

## ESSENTIAL REFERENCE PAPER 'C'

### Summary of Responses from Market Trader Engagement

Traders were asked a series of questions to determine how satisfied they would be if the council moved from a formal markets service to street trader consents.

#### **Hertford Retail Market**

Out of 12 regular traders, 11 responded.

Question relating to:	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
Fees	6	1			4
Application Process	2	4	2		2
Pitch allocation / regulation	3	5	1		2
Rubbish disposal	3	3	4		1
Timescales	3	2	3		3

Overall would they continue trading? 5 yes, 2 no, 4 don't know.

#### Comments

- Two traders mentioned the ability to trade other days i.e. in Christmas week
- One trader said it was wrong to makes traders pay the fee annually as would find this hard in the current climate.
- One trader thought the casual rate is high as Hertford doesn't get much footfall
- One trader asked if bins could be provided at additional cost
- Two traders was concerned if this allowed more than one trader selling same product

- One trader queried the pricing structure for more than 1 pitch
- One trader asked whether there would still be EHC contact to sort out disputes
- Two traders said they would prefer to run their own market rather than street trading, which could entail checking paperwork and managing pitches on EHC's behalf and organise their own waste collection if required
- It was suggested the co-operative may also be able to the farmers market with the gazebos
- One trader suggested the independent market run by the traders could hold family friendly events, encourage charity events to increase footfall and raise money for the town
- Comment that the council need to attract more people to the town on Saturdays through better marketing and encouraging people to support the market and make it flourish

## **Hertford Farmers Market**

20 regular traders, 7 responded.

Question relating to	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
Fees*	2	3			1
Application Process	1	3	1		2
Pitch allocation / regulation	4	2			1
Rubbish disposal	3	1	3		
Farmers market gazebos	2	2	1		2
Timescales	2	2	1		1

\*1 trader left this question blank

Overall would they continue trading? 4 yes, 1 no, 2 don't know.

## Comments

- I really do well at the farmers market and £29.95 represents good value
- If we were to purchase own gazebo and set it up ourselves it should be a reduced fee not increased
- Any one setting out a new venture is not going to commit to a whole year.
- Paying annually will put off smaller and new traders
- This process is not suitable for seasonal products such as soft fruit
- I may reconsider trading at farmers market and become casual trader instead – if this cannot be done I will apply for market in neighbouring boroughs
- We are not street traders we are farmers marketing our produce once a month and paying by Direct Debit monthly
- Not sure of the consequences of the longer application process
- Current process took longer than 3 days anyway
- Who will promote the market?
- Who will we contact in an emergency?

### Farmers market gazebos

- Some traders will not have correct type of transport to carry own gazebos. This will be a problem for the market in general.
- Don't mind erecting gazebo themselves
- This would necessitate a larger van taking up more parking spaces, also require 2 persons in attendance
- Have to put up own gazebos at other farmers markets
- Would have to be a good rate to purchase

### Other comments

- Market requires more input not less
- Farmers market could be relocated indoors with tables if there was a suitable room / hall in the town
- In order to create a vibrant farmers market new artisan / ethnic traders should be encouraged.

- Winter in busiest period due to game season

## Ware Retail Market

5 sent out and 5 responses, all are weekly traders.

Question relating to	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
Fees	4				1
Application Process	2	2	1		
Pitch allocation / regulation	2	2	1		
Rubbish disposal	2		2		1
Timescales	1	3	1		

Overall would they continue trading? 4 yes, 1 no.

### Comments

- Fees make sense to keep market open economically
- I am disappointed that the fee will not be refunded if the trader is unable to turn up due to unforeseen circumstances or weather