

A Traders Newsletter was sent by email on 13<sup>th</sup> July, informing the traders about a proposed change in opening hours of the market and asking for feedback. This linked to a report being put to the Market Sub-Committee for their meeting on 5<sup>th</sup> August, which contained information about changes in consumer behaviours during the pandemic and views from both traders and the public, gathered since 2019 and up-to-date traders views were to be included.

The most recent survey of the traders took place online in May 2021 when a single-question email survey asked their views on opening hours. All 28 regular (permanent) traders were contacted at this point, but only 12 responded to the question. The result was tied with 5 traders each preferring either an 8am – 3pm day, or a 9am-3pm day, with 2 traders choosing for the 9-4pm option.

Subsequently, the following was received on 17<sup>th</sup> July, from one of the traders having conducted his own survey: -

*Dear Market Team*

*Further to the Market Trader email dated 13th July 2021, which had a Trader and Customer Survey attached, I found the Survey to be somewhat informative but did not warrant changing the market closing time. However, as you can see from the Trader Survey attached which I carried out on Saturday 17th and Tuesday 20th July the majority of Traders agree that the vans should be off the market by 8.30 a.m.*

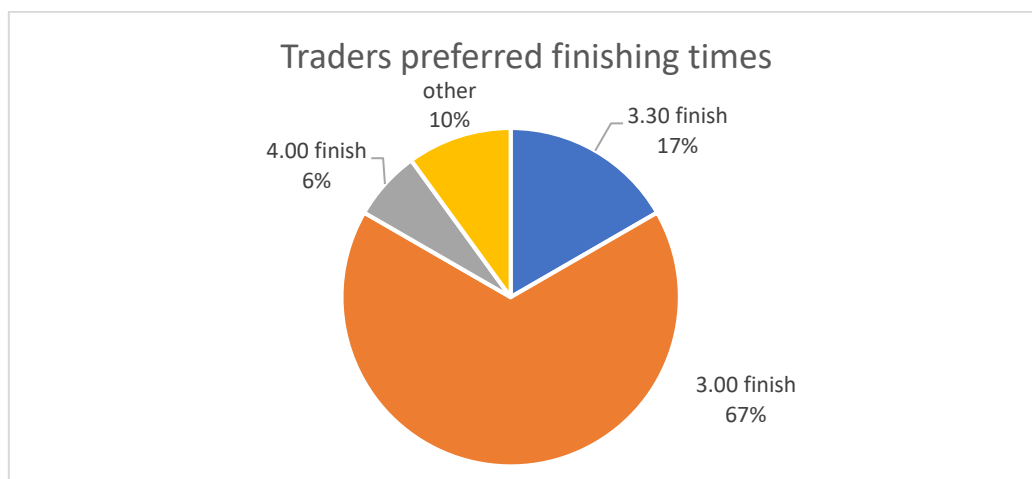
*The Survey that is being presented to the Sub-Committee shows a greater bias towards morning shopping, this is also reflected in the Survey that I carried out with the majority of Traders wishing to collect their vans at 3.00 p.m. as trade does not warrant staying open any longer.*

*There are always going to be exceptions and grey areas to the rules, as you can see from the Survey due to the nature of their businesses we have a number of Traders that wish to leave/collect their vans before 3.00 p.m. (but this should be done with prior consent from the Market Officer).*

*CONCLUSION: The general public shopping habits have changed with a bias to morning shopping. The majority of Traders agree that the vans should be off the market by 8.30 a.m. but respectfully request that vans continue to be allowed back onto the market at 3.00 p.m.*

The handwritten information attached to this email is summarised overleaf; the trader spoke to 30 stallholders over 2 days (17<sup>th</sup>/20<sup>th</sup> July). Not all regular traders were in attendance on either of the days, a total of 25 of our 28 regular traders were present over that week.

In summary, of his surveyed 30 traders (25 of whom are permanent) the majority are in favour of an 8.30am start. (22 of total which is 73% and 17 of the permanent, which is 68%). However, the preferred finishing times among traders are more varied, with the overall trader preference being 3pm (67% of total respondents and 64% of permanent traders).



<b>Time proposed</b>	<b>8:30 – 3:30</b>	<b>8:30 – 3.00</b>	<b>8.00 – 3.00</b>	<b>8.00 - 4.00</b>	<b>other</b>
<b>No of supporters</b>	<b>5</b>	<b>16</b>	<b>4</b>	<b>2</b>	<b>3</b>
No. of which are casual traders	1	4	0	0	0
No. of permanent traders who didn't respond to email survey	1	4	1	0	1
Comments		to arrive later on cold mornings due to weather adversely affecting products	to finish 30mins earlier in the winter		8am - 2pm
					8.30 start, but I already finish early
					7am - 2pm
Other comments received from traders by email in support -		Weather dependent, but market is usually quiet from 2.30. I need to go before the traffic to prepare for the next day.	If any earlier finish, [than 3.30] the team to dismantle the stall need to come later to allow time.		