

Revitalising Rossendale Markets 12 months on

Questionnaire - Results

1. How have you been affected by the prevention of spreading out onto vacant stalls?

Not affected – didn't spread out anyway ~~###~~ ###

Affected but understand the reason behind the policy

Affected – I think spreading out should be permitted IIII

Other.....

2. How have you been affected by the increase in competition on the markets with the allocation of up to 3 stalls selling similar lines being permitted?

Not affected – some competition is a good thing IIII

Not affected but am worried that I might be ~~###~~-I

Affected - There are other stalls selling similar lines but my business has not suffered as a result I

Affected – There are other stalls selling similar lines and my business has suffered as a result III

Other.. - No one else makes their own stock

3. What do you think about the allocation of vacant stalls to charities and local service providers free of charge? (tick all that apply)

Good use of vacant stalls ~~###~~ III

Good for the market and customers ~~###~~- III

Doesn't benefit the market or customers

Anyone who uses a stall should be made to pay for it II

Other.. I Ok as long as content of stalls appropriate to market – not bric-a-brac

4. How have you been affected by a 7.5% increase in stall charge in 2009 following 3 years of no charge increases?

Not affected – I understand why charges had to rise ~~###~~ II

Not affected – don't think charges should have increased I

Affected – it had an impact on my business and charges shouldn't have increased I

Affected – it had an impact on my business but I understand why charges were increased. III

Other Only started trading in August I

5. What do you think about the financial incentives offered to new permanent traders selling new lines (12 weeks for the price of 6) and new casual traders (£5 a day for 2 days and 3rd day free)?

Good – anything which encourages people to trade on Rossendale Markets is positive III IIII

Not good – rewards new people who don't stay for a long time instead of loyal long-term traders III I

Other...Mixture of rewards for new and old is best / How long is a 'casual' classed as 'casual'?

6. What do you think about the 10% discount on the total stall charge of traders who take up a licence for more than one stall?

Good – encourages use of vacant stalls and helps traders to grow their business III- IIII

Not good – should be getting new traders on instead

Not good – discount should be more II

Other: Not enough really – also do traders taking on other stalls have different licences?

7. Which of the following general advertising which has been done do you think has been most effective (please tick all those which apply)

Trader magazines (NMTF & Market Trader News) -III-I

Lancashire Life feature & advert III III

Rossendale Freepress Adverts (x 4) III IIII

Rochdale Express Adverts (x 2) III

MEN Newspapers website III

Sallywag magazine (x2) III

Sallywag magazine feature IIII

Rossendale Local (Haslingden & Rawtenstall magazines) III IIII

Rossendale Visitors Guide III

Rossendale Markets Leaflet (displayed at all local public venues, all local accommodation providers and Boundary Mill (Colne) ~~###~~ IIII

Rossendale Markets Bags for Life ~~###~~

Lancashire Advertiser IIII

Ask Rossendale pages ~~###~~

Rossendale BC market pages ~~###~~

Tourist websites (Visit Rossendale / Visit Lancashire / Wherecanwego etc..) IIII

Press articles e.g. Trader of the Month ~~###~~ I

About My Area ~~###~~

Rossendale Independent Newspaper ~~###~~

Event advertising ~~###~~

Other – poor RBC web pages – boring and not user-friendly

Not nearly enough event advertising

Not enough of any of this advertising

I have seen little or no ads and the few I have seen in my opinion were pointless

8. Where else would you like to see the Markets advertised?

As many local sites as possible I

Radio Lancashire I

TV – other local markets getting together to produce and pay for an advert II

Local transport, roadside and newer more prominent sign behind market – as seen at traffic lights – bottom of burnley road, opp madisons I

Own website with the choice for traders to link to their sites from it – could also raise revenue if a charge is made

Everywhere in the town / other towns / railway etc

Local radio, bigger ads local papers

9. Which of the following improvements do you think have benefitted Rossendale Markets and its' traders (please tick all those which apply)

Rossendale Markets logo II

Professionally designed Rossendale Markets advertising ~~###~~ II

Trader of the Month Reward Scheme – free week's trading for those who trade long hours, present their stall well etc.. ~~###~~ II

Trader Newsletter ~~###~~–II

Customer suggestion box ~~###~~

Christmas Prize Draw I

10. What other improvements would you like to see introduced?

Push local paper to do more – phoned them about opening on Dec 13 but felt it did no good

Front doors changed to automatically opening for disabled people and prams and elderly etc

Farmers market as it will bring on hundreds of people who do not use the market usually

All traders must be made to trade until 4pm as is advertised, not closing at 2.30pm & 3.30pm – you know who they are.

Perhaps heaters in the toilets

Farmers market – each June brought customers to the market

Farmers Market each June brought customers to the Market

Xmas Fantasia – one man band and clowns was a great atmosphere

Upgrading premises

Encourage foodie type stalls eg in the style of farmers market / Manchester arndale market food section

Unique food stalls eg organic, craft bakers, sweet makers, specialist cheese makers, crafts etc..

General commitment to market with someone in residents to take responsibility

Historic name of building recognised and identified but also modernisation of stalls (square units) lighting, floors and general decor – toilets freezing, commented on by customs.

Better car parking

Advertise free public toilets

Enforce the rules on open and closing or in other words set up and pack up times and to improve on removing the amount of cars that park on market area (toilets and top end).

The closing times of the supposed 'hub' of any market is the cafe.

The all day presence of a manager with first aid knowledge

Trees to the entrance to the market look nice

Market Hall written in large white letters in the roof and larger more noticeable sign at the toilet end for the indoor market

New heating system

Front stalls not allowed to close it makes the market look bad / empty

The market needs a complete revamp / makeover

11. What did you think about the Rossendale Art Market event at Bacup Market?

Good event for the market and I had an increase in customers I

Good event for the market but I didn't have an increase in customers I

Didn't benefit the market or my business

Other Not seen by us ~~###~~ I

12. What did you think about the Rossendale Christmas Market events?

Good for the market and I had an increase in customers ~~###~~

Good for the market but I didn't have an increase in customers IIII

Didn't benefit the market or my business II

Other

These were badly organised

The Christmas market was pointless – where were the extra xmas themed stalls?

13. (For Rawtenstall market only) What did you think about opening on 13 December 2009?

I didn't open I

I didn't open but am glad that others had the option to III

I opened and had a good trading day IIII

I opened but didn't have a good trading day III

Other – was not aware of the market opening until it was too late to organise cover I

Would be better with better planning in the future – the gap between the stalls on bank st and the market may have inhibited trade. Street stalls may work.

14. Do you think that any or all of the markets should open on additional days?

Yes, I think they should open more days on a permanent basis III

Yes, I think they should open more days for one off events IIII

No I think the markets should stick to the current days. IIII

Not without any improvements I

15. Have you seen an increase in customers over the last 6 months?

Yes III

No IIII III

Don't Know III

16. What would you like to see for Rossendale Markets in 12 months time?

Outside stalls given more canopies on the side nearest to the inside section and more advertising of the services and stalls, products available etc which may just bring more customers in. Sometimes i feel as though it is a forgotten area of Rawtenstall

I would like to see a full market with traders staying til a reasonable time – it doesn't encourage customers to come when they know certain traders have gone early

Investment on a mahor scale to update the whole of the market; this would encourage coach parties i.e. new money

To be at the heart of the community again

An increase in footfall

The duty council officer to be available during opening hours, it appears after the rents are collected they disappear the rest of the day

A more central position in town may be good ie near bus station / in the existing precinct. But if it stays where it is – just more advertising / special events + diversity of stalls to encourage people to shop local.

Promoting markets as heart of community – buses to serve market on appropriate days – improvements planned over the long term – happy traders recognised for their contribution without emphasis on competition.

Re-development of Rawtenstall – re-vamped!!

Hanging baskets

1 bench for older people to sit down on, making more compact.

The market has improved over last 12 months and hope it blossoms more.

More of the same – keep trying youre doing a good job

To be run in a more traditional way with one manager, a way that helps preserve what little custom there is for all the traders ie stick to the one stall, one line or related lines way of a traditional market, the knowledge of this has always been there just ask any trader.

Also a good makeover it is looking shabby and tatty

Some traders could do with a shake-up in the cleanliness dept, all this letting the side down

I personally have spent considerable time and thousands of pounds to browse my business looks good, but it could also be achieved by others with a bit of spit and polish.

For the general public to know that the indoor and the market in general exists

To keep the stalls full and continue to advertise

Maybe coach firms could incorporate Rawtenstall market and Rawtenstall in general with their day excursions

Use of the markets as it used to be. All Rossendale markets were excellent markets. Today they are dying and on their last legs. Something needs to be done and fast.