

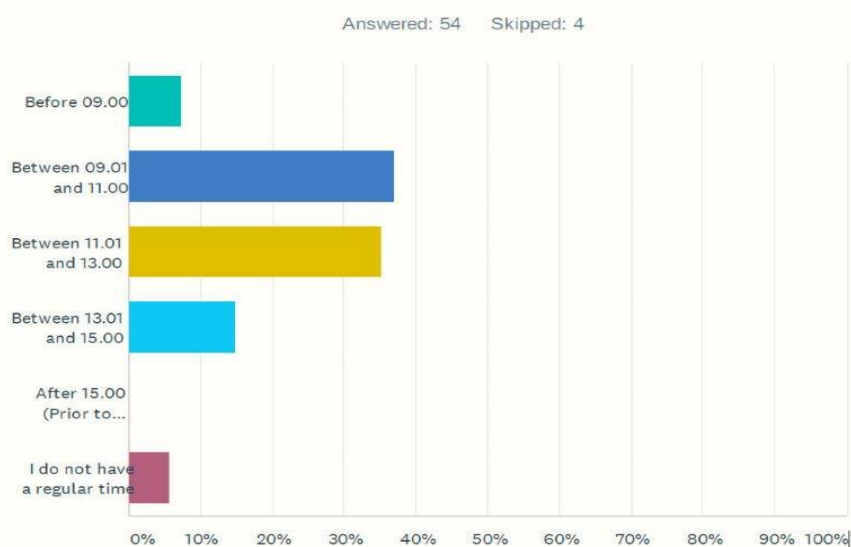
TRADER AND CUSTOMER SURVEY FEEDBACK

Using data from the annual market review carried out in October 2020. The public were asked questions on both social media and market newsletter about their attendance times when visiting the market.

The results are as follows. Please note the different number of participants taking each survey. The two surveys show similar results with a greater bias towards morning shopping.

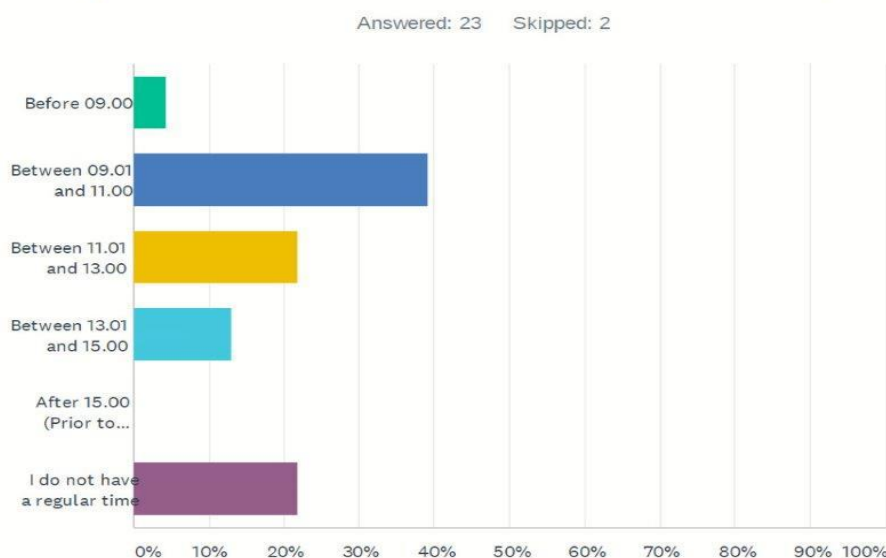
Social Media Public Survey October 2020 (54 answered & 4 skipped the question)

Q9 On a typical visit to the market, what time of the day do you visit?



Customer Newsletter Survey (23 answered & 2 skipped the question)

Q9 On a typical visit to the market, what time of the day do you visit?

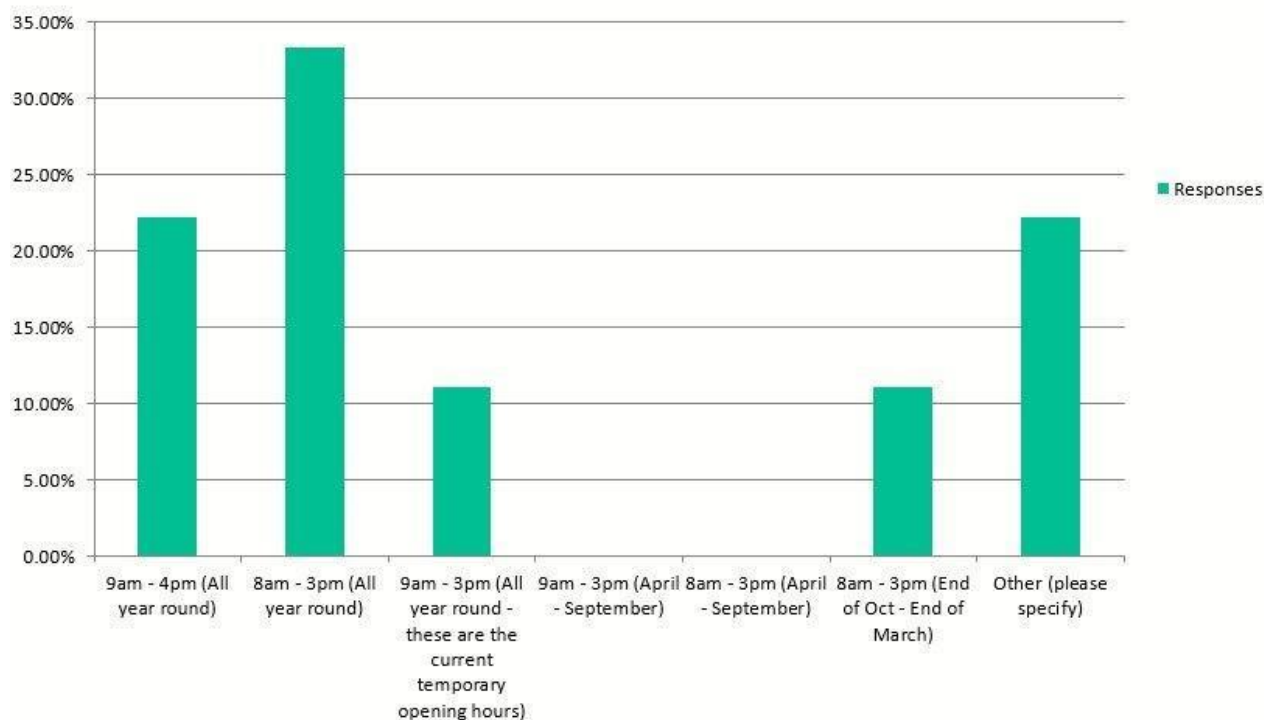


At the same time, traders were also asked about market opening times and were invited to share their thoughts. 28 traders were contacted yet only 9 traders responded with 4 traders skipping the question.

Trader Survey October 2020

Question: Considering customer feedback, their expectations of publicised opening hours and towards helping us attract customers, with the need to balance reasonable operational practices for traders, we would like your views on the opening hours of the market. Current market practice is that traders collect their vans at 3pm and start closing down, giving the impression that the market is closed. We currently advertise the market as being open from 9am - 4pm, yet we know customers arrive before 9am and some can only arrive after 3pm. Please consider the ideas presented below and tick your preferred option. (We would like your feedback and ideas to help us consider the issue.)

Answer Choices	Responses
9am - 4pm (All year round)	22.22% 2
8am - 3pm (All year round)	33.33% 3
9am - 3pm (All year round - these are the current temporary opening hours)	11.11% 1
9am - 3pm (April - September)	0.00% 0
8am - 3pm (April - September)	0.00% 0
8am - 3pm (End of Oct - End of March)	11.11% 1
Other (please specify)	22.22% 2
	Answered 9
	Skipped 4

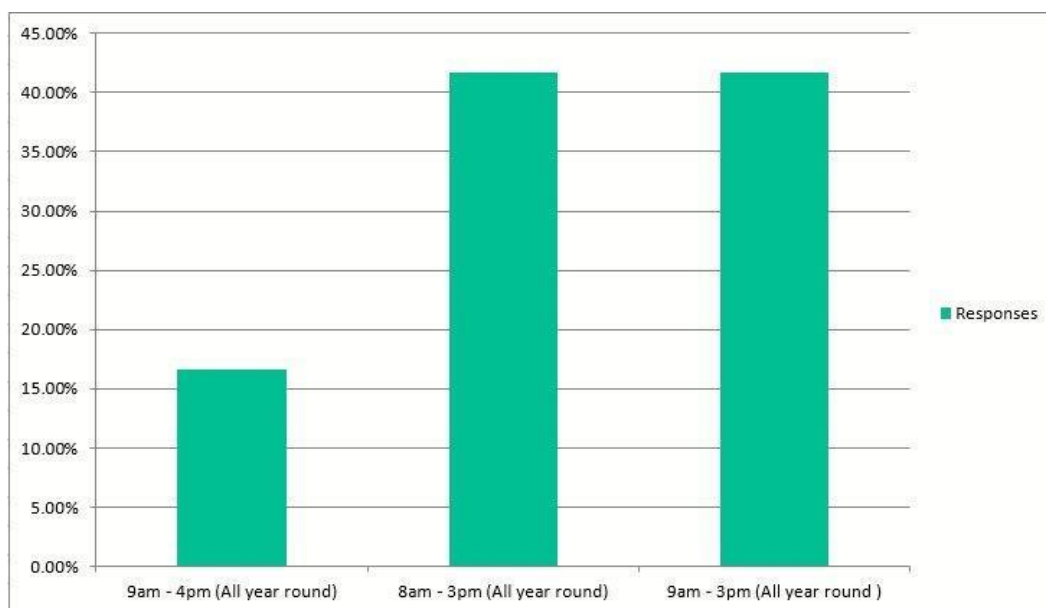


In May 2021, officers conducted another trader survey asking for their views on opening hours after several lockdowns. All regular traders were contacted (28). Only 12 traders responded to this particular question.

Market Trader Survey: Opening Hours May 2021

Question: Considering customer feedback, their expectations of publicised opening hours and towards helping us attract customers, with the need to balance reasonable operational practices for traders, we would like your views on the opening hours of the market. Please choose your preference.

Answer Choices	Responses
9am - 4pm (All year round)	16.67% 2
8am - 3pm (All year round)	41.67% 5
9am - 3pm (All year round)	41.67% 5
Other (please specify)	0
	Answered 12
	Skipped 0



Members of the public: Survey 2019

Members of the Public: Market Survey

On a typical visit to the market, what time of the day do you visit?

Answer Choices	Responses	
Before 09.00	3.92%	2
Between 09.01 and 11.00	54.90%	28
Between 11.01 and 13.00	27.45%	14
Between 13.01 and 15.00	5.88%	3
After 15.00	1.96%	1
I do not have a regular time	5.88%	3
	Answered	51
	Skipped	5

