

QUARTERBRIDGE

CREATING SPACE TO BE.



REVITALISING THE HEART OF CHESTERFIELD - FEEDBACK FROM ENGAGEMENT

SUMMARY OF ENGAGEMENT RESPONSES:

Surveys were undertaken for the Public, Market Traders and Local Businesses, to understand their thoughts on the existing Outdoor Market and aspirations for future use. Below is a summary table, with more detailed analysis of each group's responses contained in this Addendum.

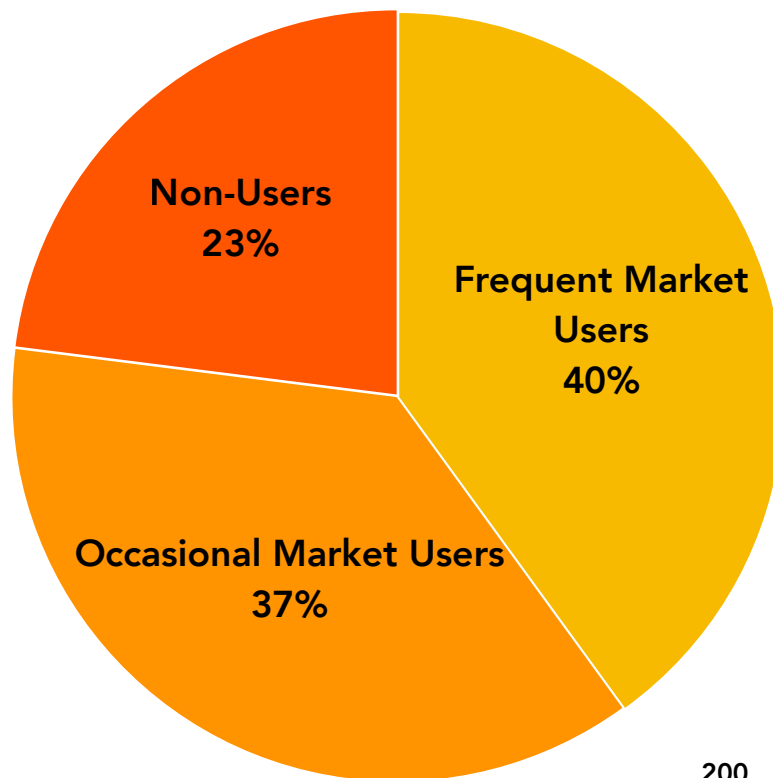
	PUBLIC	TRADERS	LOCAL BUSINESSES
AVERAGE TOWN CENTRE PERCEPTION SCORE *	51%	60%	49%
MOST RECURRING WORDS	Shops / Seating	Traders / Parking	Shops / Events
'MOST IMPORTANT' ASPECT FOR THE FUTURE	Attracting new businesses to the town centre	Increasing promotion of outdoor market on social media	Having a good range of independent shops in the town centre
% SUPPORT FOR CHANGING THE SQUARE LAYOUT	72%	46% (42% Not Sure)	89%
APPETITE FOR EVENTS	Strong Positive- in particular Farmers Markets and Christmas Markets	Positive- in particular Christmas Market, Vintage Markets and Farmers Markets	Strong Positive- in particular Food Festivals, Live Music and Farmers Markets

*Perception Score generated across 13 metrics, with scores being given from 1 - 10, where 1 = extremely poor and 10 = extremely good.
100% is extremely good.

SECTION 1: PUBLIC SURVEY RESULTS

SURVEY RESPONDENTS AND OVERVIEW:

**634
SURVEY
RESPONSES**

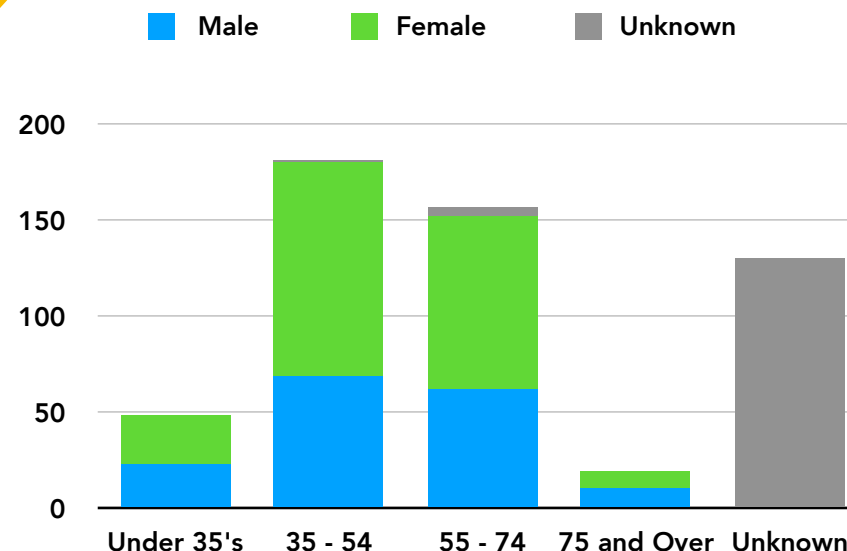


**MODAL TIMES
SPEND IN
TOWN CENTRE
WAS 1 - 2
HOURS**

**SHOPPING IS
THE MAIN
PURPOSE FOR
TOWN CENTRE
VISITS**

**65% VISITED
TOWN CENTRE
ONCE A
MONTH OR
MORE OFTEN**

**THE MAIN RESPONDENT GROUP WAS 35 - 54
YEAR OLD WOMEN, ALTHOUGH RESPONSES
WERE RECEIVED FROM A WIDE RANGE OF
DEMOGRAPHICS AND MIX OF USER GROUPS**



WHAT DO YOU THINK ABOUT THE LAYOUT OF THE OUTDOOR MARKET?

Key Recurring themes were:

- Seating
- Anti-Social Behaviour
- Cramped walkways
- Sparsely filled markets in two locations is confusing
- Uneven surfaces
- Using space for mixed-uses including entertainment, cafe culture and social seating space.

The following are randomly selected quotes from public feedback:

"Boring layout Lack of attractive seating areas. No shrubbery. No atmosphere"

"At present the look of the market doesn't tempt people to stay long. The best market is the flea market on Thursdays."

"More seating availability More recycling bins Use more of the space around the markets to make the markets seem less cluttered"

"Think there needs to be more seating so it becomes more of a destination in its self rather than just somewhere to browse on your way to other shops / bars etc"

"It needs to have more greenery around it and a little more space for people to pass between stalls"

"There's very little seating especially for families with younger children. Surfaces are extremely uneven making it impossible for wheelchairs and difficult for push chairs"

"I always thought the new square area would benefit from being more open with the ability to hold events with a larger available space. Even the installation of a small built in amphitheater for community performances. With cafes and pubs in that area a European style area could be created with outdoor seating for those businesses."

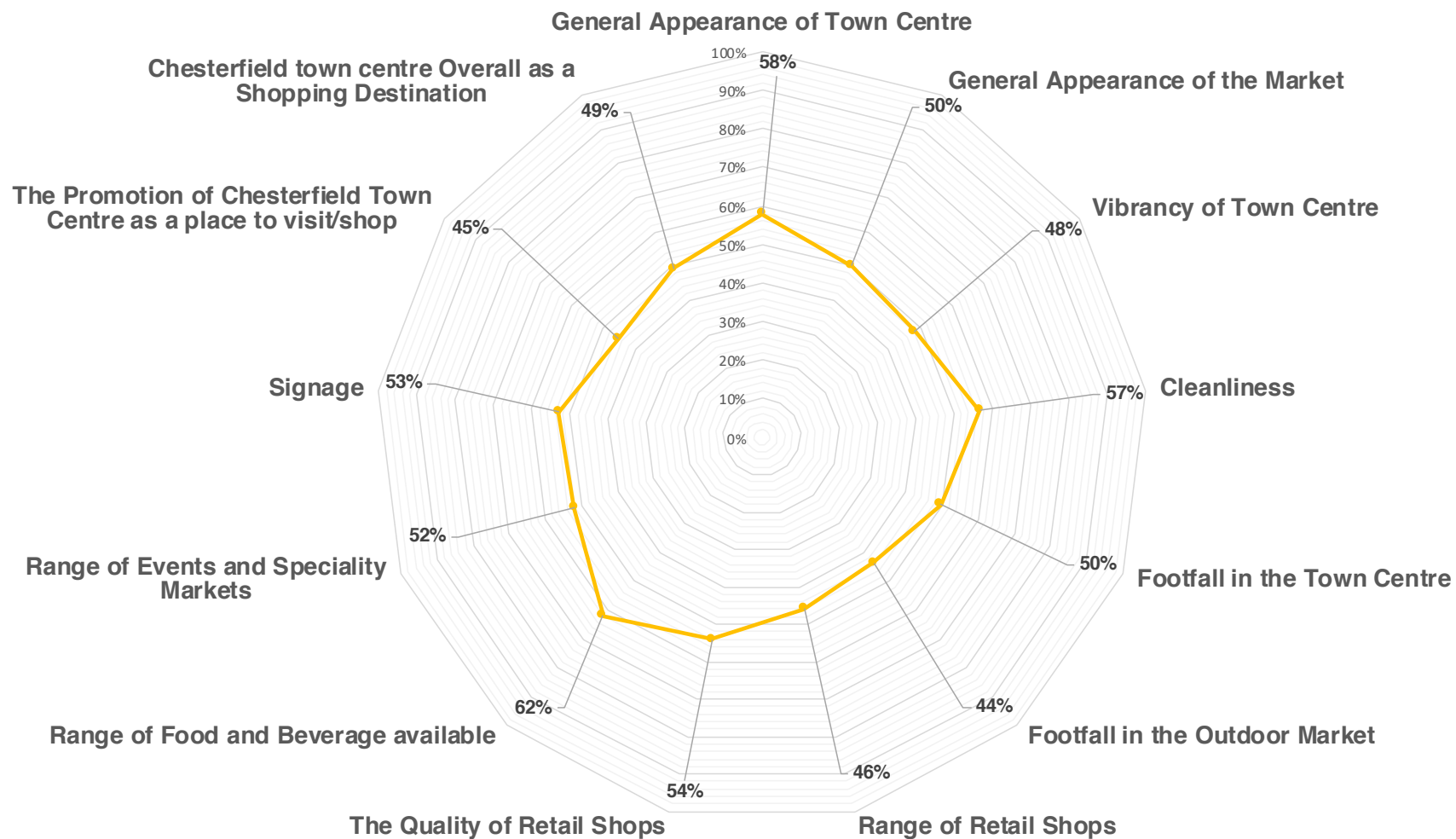
"I like the cobbles and historic features but these need to be well maintained and kept cleaner. These are part of the selling point of the market, even if not that practical"

"The space is vast and if not all the markets are used encourage local food/drink companies to spill their seating out into the market or use pop ups to create space/ seating"

"If the seating and landscaping were improved, it would make the market even more accessible to people who are less mobile (who require to sit periodically). In addition, it could become more of a hub to meet up, grab some local street food, and support local retailers. Rather than sitting in a chain coffee shop."

"It needs to be updated, most definitely, but also to keep the longstanding famous market. It needs to be sympathetically improved."

OVERALL PERCEPTION OF THE TOWN CENTRE AND OUTDOOR MARKET:



Ratings where 1% = extremely poor and 100% = extremely good calculated as an average across all respondents.

ASPIRATION FOR EVENTS (INCLUDING BREAKDOWN BY AGE):

What kind of events would you be interested in attending?	All Responses	Under 35's	35 - 54	55 - 74	75 and Over
Live Music Gigs	62%	76%	67%	60%	50%
Comedy Events	39%	60%	53%	30%	20%
Pop-Up Theatres	49%	54%	58%	45%	30%
Pop-Up Cinemas	35%	54%	45%	32%	20%
Farmer's Markets	87%	76%	90%	89%	80%
Craft Markets	78%	64%	81%	81%	60%
Locally-made Markets	82%	78%	84%	85%	75%
Vintage Markets	61%	46%	68%	63%	60%
Young Person's Markets	30%	52%	39%	23%	25%
International Food and Cuisines Market	69%	70%	75%	68%	40%
Vegan Markets	23%	36%	30%	18%	10%
Sporting Events	23%	36%	31%	19%	20%
Gin Festivals	39%	50%	47%	36%	5%
Beer Festivals	48%	60%	61%	42%	5%
Christmas Markets	87%	94%	92%	86%	85%
Food Festivals	73%	82%	81%	72%	55%
Record Fairs	27%	28%	35%	24%	15%
Street Food Markets	63%	68%	72%	58%	45%

FUTURE PRIORITIES

Respondents were asked to rank the following options from 'Very Important' to 'Not at all Important'. All of these development priorities were deemed to be fairly, or very important across all of the respondents, although they have been ranked here.

Priority Rating		Very Important	Fairly Important	Not Very Important	Not At All Important
1	Attracting new businesses to the town centre	84%	14%	1%	1%
2	Having a good range of independent shops in the town centre	85%	12%	2%	1%
3	Hosting more pop up and speciality markets	65%	29%	4%	2%
4	Expanding the market offer	61%	29%	7%	3%
5	Increasing promotion of the outdoor market on social media	62%	26%	8%	4%
6	Holding Large Scale Events	55%	35%	7%	3%
7	Holding Small-Scale Community Events	50%	39%	9%	2%
8	Increasing the range of modern street food on the market	50%	30%	15%	5%

2. TRADER SURVEY RESULTS

RESULTS OVERVIEW

**74
SURVEY
RESPONSES**

**31%
ACCEPT
CARD**

**82% ARE
SOLE
TRADERS**

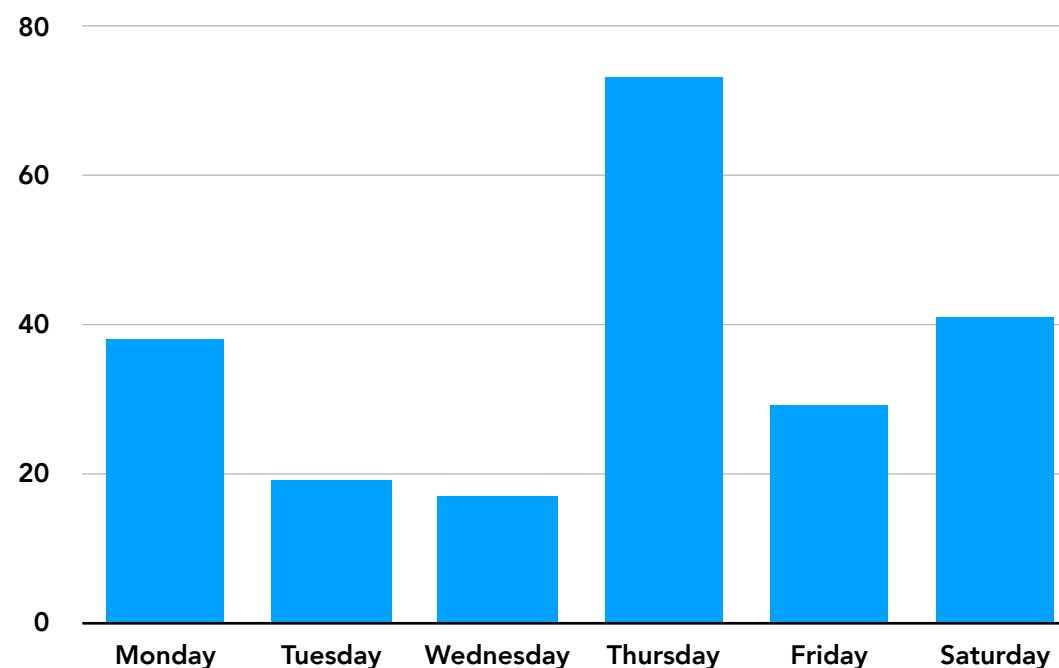
**18% - MARKET HALL
74% - REGULAR TRADERS
8% - CASUAL TRADERS**

**22% SELL ONLINE
40% PROMOTE ON FACEBOOK
16% PROMOTE ON INSTAGRAM**

**63%
CONFIDENCE IN
THE FUTURE OF
THEIR BUSINESS
IN CHESTERFIELD**

**56%
CONFIDENCE IN
THE FUTURE OF
OTHER BUSINESSES
IN CHESTERFIELD**

What days do you trade?



KEY ISSUES RAISED

The main concerns raised by traders were:

- Anti-Social Behaviour at night and during the day putting off customers
- Cleanliness of the Market
- A 'Scruffy' Appearance
- Desire for more and better signage and marketing.

The following are randomly selected comments raised by traders:

"Covid hasn't helped Stalls age in very poor state of repairs. Canvas roofing filthy. Boards/trestles dropping to bits/ wet through and usually covered in bird droppings. Disgusting!!!"

"Free or reduced parking. Better signage and advertising fill the empty shops and units with interesting independent businesses"

"It's looking a little dated and an upgrade may improve footfall"

"It's a friendly market with a good atmosphere on a Thursday. More variety of street food would be nice"

"The market needs a roof over it. The surface is unsafe, a visible security presence Improve seating on and around market square. Not enough toilet facilities. Large flower tubs. They look very nice."

"Somewhere to pause and enjoy food and drink with seating, tables eating from imaginative/traditional food vans would look great on the little market and could also house talents/events."

"Perhaps the satellite traders scattered around other streets in the town could be encouraged to consolidate and trade in the main square. This would fill the market and reduce the need to walk some distance(especially for older people)"

"More stalls, more events, more music, more open shops, free parking, less rough sleepers, more advertising for town centre more variety (not all charity shops) more information on free buses"

"Keep the market traditional. Don't go to pop up stands. Chesterfield is unique with current stalls. Just needs tidying up, cleaning regularly around and under the stalls. As a outdoor market trader I feel that the way the market is run is quite welcoming and friendly"

"Give the public something they can't buy online, that human touch."

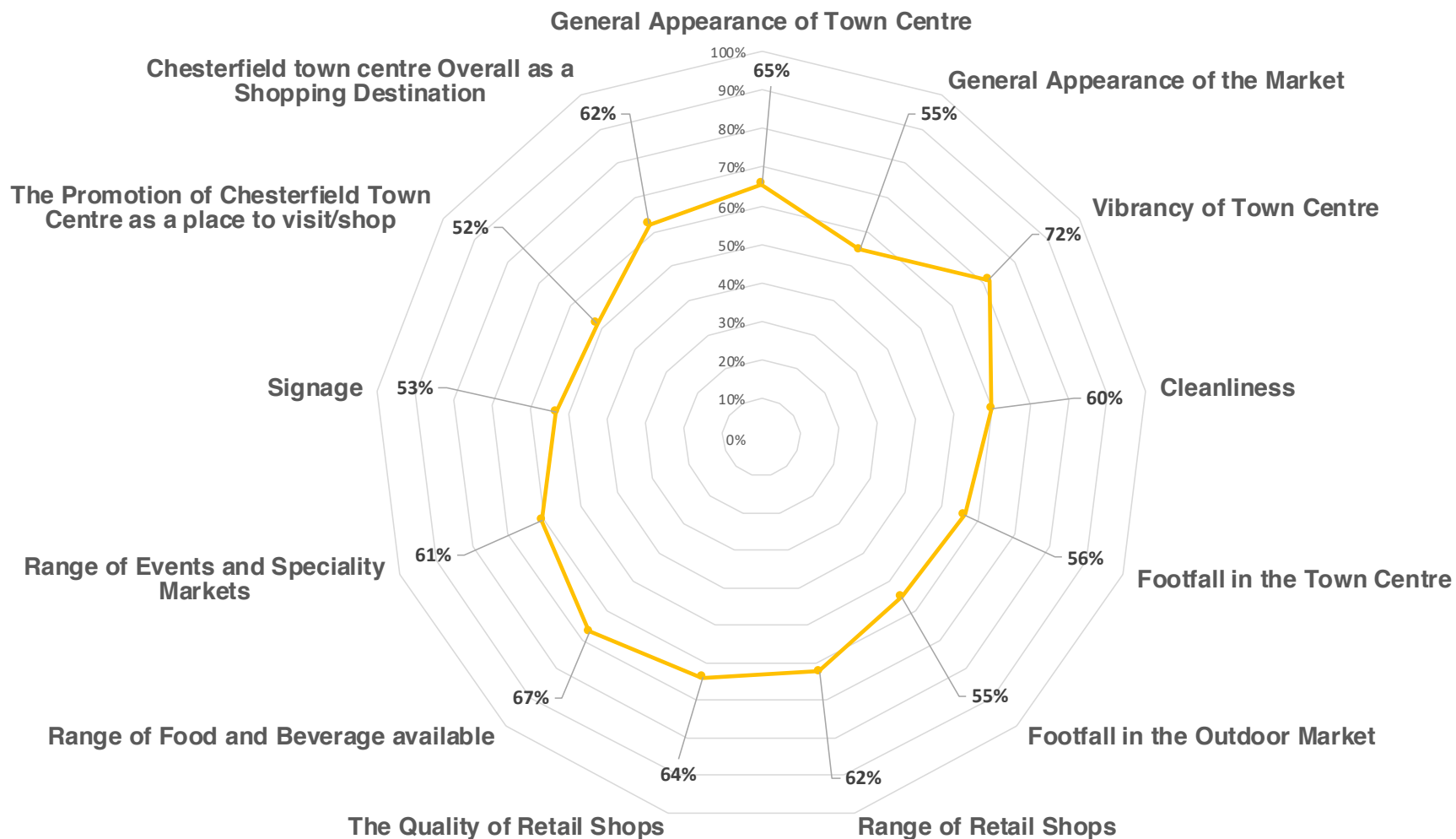
"Our business is growing well (or was before covid 19) So I am optimistic that this trend will resume next year. I fear for some other businesses that perhaps were not so fortunate."

"Improve covered walkways protecting customers from the bad weather."

"No matter what anybody does to help, the town centre is doomed because of the high charge of car parking"

"Market appearance looks shabby not traditional, covers need replacing ASAP. Deals need promotive regularly, vans need to be off market by 9am same time has shops open not 10am"

TRADER'S PERCEPTION OF THE TOWN CENTRE AND OUTDOOR MARKET:



Ratings where 1% = extremely poor and 100% = extremely good calculated as an average across all respondents.

FUTURE PRIORITIES

The Traders were asked to rank the same future priorities from Not at All Important to Very Important as members of the public did. For market traders the greatest priority was expanding the promotion of the Market on social media, with increasing the range of modern street food as the lowest priority, although 73% believed it was important.

Public Priority Rating	Trader Priority Rating		Very Important	Fairly Important	Not Very Important	Not At All Important
1	3	Attracting new businesses to the town centre	70%	26%	3%	1%
2	2	Having a good range of independent shops in the town centre	78%	19%	2%	1%
3	7	Hosting more pop up and speciality markets	43%	43%	12%	2%
4	5	Expanding the market offer	68%	25%	6%	1%
5	1	Increasing promotion of the outdoor market on social media	79%	20%	0%	1%
6	4	Holding Large Scale Events	74%	21%	4%	1%
7	6	Holding Small-Scale Community Events	53%	38%	8%	1%
8	8	Increasing the range of modern street food on the market	33%	40%	26%	1%

3. LOCAL BUSINESS SURVEY RESULTS

SUMMARY OF RESPONSES:

26
SURVEY
RESPONSES

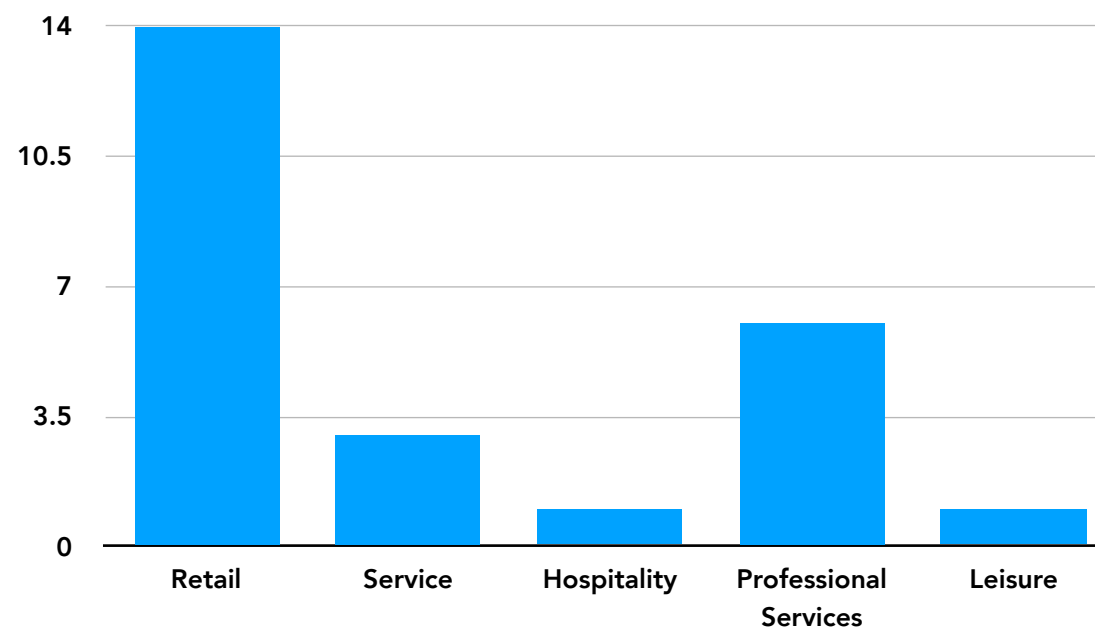
85%
HAVE A
WEBSITE

89% SUPPORT
CHANGING
THE LAYOUT
OF THE
MARKET

ON AVERAGE
RESPONDENTS HAD BEEN
TRADING FOR 9 YEARS,
A RANGE OF 1 - 40 YEARS

54% SELL ONLINE
100% PROMOTE ON FACEBOOK
88% PROMOTE ON INSTAGRAM

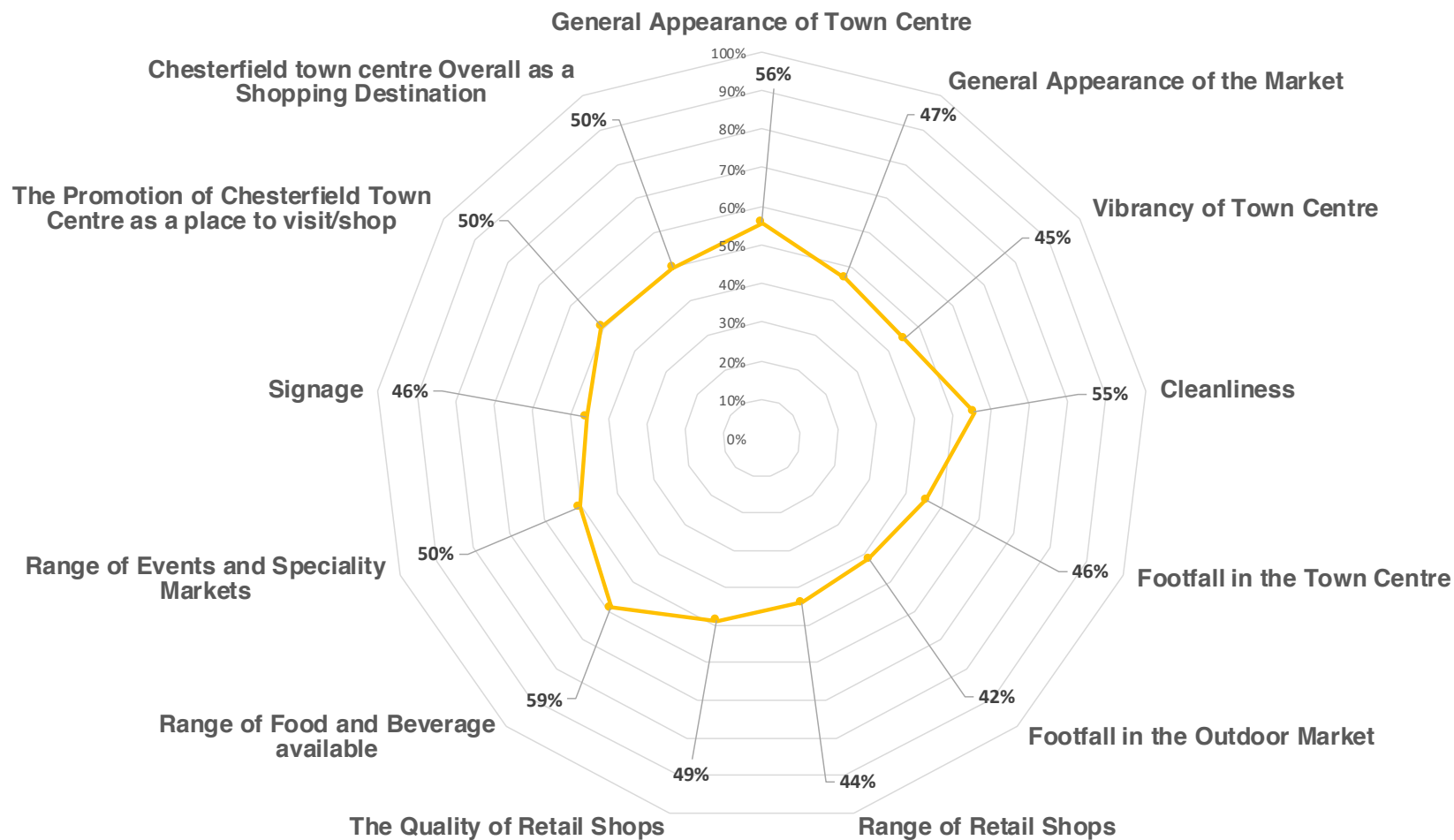
Type of Business



57%
CONFIDENCE IN
THE FUTURE OF
THEIR BUSINESS
IN CHESTERFIELD

51%
CONFIDENCE IN
THE FUTURE OF
OTHER BUSINESSES
IN CHESTERFIELD

LOCAL BUSINESS' PERCEPTION OF THE TOWN CENTRE AND OUTDOOR MARKET:



Ratings where 1% = extremely poor and 100% = extremely good calculated as an average across all respondents.

FUTURE PRIORITIES

Local Businesses were asked to rank the same future priorities from Not at All Important to Very Important as members of the public and Market Traders. Having a good range of independent shops in the town centre was the highest ranked priority, closely followed by attracting new businesses to the town centre.

Public Priority Rating	Trader Priority Rating	Local Business Priority Rating		Very Important	Fairly Important	Not Very Important	Not At All Important
1	3	2	Attracting new businesses to the town centre	96%	0%	4%	0%
2	2	1	Having a good range of independent shops in the town centre	96%	4%	0%	0%
3	7	3	Hosting more pop up and speciality markets	73%	27%	0%	0%
4	5	8	Expanding the market offer	54%	23%	23%	0%
5	1	6	Increasing promotion of the outdoor market on social media	65%	31%	4%	0%
6	4	4	Holding Large Scale Events	73%	23%	4%	0%
7	6	7	Holding Small-Scale Community Events	58%	35%	7%	0%
8	8	5	Increasing the range of modern street food on the market	77%	15%	8%	0%

WHAT ARE THE BEST THINGS ABOUT THE OUTDOOR MARKET IN RELATION TO YOUR BUSINESS?

"We are busier on market days"

"Special events bring additional footfall into the town which has a positive impact on trade."

"The flea market on a Thursday and the record fairs, bring more custom to town and to us as we sell similar products"

"Tourism. The market brings people in to Chesterfield but it needs to offer a better retail experience to keep them shopping in Chesterfield"

"The market has very little impact on my business other than it being a key element of the area - and once these elements begin to fall away the effects radiate and area as a whole is affected in terms of both attractiveness, a place to live and work and peoples opinions on the area from outside of Chesterfield"

"The outdoor market has no affect on my business."

"Flea market attracts passing trade. Events and additional market in New Square increases footfall."

"Brings visitors into the area"

"We have regulars that come for the market and then us"

"Can not think of anything, I am really sorry"

"Nothing currently"

"Nothing as there is no cross over and the flea market offers no value to the town or its local traders, unless seeking very low end / charity shop items. The market drags the towns appearance and demographic of clients down."

"The outdoor market is part of the 'golden triangle' of independent shops, good market offer and multiple retailers that make Chesterfield a strong retail destination. The market gives Chesterfield a point of interest, boosts footfall on certain days such as the

flea market on Thursday and provides a good reason to visit Chesterfield"

"It creates additional footfall"

"Nothing"

"An alternative place/novelty to shop"

"It's a well known part of the town"

"The outdoor market I don't really use and it has no relation to my business, so I wouldn't really be qualified to give an opinion on this matter."

DO YOU HAVE ANY SUGGESTIONS ABOUT THE LAYOUT OF THE OUTDOOR MARKET AND OTHER POTENTIAL IMPROVEMENTS?

"Empty market stalls looks terrible - keep enough market stalls for traders but remove the rest and use the space better"

"Too spread out"

"More seating maybe with tables, planters, to create a welcoming courtyard feel - somewhere people can sit to eat and enjoy the area"

"Again just to make it more inviting - if there were an improved food offering (a burger bar does not constitute a good offering) then some outdoor seating would be useful..."

"I think it needs to be more user friendly and have something maybe at the heart which draws you in, some thing different which would make you want to venture in the centre of the market that way giving more exposure to the market traders."

"Current layout leaves stalls in the centre of the square either isolated or empty. Stalls need rearranging with around the edge of the square with a central area left clear for

improved public space for meeting and socialising along with permanent planting features and trees to soften the overall effect. It would also help create crossing points for people as opposed to just walking around the perimeter of the square. The area should be partially levelled and stepped down from the northern edge of the square to offer an area of greater accessibility"

"Needs to look more attractive and quirky, it needs to look unique and have something special to offer"

"Some stalls could be removed to give the impression of fuller occupancy and maybe a less rigid row structure may help"

"I think consolidating the market onto the two market places would give a fuller look and more opportunity to browse different stalls. I think seating around the edge of the market in addition to the seating in the centre would give more room for socialising ."

"I think it could be improved similar to the Peace Gardens in Sheffield. A nicer environment to sit and visit"

"Events such as a vintage Christmas market and perhaps a beach in the Summer in a similar way to Nottingham would add extra fun to the town..."

"Full undercover outdoor area so it's attractive to traders and customers in all weathers."

"Invite better class of creative business to trade, have events where the stalls are replaced by wood cabins and charge a higher rate, if the standard is raised more people would want to come"

"More events and evening entertainment"

"Power and lighting. Adding landscaping"

"Space where some of the eateries in the area could use for outdoor seating, possible with potential to cover as well for protection again weather"

QUARTERBRIDGE
CREATING SPACE TO **BE.**