

Business Survey Response – Rochford Farmers Market

Number of Responses

| |
|----|
| 21 |
|----|

1. Are you aware that there was a Farmers Market in the Women's Institute Hall?

| | Yes | No |
|--------------------------------|-----|----|
| Friday 23 rd June | 16 | 5 |
| Saturday 22 nd July | 16 | 5 |

2. Did you notice any difference in trade on either day?

| | June | July |
|--------------------------|------|------|
| Increase | 4 | 5 |
| No Noticeable Difference | 15 | 14 |
| Decrease | 2 | 2 |

3. If you had an increase in trade, approximately how many more customers did you have in the shop?

| | | |
|---------------------------------|----------------------------|-----------|
| Friday 23 rd June: | 1. 10-15% | customers |
| | 2. 'hard to say' | customers |
| | 3. 'a few' | customers |
| | 4. did not comment | customers |
| Saturday 22 nd July: | 1. 15-20% | customers |
| | 2. 'hard to say' | customers |
| | 3. 'a few' | customers |
| | 4. 'only a few, about 4-5' | customers |
| | 5. did not comment | customers |

4. If you had a decrease in trade, approximately how many less customers did you have in the shop?

| | | |
|---------------------------------|------------------|-----------|
| Friday 23 rd June: | 1. 'hard to say' | customers |
| | 2. 'quite a few' | customers |
| Saturday 22 nd July: | 1. 'hard to say' | customers |
| | 2. 'quite a few' | customers |

5. Are there any comments you would like to make about the Farmers' Market?

Positive Comments:

- Good start
- Good idea (*3)
- Keep it going

Negative Comments:

- Wouldn't mind if my shop only cost £5.00 to run per day (*2)

Other Comments:

- Council need to advertise/promote the square (improve lighting etc)
- People who come to markets are different to people who shop in shops
- Need free and improved parking everywhere in Rochford (*2)
- Could the Council close West Street on the day of the Farmers' Market, and have the Market down there.
- Council needs to make more efforts to bring people to the Town Centre, farmers Market not enough
- Need a supermarket to bring trade into the town centre (*3)