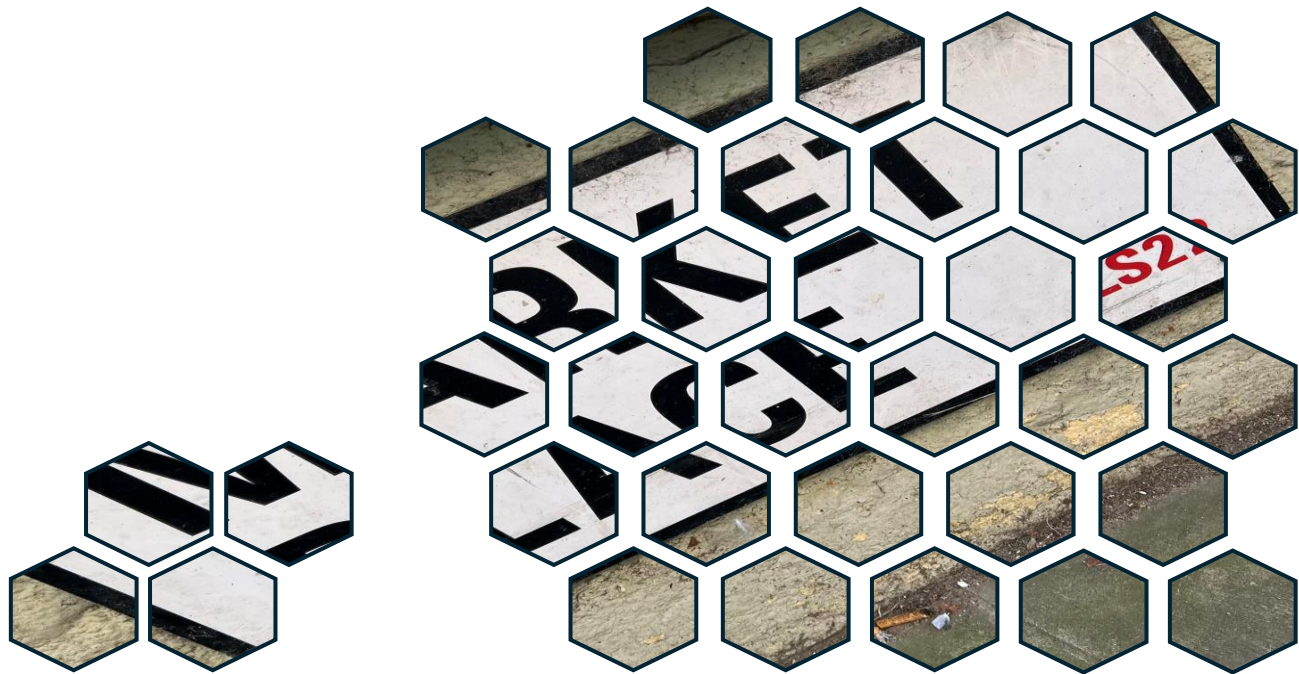




# Markets Consultation – Report



# Market Consultation – outline

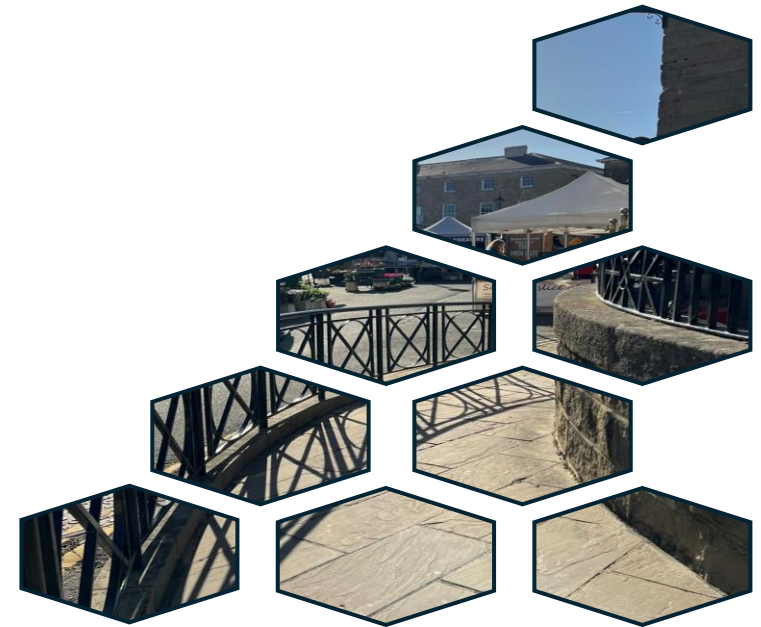
**Wetherby Town Council hosts our historic chartered market every Thursday. The Markets sub-committee considered it important to consult with people about the market, to learn the views of different user groups and help ensure the market continues to serve the people of Wetherby well.**

**We consulted 3 groups, using hand-written and online surveys, between February and March 2024:**

- Local Businesses\***
- existing market traders**
- the wider public in & around Wetherby**

**This paper summarises the results, including details of respondents and notable trends.**

**\*There were limited responses from businesses; therefore this report does not cover business' responses (this will be considered later through the work of the Markets Committee.)**



# Public Consultation – who responded

There were 167 public responses. 61 % of the respondents were aged 65 and over; 25% were aged 55-64; 17% were 35-54, and 6% were 34 or younger.

70% of respondents live in Wetherby. 23% live within 5 miles; only 2 respondents live more than 20 miles away.

In terms of frequency of visits amongst responders, there was a mixed response. 26% of respondents rated their frequency of visits as 8-10 i.e. are very frequent visitors, where 20% rated their frequency as 1-2 ie rarely visit. There was an even spread across other responses, demonstrating a variety in frequency of visits.



# **Market Consultation – public satisfaction**

**We asked the public how satisfied they were with the market and what they enjoyed most about it.**

**14% of respondents answered between 8-10 on satisfaction, indicating they were very satisfied (5% rated this as 10). Moderate satisfaction (5/10) was the most popular at 37% of responses. 30% of responses were between 1-3, indicating low satisfaction with the Market as they currently are.**

**On things respondents like about the Wetherby market, 27% said local produce is the most enjoyable aspect of the market; 20% said the atmosphere of the market and 16% said variety of products. 21% did not put an answer to this question.**

**Many respondents included multiple things they liked in their response to this question.**

# Public - Improvements to the market

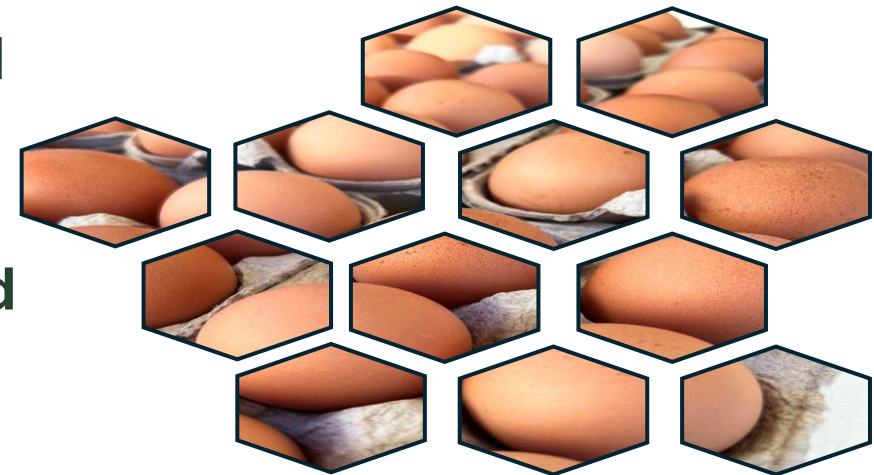
We asked what improvements to the market the public would like to see.

The most common request among respondents was for more stalls. 67% of respondents stated this. This included a desire for a wider variety of stalls offering different product lines to increase the overall selection available at the market.

32% expressed interest in having street food vendors at the market, adding a culinary variety and enhancing the overall experience with ready-to-eat options

21% suggested an indoor market or cover/shelter to avoid bad weather impacting the market.

These trends highlight the importance of stall variety, food stall convenience, and weather resilience in enhancing residents' market experiences.



# Public Market Consultation – Specific products

We asked an open question about what specific products or services they would like to see. There were several trends:

- **Food Variety:** There's a consistent desire for more food options: including street food, bakery items, olives, Indian, Italian, French, and continental foods. Respondents also mentioned specific items like pies, fresh fish, chicken, sandwiches, jams, cakes, and ready-to-go food.
- **Crafts and Haberdashery:** Many respondents expressed an interest in craft-related items such as wool, DIY materials, yarn, fabrics, photo framing, handcrafts, and haberdashery products.
- **Local Produce and Specialty Items:** Residents showed a preference for stalls offering local produce, including fruit and vegetables, as well as specialty items like preserves, honey, and homemade products.

# Themed markets

We asked if respondents would like themed markets as well as the regular Thursday market. 50% said they would.

We asked what sort of themed market they would like.

There were no runaway clear themes. Notable suggestions include seasonal markets (eg Christmas, Easter, harvest, different markets across spring/autumn) and various different variations on the theme of street food (different international cuisine, local produce, Organic or artisan produce) and craft or flea markets.

This shows a desire for a variety of themed markets exists amongst residents.



# **Public consultation – Additional Feedback**

**We asked the public for any additional feedback about the market. There were several trends:**

- 1. Timing and Accessibility :** Many respondents expressed dissatisfaction with the timing of the market, particularly on weekdays when working individuals find it challenging to attend. There's a desire for later opening hours occasionally, and some suggest moving the market to weekends for better accessibility.
- 2. Variety and Size of the Market:** Several respondents mentioned a lack of variety and stall numbers, indicating that the market lacks critical mass to attract visitors. Suggestions include expanding the market to other streets, increasing the number of stalls, and offering more diverse products to make it more appealing.

**(cont...)**



# Public consultation - Additional Feedback

We asked what improvements the public would like to see in the market. There were several trends:

**3. Weather Protection and Atmosphere:** Concerns about the market's viability during inclement weather were raised, with some suggestions for covering parts of the market area to make it an all-weather space. Creating a more vibrant atmosphere with music, seating, and street cafes was also suggested to encourage visitors to stay longer.

These trends highlight the importance of timing, variety, and ambiance in enhancing the market's appeal and attracting more visitors.



# Market Consultation - traders

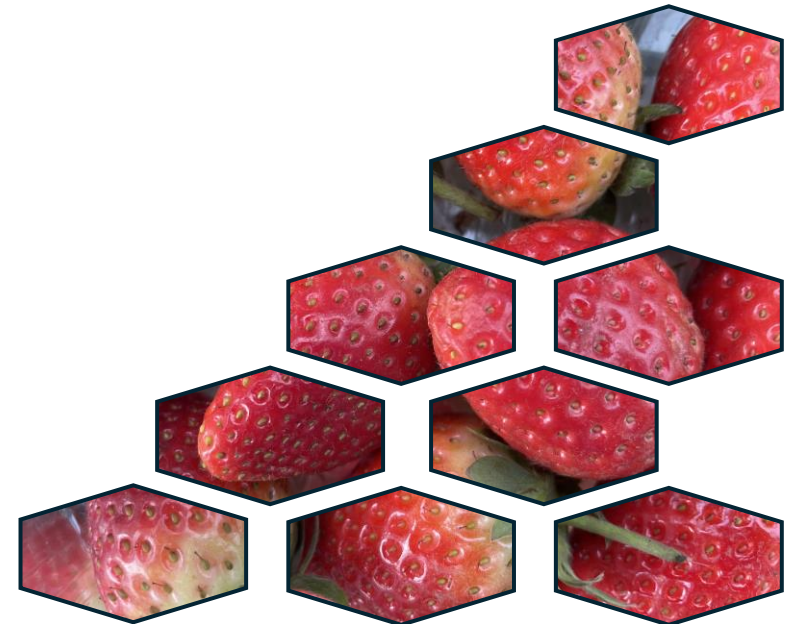
We asked traders various questions about their views on Wetherby's market, including their views on possible changes to the market. 18 traders responded, all of whom classified themselves as 'regular' traders.

We asked traders whether they'd be interested in a weekend expansion of the markets on a scale of 1-10:

- 50% of traders said 1/10 – not interested
- 27% said 10/10 – very interested

On the same question about an evening market expansion:

- 78% of traders said 1/10 – no interest
- 17% said they were interested (5-8/10),



# Market Consultation - traders

We asked traders whether the opening times (9am-3pm) are right for the market – 78% said yes, 17% said no.

When asked if they would continue to attend if the market was extended to 6pm – 61% said no, 39% said yes or maybe.

Two traders expressed an interest in an online shopping scheme.

66% of traders would continue to trade at the market if we no longer provided stalls. Of those 12 traders, 5 would use gazebos if they were available.



# Market traders - additional feedback

On the new licence agreement, when asked what the traders would like to see included two overwhelming trends were that traders would like to see:

- Free/reduced tolls in January/February, and
- loyalty scheme for regular traders

Traders would seem to want a reduction in stall fees.

The only other suggestions (1 trader each) were a clear toll structure, reduced fees and an incentive scheme for new traders.

Other feedback included “brilliant staff”, external problems (parking/cashpoints), “need to bring new stallholders through”, a preference for an earlier finish and “might stay for 6pm if a later start”.

