



Report of the Economic Development and Corporate Issues Scrutiny Panel

Review of North Lincolnshire markets

September 2009

The Economic Development and Corporate Issues Scrutiny Panel's role is to monitor or examine corporate, strategic, economic development or cross-cutting services delivered by the council and its partners, It also monitors the work of the Cabinet and individual Cabinet Members within these terms of reference.

This report is the end result of a review into a particular subject. It sums up how the review was carried out, the panel findings, consideration, conclusion and recommendations for any improvements that could be made.

OVERVIEW AND SCRUTINY REPORT

'North Lincolnshire Markets'

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Introduction by the Chair of the Economic Development and Corporate Issues Scrutiny Panel

Local shopping centres - with their community facilities, libraries, surgeries, and pubs - are at the social and physical heart of neighbourhoods. This is especially true in North Lincolnshire, with shopping centres situated in Scunthorpe, Ashby and Brigg. These are areas that have a strong sense of community but where many residents are among the almost one-third of British households without a car.

Retail and transport trends have undermined the viability of local shopping in many areas. The advent of large superstores and shopping malls, the consolidation of 70 per cent of food shopping with large multiple retailers and preference for car-based shopping have meant that more than 60,000 small shops disappear every decade. The trend to car-based shopping contributes to traffic congestion and increased air pollution and CO² emissions, which undermine quality of life and the Government's commitment to promote sustainable development.

Markets represent our oldest and most successful form of exchange. They were the starting points for many towns and the shapes of our streets reveal where markets took place. North Lincolnshire's markets have stood in exactly the same spot for years.

Yet our market place and street markets are under siege. They have unfortunately suffered years of municipal neglect and the connection with locality and a town's hinterland has been lost.

On the positive side, Brigg Farmers' Market has been awarded the title of National Rural Farmers' Market of the Year. The award comes from The National Farmers' Retail and Markets Association (FARMA), who certify farmers' markets across the UK to ensure that all the produce is sold by the producers who make it themselves locally. The judges were impressed that within just eight years of trading, Brigg Farmers' Market has revitalised the heart of this picturesque town centre, working across the community to establish a far-reaching reputation for quality and local foods. In addition, there are fantastic plans for a new custom-built market for Scunthorpe.

The success of Brigg Farmers' Market demonstrates that markets do have a place in the twenty first century. However, the council and market traders must incorporate the good practice clearly demonstrated at Brigg Farmers' Market to make Ashby, Brigg and Scunthorpe markets successful.

I would like to thank the members of the scrutiny panel for their efforts in producing this report, as well as the market traders who have been extremely co-operative and enthusiastic throughout the review.

Councillor Allan Smith
Chair, Economic Development and Corporate Issues Scrutiny Panel

MEMBERSHIP OF THE ECONOMIC DEVELOPMENT AND CORPORATE ISSUES SCRUTINY PANEL

Councillors: A Smith (chair)
 J Wardle (former vice-chair)
 M Ali
 S Bainbridge
 D Barkworth
 J Berry
 I Glover * (vice-chair)

* Denotes change as from Annual Meeting of the Council May 2009, previous member of the panel who has contributed to this review is as follows: -

Councillor R Waltham

GLOSSARY

This report is written as far as possible in plain English with the minimum of jargon. All acronyms are spelt out in full when they first appear but for the sake of clarity their meanings are repeated here.

FARMA The National Farmers' Retail and Markets Association, who certify farmers' markets across the UK to ensure that all the produce is sold by the producers who make it themselves locally.

1 THE SELECTION AND SCOPE OF THE REVIEW

The Economic Development and Corporate Issues Scrutiny Panel's role is to monitor or examine services being delivered by the council and its partners relating to the local and regional economic development and corporate and strategic services or cross cutting issues being delivered by the council and its partners.

When drafting their work programme for 2008-09, members were universal in their concern that North Lincolnshire Markets were in decline. Such was their concern that the market place and street market are under siege as many have suffered years of municipal neglect and more are threatened by development and car parking schemes. Consequently, the scrutiny panel agreed unanimously to conduct a review into North Lincolnshire markets with a brief -

- To gauge the demand for the current markets in North Lincolnshire
- To assess the economic impact of North Lincolnshire's markets
- To seek views from all stakeholders who either use, operate or manage North Lincolnshire's markets
- To explore the possibility of specialising North Lincolnshire's markets
- To make conclusions and recommendations.

2 HOW THE REVIEW WAS CARRIED OUT

The council's Economic Development and Corporate Issues Scrutiny Panel –

- Agreed to carry out an intensive investigation into 'North Lincolnshire Markets'.

Desktop Research

Documentation including -

- Local and National press articles
- Wide range of websites and national journals were also used as part of the information collection process.

Interviews

Interviews were held with internal and external witnesses including -

- Peter Williams – Service Director Asset Management and Culture, North Lincolnshire Council
- Paul Taylor - Head of Commercial, Property and Tourism, North Lincolnshire Council
- Graham Fowler – Markets Manager, North Lincolnshire Council
- Christine Edwards - Tourism and Town Centre Manager, North Lincolnshire Council
- Councillor Mark Kirk, Leader of North Lincolnshire Council and Cabinet Member for Regeneration, Marketing and Strategic Finance
- Linda Bulbeck – Markets Manager, North East Lincolnshire Council
- Joanna Walker – Town Centre Manager, West Lindsey Council
- Michaela Pollitt – Markets and Town Centre Manager, West Lindsey Council
- Kevin Coyle, Financial Services Manager, North Lincolnshire Council

Focus Groups

Focus Groups were held with the following groups –

- Market traders
- Members of the public who frequent North Lincolnshire Markets

Questionnaire

- A questionnaire was sent out to all market traders who operate from any of North Lincolnshire's markets.
- A questionnaire was included in the council's magazine Direct and on the council's web site for completion by members of the public.

Site Visits

The panel undertook the following site visits -

- Scunthorpe Market
- Brigg Market
- Ashby Market
- Brigg Farmers' Market
- Grimsby Market
- Gainsborough Market

Panel Meetings

A series of public meetings were held for witness interviews and presentations, together with planning and evaluation meetings to consider information collated and presented to members.

Sub-groups made up of panel members also met to deal with urgent business in order for the review to precede efficiently and effectively.

3 THE PANEL'S FINDINGS/CONSIDERATIONS

The programme of work carried out by the panel enabled members to use different techniques and perspectives to comprehensively examine the issue of North Lincolnshire Markets. The findings and considerations of the panel are outlined below.

3.1 Current Market Provision

North Lincolnshire has a great tradition of markets dating back over eight hundred years with choice and quality that can rival the largest supermarkets.

Brigg and Ashby have Thursday markets and Scunthorpe Market is open throughout the year. Its market days are Friday and Saturday, however the food hall however is open Monday to Saturday.

A Farmers' Market is also held in Brigg on the 4th Saturday of the month and speciality markets are held throughout the year across the region.

3.2 Scunthorpe Market

Scunthorpe Urban District Council originally established the market to meet the needs of the growing industrial town. Rowland Winn, the second Lord St Oswald opened the market in 1906. The original market consisted of around 20 open topped stalls surrounded by ten shops. A new hall was added in 1925, which more than doubled the accommodation available.

On 3 November 1972, the present food hall, winner of a national design award was opened. This was part of the Scunthorpe shopping precinct redevelopment. Some traders have been providing high quality produce at the market for up to 50 years.

Scunthorpe market days are Friday and Saturday, but the food hall is open Monday to Saturday.

Scunthorpe Market recently celebrated its 100th anniversary on 2 March 2006.

3.3 Ashby Market

At present the market is held on a Thursday one day a week from 8.30 a.m. to 4.30 p.m. The Mayor of Scunthorpe Alderman B.W.T. Marris opened it in December 1951 on the site where the Co-operative Society had a supermarket. After a short period of time (about two years) the market was moved adjacent to the Crown Hotel where it remained until 1968. It was then held on the large car park near St. Paul's Church until a new market was constructed by Messrs Quibell and Hardy Limited near the Crown Hotel.

The market was opened by Alderman Sir Frank Marshall of Leeds on 8 January 1970.

The market contains 57 lock-ups, 150 open stalls plus a small number of open pitches in the car park on the eastern side of the market. The market offers a large variety of traders including butchers, bakers, green grocers, nurserymen, fishmongers, and many more.

3.4 Brigg Market

There has been a market in Brigg for just over 800 years. In 1204 a charter was granted to the town of Brigg for markets on Thursday and Saturday and an annual fair. The markets are in the Market Place and in part of Wrawby Street between 9am and 3pm.

At the Thursday market you can obtain: pet food, men's and ladies' fashion and everyday clothes and bags, ladies shoes, tools, watches, jewellery, vegetables, bedding, household linen, girl's fashion, fresh fish, knitting wool, pot plants, electrical goods, cakes and bread, household hardware, smoking equipment, sweets, wrought iron, greetings cards, pet beds, antiques and bric-a-brac, easy listening music, mobile phones and accessories, Greek cheese and tools.

The Saturday market is much smaller than that on Thursday, and you can find two fruit and vegetable stalls, flowers, watches and batteries, sweets and houseplants. The Brigg Farmers Market also takes place on the final Saturday of each month alongside the 'ordinary' market

3.5 Brigg Farmers' Market

Brigg Farmers' Market has been awarded the title of National Rural Farmers' Market of the Year. The award comes from The National Farmers' Retail and Markets Association (FARMA), who certify farmers' markets across the UK to ensure that all the produce is sold by the producers who make it themselves locally. The decision was announced on Tuesday 11 November 2008 at the FARMA national conference in Newcastle upon Tyne.

The judges were impressed that within just eight years of trading, Brigg Farmers' Market has revitalised the heart of this picturesque town centre, working across the community to establish a far-reaching reputation for quality and local foods.

Since North Lincolnshire Council created the monthly farmers' market in 2000, the number of weekend visitors to Brigg has grown to 5,000, with people coming from across Lincolnshire, Yorkshire and Nottinghamshire. Local butchers, grocers and independent retailers are thriving and food from the market can be found in local restaurants and hotels, making Brigg a must-visit foodie destination.

Sue Thomson, Quality Standards Manager at FARMA, commented, “Brigg is a stunning market, situated in an old town square with beautifully presented stalls selling excellent produce. It’s a bit of a Cinderella story - the small unknown town turned foodie destination, but it has won the hearts of the people through great food, pride in its presentation, friendly and informative producers, and a commitment to its roots in the local community.”

3.6 Business Plan for North Lincolnshire Markets 2008

The table below demonstrates the dates, location and occupancy figures for all of North Lincolnshire’s Markets during 2008.

Market Operated (Location and Day)	Number of Available Stalls 2008	Number of Stalls Used 2008	Number of Traders 2008	% of stalls occupied 2008
Ashby Thursday	160	148	54	92
Brigg Thursday	60	55	30	91
Brigg Saturday	20	16	7	80
Brigg Farmers’	30	29	27	96
Scunthorpe Main Food Hall – Monday to Saturday	44	44	28	100
Scunthorpe Shops – Monday to Saturday	9	8	8	88
Scunthorpe Old Hall Friday and Saturday	76	64	35	84
Scunthorpe Open Friday and Saturday	62	24	15	39
Totals	461	388	204	84

3.7 Financial Trading Results 2004-05 to 2007-08

Scunthorpe

	2003-04	2004-05	2005-06	2006-07	2007-08
Total Income	£486,354	£514,311	£505,438	£479,479	£475,720
Total Expenditure	£430,421	£437,631	£453,016	£419,698	£514,358
New Hall Income					
Old Hall Income					
Open Market					
Net Profit/Loss	+£55,933	+£76,680	+£52,422	+£59,781	-£38,638

Ashby

	2003-04	2004-05	2005-06	2006-07	2007-08
Total Income	£94,239	£89,400	£96,869	£84,713	£89,737
Total Expenditure	£38,865	£35,490	£29,143	£46,043	£36,341
Net Profit/Loss	+£55,374	+£53,910	+£67,726	+£38,670	+£53,396

Brigg

	2003-04	2004-05	2005-06	2006-07	2007-08
Total Income	£47,067	£53,311	£53,366	£59,274	£62,286
Total Expenditure	£25,256	£62,967	£42,682	£44,014	£32,960
Income Street Market					£53,261
Income Farmers' Market					£9,025
Net Profit/Loss	+£21,811	+£9,656	+£10,684	+£15,260	+£29,326

Members learnt that Brigg market is unique in North Lincolnshire, as the stalls have to be erected and dismantled at the beginning and end of each trading day. The erection and dismantling of the stalls was subject to a procurement exercise undertaken by the council. For this the Thursday (up to 65 stalls) and Saturday (up to 25 stalls) stalls are erected and dismantled and the Farmers' (31 stalls) every fourth week are erected by the contractor. In addition, the contractor undertakes repairs on the stalls at an extra cost.

North Lincolnshire Markets

	2003-04	2004-05	2005-06	2006-07	2007-08
Total Income	£627,660	£657,022	£655,673	£623,466	£627,743
Total Expenditure	£494,542	£536,088	£524,841	£509,755	£583,659
Net Profit/Loss	+£133,118	+£120,934	+£130,832	+£113,711	+£44,084

The financial data demonstrates that the markets are consistently making an operating profit year on year. However, members learnt that for 2007-08, the recorded operating profit was considerably down on previous years as the service had to pay additional business rates, as well as a number of 'one off' projects.

However, the financial performance of the markets caused members grave concern as both traders and the market management described how there was no year on year investment in the markets, despite there clearly being an operating profit.

Therefore, after further investigation, the members were made aware that the council set the markets service a revenue target for each financial year. This is a level of income the council expects the markets service to achieve and thus contribute towards central balances.

For 2007-08, the revenue target for the markets was £110,000, yet the operating profit for the service was only £44,000. Therefore, the Asset Management and Culture service had to subsidise the markets to the tune of £66,000. In addition, members learned that the council's revenue target for subsequent financial years has increased further.

Whilst the council is setting the markets service such challenging revenue targets, despite operating profits continuing to fall, and without taking into consideration the current challenging economic climate, then direct investment in the markets will only occur for 'one off' projects as opposed to a sustained programme of maintenance.

3.8 Rents

The last general rent rise for traders was in April 2004. The rents were due to be reviewed in March 2007. However, North Lincolnshire Council decided in September 2006 to freeze rent levels in order to help traders offset the costs associated with moving to the new Scunthorpe market. Therefore, traders at Scunthorpe, Ashby and Brigg markets did not face the usual rent increase that year. Surprisingly though, members were informed that market rents have not been reviewed since and remain at 2004 levels.

Rent levels are consistent across North Lincolnshire markets, except for Brigg market whereby traders pay more to cover the contractor costs for the erection and dismantling of the stalls.

As part of the review, the following daily rent information from neighbouring local authorities was obtained (however, it should be noted that the rent levels may not be comparing like for like).

- Newark rents range from £14 - £19.50
- Brigg rents are £14 on Thursdays and £12.60 on Saturday with a fee of £25 for the Farmers' Market
- Scunthorpe rents range from £9 - £200 per week for the indoor market (£200 equates to the rental cost for refrigerator equipment)
- Ashby rents range from £9 - £14 or £20 for a lock-up
- Gainsborough rents range from £14.50 per stall on a Tuesday and £12.10 on a Saturday.
- Mansfield rents range from £10 - £20
- Grimsby Market - The rental is dependent upon the size of the unit but does currently include an element for rates and water charges.

3.9 New Scunthorpe Market

Members were informed that Scunthorpe town centre is in line for a multi-million pound investment. The council has revealed multi-million pound plans for Scunthorpe town centre, in a partnership with one of the biggest names in the industry. After lengthy negotiations between the council and Threadneedle Property Investments Ltd, who act for Zurich Assurance Ltd., agreement 'in principle' has been reached that will see for Scunthorpe town centre:

- A new 30,000 sq ft modern market hall on Market Hill, next to the existing Foundry Shopping Centre;

- An 80, 000 sq ft supermarket - constructed on stilts above a surface level car park. There is major interest in the site from more than one of the large supermarkets;
- A near-600 space surface car park, with access from Winterton Road;
- A 46,000 sq ft multi-storey shop complex - located on the corner of High Street and Home Street;
- An eight-unit retail development on the High Street - with independent research showing such units likely to draw in major national multiple retailers.

Zurich Assurance Ltd owns over 40 shopping centres across Britain. The company has owned the Foundry Shopping Centre since 1994. There will also be private sector investment in excess of £50-million.

As part of the relocation of Scunthorpe Market to a new purpose-built market hall, traders have been given a commitment that they will not have to leave the current market until a new market hall is in place.

3.10 Market Trader and Customer Comments

As part of the review, members were in agreement that the views of both market traders and customers needed to be canvassed. This was achieved through a personalised questionnaire sent to all market traders and a questionnaire in the council's 'Direct' magazine for service users to complete.

In total the members received 67 responses from market traders, as well as 402 responses from members of the public.

As part of the questionnaire, both market traders and members of the public were asked if they would like to participate in focus groups with the members of the Scrutiny Panel in order that more detailed questions could be asked by the councillors.

The following sections relate to the comments made by both market traders and customers.

3.11 Perception of Markets in North Lincolnshire

Across the market visits and individual customer and trader interviews two conflicting views of the state of markets emerged. On the one hand many people argued that markets are in terminal decline and that changes in the way people live and shop mean that there is no longer the same demand for street selling that there has been traditionally. In particular the growth of supermarkets, discount stores, and out of town shopping were considered to have played a significant part in this decline.

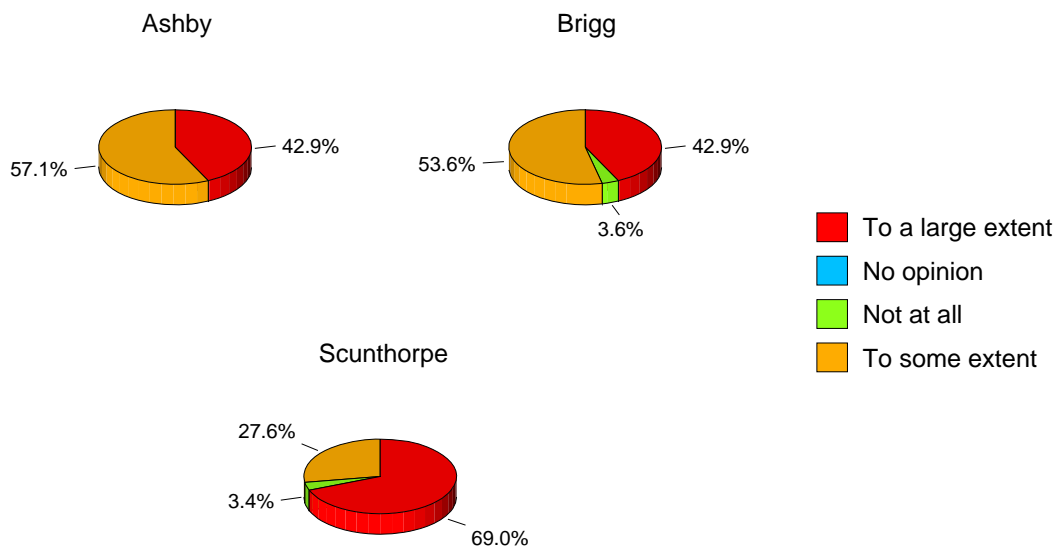
Many participants expressed a clear view that markets are on the rise and are more popular than ever. This view tended to be argued on the evidence of the growth of niche areas such as farmers' and arts and crafts markets. While somewhat contradictory these different views were supported by accounts of the changing nature of shopping habits that draw people to markets.

3.12 Decline of markets

Many of the markets visited appeared to be shrinking and losing customers and traders. At these locations traders and customers tended to focus on the perceived decline of traditional, general markets and the factors they believed to be causing this. For many the decline was thought to be inevitable and beyond the power of the council to reverse.

However, respondents to the member's questionnaire painted a different picture of the future of North Lincolnshire's Markets. Almost all traders quizzed believed that markets had either to "a large extent" or "to some extent" a future in the current economic climate.

Figure 1 below demonstrates traders' views on the future of markets in the current trading climate



There was a sense among many traders that people's traditional relationships to markets and traditional lifestyles and shopping habits were changing. They argued that few people rely on markets in the way they tended to do in the past and, people can meet their shopping needs elsewhere.

Among the crucial factors that both traders and customers felt was causing this decline was the growth of large cheap supermarkets and discount stores.

Crucially these shops are felt to have radically changed customers' expectations of the price of goods; increasingly traders argued, customers come to markets expecting extra low prices that compete with the supermarkets. Traders' efforts to meet these expectations are less and less sustainable as more discount shops arrive on the high streets.

Another crucial factor that traders brought up was the growth of out-of-town shopping centres with cheap parking. They argued that people increasingly drive out of their local area to do much of their shopping, especially larger purchases, and that the lack of affordable parking close to street markets put them at a significant disadvantage compared to large shopping centres that cater specifically to drivers.

While there was general agreement that inevitable economic market forces were having an impact on their businesses, many traders still felt that the council was to blame to some extent for the continuing decline. Traders argued that those who are responsible for looking after the markets' interests are often apathetic and increasingly prioritise other areas.

3.13 Growth of niche markets

In contrast to the sense of stagnation and decline that was expressed in some locations, other markets and their traders and customers gave a very different impression. At some of the markets the panel visited, customers and traders talked in terms of the growth of markets and their increasing popularity and relevance, in particular the Brigg Farmers' Market.

Rather than using markets as a source for general household shopping, customers tended to be making more focused and specialist purchases. For the most part the growth people described was focused on the more 'niche' markets – the food, farmers' and arts and crafts markets.

Where customers described themselves as more regular visitors to markets they tended to be looking for something special in the quality or production of the produce rather than the low prices that appear to motivate the more traditional market shopper.

There was also a view expressed by a wide range of customers and traders that markets are crucial ingredients in local economies and in local communities, and that for this reason, as much as the practical benefits they bring, markets should be protected and supported.

Some felt that, more than just being crucial parts of the community, markets actually have a role in building a sense of identity and cohesion in an area, as much as they contribute to the economy, and that they should be supported and encouraged by both local and central government.

3.14 Facilities, access and security

Figure 2 demonstrates market shoppers' thoughts on improvements to be made to the existing market facilities

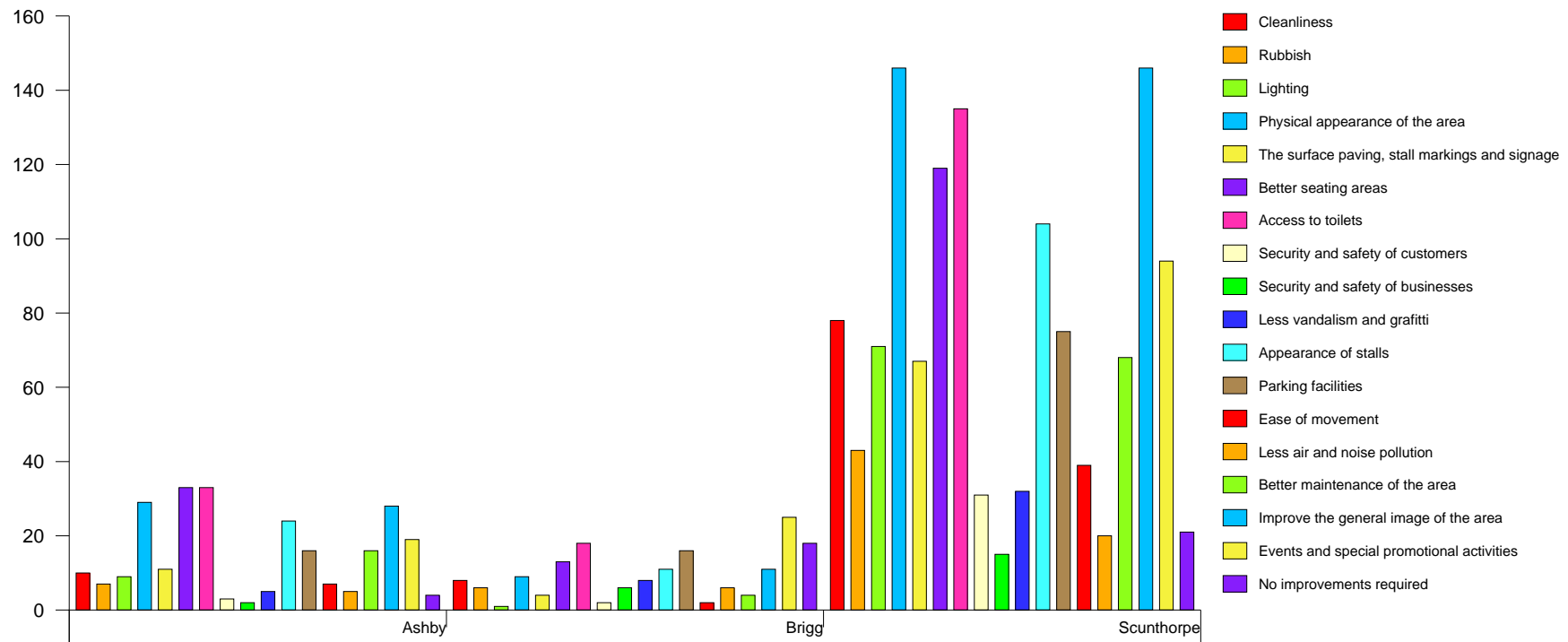
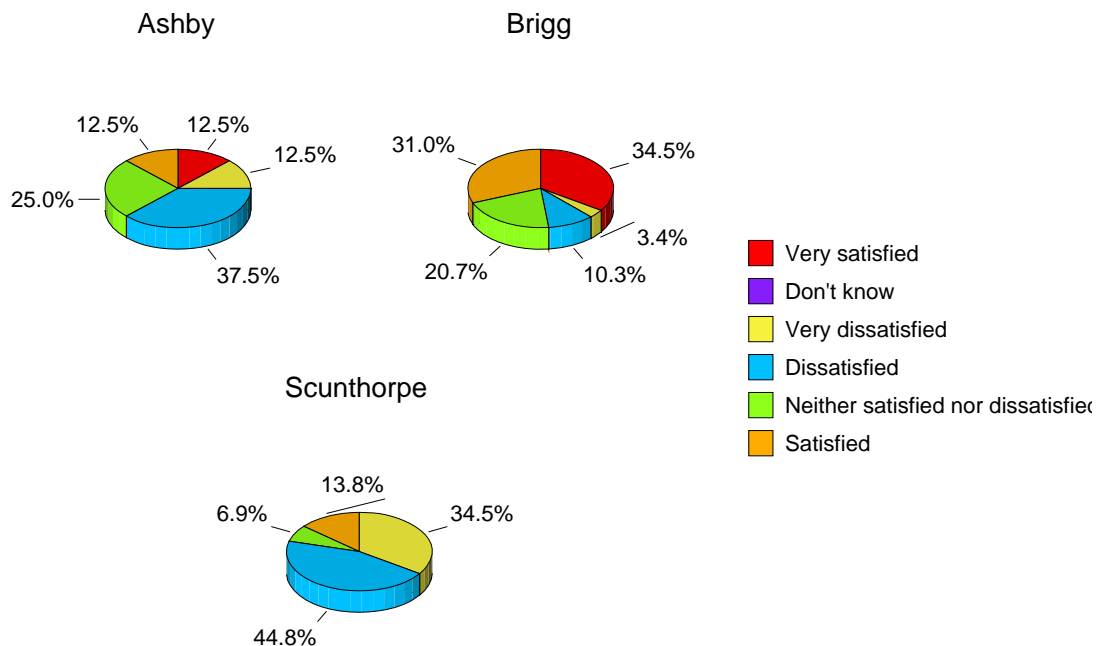


Figure 2 illustrates that market shoppers are in the main happy with the facilities at Ashby and Brigg. However, it is clearly evident that shoppers would like to see the existing Scunthorpe Market improved, especially in the physical appearance of the area and access to toilets for example.

What was interesting to members was that while traders believed that there were many elements of the market facilities that needed to be addressed and improved, there was also a clear sense from many that this was not the most crucial issue for the success of the market. Many argued that this was not likely to have a big impact on whether or not people come to the market and that the real priority should be finding ways to bring more customers in to the markets.

The market shoppers, who were emphatic in their reasons why they shop at the markets, supported this. 84% of respondents stated that the price of goods was the primary reason for shopping at the market. 75% of market shoppers stated that the good quality and mix of products was a reason for shopping at the market whilst 78% of shoppers stated that the friendly stall holders was a factor in why they shop at North Lincolnshire Markets.

Figure 3 below demonstrates the market traders' responses when asked how the market looks.



3.15 Access to cheap parking

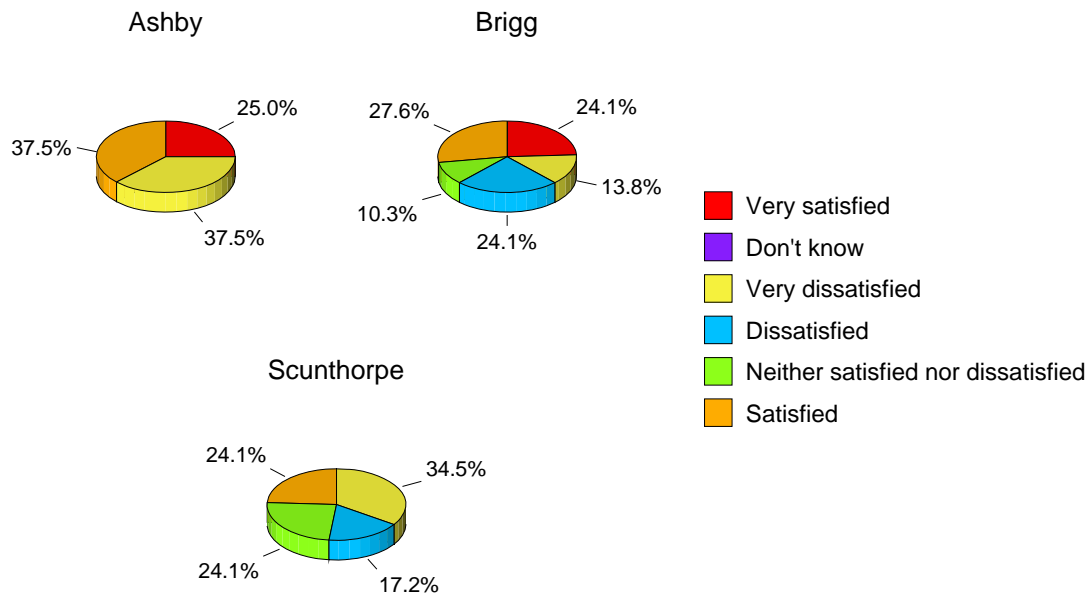
One of the most consistent themes that emerged across all of the markets was the problem of access to cheap parking, for both customers and traders.

It was felt that this caused significant reductions in visitor numbers, as many people from outside the immediate area have no easy way of getting there, especially in the absence of adequate public transport

Traders also argued that a lack of free parking meant that customers have less freedom in what they buy. If they are after large items that are too big to carry on the bus then they have to buy from a source with convenient parking and generally this excludes markets.

The lack of cheap parking was also perceived to have a negative impact on traders, either by creating additional cost for them or by causing them inconvenience and lost time in their efforts to find somewhere to park their vans.

Figure 4 illustrates market trader views on parking for stallholders and shoppers



On the whole traders' perception was that they were being let down by the council, who were simply not interested in taking the issues seriously.

3.16 New Revenue Streams

Members learnt that an area of land to the rear of Scunthorpe market, previously used for the erection of market stalls had been converted by the council into a temporary pay and display car park. It was anticipated that more market customers could be attracted, as the car park would give direct access to the stalls. The car park made use of currently under used space until a decision is taken on the future of the whole market complex.

The cost of works to prepare the site and to install a ticket machine was estimated to be £5,790. The site was added to the Off Street Parking Places Order, and would operate as a short stay site, providing the same facilities as the adjacent Home Street car park. This would include a 30p charge for parking for up to one hour, which would assist short duration users who wished to visit the market.

However, any revenue generated from the car park was re-directed back into central budgets as opposed to being re-invested back into the markets service.

3.17 Support for casual and new traders

The impact of the general decline in markets was felt to have hit casual and new traders the hardest. Traders claimed that it is becoming harder and harder for people to get started on markets as the costs are too high for them to establish a reputation and customer base before their money runs out. In some cases the older traders claimed that they are only there because they have so much invested in their stock and are more established – they have regular customers and are guaranteed a certain level of business. Those who are starting from scratch have none of these advantages and cannot make enough money to sustain themselves.

Traders argued that new starters need to have support if they are going to survive. Most talked of the need to offer them lower rates early on to give them the time to get established.

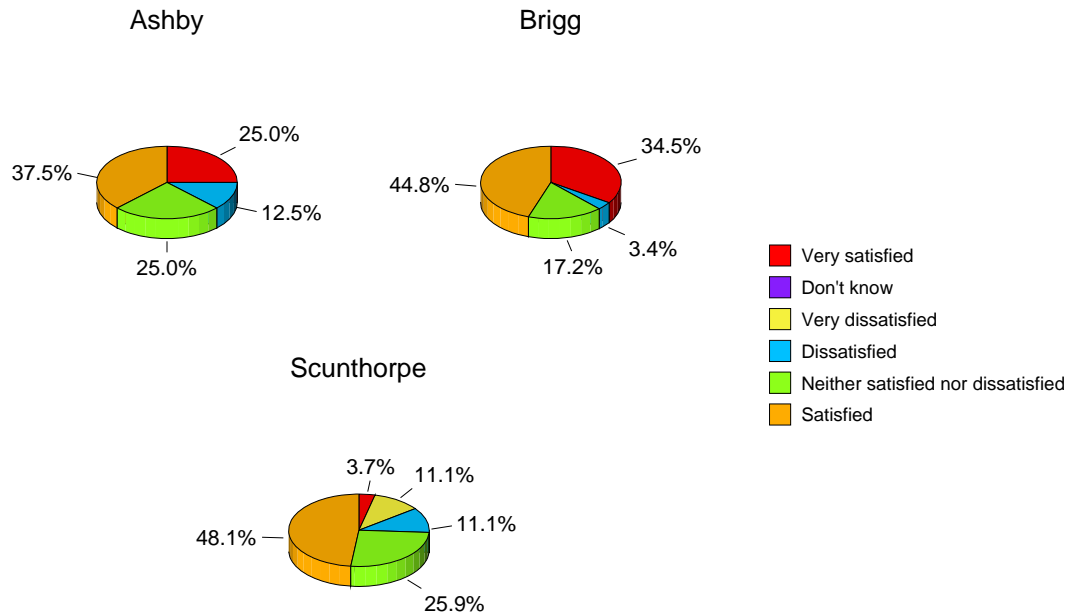
However, new starters and casuals themselves often described other traders as being among the barriers they face in getting started.

3.18 Business support and site management

Consistently across the markets, traders tended to view themselves as being at odds with the council. Generally the traders felt that markets were the lowest item on the list of priorities for the council. They argued that the markets were rarely taken into consideration when the local area is being developed and that very little provision is made for markets on a day-to-day level.

However, interestingly enough the traders didn't see the council's efforts at building a new Scunthorpe market as a firm commitment to them and their businesses.

Figure 5 below demonstrates market trader views on the organisation and running of North Lincolnshire Markets.



Market traders argued that the council was more concerned with supporting established shops and stores as these brought in far more income for them than markets.

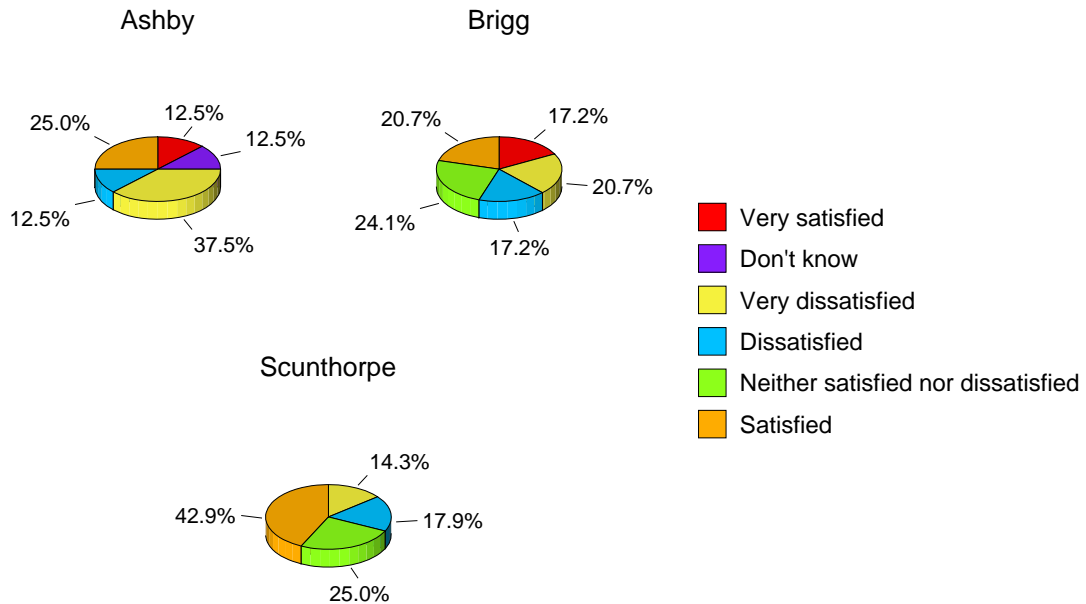
Traders stated that they felt that markets are a low priority for the council but they also expressed a general cynicism for the power and ability of the council to be decisive and proactive generally.

3.19 Toilets

For the most part traders felt there were adequate toilets on their site or nearby for both traders and customers. Generally the markets were next to shopping areas and so had access to several public toilets and in these cases it seems that adequate signposting is the only thing missing.

At Ashby market in particular the state of the traders toilets was considered to be extremely poor. However, the public had access to the nearby council ran public conveniences.

Figure 6 below illustrates market traders' views on the toilet facilities available at North Lincolnshire's markets.



3.20 Clustering stalls

The most consistent market management issue that emerged from interviews with traders was the importance of keeping stalls clustered together and filling gaps where traders have not turned up. All markets (except for Scunthorpe food hall) occasionally had large gaps in them where no one had turned up to trade on that day. Often these gaps were concentrated at one end of the market, generally that furthest from the main road or high street. Traders believed that this had a significant negative impact on the markets' image often making them look like they are in decline even when other parts of the market are busy. Traders felt that this put a lot of customers off visiting or spending much time at the markets.

Traders felt that the council should make sure stalls are grouped together without significant gaps to ensure the market looks busy along its length.

Some even suggested that traders should contact the council in the morning to let them know whether or not they would be coming in so that any empty space could be filled. Others thought that more should be done to encourage casuals to fill gaps, or that on quiet days traders should be allowed to extend their stalls into vacant spaces, all to ensure that the market does not have an empty appearance and maintains its busy image and atmosphere.

3.21 Enforcing market rules

A key issue was the problem of traders leaving before a market's scheduled closing time. Traders believed that this had a similar effect to the gaps between stalls. They felt it gives the impression that a market is not doing well, even if the stallholder is closing up because they have had a good day. More significantly traders argued that it gives the impression that the market is actually closing early, which they believe encourages many customers to leave too.

Some believed that market operating hours should be strictly enforced to prevent people from arriving late or packing up early, with some even believing that fines would be appropriate.

Members were informed that enforcing market rules may be a problem for the council as traders highlighted that, in their opinion, there was a lack of a physical presence from the council's Market Officers, across the three sites, except when the rent was due to be collected. More worryingly for the panel was that some traders claimed that they did not know who the Market Manager was.

3.22 Brigg Pedestrianised Market

Members were greatly concerned about the health and safety of both market traders and shoppers in Brigg Market Place on market days. The former Glanford Borough Council and Humberside County Council sanctioned the pedestrianisation of Brigg Market Place in the early 1990's. However, various exemptions were agreed so long as the vehicle had applied and been granted a permit to access the market place.

Members were concerned that there was no enforcement of the permit initiative and this was putting both market traders and shoppers in danger.

3.23 Managing stall numbers and types

Generally traders were happy that the range of different stalls and commodities on their markets were well managed. No one spoke of feeling like there was too much, or too little, competition on their site, and there were few significant comments from traders on what sort of changes they would like in this area.

The only exception to this was where casual traders operate. Some stallholders felt that allowing casuals, often to fill gaps in the market, tended to mean there would be more competition, as there was less control over the type of stock they would be selling. However, traders felt that this was something that could not be avoided, especially where it was being used to fill spaces, and it was not something that created any problems between them and managers.

3.24 Promotion, signposting and marketing

Almost all traders believed that their markets would benefit a great deal from improved advertising and promotion.

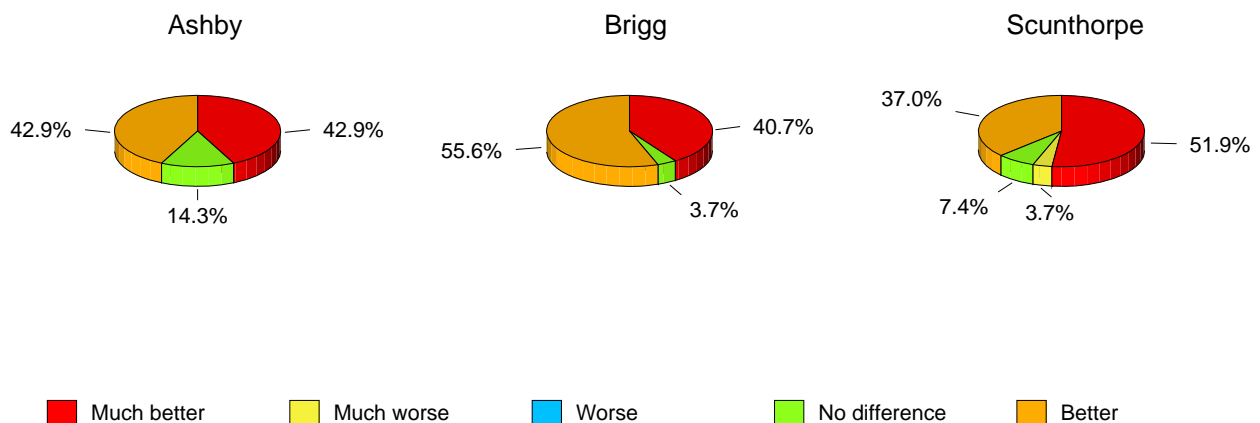
It was clear across most of the markets that traders did not feel enough was being done to raise the profile of, and draw people to, their markets either within the local area, or in wider advertising. Many traders weren't aware of any promotions or signs advertising their market at all.

3.25 Signposting

Traders were concerned that promotional activities are currently limited. Indeed, even signposting of the locations of markets is largely inadequate leaving people uncertain of the times, frequency and locations of the markets.

Many claimed that their market had no signs at all and so no way of drawing in passing trade. They argued that there was a clear need for signs directing people towards markets and raising their profile in a local area.

Figure 7 demonstrates traders' views on advertising

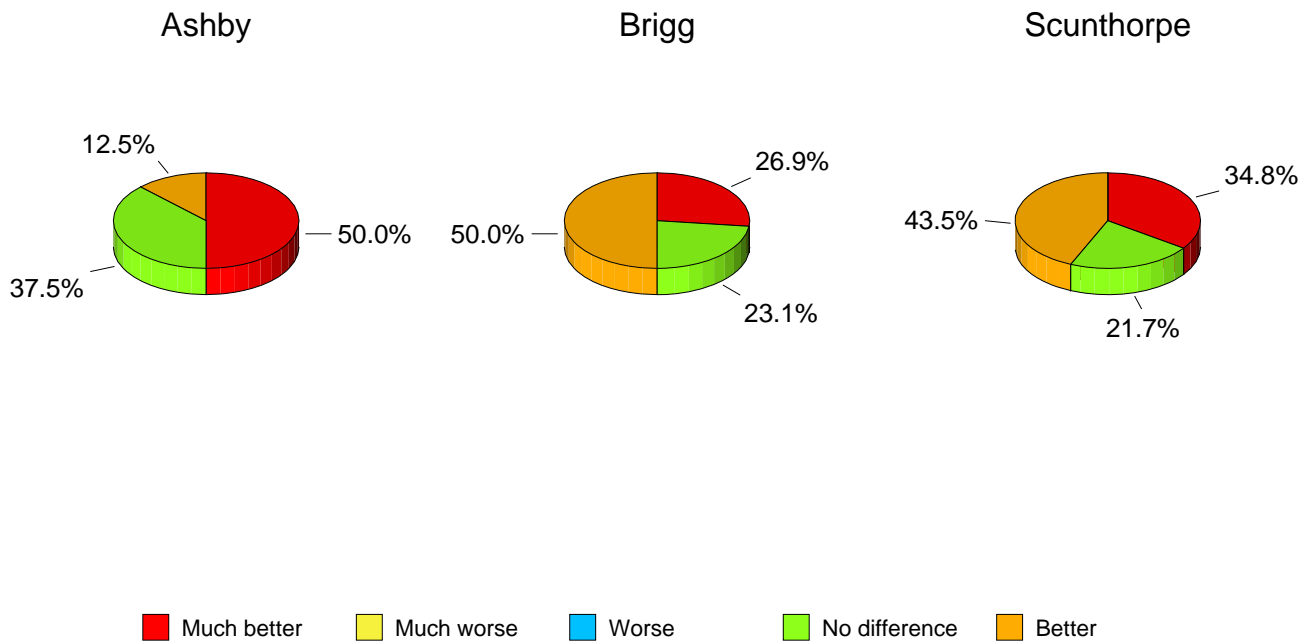


3.26 'Dual branding' markets and local shopping centres

One crucial issue for many traders was the markets' proximity to local shopping centres and high streets. Generally it was felt that nearby shops have a mixed impact on the market and probably bring in as many additional customers as they take, but many felt that the negative impact could be alleviated if the market was promoted alongside or 'dual branded' with any neighbouring shopping centres.

It was felt that making more of the entire retail offering of an area could be beneficial to both the markets and the other local businesses.

Figure 8 below illustrates trader comments on their turnover were a branding campaign for North Lincolnshire markets implemented



3.27 Promoting markets' strengths

Other traders felt that not enough was being done to promote the specific individual qualities of markets in promotional material. Most traders felt that their market in particular had something distinctive to offer, be it the local history or history of the market, the market's size, or the range of produce on offer, but that promotional material failed to make the most of this.

Traders felt that customers can get a more personal service from a market, allowing them not only to make new friends but also to get a much closer understanding of the process that goes into producing their food.

3.28 Talking to traders

Being able to talk to traders about their stock or produce was seen as an important benefit for customers and traders in all kinds of markets. In general customers at household/fruit and vegetable stalls liked the fact that they could chat to traders, ask about the quality of the food or the production of any other goods, and even haggle or bargain for a better price. This was something they recognised they would not get at a supermarket.

3.29 Cost and pricing incentives

For the most part the importance of price varied depending on the type of shopping customers were doing. Those who were doing regular household shopping visited markets to get lower prices, and felt that this was one of the crucial advantages to market shopping

In contrast to this, customers at niche markets talked about their willingness to pay more for what they perceived to be better quality produce.

In addition to the quality of the food, some customers felt they were paying a premium to get food that had been grown organically or locally and this was a cost they were happy to pay.

However, many participants made it clear that they did not feel that the extra expense of visiting more exclusive markets actually brought any improved quality.

3.30 Market Traders Liaison Committee

There is an established consultation mechanism for the Markets Service in the form of the Market Traders Liaison Committee. This is a constituted forum of traders, officers and elected members with scheduled and minuted meetings. This group has presided over strategic issues such as the cyclical review of rent and lease levels and operational issues concerning the security or improvement of individual market locations. The committee meets quarterly during the day.

4 THE PANEL'S CONCLUSIONS AND RECOMMENDATIONS

Based upon the evidence presented and evaluated during this investigation, as detailed in the panel's findings and considerations, the conclusions and recommendations of the Economic Development and Corporate Issues Scrutiny Panel are as follows: -

4.1 Strategic Challenge

It became clear during the review that the markets service should be much more than an income stream for the council. It could be a primary mechanism for delivering the council's shared ambitions of 'an area that is thriving' and 'communities that are confident and caring'. Traders, elected members and the service itself supported this. This would require a change in strategy to reflect the particular character, socioeconomic profile and community needs of each market location. The development of these plans should be done in conjunction with all stakeholders and partners.

Achieving the strategic change outlined above requires that the financial basis for market operations become better aligned with the council's shared ambitions of 'an area that is thriving' and 'communities that are confident and caring'.

Recommendation 1 That North Lincolnshire Market management devise a strategy that realigns the service to deliver the council's shared ambitions of 'an area that is thriving' and 'communities that are confident and caring'.

4.2 Resourcing Challenge

The market trader's workshop identified stallholders' concerns that surplus income derived from their rents was not used to invest in the service. The service could always bid for capital funding from central balances as part of the annual budget setting process but was never guaranteed any funding.

Ideally, market traders would like all or part of this surplus to be retained by the service to allow investment and development in the markets. This has an impact on the council budget in that less money is returned to central balances and therefore unavailable to fund other projects. The amount of retained surplus would have to be negotiated.

Indeed, Planning Policy Statement 6 (the Government's policy on planning for the future of town centres), Section 2.27 states that –

“Street and covered markets (including farmers’ markets) can make a valuable contribution to local choice and diversity in shopping as well as the vitality of town centres and to the rural economy. As an integral part of the vision for their town centres, local authorities should seek to retain and enhance existing markets and, where appropriate, re-introduce or create new ones. Local authorities should ensure that their markets remain attractive and competitive by investing in their improvement”.

Recommendation 2 That a strategy for North Lincolnshire Markets be drafted and adopted. The strategy to be devised and implemented immediately and be reviewed within one calendar year by this Scrutiny Panel to gauge the impact made by the strategy.

Members learnt that whilst the accounts for North Lincolnshire Markets show an operating surplus, the financial position demonstrates an actual budget deficit. This is as a result of the revenue position for the markets not meeting its target. Therefore, the Service Director Asset Management and Culture is subsidising this shortfall. With the current economic climate, the markets were unlikely to meet this revenue shortfall.

Members were concerned to hear that despite the country experiencing an economic downturn, coupled with the fact that there has been no review of market rents since 2004, the markets service was still set extremely challenging revenue targets year on year.

The members acknowledge that from 2003-2007 the markets service met its yearly revenue target. However, this often led to a situation whereby the markets were in effect simply breaking even, despite showing an operating profit in excess of £100,000, and, therefore were unable to make any improvements to the market service. But in 2007-08 this situation changed. The operating profit was significantly lower than anticipated as a result of increased expenditure in the form of business rates, high sickness absence levels and various one off projects. Therefore the Asset Management and Culture service had to subsidise the markets service to the tune of £66,000.

In 2008-09 the situation is much worse, with operating profit even lower as a result of additional expensive one off expenditure, namely a substantial increase in the cost of utilities, as well as the demolition of an old derelict fish and chip shop. However, rent levels still had not increased and the country was still experiencing the economic downturn, yet the revenue target increased again. Therefore, the Asset Management and Culture service will again have to heavily subsidise the market service.

The setting of the revenue target for the market service is clearly a major cause of concern for the scrutiny panel. The revenue target is in effect restricting the investment in the market service as it is unable to spend its operating profit. Any improvements to the service come as a result of successful capital funding bids.

Members can therefore empathise with the traders when they enquire 'what is our rent money being spent on?'

Whilst the surplus operating profit generated by the markets services is currently used to support other council activities, the scrutiny panel does acknowledge that were this practice to stop, monies would need to be replaced from other sources if these activities are to continue.

However, the continued system of re-directing resources away from the markets is clearly at the detriment of the service. Therefore, the scrutiny panel believes that the markets service should, in the absence of any foreseeable progress toward securing a new market for Scunthorpe, formulate a submission for capital programme monies in order to provide the resources for a full maintenance programme which will be identified by the implementation of recommendation 2.

Recommendation 3 That as part of future budget setting processes, the Council reviews the current unrealistic income targets for the markets service causing the Asset Management and Culture service to subsidise the markets function with a view to establishing a realistic revenue budget for the service that offers future opportunities for reinvestment of any operating profits to maintain and improve the quality of the market facilities.

Recommendation 4 That Full Council recognise the prolonged under-investment at its markets and fully supports any future submission by the Service Director Asset Management and Culture on behalf of the markets service for capital programme monies in order to provide the necessary investment to bring the markets in to the twenty first century.

Recommendation 5 That in the short term, all objectives and targets assigned to the markets strategy (recommendation 2) be financed by the council. However, it is essential that as the current economic climate improves, the objectives and targets be financed from the markets controllable operating surplus.

The retained surplus would be spent on priorities identified in consultation with the traders through the Market Traders Liaison Committee. This would strongly align customer preference and choice with strategic decisions.

However, the Market Traders Liaison Committee would need to be re-constituted in order to make it more effective. The committee currently meets on a weekday afternoon once a quarter. Traders were openly critical of the meeting date and time, as well as the lack of representation from Brigg and Ashby Markets.

Traders were also critical of the communication between not only themselves and the council, but trader representatives on the Market Traders Liaison Committee and their colleagues. Anecdotal evidence appears to suggest that communication between all parties is poor at best.

Market stall and shop rent and lease levels are reviewed periodically in consultation with the traders. This process takes account of inflation, the local economy and comparative data from other market authorities. There has been no review of charges since April 2004 when the council agreed to a price freeze.

However, the panel does acknowledge that a two tier system could be created between those traders who are and are not committed to a three year lease, as traders on a lease can only have their rent reviewed after the three year period has expired.

Recommendation 6 That the existing Market Traders Liaison Committee be (a) re-constituted to make it more efficient and accessible to all market traders, (b) professionally recorded with all discussions and actions reported to all traders in a quarterly newsletter, (c) a consultative body to discuss issues such as rent levels etc, and (d) expanded to include representation from all markets as well as the membership to include the council's Tourism and Town Centre Manager.

4.3 Market Management

Clearly one of the most important issues for traders was the way stalls and traders are managed on site. Traders believed that, if done in the correct way, close management of the stalls and traders could help to keep markets vibrant and busy and address many of the symptoms of decline even if decline proved inevitable in the longer term.

It was felt that if these things could be done well it could have a significant impact on the image and success of markets that otherwise feel in decline.

Beyond this it was thought to be crucial to try and keep stalls operating throughout the markets trading hours to avoid customers getting the impression that a market might be closing early and leaving themselves.

Essentially these measures are focused on maintaining a market's atmosphere and image as thriving and busy. Traders recognised that for the most part these are elements that customers want out of a market experience, and that by allowing markets to appear quiet, empty and visibly in decline, the council was undermining their markets' capacity to draw in customers and maintain a positive reputation.

Recommendation 7 That a market trader charter be drafted and adopted across the market service, to include a full maintenance programme.

As was described in paragraph 3.5, Brigg Farmers' Market has been awarded the title of National Rural Certified Farmers' Market of the Year. The award comes from The National Farmers' Retail and Markets Association (FARMA), who certify farmers' markets across the UK to ensure that all the produce is sold by the producers who make it themselves locally.

The judges were impressed that within just eight years of trading, Brigg farmers' market has revitalised the heart of the picturesque town centre, working across the community to establish a far-reaching reputation for quality and local foods.

Since North Lincolnshire Council created the monthly farmers' market in 2000, the number of weekend visitors to Brigg has grown to 5,000, with people coming from across Lincolnshire, Yorkshire and Nottinghamshire.

Members were greatly impressed with winning the accolade. However, they believe that the good practice that clearly exists within the management, marketing and operation of the farmers' market should be shared, and if possible, implemented across all of North Lincolnshire's markets.

Recommendation 8 That the Service Director Asset Management and Culture undertake a review of the management function of all of North Lincolnshire's Markets, to determine if the current structure and management practices are fit for purpose. That any changes proposed to current management arrangements be submitted to the Leader of the Council Regeneration, Marketing and Finance Cabinet Member for consideration.

Analysis of the returned market trader questionnaires and market customers' questionnaires illustrates that market traders and the public believe free car parking should be available for traders and the public visiting North Lincolnshire Markets. Whilst the panel would support a trial reduction in the cost of car parking for patrons using its markets, members agreed that free car parking for customers using the markets was not a viable option as the council would in effect be discriminating against all other commercial traders whose customers would not benefit from similar reductions.

Recommendation 9 That in consultation with the council's Highways and Planning service, reduced car parking fees be made available at Scunthorpe Market car park, Bottesford Road (Ashby) car park and Old Courts Road (Brigg) car park on market days only.

Recommendation 10 That the reduction in car parking charges for market traders and customers on market days only operate as a pilot for six months.

Members were greatly concerned about the health and safety of both market traders and shoppers in Brigg Market Place on market days. The former Glanford Borough Council and Humberside County Council sanctioned the pedestrianisation of Brigg Market Place in the early 1990's.

However, various exemptions were agreed so long as the vehicle had applied and been granted a permit to access the market place.

Members were concerned that there was no enforcement of the permit initiative and this was putting both market traders and shoppers in danger.

Recommendation 11 That the council's Highways and Transport Service, in consultation with Humberside Police, ensure that the pedestrianisation of Brigg Market Place is enforced on market days.

Members learnt that Brigg market is unique in North Lincolnshire, as the stalls have to be erected and dismantled at the beginning and end of each trading day. The erection and dismantling of the stalls was subject to a procurement exercise undertaken by the council. For this the Thursday (up to 65 stalls) and Saturday (up to 25 stalls) stalls are erected and dismantled and the Farmers' (31 stalls) every fourth week are erected by the contractor. In addition, the contractor undertakes repairs on the stalls at an extra cost.

The value of the contract was of great concern to the scrutiny panel. Members believe that the erection and dismantling of Brigg Market and the Farmers' Market could be achieved at a significantly lower cost.

Recommendation 12 That the council's Service Director Asset Management and Culture be asked to re-tender the contract for the erection and dismantling of Brigg's Markets once the existing contract period has expired.

4.4 Closer links with community

Market traders also talked a lot about the relationship between markets and their local communities, both in terms of their part in an area's identity and an area's economy. Traders and customers alike felt that markets were vital to the identity of the local communities and probably deserve to be protected even where they are not making much money. It was thought to be important to exploit this sense of community in promoting markets locally and beyond, not just for the sake of the market but to help to reinforce the local identity.

While they generally felt valued by the public in their local area, many traders said that they did not feel the council took them seriously. When it came to taking action on behalf of the market, or redeveloping the local area, traders argued that the council often gave the impression they did not consider markets a priority and were happy to let them stagnate unsupported.

As part of the Urban Renaissance project for Scunthorpe, traders were assured that a new market would be built in Scunthorpe. However, two years on and the traders still have no official confirmation that they will soon be trading from new premises. To the traders, this simply reaffirmed their belief that the council is not interested in the markets in North Lincolnshire.

Recommendation 13 That should there be no progress with the development of a new custom built Scunthorpe market within one year of the North Lincolnshire Market report being approved, this panel re-visit this review, with particular focus on enhancing the existing Scunthorpe market

Crucially participants argued that markets should be promoted as a central part of the retail offering in a local area. Especially as Scunthorpe market is located next to the Foundry and Parishes shopping centres, participants expressed their frustration that markets were rarely sign-posted to customers coming into the area to visit shops.

Traders, in particular, felt that it would be to the benefit of both the markets and the shopping centres if they were promoted together as a more complete and diverse retail offering, and as an important part of the local area and the local community.

Currently, the marketing of the Foundry and Parishes shopping centres falls under the remit of the council's Tourism and Town Centre Manager who has a high level of expertise in attracting shoppers to the locality. In addition, the Tourism and Town Centre Manager also marketed Brigg Farmers' Market. Brigg Farmers' Market recently won the Rural Farmers' Market of the year 2009.

The traders' preference for more prominent advertising should be acted upon and a variety of media used to attract shoppers to the markets. This should provide coverage over more than just the North Lincolnshire area to draw in greater numbers of shoppers. This has proven to be particularly effective in the past for specialist markets e.g. French

Recommendation 14 That the marketing of North Lincolnshire markets be assigned to the Tourism and Town Centre Manager with a designated budget ring-fenced for this duty. The budget to be agreed by the Cabinet Member Regeneration, Marketing and Strategic Finance.

4.5 Business support for traders

Many of the traders we spoke to described their business as being stalled and not really growing. They did not have big ambitions and did not imagine things would change much in the future. These traders seemed to be lacking any business support or strategic guidance. They did not have any entrepreneurial experience and so were ill-equipped to deal with the gradual decline in popularity of traditional markets.

The council didn't appear to be doing much to offer guidance to their traders and encouraging a more strategic vision for the market. Some traders spoke of a desire to have the council doing more to bring in different commodities and different types of trader and to do more to promote and maintain a high profile for their market as a relevant and competitive place to shop.

Some of the traders felt that the advice they did receive from the council simply was not sophisticated enough.

Recommendation 15 That the Market Manager ensures that the service supports and promotes social enterprise by signposting all market traders to the relevant council department for advice and support.

Market traders were critical of the council for not encouraging and supporting new market traders. Incentives should be provided to new traders to allow them to learn and develop their business, whether this be a reduction in the rent charged by the council or providing them with small business advice for example.

Recommendation 16 That the council introduce a series of incentives to new traders to allow them to learn and develop their business. These incentives to be discussed at the Market Traders Liaison Committee, prior to them being approved by the Cabinet Member Regeneration, Marketing and Strategic Finance.

4.6 Shifting customer demographics

It was apparent talking to many traders and customers that some markets are failing to keep up with the changing demographic in their local area and so cannot hope to maintain high numbers of customers. Some felt, for example, that more traditional markets should capitalise on the popularity of farmers' and arts and crafts markets by bringing in new traders and offering these commodities on their own sites.

The success of Brigg Farmers' Market could be replicated in Scunthorpe or Ashby providing there is goodwill from the existing traders to make it succeed.

Recommendation 17 That the feasibility of more specialised markets being ran at both Scunthorpe and Ashby markets be explored.

In some struggling markets there was a sense that they had a static clientele – the same people were coming every week and the market was failing to bring in new customers or to appeal to more diverse customer groups. Generally traders did not appear to be doing enough to combat this, but there was also a lack of more strategic thinking from the markets' operators.

Recommendation 18 That the market management engage with the black and minority ethnic communities as well as the new communities to encourage markets to better reflect North Lincolnshire's growing diverse communities

4.7 Asset Management Challenge

The standards of maintenance at some of the market buildings have been identified as requiring investment.

There are issues concerning the general state of repair and the attractiveness of the premises as a retail facility competing in the commercial environment. It is not enough to maintain the buildings to a common standard set by the council, they must compete with the standards set by the local retail facilities.

The particular problems of the Ashby site demonstrate the need for effective development planning. There is consensus that the security fence should be removed but not before the rest of the site is improved through the installation of CCTV and refurbishment of existing stalls. This would create a more inviting and shopper-friendly market.

Recommendation 19 That the council commission research with market traders, customers and council officers with the aim of improving the visual appearance and physical environment of Ashby market.

Currently the Ashby site is only used one day per week. This large, flat site could be used for other uses on non-market days.

Utilising non-fixed assets such as portable markets, which enable the Farmers and French markets to take place, could achieve expansion of the Markets Service.

Recommendation 20 That a feasibility study by the Service Director Asset Management and Culture be undertaken to explore the possibility of the Ashby site being used for additional purposes on non-market days.

4.8 Operational Challenge

The ability of the current market format to meet customer expectations must be reviewed regularly. Opening days and times may be limiting the potential numbers of shoppers and visitors to the various locations. Changes in shopper preference or habits should be assessed through surveys and action taken to maximise the availability and desirability of the markets to potential shoppers and traders.

Recommendation 21 That the shopping patterns at North Lincolnshire Markets be reviewed by the council's Tourism and Town Centre Manager in order to ascertain if the opening hours and days are fit for purpose.

Lack of access to markets should not be a barrier for the people of North Lincolnshire. The service should consider whether subsidised or free public transport would increase shopper numbers.

Recommendation 22 That the costs/benefits of providing subsidised or free public transport to North Lincolnshire Markets be investigated.

Traders have commented that the standards of facilities provided for their use fall short of their expectations. These must be improved and then maintained to the required standard, particularly in Ashby and Brigg (as Scunthorpe is due to relocate to a brand new purpose built building).

Recommendation 23 That an asset management audit be undertaken of both Brigg and Ashby market sites in order to ascertain a programme of works to bring the market sites up to the twenty first century.

Recommendation 24 That once the audit is completed, the council be recommended to allocate the appropriate funds to complete the works.

Recommendation 25 That all recommendations contained in this report be included in an action plan, stating the timescales and key actions to implement the recommendations. The action plan to be presented to the Economic Development and Corporate Issues Scrutiny Panel by no later than the end of January 2010.

APPENDICES



**RESULTS OF THE
“MARKET TRADERS’ SURVEY 2008”**

North Lincolnshire Council continuously strives to improve services to its stakeholders, both public and traders. In order to improve the service

- We would like to know what the traders think of how North Lincolnshire Council runs its markets

Your comments will help us to plan future improvements

ABOUT YOU

Q1 Overall response

Absolute Analysis % Respondents	Total	Missing	Which ONE market are you thinking about when answering th...		
		No reply	Ashby	Brigg	Scunthorpe
	67	-	8	30	29
	100.0%	-	11.9%	44.8%	43.3%

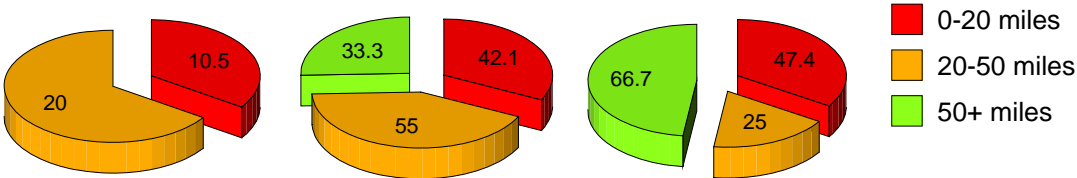
Q2 How far do you travel (one way) to get to the market?

Absolute Analysis % Respondents	Total	Missing	Which ONE market are you thinking about when answering th...		
		No reply	Ashby	Brigg	Scunthorpe
Total	67	-	8	30	29
		-	11.9%	44.8%	43.3%
Missing					
No reply	3	-	-	1	2
		-	-	33.3%	66.7%
How far do you travel (one way) to get to the market spec...					
0-20 miles	38	-	4	16	18
		-	10.5%	42.1%	47.4%
20-50 miles	20	-	4	11	5
		-	20.0%	55.0%	25.0%
50+ miles	6	-	-	2	4
		-	-	33.3%	66.7%

Ashby

Brigg

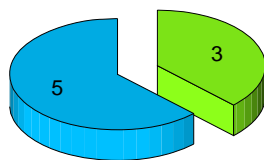
Scunthorpe



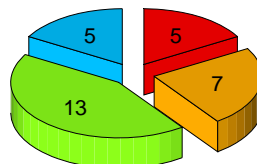
Q3 How long have you traded on markets run by the council in North Lincolnshire?

Absolute Analysis % Respondents	Total	Missing	Which ONE market are you thinking about when answering th...		
		No reply	Ashby	Brigg	Scunthorpe
Total	67	-	8	30	29
		-	11.9%	44.8%	43.3%
Missing					
No reply	1	-	-	-	1
		-	-	-	100.0%
How long have you traded on markets run by the council in...					
0-1 years	5	-	-	5	-
		-	-	100.0%	-
2-5 years	12	-	-	7	5
		-	-	58.3%	41.7%
6-15 years	21	-	3	13	5
		-	14.3%	61.9%	23.8%
16 ywars or more	28	-	5	5	18
		-	17.9%	17.9%	64.3%

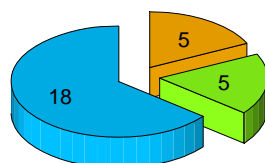
Ashby



Brigg

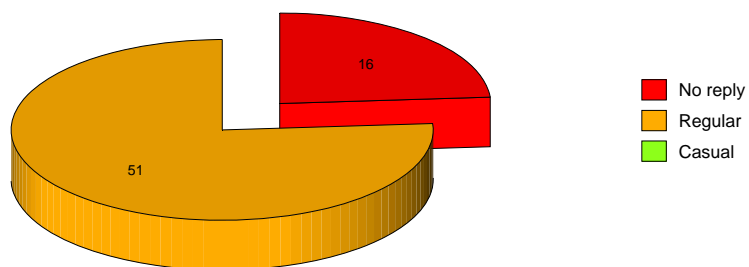


Scunthorpe



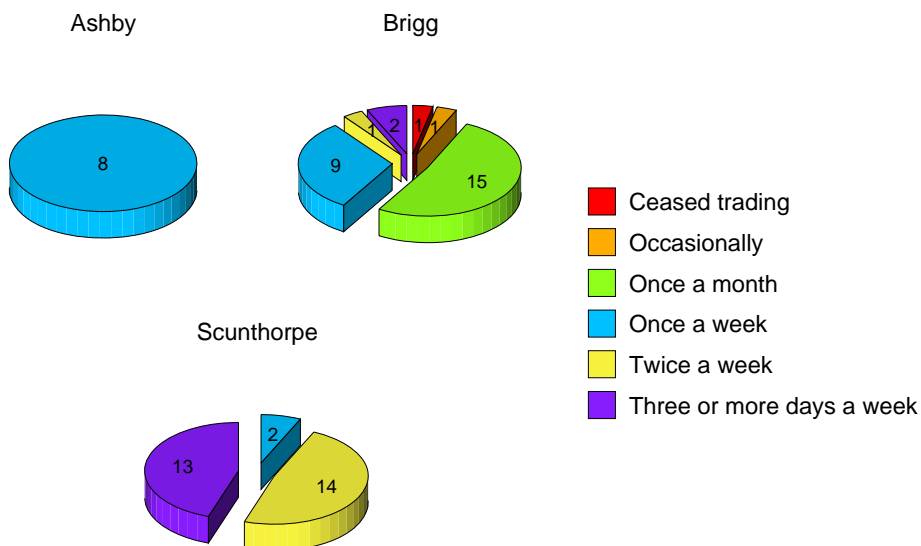
Q4 If you trade on open markets, are you a regular or a casual trader?

Absolute Analysis % Respondents	Total	Missing	Which ONE market are you thinking about when answering th...		
		No reply	Ashby	Brigg	Scunthorpe
Total	67	-	8	30	29
		-	11.9%	44.8%	43.3%
Missing					
No reply	16	-	-	4	12
		-	-	25.0%	75.0%
If you trade on open markets, are you a regular or casual...					
Regular	51	-	8	26	17
		-	15.7%	51.0%	33.3%
Casual	-	-	-	-	-
		-	-	-	-



Q5 How frequently do you trade on North Lincolnshire Council markets?

Absolute Analysis % Respondents	Total	Missing	Which ONE market are you thinking about when answering th...		
		No reply	Ashby	Brigg	Scunthorpe
Total	67	-	8	30	29
		-	11.9%	44.8%	43.3%
Missing					
No reply	1	-	-	1	-
		-	-	100.0%	-
How frequently do you trade on North Lincolnshire Council...					
Ceased trading	1	-	-	1	-
		-	-	100.0%	-
Occasionally	1	-	-	1	-
		-	-	100.0%	-
Once a month	15	-	-	15	-
		-	-	100.0%	-
Once a week	19	-	8	9	2
		-	42.1%	47.4%	10.5%
Twice a week	15	-	-	1	14
		-	-	6.7%	93.3%
Three or more days a week	15	-	-	2	13
		-	-	13.3%	86.7%



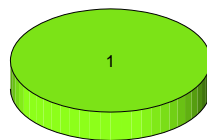
Q6 If you no longer trade on North Lincolnshire council markets, please state the reason for leaving.

Absolute Analysis % Respondents	Total	Missing	Which ONE market are you thinking about when answering th...		
		No reply	Ashby	Brigg	Scunthorpe
Total	67	-	8	30	29
		-	11.9%	44.8%	43.3%
Missing					
No reply	66	-	8	29	29
		-	12.1%	43.9%	43.9%
If you no longer trade on North Lincolnshire Council mark...					
Not cost effective	-	-	-	-	-
Too far to travel	-	-	-	-	-
Moved out of the area	1	-	-	1	-
		-	-	100.0%	-
Change of lines	-	-	-	-	-
Ceased trading altogether	-	-	-	-	-

Ashby

Brigg

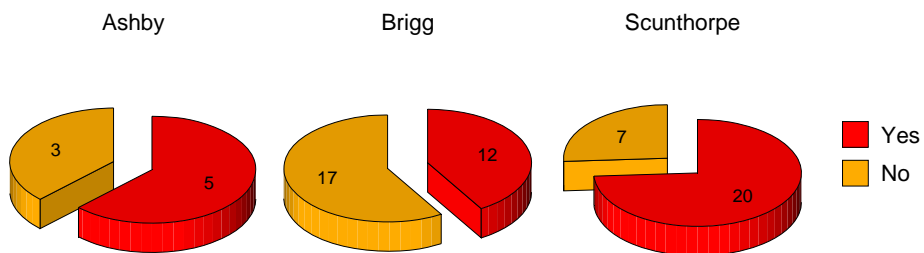
Scunthorpe



- Not cost effective
- Too far to travel
- Moved out of the area
- Change of lines
- Ceased trading altogether

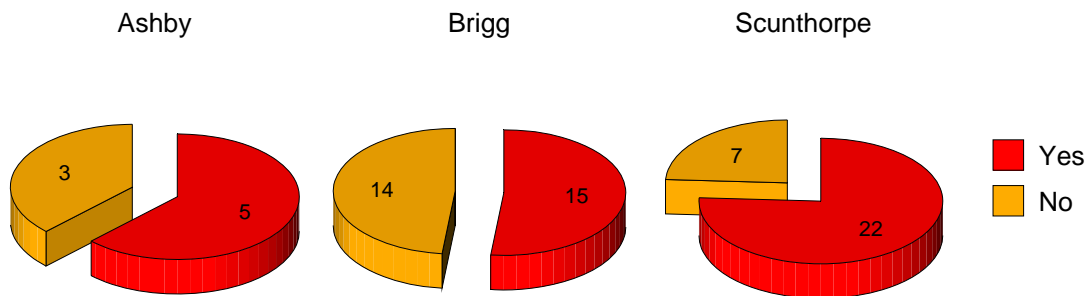
Q7 Is/was market trading your sole occupation/income?

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	64	8 12.5%	29 45.3%	27 42.2%
Is/was market trading your sole occupation/income				
Yes	37	5 13.5%	12 32.4%	20 54.1%
No	27	3 11.1%	17 63.0%	7 25.9%



Q8 Are you a member of the National Market Traders Federation?

Absolute Analysis % Respondents	Total	Missing	Which ONE market are you thinking about when answering th...		
		No reply	Ashby	Brigg	Scunthorpe
Total	67	-	8	30	29
		-	11.9%	44.8%	43.3%
Missing					
No reply	1	-	-	1	-
		-	-	100.0%	-
Are you a member of the National Market Traders Federation?					
Yes	42	-	5	15	22
		-	11.9%	35.7%	52.4%
No	24	-	3	14	7
		-	12.5%	58.3%	29.2%

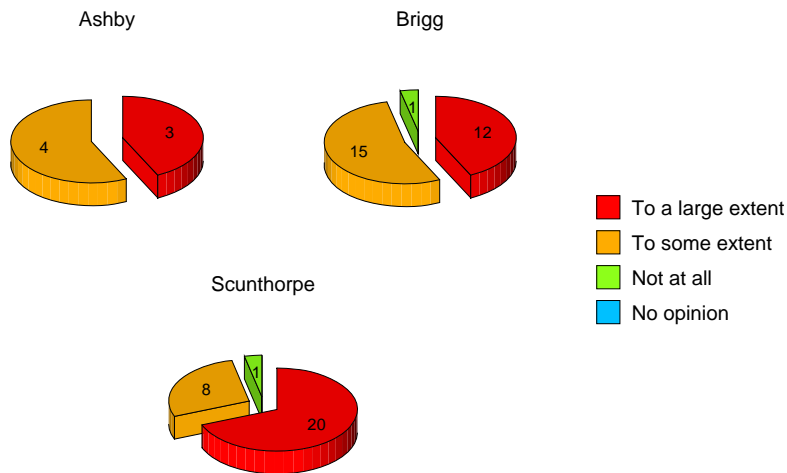


VIEWS ON MARKETS

Q9 To what extent do you think markets:

9(a) Have a future in the current trading climate

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	64	7 10.9%	28 43.8%	29 45.3%
Have a future in the current trading climate				
To a large extent	35	3 8.6%	12 34.3%	20 57.1%
To some extent	27	4 14.8%	15 55.6%	8 29.6%
Not at all	2	-	1 50.0%	1 50.0%
No opinion	-	-	-	-



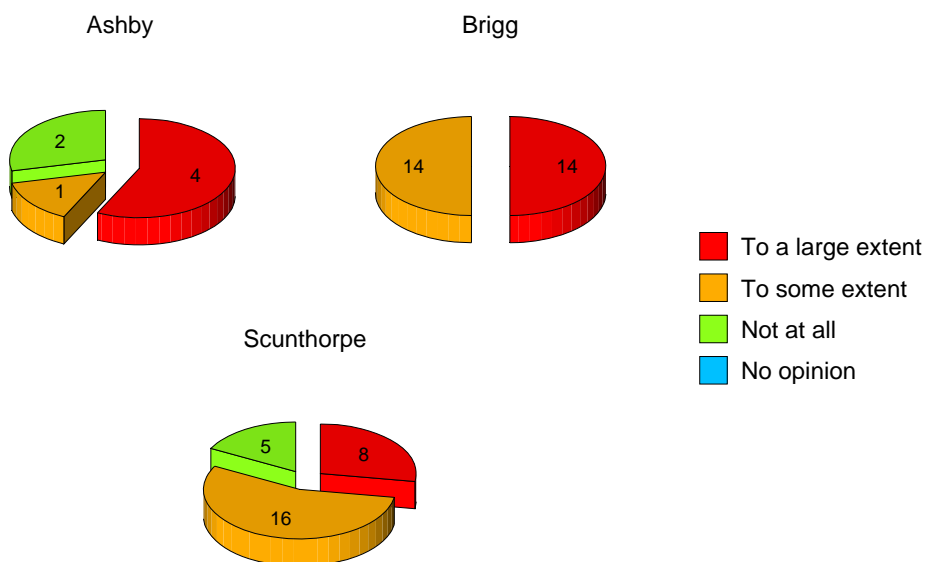
Please explain if you think markets fail on “have a future in the current trading climate”

Rising costs of stock, fuel, stall rent etc – cannot compete with markets that are unregulated and easy to trade from.

Re-introduce the Scunthorpe Farmers Market – it did everything in Q9

9(b) Are in the right location

Absolute Respondents	Total	Missing	Which ONE market are you thinking about when answering th...		
		No reply	Ashby	Brigg	Scunthorpe
Total	67	-	8	30	29
Missing					
No reply	3	-	1	2	-
Are in the right locations					
To a large extent	26	-	4	14	8
To some extent	31	-	1	14	16
Not at all	7	-	2	-	5
No opinion	-	-	-	-	-



Please explain if you think markets fail on “Are in the right location”

Scunthorpe market left out of the loop created by the opening and promotion of the Parishes

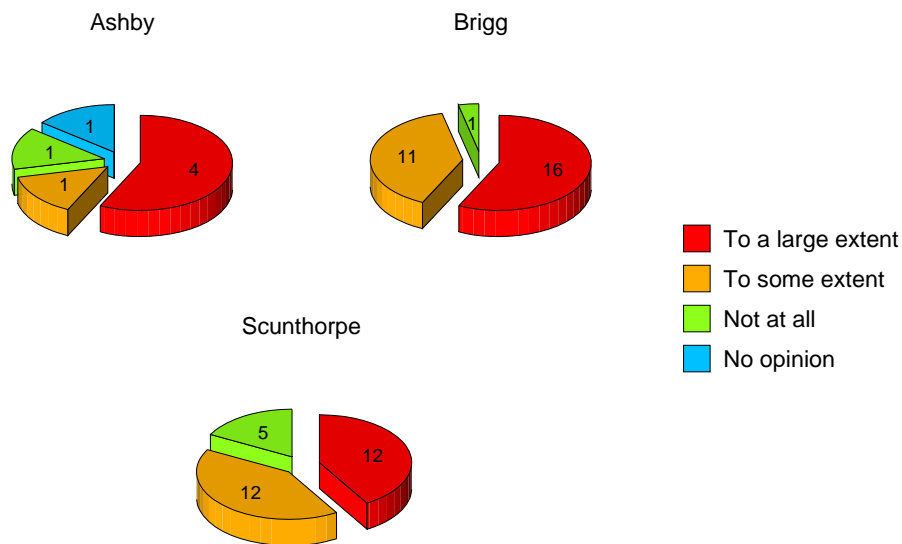
Lack of activities in the vicinity of the market

Not situated near the town centre – no attractions for people

Situation of the stalls within the market, not in view of either door

9(c) Are physically accessible to everyone

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	64	7 10.9%	28 43.8%	29 45.3%
Are physically accessible to everyone				
To a large extent	32	4 12.5%	16 50.0%	12 37.5%
To some extent	24	1 4.2%	11 45.8%	12 50.0%
Not at all	7	1 14.3%	1 14.3%	5 71.4%
No opinion	1	1 100.0%	-	-



Please explain if you think markets fail on “Are physically accessible to everyone”

Car parking

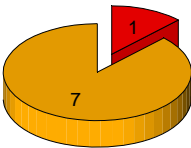
charges should be abolished, provide free parking – unable to compete with free car parking provided by the supermarkets

FACILITIES ON THE MARKETS

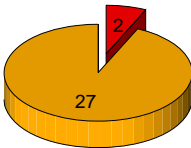
Q11 Do you use your own stall or one supplied by the council?

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	65	8 12.3%	29 44.6%	28 43.1%
Do you use your own stall or one supplied by the council?				
Use own stall	5	1 20.0%	2 40.0%	2 40.0%
Use one supplied by the council	60	7 11.7%	27 45.0%	26 43.3%

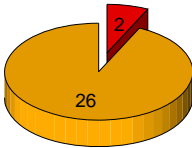
Ashby



Brigg



Scunthorpe

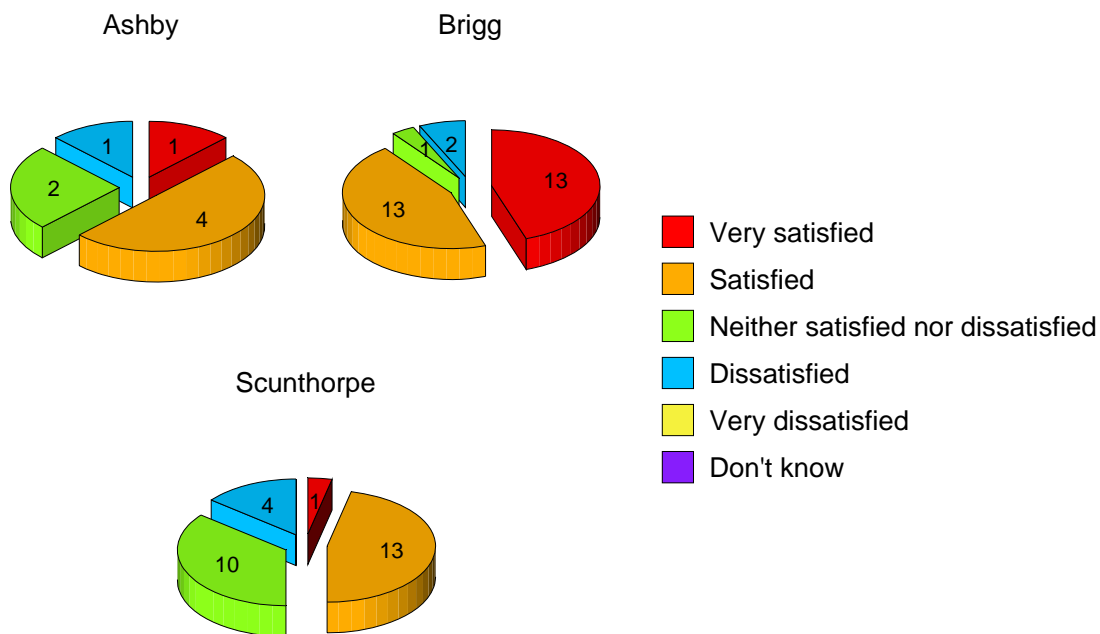


■ Use own stall
■ Use one supplied by the council

Q12 How satisfied are you with the following aspects of the market?

(a) The stalls provided

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	65	8 12.3%	29 44.6%	28 43.1%
The stalls provided				
Very satisfied	15	1 6.7%	13 86.7%	1 6.7%
Satisfied	30	4 13.3%	13 43.3%	13 43.3%
Neither satisfied nor dissatisfied	13	2 15.4%	1 7.7%	10 76.9%
Dissatisfied	7	1 14.3%	2 28.6%	4 57.1%
Very dissatisfied	-	-	-	-
Don't know	-	-	-	-



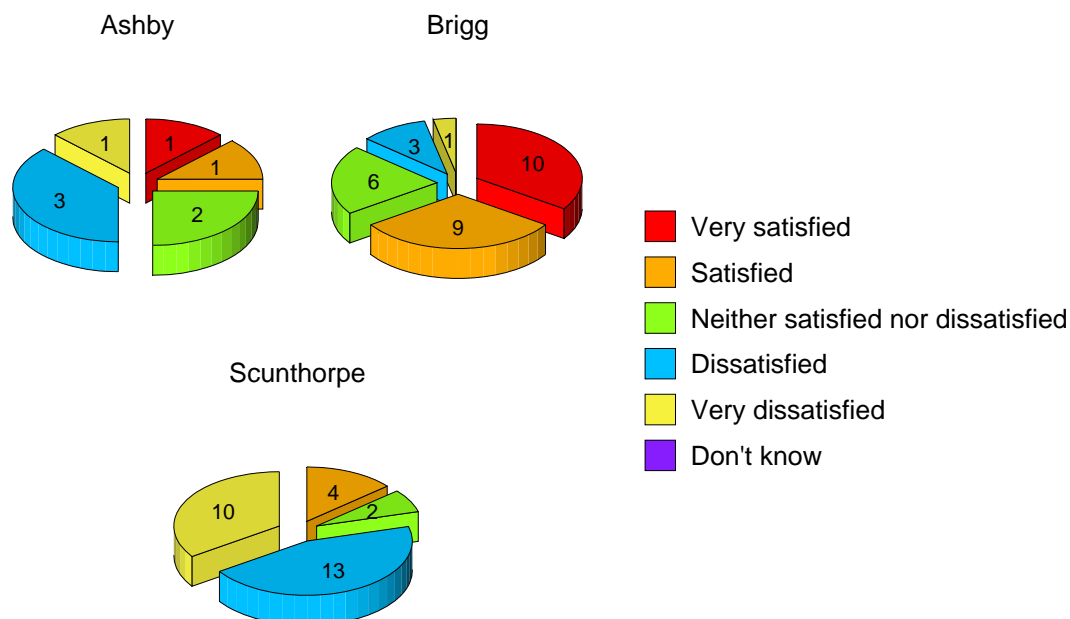
Do you have any suggestions for how to improve “the stalls provided”

Improvements - variety of stalls, lighting, new top sheets desperately needed i.e. supply uniform tarpaulins to all stalls would smarten them up.

Need more stalls with a better variety of goods. The stalls are also too strung out along the street

Q12(b) How the market looks

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	66	8 12.1%	29 43.9%	29 43.9%
How the market looks				
Very satisfied	11	1 9.1%	10 90.9%	- -
Satisfied	14	1 7.1%	9 64.3%	4 28.6%
Neither satisfied nor dissatisfied	10	2 20.0%	6 60.0%	2 20.0%
Dissatisfied	19	3 15.8%	3 15.8%	13 68.4%
Very dissatisfied	12	1 8.3%	1 8.3%	10 83.3%
Don't know	-	- -	- -	- -



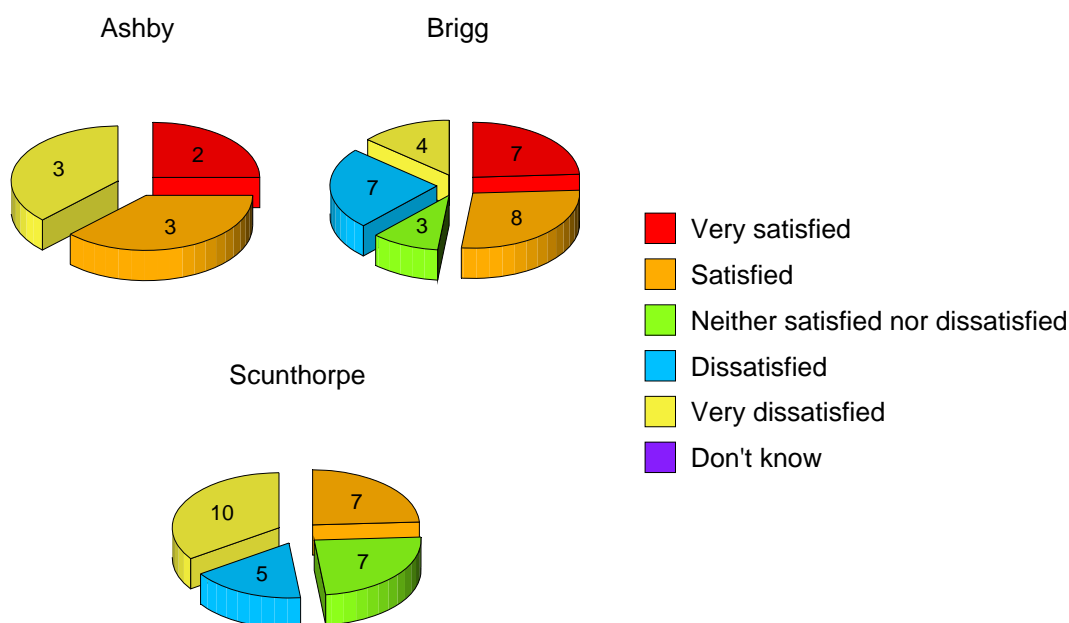
Do you have any suggestions for how to improve “how the market look”

Improve décor and heating

Massive investment in the old market or build new market, make it customer friendly, providing heating and seating areas, access onto the High Street.

Q12(c) Local parking for stallholders and the public

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	66	8 12.1%	29 43.9%	29 43.9%
Local parking for stallholders and the public				
Very satisfied	9	2 22.2%	7 77.8%	- -
Satisfied	18	3 16.7%	8 44.4%	7 38.9%
Neither satisfied nor dissatisfied	10	- -	3 30.0%	7 70.0%
Dissatisfied	12	- -	7 58.3%	5 41.7%
Very dissatisfied	17	3 17.6%	4 23.5%	10 58.8%
Don't know	-	- -	- -	- -

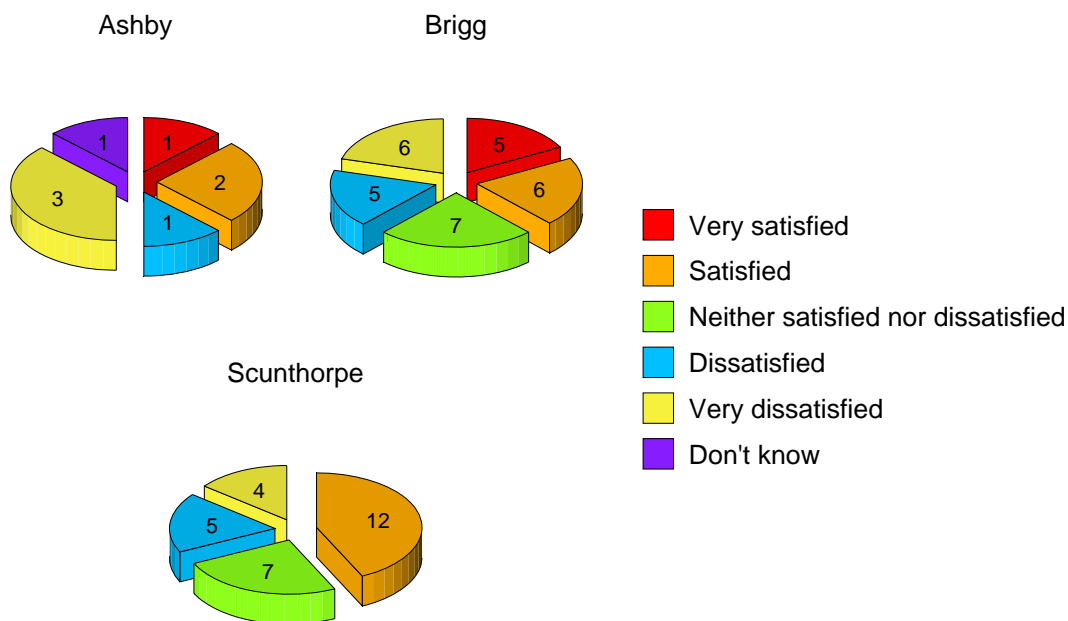


Do you have any suggestions for how to improve “local parking for stallholders and the public”

Consider (a) abolishing car parking charges, (b) reducing car parking charges, (c) free car parking charges for the public for half an hour (d) Provide more car parking immediately behind the market, free for one hour (e) parking concessions would be of great value as traders resort to parking in residential areas as they cannot afford parking

Q12(d) Toilet facilities

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	65	8 12.3%	29 44.6%	28 43.1%
Toilet facilities				
Very satisfied	6	1 16.7%	5 83.3%	- -
Satisfied	20	2 10.0%	6 30.0%	12 60.0%
Neither satisfied nor dissatisfied	14	- -	7 50.0%	7 50.0%
Dissatisfied	11	1 9.1%	5 45.5%	5 45.5%
Very dissatisfied	13	3 23.1%	6 46.2%	4 30.8%
Don't know	1	1 100.0%	- -	- -

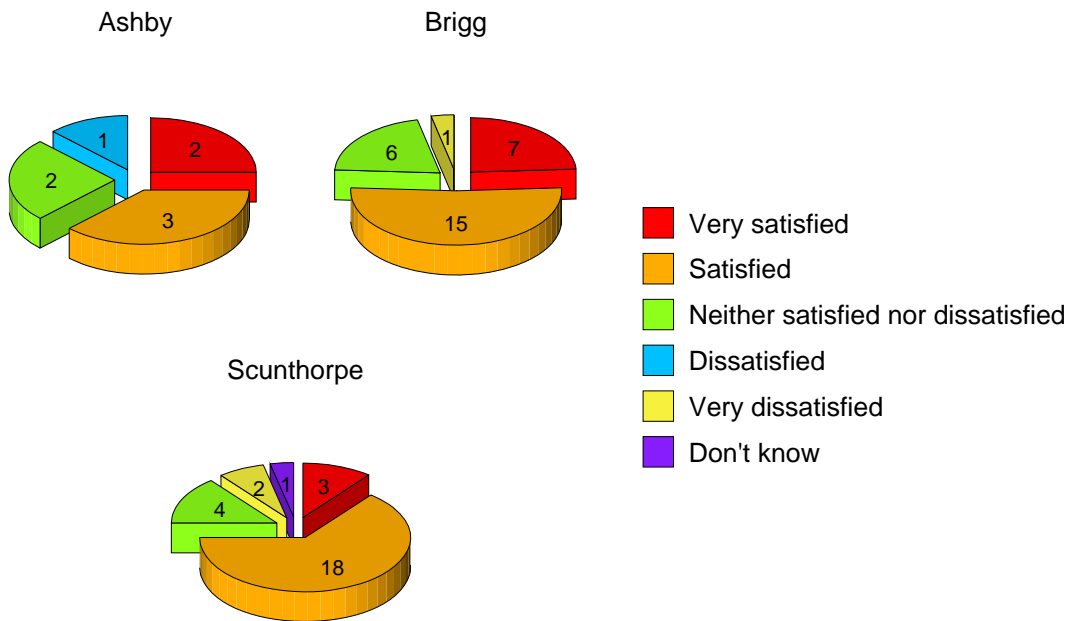


Do you have any suggestions for how to improve “toilet facilities”

Make toilets available to the public
 Improve the condition of the toilets in Brigg

Q12(e) The time of day rent is collected

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	65	8 12.3%	29 44.6%	28 43.1%
The time of day rent is collected				
Very satisfied	12	2 16.7%	7 58.3%	3 25.0%
Satisfied	36	3 8.3%	15 41.7%	18 50.0%
Neither satisfied nor dissatisfied	12	2 16.7%	6 50.0%	4 33.3%
Dissatisfied	1	1 100.0%	-	-
Very dissatisfied	3	-	1 33.3%	2 66.7%
Don't know	1	-	-	1 100.0%



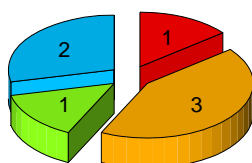
Do you have any suggestions for how to improve “the time of day rent is collected”

Rent from farmers markets should be collected later
 Rent should be collected on a Saturday pm as it used to be.

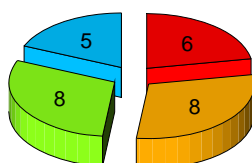
Q12(f) The market as a brand

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	62	7 11.3%	27 43.5%	28 45.2%
The market as a brand				
Very satisfied	7	1 14.3%	6 85.7%	- -
Satisfied	17	3 17.6%	8 47.1%	6 35.3%
Neither satisfied nor dissatisfied	18	1 5.6%	8 44.4%	9 50.0%
Dissatisfied	14	2 14.3%	5 35.7%	7 50.0%
Very dissatisfied	4	- -	- -	4 100.0%
Don't know	2	- -	- -	2 100.0%

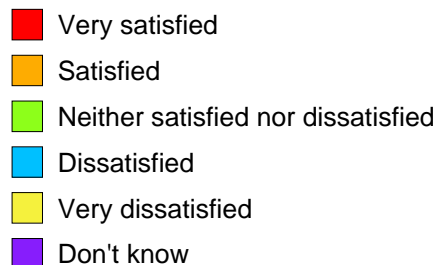
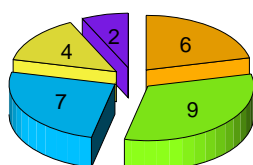
Ashby



Brigg



Scunthorpe



Do you have any suggestions for how to improve “the market as a brand”

More advertising, update or change the market totally

Invest in marketing – give more support to the market manager

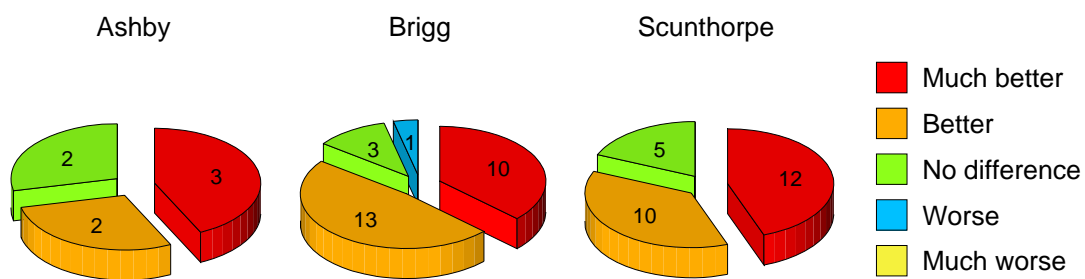
Farmers markets should not be in the same place as a normal market. Farmers need regular publicity, also they should be moved to the last Saturday in the month.

Bring markets up to date to appeal to the younger generation with credit cards and a more professional approach

Q14 What difference, if any, do you think the following would make to the success of the market?

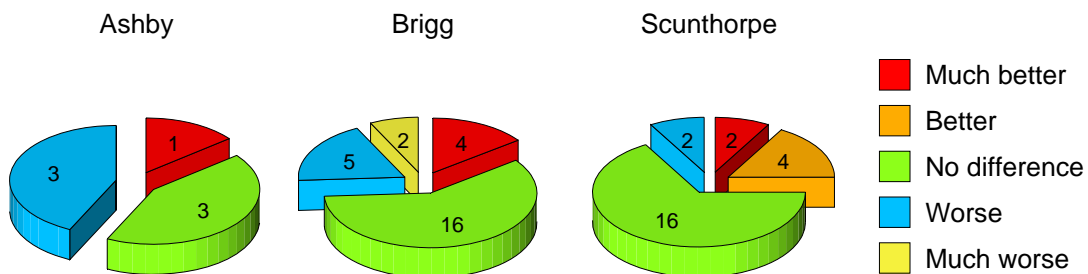
Q14(a) Greater variety of goods on sale

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	61	7 11.5%	27 44.3%	27 44.3%
Greater variety of goods on sale				
Much better	25	3 12.0%	10 40.0%	12 48.0%
Better	25	2 8.0%	13 52.0%	10 40.0%
No difference	10	2 20.0%	3 30.0%	5 50.0%
Worse	1	-	1 100.0%	-
Much worse	-	-	-	-



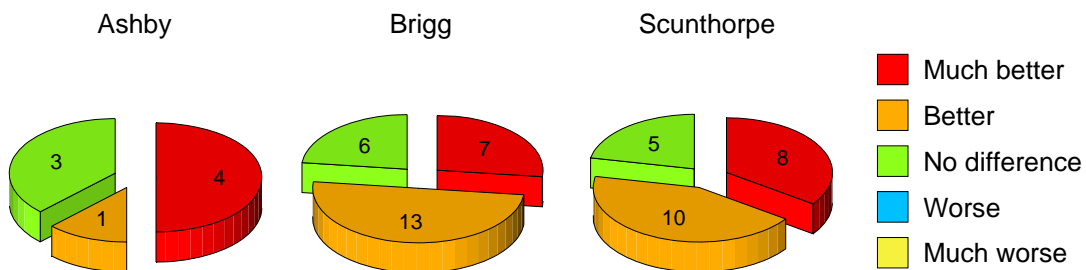
Q14(b) More modern pop-up style stalls

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	58	7 12.1%	27 46.6%	24 41.4%
More modern pop-up style stalls				
Much better	7	1 14.3%	4 57.1%	2 28.6%
Better	4	-	-	4 100.0%
No difference	35	3 8.6%	16 45.7%	16 45.7%
Worse	10	3 30.0%	5 50.0%	2 20.0%
Much worse	2	-	2 100.0%	-



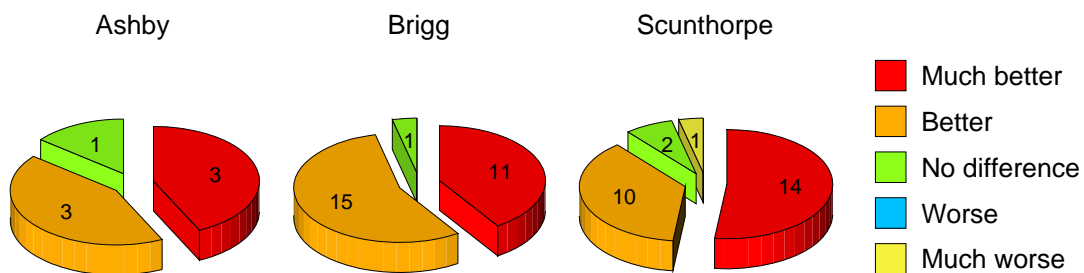
Q14(c) Branding campaign

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	57	8 14.0%	26 45.6%	23 40.4%
Branding campaign				
Much better	19	4 21.1%	7 36.8%	8 42.1%
Better	24	1 4.2%	13 54.2%	10 41.7%
No difference	14	3 21.4%	6 42.9%	5 35.7%
Worse	-	-	-	-
Much worse	-	-	-	-



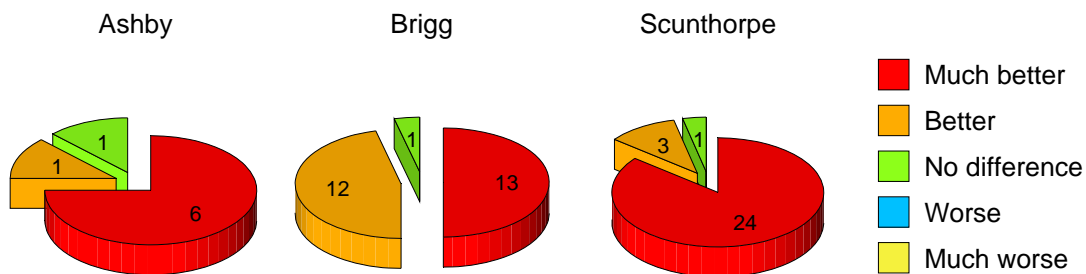
Q14(d) Better advertising

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	61	7 11.5%	27 44.3%	27 44.3%
Better advertising				
Much better	28	3 10.7%	11 39.3%	14 50.0%
Better	28	3 10.7%	15 53.6%	10 35.7%
No difference	4	1 25.0%	1 25.0%	2 50.0%
Worse	-	-	-	-
Much worse	1	-	-	1 100.0%



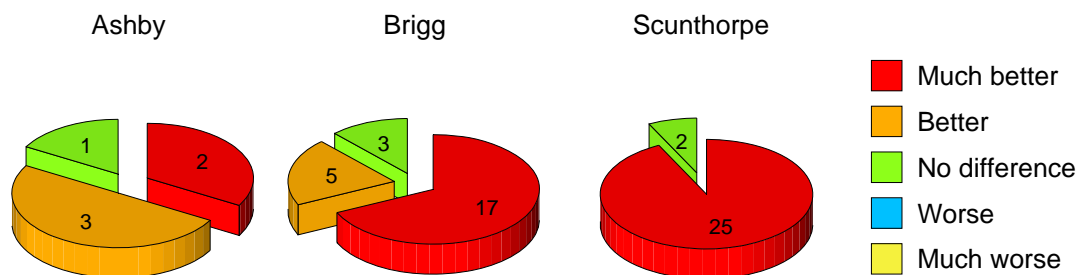
Q14(e) Approach bus companies to offer day subsidies trips to the markets

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	62	8 12.9%	26 41.9%	28 45.2%
Approach bus companies to offer day subsidised trips to the markets				
Much better	43	6 14.0%	13 30.2%	24 55.8%
Better	16	1 6.3%	12 75.0%	3 18.8%
No difference	3	1 33.3%	1 33.3%	1 33.3%
Worse	-	-	-	-
Much worse	-	-	-	-



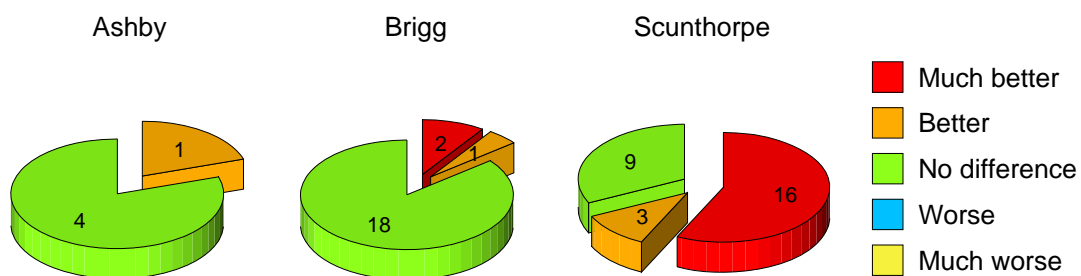
Q14(f) Increase in footfall

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	58	6 10.3%	25 43.1%	27 46.6%
Increase in footfall				
Much better	44	2 4.5%	17 38.6%	25 56.8%
Better	8	3 37.5%	5 62.5%	- -
No difference	6	1 16.7%	3 50.0%	2 33.3%
Worse	-	-	-	-
Much worse	-	-	-	-



Q14(g) Heating

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	54	5 9.3%	21 38.9%	28 51.9%
Heating				
Much better	18	-	2 11.1%	16 88.9%
Better	5	1 20.0%	1 20.0%	3 60.0%
No difference	31	4 12.9%	18 58.1%	9 29.0%
Worse	-	-	-	-
Much worse	-	-	-	-



Q15 If you have any other suggestions, please state them below:

Better/improved facilities

- Heating and lighting
- Carols at Christmas to improve atmosphere
- Requires complete revamp e.g. bright, clean, welcoming
- Bring all stalls inside main old hall so it looks full

Trading times

- Extend trading hours, regulate opening and closing times

Improve by a promotion campaign

- Better advertisement to the public and traders - more variety of stalls, highlight all things available
- Introduce farmers market at Scunthorpe

Accessibility

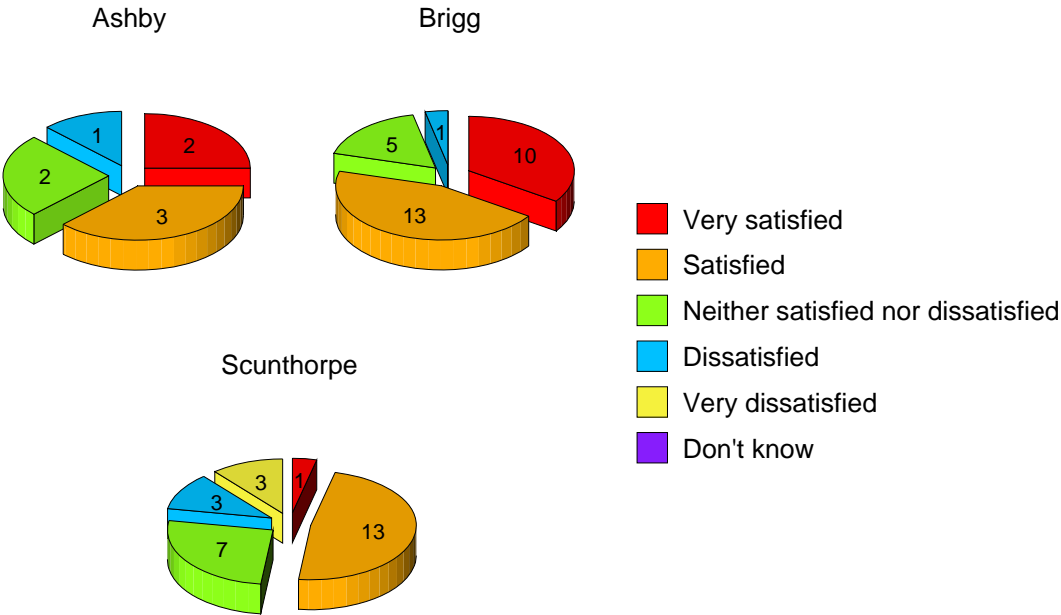
- Offer rent concessions to encourage new traders
- Introduce discount days for pensioners
- Approach bus companies to run a service to the market
- Free or reduced car parking charges on market day
- Consider car parking system as in operation at airports
- Stop vehicle access during market opening times (10 – 4)
- Reduce rents – traders are struggling and this would encourage more traders

SUPPORT

Please indicate how satisfied or dissatisfied you are with the following aspects of the service North Lincolnshire Council provides for markets:

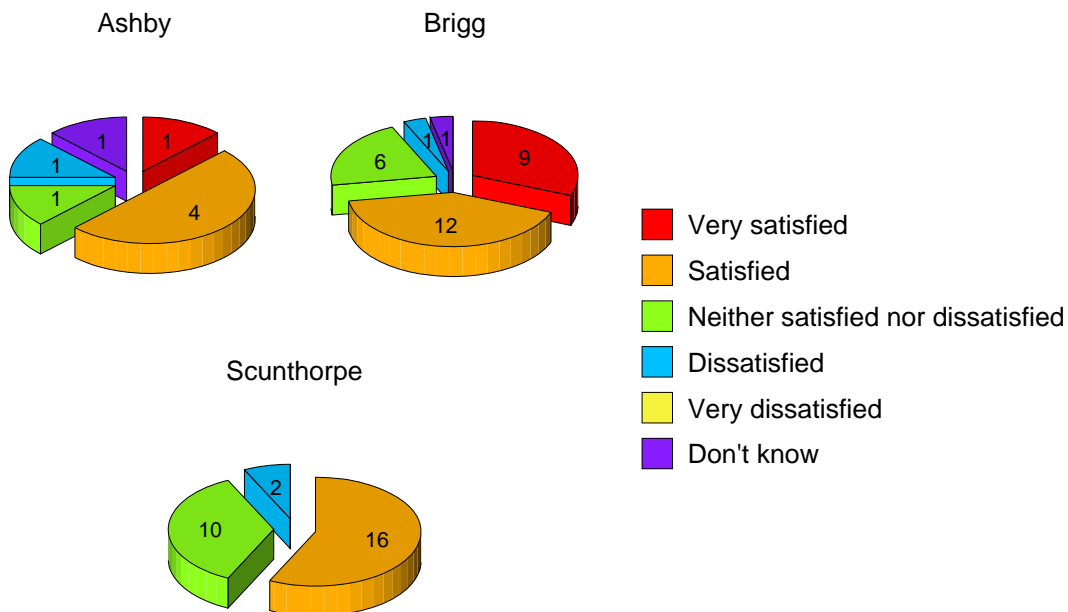
Q16 (a) The organisation and running of markets in North Lincolnshire

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	64	8 12.5%	29 45.3%	27 42.2%
The organisation and running or markets in North Lincolnshire				
Very satisfied	13	2 15.4%	10 76.9%	1 7.7%
Satisfied	29	3 10.3%	13 44.8%	13 44.8%
Neither satisfied nor dissatisfied	14	2 14.3%	5 35.7%	7 50.0%
Dissatisfied	5	1 20.0%	1 20.0%	3 60.0%
Very dissatisfied	3	-	-	3 100.0%
Don't know	-	-	-	-



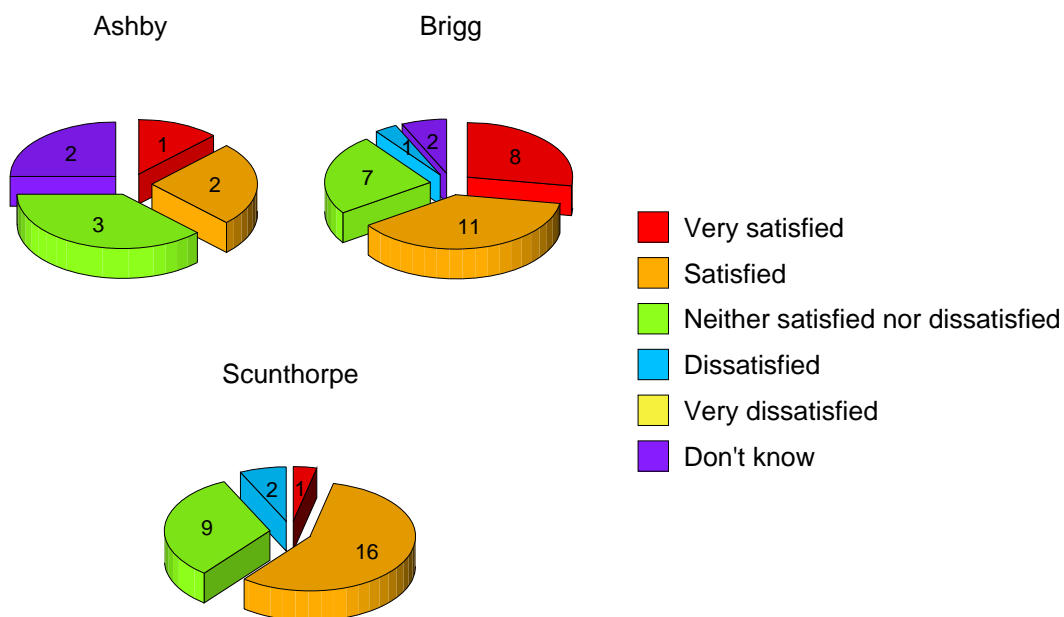
Q16(b) How any queries are dealt with

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	65	8 12.3%	29 44.6%	28 43.1%
How any queries are dealt with				
Very satisfied	10	1 10.0%	9 90.0%	- -
Satisfied	32	4 12.5%	12 37.5%	16 50.0%
Neither satisfied nor dissatisfied	17	1 5.9%	6 35.3%	10 58.8%
Dissatisfied	4	1 25.0%	1 25.0%	2 50.0%
Very dissatisfied	-	- -	- -	- -
Don't know	2	1 50.0%	1 50.0%	- -



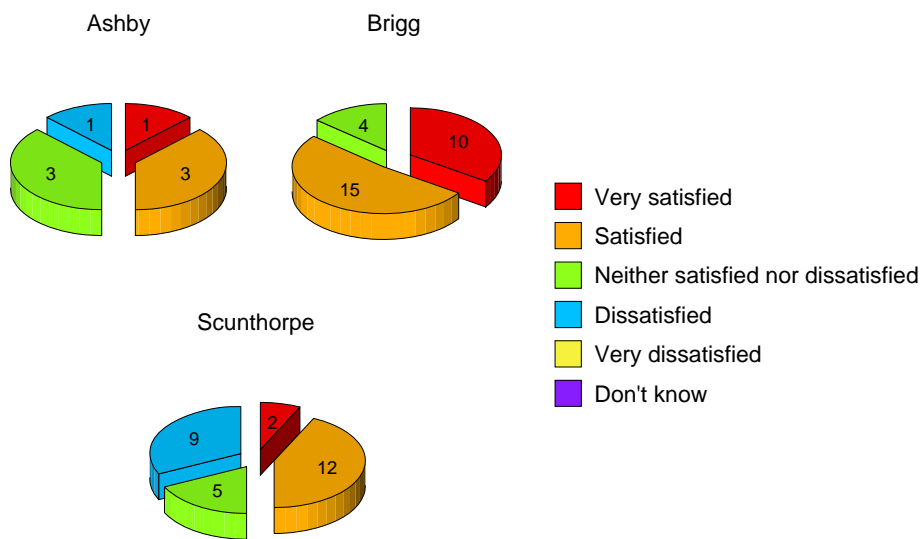
Q16(c) How any complaints are dealt with

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	65	8 12.3%	29 44.6%	28 43.1%
How any companies are dealt with				
Very satisfied	10	1 10.0%	8 80.0%	1 10.0%
Satisfied	29	2 6.9%	11 37.9%	16 55.2%
Neither satisfied nor dissatisfied	19	3 15.8%	7 36.8%	9 47.4%
Dissatisfied	3	-	1 33.3%	2 66.7%
Very dissatisfied	-	-	-	-
Don't know	4	2 50.0%	2 50.0%	-



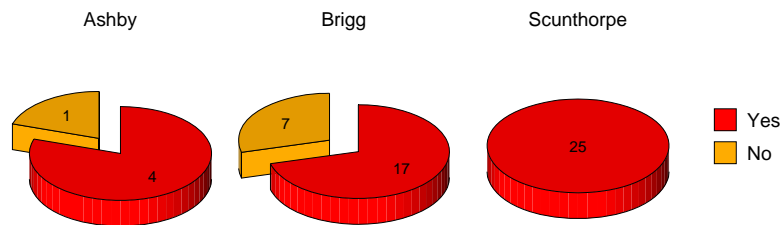
Q16(d) The overall service we provide

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	65	8 12.3%	29 44.6%	28 43.1%
The overall service we provide				
Very satisfied	13	1 7.7%	10 76.9%	2 15.4%
Satisfied	30	3 10.0%	15 50.0%	12 40.0%
Neither satisfied nor dissatisfied	12	3 25.0%	4 33.3%	5 41.7%
Dissatisfied	10	1 10.0%	-	9 90.0%
Very dissatisfied	-	-	-	-
Don't know	-	-	-	-



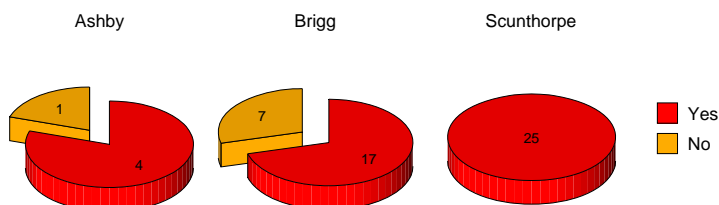
Q17 Did you know it is possible to complain about the council services, including markets, through our Service Complaints Procedure.

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	63	8 12.7%	28 44.4%	27 42.9%
Did you know it is possible to complain about the council...				
Yes	18	3 16.7%	8 44.4%	7 38.9%
No	45	5 11.1%	20 44.4%	20 44.4%



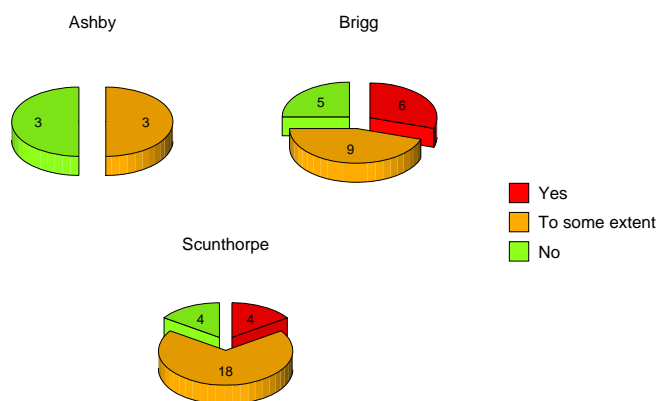
Q18 Does your market have a traders' committee?

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	54	5 9.3%	24 44.4%	25 46.3%
Does your market have a traders' committee?				
Yes	46	4 8.7%	17 37.0%	25 54.3%
No	8	1 12.5%	7 87.5%	- -



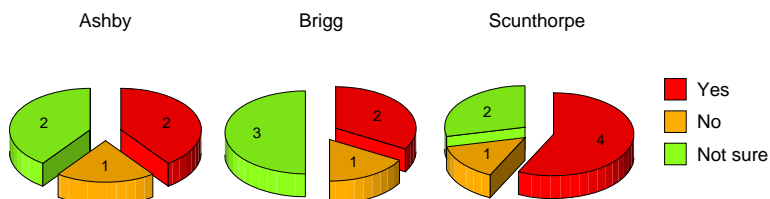
Q19 If 'yes' to Q17 (above), do you think it is effective in representing your needs?

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	52	6 11.5%	20 38.5%	26 50.0%
If 'yes' to Q17 (above), do you think it is effective in ...				
Yes	10	- -	6 60.0%	4 40.0%
To some extent	30	3 10.0%	9 30.0%	18 60.0%
No	12	3 25.0%	5 41.7%	4 33.3%



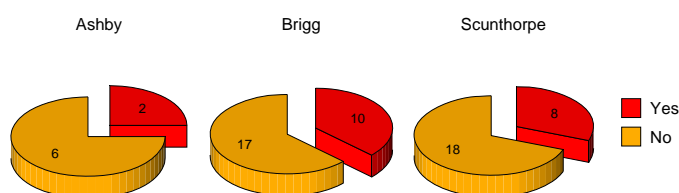
Q20 If 'no' to Q17 (above), do you think your market would benefit from such a committee?

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	18	5 27.8%	6 33.3%	7 38.9%
If 'no' to Q17 (above), do you think your market would be...				
Yes	8	2 25.0%	2 25.0%	4 50.0%
No	3	1 33.3%	1 33.3%	1 33.3%
Not sure	7	2 28.6%	3 42.9%	2 28.6%



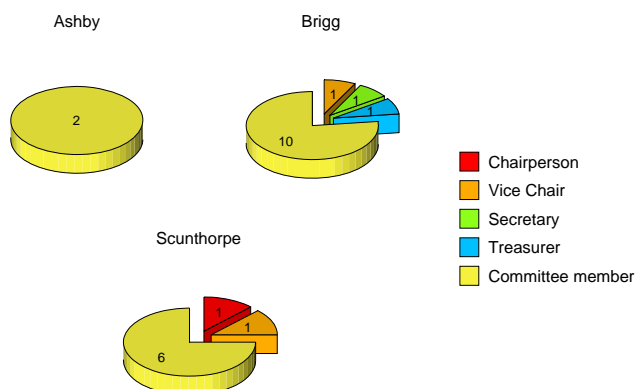
Q21 Would you be willing to become a member of a market committee?

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	61	8 13.1%	27 44.3%	26 42.6%
Would you be willing to become a member of a market commi...				
Yes	20	2 10.0%	10 50.0%	8 40.0%
No	41	6 14.6%	17 41.5%	18 43.9%



Q22 If 'yes' to Q18 (above), in what capacity?

Absolute Analysis % Respondents	Total	Which ONE market are you thinking about when answering th...		
		Ashby	Brigg	Scunthorpe
Total	18	2 11.1%	10 55.6%	6 33.3%
If yes to Q18 (above), in what capacity? (please select a...				
Chairperson	1	-	-	1 100.0%
Vice Chair	2	-	1 50.0%	1 50.0%
Secretary	1	-	1 100.0%	-
Treasurer	1	-	1 100.0%	-
Committee member	18	2 11.1%	10 55.6%	6 33.3%



Q23 If there is anything else you would like to say, or any suggestions for how markets could be improved in North Lincolnshire, please use the space below:

Car Parking

Provide free car parking for the public – it is free in all supermarkets and large stores in Scunthorpe. This will encourage the public to come back into the markets and town centres.

Improve Facilities

A new market is the only way forward
Provide a modern building as this would improve trade
Progress the plans for the new market
Ban all delivery vehicles from Brigg Market Place on Thursday due to disruption
Situate at center of shopping area

Promotion

Town Centre Management to accept market as an important part of town centre and should promote us instead of speciality markets
Regular committee meetings
Meetings without management attending would help people be more open
Give three weeks free rent for leaseholders for holidays
Need great management team to promote markets i.e. what is provided, where it is inform the public the public etc

Comparison

Brigg Farmers Market is one of the best in the country. Only one change would be useful ie. 1.30 pm usual finishing time for farmers markets in other counties.
Brigg Farmers Market is excellent – lets do the same in Scunthorpe on the strength of Brigg's success
It does appear that far more emphasis is placed on promoting the monthly farmers market than on the weekly market. Better advertising of events in conjunction with the market both of Thursday and Saturday would be a start.
When event provide stalls in the precinct bring them to outside the market which will bring the public through the market instead of stopping at the entrance.
Share knowledge, ideas and listen to market traders.

Q24 We plan to hold discussion groups in the future, If you would be interested in taking part please tick here and include your contact details below.

**RESULTS OF THE
“HELP MAKE MARKETS SUPER”
PUBLIC CONSULTATION**

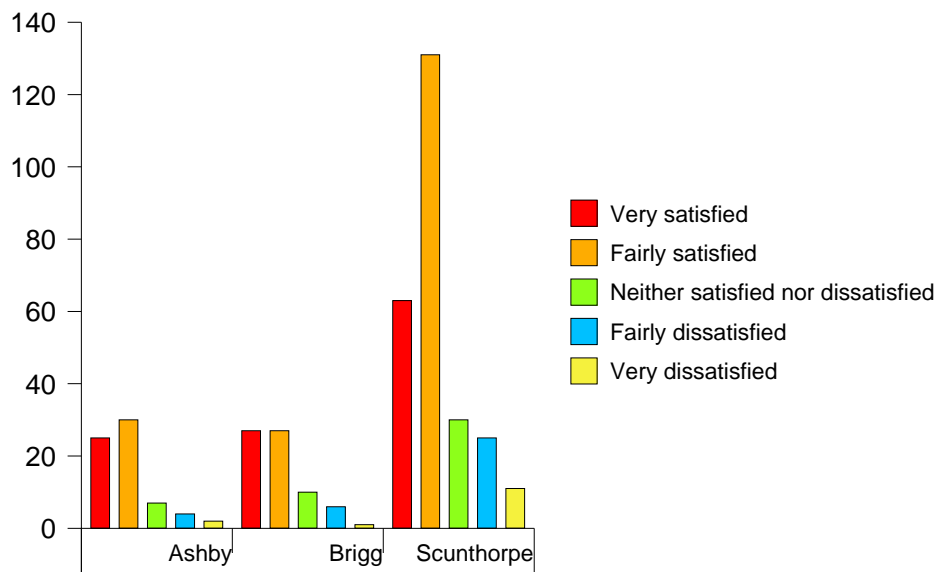
- Do you shop at any of the area's markets?
- What do you think of them?
- Your answers will help make sure that local markets offer the best service to local people

Q1 Which market do you shop at most often?

Absolute Analysis % Responses	Total	Ashby		
		Ashby	Brigg	Scunthorpe
	402	70	71	261
	100.0%	17.4%	17.7%	64.9%

Q2 Overall, how satisfied are you with shopping at this market.

Absolute Analysis % Responses	Total	Ashby		
		Ashby	Brigg	Scunthorpe
Total	399	68	71	260
		17.0%	17.8%	65.2%
Overall, how satisfied are you with shopping at this market?				
Very satisfied	115	25	27	63
		21.7%	23.5%	54.8%
Fairly satisfied	188	30	27	131
		16.0%	14.4%	69.7%
Neither satisfied nor dissatisfied	47	7	10	30
		14.9%	21.3%	63.8%
Fairly dissatisfied	35	4	6	25
		11.4%	17.1%	71.4%
Very dissatisfied	14	2	1	11
		14.3%	7.1%	78.6%



Q3 What is your main reason for shopping at the market?

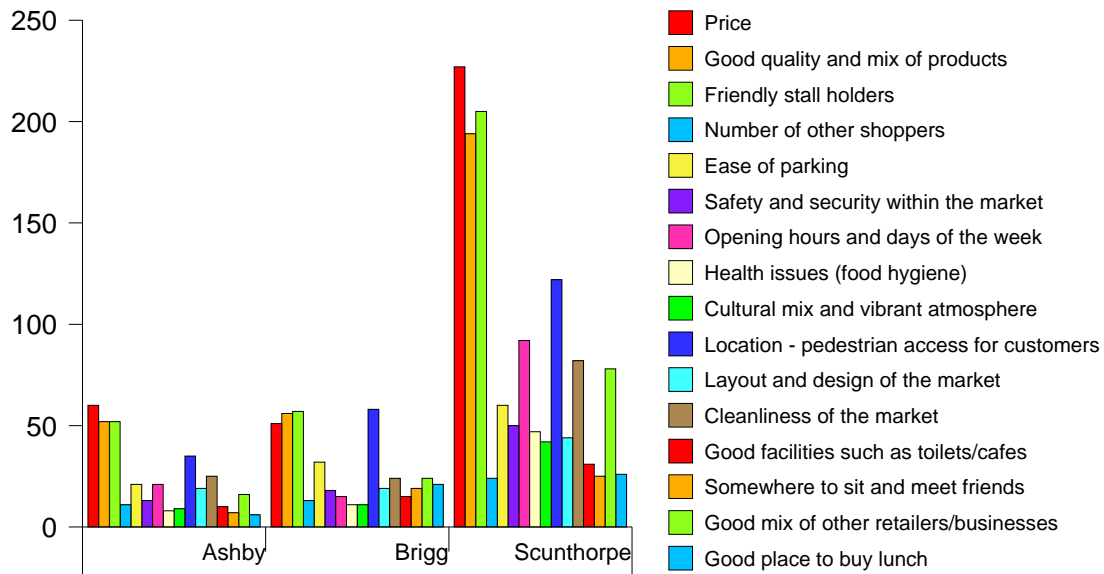
- Convenience and location
- Value for money, good quality goods at low competitive prices
- All types of retailers under one roof
- Enjoy browsing, friendly atmosphere, personal touch/service, habit
- Availability of public transport to Brigg market
- Availability of level areas for disability scooters
- Lack of food shops in central Scunthorpe
- Being able to buy loose fruit and veg thereby not using unnecessary packaging as is usual in supermarkets
- Variety of good i.e. fruit and veg, clothes, pet foods, fresh meat and fish, flowers, different range of fresh produce available

Q4 What do you usually buy from the market? (Please write in the five main types of goods)

- Fresh fruit and veg, meat and fish
- Pet supplies
- Flowers and plants
- Cleaning products, household goods
- Craft supplies, sewing items, wool
- Dairy products
- Confectionery
- Books, CDs
- Clothing

Q5 Thinking about the market you shop at most often, what are the best things about shopping there?

Absolute Analysis % Responses	Total	Ashby		
		Ashby	Brigg	Scunthorpe
Total	2158	365 16.9%	444 20.6%	1349 62.5%
Thinking about the market you shop at most often, what are...				
Price	338	60 17.8%	51 15.1%	227 67.2%
Good quality and mix of products	302	52 17.2%	56 18.5%	194 64.2%
Friendly stall holders	314	52 16.6%	57 18.2%	205 65.3%
Number of other shoppers	48	11 22.9%	13 27.1%	24 50.0%
Ease of parking	113	21 18.6%	32 28.3%	60 53.1%
Safety and security within the market	81	13 16.0%	18 22.2%	50 61.7%
Opening hours and days of the week	128	21 16.4%	15 11.7%	92 71.9%
Health issues (food hygiene)	66	8 12.1%	11 16.7%	47 71.2%
Cultural mix and vibrant atmosphere	62	9 14.5%	11 17.7%	42 67.7%
Location - pedestrian access for customers	215	35 16.3%	58 27.0%	122 56.7%
Layout and design of the market	82	19 23.2%	19 23.2%	44 53.7%
Cleanliness of the market	131	25 19.1%	24 18.3%	82 62.6%
Good facilities such as toilets/cafes	56	10 17.9%	15 26.8%	31 55.4%
Somewhere to sit and meet friends	51	7 13.7%	19 37.3%	25 49.0%
Good mix of other retailers/businesses	118	16 13.6%	24 20.3%	78 66.1%
Good place to buy lunch	53	6 11.3%	21 39.6%	26 49.1%

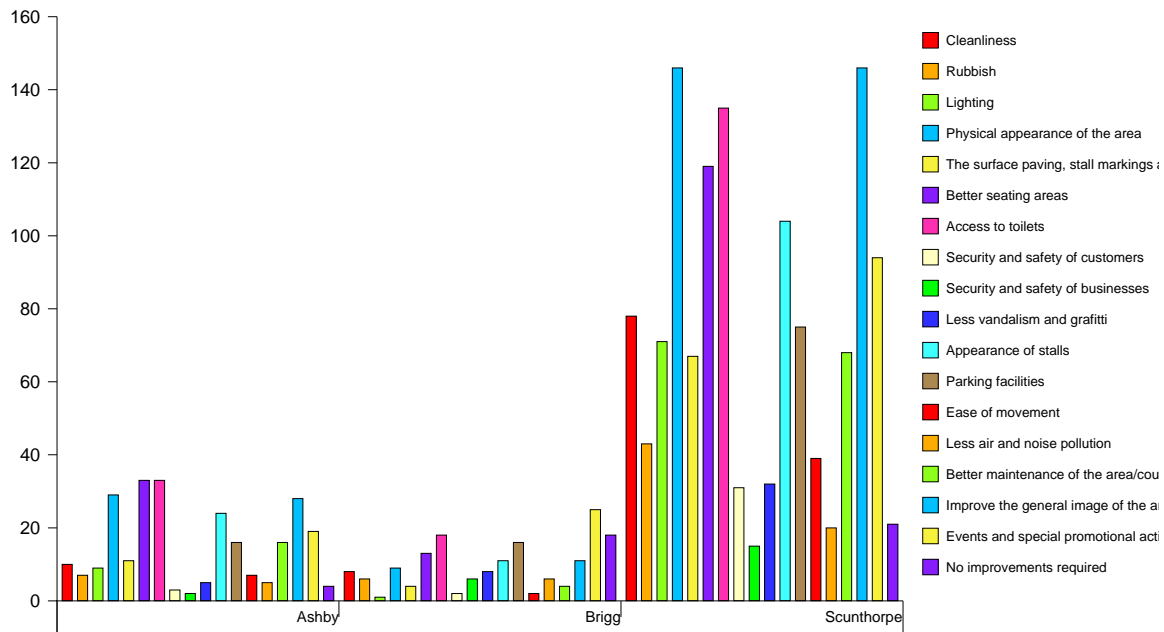


Other:

- Quality fresh food better than supermarkets and also cheaper
- Markets are enjoyable to walk round and browse
- Like to support local markets, farmers markets and continental markets
- Market traders have better knowledge of their products, have a better variety than what is available on the high street
- Location – close to where I live

Q6 What most needs improving in this market to make it a better place to shop? (Please put a cross in all boxes that apply.)

Absolute Analysis % Responses	Total	Ashby		
		Ashby	Brigg	Scunthorpe
Total	1733	261 15.1%	168 9.7%	1304 75.2%
What most needs improving in this market to make it a bet...				
Cleanliness	96	10 10.4%	8 8.3%	78 81.3%
Rubbish	56	7 12.5%	6 10.7%	43 76.8%
Lighting	81	9 11.1%	1 1.2%	71 87.7%
Physical appearance of the area	184	29 15.8%	9 4.9%	146 79.3%
The surface paving, stall markings and signage	82	11 13.4%	4 4.9%	67 81.7%
Better seating areas	165	33 20.0%	13 7.9%	119 72.1%
Access to toilets	186	33 17.7%	18 9.7%	135 72.6%
Security and safety of customers	36	3 8.3%	2 5.6%	31 86.1%
Security and safety of businesses	23	2 8.7%	6 26.1%	15 65.2%
Less vandalism and graffiti	45	5 11.1%	8 17.8%	32 71.1%
Appearance of stalls	139	24 17.3%	11 7.9%	104 74.8%
Parking facilities	107	16 15.0%	16 15.0%	75 70.1%
Ease of movement	48	7 14.6%	2 4.2%	39 81.3%
Less air and noise pollution	31	5 16.1%	6 19.4%	20 64.5%
Better maintenance of the area/council maintenance	88	16 18.2%	4 4.5%	68 77.3%
Improve the general image of the area	185	28 15.1%	11 5.9%	146 78.9%
Events and special promotional activities (eg Continental markets)	138	19 13.8%	25 18.1%	94 68.1%
No improvements required	43	4 9.3%	18 41.9%	21 48.8%

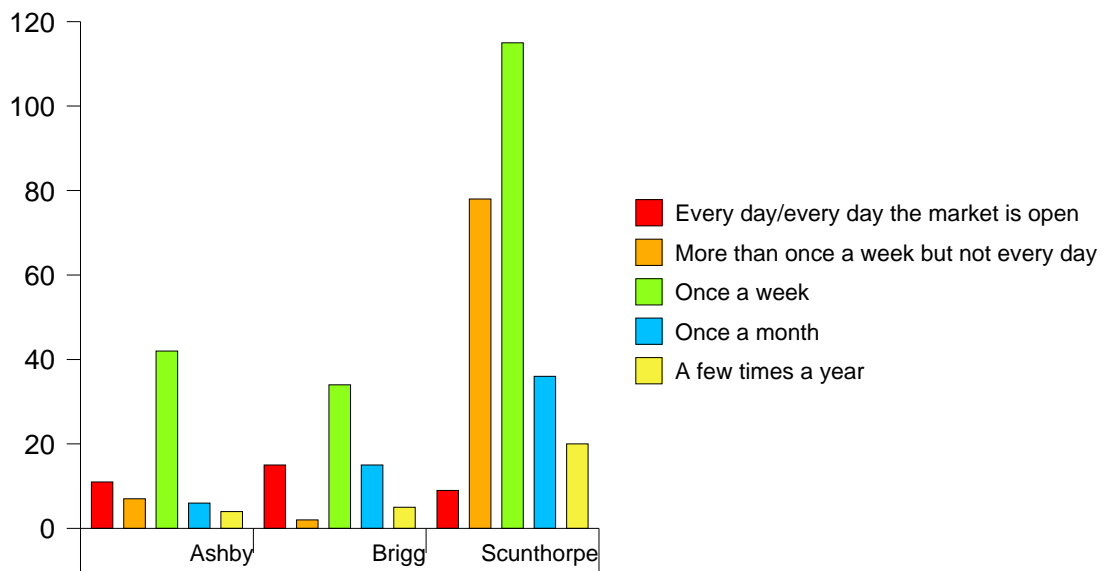


Other:

- The market in Ashby should be closed and replaced with a street market on a Thursday on Broadway, closing the car parking area for one day a week. This would make a much more vibrant and visited market and also create a more competitive Ashby. It would also release the old market for development and raise some money for the council.
- Essential that the markets are properly promoted. Advertising is needed to bring all the advantages of shopping in the markets. There should be a consultation in the Scunthorpe Telegraph and Target to provide an on-going programme.
- Musical buskers and pavement artists
- More stalls in Scunthorpe like Doncaster market
- More disabled parking areas
- Co-ordinated closing time by traders
- Reduce rent to encourage more stall holders
- Hold a market in Epworth
- The market should be in Barton market place
- Offer free parking for one hour again
- Open a coffee shop

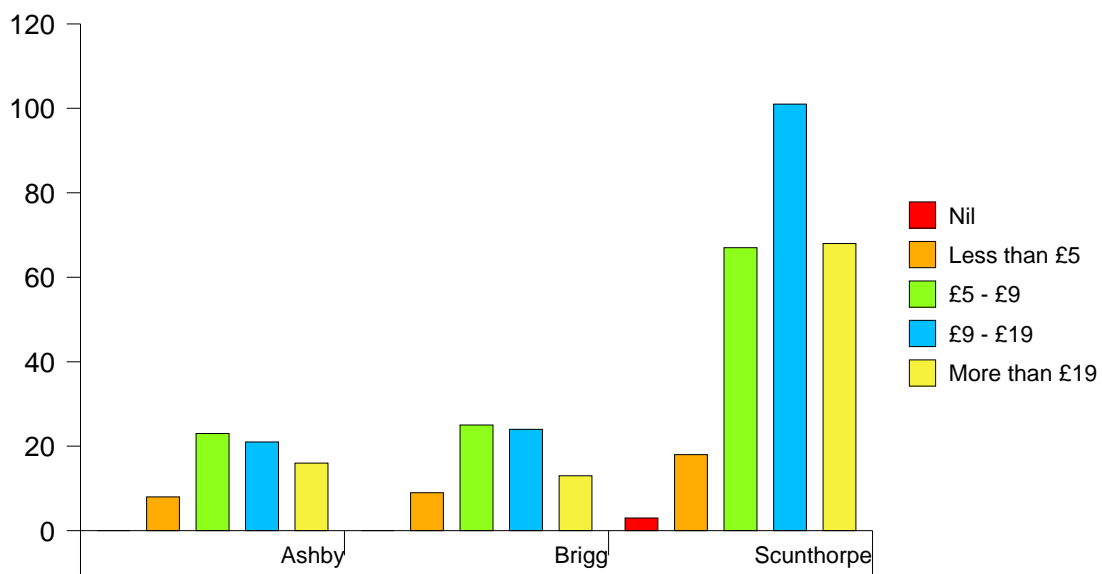
Q7 How often do you visit the market?

Absolute Analysis % Responses	Total	Ashby		
		Ashby	Brigg	Scunthorpe
Total	399	70 17.5%	71 17.8%	258 64.7%
Every day/every day the market is open	35	11 31.4%	15 42.9%	9 25.7%
More than once a week but not every day	87	7 8.0%	2 2.3%	78 89.7%
Once a week	191	42 22.0%	34 17.8%	115 60.2%
Once a month	57	6 10.5%	15 26.3%	36 63.2%
A few times a year	29	4 13.8%	5 17.2%	20 69.0%



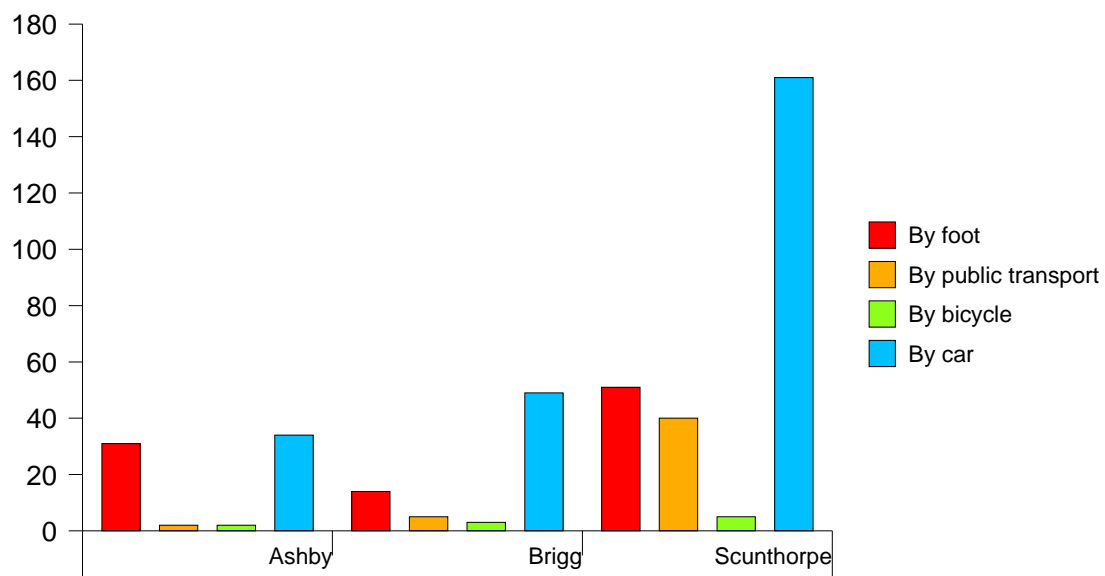
Q8 Approximately how much do you spend in the market in a normal week?

Absolute Analysis % Responses	Total	Ashby		
		Ashby	Brigg	Scunthorpe
Total	396	68 17.2%	71 17.9%	257 64.9%
Approximately how much do you spend in the market in a no...				
Nil	3	-	-	3 100.0%
Less than £5	35	8 22.9%	9 25.7%	18 51.4%
£5 - £9	115	23 20.0%	25 21.7%	67 58.3%
£9 - £19	146	21 14.4%	24 16.4%	101 69.2%
More than £19	97	16 16.5%	13 13.4%	68 70.1%



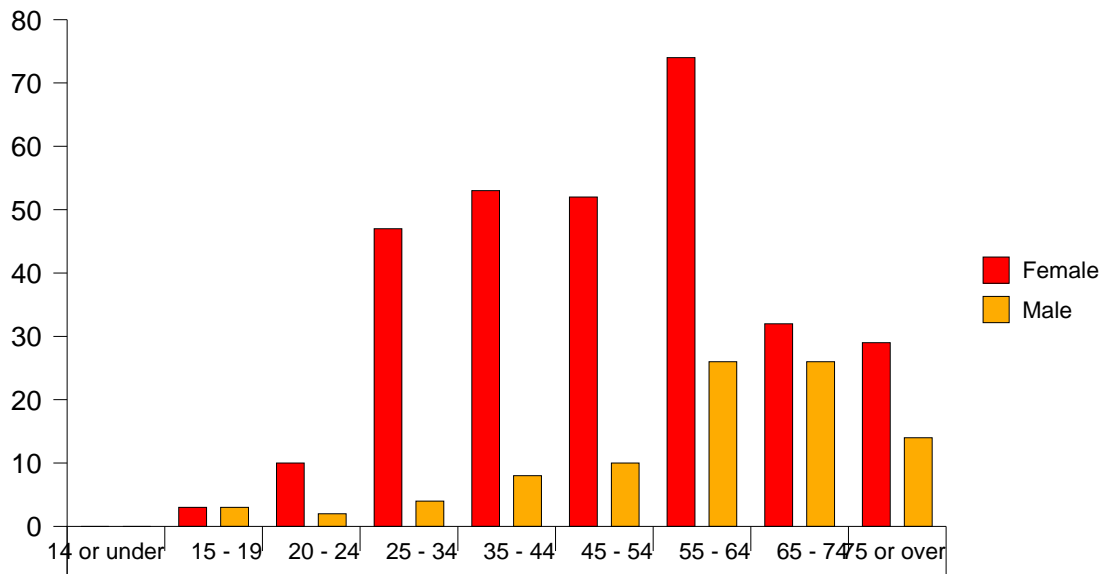
Q9 How do you normally travel to the market?

Absolute Analysis % Responses	Total	Ashby		
		Ashby	Brigg	Scunthorpe
Total	397	69 17.4%	71 17.9%	257 64.7%
How do you normally travel to the market?				
By foot	96	31 32.3%	14 14.6%	51 53.1%
By public transport	47	2 4.3%	5 10.6%	40 85.1%
By bicycle	10	2 20.0%	3 30.0%	5 50.0%
By car	244	34 13.9%	49 20.1%	161 66.0%



ABOUT YOU

Absolute Analysis % Responses	Total	Age:								
		14 or under	15 - 19	20 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 or over
Total	393	-	6	12	51	61	62	100	58	43
		-	1.5%	3.1%	13.0%	15.5%	15.8%	25.4%	14.8%	10.9%
Gender										
Female	300	-	3	10	47	53	52	74	32	29
		-	1.0%	3.3%	15.7%	17.7%	17.3%	24.7%	10.7%	9.7%
Male	93	-	3	2	4	8	10	26	26	14
		-	3.2%	2.2%	4.3%	8.6%	10.8%	28.0%	28.0%	15.1%



We plan to hold discussion groups in future. If you would be interested in taking part, include your contact details.