

# West Suffolk Council Market Development: consultation survey summary

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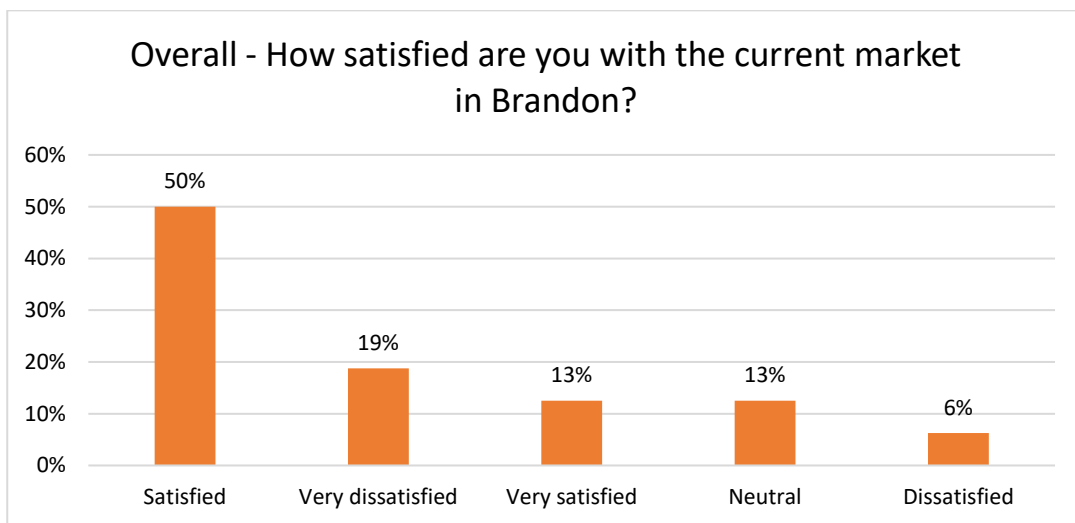
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**Executive summary**

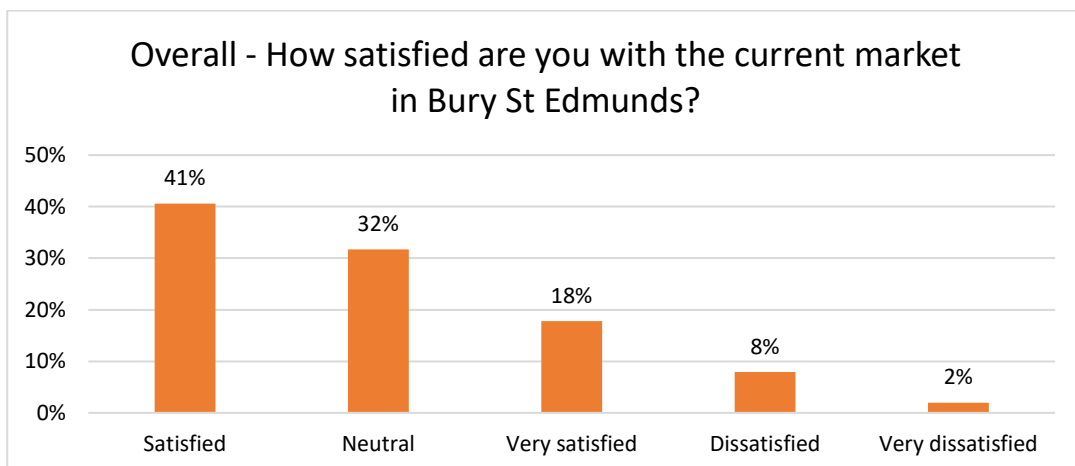
West Suffolk Council launched a public consultation between 14 May to 31 May 2024 to gather the views, insights and opinions from a wide range of people in order to inform the Market Development Plan 2024. This will build on the Council's 2021 Market Review, with an emphasis on how we develop individual market offers, building on the characteristics and potential customers for each of our six towns. This engagement is being done in several ways, including this online survey. The feedback from this survey and engagement with stakeholders will be used to shape the plan. A total of 189 respondents took part in the survey online.

The following charts summarise the overall satisfaction levels to emerge from the Market Development Plan 2024 survey:

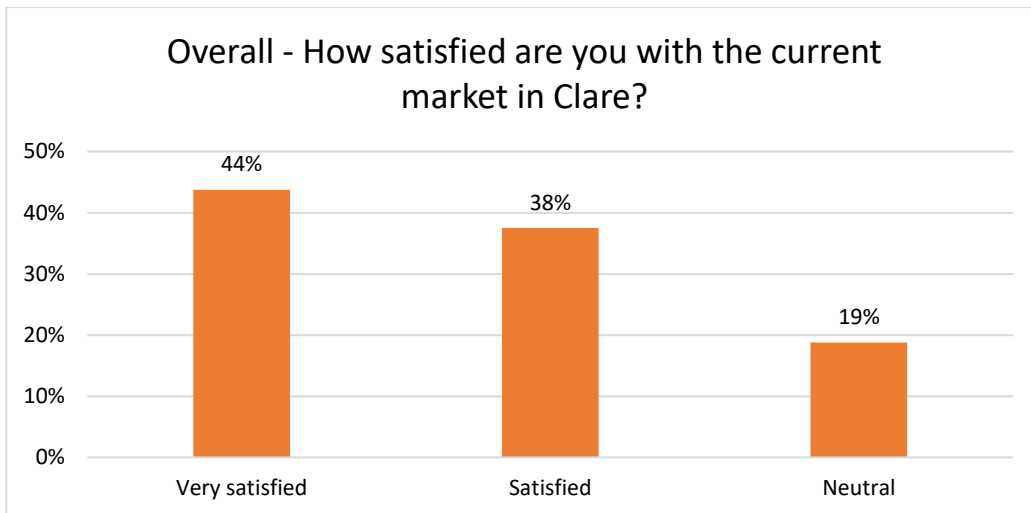
**Brandon**



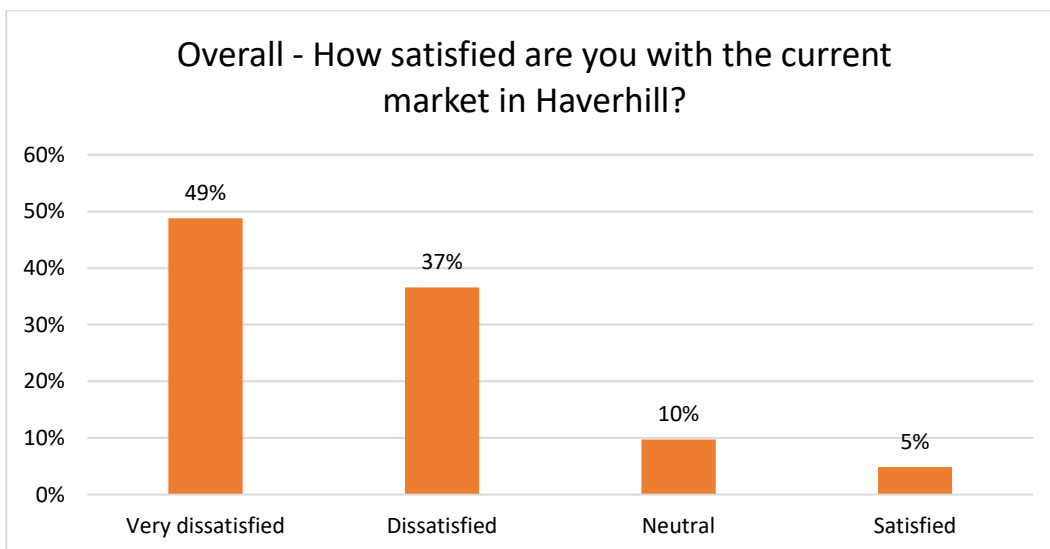
**Bury St Edmunds**



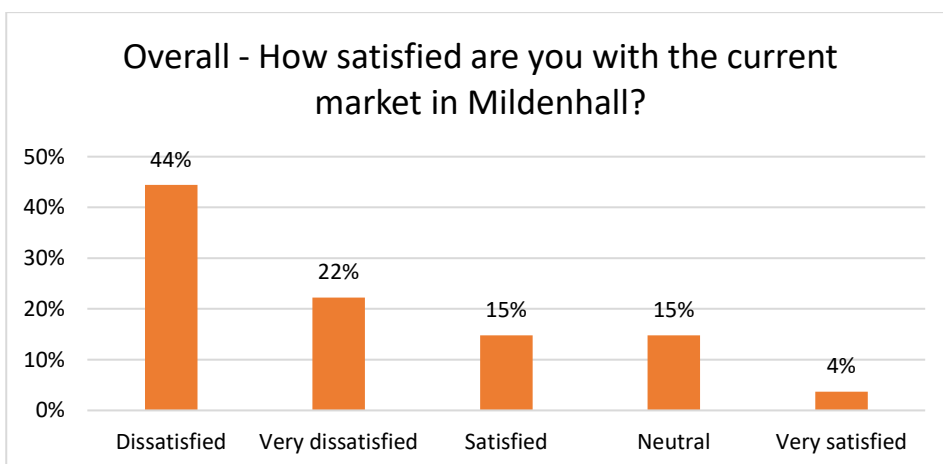
**Clare**



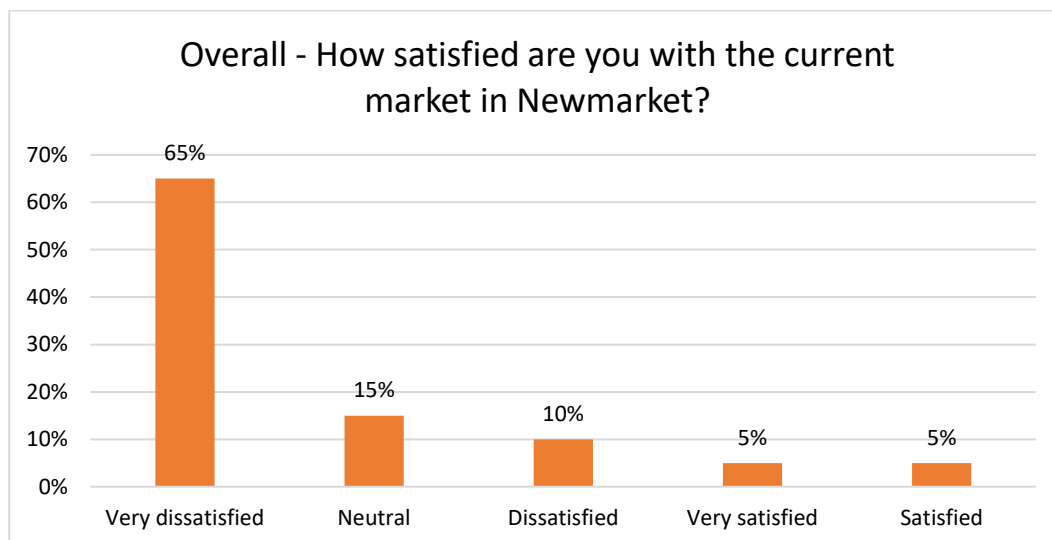
**Haverhill**



**Mildenhall**



## Newmarket



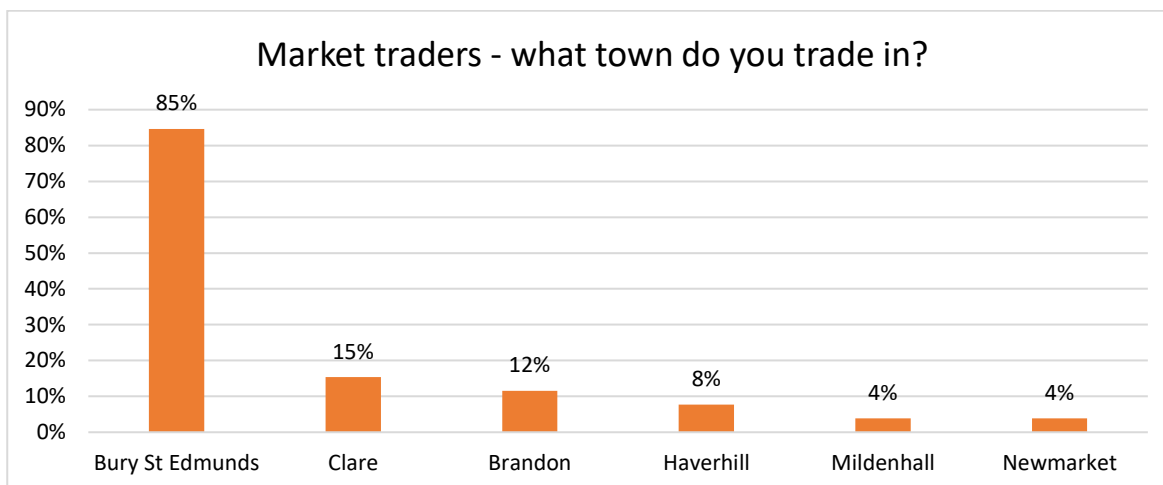
## Methodology

6. An online survey was created, and was published through the media, West Suffolk Council website, social media, staff, councillors, and partner organisations. The council also undertook direct engagement with key stakeholders across the district, including market traders, visitors to the markets, community groups, a business groups and local councillors.
7. At the time the survey closed, 189 online responses had been submitted. This report outlines the results from the analysis of quantitative data and themes that can be drawn from the qualitative (free text) data.
8. Please note:
  - All questions are listed thematically to highlight the key findings of the consultation – which include multiple choice answers and free text responses on what they liked, disliked, areas of improvement and views on the future of the markets. Different questions were asked for market traders exclusively.
  - A sizeable part of this survey is comprised of free text responses. These have been analysed using standard manual techniques for free text analysis to examine respondent information and gauge support, which while highly effective are unable to fully eliminate any degree of judgement or subjectivity.

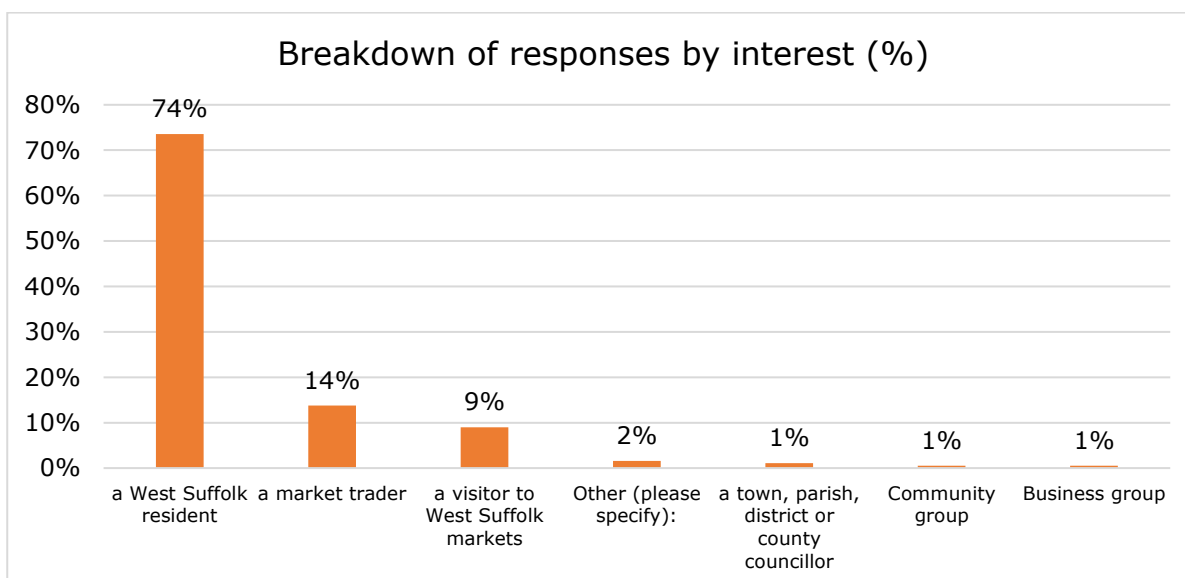
## Section 1: About the respondents

9. Of a total of 189 respondents to the survey, the largest group of respondents were West Suffolk residents at 139 (74 per cent), followed by market traders at 26 (14 per cent).
10. All markets traders provided further details on which town they currently trade in.

11. 85 per cent (22) of market traders trade in Bury St Edmunds, 15 per cent (4) in Clare, 12 per cent (3) in Brandon, 8 per cent (2) in Haverhill, 4 per cent in both Mildenhall (1) and Newmarket (1).

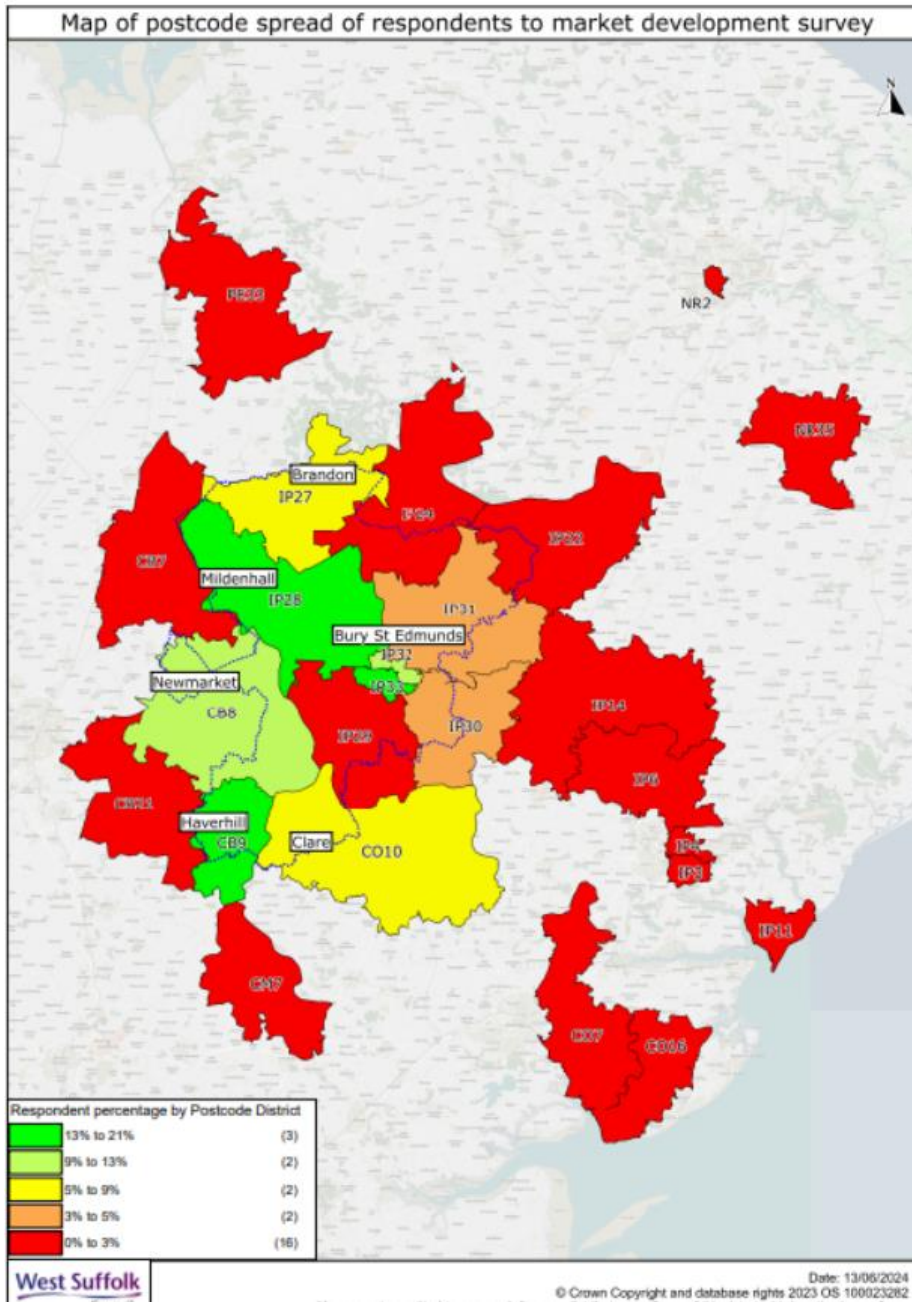


12. 17 (9 per cent) identified as visitors to West Suffolk markets.
13. 2 (1 per cent) respondents identified as councillors.
14. 1 (0.5 per cent) identified as a community group, being Suffolk Bitcoin.
15. 1 (0.5 per cent) responded as a representative of a business group, being the 'Facebook group for Brandon'.
16. A further 3 (2 per cent) responded as 'other' including a West Suffolk Council staff employee, a potential trader and a resident outside of West Suffolk.

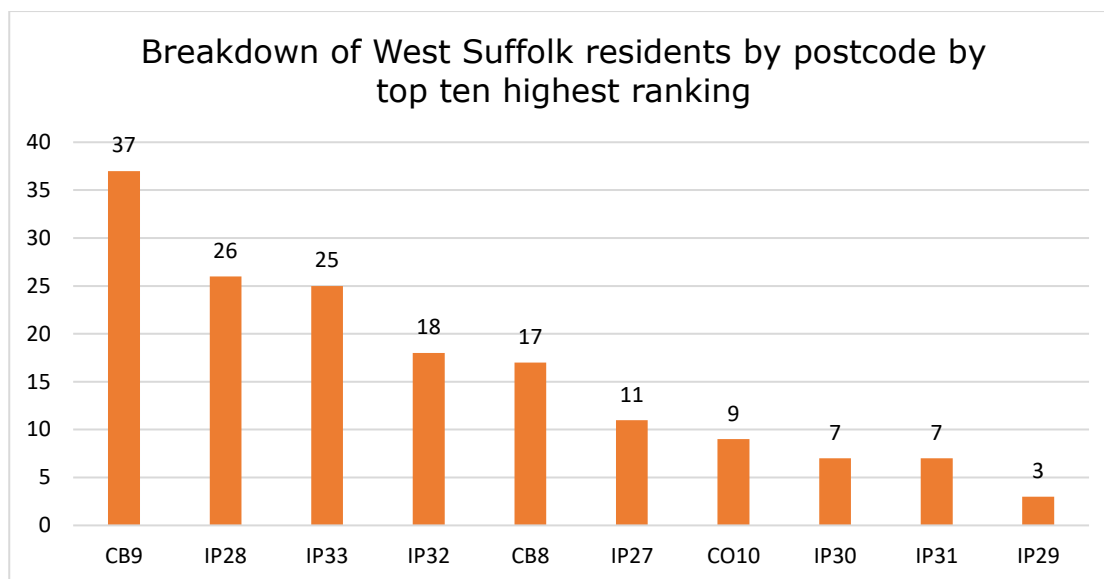


**Respondent location**

17. Out of the total respondents, 179 (95 per cent) provided veritable postcodes. Response distribution by postcode district is shown on the map below.



18. Out of the 179 respondents who provided a postcode, 139 (74 per cent) identified as West Suffolk residents with 49 per cent living in CB9, IP33 and IP28 postcodes.



## Gender

20. 182 respondents described their gender. Out of the total responses, the survey was completed by mostly female respondents, representing 64 per cent of the total. Male respondents represented 31 per cent, with 4 per cent stating that they would 'prefer not to say' and 0.5 per cent stating 'in another way'.

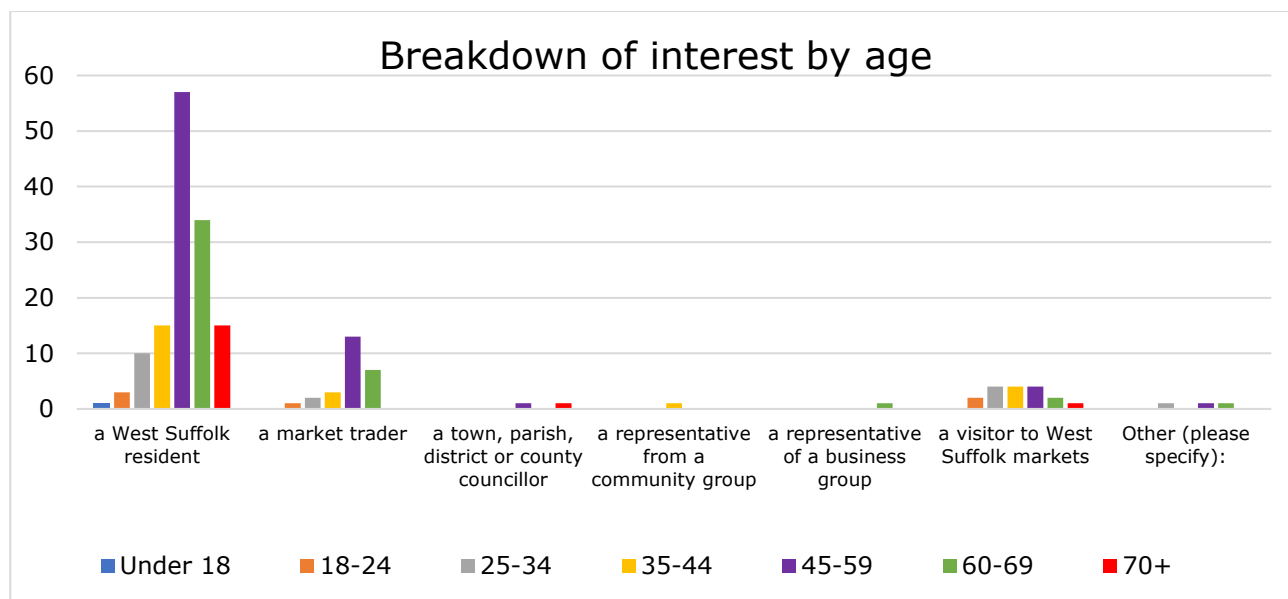
## Age and health-disability

21. Out of 189 respondents, 185 provided their age category. The age breakdown (see table below) shows a larger proportion of older people completed the survey in comparison to those under 24; ages 45 to 70+ represent 75 per cent of the total.

Age breakdown of respondents		
Age categories	Percentage (%) in each category	West Suffolk Percentage (%) 2020
0-17	0.5	21.2
18-24	3.2	6.8
25-34	9.1	13.3
35-44	12.4	12
45-59	41	19.4
60-69	24.3	11
70+	9.2	16.4

22. A breakdown of the interest by age are as below.





23. Out of 189, 181 answered whether they have any long-standing illness, disability, or infirmity. 151 (83 per cent) answered 'No', and 39 (17 per cent) answered 'Yes'. The disability breakdown (see table below) shows a distribution proportionate to the West Suffolk population.

<b>Long standing illness, disability, or infirmity breakdown of respondents</b>		
<b>Categories</b>	<b>Percentage (%) in each category</b>	<b>West Suffolk Percentage (%) 2021 (under the Equality Act)</b>
<b>Disabled</b>	<b>17</b>	<b>16.3</b>
<b>Not disabled</b>	<b>83</b>	<b>83.7</b>

### Equalities information

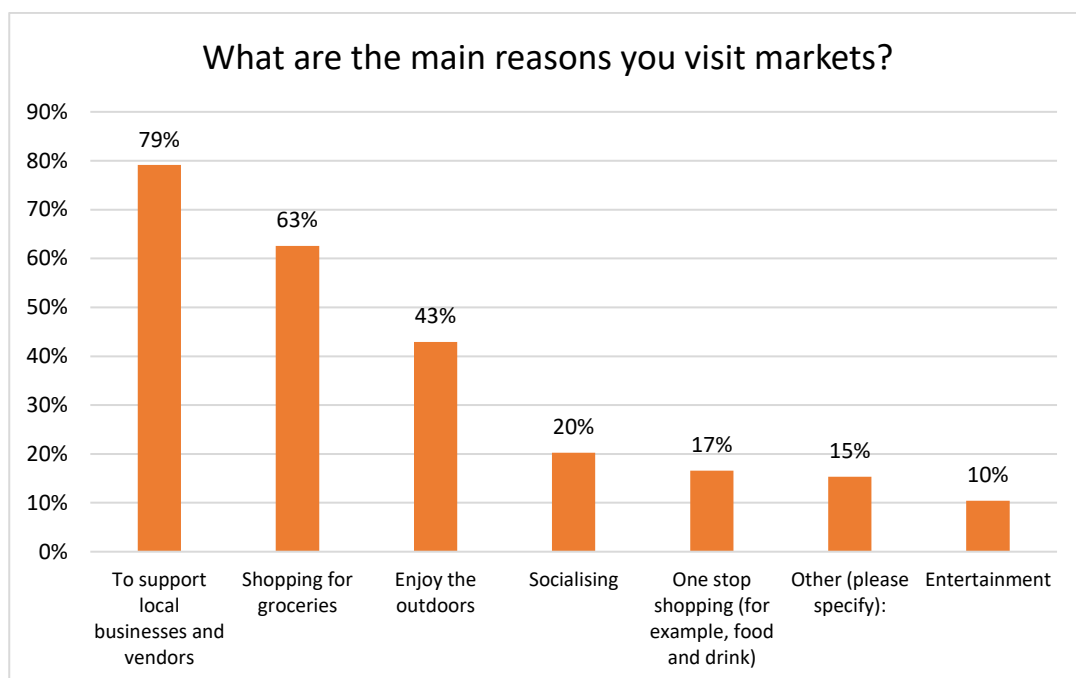
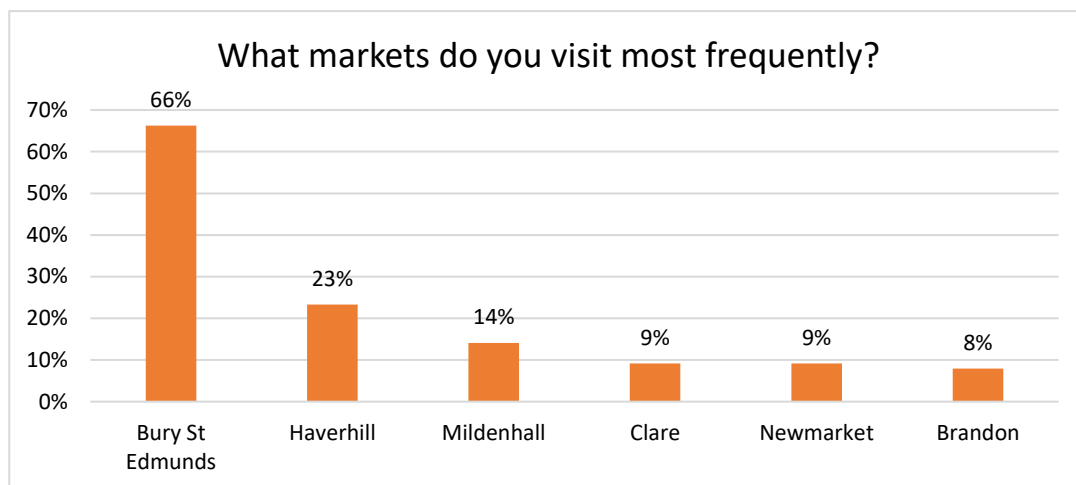
24. 180 respondents answered the question on ethnic origin. Out of all 180 respondents, 160 identified as English, Welsh, Scottish, Northern Irish or British (89 per cent). 12 (7 per cent) respondents identified as any other White background.
25. Four respondents identified as 'Irish' (2 per cent), a further respondent (0.5 per cent) identified as 'Caribbean', one respondent as 'White and Black Caribbean' (0.5 per cent) and two (1 per cent) as White and Asian.

## Section 2: Visiting the markets.

### Insights across all markets

26. All respondents, but market traders, were asked a series of multiple-choice questions around what markets they visit most frequently in West Suffolk, what the main reasons were for visiting the markets and factors that would influence their decision to visit a market.

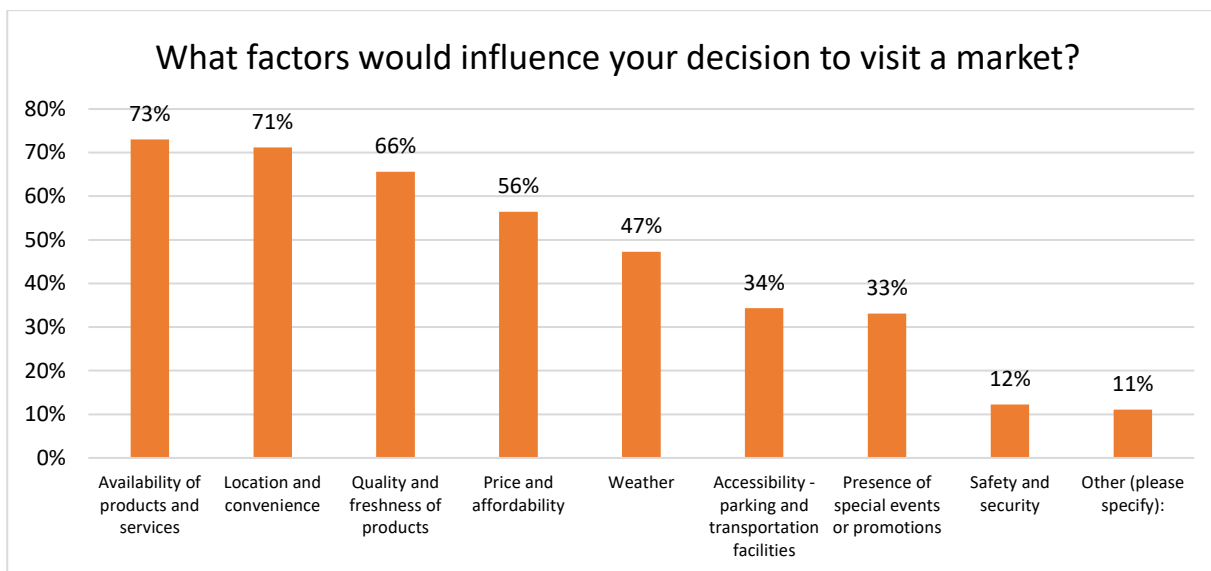
27. 163 respondents provided an answer to all three questions as below.



28. 25 respondents provided free text for 'other' to the question, 'what the main reasons are you visit markets', as below.

Reasons	Frequency
Convenience and close location	6
Quality fresh food produce without the plastic packaging	4
See how many stalls there are and what it offers	5
Value for money and to find deals	3
Opportunity to spend time with family	2
To visit craft stalls	1

Reasons	Frequency
Visiting businesses that accept bitcoin for payment	1
To visit the Makers Market	1
Shop for plants	1
Give praise to stall holders	1



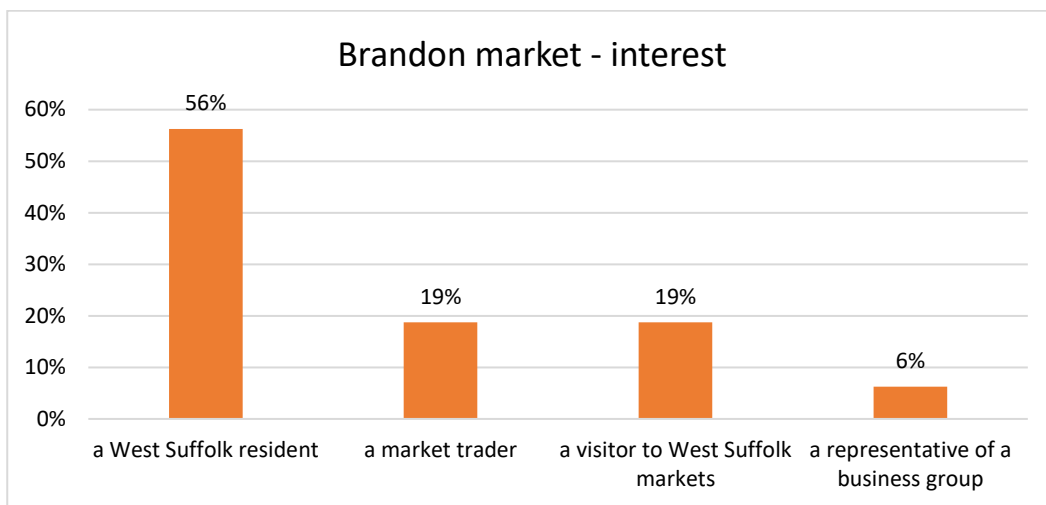
29. 18 respondents provided free text for 'other' to the question, 'what factors would influence your decision to visit a market', as below.

Factors	Frequency
More variety of vendors and stalls	5
Free or cheap parking	2
Size	1
Ability for customer to how pay they choose	1
More businesses taking bitcoin	1
Consider a Friday night food truck, local music etc like Ely and Altrincham	1
Timings – request to extend these to enjoy the afternoon	1
Visits are often combined with other errands	1
Enable the full amount of market traders on Wednesday in Bury St Edmunds	1

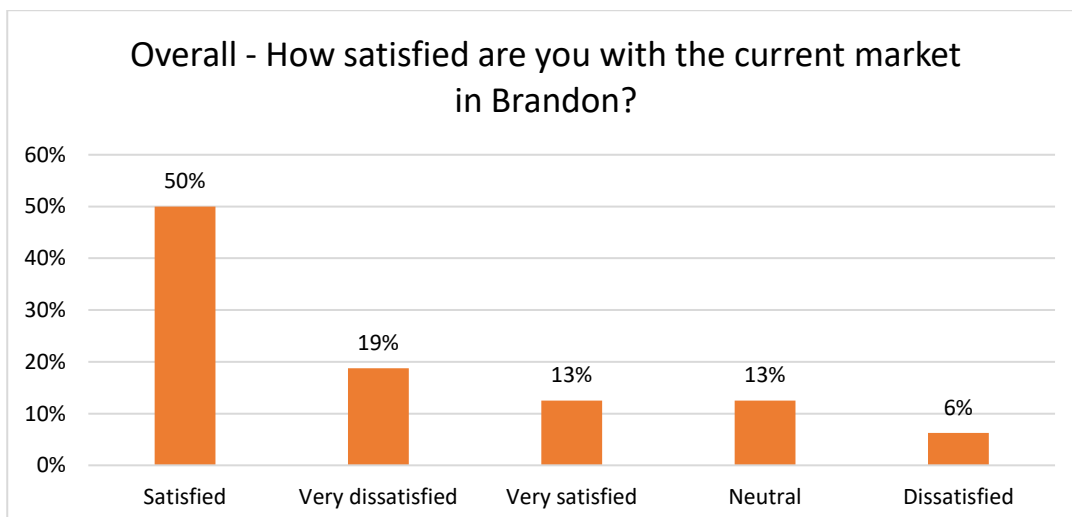
### Section 3: Brandon market

#### Overall

30. A total of 16 respondents commented on the Brandon market in West Suffolk. Of these, 9 were residents (56 per cent), 3 were market traders (19 per cent), one business group (6 per cent), 3 visitors to West Suffolk (19 per cent).

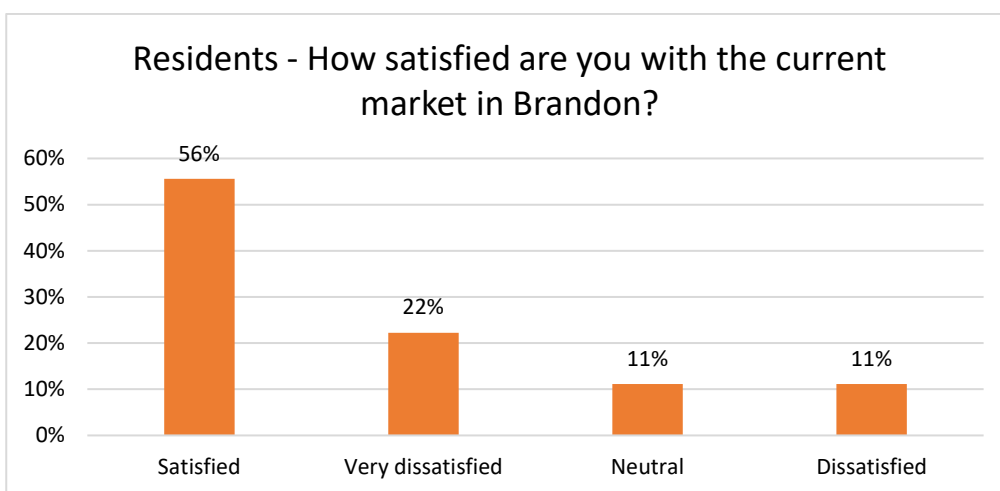
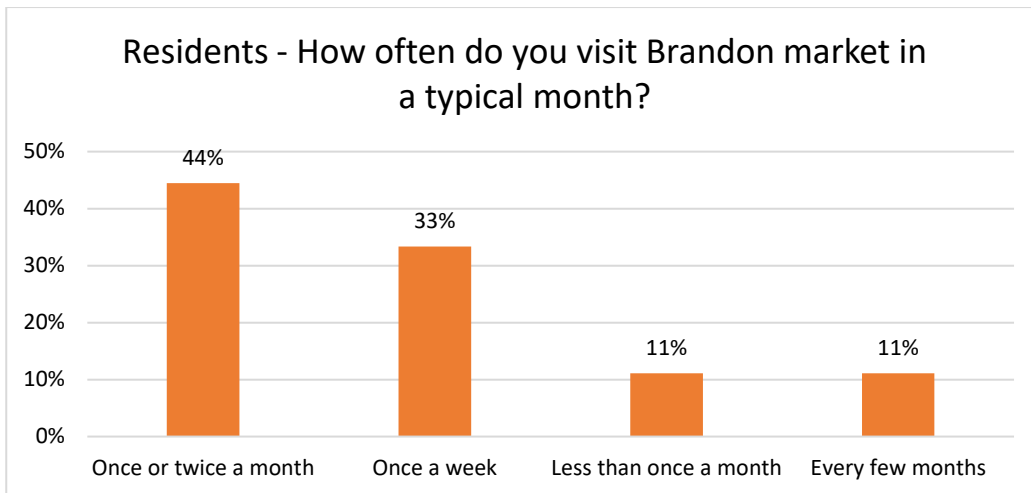


31. Respondents were asked a series of multiple-choice questions such as frequency of their visits to the market in a typical month (except for market traders) and their satisfaction ratings.
32. They were then asked what they liked, disliked, improvements for the market and how they see it developing in the future. The latter four responses were free text.
33. All respondents provided an answer to the multiple-choice question as below.



**West Suffolk residents**

34. Out of a total 16 respondents, 9 were residents providing a mix of multiple choice and free text responses to the below:



35. 8 residents provided free text responses as to what they like at the Brandon market as below.

Positives	Frequency
Affordable prices	1
Quality produce	2
Convenient location	1
Good sense of community	1
Spacious good location	7
Reasonable and interesting variety	2

36. 8 residents provided free text responses as to what they dislike at the Brandon market as below.

Negatives	Frequency
No parking for disabled	1
Closes too soon	1

<b>Negatives</b>	<b>Frequency</b>
Not enough stalls nor variety such as limited fruit and veg	5
Very small	1

37. 6 residents provided free text responses when asked to provide suggestions for improvements as below.

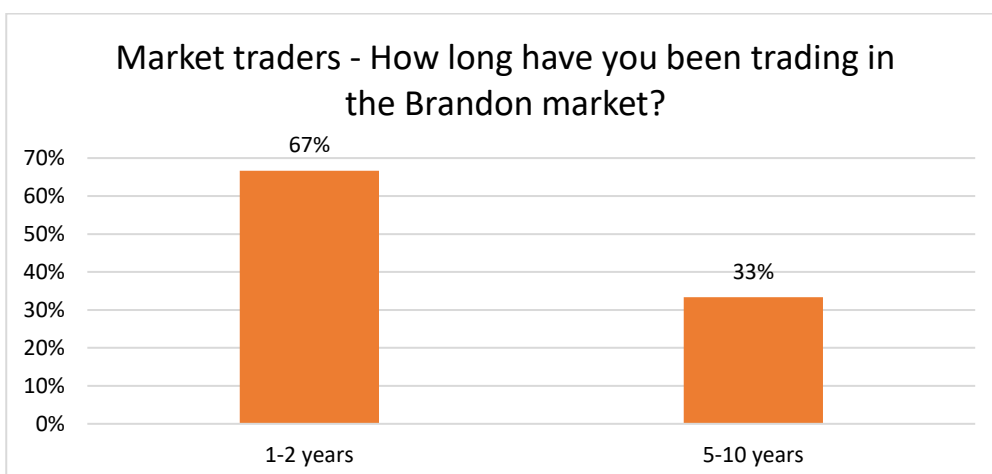
<b>Suggestions for improvement</b>	<b>Frequency</b>
More stalls	3
More seating	1
Open longer during the day	2
More variety such as a cake stall, a refill eco stall, cheese and pies.	2

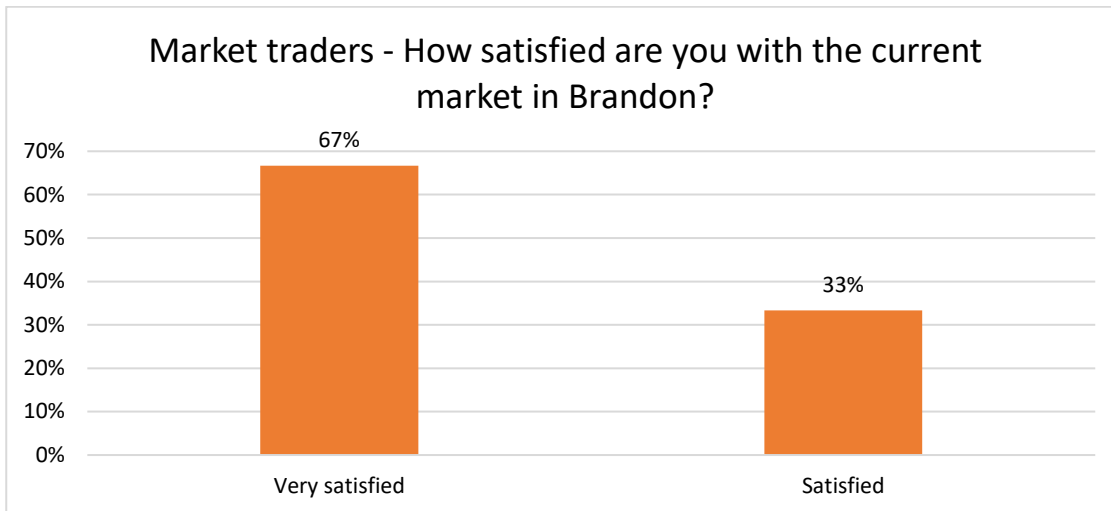
38. 7 residents provided free text responses when asked how they see the market developing in the future as below.

<b>Suggestions for development</b>	<b>Frequency</b>
Undercover area for use in bad weather	1
Saturday market would be better	1
Add local entertainment	1
Unable to compete with online shopping	1
Nothing	2
Bigger space	1
More traders of a diverse range	2

### **Market traders**

39. Out of 101 respondents, 3 responded as market traders in Brandon. Duration of trading in the market and satisfaction levels as below.





40. All three market traders provided commentary on what they liked about the market as below.

<b>Positives</b>	<b>Frequency</b>
Well organised	1
Good selection of stalls	1
Sensible start and finish time	1
Great buzz	1
Council staff officer friendly	2
Good atmosphere with customers	2
Good Facebook page advertising stalls well	1
Friendly amongst traders	1

41. All three market traders provided commentary on what they disliked about the market as below.

<b>Negatives</b>	<b>Frequency</b>
Nothing	3
Could do with more stalls attending on a regular basis	1
Good selection of stalls	1

42. All three market traders provided suggestions for improvement as below.

<b>Suggestions for improvement</b>	<b>Frequency</b>
Nothing	2
More traders	1

43. All three market traders provided suggestions for development as below.

<b>Suggestions for development</b>	<b>Frequency</b>
Continue being a friendly market	1
More traders	2

#### **Further questions for market traders in Bury St Edmunds**

44. All three traders provided commentary on the positive aspects of being a market trader in Brandon as below.

<b>Positive aspects of being a trader</b>	<b>Frequency</b>
Flexibility	1
Moving around to go where the customers are	1
Good atmosphere selling to locals	1

45. All three traders provided commentary on the challenges of being a market trader in Brandon as below.

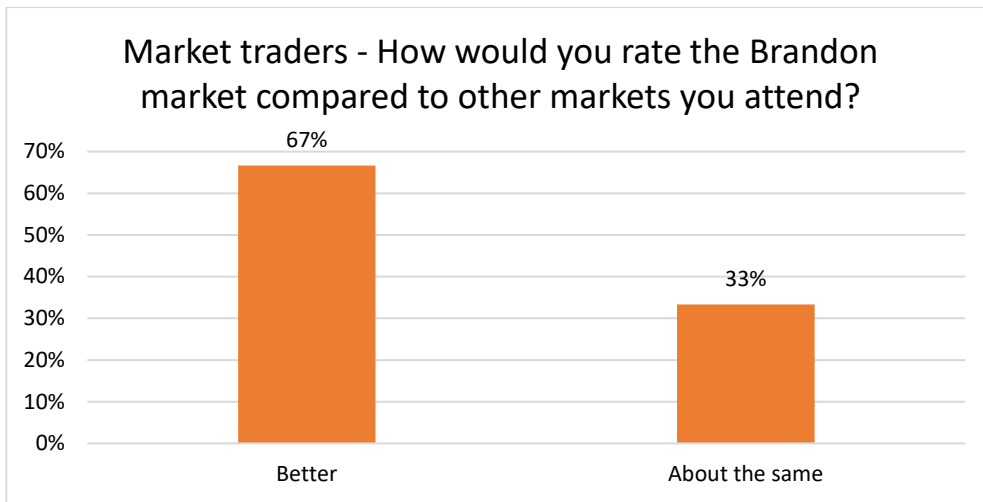
<b>Challenges of being a trader</b>	<b>Frequency</b>
Weather	3
Difficult to find somewhere to park vehicle for the length of time trading which costs money to do so on top of pitch fee.	1

46. All three traders provided suggestions for improvements for the market to better support traders as below.

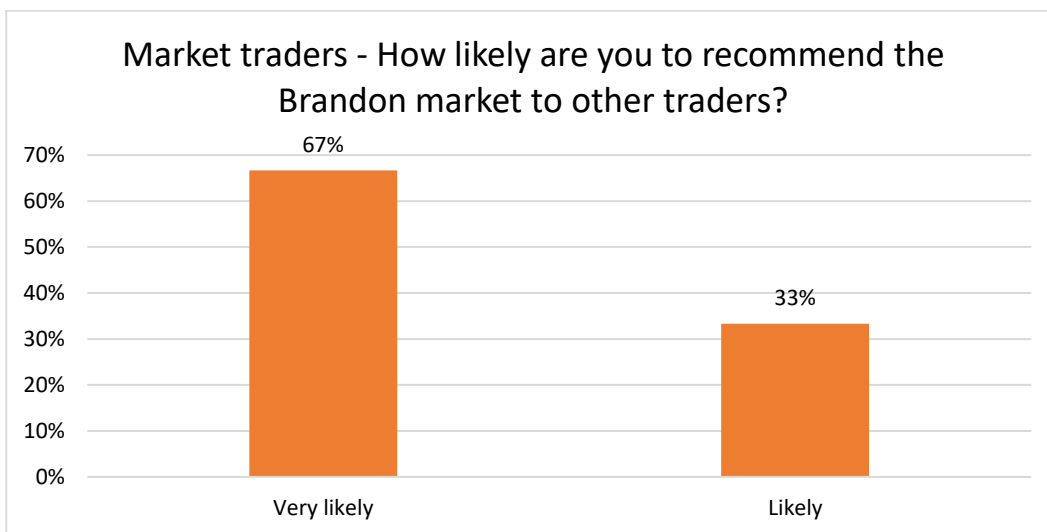
<b>Improvements to better support traders</b>	<b>Frequency</b>
Traders are supported	1
Improve layout	1
Have understanding council staff, no penalties if a trader is unable to make it to the market. A ban on top of loss of income is unproductive	1

47. All market traders gave a rating on how they compare the Brandon market in comparison to other markets they attend as below.





48. Two market traders explained their suggestion with one providing an example. One trader mentions that there is less pressure at Brandon and the other attends Christchurch Park, with staff there on hand to help throughout the day.
49. All three market traders gave a rating on how they compare the Brandon market in comparison to other markets they attend as below.



50. Two traders explained their selection with one mentioning that Brandon is a friendly market and well run.

### Business group

51. Out of 16 respondents, one responded as representative of a business group in Brandon. This was the Facebook group for Brandon representing the Brandon high street.
52. When asked how often they visit the market, they mentioned 'a couple times a year'.
53. When asked how satisfied they are with the current market, they mentioned 'very dissatisfied'.

54. When asked what they liked about the market, they wrote 'not much'.
55. When asked what they disliked about the market, they wrote that 'shops in Brandon are struggling to make sales and people are allowed to trade there with the same as Brandon shops goods'.
56. When asked for suggestions for improvement, they provided no commentary.
57. When asked how they see the market developing in the future, they wrote that [they] do not, with Amazon and online retail far more convenient for customers.

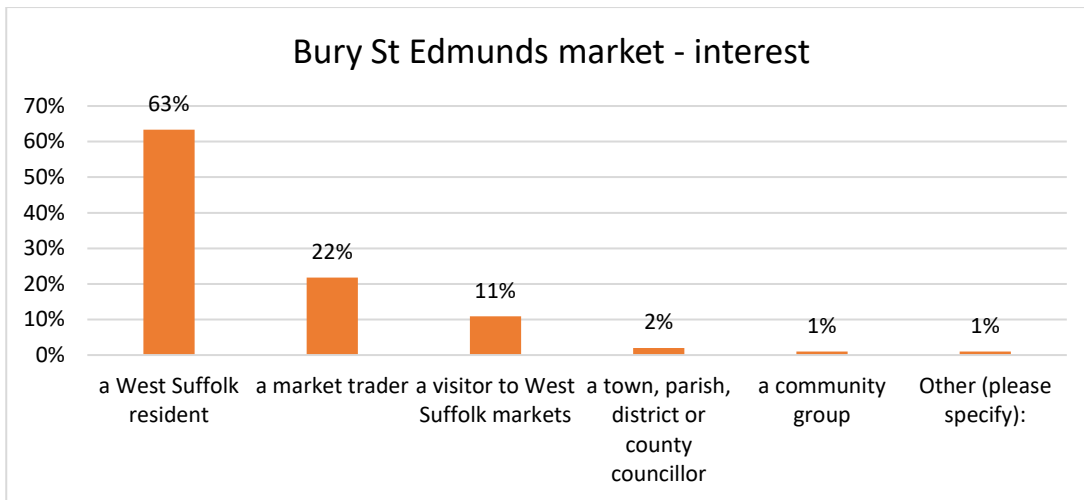
### Visitors to West Suffolk markets

58. Out of 16 respondents, three responded as visitors to West Suffolk markets.
59. When asked how often they visit the market, two mentioned 'once or twice a month' and one 'once a week'.
60. When asked how satisfied they are with the current market, two visitors chose 'satisfied' and one chose 'neutral'.
61. When asked what they liked about the market, one visitor wrote that stall holders are friendly. Another mentioned the variety of stalls is good, with flowers, bakery goods, kids today's, dog beds etc... for sale.
62. When asked what they disliked, one visitor mentioned that it can benefit from more stalls. Another visitor mentioned it is inconsistent with many of the stalls irregular.
63. When asked what improvements they suggest for the market, one visitor wrote 'more regular traders'.
64. When asked how they see it developing in the future, one visitor wrote '[they do not]' due to the inconsistency of stalls.

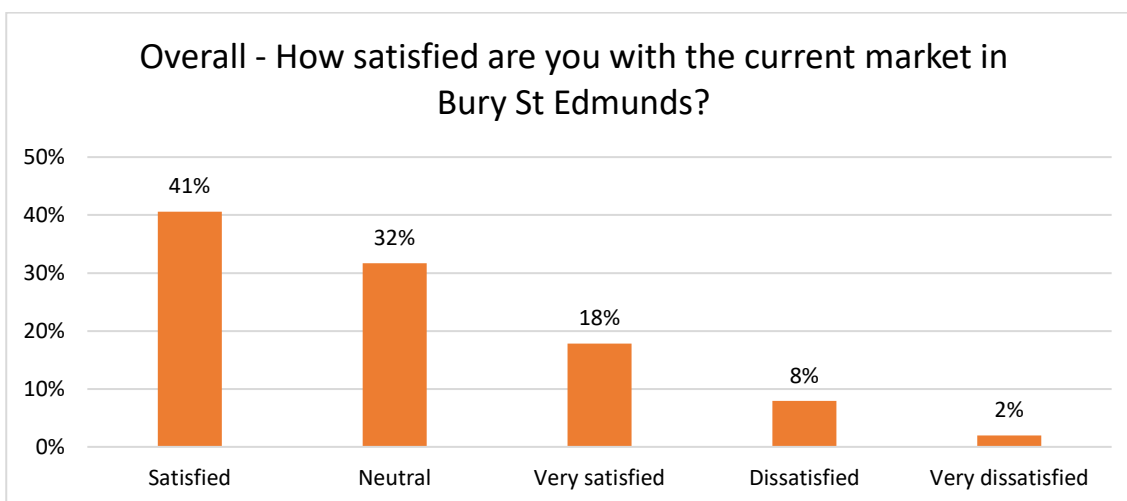
### Section 4: Bury St Edmunds market

#### Overall

65. A total of 16 respondents commented on the Bury St Edmund's market in West Suffolk. Of these, 64 were residents (63 per cent), 22 were market traders (20 per cent), two councillors (2 per cent), one community group (1 per cent), 11 visitors to West Suffolk (11 per cent) and one 'other' identifying as West Suffolk Council staff (1 per cent).

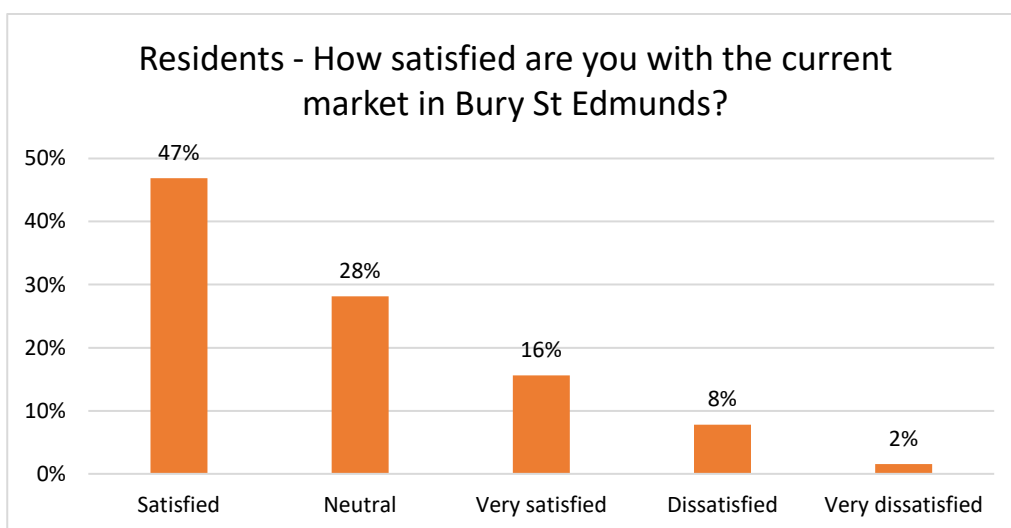
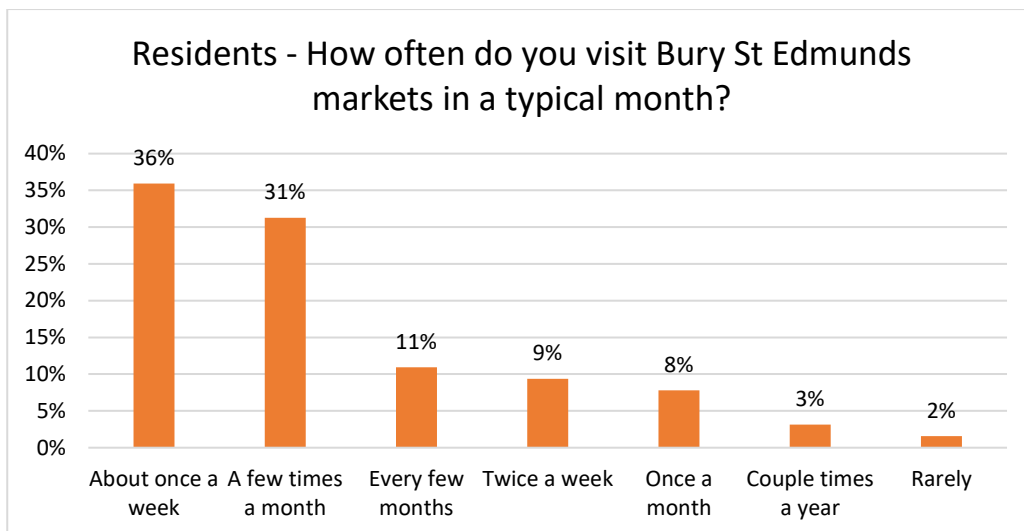


66. Respondents were asked a series of multiple-choice questions such as frequency of their visits to the market in a typical month (except for market traders) and their satisfaction ratings.
67. They were then asked what they liked, disliked, improvements for the market and how they see it developing in the future. The latter four responses were free text.
68. All respondents provided an answer to the multiple-choice question as below.



### West Suffolk residents

69. Out of 101 respondents, 64 identified as West Suffolk residents, providing a mix of multiple choice and free text responses to the below:



70. 55 residents provided free text responses as to what they like at Bury St Edmunds market as below.

Positives	Frequency
Good variety and choice of stalls such as food, produce, local products etc...	24
Friendly atmosphere with stall holders and people	15
Quality of produce, food stalls, plants, items	11
Price	1
Spacious good location	7
Good to see businesses	1
Inclusion of long standing, trusted local and authentic makers	4
Regular events	1
Specialist stalls available like watch battery replacement	1
Community feeling	1

## Appendix 2

Positives	Frequency
Good food and drink, deli offer and street food stalls	3
Good buzz/ambiance/vibrant	4
Traders have expert knowledge on their produce or products to build a rapport with	3
Traditional shopping experience	1
Good browse	1
Ability to avoid plastic	1

71. 48 residents provided free text responses when asked to tell us what they disliked as below.

Negatives	Frequency
Lack of parking for disabled	1
High parking costs	1
Too many food trucks/vendors/takeaway stalls	10
Lack of stalls and a decline in numbers	7
More local producers on the regular market. Should be sold locally at reasonable prices, not at farmers markets once a month.	2
Lack of variety and choice	5
Too many fruits and veg stalls	1
No seating opportunities in the market	1
Poor quality of items, fruit, and vegetables	4
Vans should remain so stall holders can store things in dry place	1
No new stall holders with different items being brought into the market	3
Some stalls are expensive	2
Tacky, market needs cleaning	2
Closes too early	1
Some vendors seem xenophobic/racist	1
Provides no benefit as supermarkets and online is quicker and easier and cheaper than a market.	1
Needs more clothing stalls, needs a better mix of vendors.	1
Antisocial behaviour	1
No covered walkway between the stalls to mitigate against weather	1
Wednesday market sparse sometimes	1
The charges made by the council	1

72. 50 residents provided free text responses when asked to provide suggestions for improvements as below.

<b>Suggestions for improvements</b>	<b>Frequency</b>
Parking for disabled people	1
Free parking in town, on market day	6
More support for traders and local shops, for example with affordable pitches	3
More specialty markets the way Ely operates. A second-hand market, eco market etc. even a food truck area	1
Nothing	3
More vendors and increase variety such as charity and artisan stalls	8
Allow stall holders to have vehicles/vans with them by stool	2
Better quality of food	1
Reduce the volume of street food vendors	2
The council to work with traders so they continue to attend the market such as with lower rents. Council to ensure variety of traders and that the goods sold are of a fair quality for the price paid.	3
Less vans blocking access	1
More live music and special events	2
Make the market footprint smaller when there are less stalls to avoid gaps	1
More table seating areas	6
Better management of businesses with pavement licences and outdoor seating	1
Increase affordability	1
Expand into Cornhill walk with smaller pop-up style business opportunities for small local startups.	1
Offer spaces for new people on a rotating basis	1
Better links with other markets	1
Close it down	1
Ensure the traders' committee operates in the best interests of all stakeholders	1
Market to include unusual products along with the normal everyday market	1
Request for food stall holders to sell in kilograms	1
More plant-based food items	1

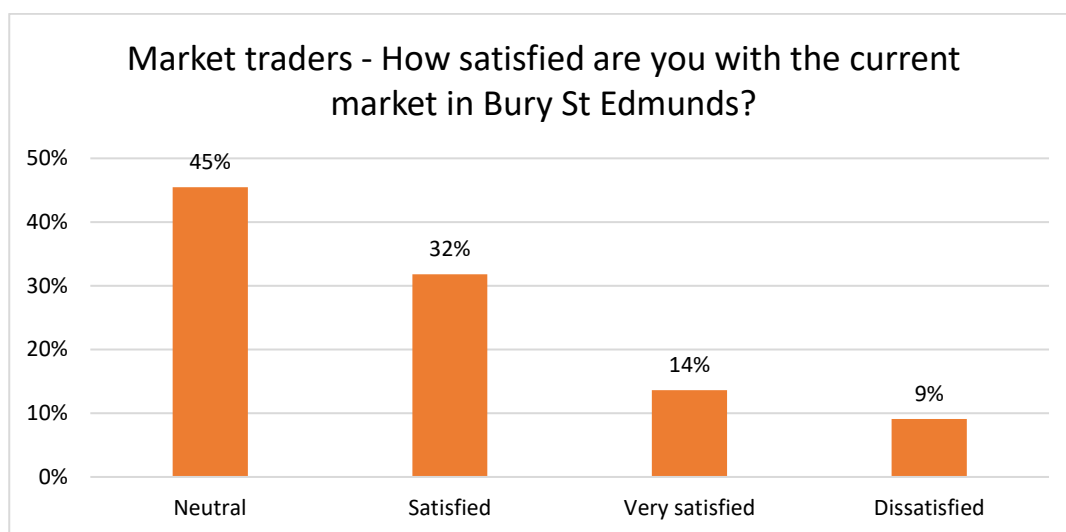
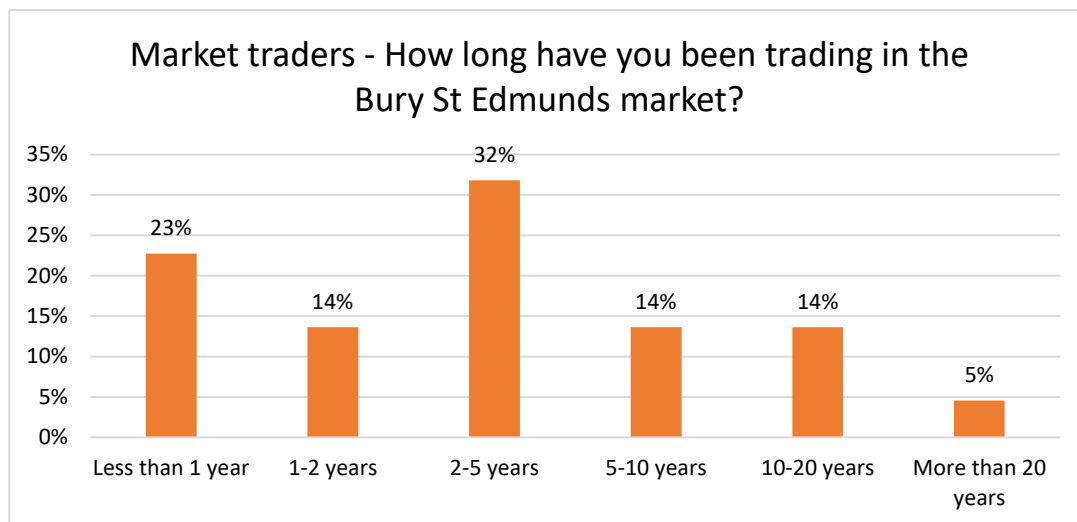
Suggestions for improvements	Frequency
Combine the Saturday and Wednesday markets with makers' and farmers' markets	1
More speciality retailers	1
Directory of stall holders	2
Reduce plastic consumption	1

73. 47 residents provided free text responses when asked to tell us how they see the market developing in the future as below.

How do you see the market developing?	Frequency
More traders and variety of stalls	12
Encouraging more small businesses and young traders	2
Struggling - pitches are expensive, car parking fees, not an innovative market and struggling to compete against online shopping	7
Keep the prices of the goods reasonable and affordable	4
Continue to provide quality stalls	3
More specialist markets such as local craft products and food trucks, than traditional	5
Investment for market to be accessible for all	1
To support our local traders and farmers more strongly, to reduce supermarket use and increase sustainability	3
Fewer traditional stalls, with a further move to crafts and food.	1
Make it child friendly and vibrant such as by renovating the old area of the market and adding colour	2
Create an indoor market which has a food hall at its centre	1
Invest in the market experience to spend some time rather than a quick look round	1
Reduce food-based vans	1
Combine craft and farmers market	2
Increase free seating areas	1
More culturally diverse stalls	1
More events	1
Encouragement of casual traders and smaller pop-up units on market days	1
Wider pedestrianisation of the Butter-market	1
Continued investment to support access for stall holders and good provision of services to them with reasonable costs to maintain the market and increase its offering	1

**Market traders**

74. Out of 101 respondents, 22 responded as market traders in Bury St Edmunds. Duration of trading in the Bury St Edmunds market and satisfaction levels as below.



75. Out of the 22 market traders, 21 provided commentary on what they liked about the market as below.

Positives	Frequency
Diverse variety of stalls	5
Saturday's market engages a good variety of customers, large footfall both tourists and regulars.	5
Well organised and set	4
Vibrant community atmosphere	6
Friendly relationship, loyal and regular customers	5



## Appendix 2

Positives	Frequency
Live music	1
Friendly, cheerful comradery support among other traders and organisers	8
Good quality of stalls	1
Superb team from West Suffolk Council on hand to help (Makers Market)	1
Social media advertising is good and promotes the market well	1
Good location	2
Street level allows access for everyone	
Rubbish regularly collected	1

76. Out of the 22 market traders, 21 provided commentary on what they disliked about the market as below.

Negatives	Frequency
Lack of organisation and poorly run	2
High rent/pitch charge for Wednesday's market	2
Not letting traders go in windy conditions – should not be penalised if they choose not to trade in adverse weather where safety is a concern as well as protecting valuable stock.	4
Lack of stalls on a Wednesday in the main market area.	2
The 10 nonattendances and consequent 2-week ban.	3
Access on and off the market is not very convenient, not many traders to fill the market. Expensive to trade there.	1
Antisocial behaviour from the public	1
Unkind traders – discrimination	2
Lack of loos for market workers	1
Hostility from council towards market traders	1
Lack of free parking provision for traders	3
Cannot keep vehicle on, unless in windy weather	1
Traders selling items that are mass produced and bought in. Affects hand makers trade as they are unable to compete on price.	1
Decline in footfall and no new customers	1
Rules around gazebos are outdated, with high winds it may be unsafe to have a gazebo up even when it's well weighted	1

77. Out of the 22 market traders, 19 provided suggestions for improvement as below.

## Appendix 2

Suggestions for improvement	Frequency
Try to improve attendance by offering an incentive for good attendance	1
Free parking for traders	2
Fix the kerb dips	1
Vehicles left on (only cars). Traders with smaller vehicles be able to leave it next to their stall and this will free up more parking in the carpark. vans being on site makes the market much safer during windy conditions.	2
More promotion for markets	1
West Suffolk Council to replace gazebos, perhaps all have white or light-coloured tops/rooves as the current blue ones make the sales space very dark, whereas the lighter ones show off the goods for sale much better.	1
Hold a Vintage Market a few times per year	1
Shorter trading day	2
Cheaper pitches	2
Loos for the market workers	1
Increase the number of stalls trading	3
All traders to be treated equally	2
Try and move traders closer together so it looks more compact, particularly in poor weather	1
Incentive to trade on Wednesday's, not just Saturday.	1
More support for traders	1
Regular events with musicians, seating areas outside, in the summer, more coffee stalls etc, an outside play area for children, sand pit/soft play area, so parents can relax	2
A council officer who can make decisions on all matters but weather-related ones without recourse to phone calls, permissions etc, should be on site on market days 6AM to 4PM	2
Break up the food section and have trader spread throughout the market that are food or have more than one area for food traders	1

78. Out of the 22 market traders, 16 provided commentary on how they see the market developing in the future as below.

How do you see the market developing?	Frequency
More diversity in stall types	2
Include buskers/bands	1
Create an undercover market to combat climate change and harsh weather conditions	1

<b>How do you see the market developing?</b>	<b>Frequency</b>
Make pitch rent cheaper for regular traders, particularly on Wednesday.	3
Implement a parking deal on Wednesday's so after 12PM is free.	1
More advertising to promote it	1
Ability to extend and fill more of the town	1

**Further questions for market traders in Bury St Edmunds**

79. Out of the 22 market traders, 21 provided commentary on the positive aspects of being a market trader in Bury St Edmunds as below.

<b>Positive aspects of being a market trader</b>	<b>Frequency</b>
Self-employment, independence, flexibility and a regular income	11
Interaction with friendly customers and a feeling of community	12
Camaraderie with fellow traders	6
Being part of a vibrant town centre.	1
Being able to move around and go where the customers are, without retail overheads	2

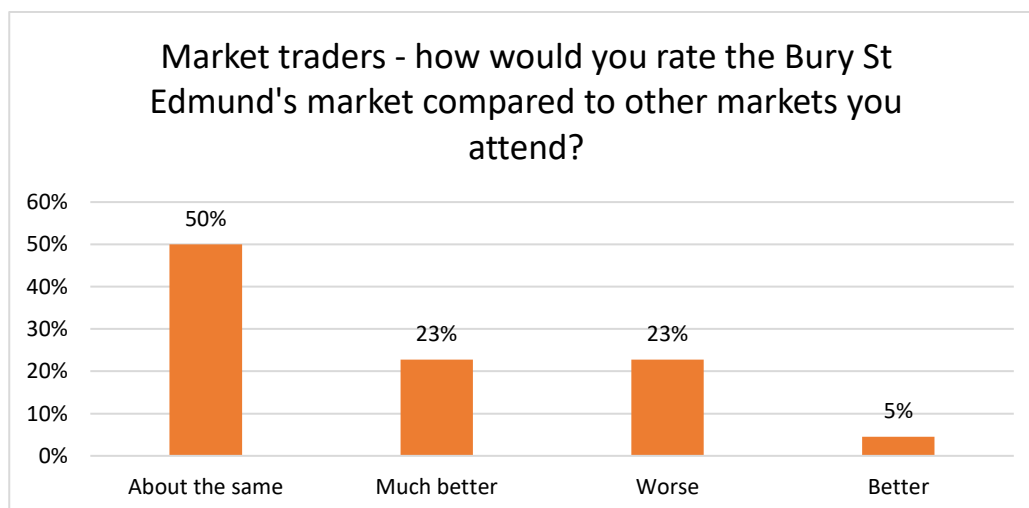
80. Out of the 22 market traders, 20 provided commentary on the challenges of being a market trader in Bury St Edmunds as below.

<b>Challenges of being a market trader</b>	<b>Frequency</b>
Dips in tarmac damaging tables, due to uneven surface	1
The weather such as high winds, rain	13
No loos	1
Rules and regulations of Suffolk County Council.	1
Gaining new customers and building trust	2
Having to remove the van makes it too difficult to trade regularly. No cover for solo traders, to park the van, go to the loo, replenish stock, pick up van at end of day	2
Internet shopping. Town centres with empty shops may not attract people. People's shopping habits have changed over time	
Declining footfall - loss of revenue, because of the cost-of-living crisis	3
Rude unkind behaviour from other traders	1
High rents	1

81. Out of the 22 market traders, 19 provided suggestions for improvements for the market to better support traders as below.

Improvements for the market	Frequency
To review the policy on days missed to coincide with the impact of global warming on the weather	2
Continue to have a markets officer present	2
Engagement with the traders, better communication such as providing notes or correspondence on the outcomes of relevant meetings or discussions	1
More exposure to Makers Market	1
Opening the public toilets in the ARC earlier on a Sunday	1
Council to have more of a 'can do' attitude	2
There could be some kind of financial incentive for traders that turn up week in week out despite the weather, especially in Jan-Feb when takings are traditionally down	1
Free parking on market days	2
Implement more events & activities for families, children etc	1
Reduce pitch fees	2
Smarten up the market site, trees, pavements, litter etc, more flowers planters etc	1
Increased police presence	1
Increase publicity for Bury St. Edmunds, more Social Media coverage, Facebook, Instagram, Marketplace etc to share it around everywhere and advertise different stalls	1
Ensure traders have correct weights on gazebo stalls	1
Allow casual traders to turn up on the day with no need to book in advance.	1

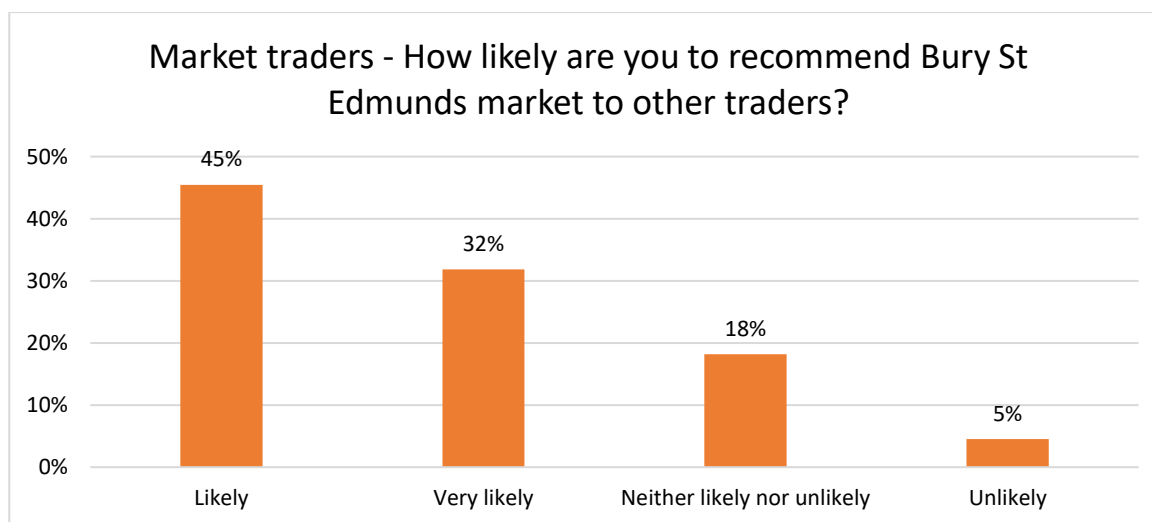
82. All market traders gave a rating on how they compare the Bury St Edmunds market in comparison to other markets they attend as below.



83. Several market traders explained their suggestion with some providing examples as below.

Explain selection with an example(s) of markets that are of good practice
Run very well. And the market inspectors at Bury St Edmunds market are fair
Ipswich market is well run with most traders doing all four trading days.
Sudbury - the councillors in charge of the market come to all new traders and introduce themselves.
Bury seems to have no leeway in hard times
In other markets, bins are provided to put rubbish in, and the organiser is always available during the market not just at the beginning and end of the market
Sudbury, Ely, Haverhill
Other markets provide time off for illness and traders are not penalised for bad weather
Traders are unable to leave vans on to keep extra stock on and helps when the weather is unpredictable and the market finishes at 3PM
Antiques markets, vintage markets run by Black Dog and Deben events

84. All market traders gave a rating on how they compare the Bury St Edmunds market in comparison to other markets they attend as below.



85. Several traders explained their selection as below.

Commentary	Frequency
Footfall is high	2
The market is busy, the set up/pack down is simple, the town feels safe and the application process/communication easy	1
Well run, efficient, and helpful support staff	2

<b>Commentary</b>	<b>Frequency</b>
Bury St Edmunds has good transport links, attractions, retail offer	2
Having to remove the van makes it too difficult to trade regularly.	1
Some traders make new traders feel unwelcome	1
Traders are nice	1
Pitch prices put traders off and lack of admin organisation to become a permanent trader	1

**Town, parish, district, or county councillor**

86. Out of 101 respondents, two identified as West Suffolk town, parish, district, or county councillors, representing two wards, with one in Bury St Edmunds. Two councillors were represented in this consultation, both commenting on the Bury St Edmunds market.
87. When asked how often they visit the market, one mentioned 'about once a week' and another 'a few times a month'.
88. When asked how satisfied they are with the current market, one mentioned 'neutral' and another 'very dissatisfied'.
89. When asked what they liked about the market, one councillor wrote that the Saturday market is reasonably well attended by market traders with lots of stalls. Another councillor mentioned that a several stalls were forced out of the market as they were unable to park their vehicles.
90. When asked what they disliked about the market, one councillor mentioned that there are too many street food trucks, and another highlighted the reduced footfall on a Wednesday. They further added that there are a few stalls worth attending on a Wednesday with a lack of variety.
91. When asked to provide suggestions for improvement, one councillor mentioned to encourage traders to return that have left. Another councillor raised the importance of more stalls to provide a better offer, noting that if it results in lower pitch fees to encourage more traders, it may be a good investment. They further added more seating areas and loo provisions.
92. When asked to provide suggestions for development, one councillor mentioned to increase stall holders as car parking numbers are increasing. They raised the importance of market days taking top priority over other markets on different days, like the Sunday markets.

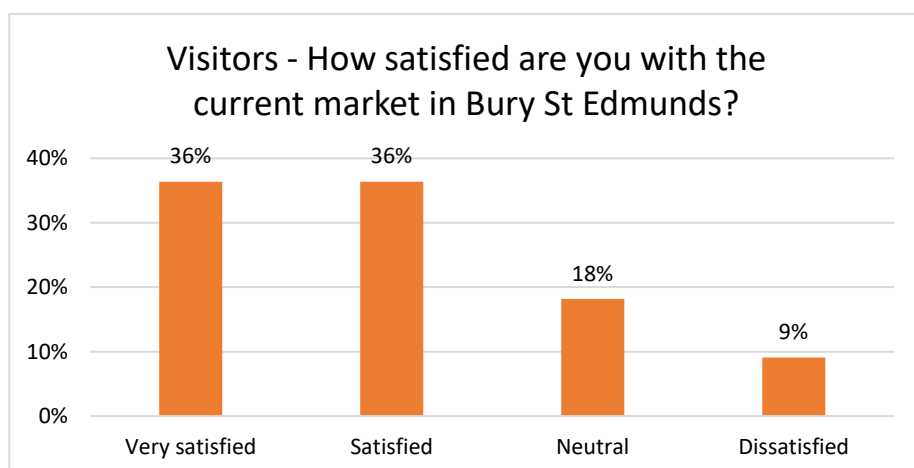
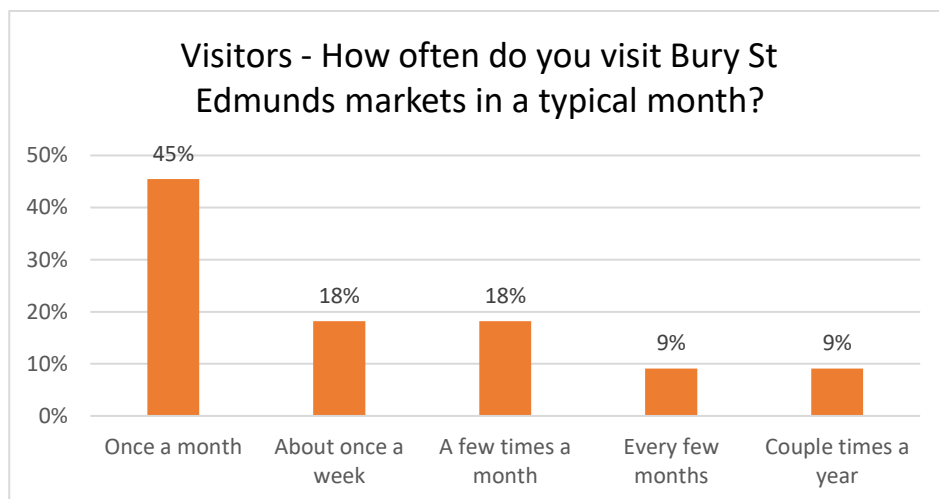
**Community group**

93. Out of 101 respondents, one identified as a community group, Suffolk Bitcoin
94. When asked how often they visit the market, they mentioned 'once a week'.

- 95. When asked how satisfied they are with the current market, they mentioned 'very satisfied'.
- 96. When asked what they liked about the market, they mentioned the market has a good variety of stalls.
- 97. When asked what they disliked about the market, they wrote 'nothing'.
- 98. When asked to provide suggestions for improvement, they raised the importance of education on the benefits of accepting bitcoin as payment.
- 99. When asked to provide suggestions for development, they raised for the market traders to accept bitcoin as payment.

**Visitors to West Suffolk markets**

- 100. Out of a total 101 respondents, 11 were visitors providing a mix of multiple choice and free text responses to the below:



- 101. 8 visitors provided free text responses as to what they like at Bury St Edmunds market as below.

<b>Positives</b>	<b>Frequency</b>
Good variety of stalls	5
Affordable	1
Regular stalls	1
Friendly traders	1
Good food stalls	1

102. 6 visitors provided free text responses as to what they dislike at Bury St Edmunds market as below.

<b>Negatives</b>	<b>Frequency</b>
Lack of variety	1
Not many antique market stalls	
Same stalls each week	1
Roads tricky to navigate	1
Parking is expensive	2
Lack of seating	1

103. Six visitors provided suggestions for improvements for the market as below.

<b>Suggestions for improvement</b>	<b>Frequency</b>
Increase variety of stalls	2
More local businesses	1
Take more bitcoin	1
Better signage	1
Dog bowls	1
Better seating arrangements	1

104. Seven visitors provided suggestions for development for the market as below.

<b>Suggestions for development</b>	<b>Frequency</b>
More variety such as clothing stalls and antiques	3
Market is poor and will disappear	2
Take more bitcoin	1
Keep the market traditional selling local produce and goods	1

## **Other**

105. Out of 101 respondents, one identified as 'other' being West Suffolk Council staff.



106. When asked how often they visit the market, they mentioned a few times a month.

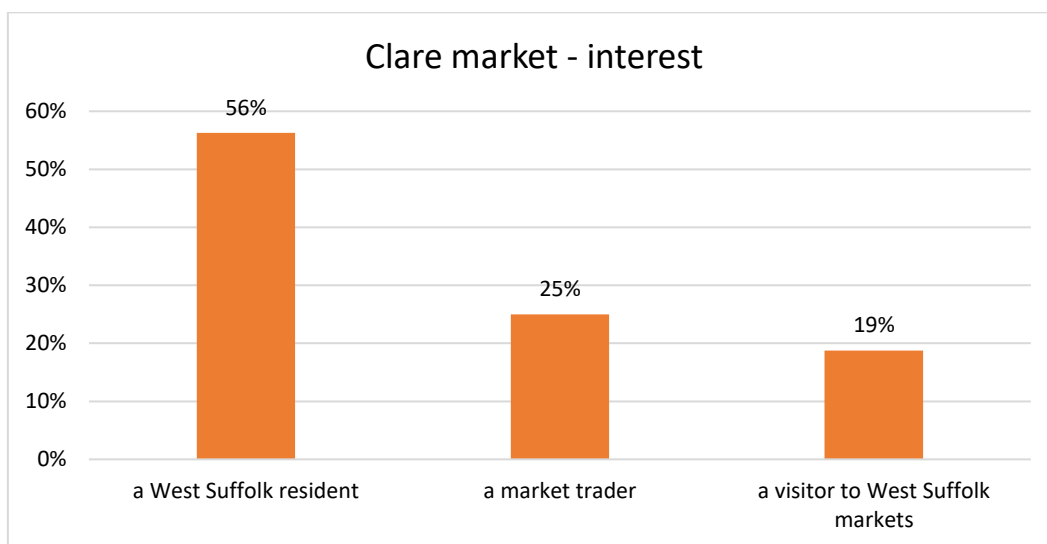
107. When asked how satisfied they are with the current market, they mentioned 'neutral'.

108. They provided no further free text responses.

## **Section 5: Clare market**

### **Overall**

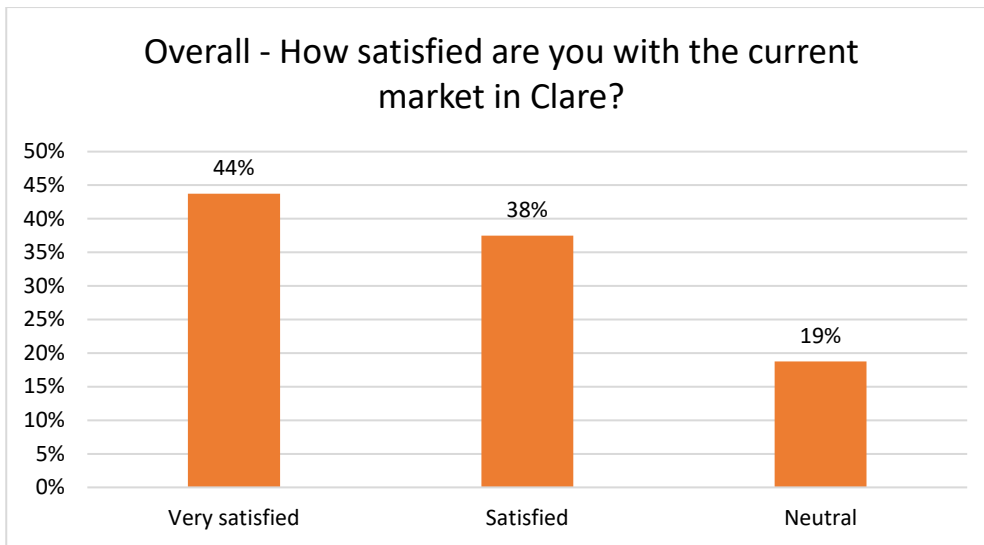
109. A total of 16 respondents commented on the Clare market in West Suffolk. Of these, 9 were residents (56 per cent), 4 were market traders (25 per cent) and three as visitors to West Suffolk markets (19 per cent).



110. Respondents were asked a series of multiple-choice questions such as frequency of their visits to the market in a typical month (except for market traders) and their satisfaction ratings.

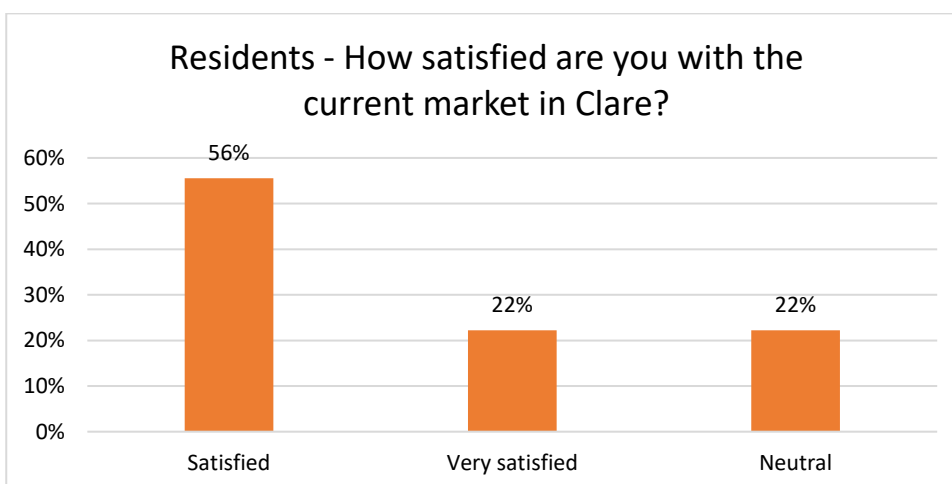
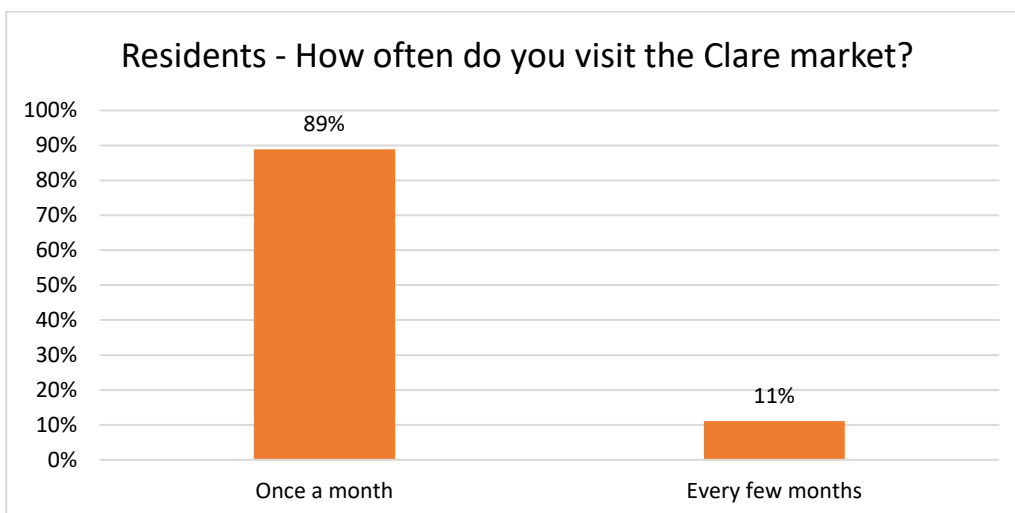
111. They were then asked what they liked, disliked, improvements for the market and how they see it developing in the future. The latter four responses were free text.

112. All respondents provided an answer to the multiple-choice question as below.



**West Suffolk residents**

113. Out of 16 respondents, 9 identified as West Suffolk residents, providing a mix of multiple choice and free text responses to the below:



114. 8 residents provided free text responses as to what they like at Clare market as below.

<b>Positives</b>	<b>Frequency</b>
Parking availability and free parking on streets	2
Variety of goods	1
Quality of stalls	2
Good sense of community	1
Location – local cafes close to market	1

115. 8 residents provided free text responses when asked to tell us what they disliked as below.

<b>Negatives</b>	<b>Frequency</b>
Small number of stalls, lack of choice	4
Poor parking availability	2
Nothing	1

116. 6 residents provided free text responses when asked to provide suggestions for improvements as below.

<b>Suggestions for improvement</b>	<b>Frequency</b>
More parking and relaxed street parking on market days	2
More stalls and larger variety	2
Invite more small businesses such as more farm products, veg, fruits	1
More advertising in surrounding towns	1

117. 6 residents provided free text responses when asked to tell us how they see the market developing in the future as below.

<b>Suggestions for development</b>	<b>Frequency</b>
Increase in size	2
More stalls	2
Market running twice a month	1
Move towards more crafts and food	1

### **Market traders**

118. Out of 16 respondents, 4 responded as market traders in Clare. Duration of trading in the Clare market and satisfaction levels as below.



119. All four market traders provided commentary on what they liked about the market as below.

Positives	Frequency
Well organised	1
Good selection of traders	1
Good advertising	1
Friendly atmosphere	2
Free parking	1
Council staff officer friendly and helpful	1
Pitch fees are affordable	1
Market attracts a good number of customers	1

120. Three market traders provided commentary on what they disliked about the market as below.

<b>Negatives</b>	<b>Frequency</b>
Surface – loose bricks and public vulnerable to trips	1
Start time too early as local shops do not open until 9AM or 10AM when customers are out	1
Traders selling items that are mass produced and bought in. Affects hand makers trade as they are unable to compete on price.	1

121. Two market traders provided suggestions for improvement as below.

<b>Suggestions for improvement</b>	<b>Frequency</b>
Nothing	1
More advertising	1
More focus on local handmade traders at Makers Market	1

122. One market trader provided commentary on how they see the market developing in the future, mentioning for it to continue as is.

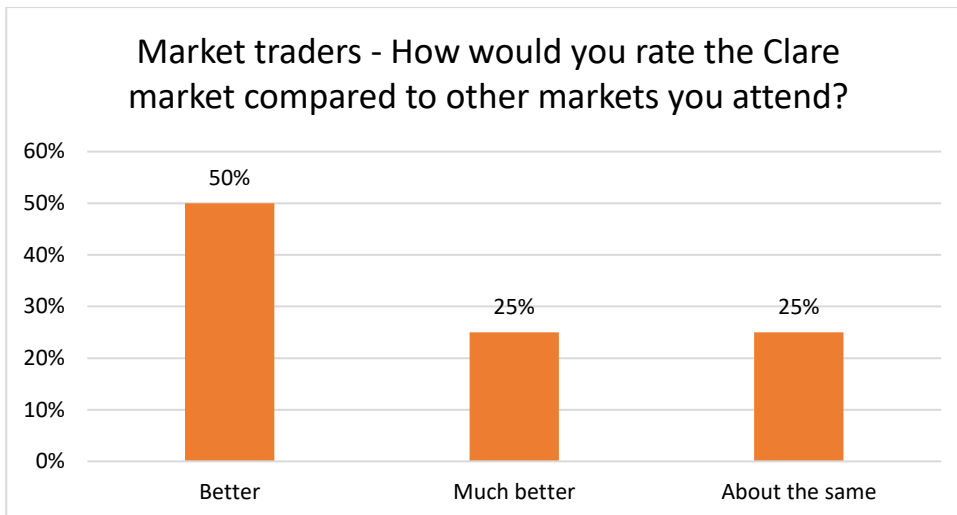
**Further questions for market traders in Clare**

123. All four traders provided commentary on the positive aspects of being a market trader in Clare. All mentioned the good community feeling with customers, being a regular face and selling to locals their products.

124. All four traders provided commentary on the challenges of being a market trader in Clare. Three traders mentioned the weather and one mentioned the bullying culture towards new traders with parking and set up difficult as a solo trader.

125. Three traders provided suggestions for improvements for the market to better support traders. Two mentioned nothing, and another raised how the Makers Market needs more exposure, with many people getting it confused with the weekly markets. A trader raised that the Makers Market can have its products devalued by larger traders selling bulk online products, mainly towards the Christmas season.

126. All market traders gave a rating on how they compare the Clare market in comparison to other markets they attend as below.



127. All market traders gave a rating on how they compare the Clare market in comparison to other markets they attend as below.



**Visitors to West Suffolk markets**

128. Out of 16 respondents, three identified as visitors to the market.

129. When asked how often they visit the market, one mentioned once a month and two other visitors mentioned 'every few months'.

130. When asked how satisfied they are with the current market, two visitors mentioned 'very satisfied' and another 'neutral'.

131. When asked what they liked about the market, two visitors mentioned that it is local, small, and friendly.

132. When asked what they dislike, one visitor raised that parking is hard when the market is on, and another noted that there are not enough bargains.

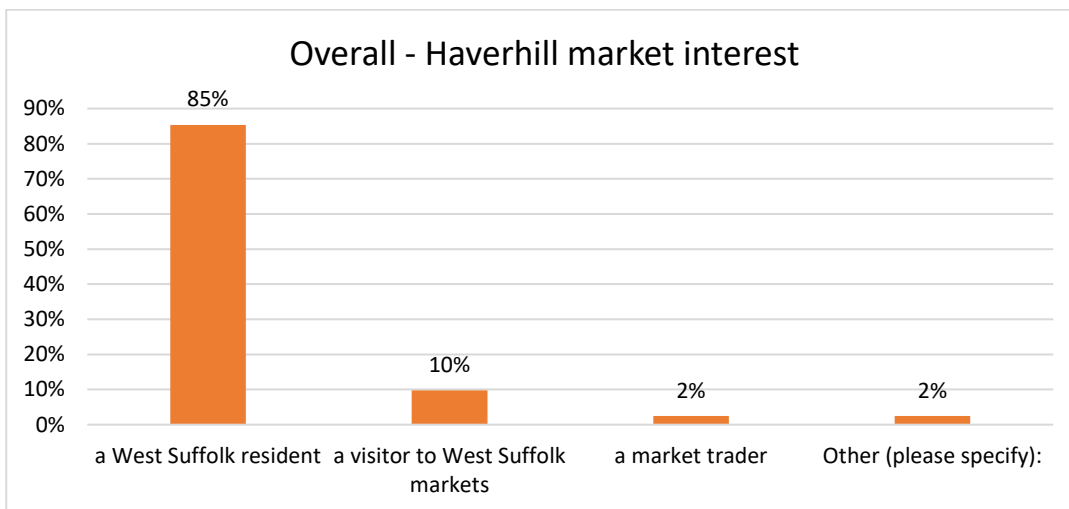
133. When asked for suggestions to improve the market, one requested more variety and another, more local produce at an affordable price.

134. When asked how they see the market developing in the future, one respondent wrote to 'look at a different area within Clare'.

## **Section 6: Haverhill market**

### **Overall**

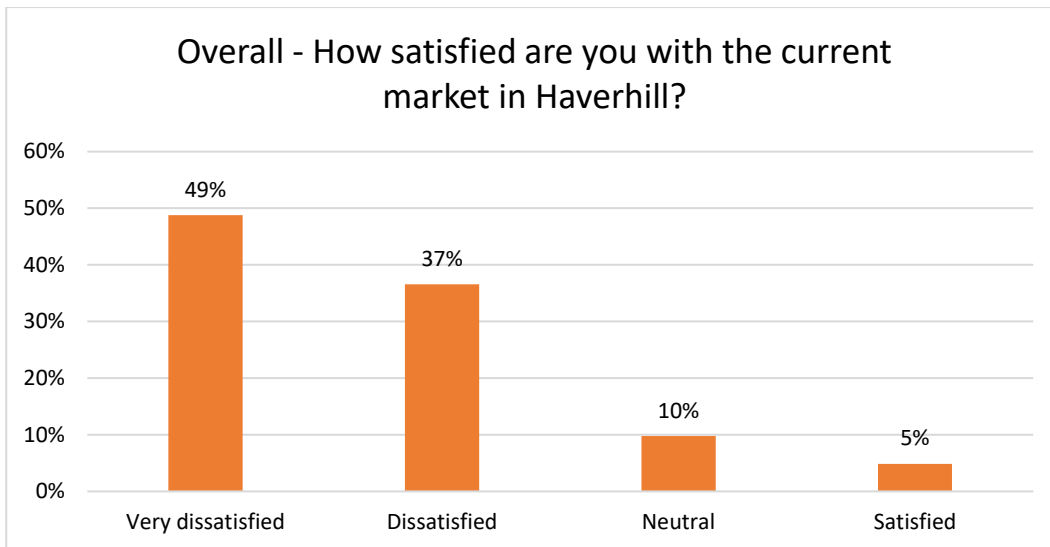
135. A total of 41 respondents commented on the Haverhill market in West Suffolk. Of these, 35 were residents (85 per cent), one was a market trader (2 per cent), four as visitors to West Suffolk markets (10 per cent) and one as 'other', identifying as a potential trader (2 per cent).



136. Respondents were asked a series of multiple-choice questions such as frequency of their visits to the market in a typical month (except for market traders) and their satisfaction ratings.

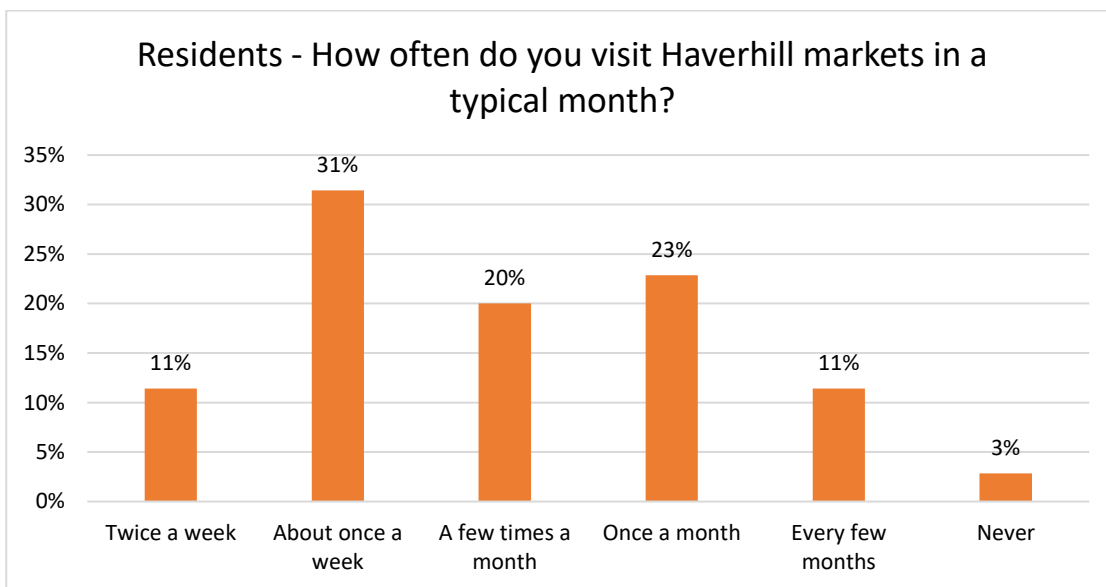
137. They were then asked what they liked, disliked, improvements for the market and how they see it developing in the future. The latter four responses were free text.

138. All respondents provided an answer to the multiple-choice question as below.

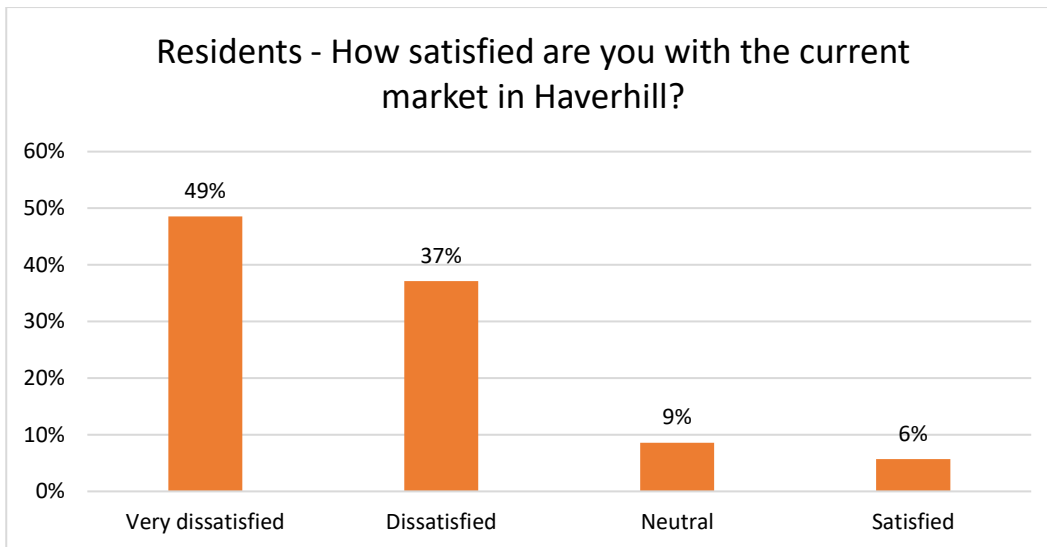


**West Suffolk residents**

139. Out of 41 respondents, 35 identified as West Suffolk residents, providing a mix of multiple choice and free text responses to the below:







140. 29 residents provided free text responses as to what they like at Haverhill market as below.

<b>Positives</b>	<b>Frequency</b>
Variety of stalls	5
Makers Market	6
Ease of access	1
Quality fresh produce	4
Friendly regular traders and good atmosphere and community with customers	9
Craft fair	1
Easy to get to	1
Plenty of parking	1
Town is pedestrianised	1
Supporting local businesses	3
Plenty coffee shops	1
Nothing to like	7

141. 33 residents provided free text responses as to what they disliked as below.

<b>Negatives</b>	<b>Frequency</b>
Not enough stalls	23
Parking costs	1
No atmosphere	2
No variety	6
Poor quality of products and fruit and veg, rarely fresh	2

## Appendix 2

Negatives	Frequency
Too small	5
Council making it unrealistic for anyone to afford to let shops to bring in visitors who would shop at the market	1
Stalls too spread out – a lot of blank space	2
No support for existing traders with focus only on Makers Market	1
Makers Market selling overpriced goods	1
Closes early	1
No footfall to the town due to a lack of town funding	1
Rude traders	1

142. 31 residents provided free text responses when asked to provide suggestions for improvements as below.

Suggestions for improvement	Frequency
Market better held on Saturday on Market Square	1
Include events and encourage street performances	2
Open one of the empty shops or use the town hall for indoor markets	1
More support/incentives for new and existing traders	7
Free or reduced parking on market days	4
More stalls	12
Greater variety of stalls	4
Provide indoor spaces	1
Timings – variety weekly instead of monthly for Makers Market	1
More seating areas	1
Have the market fortnightly or monthly when the Makers Market is on	1
More local produce vendors	1
Increased advertising of the market	1
Reduce pitch fees	3
Increase town appeal in Haverhill for retail by improving the high street	4
Ensure stalls are reasonable priced selling everyday items	1
Make pitches free	1
Increase signage	1
Convert market into a monthly craft market and redevelop Market Square	1

143. 31 residents provided free text responses when asked to provide suggestions for development as below.

<b>Suggestions for development</b>	<b>Frequency</b>
Decrease trader costs	1
Market will cease to exist with current provisions	14
More advertising	2
Encourage more traders	3
More stalls such as food and drink to increase variety	5
Invest in the market	2
Invest in the high street to increase footfall	3
Market to operate for longer during the day, shut later	1
Ease parking restrictions	1
Ensure car parking are a distance to walk for the elderly	1
Remove barriers to traders, such as limits on the amount of the same type such as bakers	1
Encourage pop up with limited concession for a limited period	1
Include entertainment such as street performers and kids toy stalls	2
Take inspiration from the Saffron Walden model, talk to the Uttlesford authority	1

### **Market traders**

144. Out of 41 respondents, one responded as market trader in Haverhill.

145. The trader has traded for 1 – 2 years in the Haverhill market.

146. When asked how satisfied the trader is with the market, they chose 'neutral'.

147. When asked what they like about the market, they mentioned that 'it is on the high street'.

148. When asked what they dislike, they mentioned that the town can have poor footfall and the town is 'negative'.

149. They provided no free text responses for suggestions of improvement and development for the market.

### **Further questions for market traders in Haverhill**

150. When asked on the positive aspects of being a market trader in Haverhill, the trader mentioned the good feeling of community.

151. When asked about challenges they face, they mentioned the weather.

152. When asked about suggestions for improvements, they mentioned that the Makers Market requires more exposure as customers often get confused between the weekly markets and Makers Market. They added that the Makers Market sometimes has products devalued by larger traders selling bulk online products, mainly during the Christmas period.
153. When asked how they would rate the Haverhill market compared to others they attend, the mentioned 'about the same'.
154. When asked how likely they are to recommend the market to other traders, they mentioned 'likely'.

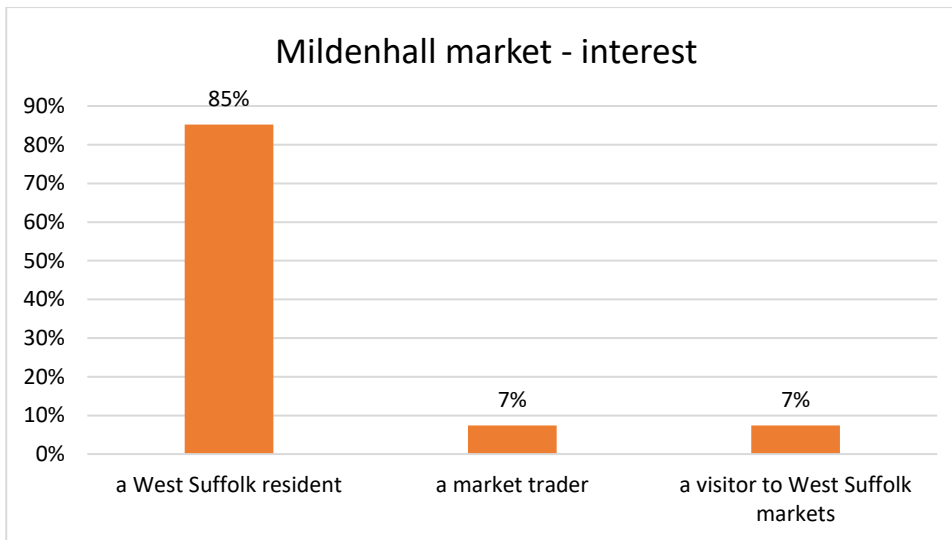
### Visitors to West Suffolk markets

155. Out of 41 respondents, four identified as visitors to the market.
156. When asked how often they visit the market, three mentioned 'about once a week' and one visitor indicated 'a few times a month'.
157. When asked how satisfied they are with the current market, two visitors mentioned 'dissatisfied' and two others, 'very dissatisfied'.
158. When asked what they liked about the market, one visitor mentioned it has a variety of goods. Another mentioned that the cakes and vegetable produce are excellent. Another raised that the market has lots of space and is not crowded, while noting it has a good variety, this is not always the case.
159. When asked what they dislike, all four visitors noted the lack of stalls. With one raising that there needs to be more variety with affordable items.
160. When asked what improvements, all visitors mentioned more stalls, particularly affordable ones. One visitor noted more seating areas and food options.
161. When asked how they see the market developing in the future, one respondent wrote to they do not, 'unless parking restrictions change on the high street and car parks are a distance to walk for the elderly'. Also noting the town needs more footfall for improvement.

### Section 7: Mildenhall market

#### Overall

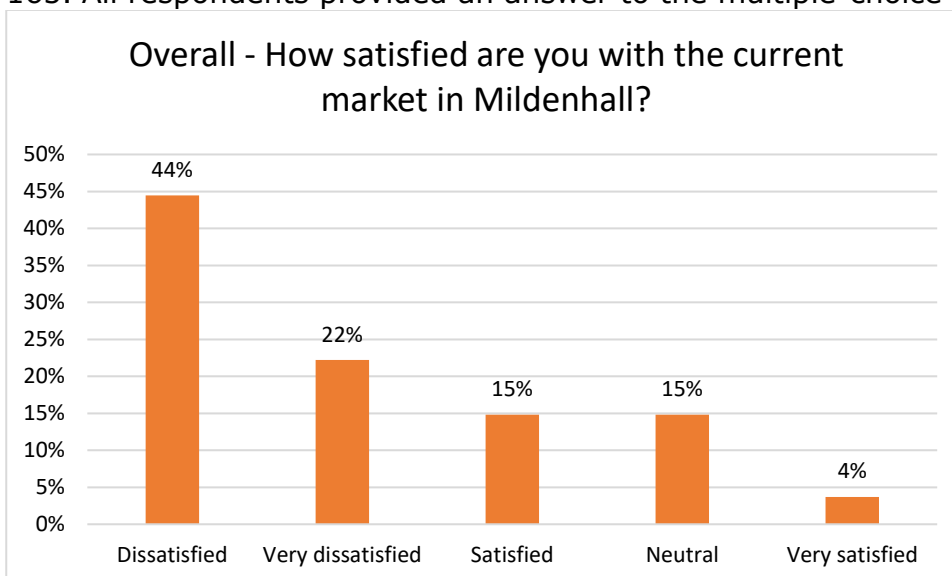
162. A total of 27 respondents commented on the Mildenhall market in West Suffolk. Of these, 23 were residents (85 per cent), two were market traders (7 per cent) and two identified as visitors to West Suffolk markets (7 per cent).



163. Respondents were asked a series of multiple-choice questions such as frequency of their visits to the market in a typical month (except for market traders) and their satisfaction ratings.

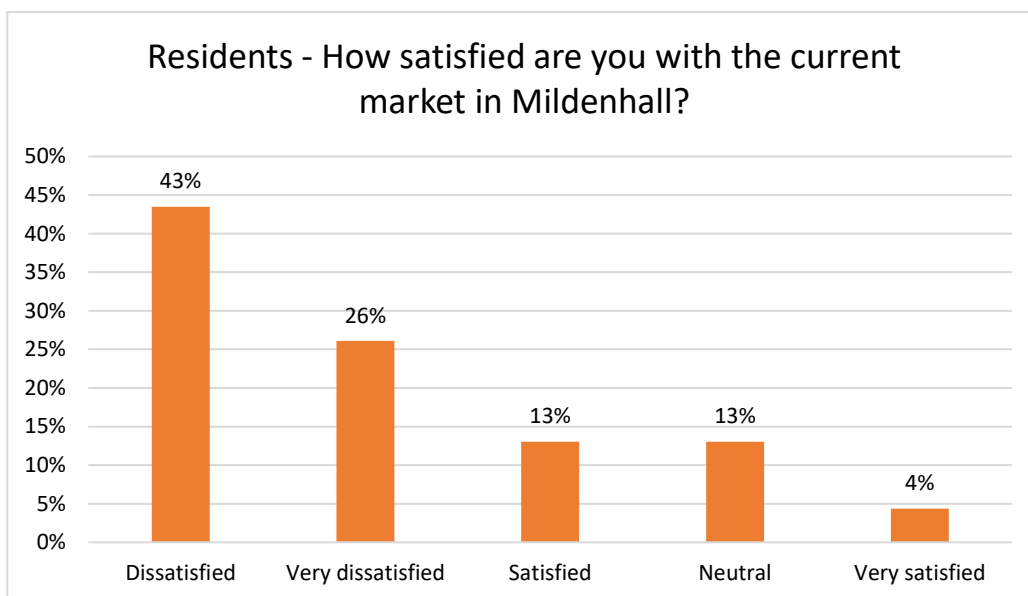
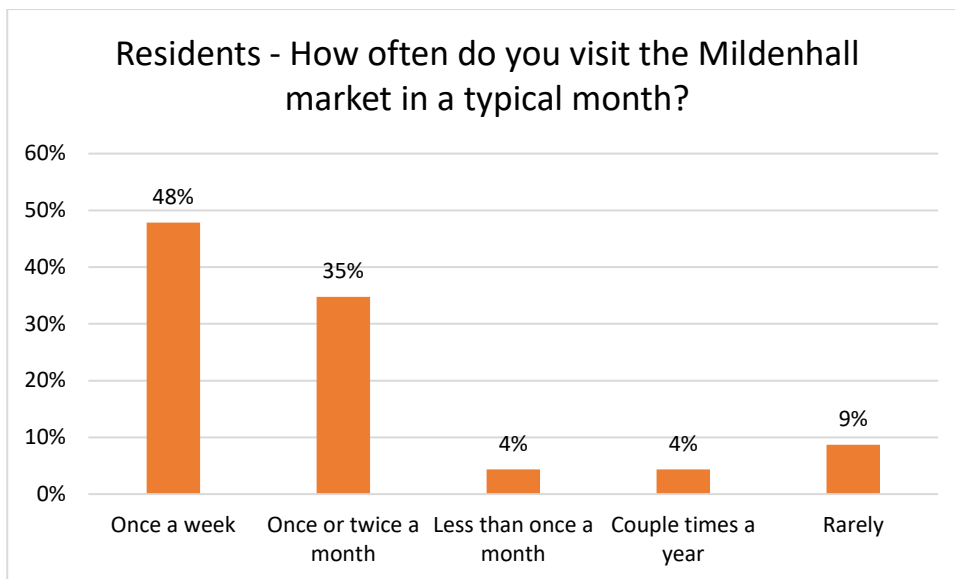
164. They were then asked what they liked, disliked, improvements for the market and how they see it developing in the future. The latter four responses were free text.

165. All respondents provided an answer to the multiple-choice question as below.



**West Suffolk residents**

166. Out of 27 respondents, 23 identified as West Suffolk residents, providing a mix of multiple choice and free text responses to the below:



167. 19 residents provided free text responses as to what they like at Mildenhall market as below.

Positives	Frequency
Location	3
Safety for walking around	1
Variety of stalls such as Thai food truck, fish van, bread and fruit and veg stalls	7
Nice friendly regular traders	3
Availability of fresh and alternative produce	1

168. 19 residents provided free text responses as to what they disliked as below.

## Appendix 2

Negatives	Frequency
Lack of variety and choice	5
Too small	1
Lack of parking	1
Poor quality of fruit and veg	1
Too many food stalls	5
Lack of stalls	9
Losing Meet and Greet	1
No encouragement for new vendors to have a stall	1
Too many restrictions on stall holders	1
Poorly advertised	1
Expensive	1
Operating hours do not cater for working people	1

169. 17 residents provided free text responses when asked to provide suggestions for improvements as below.

Suggestions for improvement	Frequency
Increase variety of stalls such as meat providers, fish, cheese, bakery, homewares etc... that are locally grown	7
Re locate it	1
Less coffee and cakes stalls	1
Keep pitch fees low	2
More stalls	6
Engage with traders and increase their incentives to trade	3
Keep market open for longer for working people	1
Remove street food vendors that duplicate businesses already in town.	1
Entertainment during school holidays for children	1

170. 15 residents provided free text responses when asked to provide suggestions for development as below.

Suggestions for development	Frequency
Increasing in size	2
Do not see development, market does not encourage vendors	9
More craft market style	1
Attract more stall holders	1

Lengthen operation times	1
Invest in retail, welcoming spaces and other amenities in town centre to improve footfall	1
Requires more advertising	1
More engagement and collaboration with existing local businesses to help promote the town	1
Mildenhall does not provide the depth and breadth for local shoppers. Mildenhall does not have the economic power that Newmarket and Bury-St-Eds has.	1

**Market traders**

- 171. Out of 27 respondents, two responded as market traders in Mildenhall.
- 172. When asked how long they have been trading, one mentioned 1-2 years and the other 5-10 years.
- 173. When asked how satisfied the traders are with the market, they both choose 'very dissatisfied'.
- 174. When asked what they like about the market, one trader mentioned that other traders are friendly and the other mentioned nothing.
- 175. When asked what they dislike about the market, one trader mentioned that it is badly organised with wasted space. They indicated the start time is ok, but the duration until 3PM is long for a small market, as by 1PM 'it is virtually empty'. The next trader has indicated they stopped trading at Mildenhall market as it was not sustainable. Items sold did not cover their pitch fee and there was little advertising for the market.
- 176. When asked about what improvements they suggest for the market, one trader requested for more organisation and stalls set out in a better format to not waste space. The other suggested an increase in advertising and promotion, reducing the pitch fee and working with the town council to promote the market. They also suggested to reduce the trading hours down to at least 1/2PM so customers arrive 'within a shorter time frame'.
- 177. When asked how they see the market developing in the future, one trader suggested more organisation and the other an increase in the variety of stalls, increased promotion, and incentives for casual traders to create a 'fuller market'.

**Further questions for market traders in Mildenhall**

- 178. When asked about the positive aspects of being a market trader in Mildenhall, one trader mentioned being able to move and go where the customers are. The other indicated the enjoyment of talking and selling to locals.



179. When asked about the challenges faced as a trader, both indicated the weather. One trader mentioned it is difficult to trade under a gazebo in high winds and rain. They added 'it is difficult to find somewhere to park the vehicle for the length of trading time and costs money on top of the pitch fee'. The other trader mentioned they do not attend due to bad weather, as it voids their insurance.
180. When asked what improvements they would suggest for the market to better support traders, one mentioned that 'on the whole [they are] supported'. The other trader suggested to have understanding 'supervisors' and requested no penalties if they are unable to make it to the market with a ban on top of a loss in income unproductive.
181. When asked how they would rate the market compared to others, one trader indicated 'better' and another 'about the same'.

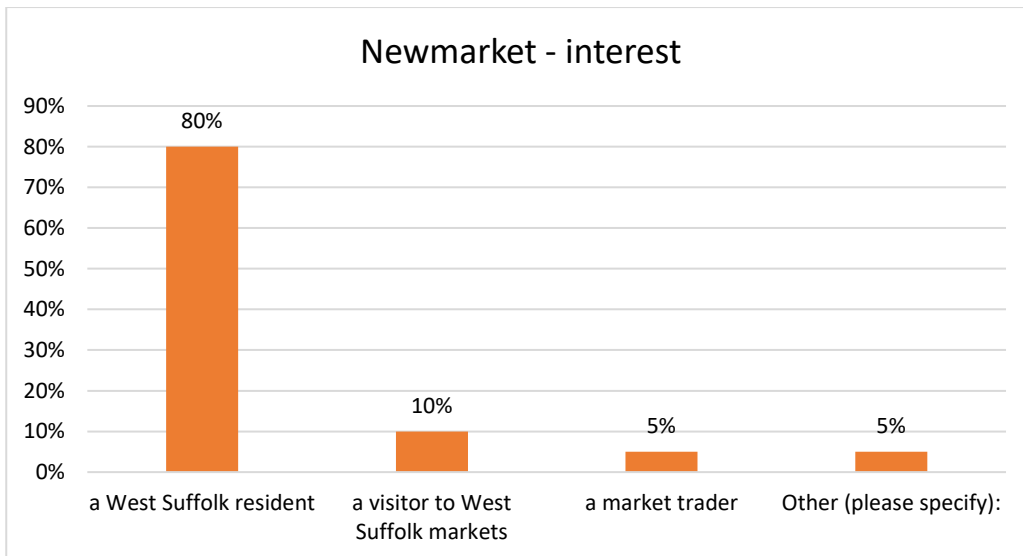
### Visitors to West Suffolk markets

182. Out of 27 respondents, two identified as visitors to the market.
183. When asked how often they visit the market, one mentioned 'once or twice a month' and another 'less than once a month'.
184. When asked how satisfied they are with the current market, one indicated 'satisfied' and another 'neutral'.
185. No visitors provided free text when asked what they liked about the market.
186. When asked what they dislike, one visitor mentioned that it is too small.
187. When asked to suggest improvements, one visitor mentioned more relevant stalls and better-quality products.
188. No visitors provided free text when asked how they see the market developing in the future.

### Section 8: Newmarket market

#### Overall

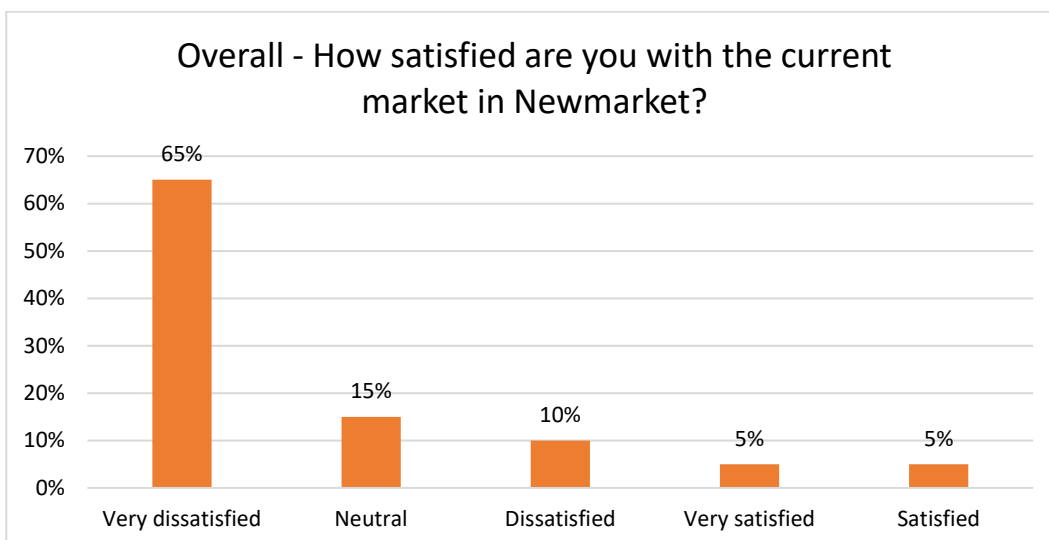
189. A total of 20 respondents commented on the Newmarket market in West Suffolk. Of these, 16 were residents (80 per cent), one was a market trader (5 per cent), two identified as visitors to West Suffolk markets (10 per cent) and one as 'other', a Cambridgeshire resident (5 per cent).



190. Respondents were asked a series of multiple-choice questions such as frequency of their visits to the market in a typical month (except for market traders) and their satisfaction ratings.

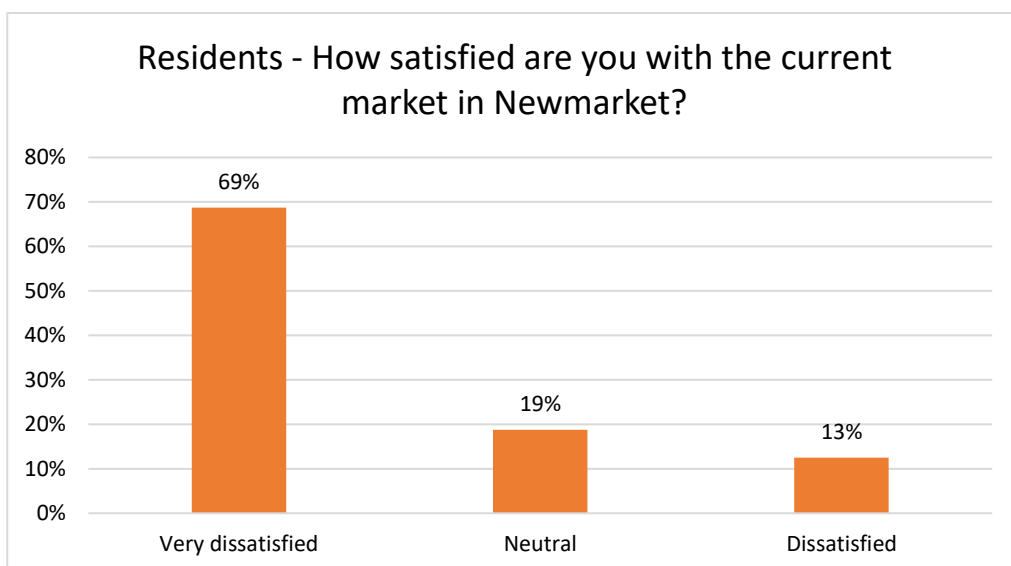
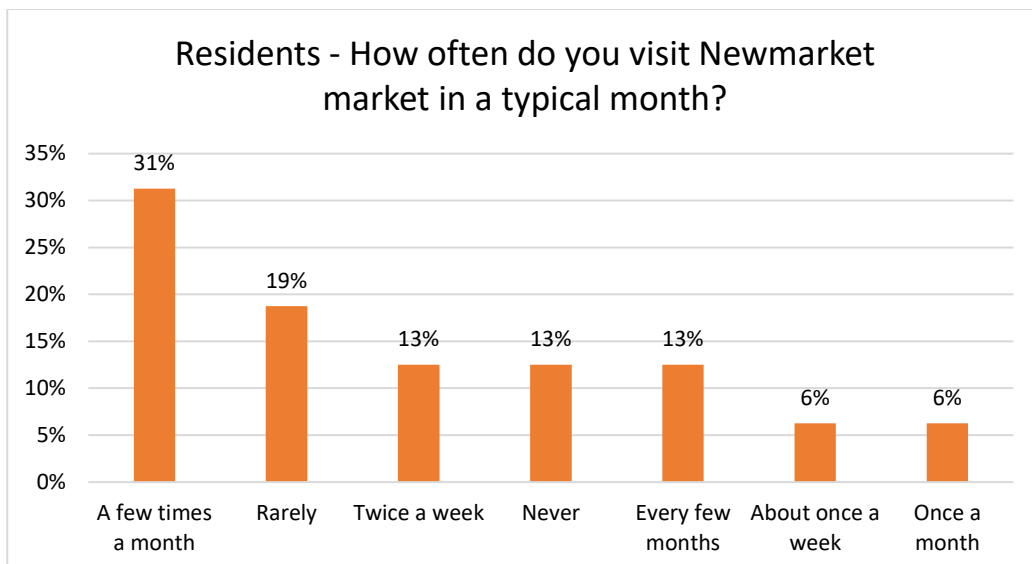
191. They were then asked what they liked, disliked, improvements for the market and how they see it developing in the future. The latter four responses were free text.

192. All respondents provided an answer to the multiple-choice question as below.



**West Suffolk residents**

193. Out of 20 respondents, 16 identified as West Suffolk residents, providing a mix of multiple choice and free text responses to the below:



194. 13 residents provided free text responses as to what they like at Newmarket market as below.

Positives	Frequency
Friendly traders	3
Nothing	5
Affordability of fruit and veg stalls – quality produce and a wide range	2
Convenient location	2
Less plastic used	1

195. 15 residents provided free text responses when asked to tell us what they disliked as below.

<b>Negatives</b>	<b>Frequency</b>
Lack of stalls	10
Inconvenient location	3
Reduce cost of parking	1
Not attractive	1
Lack of support from the council	1
Small	1
Lack of variety	1

196. 15 residents provided free text responses when asked to provide suggestions for improvement.

<b>Suggestions for improvement</b>	<b>Frequency</b>
Move market to Palace Street	1
Council and BID to encourage and support a diverse range of traders	2
More stalls	7
Encourage more stalls of local produce, farmer market style	2
Reduce costs for traders	1
Add a seating area	1
Add a mobile cafe	1
Increased advertising and signage	1
Move the market to the high street	3
Work with the town council to find the market a permanent home	1
Promotion of food stalls	1
Wider variety	1
Affordable parking	1
Make it more attractive and 'not part of a car park'	1
Better and bigger location	1

197. 14 residents provided free text responses when asked to provide suggestions for development.

<b>Suggestions for development</b>	<b>Frequency</b>
Nothing, if it stays as is, it will decline	6
Market needs more input from general public	1
Market to be in a more visible location such as the high street	3
Expansion	1
More stalls	1

### Market traders

- 198. Out of 20 respondents, one responded as market trader in Newmarket.
- 199. The trader has traded for 1 – 2 years in the market.
- 200. When asked how satisfied the trader is with the market, they chose 'satisfied'.
- 201. They provided no free text response when asked what they liked about the market.
- 202. When asked what they dislike, they wrote that the market is not in the best location.
- 203. They provided no free text responses for suggestions of improvement nor development for the market.

### Further questions for market traders in Newmarket

- 204. When asked about the positive aspects of being a market trader in Newmarket, they wrote that there is always a nice feeling of community.
- 205. When asked about the challenges of being a market trader, they wrote the weather.
- 206. When asked about improvements they suggest, they raised that the Makers Market requires more exposure.
- 207. When asked to rate the market compared to others attends, they opted for 'about the same'.
- 208. When asked how likely they are to recommend this market to other traders, they indicated 'likely'.

### Visitors to West Suffolk markets

- 209. Out of 20 respondents, two identified as visitors to the market.
- 210. When asked how often they visit the market, one mentioned 'once a week' and another 'a few times a month'.
- 211. When asked how satisfied they are with the current market, one indicated 'very satisfied' and another 'very dissatisfied'.
- 212. When asked what they like about the market, one visitor mentioned fresh fruit and vegetables available.
- 213. When asked what they dislike, one visitor mentioned that there is normally only two fruit and vegetable stalls.

214. When asked to suggest improvements, one visitor mentioned more stalls, not just fruit and vegetable stalls.
215. When asked how they see the market developing in the future, one visitor mentioned moving the market back to the high street due to greater footfall and 'it would encourage more traders to the market'.

### Other

216. Out of 20 respondents, one identified as other, describing themselves as a Cambridgeshire resident.
217. When asked how often they visit the market, they mentioned 'every few months'.
218. When asked how satisfied they are with the current market, they indicated 'very dissatisfied'.
219. When asked what they like about the market, they mentioned the Makers Market.
220. When asked what they dislike, they mentioned that the location is not visible to customers and is hidden away in a car park. They noted that there is a lack of variety in stalls and a lack of publicity regarding the Makers Market.
221. When asked to suggest improvements, they noted that the location should be changed. They added that the market should be visible.
222. When asked how they see the market developing in the future, they reiterated the location to change, more encouragement for stall holders to attend and better publicity.

### Equalities impact

223. Respondents were asked an additional question around equalities impact. Out of the 181 respondents who provided an answer, 70 (39 per cent) stated that they 'don't know' if the new strategy has a disproportionate impact on any individual or group who has protected characteristics. 104 (57 per cent) answered that they did not think that it had a disproportionate impact. 7 (4 per cent) answered that they did think it had a disproportionate impact.
224. Of those that provided further details, multiple respondents noted that the markets must consider those with mobility issues, particularly older people with parking related issues. Another respondent similarly raised disability concerns. One respondent raised accessibility in terms of improving access to towns as a consideration. Another raised a sentiment of 'hostility' towards ethnic minorities from traders.

### Conclusion

225. Throughout the engagement period, the responses received were extensive and comprehensive.

### **Section 2: Visiting the markets**

226. Bury St Edmunds has the most frequent visitors in West Suffolk in comparison to other market towns, with 66 per cent of respondents having this as a frequently visited market, with Haverhill at 23 per cent and Mildenhall at 14 per cent.

227. The top three reasons for visiting markets in West Suffolk were 'to support local businesses and vendors' at 79 per cent, 'shopping for groceries' at 63 per cent and 'enjoying the outdoors' at 43 per cent.

228. The top three factors that would influence respondents' decision to visit the markets were 'availability of products and services' at 73 per cent, 'location and convenience' at 71 per cent and 'quality and freshness of products' at 66 per cent.

### **Section 3: Brandon market**

229. Brandon market enjoys good satisfaction levels, with 50 per cent of all respondents 'satisfied' with the market.

230. Positives around the market were around the availability of quality produce, it's spacious location and reasonable variety.

231. Negatives raised include a lack of stalls as well as variety.

232. Suggestions for improvement include more stalls and longer opening hours. Suggestions for development include introducing traders of a diverse range.

### **Section 4: Bury St Edmunds market**

233. Bury St Edmunds market also enjoys good satisfaction levels, with 41 per cent of respondents 'satisfied' and 32 per cent 'neutral'.

234. Positives surrounding the market include a good variety and choice of stalls, a friendly atmosphere with customers and traders and the good quality of produce, food stalls etc...

235. Many respondents raised the increase in food trucks/vendors as a negative to the market, a lack or a declining number of stalls throughout the years and a lack of variety and choice.

236. Suggestions of improvement include more traders to increase variety, free parking in the town on market days and more seating areas.

237. Suggestions for development include making pitch fees more affordable, introducing more specialist markets, and keeping the prices of goods reasonable. A few noted the rise in online shopping affecting business.

**Section 5: Clare market**

- 238. Clare enjoys good satisfaction levels with 82 per cent of respondents selecting 'very satisfied' or 'satisfied'.
- 239. Positives include free parking, good quality of stalls and a good sense of community.
- 240. Negatives raised include the small number of stalls and lack of choice.
- 241. Suggestions for improvement include more stalls with wider variety and to invite small businesses to trade.
- 242. Suggestions for development include increase in size and more stalls.

**Section 6: Haverhill market**

- 243. Haverhill has the second highest dissatisfaction levels in West Suffolk with 86 per cent of respondents selecting 'very dissatisfied' or 'dissatisfied'.
- 244. Positives include friendly regular traders, the Makers Market and the variety of stalls.
- 245. Negatives include a lack of stalls in the market, being too small and a lack of variety.
- 246. Suggestions for improvement include more stalls, free or reduced parking on market days and to increase town appeal in Haverhill by improving the high street.
- 247. When asked to provide suggestions for development, many indicated the market will cease to exist with current provisions, to encourage more stalls and to encourage and incentive traders in Haverhill.

**Section 7: Mildenhall market**

- 248. Mildenhall has the third highest dissatisfaction levels, with 66 per cent of respondent's selection 'very dissatisfied' or 'dissatisfied'.
- 249. Positives include the variety of stalls available, friendly traders and convenience of location.
- 250. Negatives include the lack of variety and choice, an influx of food stalls and more generally, a lack of stalls.
- 251. Suggestions for improvement include increasing the number of stalls, engaging with traders more and keeping pitch fees low.
- 252. When asked about suggestions for development, some mentioned an increase in size, but many indicated that they do not see development currently.



**Section 8: Newmarket market**

- 253. Newmarket had the highest dissatisfaction levels across all market towns, with 75 per cent of respondents selecting 'very dissatisfied' or 'dissatisfied'.
- 254. Positives include friendly traders, convenient location, but many noting 'nothing to like'.
- 255. Negatives include a lack of stalls, inconvenient location, and lack of variety.
- 256. Suggestions for improvement raised were to move the market to the high street, encourage more stalls of local produce and the council/BID to encourage a diverse range of traders.
- 257. Suggestions for development include market to be in the high street, more input from the general public, but most noting that nothing, if it continues.