



LEIGHTON-LINSLADE
TOWN COUNCIL

MARKET SUB COMMITTEE

THURSDAY, 5 NOVEMBER 2020

ADDITIONAL PAPERS

Date published 30 October 2020

Agenda Item 10

Appendix A ii Public Survey Results

PLEASE BRING THE ATTACHED PAPERS TO THE MEETING IN ADDITION TO
THE PREVIOUSLY CIRCULATED AGENDA.

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Public Annual Survey Results 2020

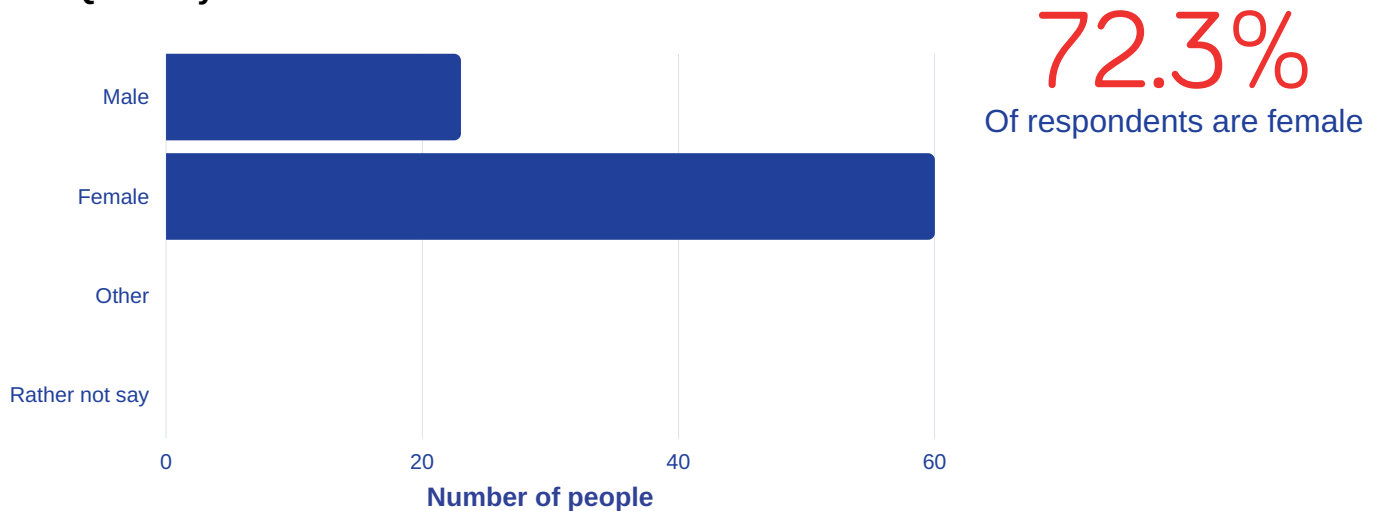
We promoted the survey via our newsletter database and as a link on social media.

We had 83 responses. All responses are anonymous unless they choose to tell us who they are.

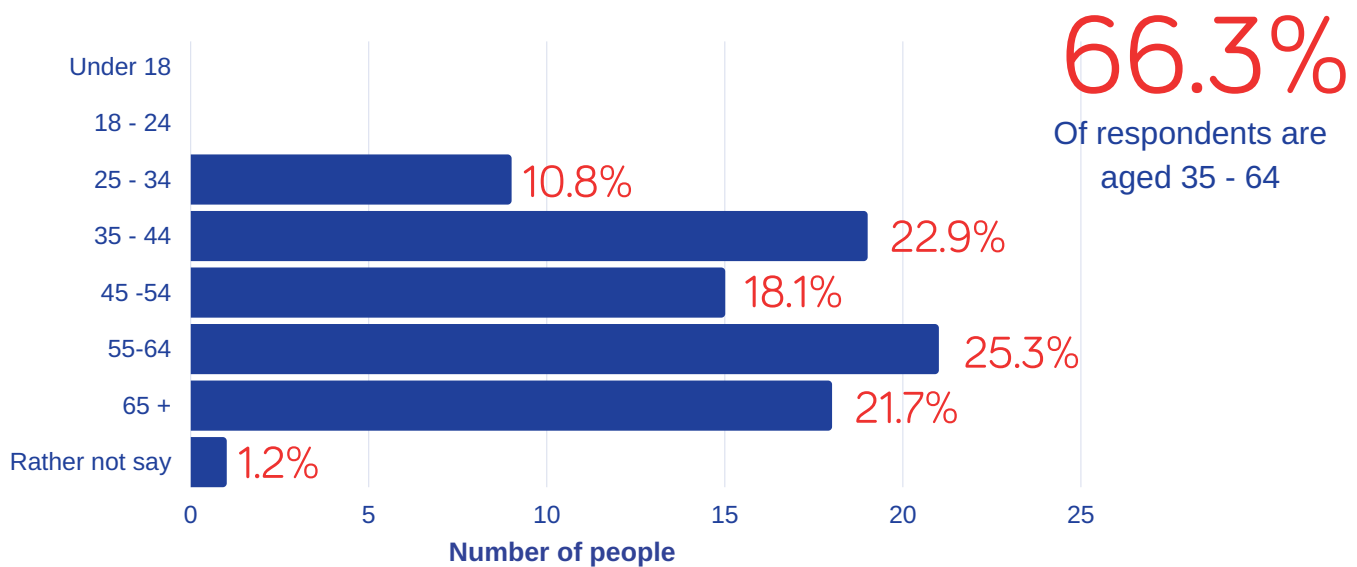
The questions have been answered as a scoring system of 1 - 10.

1 = Extremely dissatisfied/Strongly disagree 10 = Extremely satisfied/Strongly agree.

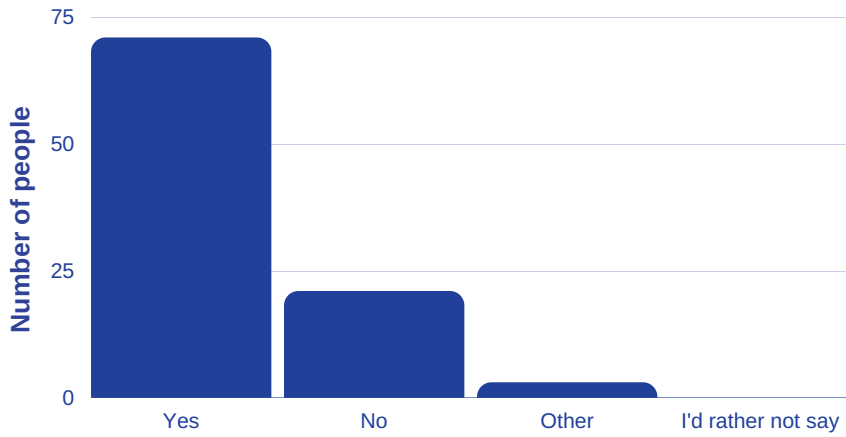
Q1 Are you...



Q2 What age range do you fall within?



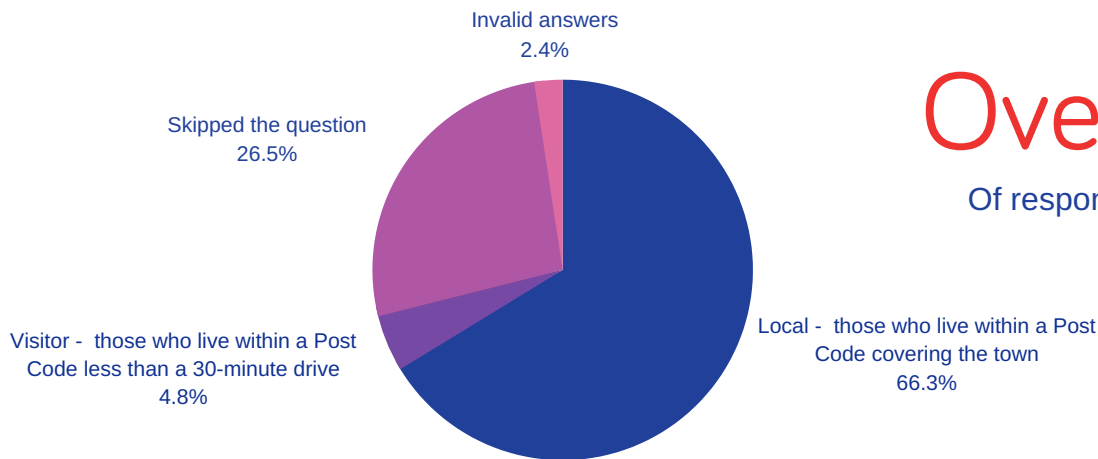
Q3 Do you live within Leighton Buzzard or Linslade?



85.5%

Of respondents live in Leighton Buzzard

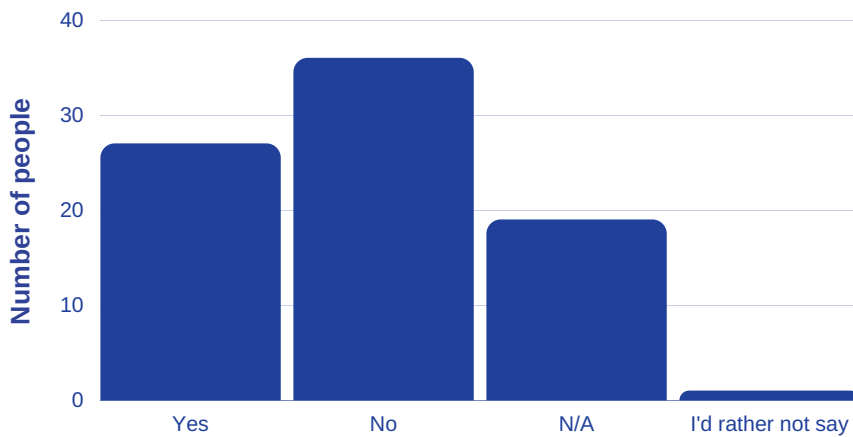
Q4 What is your postcode? The below data is summarised.



Over 66%

Of respondents are local

Q5 Do you work within Leighton Buzzard or Linslade?

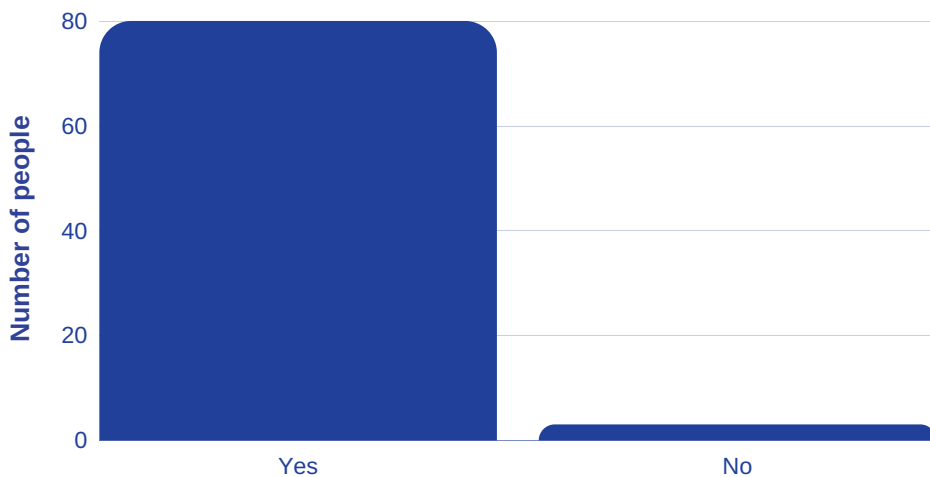


43.3%

Of respondents do not work in Leighton Buzzard

Q6 Have you visited LB Market in the last 12 months?

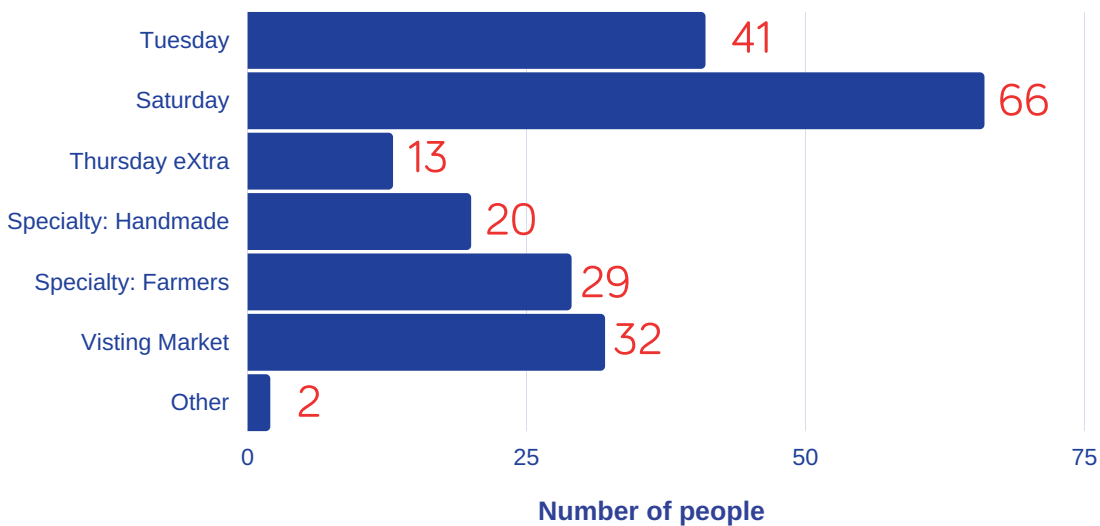
(October 2019 -September 2020)



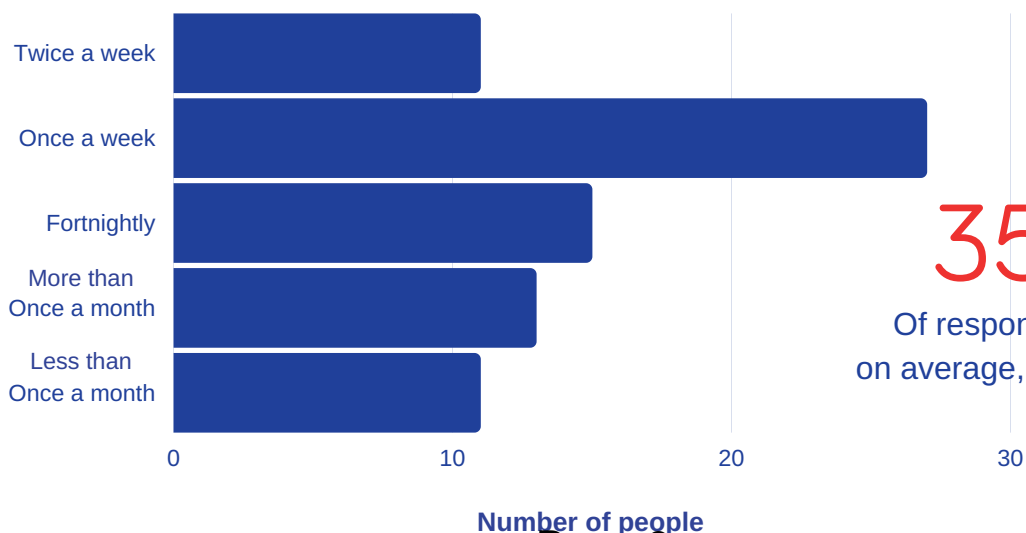
96.3%
Have visited LBMarket

Q7 Which day(s) do you typically visit the Market?

Respondents were able to choose more than one.

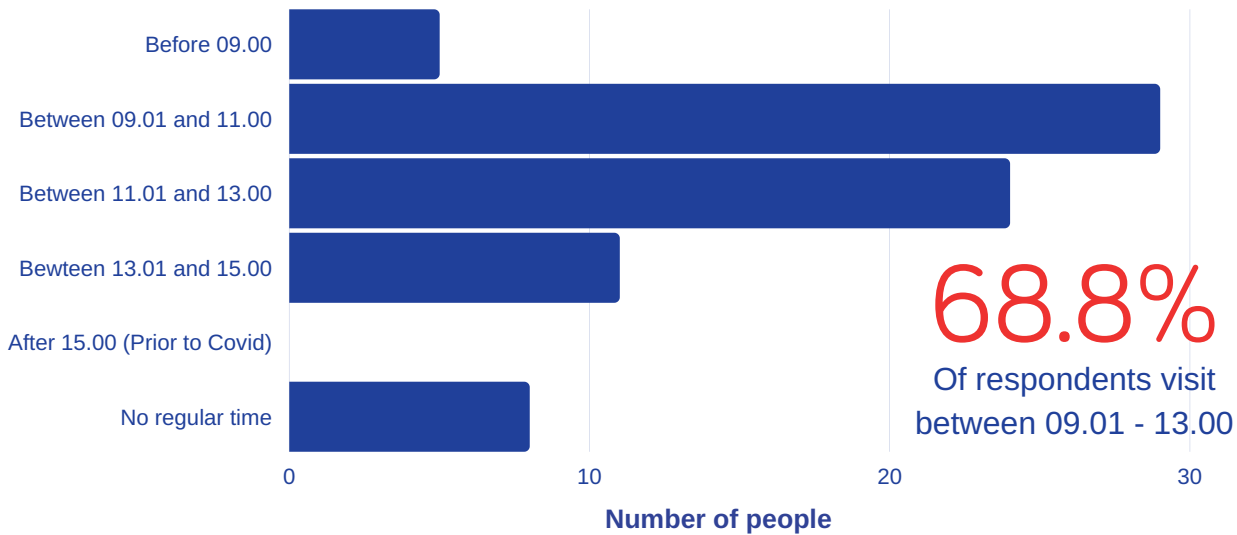


Q8 How often do you typically visit the Market? 6 Respondents did not answer as they have not recently visited the market.

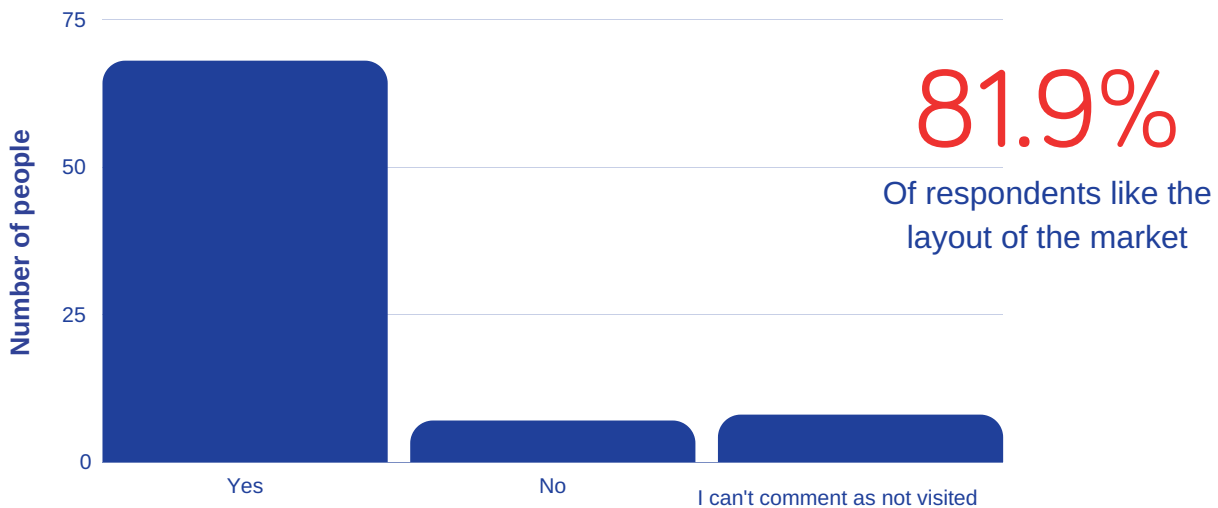


35%
Of respondents visit on average, once a week

Q9 On a typical visit to the market, what time of the day do you visit?
 6 Respondents did not answer as they have not recently visited the market.



Q10 Do you like how the market is currently set out?



Comments We received 39 comments, 3 of them were negative. Small selection below:

Makes good use of the space. Plenty of room to browse without blocking up the pavement and shop entrances.

Much easier to walk around, I like the pedestrianisation

It feels so much safer as no traffic. I also prefer the stalls in the road so you have room to walk on the pavement. It also looks better.

Well set up and laid out.

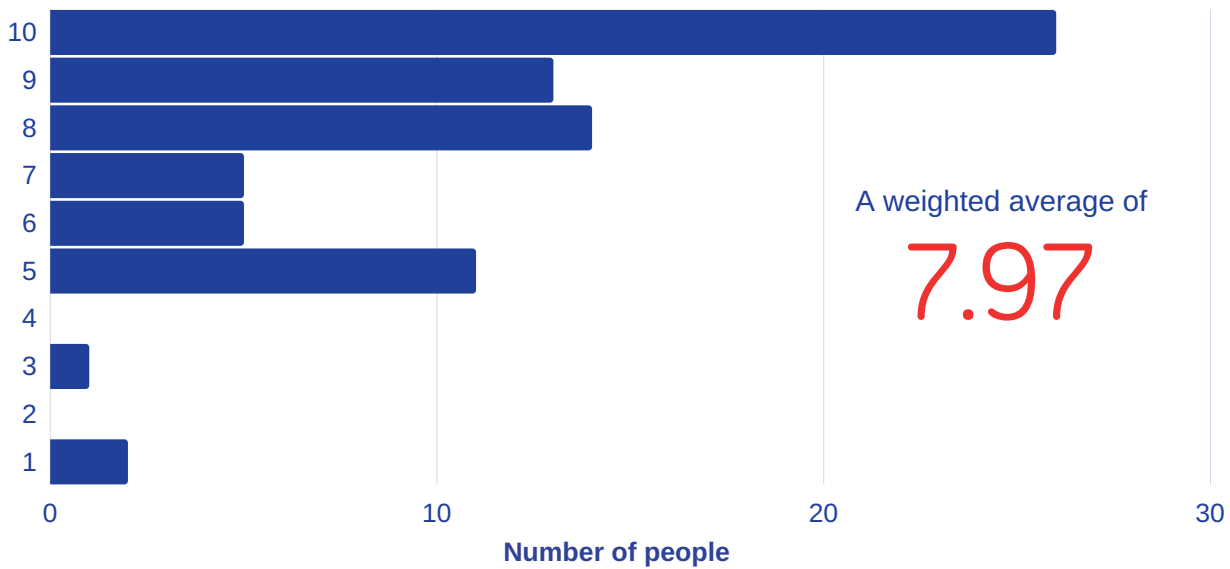
It's so much better with the stalls facing into the middle of the road. Has a much better feel.

Need to move the market lorry's bit of a shambles first thing in the morning some stalls not setting up until later so lorries and vans everywhere.

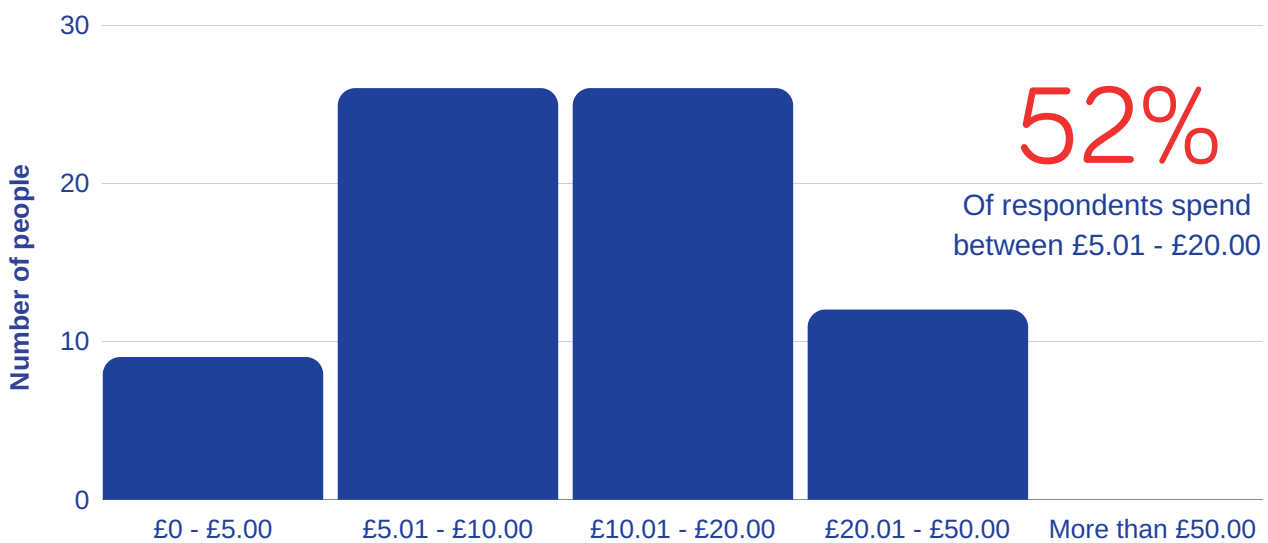
Hate the fact it's now in the middle of the street and strongly disagree with the pedestrianisation of the High Street.

Q11 With the current layout changes in mind, do you agree that the market is accessible and easy to navigate? 1 = Strongly disagree 10 = Strongly agree.

6 Respondents did not answer as they have not recently visited the market.



Q12 On a typical visit to the Market, on average how much do you spend?



Q13 On a typical visit to the Market, what type of goods do you purchase?

Respondents were able to choose more than one.

Food - Fish/Meat	23
Food - Fruit/Veg	57 Highest at 20.88%
Food - Deli	25
Food - Baked	28 Third highest at 10.06%
Food - Hot	7
Food - Animals/Pets	3
Footwear	1
Purses, Bags & Luggage	6
Clothing	10
Clothing accessories - belts, hats etc	2
Jewellery	7
Homeware	3
Home Improvement	0
Personal Care	4
Stationery	19
Garden	14
Leisure & Hobby Items	8
Flowers & Plants	42 Second highest at 15.38%
Gifts	14
I do not purchase anything	0

Q14 What products would you like to see at the market?

Leave this blank if you wish. The below data is summarised.

Tools
More craft & handmade gifts
Meat van
Asian supermarket dried goods
More clothes (especially women's)
Fine art
Menswear
Biweekly stall for rotating goods (fundraising)
Beer
Deli, cheeses, bread
Regular artisan
Local food producers

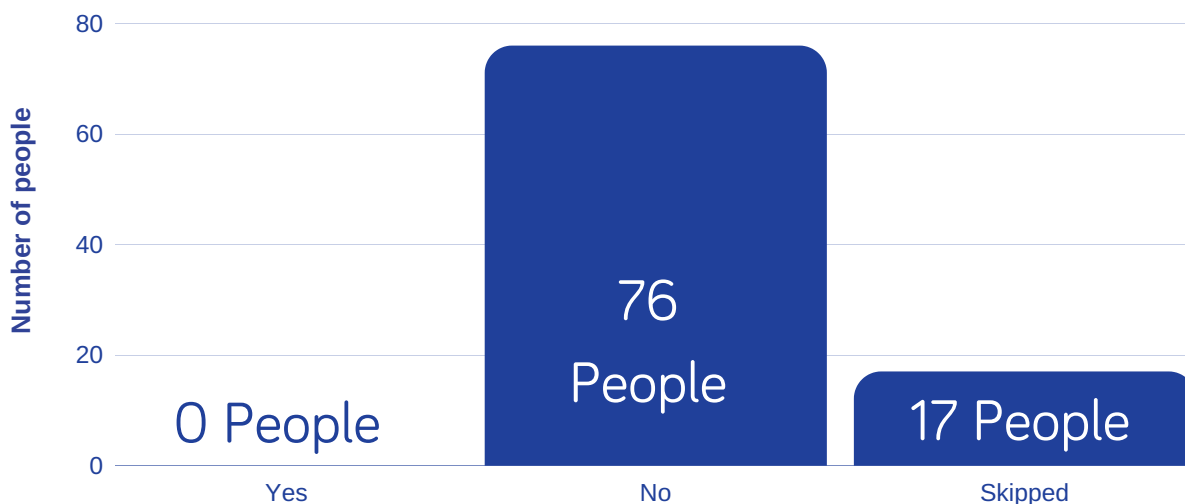
Responses continued from question 14...

- Gluten free food
- More varied hot food
- Quirky & individual items
- Eco brands
- Vegan stall
- Better choice of books
- Children's Clothing
- European food
- Small business clothing and accessories

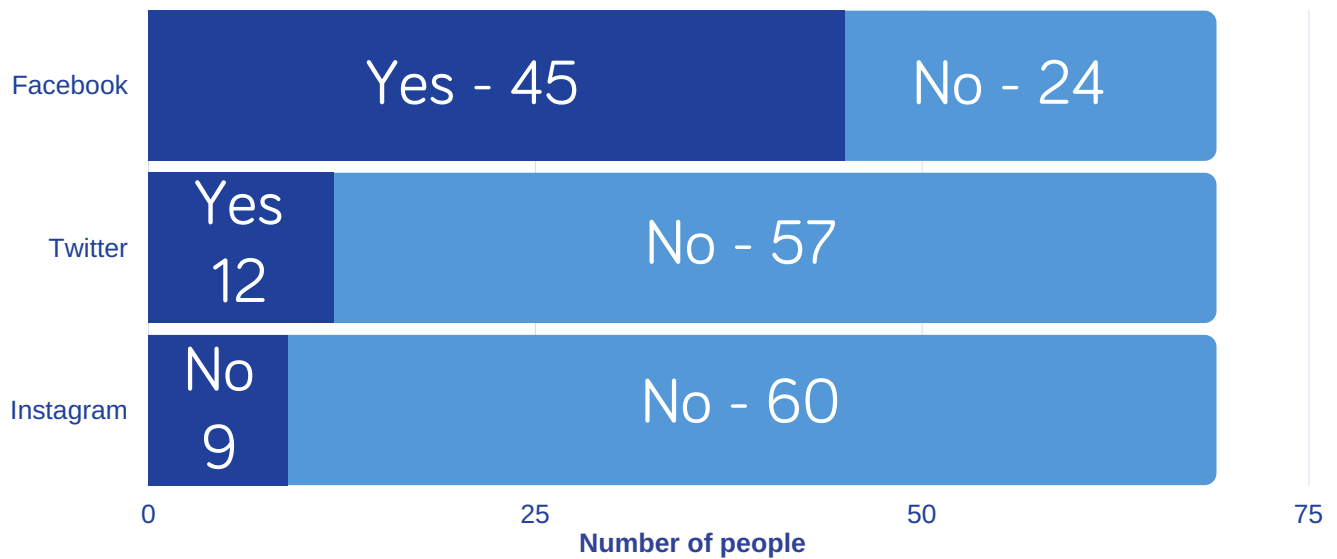
Q15 Have you been a recipient of a market voucher?



Q16 Did you use the voucher? (Please leave this blank if you have not received a voucher) *Not accurate answers



Q17 In the last 12 months, have you used the market's official social media platforms to keep informed and updated about our market? Either directly or via shares. 14 Respondents did not answer as they have not recently visited the market.



Q18 How do you currently get information about the market and traders? (Multiple choices allowed)

Leighton-Linlode Town Council Facebook Page	24
Leighton-Linlode Town Council Twitter	8
Leighton-Linlode Town Council Website	9
About Town Newsletter (Print)	7
About Town Newsletter (Digital)	11
LB Market Facebook Page	35
LB Market Twitter	9
LB Market Instagram	7
LB Market Website	7
Electronic Signage	5
Leighton Buzzard Observer	10
Bee Local Magazine	19
Local Community Organisations	1
Facebook Groups	17
Print - Other	0
Promotional Posters/Leaflets	5
Word of mouth - Traders	6
Word of mouth - Friends/Family/Colleagues	15
Word of mouth - Other	1
Other (See below)	0
None of the above	1

Comments continued from question 18...

I was surprised to find out about the vegan market, by going to post office and seeing it in progress! A big poster on the river bridge would have done the trick.

I see very little info about the market.

Emails sent to me.

Q19 What is your preferred method to hear about LB Market? (Please choose all that apply)

Leighton-Linslade Town Council Facebook Page	20
Leighton-Linslade Town Council Twitter	8
Leighton-Linslade Town Council Website	6
About Town Newsletter (Print)	4
About Town Newsletter (Digital)	7
LB Market Facebook Page	33
LB Market Twitter	9
LB Market Instagram	8
LB Market Website	11
Electronic Signage	7
Leighton Buzzard Observer	9
Bee Local Magazine	8
Local Community Organisations	2
Facebook Groups	14
Print - Other	0
Promotional Posters/Leaflets	4
Word of mouth - Traders	4
Word of mouth - Friends/Family/Colleagues	5
Word of mouth - Other	1
Other (See below)	2
None of the above	1

Comments

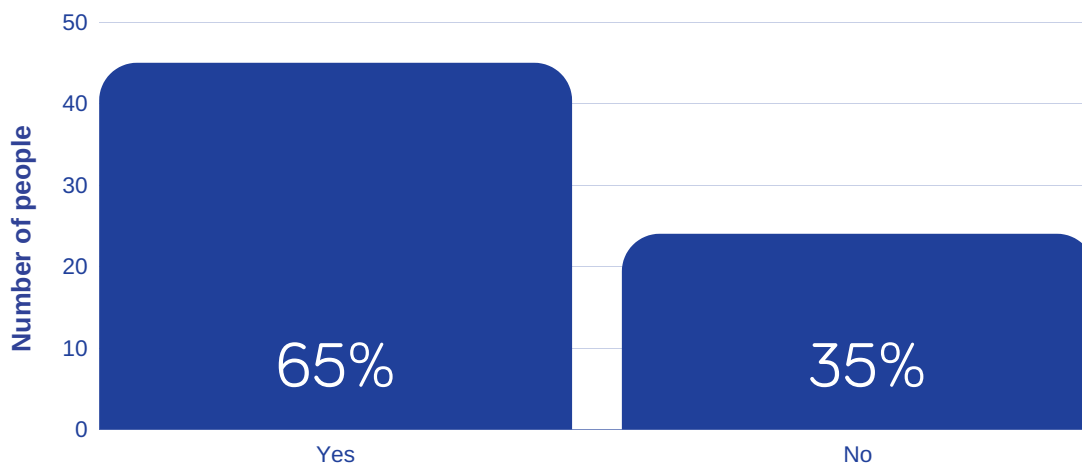
Emails sent to me, or flyers.

I like the electronic signage by station, also the posters which appear on the bridge. I don't use Facebook or other digital platforms, many neighbours don't even have internet. Local Tesco extra shops would be a good place for a small paper poster.

I only trust the traders.

I don't have a preferred method.

Q20 Do you feel that there is enough information available about our Market should you require it. 14 Respondents did not answer.



Q21 If you would like to receive the Markets newsletter and updates directly to your inbox, please supply us with your name & email address. 7 Subscribed

Q22 Other comments

Would like the specialist markets such as vegan/hot food markets to include local trade. Eg. Rather than an alcohol stall, local pubs could be allowed to serve takeaway beer. Also independent local retailers could be allowed to have a stall, such as Amore Pizza/Expressohead Coffee etc. Whilst it is fantastic to have local events to bring people to our high street, I dont believe that should be detrimental to local businesses

Get the fish man in the red truck back. The replacements are rubbish. While I have answered questions based on the last 12 months, I no longer visit the market.

A bit more of everything - a good example is Bakewell market . Its a very big market that we wouldn't be able to accomodate but it has a huge range of items from gifts to tools and mattresses.

I think the market is fab. I wondered if there is/could be some sort of seasonal calendar, showing which additional markets (such as the craft market) are planned for when.

I think you could have been quicker getting the market running during lockdown and be more proactive to encourage people to shop locally.

If you say you are open till 3pm. Make sure the traders are there until 3pm. No packing up early!

It so used to be good.

Q22 Other comments continued...

Would be useful to state which traders will be there that week

Market need to get rid of the cheap and nasty clothing stalls and get more food and craft stalls. The clothing stalls are old fashioned and bring the market down

The market could be more accessible

It is a breath of fresh air as buses, stop and keep engines running and the fumes affect my breathing.

Lovely to have the market back after lockdown. Keep up the good work.

I see little market info. Don't have time to go and look for it on the media listed above. Why can't the cafe's in town use the road space on market days.

The Market is Over Advertised thus Council Commercial Interests are being put over other small businesses.

Great to still have a working market. It's such a special thing to retain.

What about the Thursday extra market? So few people seem to know it exists. It can hardly be profitable for those market traders that do attend. You have to ask is it worth it?

Accessibility for the less well able is poor ramped curbs are restricted by works paving is not flat enough.

Keep up the good work. Encourage sixth form students to have a stall.

I prefer the market set up now than previously and feel it is less congested but I don't know why the stalls on boots and Poundland size don't face onwards to help reduce congestion on the pavement.

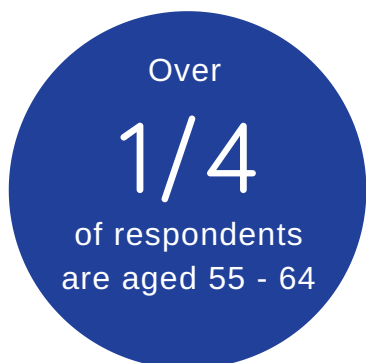
I regularly use our market in it's various forms and made a special trip into town today for the "Extra" market. Sorry folks but I have to say that it was a complete disappointment - four stalls ? There was no problem with social distancing today. I'm looking forward to the proper market on Saturday ! (Facebook comment re: Thursday market)

The last two times we have been Inc today were pointless. We won't be going back. On a previous trip we bought some nice food but those stalls are no longer there. Couldn't really describe today as a market. (Facebook comment re: Thursday market)

A SNAPSHOT OF PUBLIC FEEDBACK ABOUT LEIGHTON BUZZARD MARKET

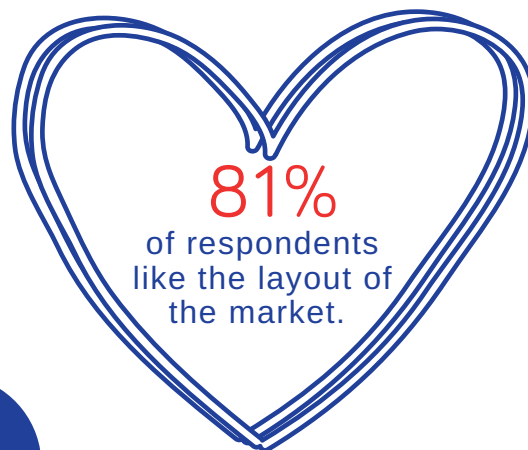
SATURDAY

is the most popular market day.



Majority

of respondents
do not work in
Leighton Buzzard.



Majority of respondents
visit our market between

09.01 - 11.00

facebook

Facebook is the most popular
social media profile visited by
our respondents, and is the most
popular platform for obtaining
information.



We received
7 sign ups to
our markets
newsletter.



An average score of
7.9 out of 10

was scored when we
asked, do you agree that
the current market is
accessible and easy to
navigate?

**10 is
strongly
agree**

A SNAPSHOT OF PUBLIC FEEDBACK ABOUT LEIGHTON BUZZARD MARKET

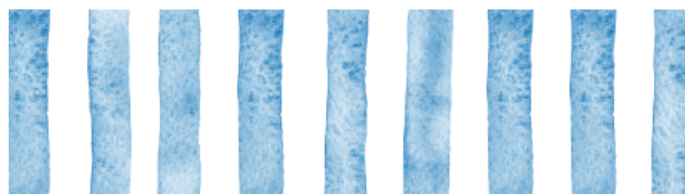


- "I think the market is fab"
- "I like the electronic signage by the station"
- "Lovely to have the market back after lockdown. Keep up the good work."
- "Great to still have a working market."
- "I prefer the market set up now."
- "Great market, keep it going."

- "I think you could have been quicker getting the market running during lockdown"
- "Accessibility for the less able is poor "
- "The Market is over advertised"



- "In the current circumstances it is the best you can do"
- "I think more should be made of the road space"
- "It feels like a proper Market with atmosphere"
- "Nicely spread out"



LEIGHTON BUZZARD MARKET



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