Markets

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

86% feel that street markets are an important part of the local economy.

And 89% 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?

65% think they should pay a fee, 12% say no and 23% don't know.

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

32% say yes, 53% no and 14% don't know.

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

Only 7% feel that any profit should go exclusively to the Council, whilst 25% think the operator should take it all.

But the majority, 58%, 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	32%
A private company	17%
Stroud District Council	26%
Don't know	25%

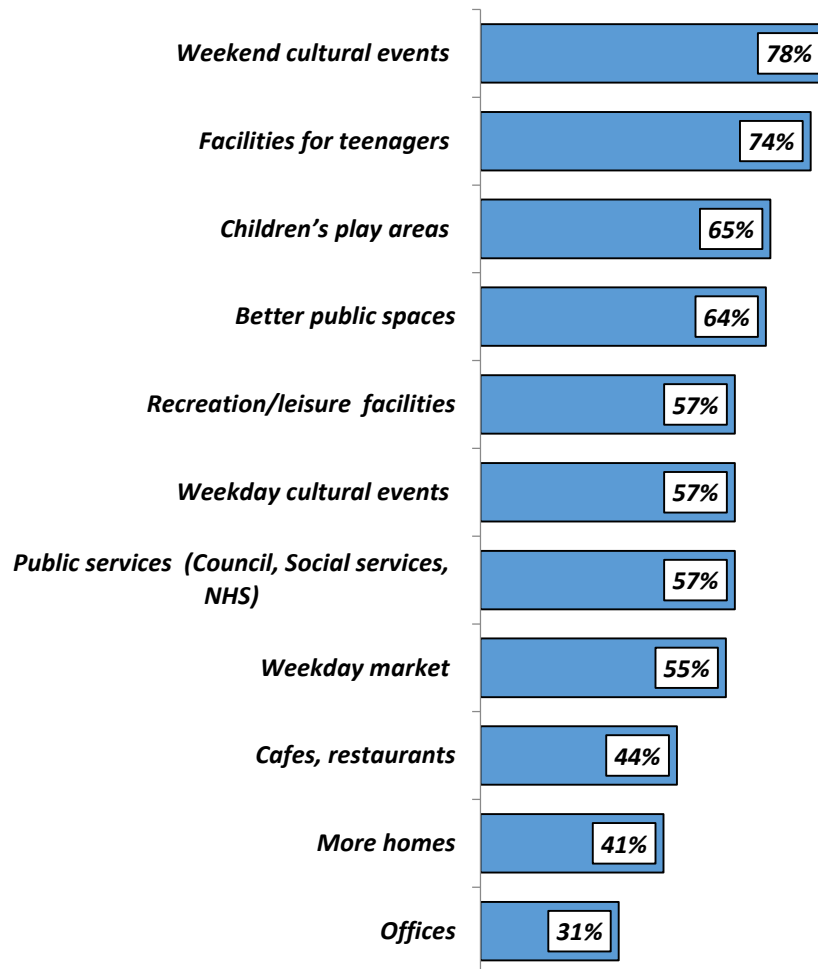
Do you think Stroud District Council should support other ... markets in the district (financially or help 'in kind')?

73% think the Council should support other street/general markets in the district.

And 79% 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
Nothing	116
Restaurants <i>(better, variety, quality, independent, local produce, specialised, famous, unique)</i>	98
Cultural events <i>(social, talks, festival)</i>	60
Concerts, music, bands	56
Bars, pubs, wine bars <i>(better, with music, with garden, better beer, sophisticated, up market, quality)</i>	50
Art, galleries	46
Cinema, good films	43
Theatre, shows	24
Café, coffee bars <i>(open longer)</i>	20
Entertainment	18
More going on <i>(more life, something to do, something different, better nightlife)</i>	16
Safer <i>(less anti-social behaviour, less rowdiness, better atmosphere, less teenagers hanging around, more police presence)</i>	13
Parking <i>(ease of, free)</i>	11

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
Parking <i>(better, free, improve, reduce cost, refund available in shops, park-ride, disabled)</i>	76
Shop issues <i>(better, more, quality, different)</i>	67
Appearance <i>(face lift, tidying, more beautiful, revamp it, paint it)</i>	49
Traffic/pedestrian issues	49
Empty shops <i>(fill them)</i>	40
Charity/discount shops <i>(fewer, lower tone of area)</i>	32
Nothing <i>(nice as it, all fine)</i>	27
Get rid of hills/make it flatter	24
Bus/bus station/public transport	18
Merrywalks <i>(get rid of, demolish, out of keeping, improve it)</i>	14
Surfaces, pavements, paving	11

Respondent Profile**Do you have a disability?**

Yes	10%
No	86%
Prefer not to say	4%

Age group

18 - 24	4%
25 – 34	12%
35 – 44	12%
45 – 54	24%
55 – 64	18%
65 – 74	17%
75+	11%
Prefer not to say	2%

Gender

Male	43%
Female	55%
Prefer not to say	1%