

LEICESTER MARKET REDEVELOPMENT SURVEY

- The consultation ran from 09/11/2015 to 04/01/2016.
- The survey was conducted through a number of avenues such as Leicester Market website, Leicester Market social media, Older people forum, Youth Council, Leicester Mercury adverts, food festival and face to face interviews.
- 409** people answered the survey.
- 54** Traders, **274** Shoppers and **81** Non shoppers.
- Half the respondents (**218**) lived in LE1, LE2, LE3. The highest response (**83**) came from people who lived in or around the LE3 area of Leicester/shire.
- The largest single group of respondents that answered the survey were aged between 31 - 40 (**23%**).
- 47% of the respondents had between 1-2 people in their household. In line with national average wage (£26,500 per person) most respondents answered as a household earned more than £50,000 per annum.
- Nearly all the respondents preferred not to give their ethnicity with only three respondents completing this section.

MARKET IMPROVEMENTS

Different questions were asked to traders, shoppers and non-shoppers, however a section on potential improvements to the market posed the same question to each group. The tables show the number and proportion of respondents who rated proposed improvements as 'very important'.

QUESTION ASKED: *The following questions relate to a range of possible improvements. Please indicate how important you think they are to help the trading environment, ranking on a scale of 1 - 5 (1 being very important, and 5 less important).*

Trader

Clean or paint structure	41	76%
Improved lighting	39	72%
Repair/Replace existing stalls	38	70%
Better market signage	36	67%
Improve highways and Walk ways	36	67%

Shopper

Improve access points	132	48%
Improve highways and Walk ways	123	45%
Clean or paint structure	113	41%
Repair/Replace existing stalls	108	39%

More natural light	95	35%
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Non Shoppers

Clean or paint structure	42	52%
Improve highways and Walk ways	38	47%
Repair/Replace existing stalls	37	46%
Enclose waste/recycling	37	46%
Improve access points	37	46%

Traders and non-shoppers considered 'Clean or paint Structure' the most important, however, this came 3rd with shoppers. Shoppers considered 'Improve access points' as their most important but with traders this came 7th and non-shoppers 5th.

Question asked: - The following questions relate to improvements that are most likely to improve things. (Traders asked what they think Shoppers would like to improve) Please rank on a scale of 1 - 5 (1 being very important, and 5 less important).

Trader

Better protection from the weather	42	78%
Repainting throughout	38	70%
Improve cleanliness/reduce clutter	37	69%
Better customer service	35	65%
More onsite officers/security	35	65%

Shopper

Improve cleanliness/reduce clutter	175	64%
Repainting throughout	140	51%
Attracting new Traders	103	38%
Better quality of goods	99	36%
Better protection from the weather	96	35%

Non shopper

Improve cleanliness/reduce clutter	51	63%
Repainting throughout	36	44%
Better quality of goods	35	43%
Better range of goods	34	42%
Better protection from the weather	31	38%

Traders would most like to see 'Better protection from the weather'. Shoppers and non-shoppers rated this 5th. Both Shoppers and Non shoppers both would like to 'Improve cleanliness/reduce clutter' but traders rated this 3rd.