

Hadleigh Market Community Consultation results January 2022

The Hadleigh Market Survey was conducted over several weeks in November and December 2021. This asked a variety of questions to help gain an understanding of the value and functionality of the market, together with opportunity for suggestions of improvement or additionality that the community would like to see.

The survey was published online and was sent to stakeholders in town and direct to all traders. It was also promoted through social media. Officers attended on two separate days during the consultation period to support people who preferred to complete the survey in person.

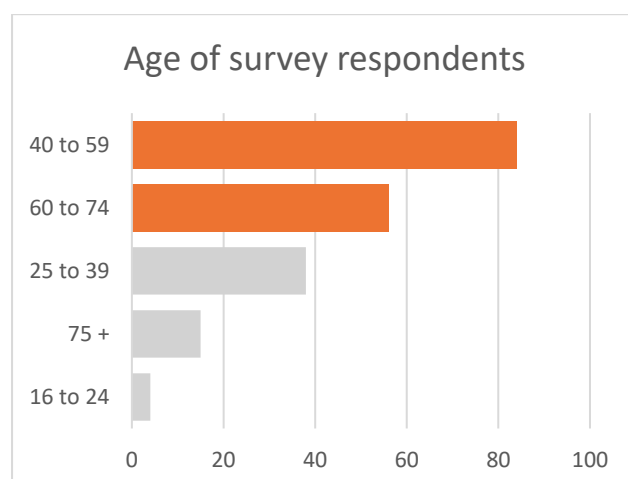
Additional visits to High Street business were undertaken to encourage feedback and survey completion.

The survey was completed by 215 people, the majority (197) of respondents were members of the public, with 12 market traders and 6 business owners also completing the questionnaire.

Detail of the questions together with summary of the responses follows:

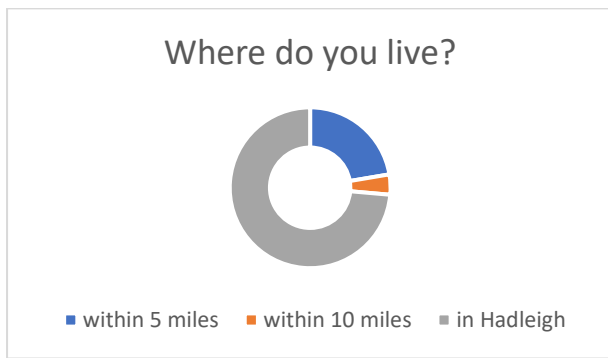
How old are you?

The age of respondents was varied, with the majority being aged 40+ as shown below.



Where do you live?

Most (145) of the members of the public who responded lived in Hadleigh. 44 people live within 5 miles, and 8 people live within 10 miles of Hadleigh.



How often do you visit Hadleigh market?

The majority of respondents visit Hadleigh Market every week.

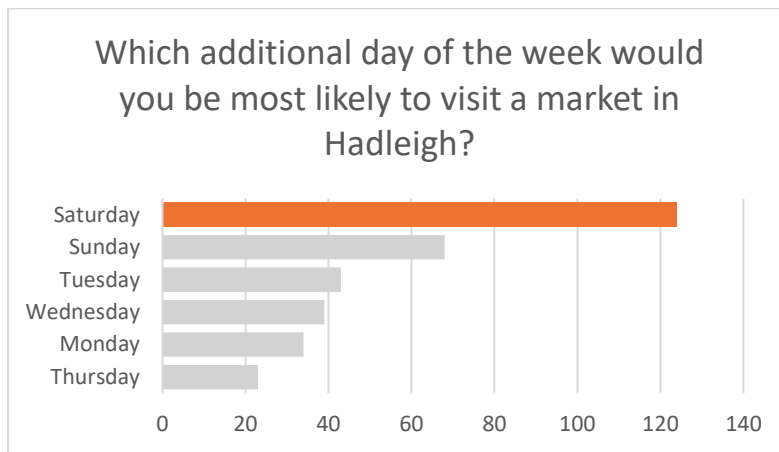
How often do you visit Hadleigh Market?	Number of responses
Every week	105
More than once a month	47
Less than once a month	23
Once a month	15
Never	7
Grand Total	197

Would any of these make you (or your customers) more likely to visit Hadleigh Market for shopping?

The most popular response was 'A variety of market offers (e.g. Craft market, Christmas market, etc.)' closely followed by 'Greater variety of goods for sale'



Which additional day of the week would you be most likely to visit a market in Hadleigh?



Do you have any suggestions for improving or developing Hadleigh market?

We received many suggestions here so have grouped them into themes:

- **The place** - Places to sit for refreshments, A recycle bin, matching stalls, removing all the unsightly street furniture, some way of providing more cover in bad weather, cycle parking, continued free parking, longer opening hours
- **Support** - stall for young or start-up businesses., showcase stall for local social and sports groups, rotating "guest" market stalls with other local markets
- **Information** - Offers or vouchers, information on how much stalls cost, advertising, esp. in nearby villages, 'A' boards in the town
- **Stall suggestions** - More food, veg, clothes, toys, shoes, charity stalls, vegan, gluten free, eco items, household stuff, multicultural
- **Market suggestions** - artisan/eco/handmade/consumable/homeware/vintage/farmers market
- **Entertainment** - live music, street food, interactive stalls, face painting, local schools' dancing/theatre shows, local brewery/bar have takeaway and 'drink now' beverages

Is the market a benefit to Hadleigh?

209 out of 215 respondents surveyed said they think that the market benefits Hadleigh. 6 answered no. We then asked respondents to please tell us more. This is what they said:

- **People** – It brings people to the high Street, encourages people to support local. It brings people in from surrounding areas, and it gives life to the town,
- **The Offer** - It has reasonable prices, it's better than the supermarket, it widens the range of products available in Hadleigh, brings producers we would not necessarily see or get to, fresh products not sold along the high street.
- **Visitors** - guests say they love the authenticity of the town and market, brings tourism, before we moved to Hadleigh we regularly visited Hadleigh market, being a market town is a feather in our cap

- **Community** - It creates a vibrant social meeting place, it gives a sense of community, heard people saying 'See you in the market on Friday', a real hub for the community
- **Covid-19** - It has been an absolute Godsend during the pandemic, during lockdowns the market was a place I could go once a week, buy my veg and bread, actually talk to other human beings face to face and feel connected, shopping outdoors feels safer than inside
- **Eco credentials** - The market reduces our collective carbon footprint, only chance to buy fruit and veg without packaging, closing road is a major benefit, Hadleigh has too many cars driving too fast, on market day our toddler can run around without any worries, fresh local produce is great for the health, less food miles
- **The elderly** - great for the (possibly lonely) elderly who don't have transport and can buy what they want in quantities they need and can afford

Would you like to see a larger number of stalls at Hadleigh Market?

18 people replied no and 197 replied yes.

Do you visit other shops when visiting the market?

16 respondents said no and 193 said yes.

Would you want Hadleigh market to relocate to another site?

196 answered no, and 19 said yes.

An overview of these comments is: It's central, good parking and easy to access, it provides higher footfall for the high street shops, the current site is the traditional place where a market has been for centuries, the road closure (now people are used to it) causes no inconvenience and makes a "pedestrian" market so much more appealing and safer

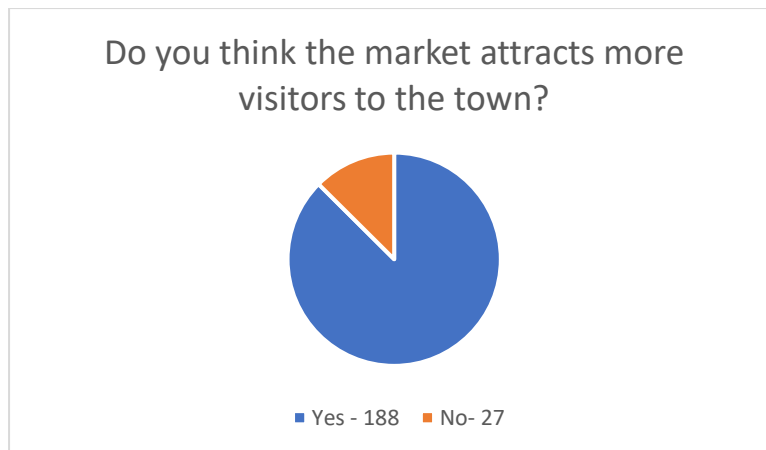
The temporary road closure has enabled the expansion of the market. Highways need your feedback on this closure to decide whether it will remain a temporary arrangement or become permanent.

The majority are in favour of a permanent closure on market days, and we received comments such as:

This has enabled the market to expand without overcrowding, contributed greatly to the success of the market for traders and customers alike, allows for safe access for traders and for safe movement of customers throughout the area. The absence of vehicles during the market allows trading without exhaust fumes and allows people to chat and be sociable without having to compete with the noise from car engines. Many towns and villages in Suffolk have far greater pedestrianised areas than Hadleigh. The traders and local residents have become familiar with the closure, and people drive with care and consideration when the diversion is in place.

Please Note: *Highways have received some direct objections to the road closure, these will have to be considered as part of the overall process of decision making with regard to the future of the road closure.*

Do you think the market attracts more visitors to the town?



Comments can be summarised like this:

Customers come to visit the market from elsewhere. People who come and stay in the vicinity are delighted to find the market and say they will come again. I know it does, I always speak to other people whilst queuing, so know this to be the case. Fridays are busier in the town than previously. I know a number of people who come to Hadleigh on a Friday morning because of the market. As the market has grown, so too have the number of people visiting it. Whilst going to the market visitors may then go to other shops, have lunch, or use the cafes. Without doubt it has a growing reputation in surrounding villages and I know people that make the effort to visit Hadleigh on Friday mornings because of the market. Car parks are full on Fridays.

Businesses:

6 businesses completed the survey.

Where in Hadleigh is your business based?

3 answered: On or next to the High Street

1 answered: In the marketplace

1 answered: Elsewhere in Hadleigh

Does your business see an increased footfall on the market day?

3 answered yes and 3 answered no.

How would you describe the impact of the market on your business? Mainly positive or negative?

1 business answered negative, the remaining 5 answered positive. The comments can be summarised as follows:

Negative:

- Access issues and relationship with traders
- Concern about duplication of high street retail offer

Positive:

- Increase footfall from locals on Fridays
- Increased awareness of the town

Market Traders:

12 market traders completed the survey

How long have you traded on Hadleigh Market?



Do you have any suggestions for improvements? Traders had various suggestions for improvement, and these are themed as follows:

Amenity:

- Toilets and washing facilities for traders and public use closer to the market
- longer term parking for market traders in the nearest car parks (currently parking for longer than 3 hours can only be supported in Magdalen Road or on street)
- More space
- Repairs to cobbled areas

Market management:

- A definitive site plan
- Relationship with market management
- traders forum

Promotion:

- Improved signage around town

Have you seen an increase in customer numbers since the road closure was implemented?

11 traders responded that yes, they have, and 1 responded no. Although some of the respondents hadn't been trading long enough to have a view some of the comments were as follows:

- I am back to trading weekly and numbers are holding up.
- Absolutely, my trade has steadily increased over a twelve month since the initial closure with an average increase of 55%.
- My takings have more than doubled since the road closure.
- The market is so much safer, family friendly and Accessible now the road is closed. When the road was open the back of the stalls and crossing the road was dangerous
- Far more of a social buzz now. People are using the square to meet as well as buy and the extra stalls are attracting more visitors.

Do you enjoy trading at Hadleigh market, and would you trade at more market days if available?

Although there was some ambiguity about whether people would want to trade on additional days, everyone was overwhelmingly positive about how much they enjoyed trading here as the comments show:

- I really love trading at Hadleigh Market. It would be difficult for me to attend on more days a week as I am working at home to produce what I sell on the other days.
- I Love it! If there was an additional weekend day I might
- I used to.
- Yes and a Saturday market would be great
- Yes it has been a life line to my new business. I'm quite happy with a Friday morning
- Yes I really enjoy going, the stall holders comradeship is great, really feel part of something and I think this is felt by the punters.
- I probably wouldn't trade on another day as I think our product is enough weekly. "
- I love Hadleigh Market, I always have a good Friday no matter the weather and happily serve my regular customers and visitors alike. I would be interested in additional trading days if that were an option in the future.
- Yes and yes
- I think Friday is enough for me. I really enjoy the social, community feel about our market
- I love Hadleigh market. I have done many markets but since the pandemic it is the only one I now do and I would never want to stop trading here as it's so well supported by the locals and the traders are so lovely too.
- Very much but, for our business, trading more days would not generate any more business so unlikely.

Do you trade at other local markets?

