

12-MONTH REVIEW - MARKET SURVEYS REPORT (2021/22)

Method

As part of the annual monitoring of the market, the council undertook two surveys in September 2022, one specifically for traders and one for the public. They were both distributed entirely online, for the first time, as for the previous year, few paper responses had been received. The survey was hosted by SurveyMonkey, and all responses were anonymous.

The survey was due to go live online on Monday 12th September, but as this date fell during the National Period of Mourning for the late Queen Elizabeth II and the council was under a social media 'blackout', it was felt inappropriate to launch until after the funeral date. As a result, the survey went live on Tuesday 20th September instead, and owing to time constraints for the sub-committee meeting, the usual 2-week survey period was cut short to 10 days.

The public version was distributed in the following ways: -

- online to the Markets mailing list,
- via social media during the 'live' period of 10 days,
- via the Council and the Market websites,
- via QR codes on posters up in noticeboards around the town
- circulated by email to all LLTC staff and councillors

The trader's survey was distributed by emailed trader newsletter (see appendix) via Mailer Lite.

Initial Results

The number of responses received to the survey was very low, with 4 received from traders and 24 received from the public. In the previous year, the same method of collecting was used, with the exception of paper responses being available for the public. The numbers received in 2021 were 18 (of 84) from traders and 156 from the public (of which, 28 were paper copies).

The trader's survey was sent out to both permanent and casual traders, a total of 143 traders listed. We received 4 responses. We know that over 67% of recipients opened the newsletter from the Mailer Lite statistics (see appendix) but only 8 unique individuals clicked on the newsletter survey link and of those, only 4 completed the survey.

The public survey received a total of 24 responses. Please note, not everyone answered each question.

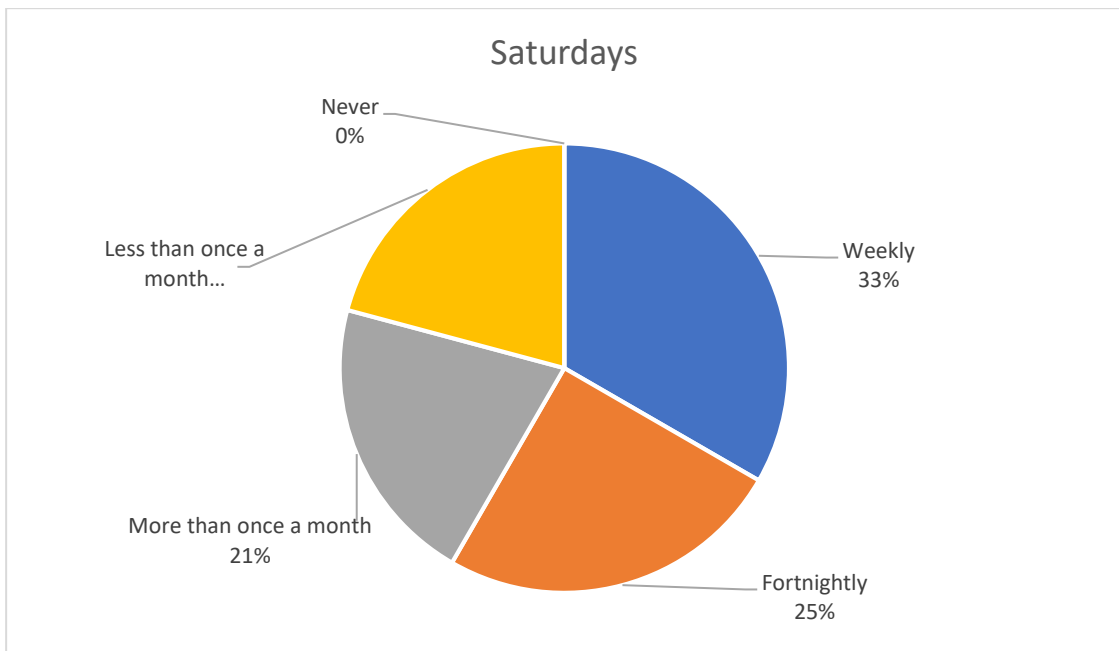
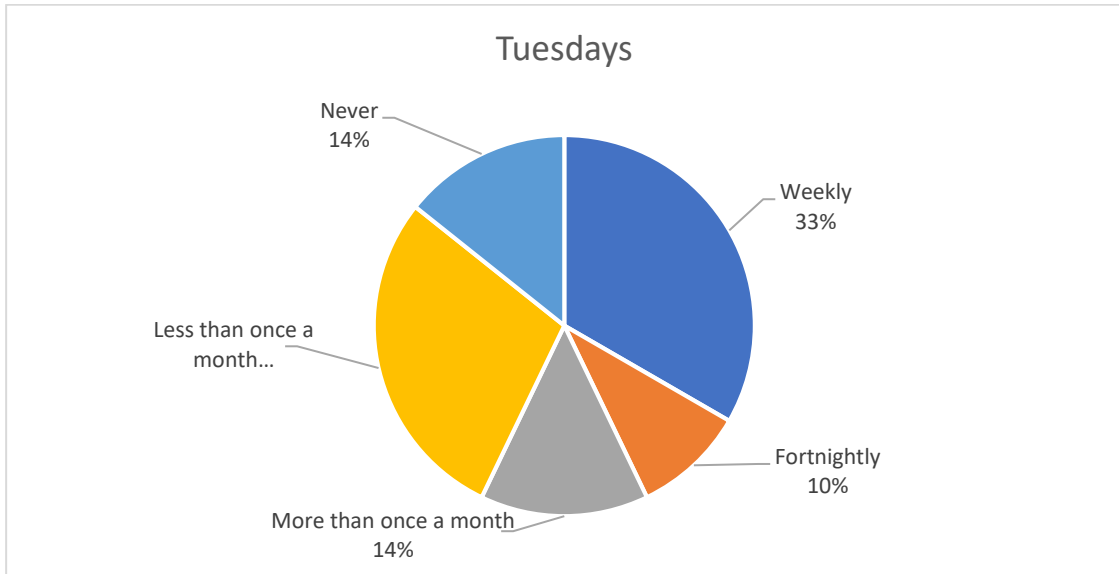
Part 1 - Public Survey - Responses to each question are outlined below.

Section 1 - About your visits to the market

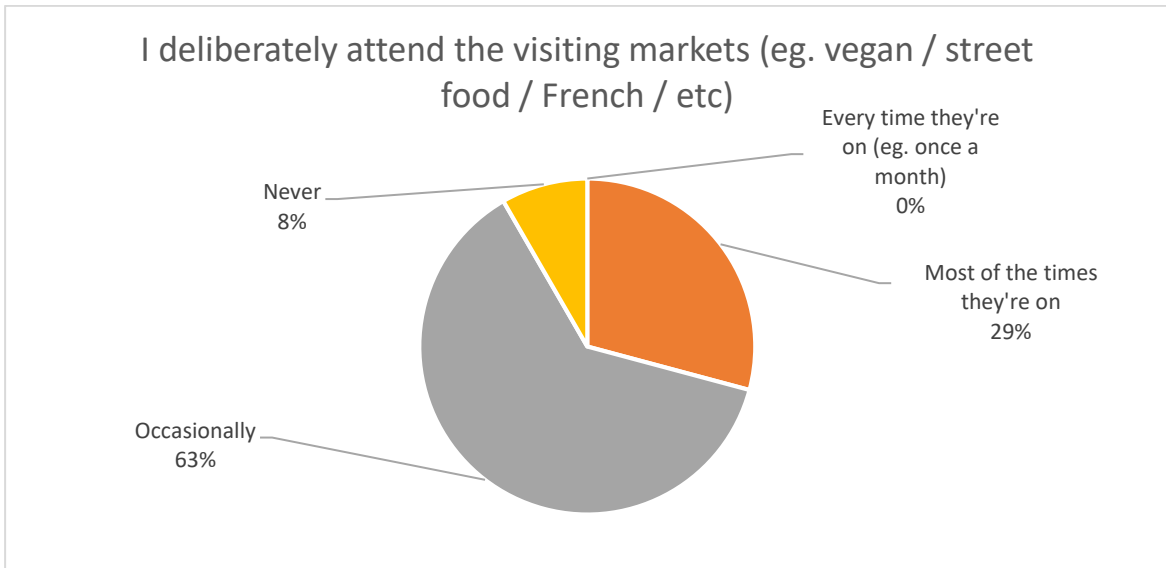
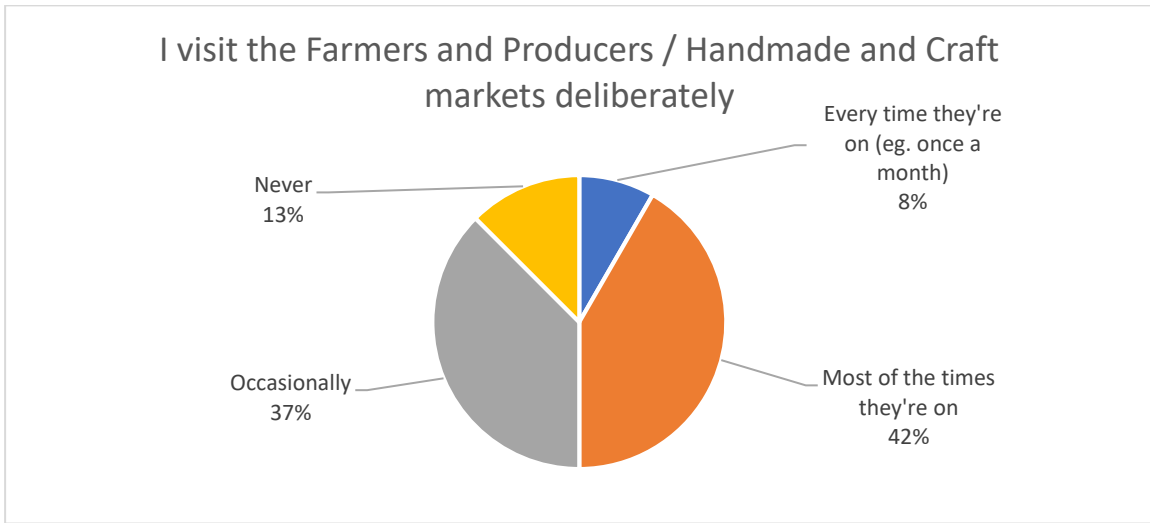
Qu.1 Have you visited Leighton Buzzard market in the last 12 months?

100% of respondents answered 'yes' to this question.

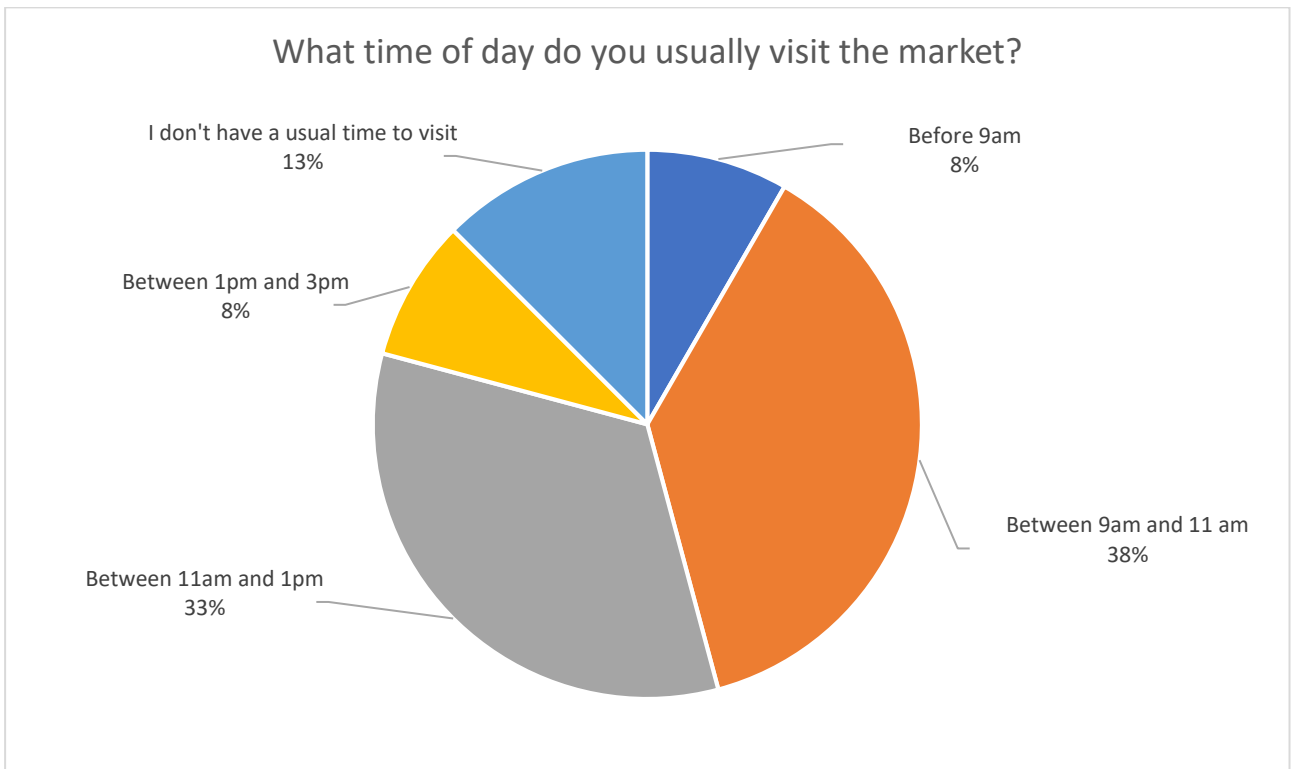
Qu.2 Which days and how often do you typically visit Leighton Buzzard Market?



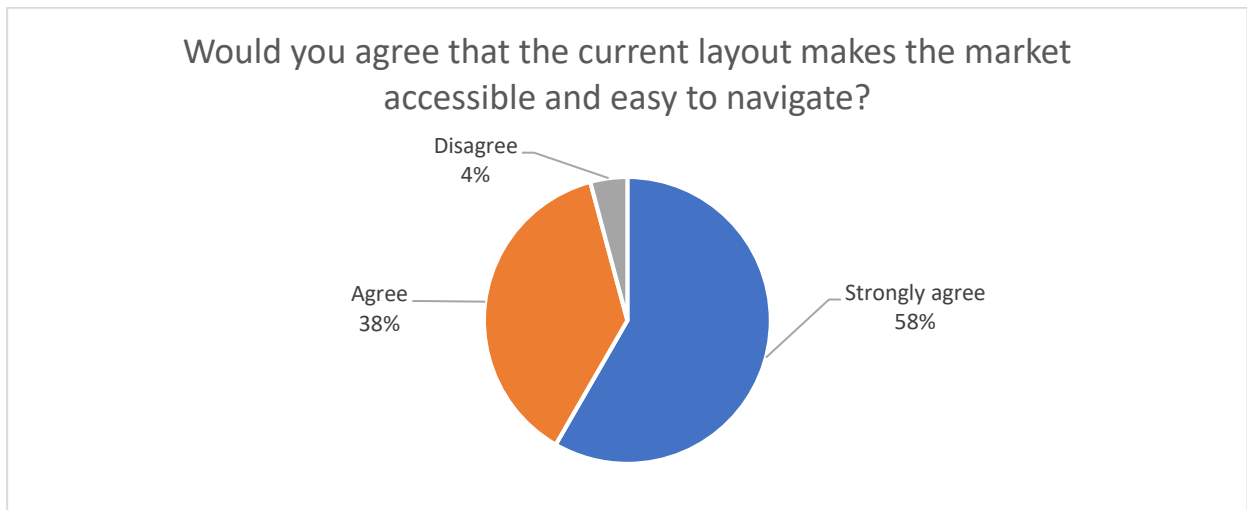
Qu.3 Do you deliberately visit the market on speciality or visiting market days?



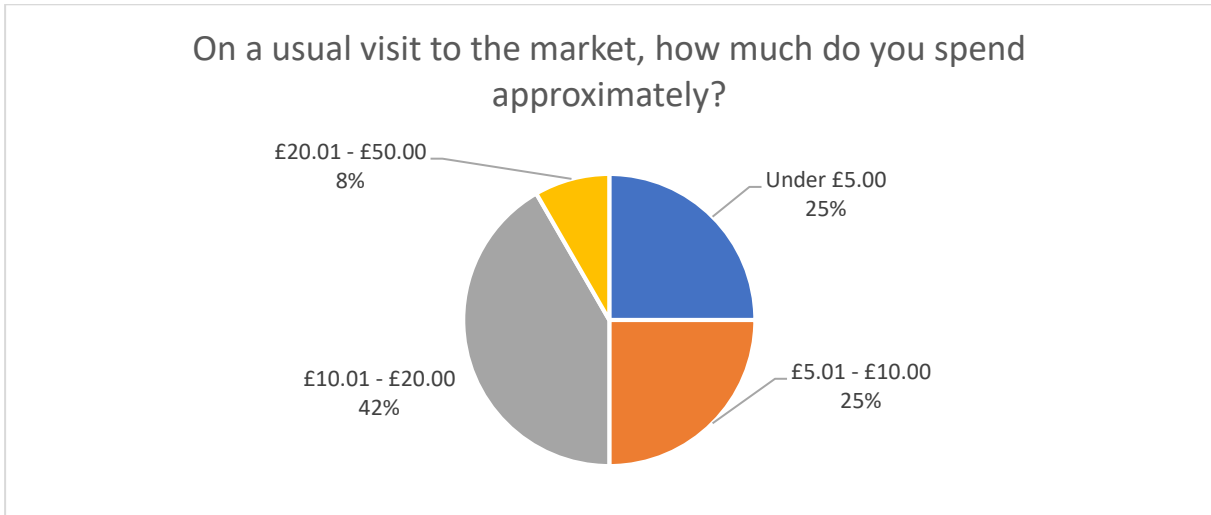
Qu.4 What time of day do you usually visit the market?



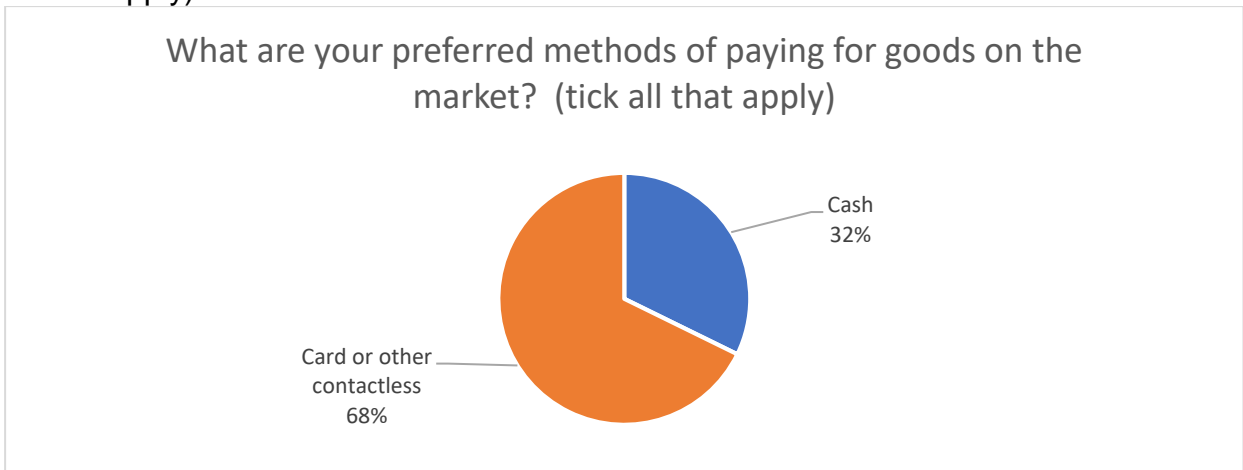
Qu.5 Would you agree that the current layout makes the market accessible and easy to navigate? (Central Bedfordshire Council has temporarily pedestrianised the High Street, originally to allow for Covid-19 distancing measures.)



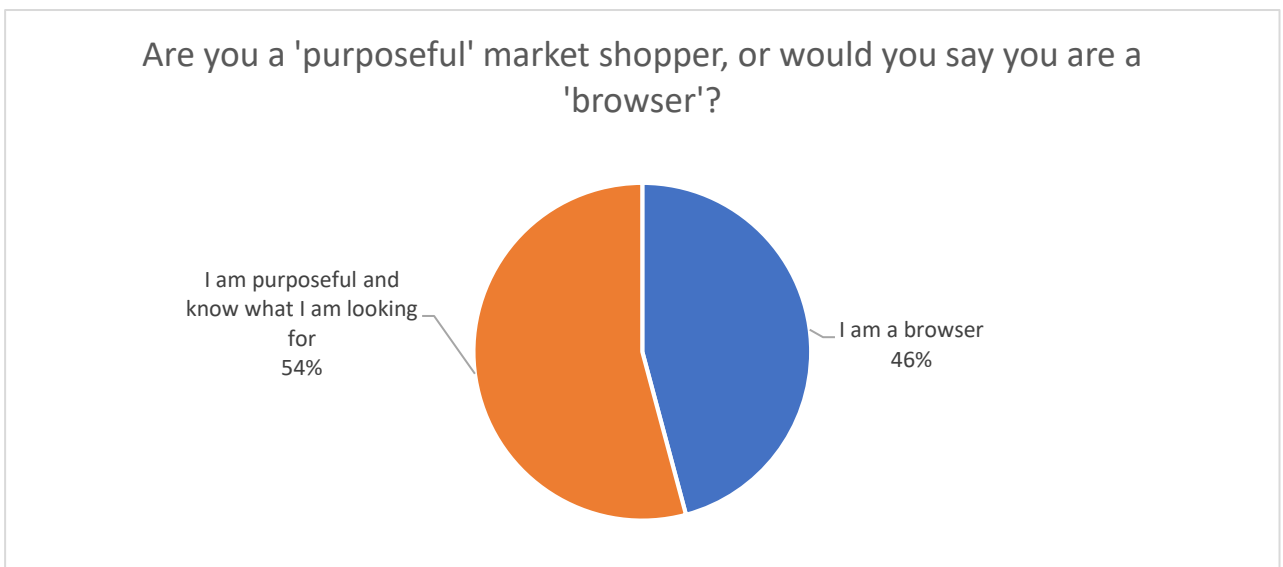
Qu. 6 On a usual visit to the market, how much do you spend approximately?



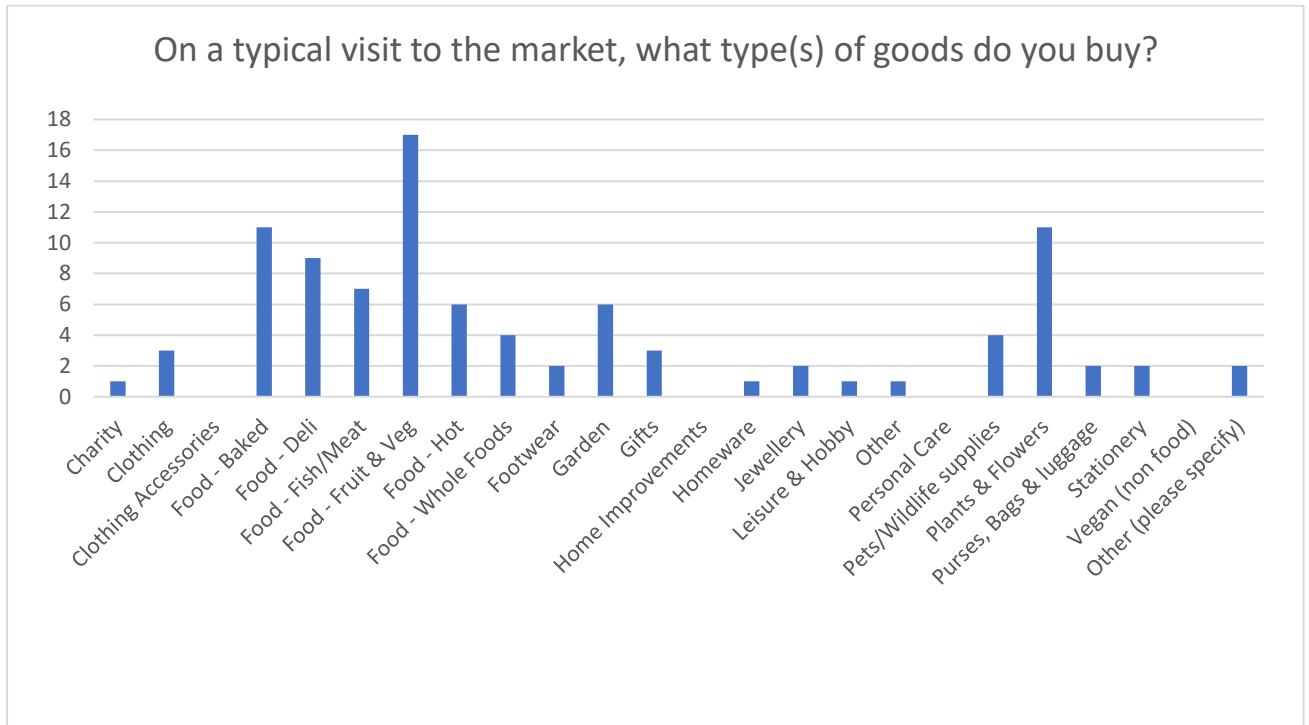
Qu.7 What are your preferred methods of paying for goods on the market? (tick all that apply)



Qu.8. Are you a pro-active market shopper, or would you say you are a 'browser'?



Qu.9 On a typical visit to the market, what type(s) of goods do you buy?

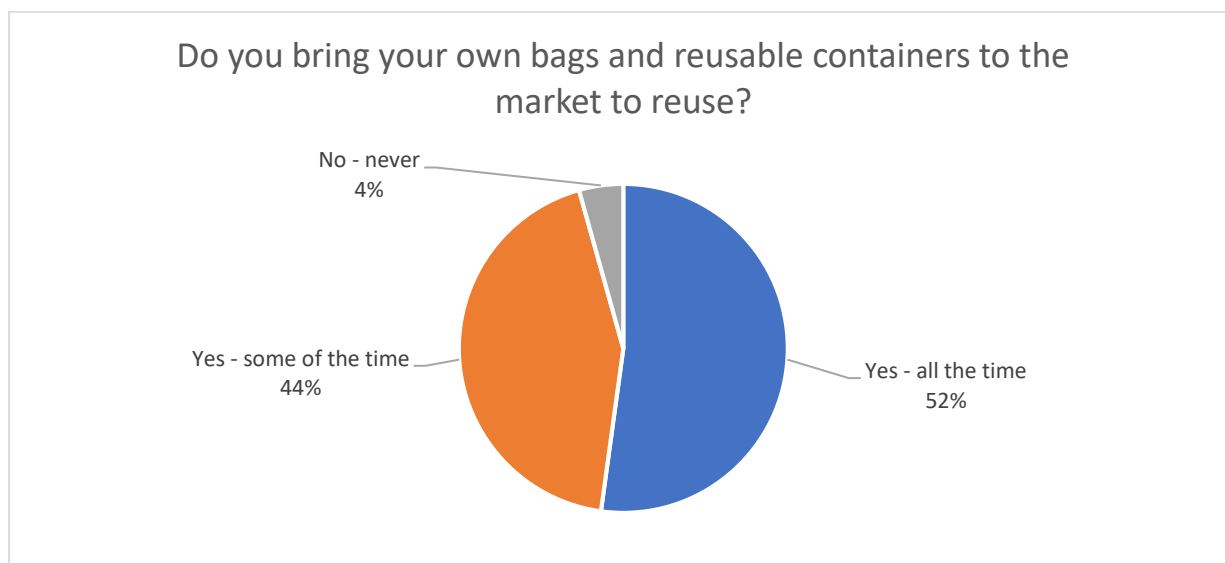


Section 2 - Environmental Ambitions

Qu.10. Are you aware that many traders will reuse your containers and bags to promote sustainability?



Qu.11. Do you bring your own bags and reusable containers to the market to reuse?



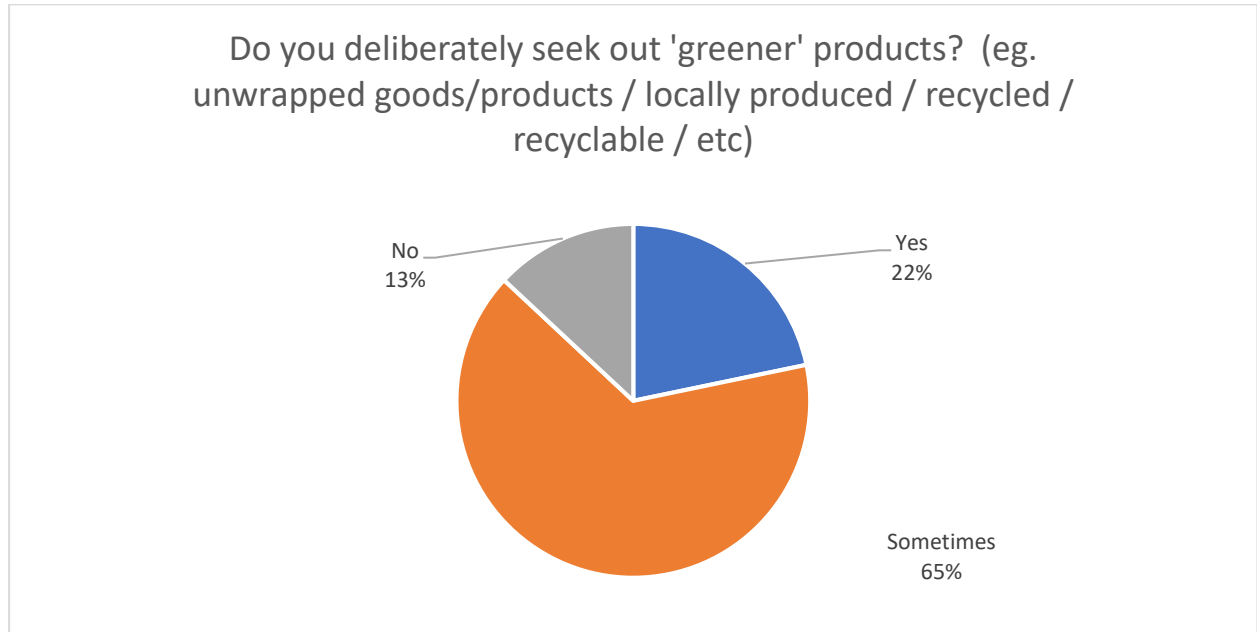
Qu. 12. If not, please tell us why you don't:

The list of responses for this question is listed below, once responses such as 'I do' or 'n/a' were removed:

If not, please tell us why you don't:

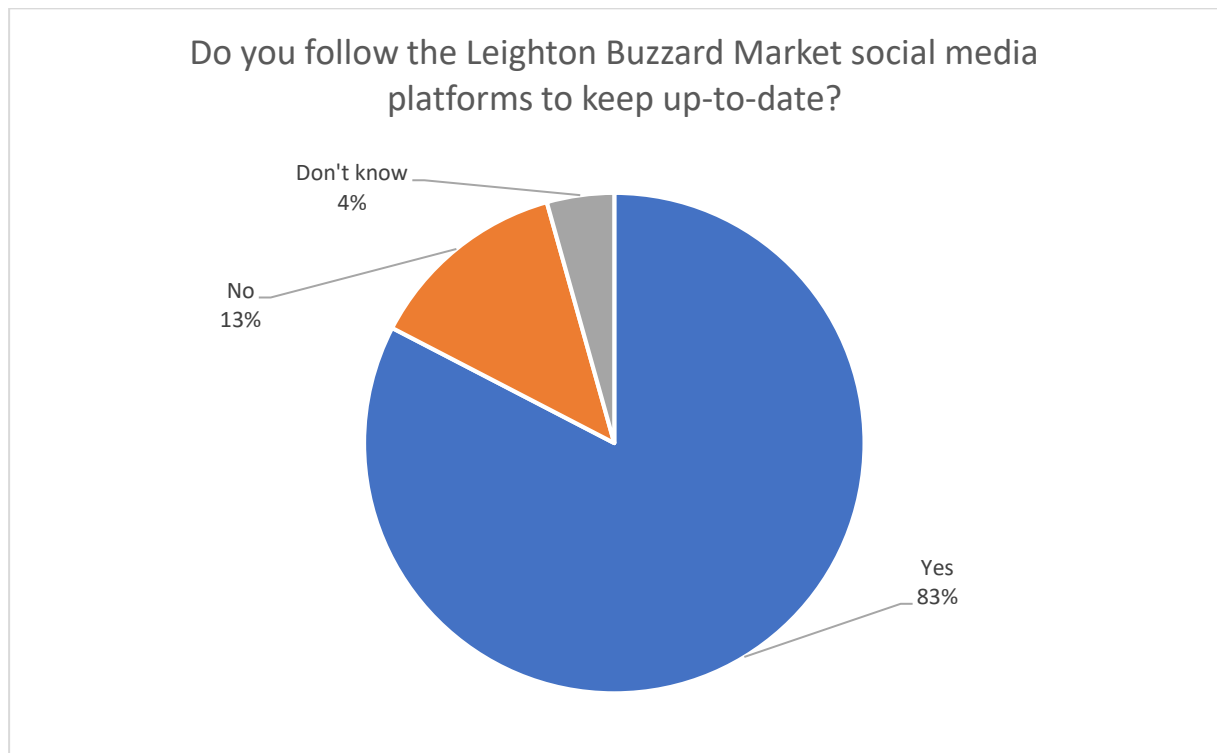
- I visit the town and the market happens to be on, the bricks and mortar stores provide bags
- Sometimes forget
- I prefer to use my own bags to save unnecessary use of plastic bags
- I forget
- Sometimes I forget.
- Unplanned purchase
- always have bags but not containers - too bulky to carry as I walk into town

Qu.13. Do you deliberately seek out 'greener' products? (e.g. Unwrapped goods/products / locally produced / recycled / recyclable / etc)

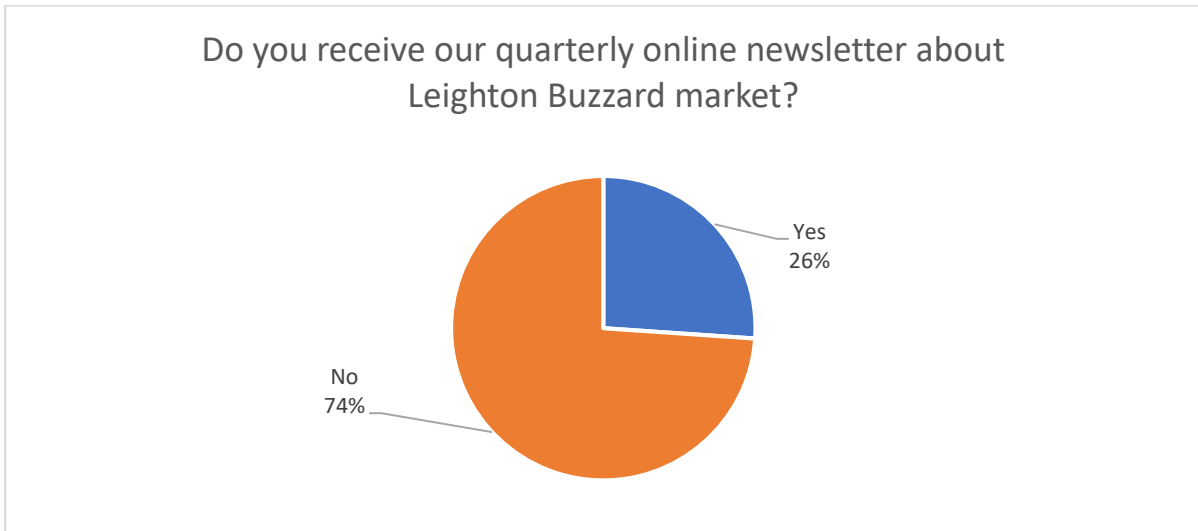


Section 3 – Communication and publicity

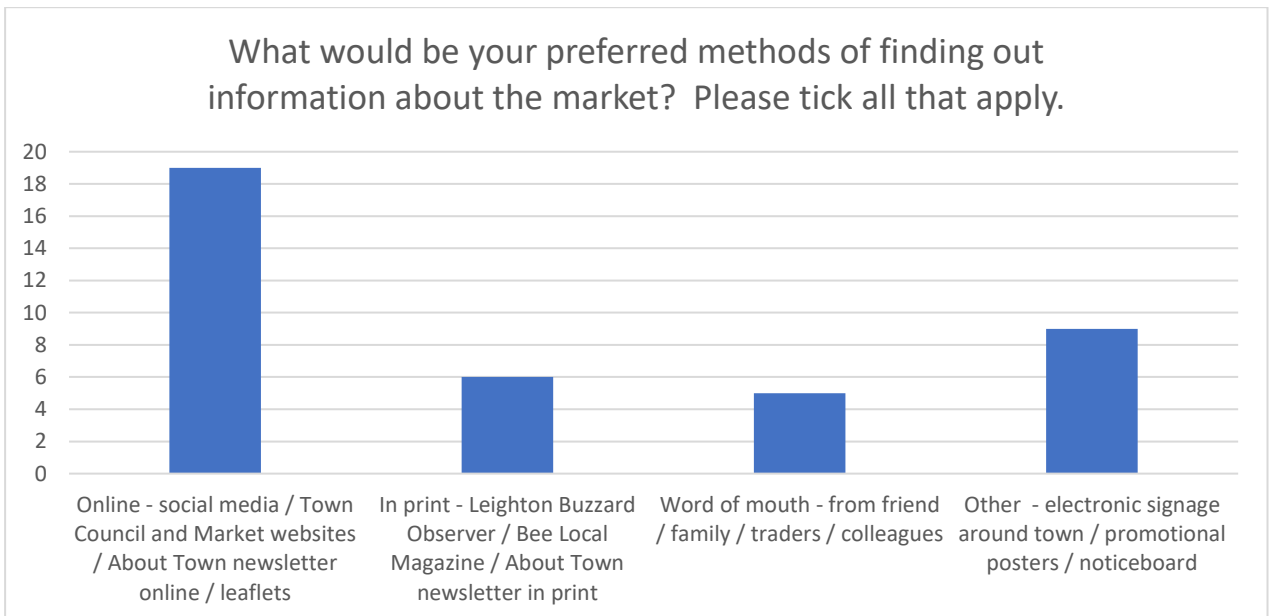
Qu.14. Do you follow the Leighton Buzzard Market social media platforms to keep up to date?



Qu.15. Do you receive our quarterly online newsletter about Leighton Buzzard Market?



Qu.16. What would be your preferred methods of finding out information about the market? Please tick all that apply.



Section 4 - any other comments

Qu.17. Please share any other comments you have about the market below:

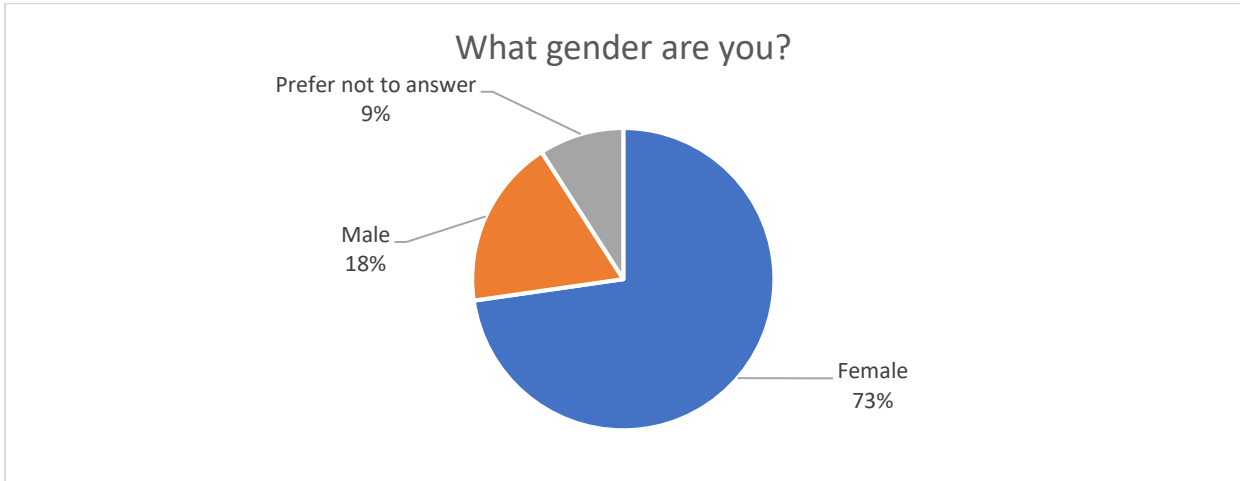
Please share any other comments you have about the market below:

- Have more of a farmers market feel to it with homemade juices, chutneys, local eggs, etc
- I love the market but often only find out about particular market events on social media after they have happened. It would be good to have a monthly overview of what is coming up. I hadn't realised that there was an email newsletter which I'll subscribe to. It would also be helpful to have a market noticeboard.
- Great selection of stalls. Really like the road closure as it makes for a more relaxed shopping experience. I think we are lucky to have such a lovely local market.
- It's an important part of the town's culture and character.
- If I knew that the market stalls accepted card payments, I would be more inclined to visit them - if this is the case for all stalls it would be good to advertise it on social media. It would also be great to remove the people trying to advertise/recruit for their religions from the town. Each to their own but as a majority atheist country we don't need it pushing on us or having to run an obstacle course to get from one end of town to the other.
- now it is bus/car and sometimes delivery van (Security van) free, it is a huge improvement.
- Love the market! It's part of the town's character and I love the variety
- I think the blue topped market stall design is really ugly. If we concentrated more on style and design, I believe more 'tourist/out of town' customers would visit LB. We love to seek out a nice-looking stylish town to have a mooch around for a day. I also notice how dull and dirty our pavements are. Could we have the white stone pavements similar to those in Dunstable. I think it would modernise the feel of the market. Very often our market feels cheap & tacky visually. If we tidied it up it could feel fun, funky and vibrant. Please look at the Instagram page 'Belgravia'. We could benefit from being more like that.
- Adds colour and vitality to the town especially on a Saturday and much better now pedestrianised and buses not travelling through the middle
- I think we have a lovely Market, with lovely stall holders and lots for families and children events. I love the town council efforts to make this town and market great.
- I am a great fan of our market and often visit it. I really appreciate that it kept running for most of the time during Covid 19.
- Provide better advance listing of traders, it can be a bit of a lottery currently unless you are a regular (and even then there's good/bad surprises)
- good too more stalls

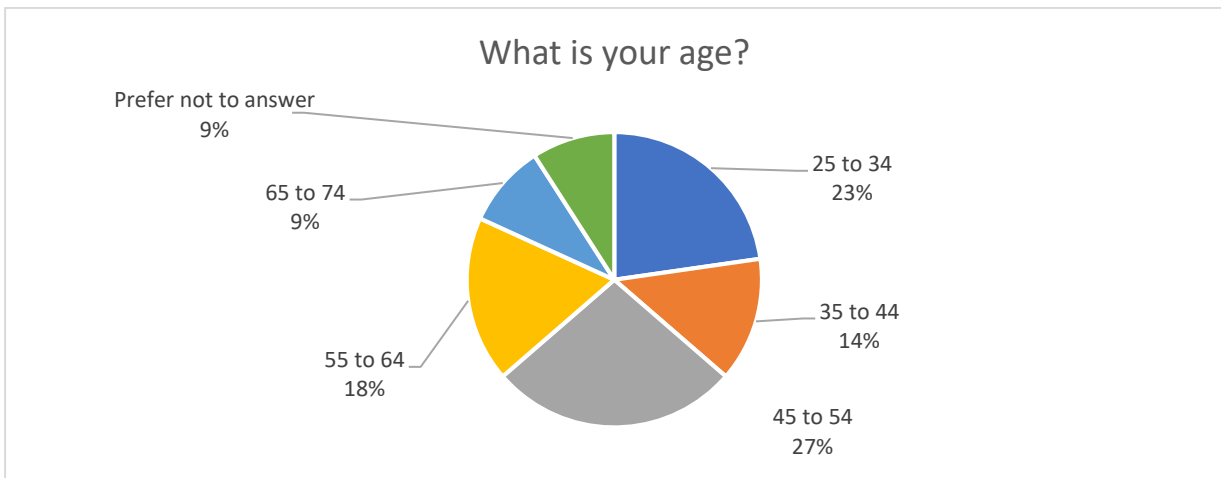
Section 5 - About you

The following questions are for us to find out who is visiting our market and what we could do to attract other visitors. you do not have to fill in any of the following, but it would help us to do so.

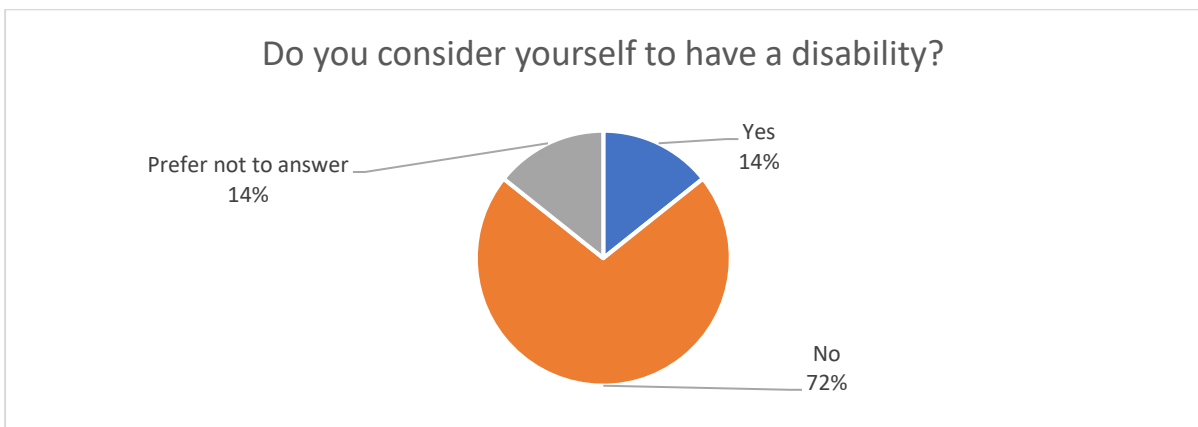
Qu.18. What gender are you?



Qu.19. What is your age?



Qu. 20. Do you consider yourself to have a disability?



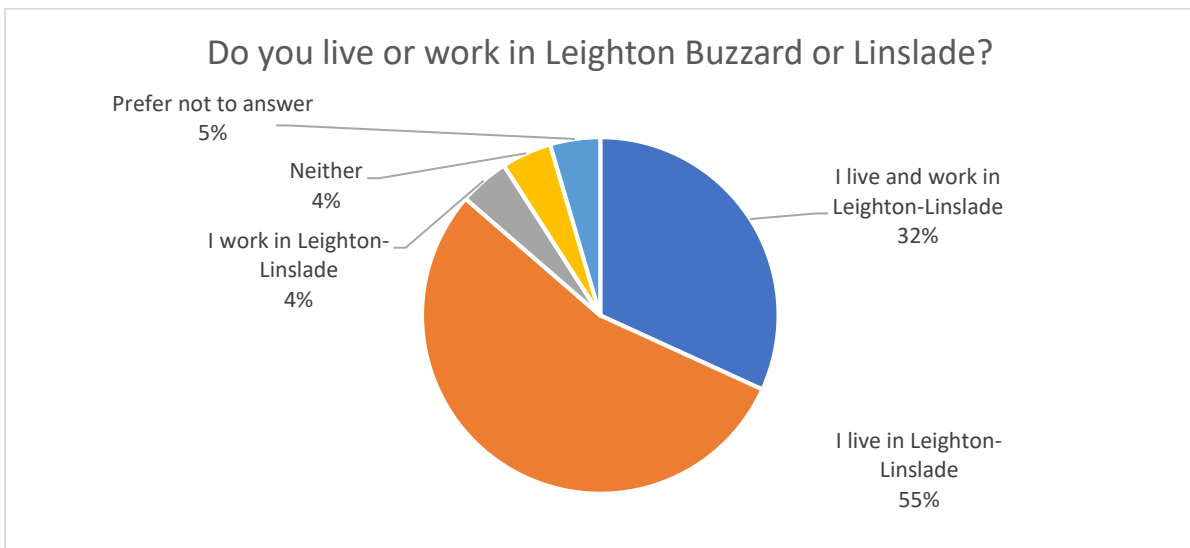
Qu.21. If yes, are you a blue badge holder?

Three people chose not to answer this question, of the responses received, 100% of them were 'no'.

Qu. 22. What is your ethnicity?

Seven people chose not to answer this question, of the responses received, 100% of them were 'White - English, Welsh, Scottish, Northern Irish or British'.

Qu.23. Do you live or work in Leighton Buzzard or Linslade?



Part 2 - Traders Survey - Responses to each question are outlined below.

Section 1 - about your stall

1. How satisfied are you that the current market layout is accessible and easy to navigate for customers?

Answers: -

- 1x 'satisfied'
- 3x 'very satisfied'

2. Are you satisfied with the current temporary pedestrianisation of the high street?

Answers: -

- 1x 'satisfied'
- 3x 'very satisfied'

3. Do you prefer the market stalls facing each other? Please tell us why.

All answered yes to this question, the only other comment was '*Great atmosphere*'

4. Are you satisfied with the size of your pitch? Please tell us why.

Answers: -

- 2x 'satisfied'
- 2x 'very satisfied'

5. Are you satisfied that the cost of the pitch is good value for what is included in the price? (Price includes putting up the gazebo or umbrella/weights and sheets/tables/waste collection/marketing and promotion)

Answers: -

- 1x 'satisfied'
- 3x 'very satisfied'

6. The Town Council is interested in who the current market shoppers are and what we can do to attract new customers. Which of the below are your 'target' customers?

	Young people	Older people	Men	Women	'Budget' shoppers - where price is most important	'Luxury' shoppers - where price is less important	Regulars customers - who know your products already	Browsing shoppers - impulse buyers
Definitely	2	2	2	2		1	2	
Mostly	1	1	1	1	2		1	2
Sometimes	1					1		
Not often					1	1		

7. What methods of payment do you accept? Please tick all that apply.

Answer: all accepted cards or other contactless and all but one accepted cash payments.

8. Would you recommend trading at the market? Please tell us why.

Answer: all answered 'Yes' and the only comment was: *'Fair rent. Gazebo supplied. Pedestrianised High Street.'*

Section 2 - Environmental Ambitions

9. We have not asked this question in previous surveys, please tell us what 'green' initiatives do you already do in your business? Please tick all that apply. Please tell us about any other things that you do which aren't on the list:

I reduce my waste (e.g. reusing bags/containers etc)	I pro-actively encourage my customers to reuse bags and containers	I recycle as much as possible	My business is working towards being zero-waste	I use 'green' packaging	I use 'green' suppliers
2	1	1	1	2	1

10. How can we help you make your business greener?

The only answer was *'Supply me with a green van'*

Section 3 - Communications and publicity

11. Do you follow the Leighton Buzzard Market social media posts?

All answered 'Yes'

12. Do you find the market update e-newsletters useful?

Answers: -

- 1x 'I read them but do not find them useful'
- 2x 'Yes, I read them and find them useful'

13. How satisfied are you with where the Town Council promotes the market, and is there anywhere else you would like to see the market promoted?

Answers: -

- 2x 'satisfied'
- 1x 'very satisfied'

14. Does your business provide a 'click and collect' service, or sell online?

Answers: -

- 2x 'I sell online through a website'
- 1x 'I do not provide a 'click and collect' service or sell online'

15. Have you signed up to the shoplocal LB website, where you can promote your products and in due course, will be able to sell directly?

Answers: -

- 2x 'I have not heard of this website'
- 1x 'no'

Section 4 - any other comments

16. Please share any other comments you have about the market:

- *All great, happy with the market 100%*
- *To allow more than one of a similar business, people like a choice to go to and which will attract new customers to the market.*

Section 5 - About you

You do not have to fill in any of the following, but it would help us to do so.

17. What is your gender?

Answers: -

- 3x 'female'

18. What is your age?

Answers: -

- 2x '25 to 34'
- 1x '45 to 54'

19. Do you consider yourself to have a disability?

All answered 'no' to this question.

20. What is your ethnicity?

Answers: -

- 2x 'White - English, Welsh, Scottish, Northern Irish or British'
- 1x 'Any other White background'

21. Do you live in Leighton Buzzard or Linslade?

All answered 'no' to this question.

Conclusions

The disappointing level of participation of these surveys make it difficult to draw any real results. We know that the timing was difficult, with the survey due to go live online on Monday 12th September, during the National Period of Mourning for the late Queen Elizabeth II. As a result, the survey period was cut short to 10 days and so this may have affected the results.

The other possibilities are that last year, the question of pedestrianisation was controversial and so may have spurred people on to filling in the survey to get their opinions across. This was less so the case this year as the temporary pedestrianisation is in place for the longer term.

The impact of the paperless-only survey could partly be attributed to the smaller number of responses but this did not account for a large number of responses in the previous year.

Perhaps the annual survey is too frequent and the possibility of 'survey-fatigue' could be considered.

Appendix – Excerpt from Traders Newsletter, sent 20th Sept 2022:

Leighton Buzzard Market



Traders Newsletter - September 2022



Dear Traders,

We have launched our annual review, please take the time to fill in the survey for traders here: -

<https://www.surveymonkey.co.uk/r/BZJ37Z2>

and encourage your customers to fill in the public survey, which can be found on the market and the Town Council websites. We will be promoting this via social media over the next couple of weeks.

Appendix – Mailer Lite Statistics for the Trader Newsletter

LB Market Traders Newsletter - September 2022 Share Tweet Settings

Subject: Leighton Buzzard Market Traders Newsletter 📧

[Stats overview](#) [View email](#) [Link activity](#) [Subscriber activity](#) [Opens by location](#)

Sent on 20 Sept 2022, 15:20 pm to **subscribers by filter**

Total emails sent

144

Opened

67.83% 97

Clicked

6.29% 9

Unsubscribed

0.00% 0

Spam complaints

0.00% 0

Hard bounce

0.69% 1

Soft bounce

0.00% 0

Reading environment

- Webmail 79.49%
- Mobile 19.23%
- Desktop 1.28%

Top email clients

Email client	subscribers
Unknown	46.39%
Gmail	17.53%
Chrome Webview	15.46%
Mobile iOS	8.25%
Yahoo Mail	7.22%

Link activity View all activities

Top links	Unique clicks	Total clicks
https://www.surveymonkey.co.uk/r/BZJ37Z2	8	10
Link to the web version of this email	1	1
https://nabma.com/	0	0
Link to the web version of this email (plain text version)	0	0
https://twitter.com/marke_LB	0	0