



Newcastle market survey



[Background](#)

[Headline findings](#)

[Location of respondents](#)

[Age profile](#)

[Customer insight data](#)

[Analysis](#)

Background

- 287 questionnaires were submitted between 19 December 2018 and 1 February 2019.
- Responses have been received from every ward except for Talke and Butt Lane.
 - 30 responses from Stoke-on-Trent

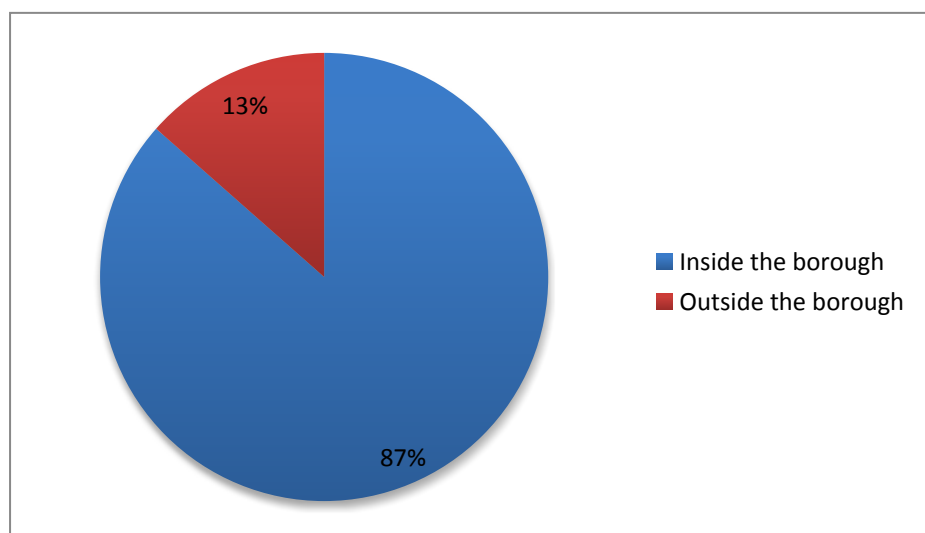
Headline findings

- 59 per cent aged over 50
- 56 per cent shopped at least several times a week
- Food, plants/flowers and bric-a-brac the most popular stalls
- Saturday and Friday the most popular days, followed by Monday
- 87 per cent think the market is in the right location
- Farmers market and general market seem welcoming
 - Antique and bric-a-brac markets not seen as welcoming
- 57 per cent feel the market is too spread out.
 - 64 per cent would look more if they were clustered more closely together
- Themed markets would be popular
 - In particular food, craft and continental
- 42 per cent would visit more if the general market was on fewer days
- 86 per cent who don't shop on the market did so in the past
 - 44 per cent shop on other markets – Leek and Hanley the most popular
- 94 per cent would shop more if they were offering something special
 - Food was the most popular response
- 56 per cent would shop more if card payment was accepted

Location of respondents

Respondents were asked to provide their home postcode – 252 did provide some sort of answer, but unfortunately 43 only put ST5 (40) or ST7 (3). For the purposes of this analysis they have been classed as being in the borough as almost all such postcodes are (though ST7 can cover the Cheshire East towns/villages of Alsager, Rode Heath and Scholar Green).

So 87 per cent of respondents were from the borough, with the remaining 13 per cent from outside – almost completely from Stoke-on-Trent.



There was a reasonable geographical spread – 20 of the borough's 21 wards were represented (all except Talke & Butt Lane), with quite a high number from neighbouring Stoke-on-Trent. It will be of little surprise to see that the most common ward for respondents was Town, where the market is based, with relatively few from wards in the north of the borough like Kidsgrove & Ravenscliffe and Newchapel & Mow Cop or the south such as Loggerheads and Maer & Whitmore.

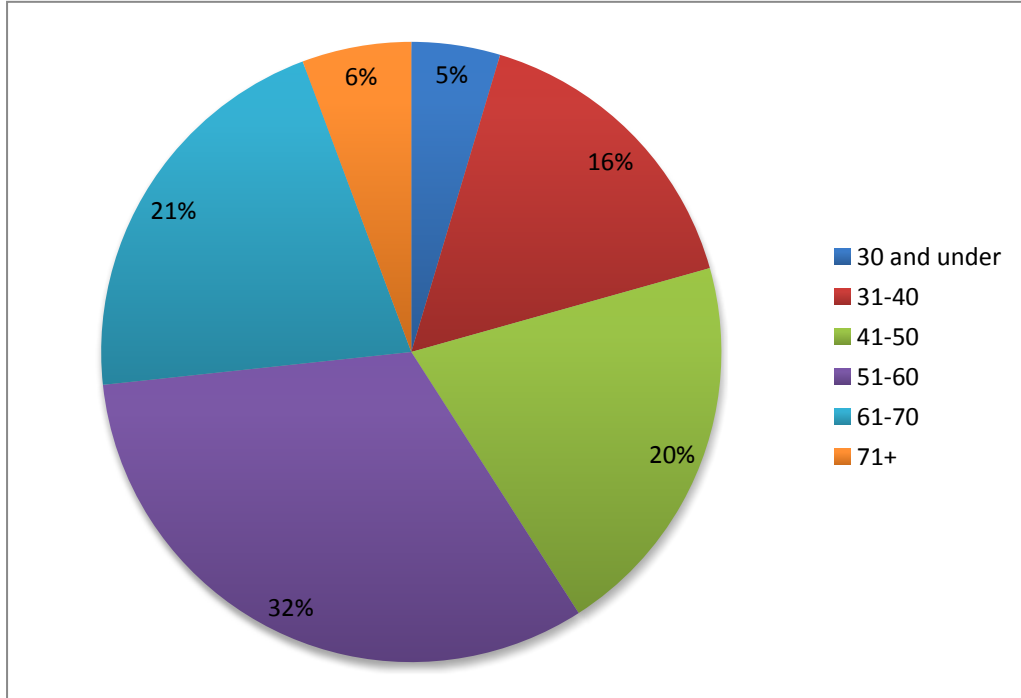
Table 1: Responses by Newcastle-under-Lyme Borough ward or non-borough area. 248 respondents

Audley	9	Newchapel & Mow Cop	2
Bradwell	11	Silverdale	5
Clayton	7	Thistleberry	16
Crackley & Red Street	2	Town	25
Cross Heath	13	Westbury Park & Northwood	12
Holditch & Chesterton	9	Westlands	19
Keele	3	Wolstanton	10
Kidsgrove & Ravenscliffe	1	Unspecified ST5	40
Knutton	5	Unspecified ST7	3
Loggerheads	2	Stoke-on-Trent	30
Madeley & Betley	6	Endon	1
Maer & Whitmore	3	Macclesfield	1
May Bank	15	Preston	1

Age profile of respondents

281 respondents said which age group they were in and this shows that 59 per cent were aged 51 and above. 21 per cent were aged 40 and below, but only 5 per cent were aged 30 and below.

Figure 1: Age group of respondents. 281 respondents



Customer insight data

Experian's Mosaic data suggests that the sample of respondents are largely representative of the borough's population. One group that is massively under-represented is group M, which contains fairly deprived families, normally with young children. Also under-represented is group A, which contains affluent (often retired) rural residents. Over-represented particularly are group N, made up of mostly pensioners who are struggling financially.

Table 2: Socioeconomic groups based on the postcode of 191 respondents

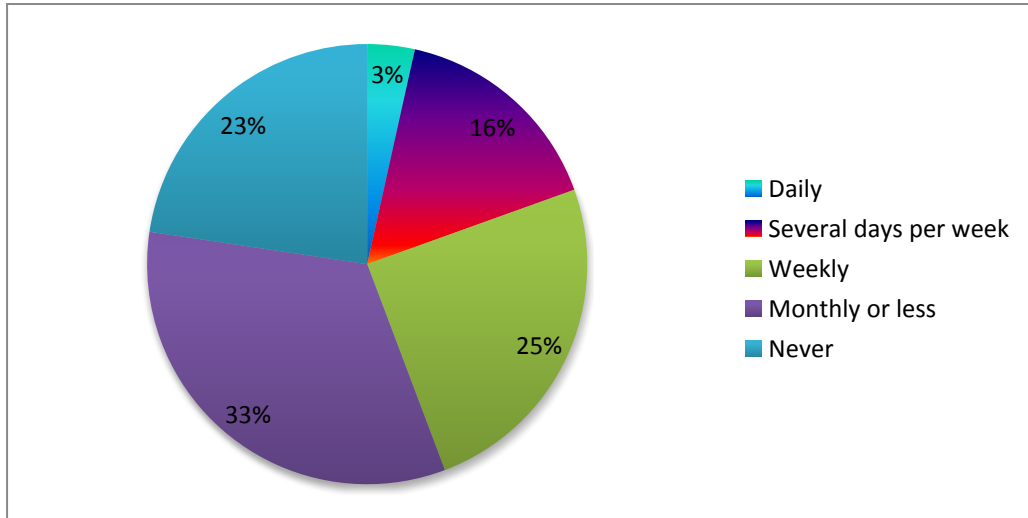
Group name and brief description	% of respondents	% of households
A-Country Living – Well-off residents in rural locations	1.6	5.5
B-Prestige Positions – Upmarket families in large homes	4.2	4.3
City Prosperity – very high-earners	0.0	0.0
D-Domestic Success – Thriving families concerned with careers and their children	6.8	5.4
E-Suburban Stability – Mature suburb-dwellers in mid-range housing	10.5	9.3
F-Senior Security – Elderly people enjoying a comfortable retirement	13.6	13.6
G-Rural Reality – Village communities in inexpensive homes	4.2	4.1
H-Aspiring Homemakers – Younger households in housing priced within their means	13.1	11.1
I-Urban Cohesion – Settled urban communities	1.6	0.2
J-Rental Hubs – Well-educated young renters	2.1	2.5
K-Modest Traditions – Mature homeowners enjoying stable lifestyles	12.0	11.0
L-Transient Renters – Single people, privately renting low-value houses for the short-term	11.0	9.6
M-Family Basics – Families with limited resources struggling to make ends meet	1.6	9.0
N-Vintage Value – Elderly residents relying on support for financial or practical help	11.0	8.8
O- Municipal Challenge – Urban renters in social housing facing many challenges	6.8	5.8

Analysis of data

Q1) How often do you shop on Newcastle-under-Lyme market?

Nearly half of respondents (45 per cent) shopped on the market weekly or more often, with just over half (55 per cent) only shopping monthly or not at all.

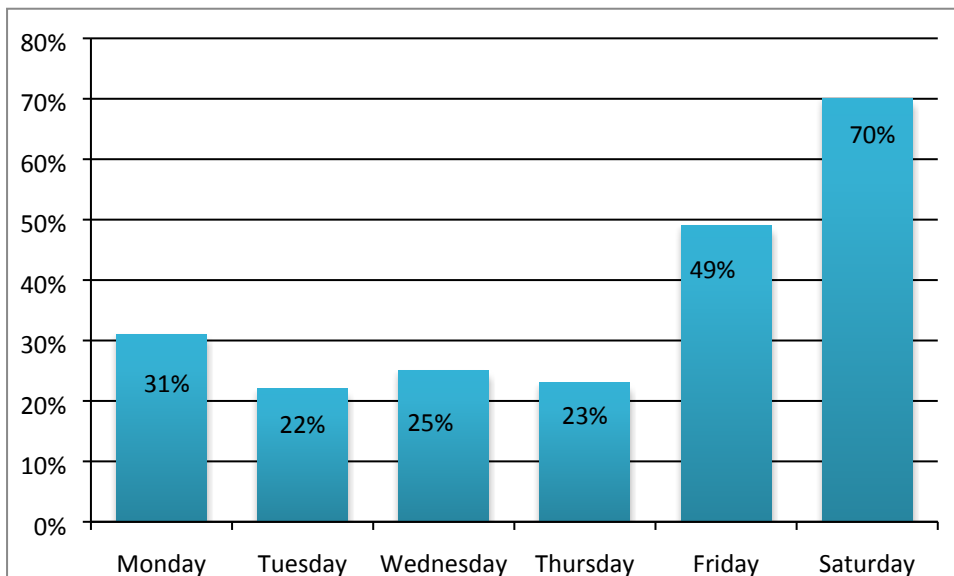
Figure 2: Are you satisfied with the weekly frequency of the service? 287 respondents



Q2) On which days do you shop?

Friday, and especially Saturday, were the most popular days – Friday attracted around double the visitors from Tuesday to Thursday, and Saturday attracted around triple.

Figure 3: On which days do you shop? 287 respondents



Please rate the markets that you shop at in order of preference.

There seems to have been some mis-understanding about how to answer this question, with several respondents rating more than one market as their number one choice. But giving each day an average score from all respondents shows the following order of preference

(the scores are kept in to show how much more popular the top few were than the bottom two – you might expect the scores to be closer to one to seven than they are, but as several respondents gave a choice of 1 to more than one option, and most did not give grades to those markets they did not shop on, this explains the lower numbers):

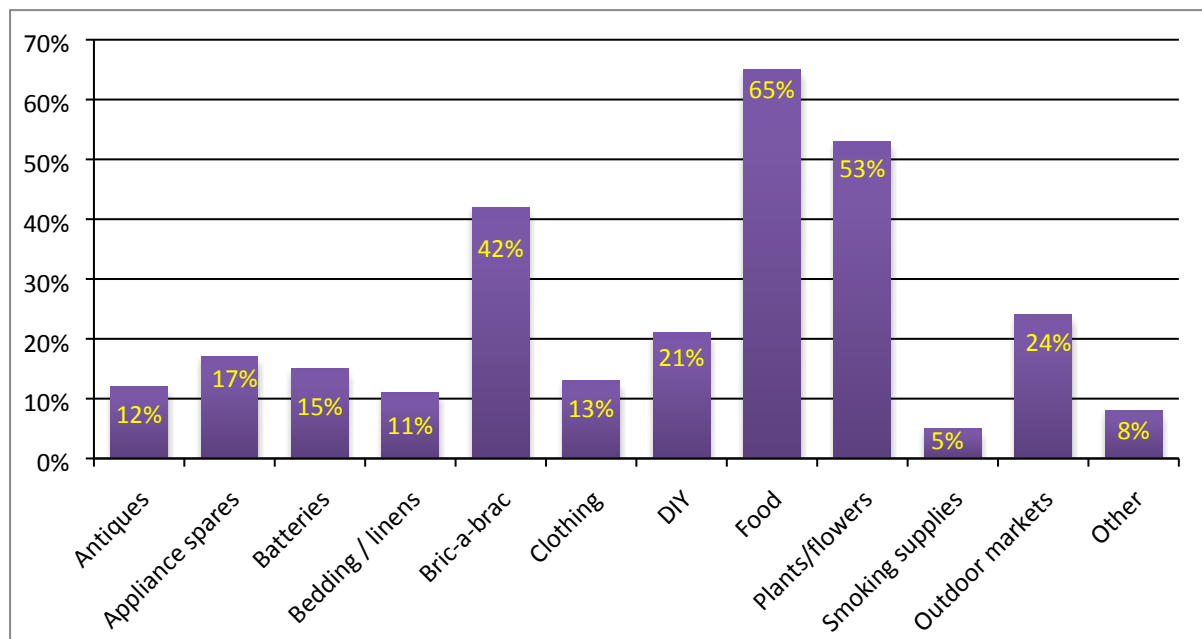
- Friday farmers (average score of 2.50)
- Saturday 2.52
- Friday general 2.7
- Monday 2.8
- Wednesday 3.1
- Tuesday 3.8
- Thursday 4.0

Which stalls do you buy from?

Three stalls were comfortably the most popular:

- Food (65 per cent)
- Plants/flowers (53 per cent)
- Bric-a-brac (42 per cent)

Figure 4: Which stalls do you buy from? 220 respondents



Respondents were also given the chance to say which 'other' stalls they bought from:

- Art Books
- Arts and crafts (2)
- Bryn McDonald
- Coffee stall
- Eggs (2)
- Fish man
- Pet
- Records and CDs (2)

- Toiletries and household goods
- Tool man
- Vacuum Cleaner bags

What else would you like to see on Newcastle-under-Lyme market?

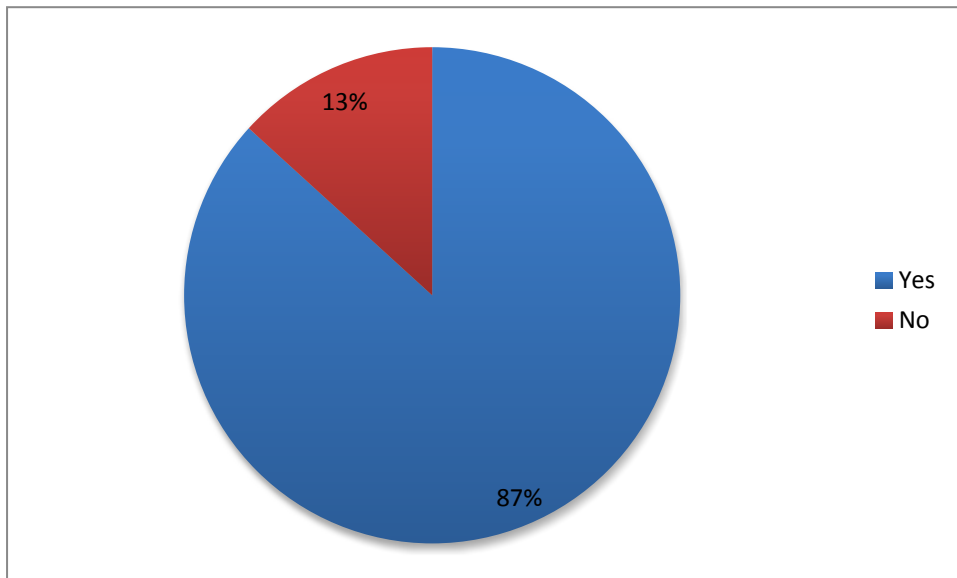
106 comments were left, with three key themes:

- | | |
|------------------------------------|----------------|
| • More stalls/wider variety | 39 respondents |
| • Food (artisan, eggs, vegetables) | 32 |
| • Clothes | 6 |

Do you think that the market is in the right place in the town centre?

A clear majority (87 per cent) did think that the market was indeed in the right place.

Figure 5: Do you think that the market is in the right place in the town centre? 219 respondents



From the 13 per cent who did not think it was in the right place, some suggestions came through:

- Around the Guildhall 13 responses
- Ironmarket 8 responses
- The old Sainsbury's/Ryecroft 3 responses

Does the market feel welcoming when you walk around it?

There was a significant difference in responses here – whereas more people answered negatively than positively for the antique market and the bric-a-brac market, responses for the general market and, especially, the farmers market, were far more positive.

Table 3: Does the market feel welcoming when you walk around it? 182 respondents

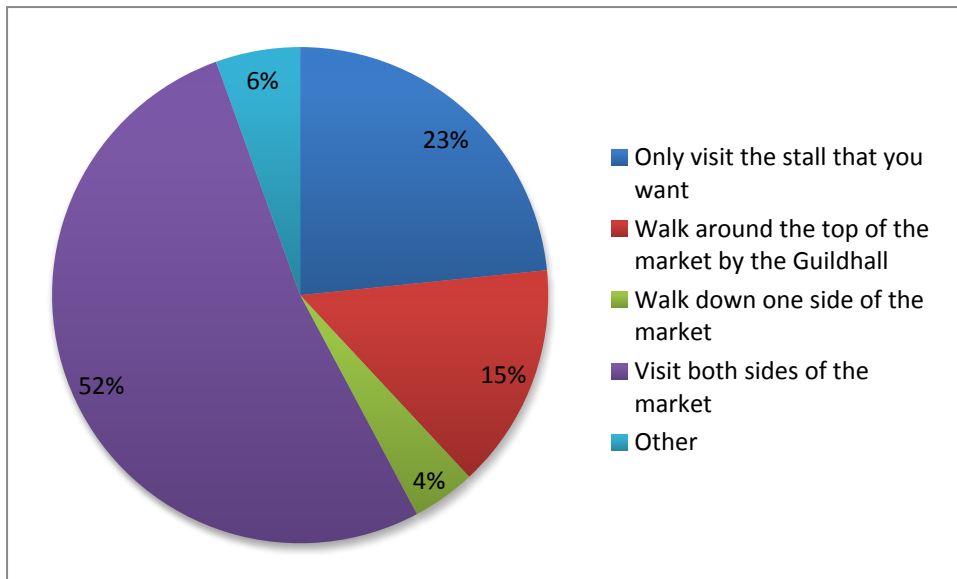
	Yes	No	Don't know
Antique market	37%	39%	23%
Bric-a-brac market	36%	40%	25%
General market	58%	34%	9%
Farmers market	69%	18%	14%

When you visit the market do you....

Respondents were asked what they did when they visited the market.

- Slightly more than half (52 per cent) said that they visited both sides of the market
- Around one-quarter (23 per cent) only visited the stall that they wanted
- 15 per cent walked around the top of the market, by the Guildhall
- Four per cent walked down one side of the market
- The remaining six per cent chose 'other' and their comments are listed here
 - Varies depending on where else I'm going.
 - The market has been ruined because some fool at the council decided to change the layout of the market. The market stalls have always been back to back so why did you think it would be a good idea to separate them?
 - I usually visit all the stalls when it's the antique or bric-a-brac markets, otherwise just go to the stall I want.
 - There are so few stalls these days I never bother looking. I remember when the market was the 'go to' place for fabric, haberdashery, men's shirts, fruit and veg. Everything looks second rate these days.
 - I aim for stalls I know but also take a look around.
 - would browse if there were more stalls
 - Visit stalls I want on general market. Walk around all on Tues & Thurs market.
 - No stalls left to walk around
 - Would visit more stalls if they were there and need to stay til at least 3:30pm
 - Depends on time of year e.g. look for Xmas wreaths on visits to stalls in December.
 - Newcastle is not welcoming nothing worth a visit for

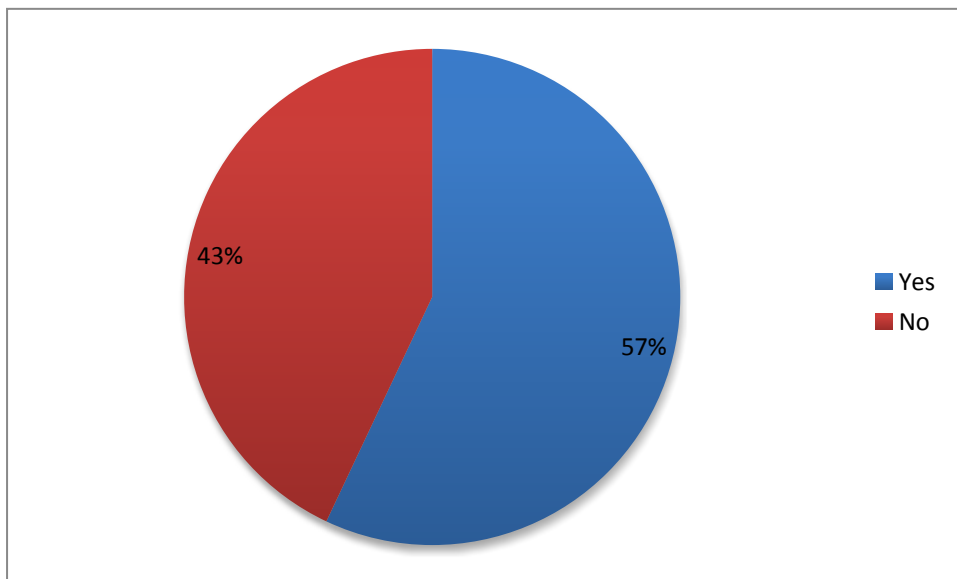
Figure 6: When you visit the market do you.... 218 respondents



Do you feel that the stalls are too spread out?

Nearly three-fifths of respondents (57 per cent) thought that the stalls were too spread out, with the remaining 43 per cent thinking that they were not.

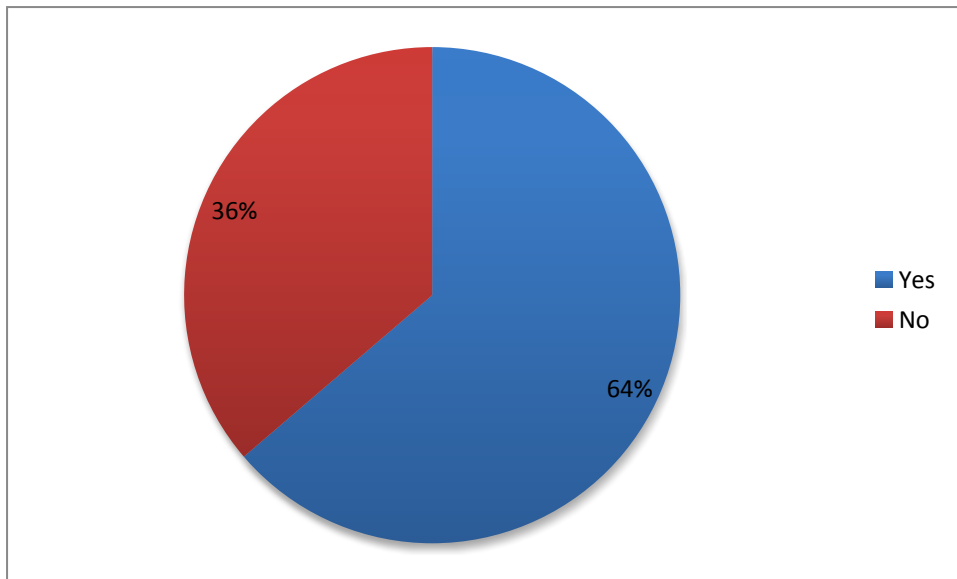
Figure 7: Do you feel that the stalls are too spread out? 221 respondents



Would you be likely to look at more of the stalls if they were clustered more closely together?

Almost two-thirds of respondents said that they would be likely to look at more stalls, with a little over one-third (36 per cent) saying that they would not.

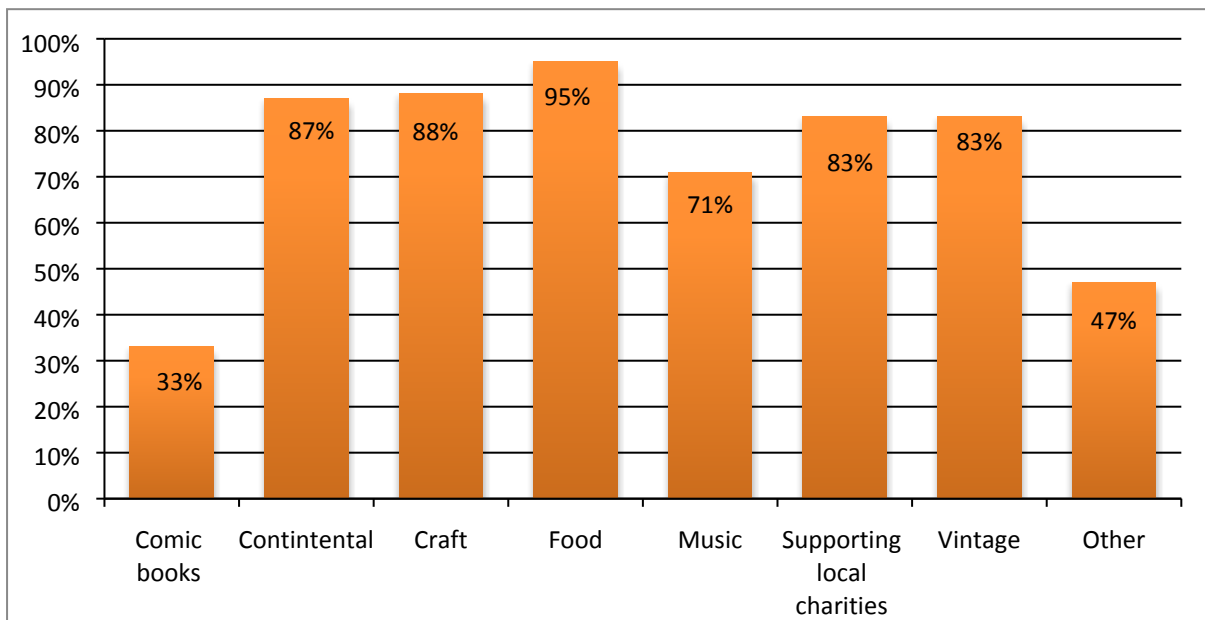
Figure 8: Would you be likely to look at more of the stalls if they were clustered more closely together? 215 respondents



If occasional themed markets were held in the town centre would you be likely to visit these?

Most of the ideas seemed to be popular – with the exception of comic books where only one in three respondents seemed keen. Five options were chosen by more than 80 per cent, as the following chart shows.

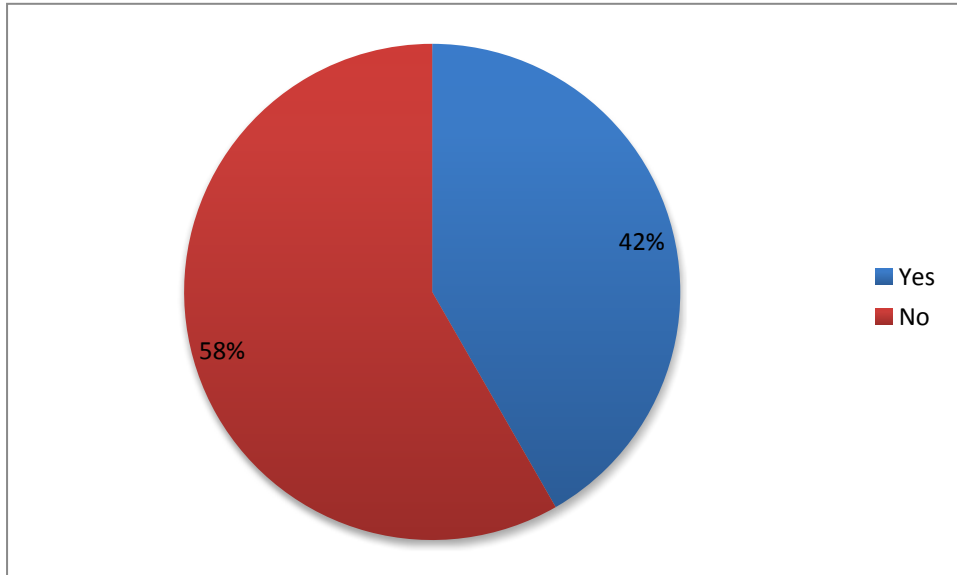
Figure 9: If occasional themed markets were held in the town centre would you be likely to visit these? 195 respondents



If the general market was held on fewer days a week would you be more likely to visit the town on a market day?

42 per cent of respondents said that they would be more likely, with 58 per cent therefore saying that they would not.

Figure 10: If the general market was held on fewer days a week would you be more likely to visit the town on a market day? 211 respondents

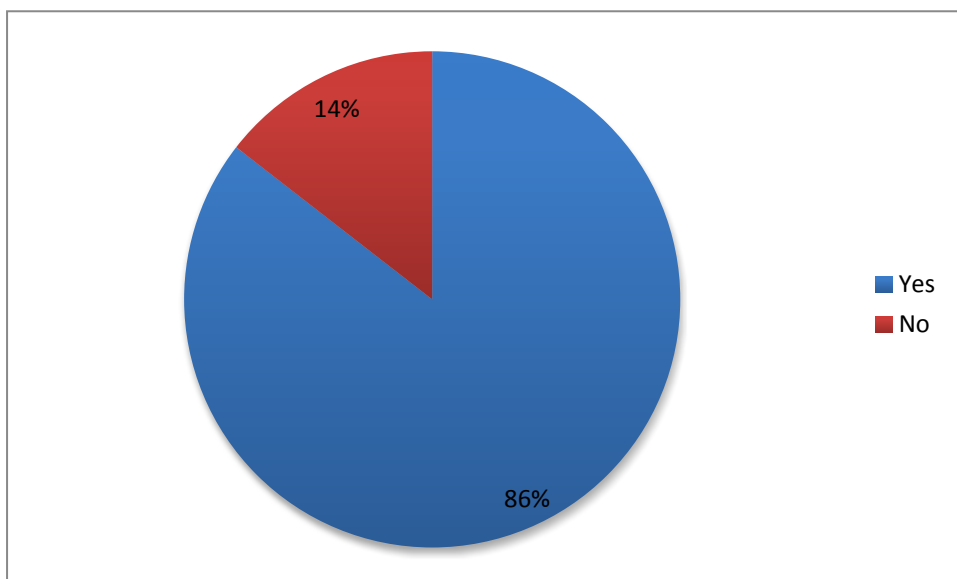


There was then a section of questions aimed at respondents who no longer visited the market.

Have you shopped on Newcastle market in the past?

A clear majority (86 per cent) had done so, with the remaining 14 per cent saying that they had not.

Figure 11: Have you shopped on Newcastle market in the past? 69 respondents



A follow-up question then asked why they don't shop at the market anymore and several comments were left. There were a few key themes:

- Nothing that appeals to me / poor quality products 25 responses
- Not enough stalls 14
- Poor selection of other shops nearby / unattractive town 6
- Inconvenient times 4

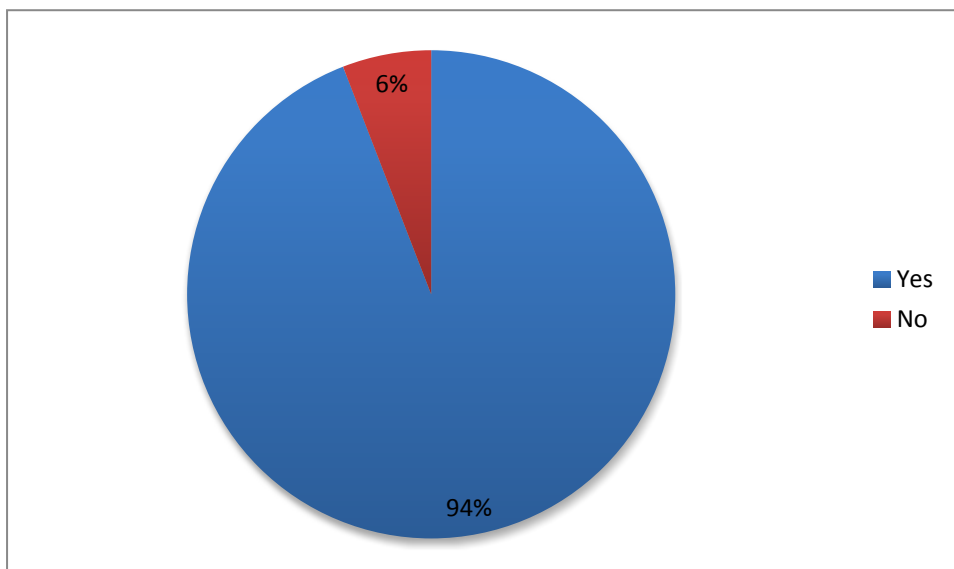
Do you shop on other markets?

- Just over half (56 per cent) said that they did not
- 44 per cent said that they did (the following were chosen by more than one)
 - Hanley 7
 - Leek 7
 - Famers markets 3
 - Macclesfield 3
 - Nantwich 3
 - Altrincham 2
 - Christmas markets 2
 - Sandbach 2
 - Shrewsbury 2
 - Stoke-upon-Trent 2
 - This might be of interest – 30 respondents were from Stoke-on-Trent and therefore visited Newcastle market, but only 9 said they visited the markets in Hanley or Stoke-upon-Trent
 - Stone 2

Would you be more likely to shop on a market if you felt that it was offering something special or different?

There was a high level on enthusiasm here, with 94 per cent saying that they would be more likely and only six per cent saying they would not be.

Figure 12: Would you be more likely to shop on a market if you felt that it was offering something special or different? 68 respondents



Respondents were asked to specify what would make them more likely to shop there and there were a few key themes

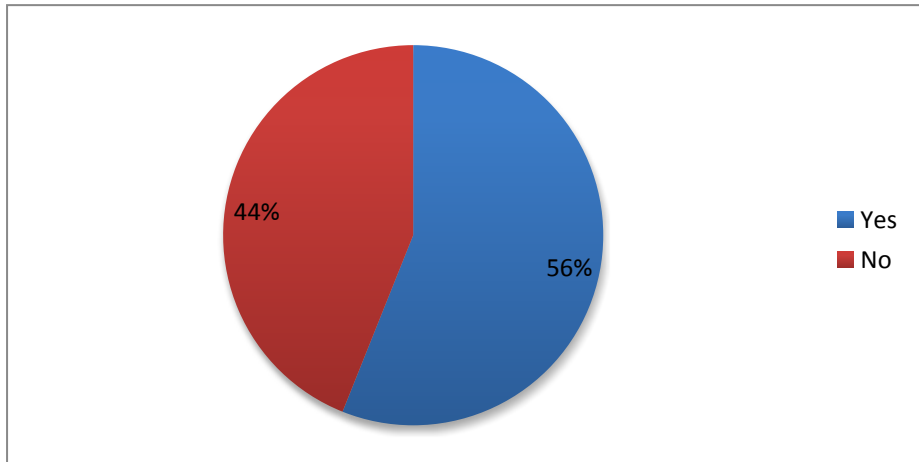
- Food/drink (artisan, local, specialist) 14 respondents
- Craft/handmade items 5 respondents

- More/different stalls 5 respondents
- Stalls where you can eat/drink 4 respondents

Would you be more likely to shop on a market if you could pay by contactless / card?

This was quite a popular idea, with a majority of respondents (56 per cent) saying that they would be more likely to shop with this option.

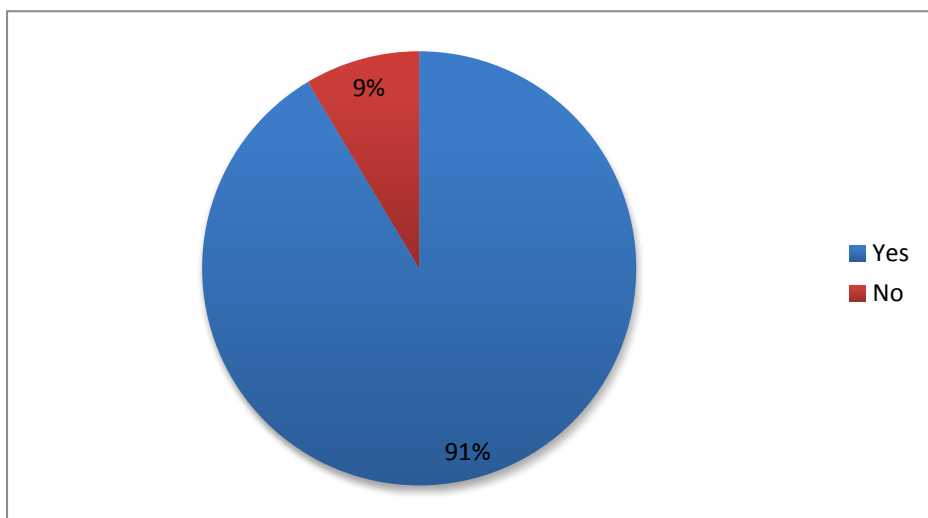
Figure 13: Would you be more likely to shop on a market if you could pay by contactless / card? 66 respondents



If occasional themed markets were held in the town centre would you be more likely to visit these?

Again, this idea was popular – 91 per cent of respondents said that they would be more likely.

Figure 14: If occasional themed markets were held in the town centre would you be more likely to visit these? 70 respondents



There was a lot of variance in the popularity of the suggested themed market, with food, craft and continental being far more popular than the rest:

Table 4: Which markets would you be likely to visit?

Type of market	% of respondents who were interested
Comic book	12%
Continental	65%
Craft	68%
Food	85%
Music	32%
Supporting local charities	32%
Vintage	50%
Other	10%

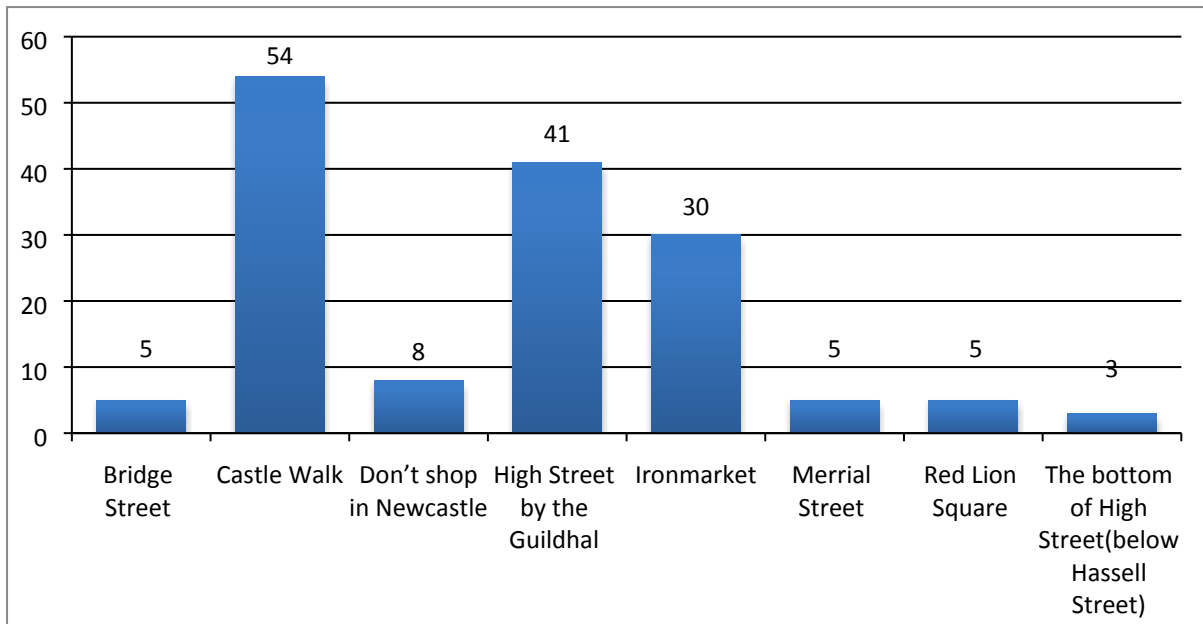
Respondents were asked to specify what they meant by other – due to the small number they are included as written here:

- various workshops, participant events
- Christmas markets
- Artisan food of all descriptions - bread, olives, free-range and outdoor-bred meat products.
- computer
- European Xmas market. My kids might like comics/music
- Regarding the charity stalls, I would prefer if the proceeds were kept local and not National
- Books
- I think you need to get the general market strong before you start jazzing it up.
- Baby. Home design (not craft or regular homewares). Art and artists.

When you visit Newcastle town centre which are you most likely to visit:

Castle Walk, the High Street and Ironmarket were chosen significantly more than the other options. {note the last option which does not show up is *The bottom of High Street (below Hassell Street)*}

Figure 15: When you visit Newcastle town centre which are you most likely to visit:



Are there any other comments that you would like to make on Newcastle Market?

This was an open comments box that elicited several responses which are themed below.

- Support for the idea of specialist markets in the town.
- The opening hours of the market not being convenient for people who work full time.
- A recognition that the market is facing the same challenges as other retail outlets due to the change in consumer shopping habits.
- The need to attract a variety of different traders linked to a desire to see different things on the market and a perception that some of the traders sell lower quality items.
- An appreciation for some of the stallholders who were considered to be helpful.
- Some comments made about the wider appeal of the town, transport and car parking which are not the focus of this survey.