

APPENDIX 4

Bromley Charter Market: Summary of Market Research Findings

In early 2015 London Borough of Bromley (LBB) commissioned JB Market Research Services Ltd of Kent to undertake three separate surveys in relation to Bromley Charter Market which is currently held on Thursdays, Fridays and Saturdays in the pedestrianised part of the High Street in Bromley town centre.

Three separate surveys were undertaken comprising:

- 400 street interviews in Bromley Town Centre – 200 took place on market days and 200 on non market days – spread throughout the week. The selection of interviewees was to reflect the borough's demographic mix.
- 400 street interview in four neighbouring towns – Chislehurst, Petts Wood, West Wickham and Beckenham.
- 186 telephone interviews with business owners and managers – for businesses based in Bromley Town Centre.

Although the main focus of the research was on Bromley Charter Market, to add value to the research, some additional opinion based questions were also asked about Bromley town centre.

This document summarises the findings in relation to the Market. A more detailed report on the overall findings is available from Town Centre Management & Business Support. The results are presented in whole percentages and the mean scores (averages) to two decimal places. The percentages may not add exactly to 100% due to rounding. All rating questions were on a scale of 1 to 10 where 1 is most negative and 10 is most positive. Not all questions were asked to all respondents. The percentages are based on the number of respondents who were asked each question.

Current Rating of Bromley Charter Market

Respondents to all three surveys were asked how they rate 'the market in Bromley town centre' on a scale of 1 to 10. The average rating amongst respondents of the Bromley Survey for 'the market in Bromley town centre' was 7.80, the mean score from respondents of the Other Towns Survey was 7.34 and amongst those who participated in the Bromley Businesses Survey, the average score for the market was again slightly lower at 7.13 by these respondents.

Current Influence of Market on Decision to go to Bromley Town Centre

Of the 200 respondents who were interviewed in the Bromley Survey on a market day, some 196 of them had been to Bromley town centre before and were asked if the fact it was market day had influenced their decision to come into Bromley town centre on the day of interview, or would they have come anyway. Some 19% said 'yes' the market had influenced their decision to come into Bromley on the day of interview whilst 81% said 'no' the market had had no impact on their decision.

In relation to the Other Towns Survey, the 313 respondents who said that they had been to Bromley town centre on a market day in the last 6 months were asked whether the market had had any bearing on their decision to go to Bromley on that day/ those days: some 72% said that the market had had 'no bearing on their decision whatsoever', a further 22% said that the market had had 'some bearing on their decision' and 5% said that the market was 'the main reason' that they had decided to go to Bromley town centre on that day/ those days. Less than 1% said 'it varies' to this question.

Behaviour & Spend in Relation to Market

Those 196 respondents interviewed on a market day and who had been to Bromley before, in the Bromley Survey, were asked what they had done in the area of the market on the day of interview. Over a third, 37%, said that they had 'walked straight past or through the market without looking at the stalls', a further 44% said that they had 'looked at the stalls' and 18% of them said that they had 'bought something'.

Of the 36 respondents who had made a purchase on the market on the day of interview, 'food-ingredients' and 'food-ready to eat' were most likely to have been bought with 47% and 33% of them having purchased each respectively. Third most likely to have been purchased, by 19%, was 'fabric/ material'.

In terms of spend, 22% said that they had spent 'under £5.00', some 25% spent '£5.00-£9.99' and a further 31% spent '£10.00-£14.99' on the market, the most likely amount to have been spent. Some 3% spent '£15.00-£19.99' and 19% of them had spent '£20 or more' on the market.

Impact of Market on Footfall and Spend in Town/ Their Businesses

When all 186 respondents to the Bromley Businesses Survey were asked about the impact they felt the market had on the town and their particular businesses, the findings were as follows: in relation to the town, 70% of respondents felt that the market 'increased footfall in the town' and 61% felt that the market 'increased spend in the town'. When asked about the impact of the market on their specific businesses, 30% felt that the market 'increased footfall in their business' and 27% felt that the market 'increased spend in their business'.

The Future of Bromley Charter Market

All respondents to all three surveys were asked to rate how much of a good or poor idea a range of suggestions were in relation to the future of the Market. Again using the scale of 1 to 10, the eleven suggestions that respondents rated were as follows:

- 'plenty of food retailing, such as butchers, fishmongers, bakery'
- 'plenty of food catering, ready to eat, from different cultures'
- 'payment via card available at all stalls'
- 'market opening earlier than 9am as it does currently'
- 'market closing later than 5pm as it does currently'
- 'moving the market up to the Market Square, near Primark'
- 'themed or seasonal markets, such as Continental or Christmas markets'
- 'invest in quality pop-up stalls'
- 'invest in some permanent kiosks/ stalls'
- 'increase the number of stalls, there are currently around 25'
- 'music accompaniment'

Table 1. Bromley Survey and Other Towns Survey: Table to Show the Average Scores Given by Respondents for All 11 Suggestions for the Future of the Market, in Descending Order (Note: some suggestions have been abbreviated)

Bromley Survey	Average Score	Suggestion Being Rated	Other Towns Survey	Average Score	Suggestion Being Rated
1	8.22	'themed or seasonal markets'	1	7.52	'themed or seasonal markets'
2	7.37	'plenty of food retailing'	2	7.01	'plenty of food retailing'
3	6.91	'plenty of food catering'	3	6.56	'plenty of food catering'
4	6.81	'invest in quality pop-up stalls'	4	6.54	'invest in quality pop-up stalls'
5	6.71	'increase the number of stalls'	5	6.10	'payment via card available at all stalls'
6	6.41	'payment via card available at all stalls'	6	6.01	'increase the number of stalls'
7	6.01	'music accompaniment'	7	5.48	'invest in some permanent kiosks/ stalls'
8	5.40	'invest in some permanent kiosks/ stalls'	8	4.96	'music accompaniment'
9	4.73	'market closing later than 5pm'	9	4.45	'moving the market up to the Market Square'
10	4.61	'moving the market up to the Market Square'	10	4.33	'market closing later than 5pm'
11	4.13	'market opening earlier than 9am'	11	4.05	'market opening earlier than 9am'

As can be seen from the above table suggestions such as themed or seasonal markets, plenty of food retailing and food catering, investing in quality pop up stalls all came in the top 4 for popularity for the Visitor survey responses from both Bromley Town Centre and the neighbouring towns. About mid-table in terms of popularity were investing in permanent kiosks, musical accompaniment to market and payment by card. Least popular of the suggested changes were moving the market into Market Square, and adjusting the opening / closing times.

Table 2. Bromley Businesses Survey: Table to Show the Average Scores Given by Respondents for All 11 Suggestions for the Future of the Market, in Descending Order (Note: some suggestions have been abbreviated)

Bromley Businesses Survey	Average Score	Suggestion Being Rated

1	8.25	'themed or seasonal markets'
2	7.52	'payment via card available at all stalls'
3	6.98	'invest in quality pop-up stalls'
4	6.88	'plenty of food retailing'
5	6.66	'plenty of food catering'
6	6.43	'increase the number of stalls'
7	6.33	'invest in some permanent kiosks/ stalls'
8	5.97	'moving the market up to the Market Square'
9	5.94	'music accompaniment'
10	5.56	'market closing later than 5pm'
11	4.92	'market opening earlier than 9am'

For the Businesses surveyed there are some common priorities with the Visitors – i.e. themed or seasonal markets, investing in quality pop up stalls, increasing food retailing and catering. However, the idea of introducing payment by card on the market came higher up the list than for Visitors. The idea of introducing kiosks and moving the market to Market Square were also more popular with businesses. As with the visitor survey – the suggestion of changing regular market hours was least popular.