



## To the Stallholders at the Cotters, Willows and Strand Night Markets

### Survey Report

Over the last couple of weeks, stallholders were invited to complete a survey to help Rotary understand the issues and opportunities of the three markets- the Cotters, Willows, and Strand Night Markets.

We were very impressed with the level of involvement obtained from stallholders. So far, we have received 133 responses, from stallholders who attend all three markets, broken up as follows:



Cotters		Strand		Willows		Cotters and Strand		Cotters /Strand/Willows		Total	
39	29%	6	5%	63	47%	24	18%	1	1%	133	100%

The survey asked three questions- what do you like about your markets, what you don't like, and do you have any suggestions for improvements. The responses were on the whole very thoughtful and provided excellent feedback. This is what you said:

#### What do you like about the Markets?

	Cotters		Strand		Willows	
<b>Total Stallholders who nominated a markets</b>	<b>64</b>		<b>31</b>		<b>64</b>	
Everything	11	17%	6	19%	5	8%
Entertainment	9	14%	3	10%	6	9%
Advertising	2	3%	2	6%	1	2%
Staff	10	16%	8	26%	7	11%
Other stallholder	11	17%	6	19%	12	19%
Customer Numbers	7	11%	6	19%	14	22%
Atmosphere	22	34%	14	45%	20	31%
Shade	3	5%	0	0%	2	3%
Location	4	6%	3	10%	8	13%
Parking	0	0%	0	0%	1	2%
Hours	8	13%	4	13%	2	3%
Variety	8	13%	5	16%	6	9%
Nothing	0	0%	0	0%	3	5%
Security	1	2%	0	0%	0	0%
Regular Site	5	8%	1	3%	1	2%
Exposure	2	3%	1	3%	0	0%

At all three markets, the thing that people liked the most was the atmosphere, even though the atmosphere at the three markets is very different. Cotters is laid back, Willows hums, and the Strand has an atmosphere of excitement and anticipation. Rotary will work with you to build on what exists- each markets in its own way, and plans are being developed to enhance the atmosphere even more.

In general most stallholders like the staff, exemplifying the excellent job they do. The Council staff is generally held in very high regard, and Rotary will be working hard to maintain that level of support at Cotters and the Strand.

Most stallholders liked their stallholder neighbours, exemplifying the social nature of the markets and the family atmosphere that we wish to maintain.

Customer numbers are seen to be important. Rotary's marketing plans (more about that later) will endeavor to increase visitation by customers.

***What you did not like***

	<b>Cotters</b>		<b>Strand</b>		<b>Willows</b>	
<b>Total Stallholders who nominated a markets</b>	<b>64</b>		<b>31</b>		<b>64</b>	
Trading Hours	5	8%	2	6%	38	59%
Staff attitude	1	2%	1	3%	0	0%
Site fees when wet	1	2%	1	3%	1	2%
Stallholders parking in Customer spots	0	0%	0	0%	4	6%
Competition	2	3%	2	6%	5	8%
Late stallholders	0	0%	0	0%	1	2%
Poor quality goods sold	7	11%	4	13%	1	2%
Stallholder attitudes	0	0%	1	3%	3	5%
Half hour pack up	0	0%	0	0%	6	9%
Itinerants	6	9%	4	13%	0	0%
Payment method	0	0%	1	3%	0	0%
Poor cleanliness	2	3%	1	3%	1	2%
Tree removal	0	0%	0	0%	1	2%

The overwhelming issue at Willows is the early close of trading and the half hour pack up. This is a result of the availability of the Willows car park to Rotary due to Sunday trading. Rotary continues to work with the Willows Shopping Centre and the major tenants there to try to get an extension of trading hours.

There is some concern at Cotters and Strand on the quality of goods sold by other stallholders, particularly of imported goods. Talking to the Council, the original idea of Cotters Markets was to cater for locally made goods. However the reality has been that there are not enough stallholders making their own goods to hold a viable markets. In general the bigger the markets, the more people come, so having more stalls, even they do sell imported goods, helps everyone by bringing the crowds. Over time, as we fill the

markets, we can try to return to the original vision, but for now, it probably is not practical.

***Your Suggestions for Improvement***

	Cotters		Strand		Willows	
	64		31		64	
Total Stallholders who nominated a markets						
More trading hours	2	3%	2	6%	30	47%
More bins	0	0%	0	0%	2	3%
Repaint #'s	2	3%	1	3%	3	5%
Regular Survey	1	2%	2	6%	1	2%
Limit competition	2	3%	0	0%	5	8%
New site	0	0%	0	0%	5	8%
More advertising	4	6%	5	16%	3	5%
More/better entertainment	17	27%	10	32%	4	6%
Packup closed to public	0	0%	0	0%	3	5%
Bump out courtesy	2	3%	3	10%	3	5%
Customer survey	0	0%	0	0%	1	2%
Prepayment system	1	2%	1	3%	1	2%
Sell only local products	9	14%	5	16%	0	0%
Ready to eat food	1	2%	0	0%	0	0%
Better cleanliness	5	8%	4	13%	0	0%
Regular site	2	3%	0	0%	1	2%
Better access to power	1	2%	0	0%	0	0%
More lighting	1	2%	2	6%	0	0%
Recycle bins	0	0%	1	3%	0	0%
Smoking restrictions	1	2%	2	6%	0	0%
Larger site	2	3%	3	10%	0	0%
Change nothing	2	3%	0	0%	0	0%
Reduce site fees	1	2%	0	0%	0	0%
More parking	1	2%	0	0%	0	0%
More food stalls	0	0%	0	0%	1	2%
Section markets	1	2%	0	0%	0	0%

As you can see there were a lot of suggestions for improvement- well done every one. Extending trading hours at the Willows, and more and better entertainment at Strand and Cotters were popular suggestions.

As we work forward, we will work with all these suggestions to see what can be improved, and keep you advised as we go forward.

### *Your Concerns*

In their survey responses, some stallholders raised concerns that did not fit in with the three questions asked.

Here they are.

	<b>Cotters</b>		<b>Strand</b>		<b>Willows</b>	
<b>Total Stallholders</b>	<b>64</b>		<b>31</b>		<b>64</b>	
Price rises	17	27%	6	19%	0	0%
Hot sun	2	3%	2	6%	3	5%
Different Coordinators	2	3%	1	3%	0	0%
Too many Fruit & Veg	0	0%	0	0%	4	6%
Other events clash with mks	1	2%	0	0%	0	0%
Lack of security	1	2%	2	6%	0	0%
Lack of regulations	1	2%	0	0%	0	0%
Unnecessary changes	1	2%	1	3%	0	0%
Parking	2	3%	1	3%	0	0%
Market needs compacting	1	2%	1	3%	0	0%
Lack of communication	1	2%	1	3%	0	0%

About a quarter of stallholders who responded from the Cotters and Strand Markets were concerned about potential stall price rises. There have been a number of very extravagant rumours floating about, and these concerns are natural. Rotary is considering this issue, and will let you know if a small price rise is warranted over the next couple of weeks.

Most of the other concerns were nominated by a small number of stallholders, and we intend working with you on these issues as time goes forward.

## Happy Trading!

