

Christmas Fayre trader summary

1. Introduction to Fayre trader data

- 1.1 Data was taken from council records of all stall traders. These records included the names of all the traders as well as:
- information about where they were situated;
 - a description of what they sold; and
 - contact details, including an address.
- 1.2 Based on the description of what they sold each individual stall was assigned a category and corresponding high-level group. For example a stall that sells hot food would be assigned the *Café/Takeaway* category and the corresponding *Foods* high-level group. A list of categories and groups can be found in the table in section 2 below.

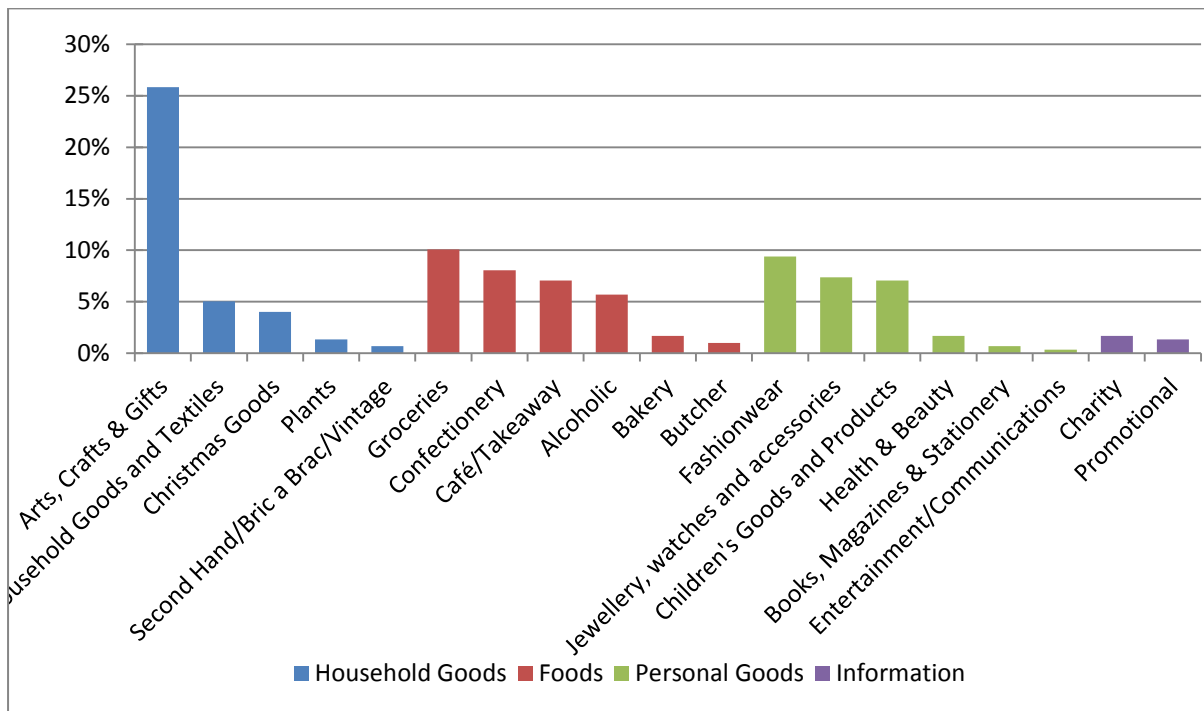
2. Overview of stalls by type

- 2.1 Out of the four high-level categories the majority of traders were categorised as selling *Household Goods* (110 stalls), followed closely by *Foods* (100 stalls). *Information* stalls were the least common type of stalls by a long way, with only 9 present at the whole event.

Table 1: Count of stalls by type and category

Stall Type	Number of Stalls	% of Total
Household Goods	110	36.91%
Arts, Crafts & Gifts	77	25.84%
Household Goods and Textiles	15	5.03%
Christmas Goods	12	4.03%
Plants	4	1.34%
Second Hand/Bric a Brac/Vintage	2	0.67%
Foods	100	33.56%
Groceries	30	10.07%
Confectionery	24	8.05%
Café/Takeaway	21	7.05%
Alcoholic	17	5.70%
Bakery	5	1.68%
Butcher	3	1.01%
Personal Goods	79	26.51%
Fashionwear	28	9.40%
Jewellery, Watches and Accessories	22	7.38%
Children's Goods and Products	21	7.05%
Health & Beauty	5	1.68%
Books, Magazines & Stationery	2	0.67%
Entertainment/Communications	1	0.34%
Information	9	3.02%
Charity	5	1.68%
Promotional	4	1.34%
Grand Total	298	100%

- 2.2 The graph below shows the proportion of stalls in each category by percentage. They are colour-coded and grouped by high-level group. It is notable that over one quarter of all stalls were *Arts, Crafts and Gifts*, by far the single biggest category.

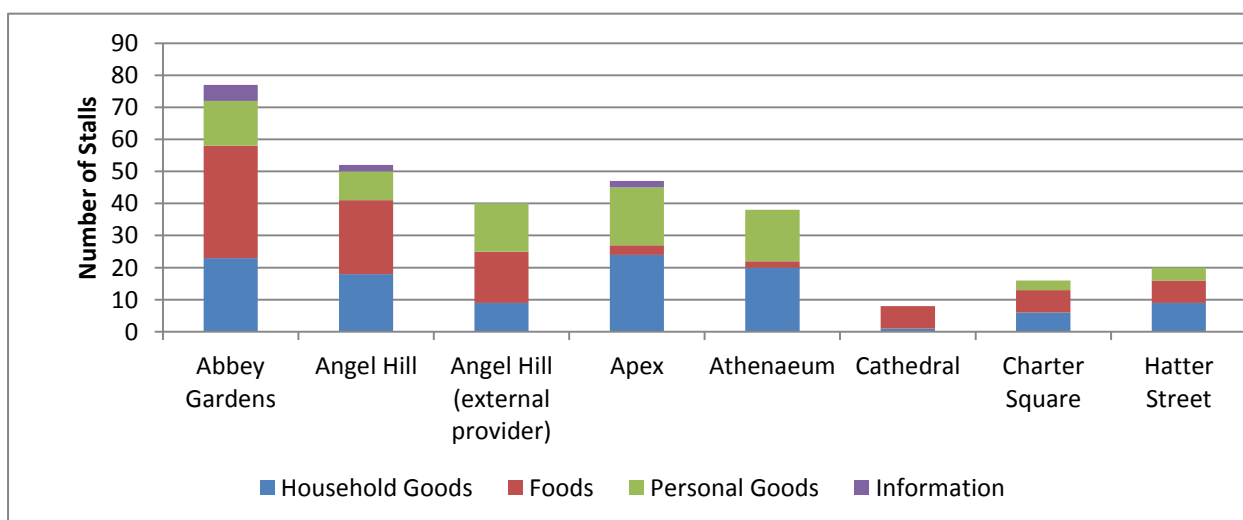


2.3 It is notable that beyond the dominance of *Arts, Crafts & Gifts* there is a relatively even distribution among the next tier of categories. The following categories all enjoyed between 5% and 10% of the total:

- Household goods and textiles
- Groceries
- Confectionery
- Café/Takeaway
- Alcoholic
- Fashionwear
- Jewellery, watches and accessories
- Children's goods and products

3. Breakdown of stalls by location

3.1 The table below shows the distribution of stalls over different areas of town. Each column is divided into high-level categories.



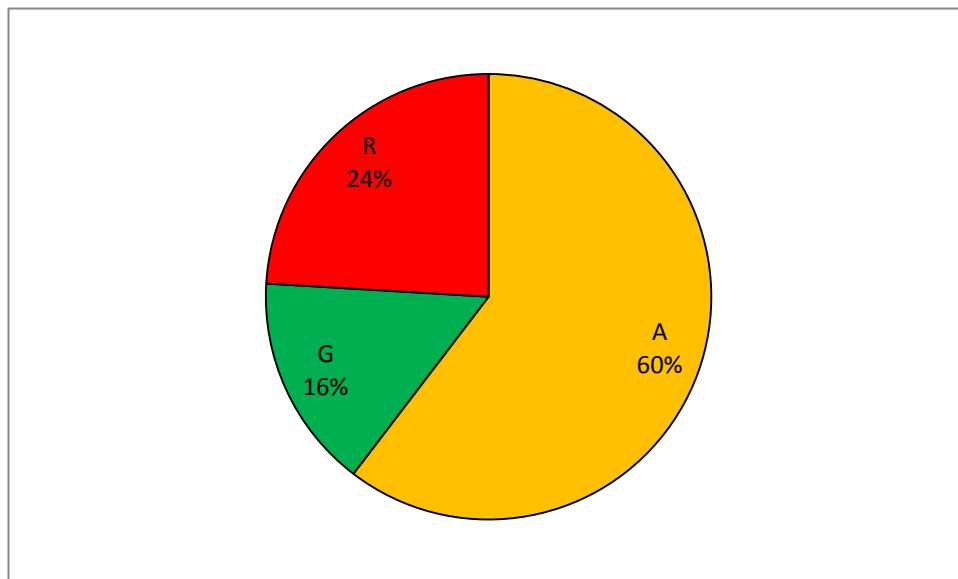
4. Stallholder – postcode analysis

4.1 One area of interest when examining the Fayre is the extent to which local traders are represented. Many comments from the Christmas Fayre survey highlighted the value that residents attach to seeing high-quality local products.

4.2 The list of stalls have also been analysed based on their location in the UK. A Red, Amber, Green classification has been allocated to the stalls based on the postcode of the registered trader.

4.3 It should be noted that the Red, Amber, Green classification below does not include the 40 stalls on Angel Hill that are booked and provided by the external market provider (Market Square Group for the last seven years). The Council does not hold location data for these 40 stalls and it is assumed that the majority come to the Fayre from outside of the east of England.

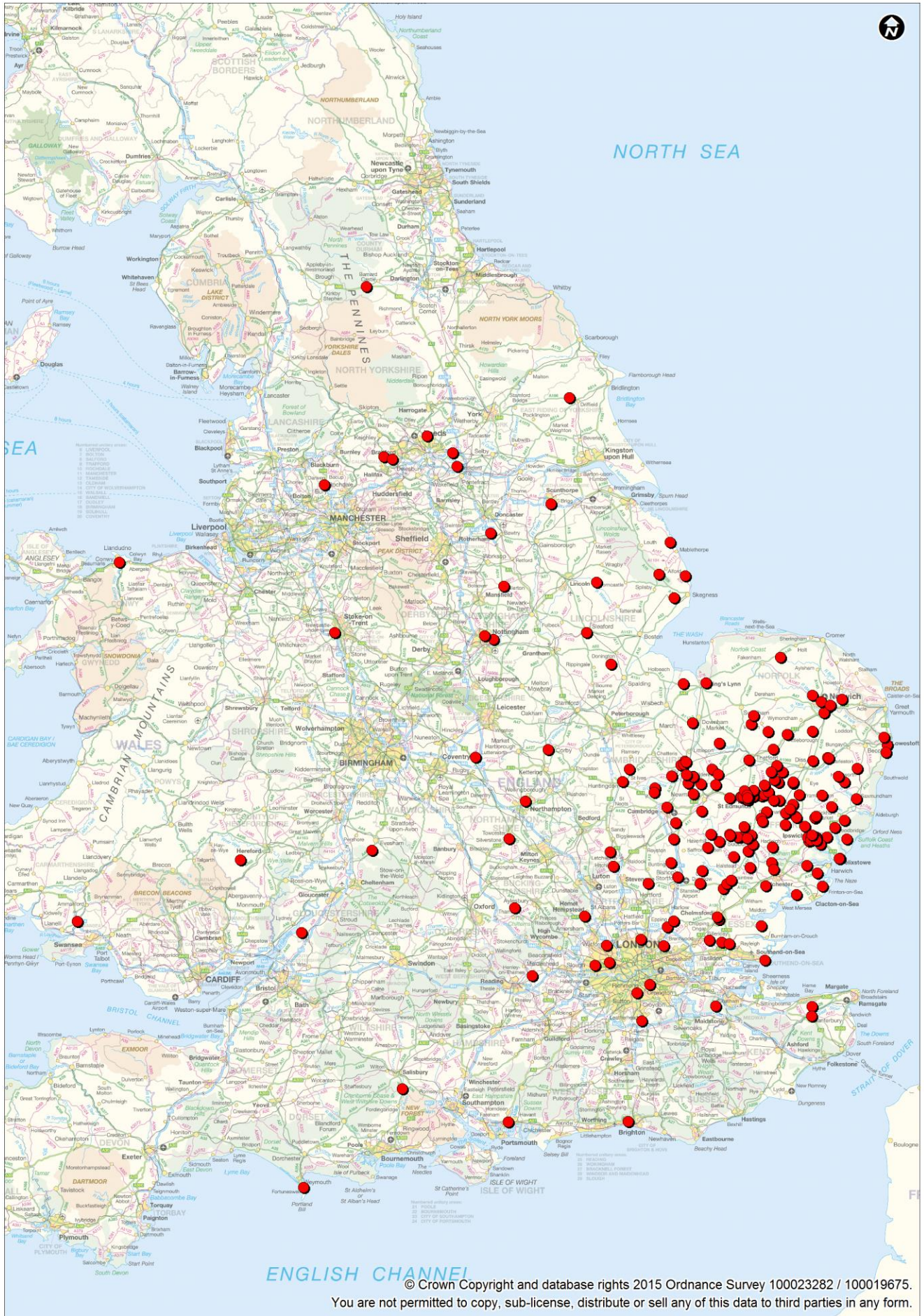
- **Green** classification was given to stalls with registered addresses located within the boundaries of the West Suffolk councils.
- **Amber** classification was given to stalls with addresses in the east of England
- **Red** classification was given to stalls registered elsewhere in the UK, or outside the UK.

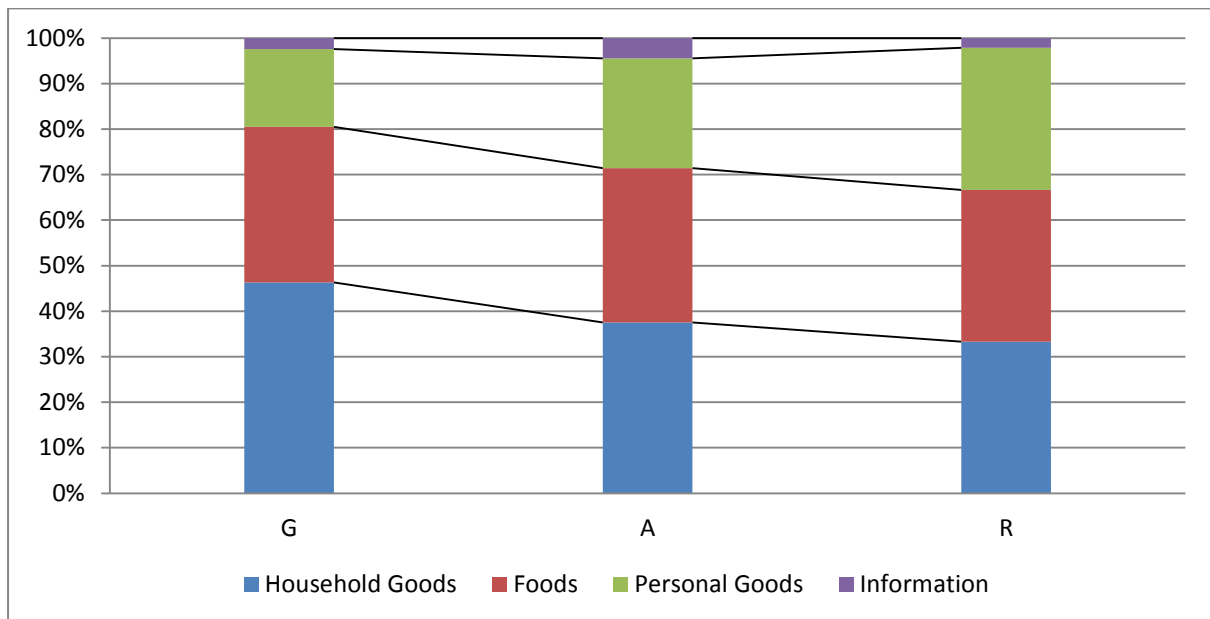


4.4 It is encouraging, in terms of regional economic benefit, that 76% of the Fayre stalls that are managed by the Council are based in the east of England.

4.5 The postcode location of the registered traders has also been plotted on a map of Britain. Please see the map on the following page.

Christmas Fayre Stall Holder Data 2015





- 4.4 The graph above shows the proportion of each high level category within the RAG classifications. Within each classification the proportion of *Foods* stalls remains relatively constant at around one third or 33.3%. However there is a shift in the proportions of *Household Goods* and *Personal Goods* as stalls get less local.
- 4.5 The most local classification (G) has a higher proportion of *Household Goods* stalls (46%) than *Personal Goods* stalls (17%). However the least local class has nearly even proportions of 31% and 33% respectively.
- 4.6 This is partially accounted for by there being proportionately few local stalls selling *Fashionwear* and *Jewellery and Watches* and a high proportion selling *Arts, Crafts and Gifts* and *Christmas Goods*.