

Aldershot and Farnborough Market Consultation June 2023

June 2023

Consultation report by Policy and Performance

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Purpose of the consultation

Rushmoor Borough Council plans to develop its markets offer and wanted to know what people thought about the current weekly markets in Aldershot and Farnborough, Farnborough car boot sale and Farnborough monthly craft fayre, and what people thought of possible future developments.

Method

The survey (Annex A) was available on Rushmoor's web site and promoted via social media on the Rushmoor Borough Council, Farnborough Town Centre, Aldershot Town Centre and Aldershot Farnborough Market Facebook and Instagram channels. Stallholders and car boot traders were asked to complete the survey through word of mouth. The survey was also included in Rushmoor's email news.

The survey ran from 1 June 2023 until the 16 June 2023

Response rate

In total 591 respondents completed the online survey. This was a similar number that completed the Community Safety Survey in February which has 605 responses.

109 respondents indicated that they would be happy to discuss their responses further by including their email address at the end of the survey.

Consultation results

Summary

Respondents were more likely to have visited Farnborough weekly market (61.7%), followed by Farnborough car boot sale (37.4%), followed by Aldershot weekly market (37.6%) then followed by Farnborough craft fayre (30.5%).

Those who had visited or attended the weekly markets were most likely to have done this in the past month. Those who had visited or attended the Farnborough craft fayre most likely to have done this in the past three months and those visiting the Farnborough car boot sale were most likely to have done this over 12 months ago.

Respondents who had indicated they visited and attended the markets/car boot sale/craft fayre were asked to rate their last experience, with 1 being the worst, 5 being the best. Aldershot weekly market had the lowest average rating (2.6), followed by Farnborough weekly market (2.7), followed by Farnborough car boot sale (2.9). Farnborough craft fayre had the highest average rating (3.3). The average score for those who had visited the weekly markets in the past six months, was slightly higher than the overall average score.

Respondents had positive things say about the markets and in particular positive comments about the fruit and vegetable stalls. However, across the markets respondents felt like there weren't enough stalls or enough variety of stalls. The quality of stalls /items /produce was also an issue.

Users of both Farnborough and Aldershot market mentioned that the markets used to be better.

There were some negative comments about the location of the car boot sale and the charging system.

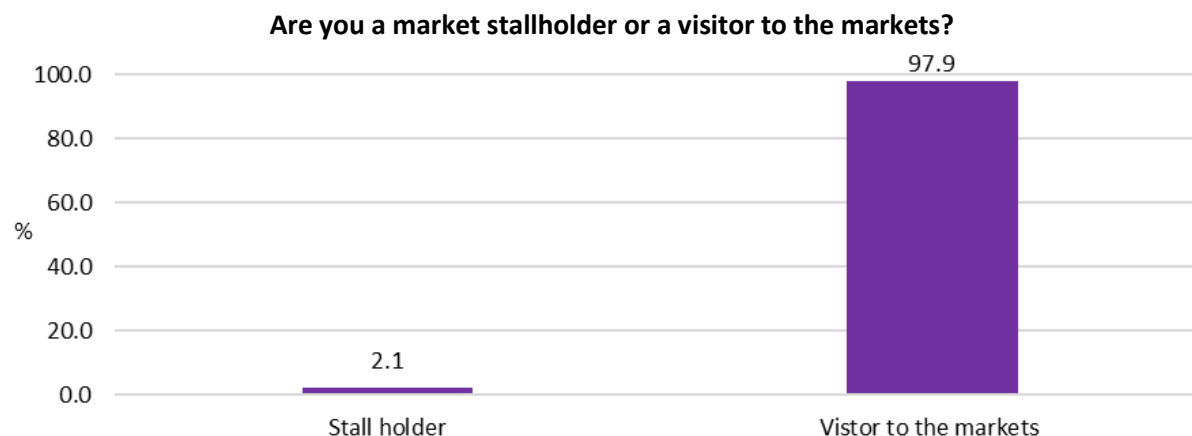
Respondents would like to see a much larger variety of stalls in the markets.

A quarter of respondents would like to attend or sell at an Aldershot craft fayre and nearly half of those who responded would be interested in a night market. Respondents would like to see food and drink stalls (including street food) at a night market.

Detailed Responses

Question 1 - Are you a market stallholder or a visitor to the markets?

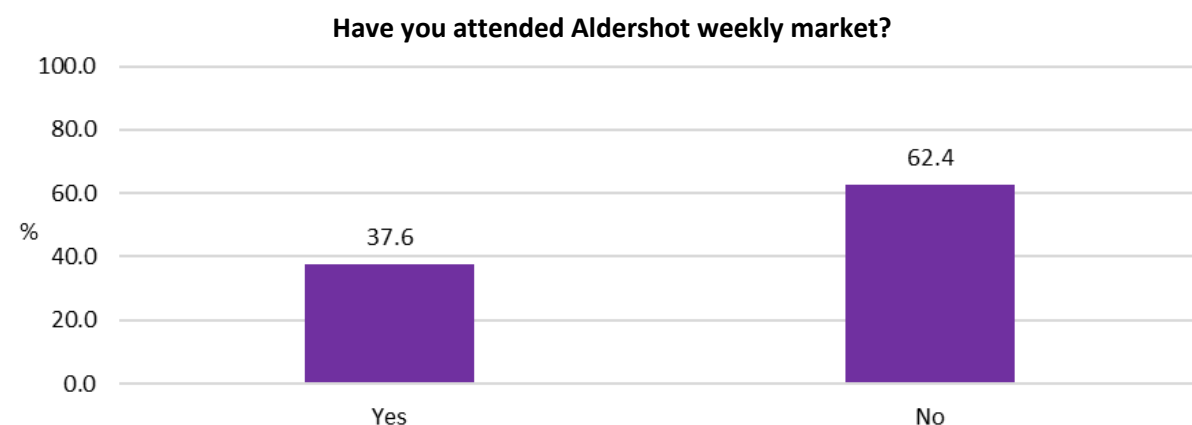
In total 565 respondents completed this question. The vast majority (97.9%) of respondents were visitors to the markets. Only, 12 (2.1%) respondents indicated that they were market stallholders.



Aldershot weekly market

Question 2 - Have you attended Aldershot weekly market?

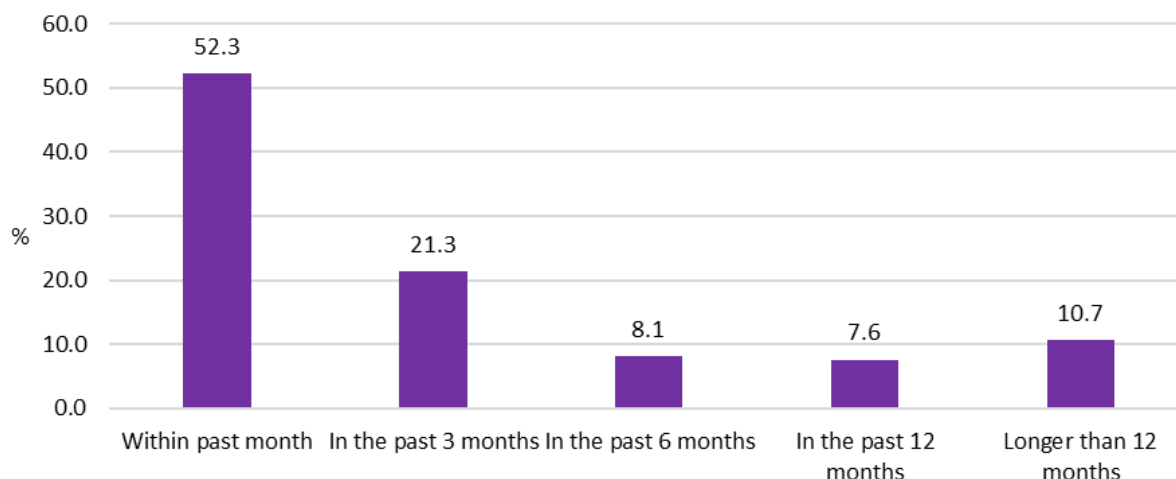
In total 591 respondents completed this question. The 37.6% (222) of respondents had visited Aldershot weekly market and 62.4% (369) of respondents had not visited.



Question 3 - When did you last visit or attend Aldershot weekly market?

In total 197 respondents who had visited Aldershot weekly market completed this question. Overall, 89.3% (176 respondents) have visited Aldershot weekly market in the past year, with 52.3% (103 respondents) of these visiting in the past month.

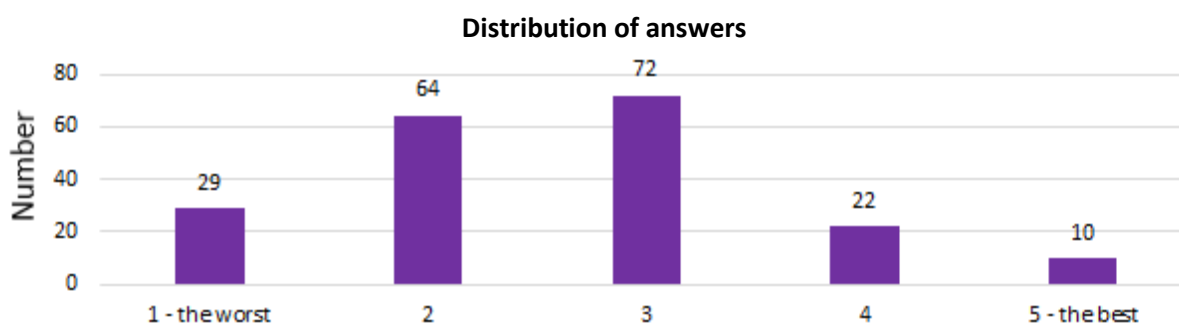
When did you last visit or attend Aldershot weekly market



Question 4 - How would you rate your last experience at Aldershot weekly market? (1 being the worst, 5 being the best)

In total 197 respondents who had visited Aldershot weekly market completed this question and the average score was:

2.6



The average score from the 160 respondents who had visited Aldershot weekly market in the past 6 months was **2.7**.

Question 5 - Please give your reasons for the rating above

In total 161 respondents who had visited Aldershot weekly market completed this question. The main themes of the comments were (all those mentioned over 5 times):

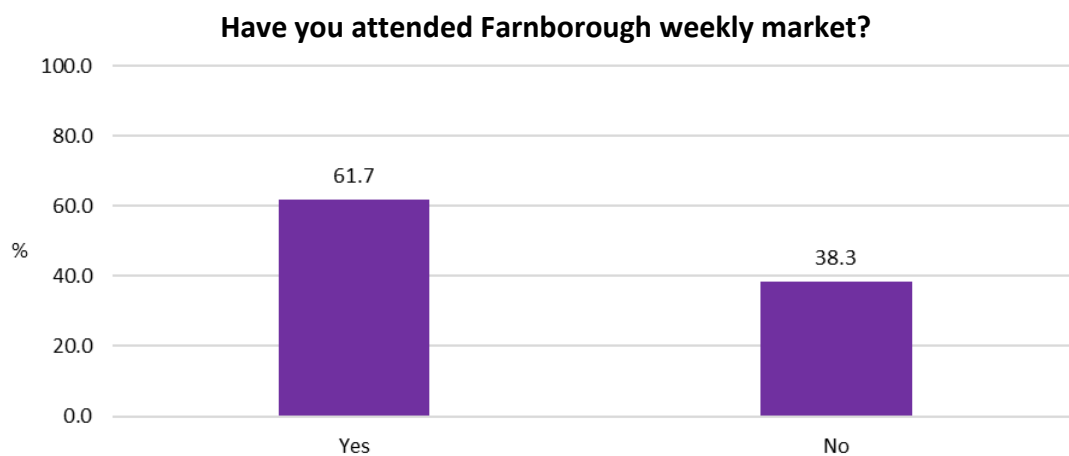
- Lack of variety / not enough stalls (mentioned in around 80 comments)
- Positive comments about the fruit and veg stalls (mentioned in around 20 comments)
- Positive comments about the market (mentioned in around 20 comments)
- Nothing of interest / not a lot there (mentioned in around 20 comments)

- The market used to be a lot better (mentioned in around 15 comments)
- Issues with the quality of items (mentioned in around 10 comments)
- Issues with the location / layout / it being dirty (mentioned in around 10 comments)
- Items are cheaper in shops (mentioned in around 5 comments)
- It's ok (mentioned in around 5 comments)

Farnborough weekly market

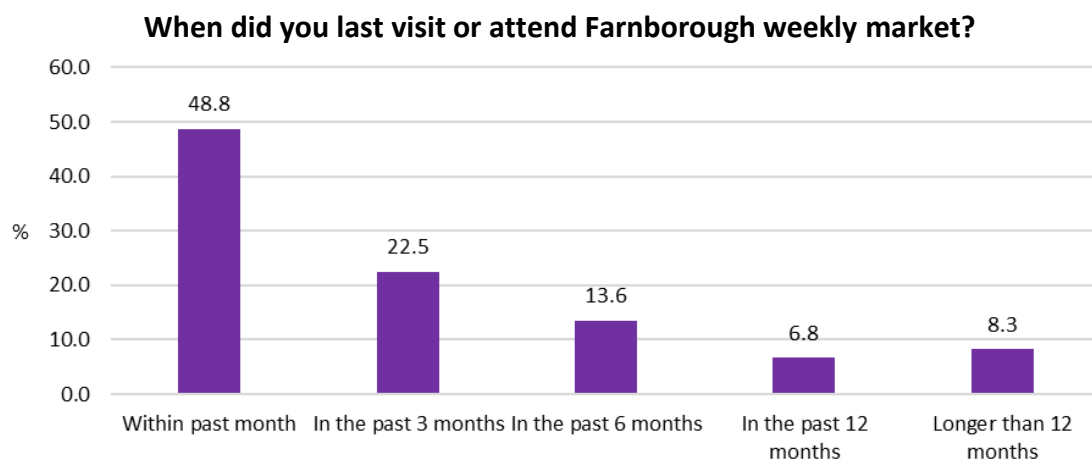
Question 6 - Have you attended Farnborough weekly market?

In total 564 respondents completed this question. 61.7% (348) of respondents had visited Farnborough weekly market and 38.3% (216) of respondents had not visited.



Question 7 - When did you last visit or attend Farnborough weekly market?

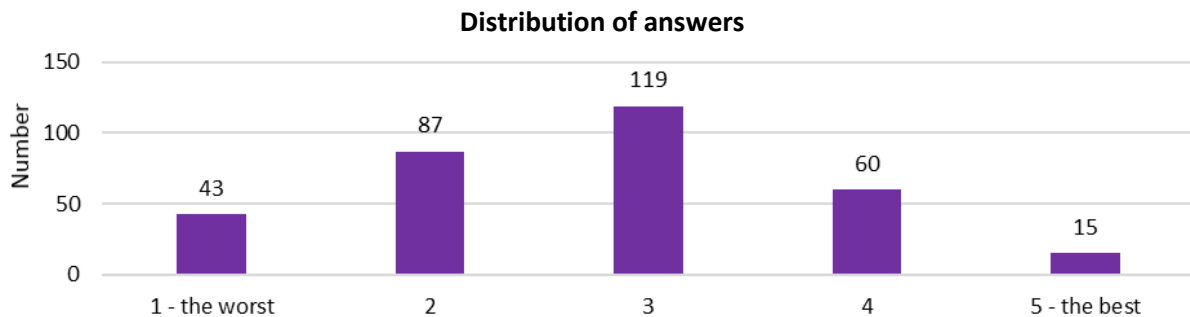
In total 324 respondents who had visited Farnborough weekly market completed this question. Overall, 91.7% (297 respondents) have visited Farnborough weekly market in the past year, with 48.8% (158 respondents) of these visiting in the past month.



Question 8 - How would you rate your last experience at Farnborough weekly market? (1 being the worst, 5 being the best)

In total 324 respondents who had visited Farnborough weekly market completed this question and the average score was:

2.7



The average score from the 275 respondents who had visited Farnborough weekly market in the past 6 months was **2.8**.

Question 9 - Please give your reasons for the rating above

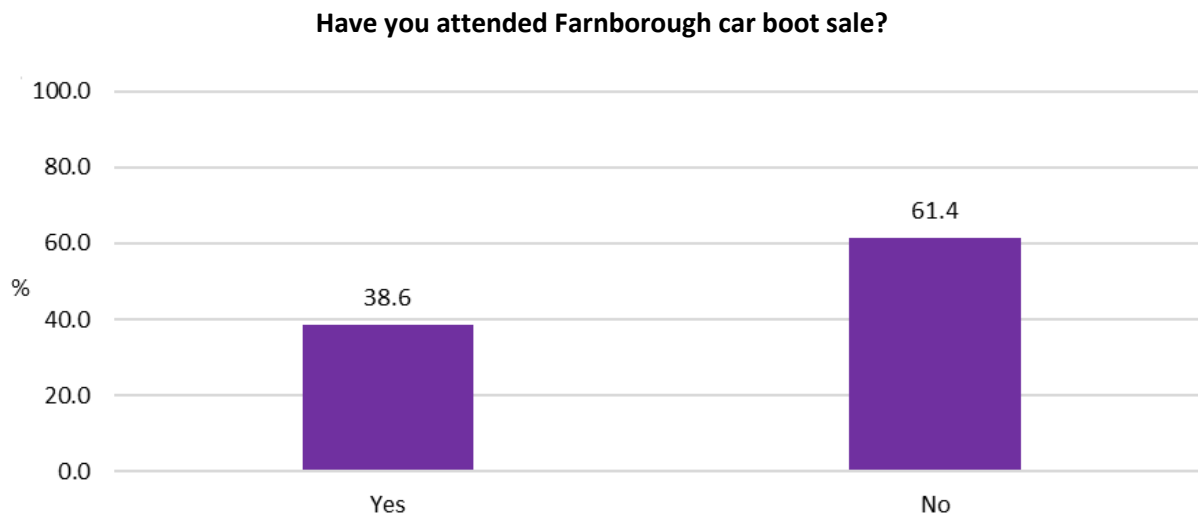
In total 273 respondents who had visited Farnborough weekly market completed this question. The main themes of the comments were (all those mentioned over 5 times):

- Lack of variety / not enough stalls (mentioned in around 115 comments)
- Positive comments about the market (mentioned in around 35 comments)
- Not worth visiting / no good stalls / nothing I need (mentioned in around 25 comments)
- Lack of quality / items not fresh (mentioned in around 25 comments)
- Positive comments about the fruit and veg stalls (mentioned in around 20 comments)
- The market was better before / better when at the car park near Asdas (mentioned in around 20 comments)
- Same as / same issues as / better than / worse than Aldershot market (mentioned in around 15 comments)
- The market is ok (mentioned in around 10 comments)
- The market needs to sell local produce (mentioned in around 10 comments)
- Items are cheaper in shops (mentioned in around 5 comments)

Farnborough car boot sale

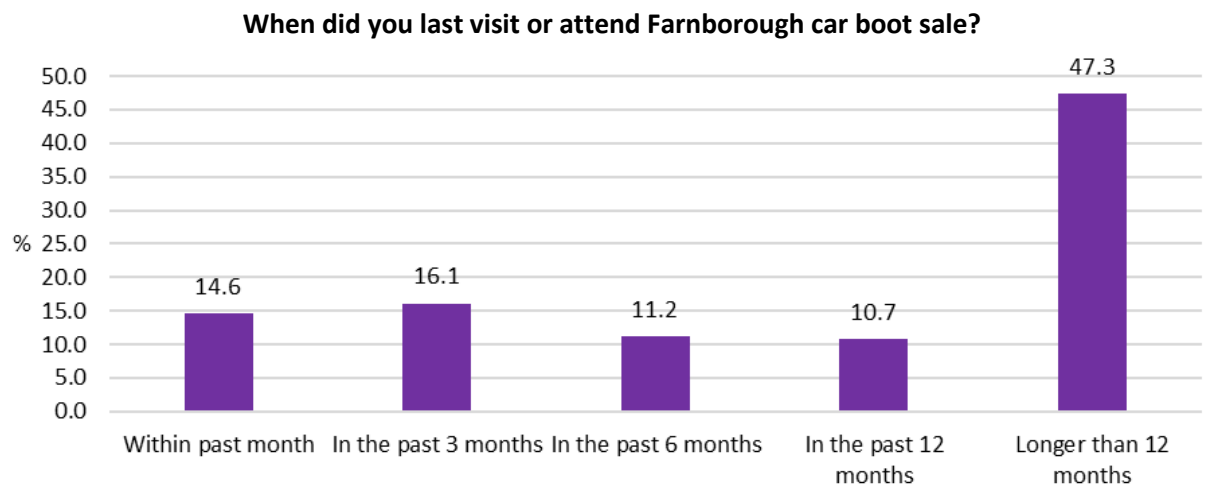
Question 10 -Have you attended Farnborough car boot sale?

In total 536 respondents completed this question. 38.6% (207) of respondents had attended Farnborough car boot sale and 61.4% (329) of respondents had not attended.



Question 11 - When did you last visit or attend Farnborough car boot sale?

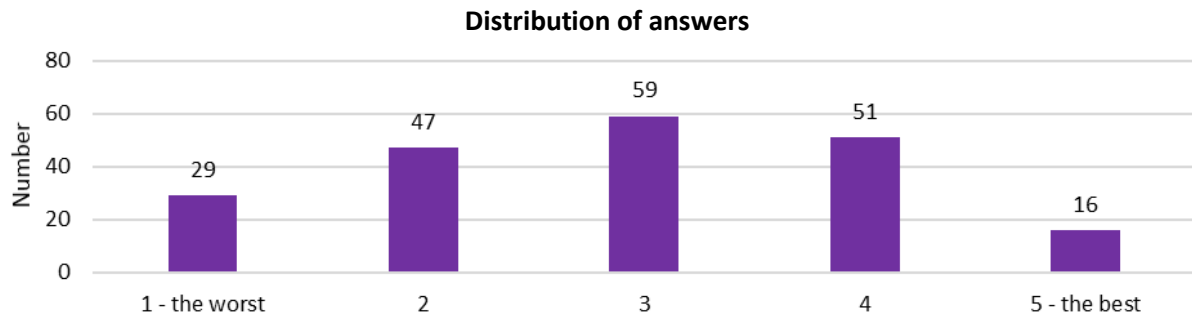
In total 205 respondents who had visited Farnborough car boot sale completed this question. Overall, 52.7% (108 respondents) have visited Farnborough car boot sale in the past year, with 14.6% (30 respondents) of these visiting in the past month.



Question 12 - How would you rate your last experience at Farnborough car boot sale? (1 being the worst, 5 being the best)

In total 202 respondents who had visited Farnborough car boot sale completed this question and the average score was:

2.9



The average score from the 86 respondents who had visited Farnborough car boot sale in the past 6 months was **2.9**.

Question 13 - Please give your reasons for the rating above

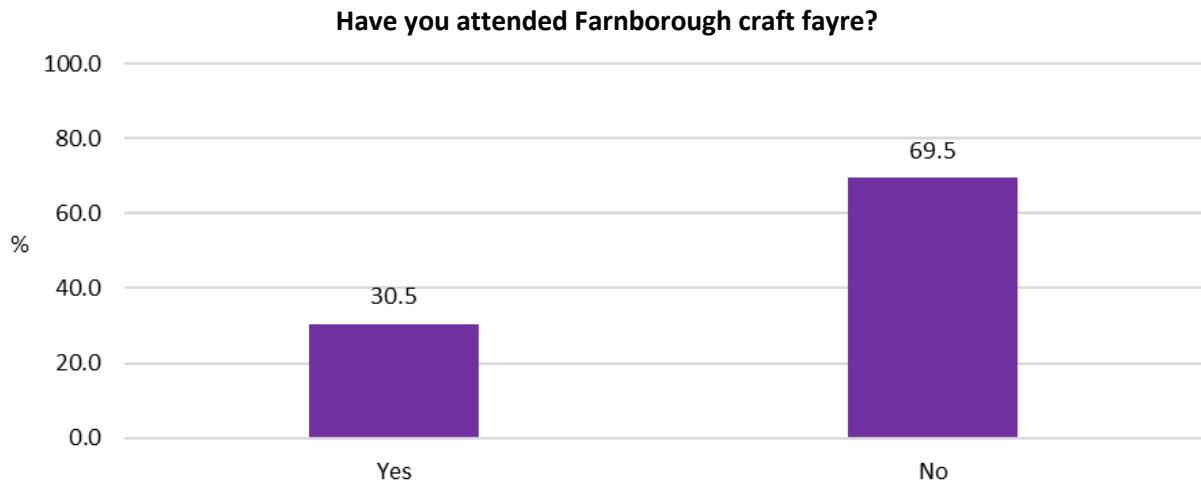
In total 153 respondents who had visited Farnborough car boot sale completed this question. The main themes of the comments were (all those mentioned over 5 times):

- Positive comments about the car boot sale (mentioned in around 35 comments)
- Lack of variety (mentioned in around 20 comments)
- Negative comments about the location / issues with the site (mentioned in around 20 comments)
- Issues with charging people / pre booking (mentioned in around 15 comments)
- Its ok (mentioned in around 15 comments)
- Too crowded / stalls to close (mentioned in around 15 comments)
- Issues with traders / profession car booters (mentioned in around 10 comments)
- Rubbish / tat being sold (mentioned in around 10 comments)

Farnborough craft fayre

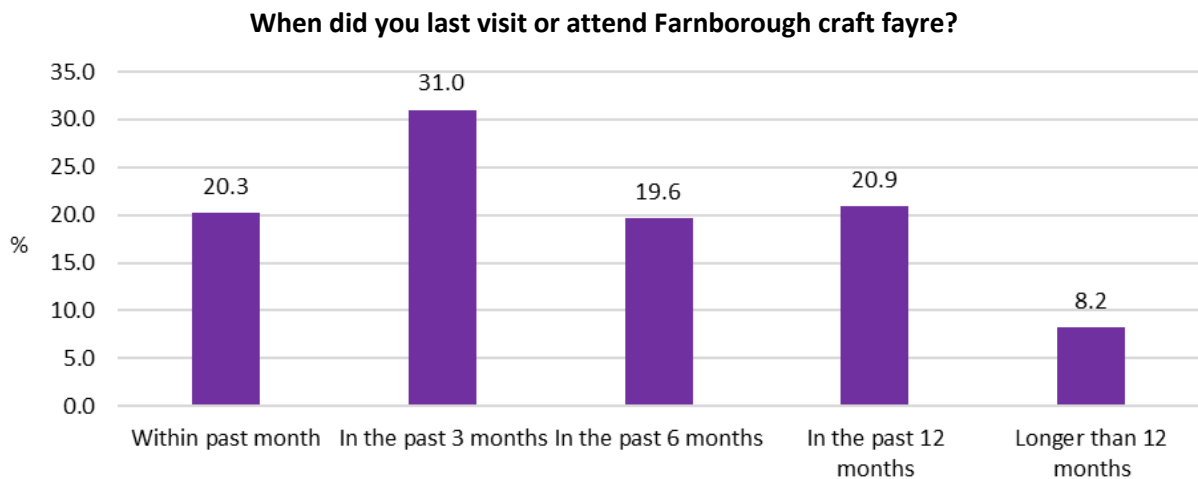
Question 14 Have you attended Farnborough craft fayre?

In total 532 respondents completed this question. 30.5% (162) of respondents had attended Farnborough craft fayre and 69.5% (370) of respondents had not attended.



Question 15 -When did you last visit or attend Farnborough craft fayre?

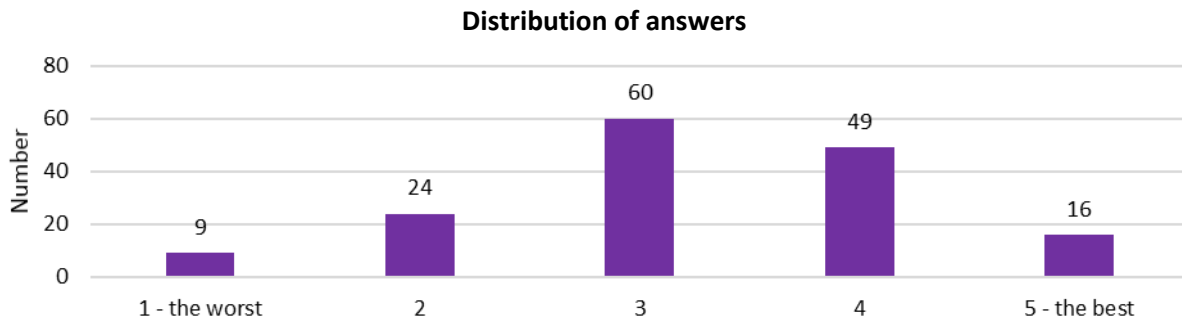
In total 205 respondents who had visited Farnborough car boot sale completed this question. Overall, 91.8 % (145 respondents) have visited Farnborough craft fayre in the past year, with 20.3% (32 respondents) of these visiting in the past month.



Question 16 - How would you rate your last experience at Farnborough craft fayre? (1 being the worst, 5 being the best)

In total 158 respondents who had visited Farnborough craft fayre completed this question and the average score was:

3.3



The average score from the 112 respondents who had visited Farnborough craft fayre in the past 6 months was **3.3**.

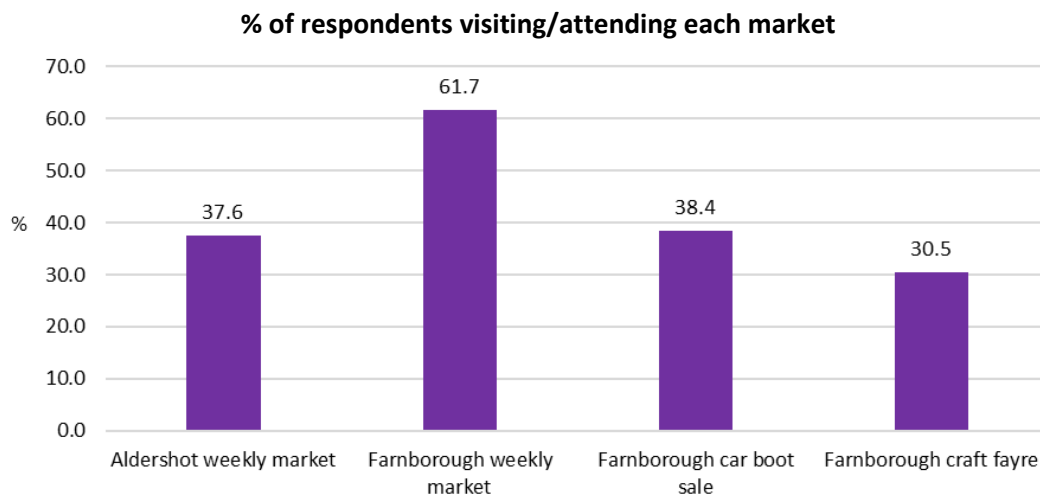
Question 17 - Please give your reasons for the rating above

In total 117 respondents who had visited Farnborough craft fayre completed this question. The main themes of the comments were (mentioned more than 5 times):

- Positive comments about the craft fayre / stalls / the variety of goods (mentioned in around 50 comments)
- Not enough stalls/variety/same stalls (mentioned in around 30 comments)
- Lack of quality items (mentioned in around 10 comments)
- Too expensive (mentioned in around 10 comments)

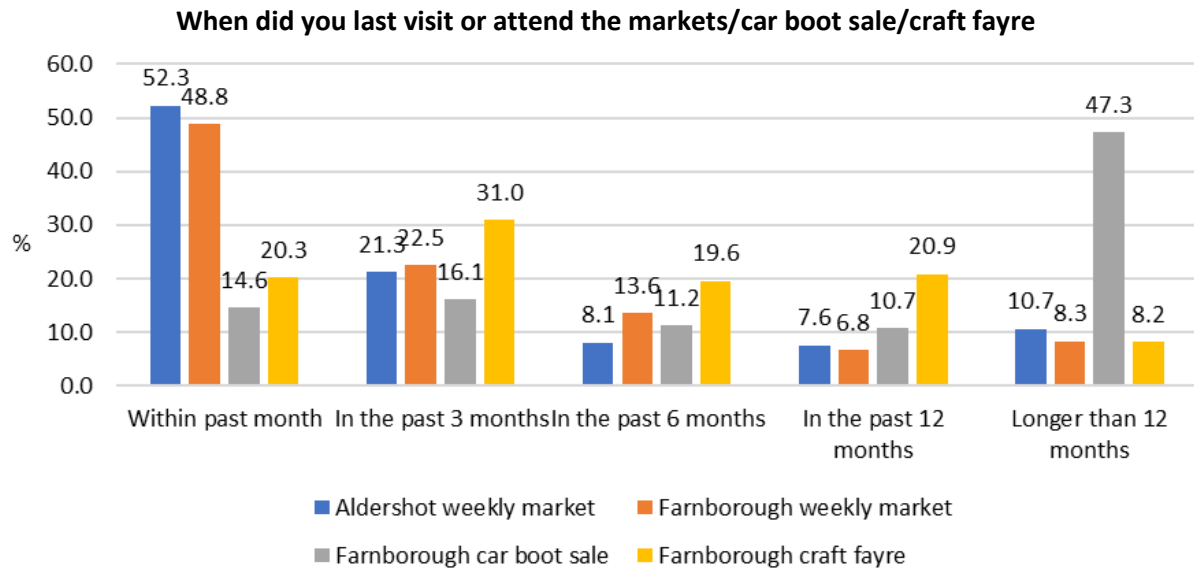
Summary of markets information

Respondents were more likely to have visited Farnborough weekly market (61.7% - 348 respondents), followed by Farnborough car boot sale (37.4% - 207 respondents), followed by Aldershot weekly market (37.6% - 222 respondents) then followed by Farnborough craft fayre (30.5% - 162 respondents). More people indicated that they visited Aldershot weekly market than Farnborough car boot sale but as more people answered the Aldershot weekly market question the percentage was less.

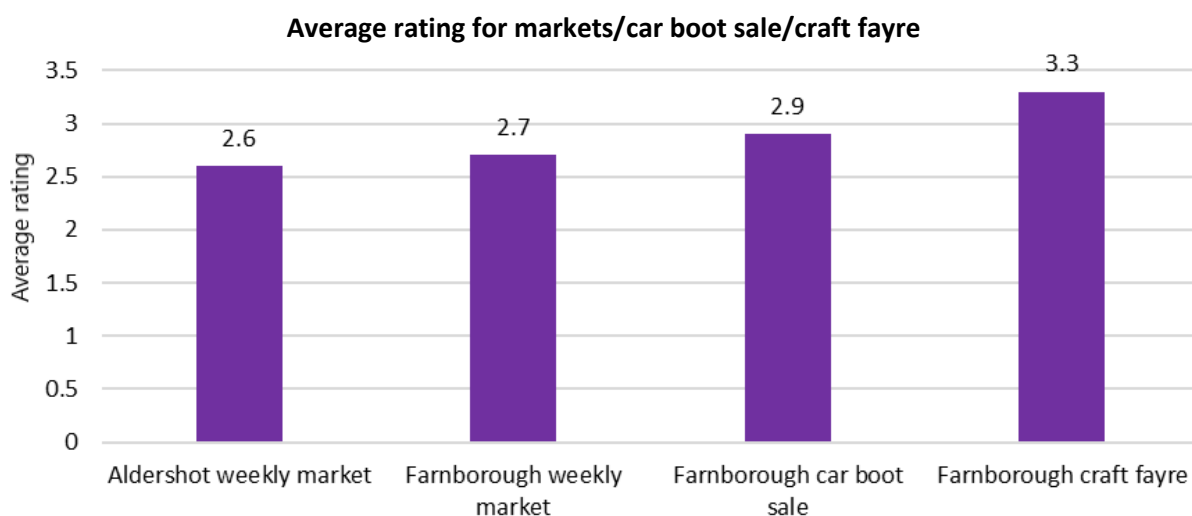


Those who had visited or attended the weekly markets were most likely to have done this in the past month. Those who had visited or attended the Farnborough craft fayre most likely to have done this in the past three months and those visiting the Farnborough car boot sale were most likely to have done this over 12 months ago.

This would indicate that those who visit and attend the weekly markets do so more frequently than those who visit and attend the car boot sale and the Farnborough craft fayre. However, the craft fayre is only monthly and does not run in the winter months.



Respondents who had indicated they visited and attended the markets/car boot sale/craft fayre were asked to rate their last experience, with 1 being the worst, 5 being the best. Aldershot weekly market had the lowest average rating (2.6) and Farnborough craft fayre had the highest average rating (3.3).



Looking forward - what do you want to see in your markets

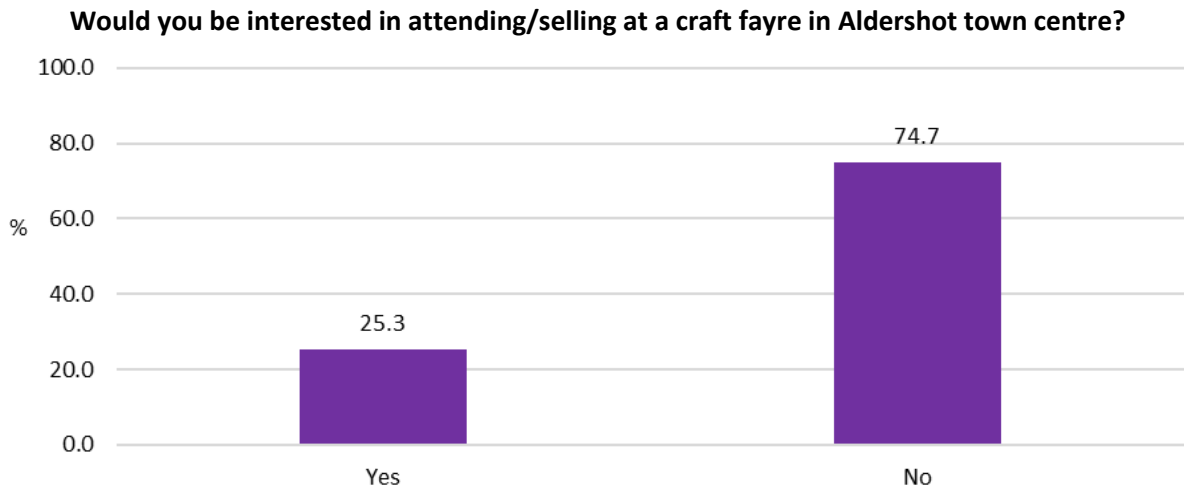
Question 18 - What kind of market or stallholders would you like to see at our markets?

In total 393 respondents completed this question. The main themes of the comments were (all those mentioned over 10 times):

- The need for products / produce to be local (mentioned in around 55 comments)
- Crafts/ craft supplies stalls (mentioned in around 55 comments)
- Clothes stalls (mentioned in around 55 comments)
- Fruit and vegetables (mentioned in around 55 comments)
- Breads/bakery/cakes stalls (mentioned in around 55 comments)
- Butcher/meat stalls (mentioned in around 50 comments)
- The need for a variety / wide range of products / produce (mentioned in around 50 comments)
- Cheese stalls (mentioned in around 40 comments)
- Farmers market stalls (mentioned in around 35 comments)
- The need for products / produce to be a good quality (mentioned in around 30 comments)
- Artisan food stalls (mentioned in around 30 comments)
- Flowers / plants stalls (mentioned in around 30 comments)
- Household items / homewares (mentioned in around 25 comments)
- Something for kids / toy stalls (mentioned in around 20 comments)
- Fishmonger / fish stalls (mentioned in around 20 comments)
- Street food/food from different counties (mentioned in around 20 comments)
- Fabric / haberdashery stalls (mentioned in around 20 comments)
- Shoe / footwear stalls (mentioned in around 15 comments)
- Bags /purses stalls (mentioned in around 10 comments)
- Gift stalls (mentioned in around 10 comments)

Question 19 - Would you be interested in attending/selling at a craft fayre in Aldershot town centre?

In total 459 respondents completed this question. The majority (74.7%) of respondents were not interested in attending/selling at a craft fayre in Aldershot town centre. 116 (25.3%) respondents were interested in attending/selling at a craft fayre in Aldershot town centre.



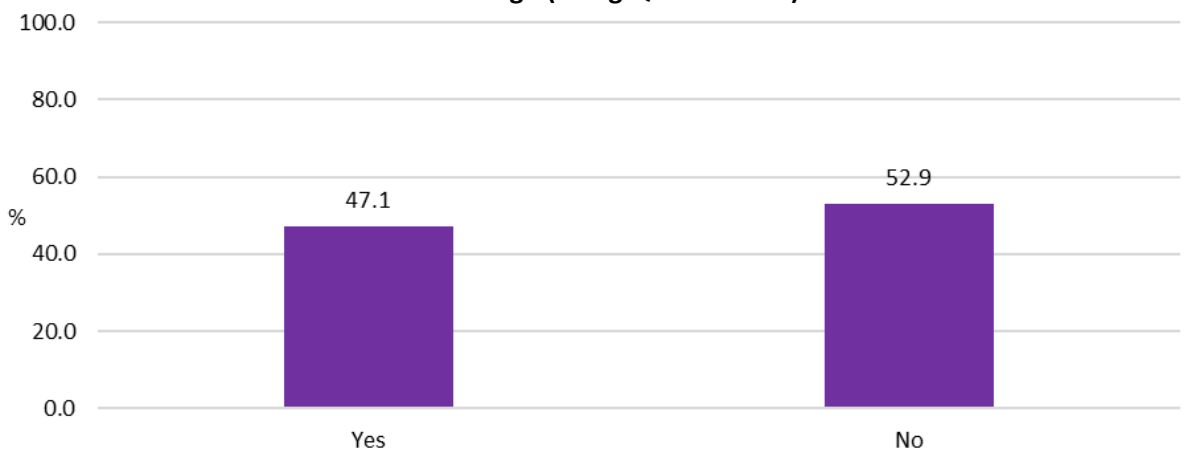
The question had an 'other' comment box and 29 respondent completed this part of the question. The main themes of the responses were (all those mentioned more than five times):

- Negative comments about Aldershot town centre (mentioned in around 5 comments)
- Respondents indicating maybe/depends (mentioned in around 5 comments)

Question 20 - Would you be interested in attending a night market in Aldershot (on Union/Wellington Street) or Farnborough (along Queensmead)?

In total 448 respondents completed this question. 52.9% (237) of respondents were not interested in attending a night market, 47.1% (211) were interested in attending a night market.

Would you be interested in attending a night market in Aldershot (on Union/Wellington Street) or Farnborough (along Queensmead)?



The question had an 'other' comment box and 55 respondent completed this part of the question. The main theme of the responses were:

- Negative comments about the town centres and/or concerns about safety (mentioned in around 15 comments)
- Respondents indicating not sure/maybe/it depends (mentioned in around 10 comments)
- If it was in Farnborough (mentioned in around 10 comments)

Question 21 - If you answered yes, what stalls/products would you be interested in seeing at a night market?

In total 196 respondents completed this question. The main themes of the comments were (all those mentioned more than 5 times):

- Food and drink stalls (mentioned in around 115 comments) – including:
 - Street food stalls (mentioned in around 25 comments)
 - Wine / beer stalls (mentioned in around 10 comments)
 - Cheese stalls (mentioned in around 10 comments)
 - Fruit and veg stalls (mentioned in around 10 comments)
 - Bread / bakery stalls (mentioned in around 10 comments)
- Craft stalls (mentioned in around 40 comments)
- The need for products / produce to be local (mentioned in around 20 comments)
- Clothing stalls (mentioned in around 20 comments)
- As previously stated in question 18 (mentioned in around 20 comments)
- Music / entertainment (mentioned in around 20 comments)
- A variety of stalls /anything (mentioned in around 15 comments)
- Christmas stalls (mentioned in around 10 comments)
- Gifts stalls (mentioned in around 10 comments)
- Farmer type market (mentioned in around 10 comments)
- Jewellery stalls (mentioned in around 10 comments)

Appendix A – copy of the online survey



Aldershot and Farnborough Market Consultation June 2023

Introduction

We are keen to know what you think about the weekly markets in Aldershot and Farnborough, the Farnborough car boot sale and Farnborough monthly craft fayre.

The survey will only take a couple of minutes to complete, so thank you for your help!

Please make sure you give us your views by midday Friday 16 June 2023.

To view our consultation survey privacy notice please visit www.rushmoor.gov.uk/consultationprivacynotice

**ALDERSHOT &
FARNBOROUGH**
MARKETS



1. Are you a market stallholder or a visitor to the markets?

- Stallholder
- Visitor to the markets

* 2. Have you attended Aldershot weekly market?

- Yes
- No







Aldershot and Farnborough Market Consultation June 2023

Aldershot weekly market

3. When did you last visit or attend Aldershot weekly market?

- Within past month
- In the past 3 months
- In the past 6 months
- In the past 12 months
- Longer than 12 months

4. How would you rate your last experience at Aldershot weekly market? (1 being the worst, 5 being the best)

1 (the worst)	2	3	4	5 (the best)
				

5. Please give your reasons for the rating above.



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Farnborough weekly market

* 6. Have you attended Farnborough weekly market?

- Yes
- No



Aldershot and Farnborough Market Consultation June 2023

Farnborough weekly market

7. When did you last visit or attend Farnborough weekly market?

- Within past month
- In the past 3 months
- In the past 6 months
- In the past 12 months
- Longer than 12 months

8. How would you rate your last experience at Farnborough weekly market? (1 being the worst, 5 being the best)

1 (the worst)	2	3	4	5 (the best)
★	★	★	★	★

9. Please give your reasons for the rating above.



Aldershot and Farnborough Market Consultation June 2023

Farnborough car boot sale

* 10. Have you attended Farnborough car boot sale?

- Yes
- No



Aldershot and Farnborough Market Consultation June 2023

Farnborough car boot sale

11. When did you last visit or attend Farnborough car boot sale?

- Within past month
- In the past 3 months
- In the past 6 months
- In the past 12 months
- Longer than 12 months

12. How would you rate your last experience at Farnborough car boot sale? (1 being the worst, 5 being the best)

1 (the worst)	2	3	4	5 (the best)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please give your reasons for the rating above.



Aldershot and Farnborough Market Consultation June 2023

Farnborough craft fayre

* 14. Have you attended Farnborough craft fayre?

- Yes
- No



Aldershot and Farnborough Market Consultation June 2023

Farnborough craft fayre

15. When did you last visit or attend Farnborough craft fayre?

- Within past month
- In the past 3 months
- In the past 6 months
- In the past 12 months
- Longer than 12 months

16. How would you rate your last experience at Farnborough craft fayre? (1 being the worst, 5 being the best)

1 (the worst)	2	3	4	5 (the best)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Please give your reasons for the rating above.



Aldershot and Farnborough Market Consultation June 2023

Looking forward - what do you want to see in your markets

18. What kind of market or stallholders would you like to see at our markets?

19. Would you be interested in attending/selling at a craft fayre in Aldershot town centre?

- Yes
- No

Other (please specify)

20. Would you be interested in attending a night market in Aldershot (on Union/Wellington Street) or Farnborough (along Queensmead)?

Yes

No

Other (please specify)

21. If you answered yes, what stalls/products would you be interested in seeing at a night market?



Aldershot and Farnborough Market Consultation June 2023

Thank you

22. Would you be happy to discuss your responses in further detail? If so, please include your email address below so the Town Centres and Markets Manager may contact you. (optional).

We will only use your email in order to continue to communicate with you about Aldershot and Farnborough markets.

Thank you for completing our survey