

# Revitalising the Heart of Chesterfield – Masterplan Consultation Report

September 2021

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## 1. Summary

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*Questionnaire format:* Paper/Web  
*Responses:* Total: 584  
*Date range:* 2<sup>nd</sup> August 2021 - 12<sup>th</sup> September 2021

## 2. Introduction

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The masterplan consultation is a follow-up to the phase one consultation of the Revitalising the Heart of Chesterfield Project. The Revitalising the Heart of Chesterfield (RHOC) scheme will revamp the outdoor market to include better lighting and power; improved access and stall configuration; general paving repairs; and new flexible trading areas as well as the repair of all existing stall structures.

This consultation on the masterplan for the scheme took place during August and September to gather feedback about proposals and help develop the scheme further.

Results are broken down into general public, local business and market traders to provide context to the responses.

### 3. Questionnaire results

#### Q1. What do you generally visit the town centre for?

Respondents were given a list of options and asked to indicate all that apply. The reasons for visiting have been ordered by the most popular option indicated by all respondents.

Q1: What do you generally visit the town centre for?								
	All respondents		Market traders		Local businesses		General public	
	No.	%	No.	%	No.	%	No.	%
Shopping / browsing in independent shops	399	72.4%	14	51.9%	18	58.1%	367	74.4%
Shopping / browsing in national chain shops	396	71.9%	15	55.6%	13	41.9%	368	74.6%
Shopping / browsing at the outdoor market	335	60.8%	15	55.6%	16	51.6%	304	61.7%
Visiting a cafe	332	60.3%	5	18.5%	12	38.7%	315	63.9%
For a service e.g. bank, solicitor, post office	330	59.9%	12	44.4%	15	48.4%	303	61.5%
Visiting a pub / bar	238	43.2%	7	25.9%	10	32.3%	221	44.8%
Meeting friends / family	229	41.6%	8	29.6%	8	25.8%	213	43.2%
Visiting a restaurant	198	35.9%	5	18.5%	6	19.4%	187	37.9%
Shopping / browsing in a charity shop	188	34.1%	9	33.3%	6	19.4%	173	35.1%
Shopping / browsing in the Market Hall	179	32.5%	10	37.0%	5	16.1%	164	33.3%
For beauty and personal care e.g. hairdresser	128	23.2%	5	18.5%	5	16.1%	118	23.9%
Work / business	99	18.0%	22	81.5%	16	51.6%	61	12.4%
Visiting a night club	33	6.0%	0	0.0%	1	3.2%	32	6.5%
For leisure e.g. gym	11	2.0%	0	0.0%	1	3.2%	10	2.0%
Study	9	1.6%	0	0.0%	0	0.0%	9	1.8%
Staying at a hotel/accommodation	2	0.4%	0	0.0%	0	0.0%	2	0.4%
<b>TOTAL</b>	<b>551</b>		<b>27</b>		<b>31</b>		<b>493</b>	

Q1: What do you generally visit the town centre for? (all respondents)	
Shopping / browsing in independent shops	72.4%
Shopping / browsing in national chain shops	71.9%
Shopping / browsing at the outdoor market	60.8%
Visiting a cafe	60.3%
For a service	59.9%
Visiting a pub / bar	43.2%
Meeting friends / family	41.6%
Visiting a restaurant	35.9%
Shopping / browsing in a charity shop	34.1%
Shopping / browsing in the Market Hall	32.5%
For beauty and personal care e.g.hairdresser	23.2%
Work / business	18.0%
Visiting a night club	6.0%
For leisure e.g. gym	2.0%
Study	1.6%
Staying at a hotel/accommodation	0.4%

**Q1a: Any other reasons? (What do you generally visit the town centre for?)**

Thirty-nine comments were made in relation to 'other reasons'. The comments can be read in full at appendix A.

<b>Q1a: Any other reasons? Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Visiting / working at the library	11
Working in town	3
Visiting / working on the flea market	3
Attending special events	3
Medical appointments	3
Walking / exercise	2
Shopping	3
Other comments	11

(Please note that comments may include more than one 'theme', and where this is the case, they have been themed based on the opening comment throughout this report.)

**Q1b: Why don't you visit the town centre?**

Fifty-two comments were made in response to this question. The comments can be read in full at appendix A.

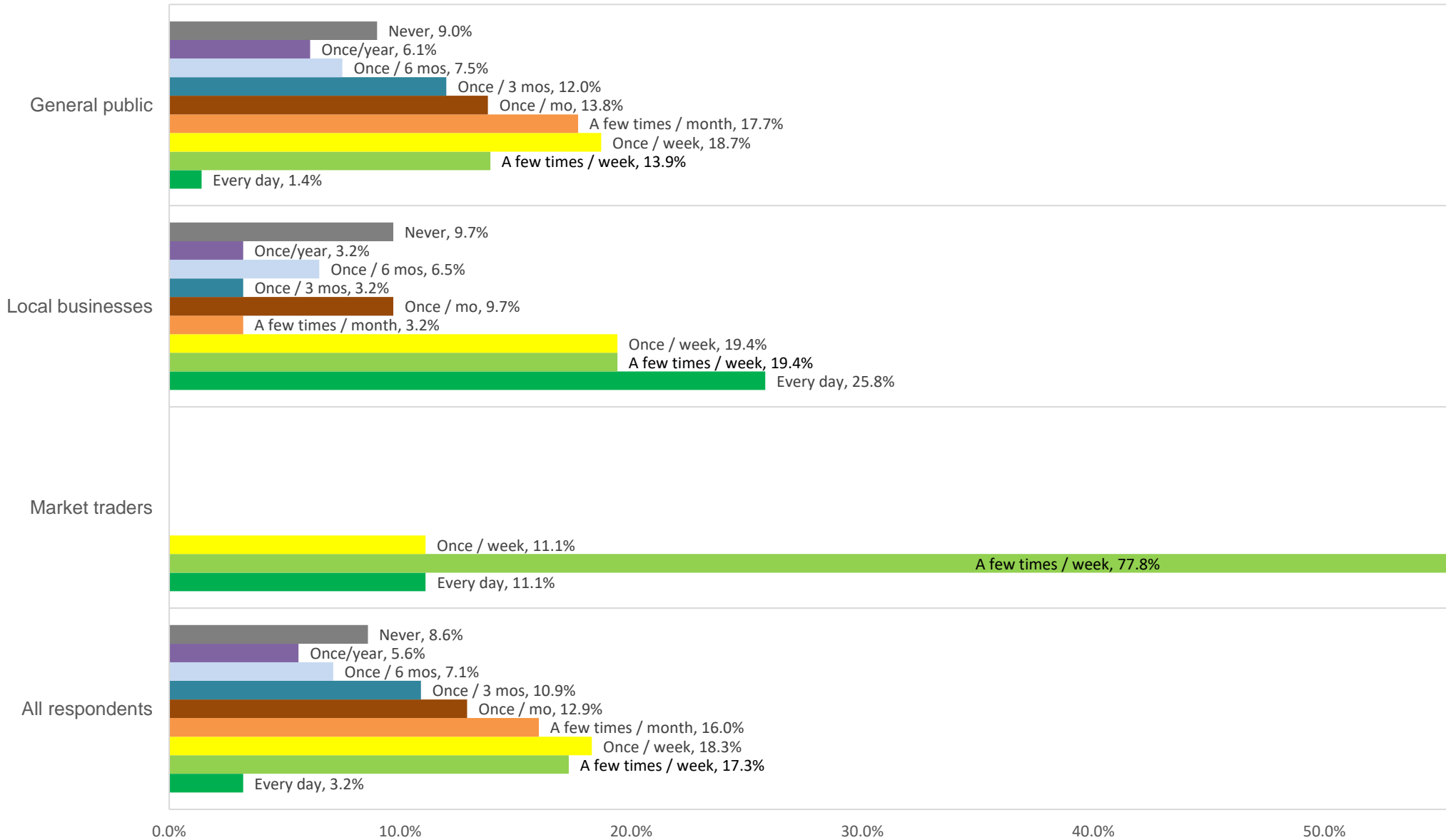
<b>Q1b: Why don't you visit the town centre? Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Negative comments regarding parking	14
Negative comments regarding nothing of interest in town / no reason to visit	21
Negative comments regarding Anti-social Behaviour and safety concerns	8
Other comments	11

**Q2. How often do you currently visit the outdoor market in Chesterfield?**

Respondents were given a list of options and asked to indicate one. Results have been broken down by respondent group – general public, market trader and local businesses.

<b>Q2: How often do you currently visit the outdoor market in Chesterfield?</b>								
	<b>All respondents</b>		<b>Market traders</b>		<b>Local businesses</b>		<b>General public</b>	
	No.	%	No.	%	No.	%	No.	%
Every day	18	3.2%	3	11.1%	8	25.8%	7	1.4%
A few times a week	98	17.3%	21	77.8%	6	19.4%	71	13.9%
About once a week	104	18.3%	3	11.1%	6	19.4%	95	18.7%
A few times a month	91	16.0%	0	0.0%	1	3.2%	90	17.7%
Once a month	73	12.9%	0	0.0%	3	9.7%	70	13.8%
About once every three months	62	10.9%	0	0.0%	1	3.2%	61	12.0%
About once every six months	40	7.1%	0	0.0%	2	6.5%	38	7.5%
Once a year	32	5.6%	0	0.0%	1	3.2%	31	6.1%
Never	49	8.6%	0	0.0%	3	9.7%	46	9.0%
<b>TOTAL</b>	<b>567</b>		<b>27</b>		<b>31</b>		<b>509</b>	

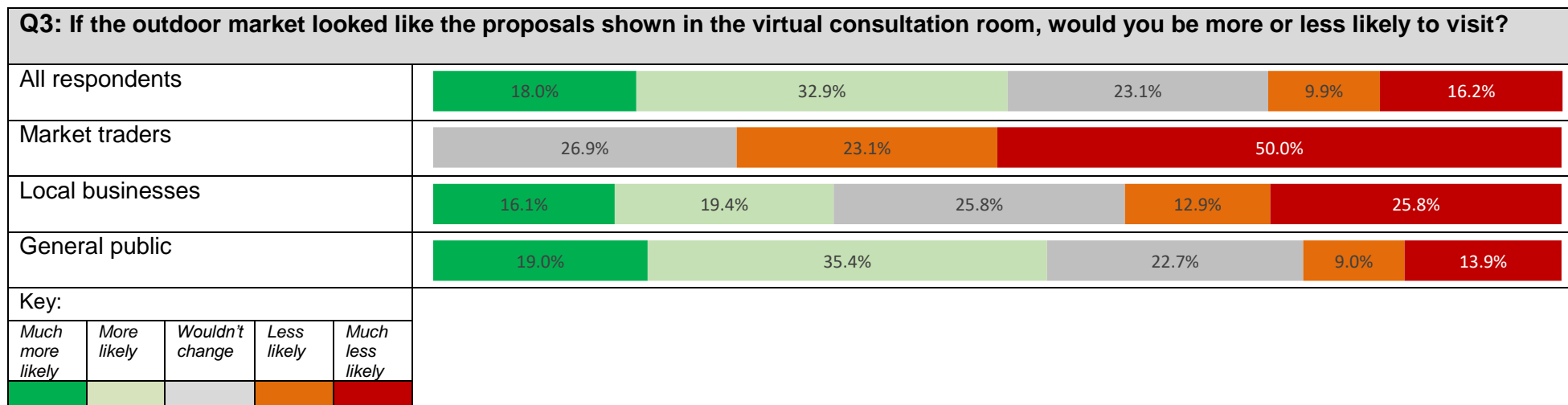
**Q2: How often do you currently visit the outdoor market in Chesterfield?**



**Q3. If the outdoor market looked like the proposals shown in the virtual consultation room, would you be more or less likely to visit?**

Respondents were given a list of options and asked to indicate one. Results have been broken down by respondent group – general public, market trader and local businesses.

Q3: If the outdoor market looked like the proposals shown in the virtual consultation room, would you be more or less likely to visit?								
	All respondents		Market traders		Local businesses		General public	
	No.	%	No.	%	No.	%	No.	%
Much more likely	102	18.0%	0	0.0%	5	16.1%	97	19.0%
More likely	187	32.9%	0	0.0%	6	19.4%	181	35.4%
Wouldn't change	131	23.1%	7	26.9%	8	25.8%	116	22.7%
Less likely	56	9.9%	6	23.1%	4	12.9%	46	9.0%
Much less likely	92	16.2%	13	50.0%	8	25.8%	71	13.9%
TOTAL	568		26		31		511	



**Q3a: Additional comments - If the outdoor market looked like the proposals shown in the virtual consultation room, would you be more or less likely to visit?**

One hundred and thirty-nine comments were made in response to this question. The comments can be read in full at appendix A.

<b>Q3a: Additional comments - If the outdoor market looked like the proposals shown in the virtual consultation room, would you be more or less likely to visit? Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Positive comments regarding if there was an increased variety and offer then would be more likely to visit	14
Negative comments regarding variety and offer, still unlikely to visit	6
Negative comments regarding losing the towns character / history	14
Positive comments regarding keeping the towns character / history	4
General dissatisfaction with the proposal	18
Positive comments regarding if there was an increased number of traders / stalls then would be more likely to visit	3
Negative comments regarding if a decreased number of traders / stalls then would be less likely to visit	9
Comments regarding need for better accessibility	9
Concerns regarding the proposed market stalls	7
Positive comments / general satisfaction with the proposals	6
Comments regarding entertainment / events being a good idea	5
Comments regarding the need to encourage traders / make pitches more affordable	5
Comments regarding parking needing to be improved	4
Negative comments regarding anti-social behaviour	4
Negative comments regarding the proposed layout	4
Positive comments regarding the single market idea	2
Comments regarding less traffic would be safer	2

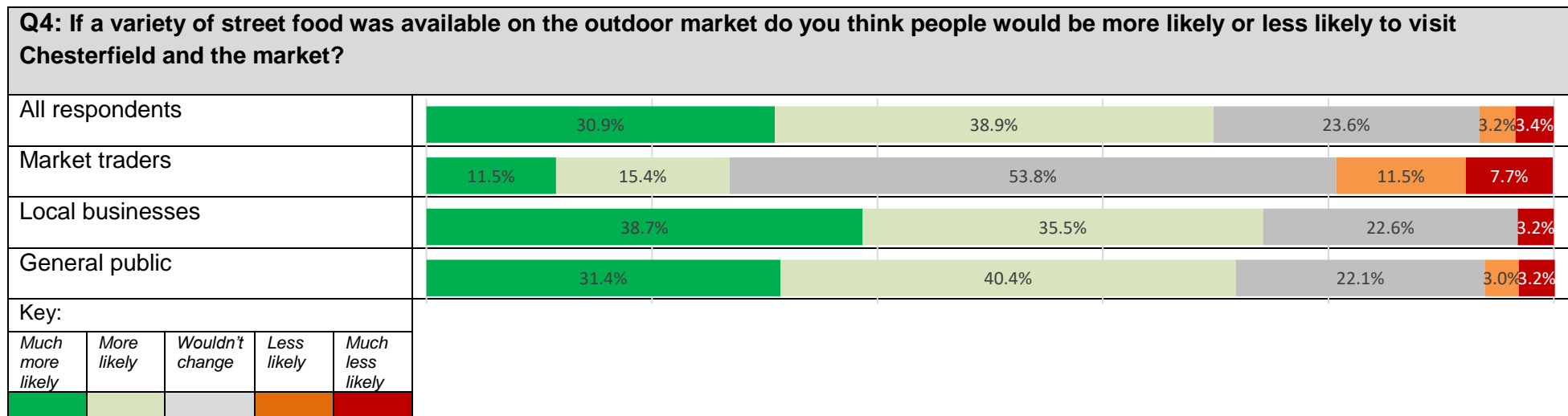


Comments suggesting the market is kept as it is	2
Other comments	14

**Q4. If a variety of street food was available on the outdoor market do you think people would be more likely or less likely to visit Chesterfield and the market?**

Respondents were given a list of options and asked to indicate one. Results have been broken down by respondent group – general public, market trader and local businesses.

Q4: If a variety of street food was available on the outdoor market do you think people would be more likely or less likely to visit Chesterfield and the market?								
	All respondents		Market traders		Local businesses		General public	
	No.	%	No.	%	No.	%	No.	%
Much more likely	173	30.9%	3	11.5%	12	38.7%	158	31.4%
More likely	218	38.9%	4	15.4%	11	35.5%	203	40.4%
Wouldn't change	132	23.6%	14	53.8%	7	22.6%	111	22.1%
Less likely	18	3.2%	3	11.5%	0	0.0%	15	3.0%
Much less likely	19	3.4%	2	7.7%	1	3.2%	16	3.2%
<b>TOTAL</b>	<b>560</b>		<b>26</b>		<b>31</b>		<b>503</b>	



**Q4a. Additional comments - If a variety of street food was available on the outdoor market do you think people would be more likely or less likely to visit Chesterfield and the market?**

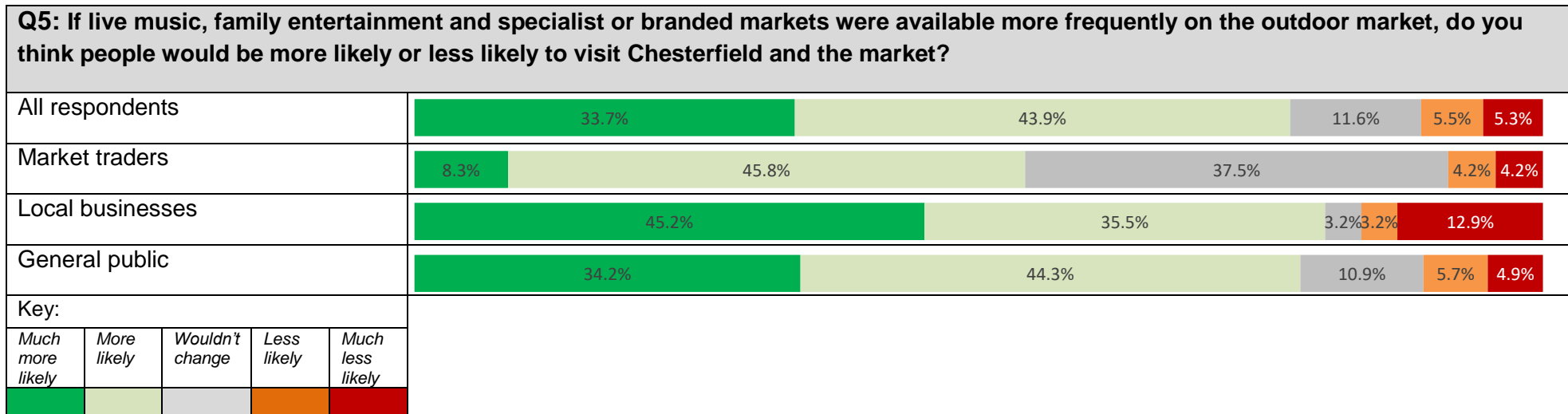
Seventy-four comments were made in response to this question. The comments can be read in full at appendix A.

<b>Q4a: Additional comments - If a variety of street food was available on the outdoor market do you think people would be more likely or less likely to visit Chesterfield and the market? Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Comments regarding the need for a good variety and choice of foods	13
Comments generally supporting the proposal	11
Comments regarding there being sufficient places to eat already	10
Comments regarding increased litter concerns as a result of more street food	6
Comments expressing dissatisfaction with the proposal	6
Comments regarding pricing needing to be proportionate and fair	5
Comments regarding parking concerns	3
Concerns regarding food hygiene issues and adherence to regulations	3
Concerns regarding the impact on existing businesses (cafes etc)	2
Comments regarding street food not being that important – the market is more so	2
Other comments	10

**Q5. If live music, family entertainment and specialist or branded markets were available more frequently on the outdoor market, do you think people would be more likely or less likely to visit Chesterfield and the market?**

Respondents were given a list of options and asked to indicate one. Results have been broken down by respondent group – general public, market trader and local businesses.

<b>Q5: If live music, family entertainment and specialist or branded markets were available more frequently on the outdoor market, do you think people would be more likely or less likely to visit Chesterfield and the market?</b>								
	<b>All respondents</b>		<b>Market traders</b>		<b>Local businesses</b>		<b>General public</b>	
	No.	%	No.	%	No.	%	No.	%
Much more likely	191	33.7%	2	8.3%	14	45.2%	175	34.2%
More likely	249	43.9%	11	45.8%	11	35.5%	227	44.3%
Wouldn't change	66	11.6%	9	37.5%	1	3.2%	56	10.9%
Less likely	31	5.5%	1	4.2%	1	3.2%	29	5.7%
Much less likely	30	5.3%	1	4.2%	4	12.9%	25	4.9%
<b>TOTAL</b>	<b>567</b>		<b>24</b>		<b>31</b>		<b>512</b>	



**Q5a: Additional Comments - If live music, family entertainment and specialist or branded markets were available more frequently on the outdoor market, do you think people would be more likely or less likely to visit Chesterfield and the market?**

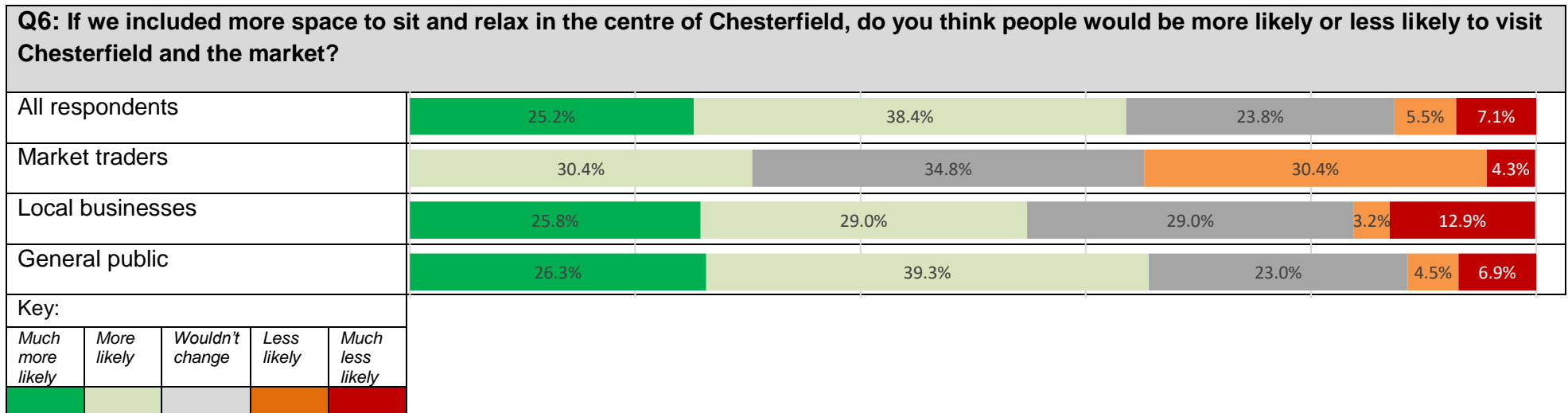
Seventy-eight comments were made in response to this question. The comments can be read in full at appendix A.

<b>Q5a: Additional Comments - If live music, family entertainment and specialist or branded markets were available more frequently on the outdoor market, do you think people would be more likely or less likely to visit Chesterfield and the market? Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Comments expressing general dissatisfaction with the proposal	12
Supportive comments regarding speciality / themed markets	10
Comments regarding the need for a good variety and quality of entertainment being needed	8
Supportive comments regarding the proposal	7
Concerns raised regarding increased noise levels	6
Comments regarding timing and regularity of events need to be considered to make it a success	5
Concerns regarding anti-social behaviour	4
Concerns raised regarding the regular market not being 'lost'	4
Concerns regarding parking	3
Concerns raised that these types of events already being held	2
Street performers should be encouraged to perform in town	2
Concerns raised regarding the risk of losing the towns history / character / tradition	2
Other comments	11

**Q6. If we included more space to sit and relax in the centre of Chesterfield, do you think people would be more likely or less likely to visit Chesterfield and the market?**

Respondents were given a list of options and asked to indicate one. Results have been broken down by respondent group – general public, market trader and local businesses.

<b>Q6: If we included more space to sit and relax in the centre of Chesterfield, do you think people would be more likely or less likely to visit Chesterfield and the market?</b>								
	<b>All respondents</b>		<b>Market traders</b>		<b>Local businesses</b>		<b>General public</b>	
	No.	%	No.	%	No.	%	No.	%
Much more likely	142	25.2%	0	0.0%	8	25.8%	134	26.3%
More likely	216	38.4%	7	30.4%	9	29.0%	200	39.3%
Wouldn't change	134	23.8%	8	34.8%	9	29.0%	117	23.0%
Less likely	31	5.5%	7	30.4%	1	3.2%	23	4.5%
Much less likely	40	7.1%	1	4.3%	4	12.9%	35	6.9%
<b>TOTAL</b>	<b>563</b>		<b>23</b>		<b>31</b>		<b>509</b>	



**Q6a. Additional Comments - If we included more space to sit and relax in the centre of Chesterfield, do you think people would be more likely or less likely to visit Chesterfield and the market?**

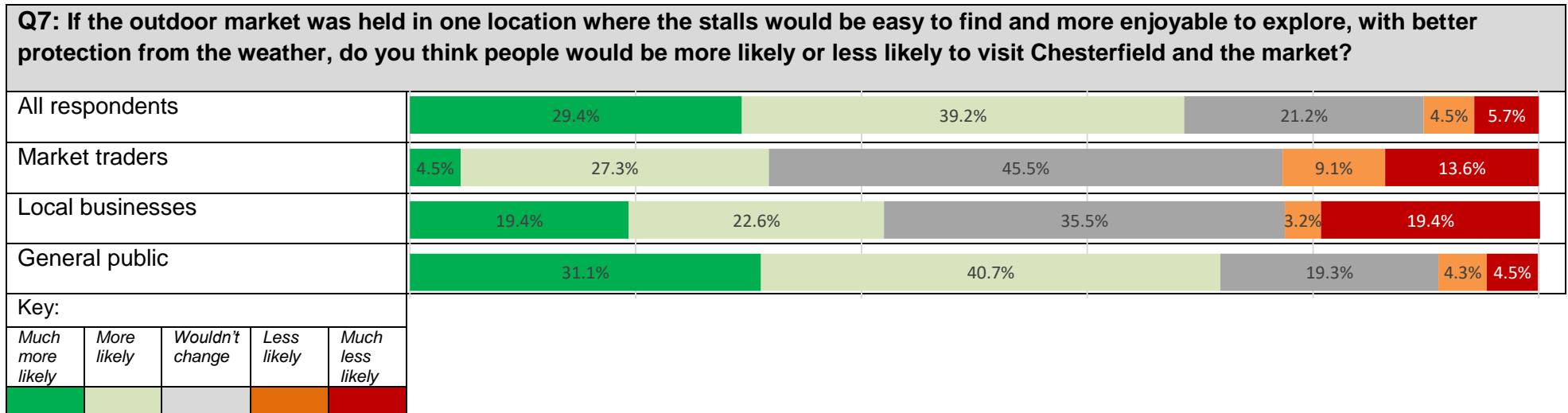
One hundred and thirteen comments were made in response to this question. The comments can be read in full at appendix A.

<b>Q6a: Additional Comments - If we included more space to sit and relax in the centre of Chesterfield, do you think people would be more likely or less likely to visit Chesterfield and the market? Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Concerns raised regarding increased anti-social behaviour	57
Supportive comments regarding additional seating	11
Comments regarding there being sufficient seating already	8
Comments made regarding the need for more outdoor café / bar seating	5
Comments regarding weather dependency and the need for covered outdoor seating	4
Comments expressing general dissatisfaction with the proposal	4
Comments regarding there being a lack of seating presently	3
Concerns raised regarding more seating resulting in a decreased space for stalls	3
Comments regarding the need for cleanliness to be maintained	2
Concerns raised regarding accessibility issues	2
Concerns regarding parking	2
Concerns regarding safety	2
Concerns regarding the history / character / tradition of the town being lost	2
Other comments	8

**Q7. If the outdoor market was held in one location where the stalls would be easy to find and more enjoyable to explore, with better protection from the weather, do you think people would be more likely or less likely to visit Chesterfield and the market??**

Respondents were given a list of options and asked to indicate one. Results have been broken down by respondent group – general public, market trader and local businesses.

<b>Q7: If the outdoor market was held in one location where the stalls would be easy to find and more enjoyable to explore, with better protection from the weather, do you think people would be more likely or less likely to visit Chesterfield and the market?</b>								
	<b>All respondents</b>		<b>Market traders</b>		<b>Local businesses</b>		<b>General public</b>	
	No.	%	No.	%	No.	%	No.	%
Much more likely	165	29.4%	1	4.5%	6	19.4%	158	31.1%
More likely	220	39.2%	6	27.3%	7	22.6%	207	40.7%
Wouldn't change	119	21.2%	10	45.5%	11	35.5%	98	19.3%
Less likely	25	4.5%	2	9.1%	1	3.2%	22	4.3%
Much less likely	32	5.7%	3	13.6%	6	19.4%	23	4.5%
<b>TOTAL</b>	<b>561</b>		<b>22</b>		<b>31</b>		<b>508</b>	





**Q7a. Additional Comments - If the outdoor market was held in one location where the stalls would be easy to find and more enjoyable to explore, with better protection from the weather, do you think people would be more likely or less likely to visit Chesterfield and the market?**

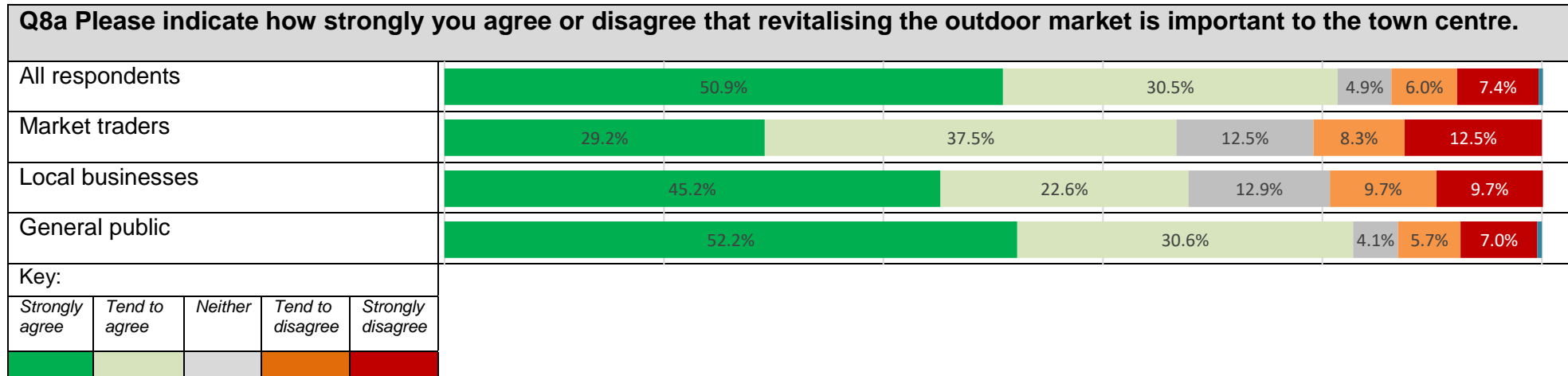
One hundred and four comments were made in response to this question. The comments can be read in full at appendix A.

<b>Q7a: Additional Comments - If the outdoor market was held in one location where the stalls would be easy to find and more enjoyable to explore, with better protection from the weather, do you think people would be more likely or less likely to visit Chesterfield and the market? Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Comments regarding the need for more market stalls to attract visitors	14
Comments supporting keeping the existing two markets	14
Supporting comments regarding holding the market in one location	10
Concerns raised regarding losing the towns history / character / tradition	8
Concerns raised regarding footfall being concentrated in one area and other parts of the town suffering as a result	7
Comments expressing general dissatisfaction	6
Concerns raised that the proposal would result in there being less stalls	4
Concerns raised that the market would become too cramped	4
Concerns raised regarding the lack of weather protection for the markets	4
Concerns raised regarding the negative impact on traders	4
Issues raised regarding the wording of the question	3
Comments expressing general satisfaction	2
Other comments	20

**Q8. Please indicate how strongly you agree or disagree that revitalising the outdoor market is important to the town centre.**

Respondents were given a list of options and asked to indicate one. Results have been broken down by respondent group – general public, market trader and local businesses.

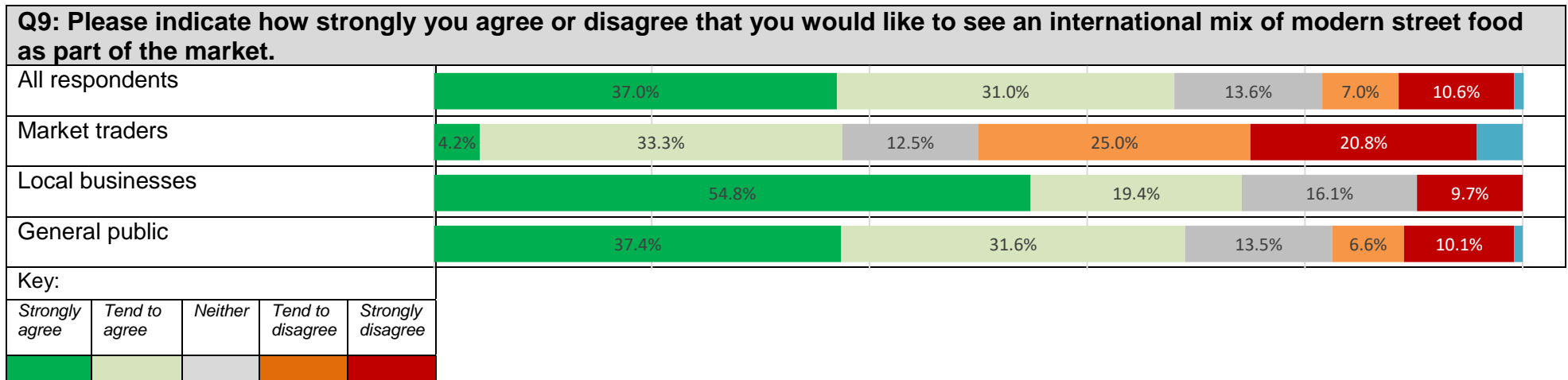
Q8 Please indicate how strongly you agree or disagree that revitalising the outdoor market is important to the town centre.								
	All respondents		Market traders		Local businesses		General public	
	No.	%	No.	%	No.	%	No.	%
Strongly agree	289	50.9%	7	29.2%	14	45.2%	268	52.2%
Tend to agree	173	30.5%	9	37.5%	7	22.6%	157	30.6%
Neither	28	4.9%	3	12.5%	4	12.9%	21	4.1%
Tend to disagree	34	6.0%	2	8.3%	3	9.7%	29	5.7%
Strongly disagree	42	7.4%	3	12.5%	3	9.7%	36	7.0%
Don't know	2	0.4%	0	0.0%	0	0.0%	2	0.4%
TOTAL	568		24		31		513	



**Q9. Please indicate how strongly you agree or disagree that you would like to see an international mix of modern street food as part of the market.**

Respondents were given a list of options and asked to indicate one. Results have been broken down by respondent group – general public, market trader and local businesses.

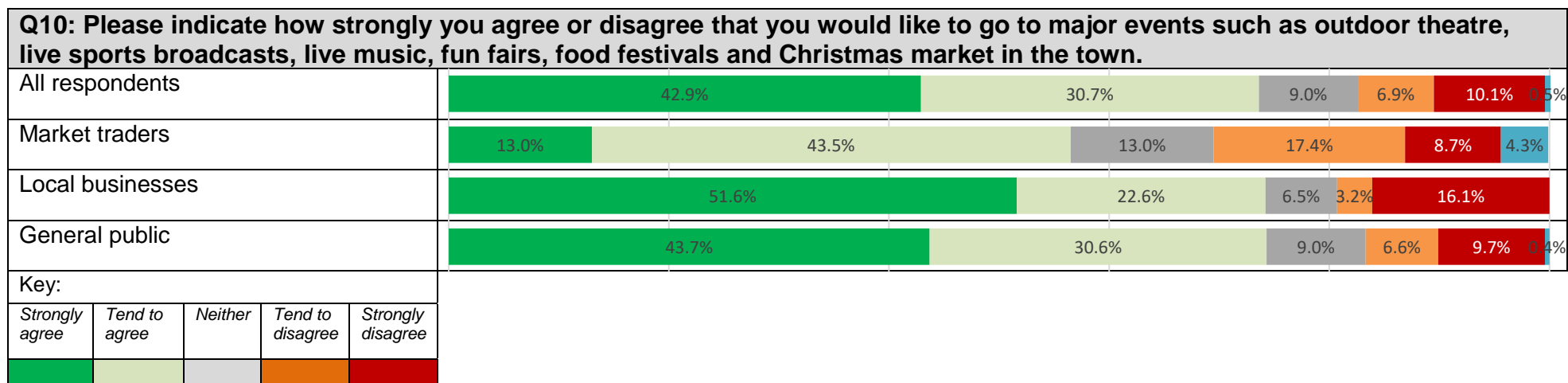
<b>Q9: Please indicate how strongly you agree or disagree that you would like to see an international mix of modern street food as part of the market.</b>								
	<b>All respondents</b>		<b>Market traders</b>		<b>Local businesses</b>		<b>General public</b>	
	No.	%	No.	%	No.	%	No.	%
Strongly agree	210	37.0%	1	4.2%	17	54.8%	192	37.4%
Tend to agree	176	31.0%	8	33.3%	6	19.4%	162	31.6%
Neither	77	13.6%	3	12.5%	5	16.1%	69	13.5%
Tend to disagree	40	7.0%	6	25.0%	0	0.0%	34	6.6%
Strongly disagree	60	10.6%	5	20.8%	3	9.7%	52	10.1%
Don't know	5	0.9%	1	4.2%	0	0.0%	4	0.8%
<b>TOTAL</b>	<b>568</b>		<b>24</b>		<b>31</b>		<b>513</b>	



**Q10. Please indicate how strongly you agree or disagree that you would like to go to major events such as outdoor theatre, live sports broadcasts, live music, fun fairs, food festivals and Christmas market in the town.**

Respondents were given a list of options and asked to indicate one. Results have been broken down by respondent group – general public, market trader and local businesses.

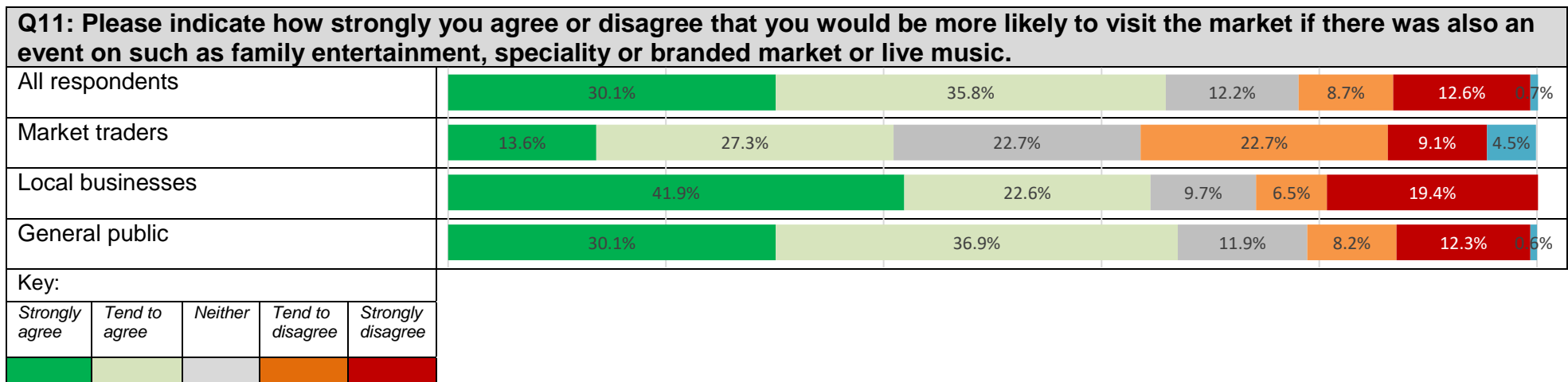
<b>Q10: Please indicate how strongly you agree or disagree that you would like to go to major events such as outdoor theatre, live sports broadcasts, live music, fun fairs, food festivals and Christmas market in the town.</b>								
	All respondents		Market traders		Local businesses		General public	
	No.	%	No.	%	No.	%	No.	%
Strongly agree	243	42.9%	3	13.0%	16	51.6%	224	43.7%
Tend to agree	174	30.7%	10	43.5%	7	22.6%	157	30.6%
Neither	51	9.0%	3	13.0%	2	6.5%	46	9.0%
Tend to disagree	39	6.9%	4	17.4%	1	3.2%	34	6.6%
Strongly disagree	57	10.1%	2	8.7%	5	16.1%	50	9.7%
Don't know	3	0.5%	1	4.3%	0	0.0%	2	0.4%
<b>TOTAL</b>	<b>567</b>		<b>23</b>		<b>31</b>		<b>513</b>	



**Q11. Please indicate how strongly you agree or disagree that you would be more likely to visit the market if there was also an event on such as family entertainment, speciality or branded market or live music.**

Respondents were given a list of options and asked to indicate one. Results have been broken down by respondent group – general public, market trader and local businesses.

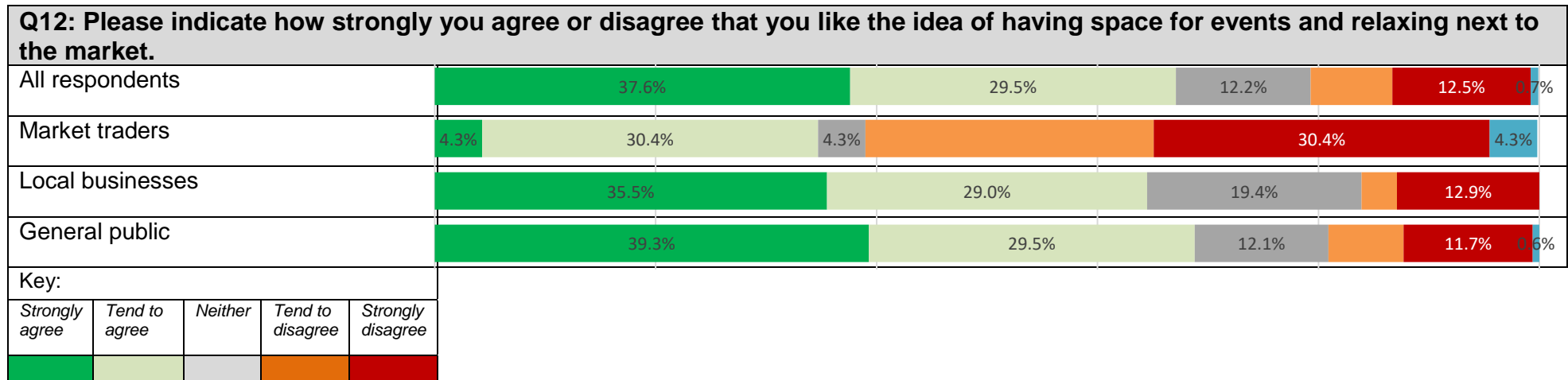
<b>Q11: Please indicate how strongly you agree or disagree that you would be more likely to visit the market if there was also an event on such as family entertainment, speciality or branded market or live music.</b>								
	<b>All respondents</b>		<b>Market traders</b>		<b>Local businesses</b>		<b>General public</b>	
	No.	%	No.	%	No.	%	No.	%
Strongly agree	170	30.1%	3	13.6%	13	41.9%	154	30.1%
Tend to agree	202	35.8%	6	27.3%	7	22.6%	189	36.9%
Neither	69	12.2%	5	22.7%	3	9.7%	61	11.9%
Tend to disagree	49	8.7%	5	22.7%	2	6.5%	42	8.2%
Strongly disagree	71	12.6%	2	9.1%	6	19.4%	63	12.3%
Don't know	4	0.7%	1	4.5%	0	0.0%	3	0.6%
<b>TOTAL</b>	<b>565</b>		<b>22</b>		<b>31</b>		<b>512</b>	



**Q12. Please indicate how strongly you agree or disagree that you like the idea of having space for events and relaxing next to the market.**

Respondents were given a list of options and asked to indicate one. Results have been broken down by respondent group – general public, market trader and local businesses.

<b>Q12: Please indicate how strongly you agree or disagree that you like the idea of having space for events and relaxing next to the market.</b>								
	<b>All respondents</b>		<b>Market traders</b>		<b>Local businesses</b>		<b>General public</b>	
	No.	%	No.	%	No.	%	No.	%
Strongly agree	213	37.6%	1	4.3%	11	35.5%	201	39.3%
Tend to agree	167	29.5%	7	30.4%	9	29.0%	151	29.5%
Neither	69	12.2%	1	4.3%	6	19.4%	62	12.1%
Tend to disagree	42	7.4%	6	26.1%	1	3.2%	35	6.8%
Strongly disagree	71	12.5%	7	30.4%	4	12.9%	60	11.7%
Don't know	4	0.7%	1	4.3%	0	0.0%	3	0.6%
<b>TOTAL</b>	<b>566</b>		<b>23</b>		<b>31</b>		<b>512</b>	



**Q8 to Q12: Additional comments - Please indicate how strongly you agree or disagree with the following:**

120 comments were made in response to this question. The comments can be read in full at appendix A.

<b>Q8 to Q12: Additional comments - Please indicate how strongly you agree or disagree with the following. Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Concerns raised regarding losing the history / character / tradition of the town	13
Concerns raised regarding parking	8
Concerns raised regarding anti-social behaviour	8
Positive suggestions for markets / events	8
Concerns raised regarding the impact on traders and the need to listen to their views	8
Comments expressing dissatisfaction	7
Comments expressing satisfaction	6
Comments suggesting that a good variety of market stalls and shops is key	5
Concerns regarding how to attract traders to the market	4
Comments regarding the need for rents to be reduced	4
Concerns regarding accessibility	3
General comments regarding events / entertainment	3
General comments regarding the proposed layout	3
Positive comments regarding water features	3
General comments regarding proposed seating	2
Other comments	32

**Q13. When would you be most likely to visit Chesterfield town centre for events and activities?**

Respondents were given a list of options and asked to indicate all that apply. Results have been broken down by respondent group – general public, market trader and local businesses.

Q13: When would you be most likely to visit Chesterfield town centre for events and activities?									
	All respondents		Market traders		Local businesses		General public		
	No.	%	No.	%	No.	%	No.	%	
In the daytime on weekdays	181	32.1%	12	54.5%	11	35.5%	158	31.0%	
In the evening on weekdays	79	14.0%	4	18.2%	2	6.5%	73	14.3%	
In the daytime at the weekend	320	56.8%	12	54.5%	17	54.8%	291	57.1%	
In the evening at the weekend	114	20.2%	3	13.6%	6	19.4%	105	20.6%	
I'm not likely to visit	72	12.8%	4	18.2%	7	22.6%	61	12.0%	
Q13: When would you be most likely to visit Chesterfield town centre for events and activities?									
All respondents									
Key:	<i>Daytime weekday</i>		<i>Evening weekday</i>		<i>Daytime weekend</i>		<i>Evening weekend</i>		<i>Not likely to visit</i>



**Q13. Additional comments - When would you be most likely to visit Chesterfield town centre for events and activities?**

Fifty three comments were made in response to this question. They have been summarised into themes below. The comments can be read in full at appendix A.

<b>Q13. Additional comments - When would you be most likely to visit Chesterfield town centre for events and activities? Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Comments expressing only interested in the shops / market, not events	8
Negative comments regarding holding events in the town centre	7
Concerns regarding parking	6
Concerns regarding anti-social behaviour	6
Comments expressing general dissatisfaction	5
Comments regarding it being dependent upon the event	4
Comments regarding the timing of events being key	4
Concerns regarding police / security / safety	3
Other comments	11

**Q14. What do you like about the proposals?**

443 comments were made in response to this question. The comments can be read in full at appendix A.

<b>Q14. What do you like about the proposals? Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Positive satisfaction comments	87
Negative dissatisfaction comments	71
Positive comments regarding the market being in one area	30
Positive comments regarding the proposed planting / green space	23
Positive comments regarding events / events space	15
Positive comments regarding the improved layout / space	15
Positive comments regarding street food	15
Positive comments regarding the variety and number of stalls	8
Negative comments regarding the variety and number of stalls	4
Concerns raised regarding the need to retain character / history / tradition of the town	10
Positive comments regarding improved seating	9
Concerns regarding rents for market traders	9
Concerns regarding parking	8
Concerns regarding anti-social behaviour	7
Comments regarding the need for stalls to be updated	7
Comments regarding the need for good weatherproof stalls	7
Comments regarding the need for accessibility	6
Positive comments regarding entertainment proposals	6
Positive comments regarding aesthetics	2
Concerns raised regarding empty stalls / properties	2
Positive comments regarding reduced traffic	2
Comments regarding the need to listen to traders	2
Comments regarding there not being enough information	2
Other comments	107

**Q15. Is there anything you don't like about the proposals?**

398 comments were made in response to this question. The comments can be read in full at appendix A.

<b>Q15: Is there anything you don't like about the proposals? Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Positive satisfaction comments	77
Negative dissatisfaction comments	64
Concerns raised regarding the loss of tradition and history for the town	41
Concerns raised regarding the reduction of stalls	25
Concerns raised regarding the future impact on trade	22
Concerns regarding anti-social behaviour	19
Concerns raised regarding accessibility	17
Concerns raised regarding the cost of parking	13
Concerns raised regarding the proposed layout of market	10
Negative comments regarding the proposed colour of the stall canopies	9
Negative comments regarding the creation of entertainment / events space	9
Comments regarding there being insufficient cycling routes	8
Concerns raised regarding the market stall coverings / weather protection	8
Comments that the proposals are too modern	8
Comments regarding the new stalls being too small	7
Comments regarding the plans being unclear and therefore it is difficult to comment	6
Concerns raised regarding the stalls being too close	6
Concerns raised regarding arboriculture	5
Concerns raised regarding proposed seating	5
Negative comments regarding the street food proposal	3
Concerns raised regarding vehicle access / vehicles on the market	3
Other comments	34

**Q16. Is there anything else you would like to see in the town that is not currently included in the proposals?**

324 comments were made in response to this question. The comments can be read in full at appendix A.

<b>Q16: Is there anything else you would like to see in the town that is not currently included in the proposals? Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Suggestions regarding free/cheap parking, loading and charging vehicles	35
Suggestions regarding in increased variety and number of stalls / traders / shops	24
Comments regarding more security / police presence / street lighting	21
Comments regarding the need for more / improved toilets	19
Suggestions for markets / shops	15
Concerns raised regarding accessibility	15
Concerns raised regarding anti-social behaviour	13
Suggestions regarding food / drink offer, cafes and bars with seating	12
Concerns regarding empty shops and buildings in the town centre	11
Suggestions regarding reducing rents	10
Comments regarding cleaning, hygiene and general maintenance	10
Suggestions for entertainment and arts	8
Suggestions for more provisions for children / family friendly area	8
Suggestions for improving biodiversity in the town centre	8
Comments regarding cycling provision	8
Suggestions regarding more seating	7
Positive comments regarding the introduction of water features	7
Comments regarding weather friendly stalls/coverings	7
Suggestions regarding more recycling / bins in the town centre	7
Suggestions regarding digital connectivity	6
General compliments about the proposals	6
Comments suggesting that no changes are needed/wanted	5
Suggestions regarding public transport	4
Concerns raised regarding consultation	3
Comments regarding the history / character of the town centre	3
Suggestions regarding signage	3

Comments regarding the proposed layout of market stalls	3
Suggestions to make the town centre more dog friendly	2
Comments regarding traffic and pedestrian zones	2
Other comments	39

**Q17. Please use this space for any other feedback, ideas or suggestions**

212 comments were made in response to this question. The comments can be read in full at appendix A.

<b>Q17: Please use this space for any other feedback, ideas or suggestions. Summary of themes in comments made.</b>	
<b>Theme</b>	<b>Number of comments</b>
Concerns raised regarding anti-social behaviour	6
Concerns regarding parking	13
Comments regarding cycling in the town centre	3
Concerns raised regarding the tradition / heritage / history of the town	9
Suggestions regarding arboriculture / green space	4
Concerns regarding accessibility	12
Negative comments regarding the cost of visiting the town	2
Concerns raised regarding waste / recycling / litter	4
Concerns raised regarding security / police presence in town	5
Suggestions regarding advertising	2
Comments regarding don't make any changes / leave it alone / keep it as it is	9
Comments about the consultation	12
Supportive comments regarding having the market in one place / together	4
Market ideas / suggestions	5
Comments regarding the look of market / layout	4
Supportive comments regarding entertainment for children / water jets	2
Comments regarding stall design	3
Concerns regarding rents / business rates / impact on local businesses	11
Comments regarding entertainment	3
Comments regarding cover for stalls	2
Suggestions regarding the need to attract traders	5
General comments regarding dissatisfaction / objections	22
General satisfaction comments	18

Other comments

52

**Q18. Are you:**

Q18. Are you					
	No	%			
A market trader	27	4.7%			
A local business	31	5.4%			
A member of the public	514	89.9%			
Total	572	100%	Market trader	Local business	Member of the public

**4. Prize draw**

338 respondents took part in the prize draw to win £50 of Love to Shop vouchers.

**5. Social Media**

Summary of social media comments/engagement/impressions etc

Social media platform	Impressions
Facebook	56,300
Twitter	10,869

LinkedIn	1,279
Instagram	243

## 6. Equality monitoring

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What is your gender?	
Male	37.6%
Female	60.1%
Prefer not to say	2.3%

Is your gender identity the same gender you were assigned with at birth?	
Yes	96.9%
No	0.7%
Prefer not to say	2.3%

How old are you?			
Under 18 years	0.9%	55 to 64 years	25.1%
18 to 24 years	4.4%	65 to 74 years	15.8%
25 to 34 years	15.3%	75 years and over	1.9%
35 to 44 years	17.6%	Prefer not to say	2.1%
45 to 54 years	16.9%		

<b>Do you consider yourself to have a disability?</b>			
No	75.7%	Yes – a learning disability	0.9%
Yes – affecting mobility	11.3%	Yes – affecting mental health	7.4%
Yes – affecting hearing	5.1%	Other disability	3.9%
Yes – affecting vision	1.6%	Prefer not to say	3.0%

<b>What is your ethnicity?</b>			
White British	94.0%	Mixed ethnic group	1.4%
Other White background	1.6%	Other ethnic group	0.0%
Black or Black British	0.2%	Prefer not to say	2.1%
Asian or Asian British	0.7%		