

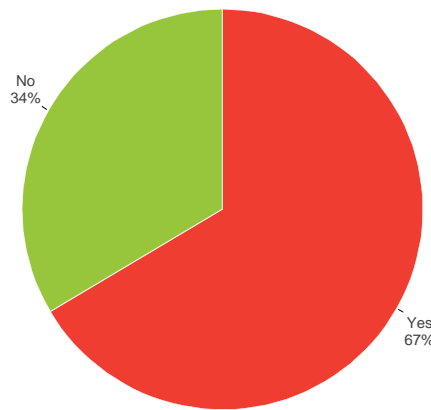
Rugeley Indoor Market Consultation

Rugeley Indoor Market consultation was launched on Monday 2 June and closed on Monday 23 June. Throughout this time period, people were asked to complete a short survey about Rugeley Indoor Market. The survey was made available on Cannock Chase Council’s webpage and paper copies were available in the indoor market, Rugeley Library, Rugeley Town Council Offices, Rugeley Leisure Centre, Rugeley Rose Theatre. Officers from Cannock Council also spent some time at the Rugeley Charter Fair and in the town centre surveying people. The survey was also promoted by some stall holders in the market, the Rugeley Traders association and community groups within the district.

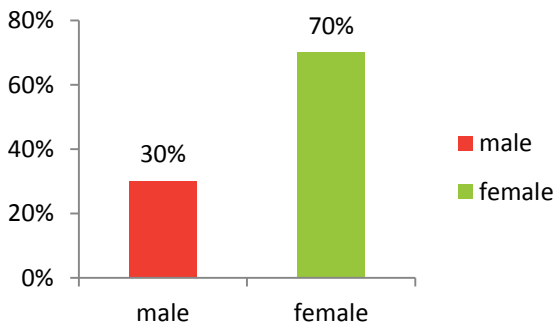
In total 266 responses were received. 164 were paper copies , 75 were done online and 27 were completed on the ipad.

The results are as follows:

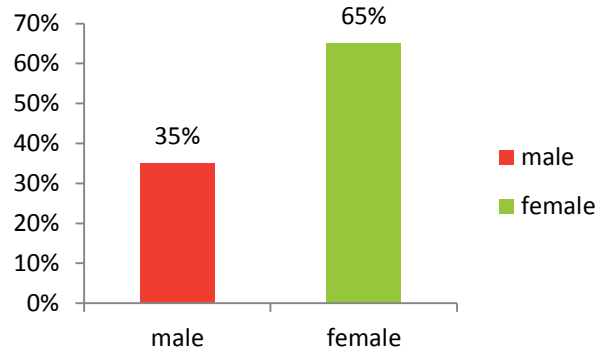
Q1. Do you ever shop at Rugeley Indoor Market? (Those that answered no were asked to move onto question 6)



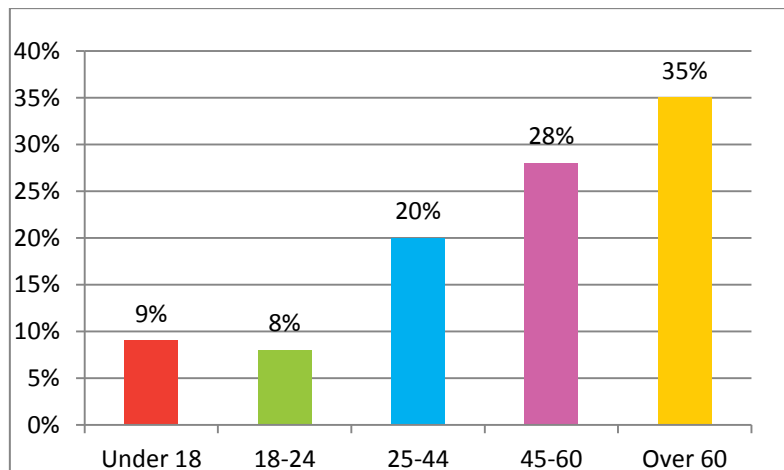
Of those that said yes what percentage were male and female?



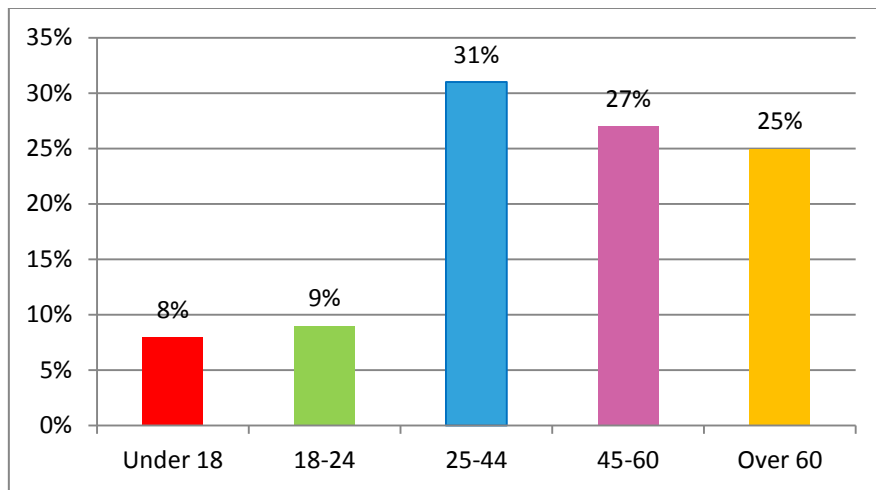
Of those that said no what percentage were male and female?



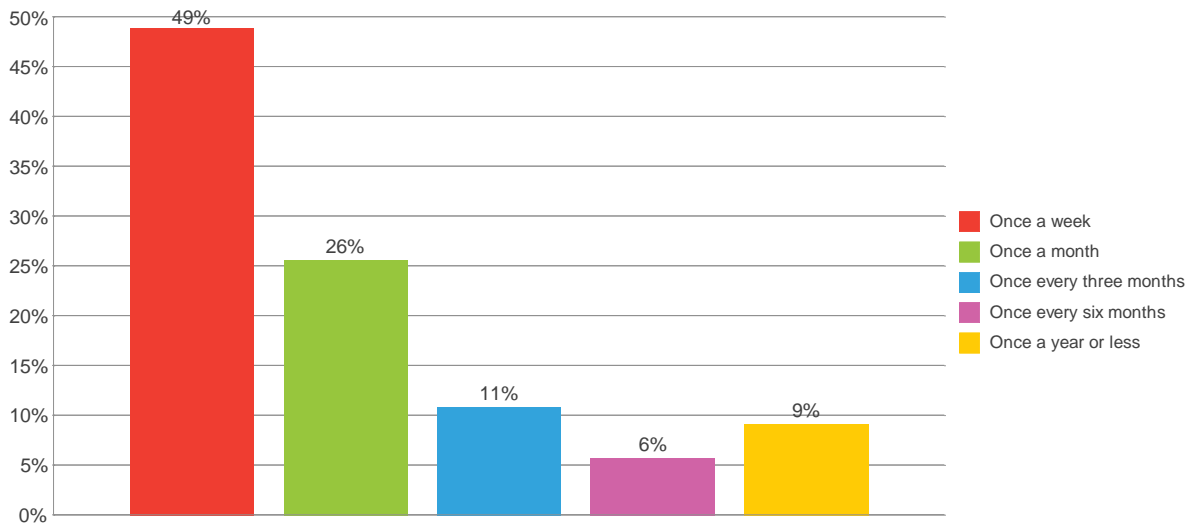
Age range of those that responded yes Q1



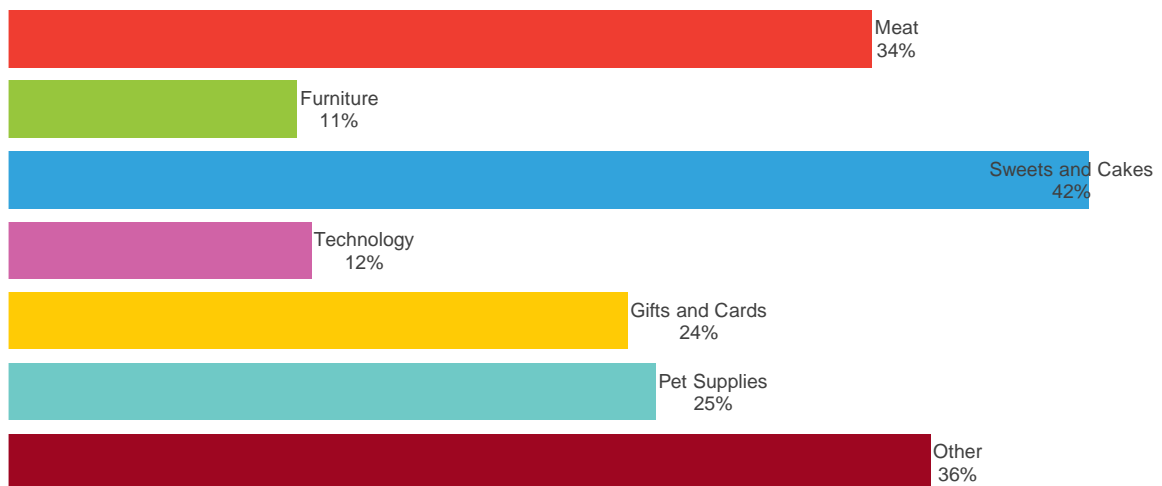
Age range of those that responded no to Q1



Q2. How often do you shop at Rugeley Indoor Market?



Q3. What do you purchase at the indoor market?

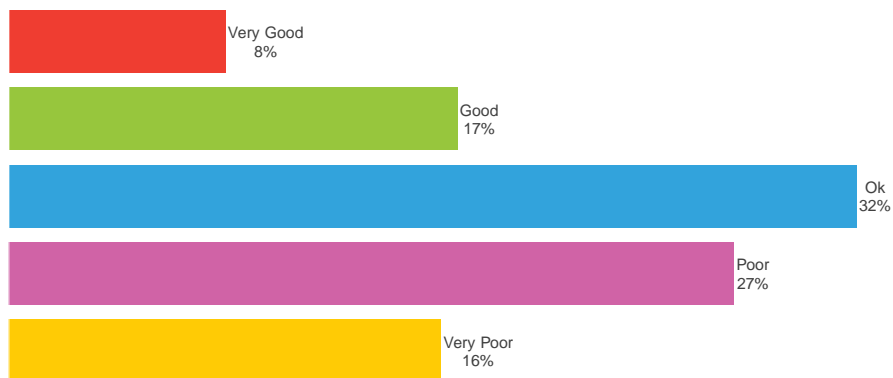


The other items included:

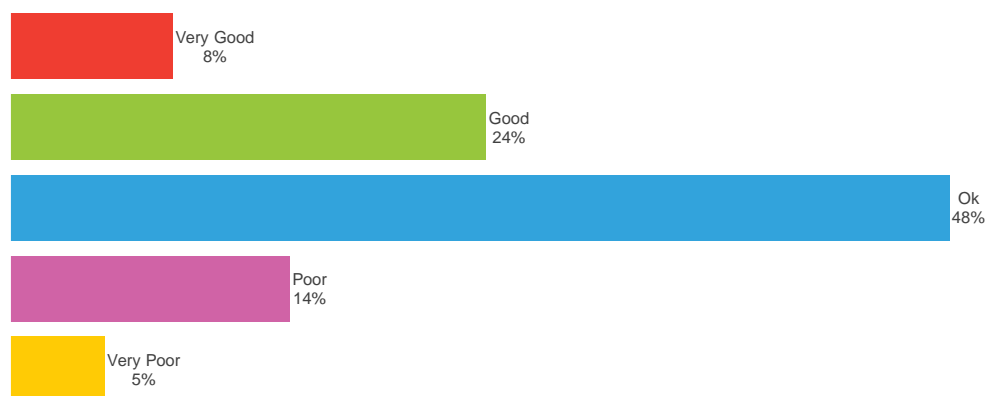


Q4. How would you rate the following?

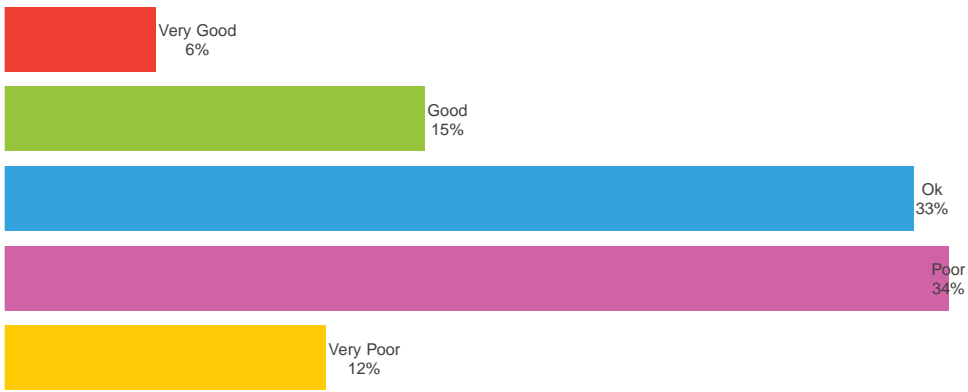
Range of stalls



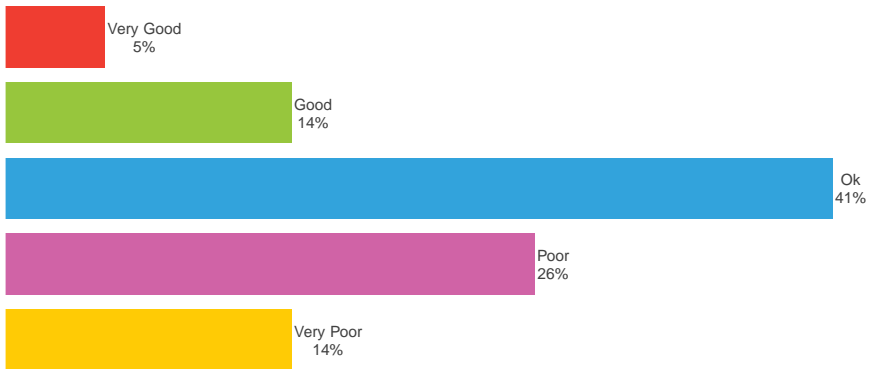
Opening Hours



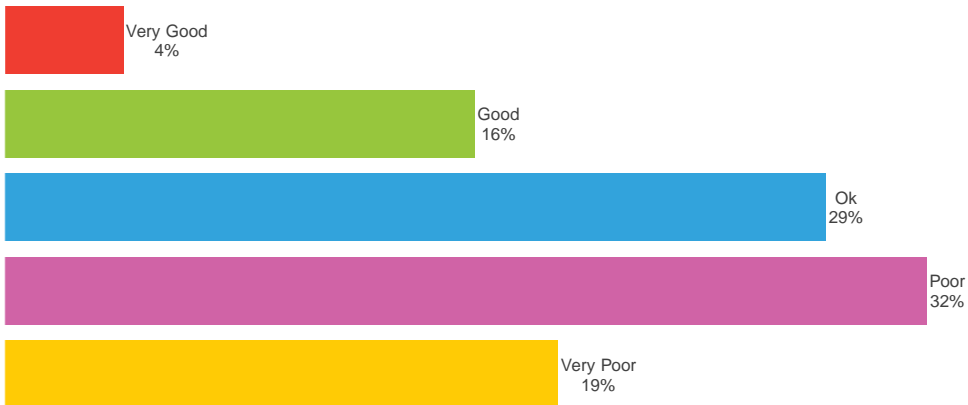
Range of Facilities



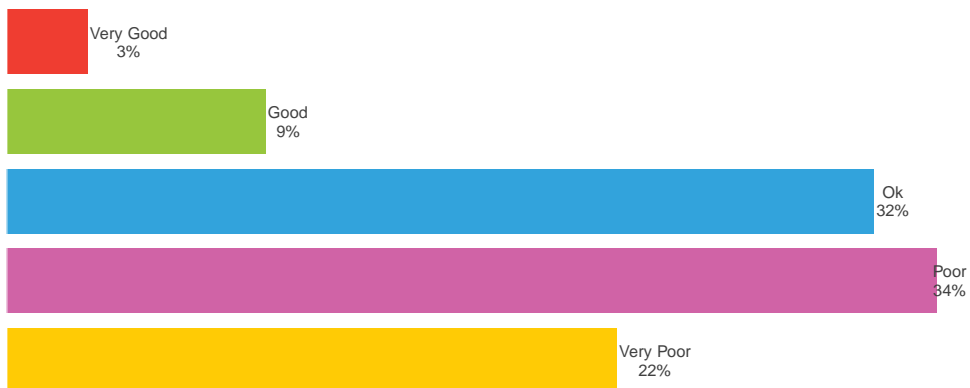
Parking



The interior of the market



The exterior of the market



Q5. Do you have any suggestions as to what would make the indoor market better?

Themes:

- Refurbishment of the market, both the exterior and interior. It needs painting, brightening up and some colour. This was mentioned by most respondents.
- More Stalls
- Variety of stalls
- Parking – is expensive and not very good
- Needs cleaning and is untidy
- Rent reductions for stall holders
- Toilets with changing facilities for customers
- Make market more family oriented – have a children's area
- Make market more attractive to younger people
- Better signage and advertising for the market
- Better atmosphere in the market. The atmosphere is not friendly or welcoming. Stallholders are not always on their stall.
- Better incentives to encourage new traders to stay
- New stalls suggested, particularly green grocers
- Accessibility – stairway to car park is dirty, lift is broken, one hand rail on stairs, stalls are on a step
- Better opening times/days

Q6. Why don't you shop at Rugeley Indoor Market?

Themes:

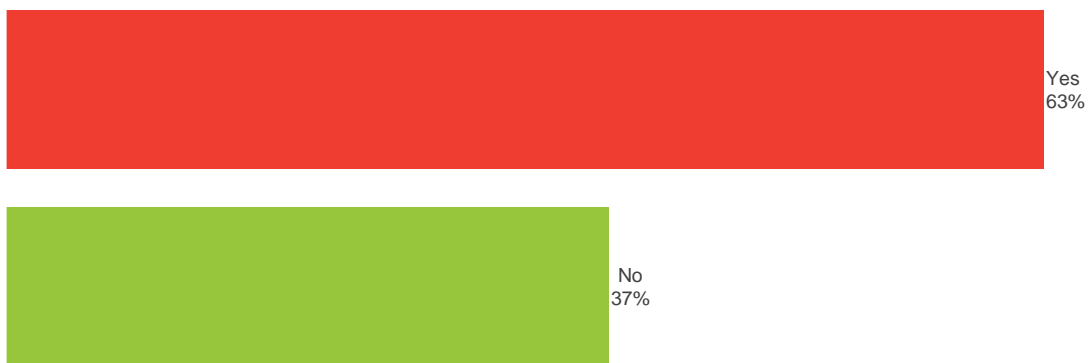
- There is nothing I need/like in there
- It's not inviting – it is dark, gloomy, unappealing
- There is a lack of stalls
- It is outdated and needs refurbishment
- Not enough variety
- Use supermarkets instead
- Location – It is the wrong end of town, some didn't know it existed

Q7. What would encourage you to shop at Rugeley Indoor Market?

Themes:

- Refurbish the market, brighten it up and make it look more appealing
- Better variety
- More stalls
- Better stalls with quality items
- Free parking

Q8. Do you shop at any other local markets?



167 people said yes and 97 people said no.

Q9. If yes, which markets? If you have been to Rugeley Indoor Market, how do you find it compares to other markets?

The number of other markets people had visited totalled 22. The following were the most popular:

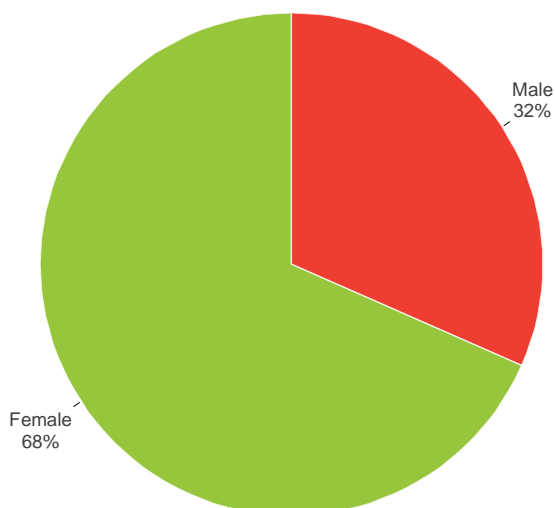
Brewery Street	41 people
Cannock	38 people
Stafford	36 people
Lichfield	21 people
Rugeley Outdoor Market	15 people

The comparisons to other markets vary and are available in a separate document.

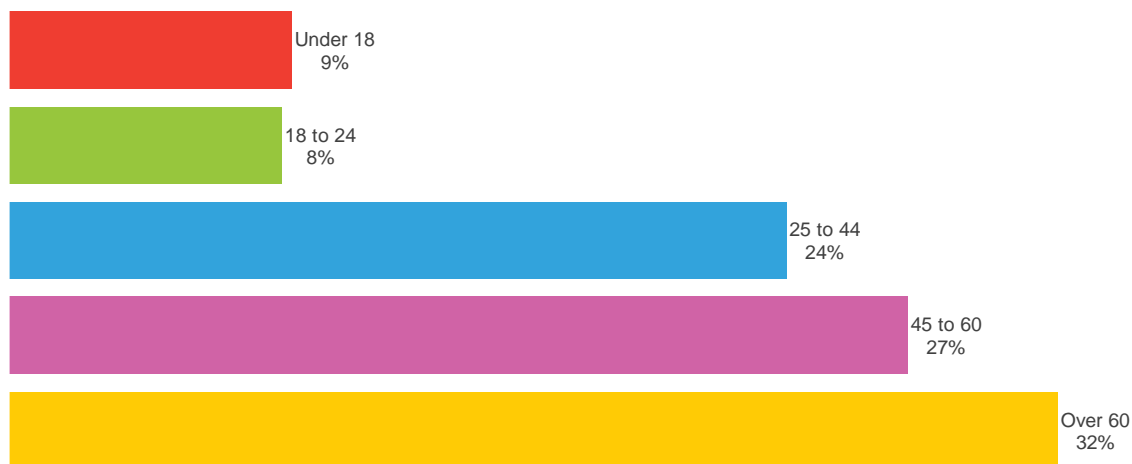
About the Respondents:

The majority of responses to the survey were made by females with over 60s the majority age range of respondents.

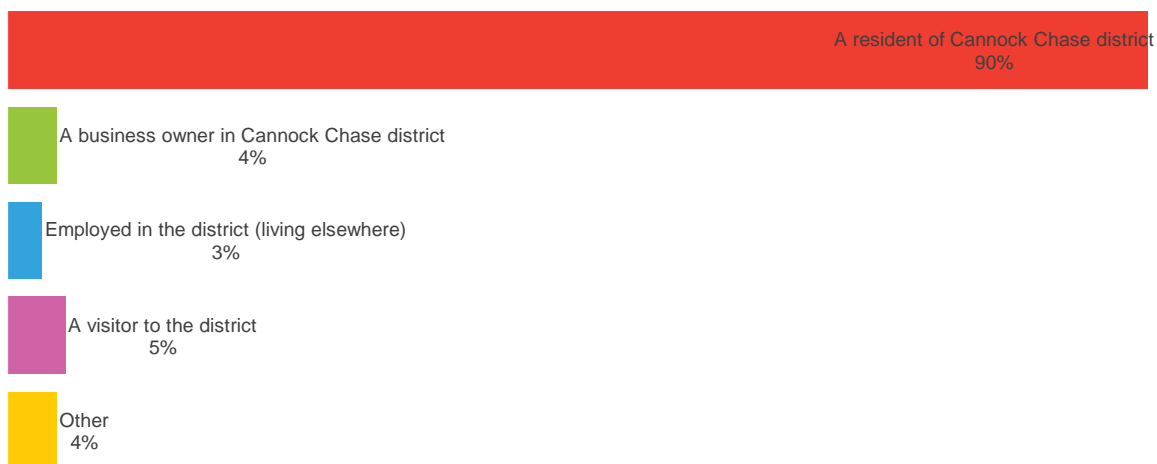
Q10. Are you male or female?



Q11. What is your age range?



Q12 Are you?



Q.13 Please tell us your postcode?

Of the 246 respondents that gave their postcodes people lived in the following locations:

Rugeley	216
Cannock	13
Stafford	4
Lichfield	4
Great Haywood	3
Burntwood	2
Telford	2
Bromsgrove	1
Newcastle-under-Lyme	1