

Northstowe Town Council

Report by: Market Development Working Group (Events & Markets Committee)

Date: 16th MAY 2022

Report for: Full Council

Meeting date: 25 MAY 2022

Report for agenda item: 57/22-23 Publication of results of market community survey

- 1) To receive a short report on community market survey and its results.
- 2) To approve the publication of survey market results in both paper and online versions.
- 3) For the town clerk to be assisted by members of the working group in the preparation of materials for publication.

Background information

1) Between February and March, a community engagement survey was carried out, with more than 500 responses received (online and paper), and overwhelming majority of these being in favour of a market providing daily staple products on a regular basis.

2) At the Events & Markets Committee meeting of 5th of April (Item 09/22-23), the working group presented main results of the survey responses received online. These have now been updated with replies received online and with details on comments provided (see in Annex).

3) At the same meeting, the Events & Markets Committee discussed how the Town Council was going to provide feedback on the results back into the Community. Different options were discussed such as publication of results and or FAQ list. A formal decision on this was deferred due to pre-election period. The Committee also discussed possibility for sharing results during Northstowe Day given the possibility to discuss with residents. A poster was prepared (see accompanying documents), printed and displayed in the Town Council stall. At the Northstowe Day Stall, residents interacted with were pleased to see the results of the survey. Several expressed that they were looking forward to the launch of the market especially as the results indicated that several working professionals will be able to participate since majority preferred the market on weekends

Issue for consideration

In order to be transparent, further sustain interest and promote the market amongst residents, it would be beneficial to present the survey results in a clear and visual way prior to the pilot market being launched. Avenues to make this

public to be considered should include both paper (e.g. Northstowe News, posters) and online media (news page of Council and social media).

Proposal

The Council to approve the publication of results of survey in both paper and online versions..

For the town clerk to be assisted by members of the working group for the preparation of materials for publication.

Annex

Summary of survey results

- 534 responses online and 21 replies received on paper - (potentially) more than half of new built households in Northstowe represented. 2 paper replies received after survey deadline (one emailed to Clerk, one posted to the Community Wing. These are not included in the summary of results.
- Overwhelming majority in favour of market (553, 96%)
- Preference for market providing daily basics (520, 94%), local & sustainable (433, 78%), flowers and plants (349, 63%). Less so for crafts (213, 38%) and household goods, DIY. (180, 32%).
 - Other suggestions (38 comments) include: books, antiques, events, hot food and foot stalls, farmer markets, clothes exchanges, mobile barber shop, library, dog care, repair shop for bikes and for electronics, and specific items such as coffee&tea suppliers, meat, fish, refill and toiletries.
- Most did not mind either indoor or outdoor (61%), though slightly higher preference for outdoor (26%) compared to indoor (12%).
 - Comments (7 respondents) mention mixture of both.
- Two thirds (66%) of respondents wanted a market to be held either more than once a week (25%) or once a week (42%). Some (15%) want a market every 2 weeks.
 - Comments (11 respondents) mention either twice a week, every day, or flexibility as town grows.
- There is a clear preference for Saturday (69%)/Sunday (60%) compared to weekdays (max 14%). Quarter of respondents however (24%) do not mind.

- About half respondents wanted morning (55%) and/or afternoon (46%). Some (14%) want market to be in the evening, but about 3 in 10 (29%) do not mind the timing.
- Great majority wants some refreshments alongside market (87%)
- Child friendly activities: about similar number of people saying they want them than don't mind (41% vs 38%). A fifth of respondents (19%) do not want them.
 - Comments on activities (8 respondents) include: activities to run during school holiday, soft play equipment (rather than bouncy castle), rides for small children, community engagement events. Concerns raised that parent should be keeping eye on their children and that market is a shopping area rather than event.
- Wide variety of comments (95 respondents). Many residents welcome the idea and gave positive feedback, particularly given the lack of facilities at the moment. Some respondents mentioned the need to have shops and more facilities. Comments include:
 - Products to be sustainable and local, high-quality products, organic, vegan options. Stalls should be plastic-free.
 - Reasonable and affordable prices for everyone
 - Regular market should focus on food (basic needs) rather than crafts (less often market)
 - Suggestion to have mixed types of markets. French style market
 - Market should be accessible to working professionals (open during lunchtime for people working from work, open in the evening for after work).
 - Market should support local businesses
 - Concerns raised about waste and costs for the Council, parking, and overlap with Longstanton (e.g. by focusing on everyday-basic products) or St Ives market.
 - Market should not have any religious presence.
 - Culturally diverse market. Food stalls with International food
 - Live music and evening event
 - Ely, St Ives and Cambridge are often mentioned as examples of markets to model.