

Appendix C

1. Summary of Engagement

Overview and Scrutiny Committees agreed that the 2018 Christmas Fayre Review should include an element of stakeholder engagement, including the following consultees:

- OurBuryStEdmunds
- Town centre businesses
- Businesses that provide services to the Fayre
- Bury and Beyond
- Arc management
- Emergency services

It was also suggested that we should involve schools or a youth group to ensure we get feedback from a range of different ages. Analyses of these surveys is included at the end of this document.

2. Stallholder survey analysis
3. Local School survey analysis

The summary table below outlines all the stakeholders that were contacted via email. Separate surveys were also undertaken to capture views from stallholders who attended past Christmas Fayres and from local school children.

In the interests of keeping this report concise responses have been summarised.

Initial engagement (before the first meeting of the Task & Finish Group)

Officers asked key stakeholders for initial views on the options available to us for reviewing and improving the fayre, the following summary is from both emails and some face to face meetings.

Organisation	Response summary
Our Bury St Edmunds	Our BSE Board: <ul style="list-style-type: none">• Restrict area to Abbey gardens• Ticketed event

	<ul style="list-style-type: none"> • Longer (over two weeks?) • Showcase for BSE • Quality • “Cracking” product currently • General rule – food and drink, retail and gift businesses benefit; service businesses need to do more to take advantage of opportunity • Is current operation resilient?
Suffolk Chamber	Suffolk Chamber kindly passed on our request for feedback to businesses and we received two responses from this exercise which are outlined below (anonymised for this public report)
Arc Management	<ul style="list-style-type: none"> • Proof of success is increasing visitor numbers – wants this to increase • Locals day a success • Does not support zoning
Bury and Beyond Development Management Organisation	<ul style="list-style-type: none"> • Not supportive of a reset year - PR disaster • Samey - have a percentage of new stalls each year • Need to translate into our tourism and heritage (themed?) • Do more to encourage return visits
The Apex	<p>Fed into officer feedback sessions including providing the following suggestions:</p> <p>Happy to support premium Christmas fayre ticket implementation and improving programmes and promotional materials</p>

General Engagement

Requests were sent to the following key stakeholders asking for responses to all or some of the engagement questions outlined in the main report, depending on the nature of their business with regards to the Christmas Fayre. These questions were provided to help stakeholders engage but we welcomed any feedback outside of these responses as well.

Organisation	Response summary
Police	<ul style="list-style-type: none"> • The town is able to cope with the size of the Fayre and believe it should continue to be held across four days • They have not experienced an increase in crime or anti-social behaviour • There is clear disruption due to road closures but the police believe this is managed well by the council
St John's Ambulance	<ul style="list-style-type: none"> • Need advance warning of involvement so they can attend table-top exercises. • Keen for centralised control room to be located away from the fayre for all emergency services and have offered their HQ to be used (including IT and communications facilities).
Ambulance	<ul style="list-style-type: none"> • The success of the fayre has led to increased congestion ("a victim of its own success") which could affect response times, however this is not currently detrimental to the provision of the service • Fayre should remain across 3-4 days • The main control room should be re-located away from the fayre
Fire	<ul style="list-style-type: none"> • Concerns around access in the event of an incident (particularly due to concrete barriers to prevent terrorist attack) and stall holders blocking emergency equipment.
Weekly market traders representative	<ul style="list-style-type: none"> • Better promotional material to encourage visitors to return to BSE throughout the year, in particular to visit local businesses. • It would be difficult to ensure all stallholders dressed in a theme. • Changing the date of the fayre may conflict with other national events e.g. Lincoln Christmas fayre • Consider extending so that it runs for longer.
Bury St Edmunds businesses <i>(responded to call for feedback by Suffolk Chamber)</i>	<ul style="list-style-type: none"> • Increased sales 3 years ago as it coincided with our sale launch but sales have dropped year on year since then (decreased by 65% last year) • Fayre should be held closer to Christmas., in mid-December • There are the same amusements each year - this needs to be looked at to add variety • The fayre, Christmas lights switch on and late night shopping should all coincide and be held closer to Christmas. <hr/> <ul style="list-style-type: none"> • Fayre negatively impacts business and has done for at least 7 years, largely due to travel disruption to customers.

	<ul style="list-style-type: none"> • The fayre is held over too many days.
	<ul style="list-style-type: none"> • Fayre negatively impacts business and has done for at least 7 years, largely due to travel disruption to customers and stalls selling competing products • The fayre is held over too many days. • "The Fayre is a big negative for customers, sales and profits."

Parish and Town Councils

In addition to this, the Task & Finish group agreed in August that the engagement should be extended to parish and town councils across West Suffolk. Given the short deadline before the September meeting we only received responses from 11 parish and town councils, most of which are set out below. The Task & Finish group understand this did not allow for different schedules of council meetings and have agreed that this should just be the start of the conversation and engagement with Town and Parish Councils should continue into the 3 year review period.

1. Do we currently do enough to ensure the fayre is a showcase for West Suffolk, encouraging people to return after the event?
2. Should the stalls have a local emphasis?
3. How important is the quality and variety of products being sold on the stalls?
4. Do you want the fayre to be more festive, perhaps through a theme?
5. Should the format of the fayre be the same every year?
6. Can Bury St Edmunds continue to accommodate the increasing visitor numbers?
7. When should the fayre be held?
8. Does a 4-day event give the right balance between enjoyment of the fayre and the impact on local residents/infrastructure?
9. Do you have any other comments on the current arrangements of the fayre?

Town/Parish Council	Response summary
Chevington	<ul style="list-style-type: none"> • Keep the fayre and boost repeat tourism • Consider increasing stallholder costs if overall costs are going to be higher due to security requirements • More park & ride places or move fayre out of town
Cowlinge	<ul style="list-style-type: none"> • Stalls should have a local emphasis • The quality and variety of products is important • A theme is not needed • The format should be the same every year • Some concerns around over-crowding • The timing is about right • Perhaps with increasing numbers an extra day would be sensible. • More parking for park & ride.
Great Barton	<ul style="list-style-type: none"> • Keep the fayre but spread more evenly across town so all local businesses benefit. For example more signage between the arc and Angel Hill • More local bias where possible • Variety is very important • Suggestion for theme to include a treasure trail that takes visitors to other parts of Bury St Edmunds not included in the fayre • Timing and duration about right - locals night is good • Themed quarters to reflect diversity of town
Stradishall, Risby, Ousden, Dalham, Lidgate, Stansfield	<p><i>(one clerk for multiple councils - summary of feedback from councillors)</i></p> <ul style="list-style-type: none"> • Most avoid Bury over the weekend as it is too crowded and there are problems with parking. Some attend the locals night. • Would like a more local feel • Increasing variety, perhaps through a theme, would be welcome • The fayre shouldn't get any bigger

	<ul style="list-style-type: none"> • This is a good opportunity to widen the appeal, particularly to locals
Hawkedon	<ul style="list-style-type: none"> • good fayre that is well advertised but needs more variety • more focus on local • More variety in food stalls, less fast food and hog roasts for example • More Christmas themed stalls • No theme other than Christmas • Vary stalls and pitches more • Huge traffic and parking problems, particularly last year • Assume it is profitable for the town?
Honington & Sapiston <i>(2 separate replies)</i>	<ul style="list-style-type: none"> • Good fayre that is well advertised and advocates the town • High standard of quality products on offer • People expect a focus on local products, within reason • Variety is important, there are a lot of food stalls at the moment • It feels festive and does not need another theme • Format needs changing every year - it has become stale • More parking and park and ride spaces required for more visitors • Timing and duration about right - residents and commuters adjust to the disruption as it is a once a year event
	<ul style="list-style-type: none"> • Good showcase for West Suffolk • Don't think local focus is particularly necessary • More variety needed - Currently too many food stalls at the expense of others • Only need Christmas theme • The format is successful, why change it • The park and ride is expensive - needs to be accessible for local residents • Need to mix up stalls each year to 'keep it fresh' • The Council should be congratulated for running such a successful venture.

Bury St Edmunds Masterplan group

As part of a regular meeting, the Bury Masterplan Group were asked to comment on the current arrangements of the fayre and make any suggestions for future fayres if possible.

The following points were made:

- Approximately 2/3 of Bury St Edmunds businesses are supportive of the fayre (the BID)
- Retail and food and drink businesses are more positive on the whole, while services and wellbeing businesses are less so
- (BID view) Predominantly excellent and a positive for the town
- The fayre has become stale – should be higher quality
- Financial sustainability could be reached through higher charges
- Infrastructure is important for residents who can't get around the town
- The fayre is not popular as a resident/town councillor – but local bias could support this
- Longer duration fayre?

Overall the group focussed on the quality of the fayre at 4 days and making sure the stalls were of high quality

Christmas Fayre Marketing Informal Group

Growth team officers discussed publicity for the fayre with OurBuryStEdmunds, BuryandBeyond and The Apex at an ad hoc meeting. The following points and suggestions were made:

The immediate focus for 2018 is to drive people to the Bury St Edmunds and Beyond website as the main portal for all things Bury St Edmunds. From there the other attractions and activities will be discoverable rather than keeping them on the Christmas Fayre website.

We agreed that the following initiatives would be beneficial:

- Find and utilise the existing Christmas Fayre database
- Set up a Facebook event for the Christmas Fayre
- Produce a Bury St Edmunds and Beyond branded postcard with a clear and generic call to action to the website
- Work with accommodation and attraction providers to offer a sign up competition
- Work with stewards to promote Bury St Edmunds and Beyond to encourage returning visits
- Place an advert in the brochure promoting Bury St Edmunds and Beyond

Bury St Edmunds Residents Associations

The following paragraphs summarise the discussion at a meeting of the Bury residents associations on Thursday 27th July 2018. In summary, the group reached the following conclusions:

- Timing and format stay the same
- Bury has reached capacity
- Quality very important
- Raise stall costs to cover rising operational costs
- Good showcase for Bury but more needs to be done to encourage tourism for wider Suffolk
- Better signage required to connect some streets to fayre (station route - Hatter street and St Johns Street)
- Do less to accommodate more parking (town space at visitor capacity) but make sure buses don't get stuck in traffic

A full description of the discussion is outlined below:

1. Is the fayre a showcase for West Suffolk?

The consensus was that the fayre was more of a showcase for Bury, although coaches from out of town helped showcase and encourage a wider experience within Suffolk. The fayre was noted to 'expand your view of Bury' and one member highlighted that one of the reasons he moved to Bury was due to the Christmas fayre. It was mentioned that even locals who are most impacted by the fayre seem to on the whole love the fayre.

2. Should stalls have a more local bias?

The members agreed that 80% of stalls being from West Suffolk was plenty however were unaware of this statistic until it was mentioned by Officers. They agreed that more marketing needs to be focused on advertising this further and branding the fayre as a local fayre. There were some concerns that the fayre may expand so much that Bury loses its character, however this could be reduced by highlighting and showcasing the other areas and events within West Suffolk such as church and village fetes.

3. Can the town accommodate the number of people?

It was mostly argued that the town cannot accommodate the size of the fayre, and although there could be a separate showground for part of the fayre, 'being in the town is what it's all about'. People stated they 'loved the buzz of it', despite others viewing the weekend as 'four days of chaos'. It was mentioned that visitors who may find Bury too busy may instead visit other local areas within West Suffolk.

4. Is the quality of products acceptable?

The quality was viewed as of high importance by the group. Some felt that the area was too broad and quite a bit of 'tat' was turning up in recent years. However others noted that this would self-correct over the years due to sales, and that the market holds something for everyone, although not everyone will like everything. There was mention of a separate Christmas charity fayre, potentially during the switch on to reduce the number of stalls during the weekend. Some felt that the stall prices could be raised to help fund the rising security costs for the event.

5. Should the fayre be more festive?

Individuals felt that the fayre should not emulate continental fayres by becoming too festive. There could be more done to make shop windows more festive, however the carousels and 'fayre rides' add to the festivity.

6. Travel concerns.

There was almost unanimous support for better signage around the fayre, particularly regarding the journey from the train station. This could ensure that St John's Street is connected to the fayre itself. To reduce the strain on parking, it was suggested that more buses should be put on, and estates should be encouraged to cycle and walk to town. Another member noted that there may be a lot of shopping to carry which may make this less possible.

With regards to the park and ride, individuals felt that pre-booking parking removes the spontaneity of the weekend. It was also felt that the fayre was at capacity with the number of visitors, and that less should be done to accommodate more individuals regarding parking if there was no space for individuals once in the fayre. Instead, there should be more done to ensure buses do not get stuck in traffic and to advertise other methods of transport for local individuals. This could potentially be done using parking notices on the A14.

7. Should the format be the same every year?

The group agreed that with the number of complaints being roughly <100 for an event with 130,000 attendees, it may be the case that nothing needs to change about the format. The only place where most people felt needed to be reconsidered was the entrance to the Abbey Gardens, as this was too small and caused congestions. It was suggested that this could be done through a one-way and single sided system, with a 'no stall zone' at the opening. Overall however, the group felt that the fayre should be kept as it is, which was described as 'not wanting the supermarket aisles to be changed' due to knowing how the event works. There was agreement that stalls should change a bit each year to ensure it isn't boring, but this may be hard for people to find their favourite stalls each year.

The group agreed that Hatter street and St Johns street need revisiting, as it was felt that these are not connected enough to the rest of the fayre and therefore do not get enough footfall. The indoor venues of the Apex, Athenaeum and Moyses Hall were also in need of better advertising and to ensure they do not become gridlocked.

8. When should the fayre be and for how long?

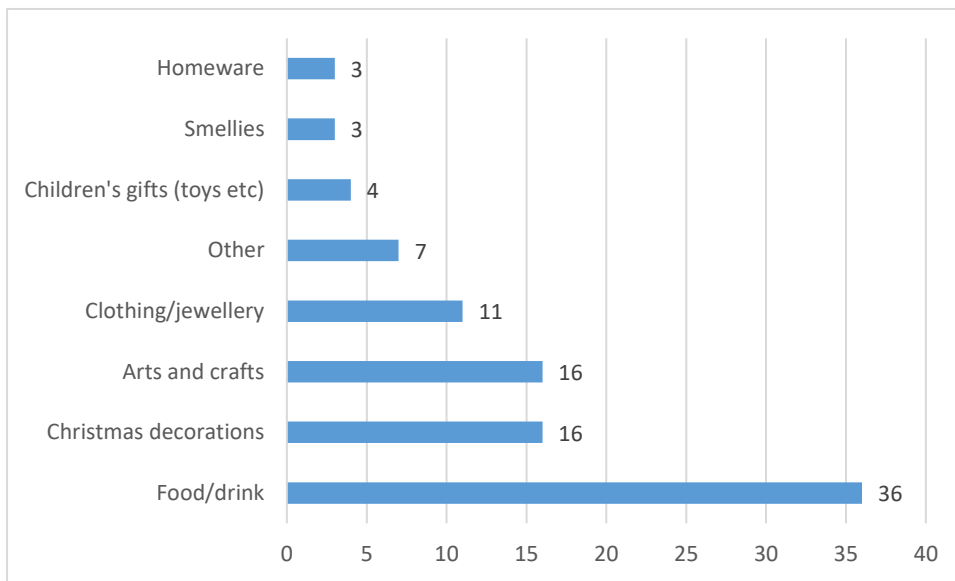
It was felt that the fayre should be on the whole kept as it is, however some felt that if the business is there for more days, then this should be investigated. Regarding when the fayre should be, people agreed that it was a little early but allowed for people to get into the festive spirit and meant that Bury was not too hectic closer to Christmas.

2. Stallholder survey analysis

In total, there were 98 responses received, however, this included one completely blank response, meaning the total number of responses analysed was 97.

The following graphs and tables give a summary of the responses received to each question in the survey. The first four questions were asked to gain an understanding of the different types of stallholders.

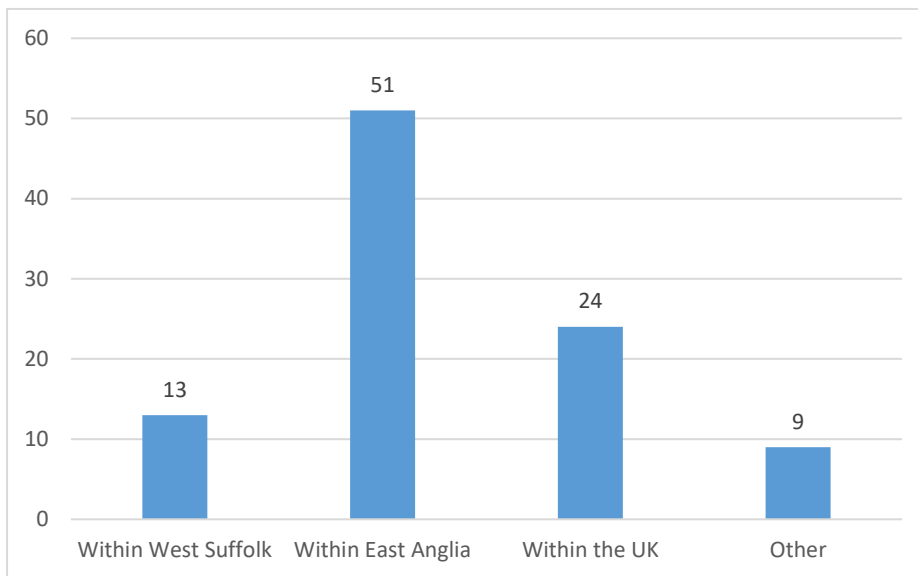
Q1. What kind of stall do you run at the Bury St Edmunds Christmas Fayre? (For example type of product or service offered)



'Other' stalls include:

- Vintage comics
- Heritage goods
- Mobile climbing wall
- Forged steel stand
- Advertising driving school
- Ladies gifts

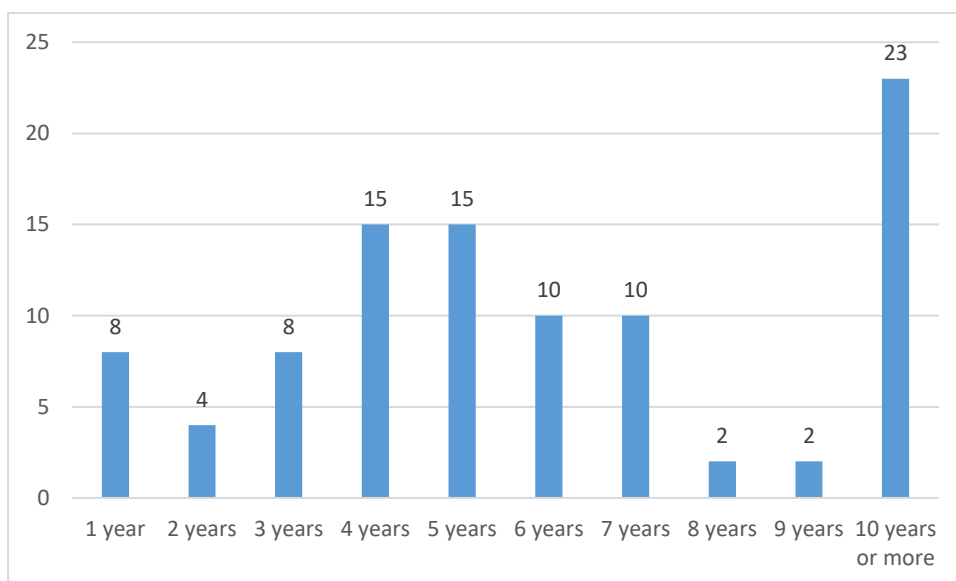
Q2. Where is your business usually based, when you are not at a fayre?



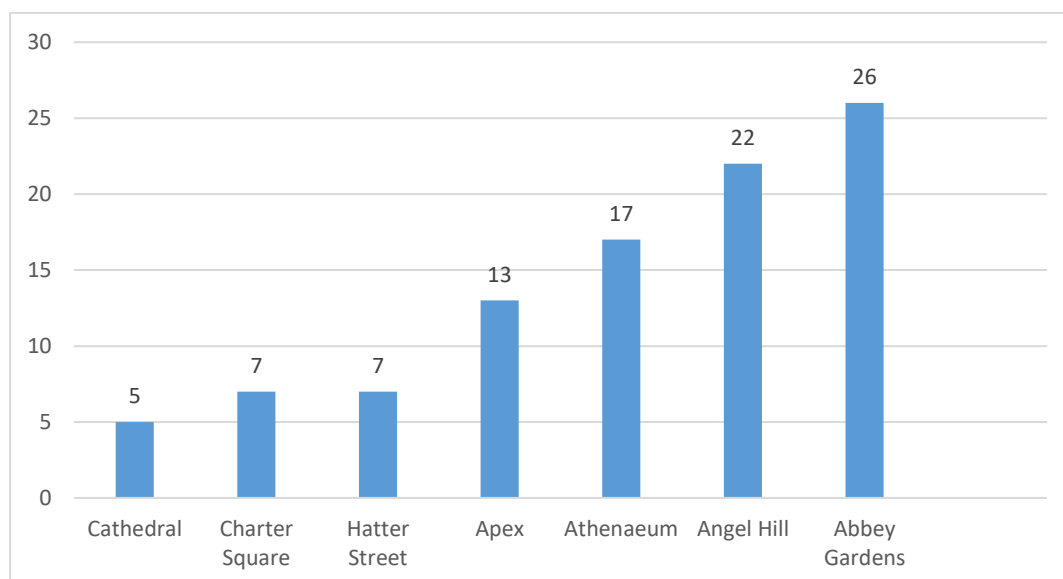
Other locations include:

- Normandy
- Festivals
- Any fares which come up
- Lincolnshire
- It depends if there is an alternative venue
- We are a family co-operative with members based in East Anglia, High Wycombe and London
- Mid Suffolk
- Suffolk

Q3. How many years have you had a stall at the Bury St Edmunds Christmas Fayre?



Q4. Please indicate from the list below where your stall is usually located:



In answering the following three questions, respondents had the opportunity to give a free text answer. The following tables record the frequency with which common themes appeared in the responses. The numbers refer to the number of mentions made of a given theme not to the number of respondents who included it in their response. Some respondents may have included more than one theme in their response.

Q5. What elements of the Bury St Edmunds Christmas Fayre work well?

Theme	Number of responses that included a mention of a theme
Organisation	52
Footfall	26
Atmosphere	19
Staff	16
Location	13
Selection of stalls	12
Everything	11
Marketing	10
Layout of stalls	8
Level of security	7
Cost of pitches (affordable)	3

Illustrative examples of common responses given in relation to the top three themes:

"The organisers do a fantastic job, it all works brilliant"

"There is a great atmosphere and a large foot flow"

"The atmosphere is always good"

Q6. What elements of the Bury St Edmunds Christmas Fayre do not work well?

Theme	Number of responses that included a mention of a theme
Nothing	28
Stallholder parking	15
Poor selection and variety of stalls	12
Overcrowded	10
Cost of pitches (unaffordable)	8
Layout and size of stalls	7
Marketing (of the overall fayre and specific location of stalls)	6
Lack of Christmas theme (e.g. costumes, lighting and decorations)	6
Visitor parking	4
Lack of local stalls	4
Low footfall	3
Lack of toilets	3
Lack of signage	3
Impractical costumes	2
Poor lighting	2
Organisation	1
Police presence	1
Too short a day	1
Too long a day	1

Illustrative examples of common responses given in relation to the top three themes:

"It all seems to work like clockwork, I have never had any issues at Bury."

"Exhibitor parking is a long way away when you've had a long day on your feet and are exhausted"

"Way way too commercial. There are tatty, commonly seen, generic brought in stock and stalls. Some food stalls are expensive and poor hygienically and just cash in on food that's poor quality."

Q7. Can you think of anything that other Christmas fayres you attend do well that the Bury St Edmunds Christmas Fayre could benefit from?

Theme	Number of responses that included a mention of a theme
Nothing	44

Review pitch fees	4
Closer, cheaper parking for stallholders	3
More Christmas atmosphere	3
More quality/unique products	3
Incentivise local traders	2
Marketing	2
One way system (Lincoln)	2
Wooden cabins	2
Stewards who offer stallholders breaks	2
Limit stalls offering the same product	2
Charge visitors	2
Encourage food stall to use recyclable/biodegradable materials	1
Outfits for stallholders	1
Discount for regular traders	1
Discounted accommodation for stallholders	1
More street entertainment	1
Better signage	1
Ensure previous stall holders re-apply each year with new ones, to encourage variety	1

Illustrative examples of common responses given in relation to the top themes:

"No. This fayre has grown over the years and has gone from strength to strength. BSE is now firmly on the map."

"Reviewing the pricing structure, to ensure it is affordable for craft stalls. If not the fayre will only have market trader type stalls"

"Closer free parking for stall holders"

"All I will say is the organisers should take a look at the Christmas fairs throughout Europe which have a wonderful Christmas atmosphere."

"Better quality unique goods for sale -- avoiding Sunday market effect."

Q8. Out of all the Christmas fayres you attend, which are best from your point of view as a stallholder (please name up to 5)?

Rank 1 (most mentioned 3)

Fayre	Number of respondents who ranked this fayre first
Bury St Edmunds	49
Ely	8
Lincoln	6

Rank 2 (most mentioned 3)

Fayre	Number of respondents who ranked this fayre second
Bury St Edmunds	14
Lincoln	11
Bath	5

Rank 3 (most mentioned 3)

Fayre	Number of respondents who ranked this fayre third
Bury St Edmunds	7
Woodbridge	5
Bath	3

Rank 4 (most mentioned 3)

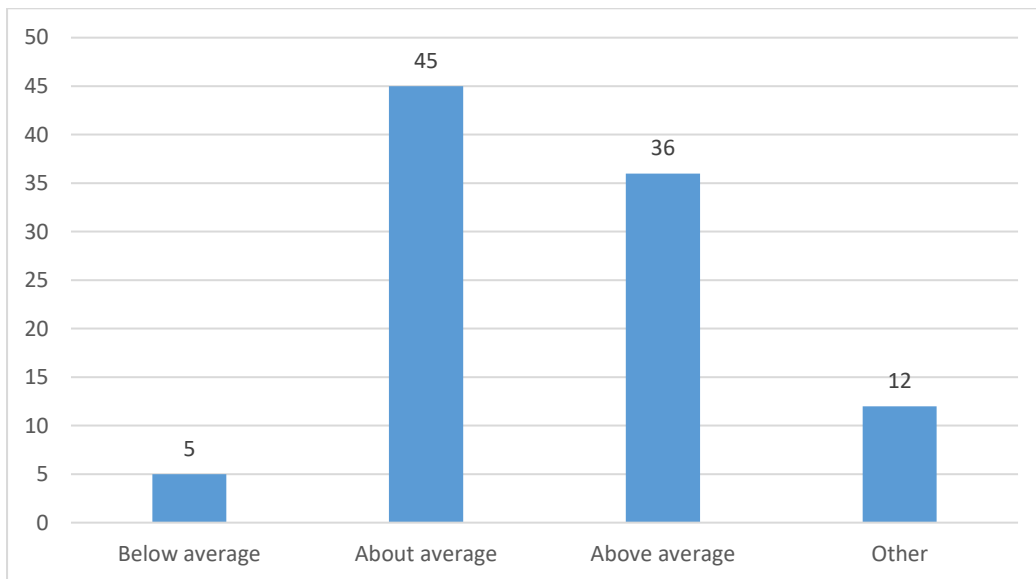
Fayre	Number of respondents who ranked this fayre fourth
Ipswich	3
Chichester	2
Harrogate	2

Rank 5 - Each of the following fayres were ranked fifth by one respondent each:

Fayre	Number of respondents who ranked this fayre fourth
Bury St Edmunds	1
BBC Good Food	1
Beverely	1
Billericay	1
Birmingham	1
Country Living	1
Halesworth	1
ICHF	1
Knebworth	1
Lincoln	1
Mill Road	1
Newcastle	1

Newark	1
RHS Wisley	1
Salisbury	1
St Albans	1
Stratford Upon Avon	1
Wherstead Park	1
Worcester	1

Q9. How would you describe your experience of sales at the Bury St Edmunds Christmas Fayre?



Q10. Is there anything else you would like to tell us about the Bury St Edmunds Christmas Fayre?

44 respondents left only positive comments about the fayre and 18 left comments related to pitch fees:

"Keep it going but keep the pitch fee down!"

"Keep on having the fair. Please don't put up the prices anymore."

"The price for the stalls are now way too high for the space provided"

"Please stop increasing the rates year on and year out especially as there does not seem to be any investment in actually making it feel more christmassy and not just a Fayre."

Other comments from a smaller number of individuals (2 or less) include:

"Please get better signs outside the apex."

"Keep stall prices sensible and keep control of organisation within the City - do not pass to outside organisations."

"Would not be damaged by being smaller - keep more E. Anglia based companies."

"Too many of same, dilutes overall and very little return for hours put in."

"Over the years that I have attended, the Thursday has had increased sales time and the opening time has also been changed to earlier. I do not know of one stallholder who is pleased with the change. It does not result in more sales, only longer trading hours."

3. Local school survey analysis

In total, 70 responses were received, however, this included one respondent who did not answer any of the questions, meaning the total number of responses analysed was 69.

The survey was sent to the following schools and representatives of young people:

- West Suffolk College
- County Upper
- Sybil Andrews
- King Edwards IV
- Engagement Hub officer who works with children leaving care, SEND young people.
- Youth Parliament members

The following graphs and tables give a summary of the responses received to each question in the survey.

The respondents had the opportunity to give free text answers throughout the survey. The tables included in this summary record the frequency with which common themes appeared in the responses. The numbers refer to the number of mentions made of a given theme, not to the number of respondents who included it in their response. Some respondents may have included more than one theme in their response.

Q1. Do you think the fayre is a good showcase for Bury St Edmunds and West Suffolk?

99% of respondents thought the fayre was a good showcase for Bury St Edmunds and West Suffolk.

36 respondents gave a reason for their answer to the question 1:

Theme	Number of responses that included a mention of a theme
Attracts visitors and tourists to the town	14
It has a fun Christmas atmosphere	9
Brings people together	7
Helps local business	4
There is something for everyone	4

Illustrative examples of common responses given in relation to the top three themes:

"Many people visit the fair from the nearby and also further afield. If they like the atmosphere and town they may visit again."

"It's good and fun and I like the stalls and lights."

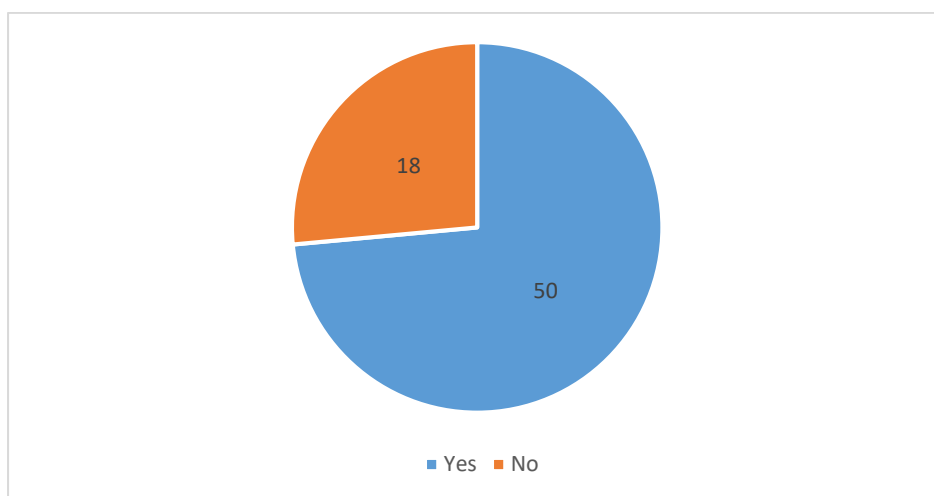
"Because brings everyone together."

Q2. Is there anything else you think we could do to highlight the best of Bury St Edmunds to visitors?

Only one respondent answered this question:

"Shops like fossil, wilkos, game should promote themselves."

Q3. Should more of the stalls be allocated to local shops and producers?



28 of those who said 'yes' provided the following reasons:

Theme	Number of responses that included a mention of a theme
Helps local business and boosts the local economy	21
Helps showcase Bury St Edmunds	2
Only if there are not many local stalls currently	2

Illustrative examples of common responses given in relation to the top three themes:

"It's a good opportunity for them to publicise their business."

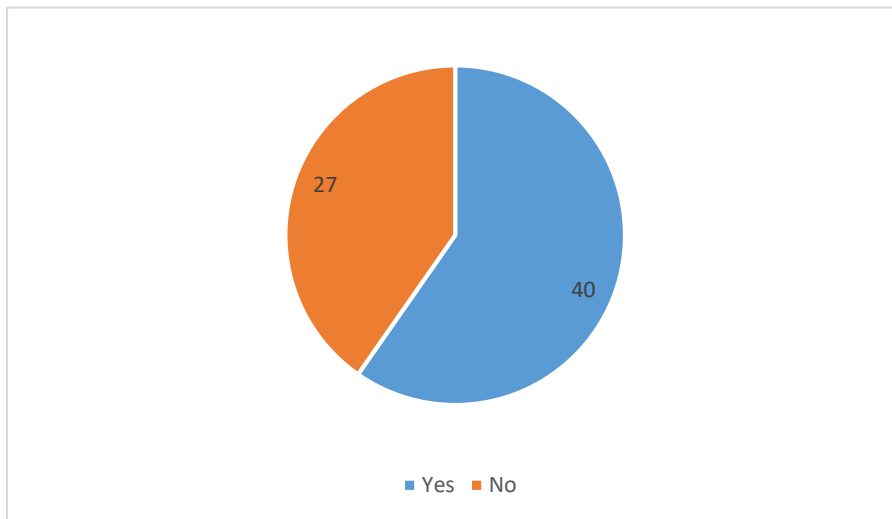
"Shows more of what BSE is."

"Only if there are not enough local producers/retailers included already. It is important to provide a good range of products - appropriate to the time of year."

Out of those who answered 'no' in question 3, 8 provided a reason for their answer:

1. Not necessarily - shouldn't have a set allocation for locals and non locals
2. I think it should be about showing new stalls and things we can't usually get in Bury
3. local shops are in the town all year round and are visible and accessible. the shops can also be open during the fair so it would be more worth it for other stalls to be set up
4. people don't always like local shops and want to see something different
5. people want variety something different
6. Because they can be visited any other day
7. The shops already have an area in the town. So if they want customers they should just open their door.
8. Too busy anyways

Q4. Is there enough variety of stalls?



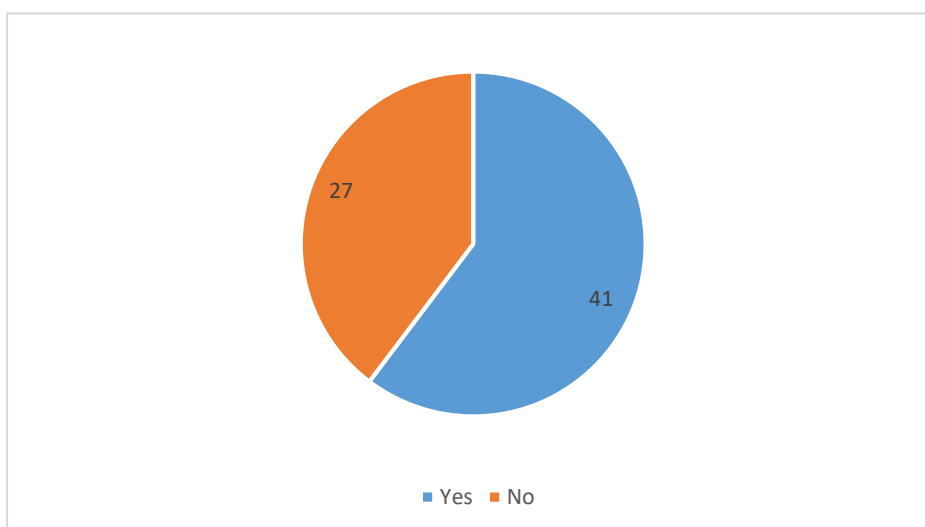
Q5. What would you like to see more or less of?

24 respondents who answered 'no' to question 4 provided the following reasons:

Theme	Number of responses that included a mention of a theme
More unique products e.g. artisan	6
Less food	5
More things to attract young people e.g. Christmas themed photo booths	3
More Christmas gifts	3
More food	3
More clothes/jewellery	2
Less clothes	2
Less fairground	1
Less homeware	1

More local crafts	1
More charity stalls	1
More businesses from outside Bury St Edmunds	1
More things for people with disabilities	1
Less activists	1

Q6. Do you want the fayre to be more festive, perhaps through a theme?

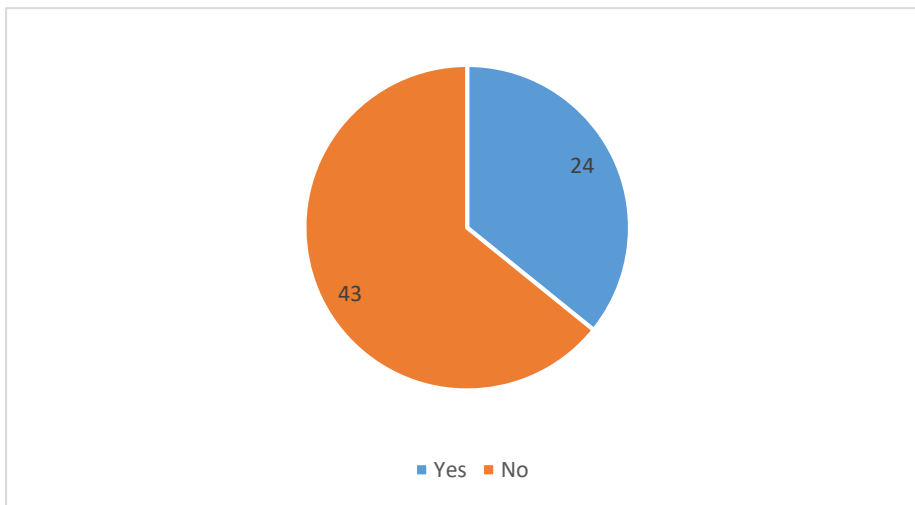


Q7. Do you have any suggestions for how we could do this?

28 respondents answered this question and provided the following suggestions:

Theme	Number of responses that included a mention of a theme
Christmas theme	12
Lights	4
Festive music	4
Decorations	3
Disney theme	2
Celebrating different religions/cultures	2
Larger fairground	2
Street entertainment	1
Ice skating	1
Stewards wearing Christmas outfits	1
Glitter	1
Fake snow	1

Q8. Should the layout of the fayre be the same every year?



Q9. What would you like to change?

29 of those who answered 'no' to question 8 provided the following answers:

Theme	Number of responses that included a mention of a theme
Change something each year	7
Have a different theme	5
More stalls in the Abbey Gardens	2
Make it more spread out	2
Parking	1
Different areas of the town to be the main area	1
Crowd control	1
Change the location of stalls	1
Have more variety of food (not just hot dogs)	1

Illustrative examples of common responses given in relation to the top three themes:

"Some people return year after year and it would be good for some elements of the fayre to be different each time. This would keep it fresh. I don't think the basic layout or premise needs to change."

"Every year have a different theme."

"Bring more into the abbey gardens."

Q10. What do you think of the increasing visitor numbers?

Theme	Number of responses that included a mention of a theme
Good for promoting the town and local businesses	17
The business is annoying as a local, but it is good for the town	9
It's too busy (no positives)	4
It brings the community together	2

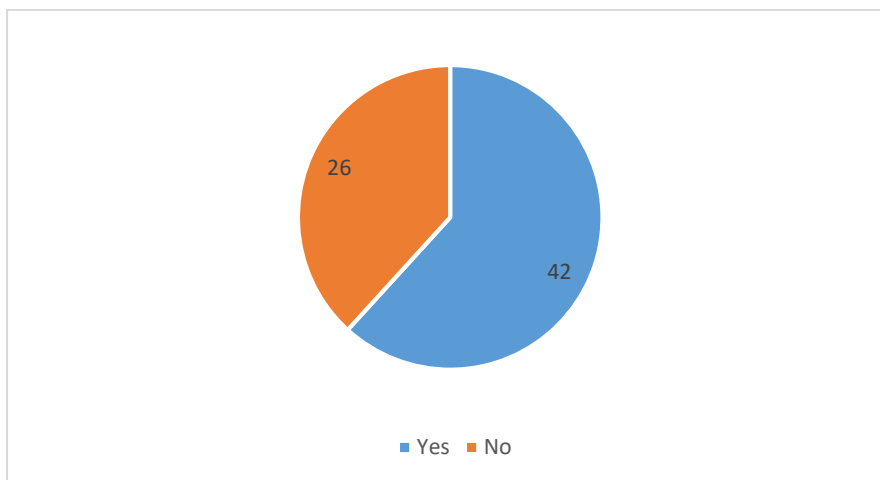
Illustrative examples of common responses given in relation to the top three themes:

"The more visitors there are, the more money made and the best impression will be given out."

"Makes the place very busy and hard to navigate but is good for the town."

"Becomes exceptionally packed and busy, it can lose its appeal."

Q11. The event is currently held around the last week of November. Do you think this is the right timing for a Christmas Fayre?



Q12. When do you think it should be held?

Theme	Number of responses that included a mention of a theme
Early December	8
Closer to Christmas	7
December (not specified when)	6
Mid December	5

Q13. Do you have any other comments on the current arrangements to the fayre?

16 respondents left additional comments:

1. I think it would be nice to have more space to sit and enjoy the atmosphere - perhaps undercover?
2. They should have more music and better rides
3. Try and make it easier to move about. Too much of a squeeze on angel hill and abbey gardens
4. Food
5. No
6. New fayre rides, keep the wheel and mer rigo round but change some of the other sources of entertainment.
7. Could a list of all companies be provided somehow? And perhaps a map showing what the general areas in town are offering e.g. food, games, stocking fillers etc.
8. No
9. too many food stalls and I would like to see the boys brigade band
10. more gift sets and keep it in November so that people haven't finished their shopping and be christmassy
11. bigger stands with more stock a chocolate fountain
12. buses from villages local towns
13. No
14. Nearer to Christmas
15. I think it's a good time because it's good having it before Christmas
16. More patrolling the fayre
More fireworks, less children's rides