

Reigate Farmers Market Survey

This online survey was carried out between 21st-23th January 2014 via Twitter. Some comments have been amended grammatically and any personal information redacted. These are the full results with no responses or comments being omitted

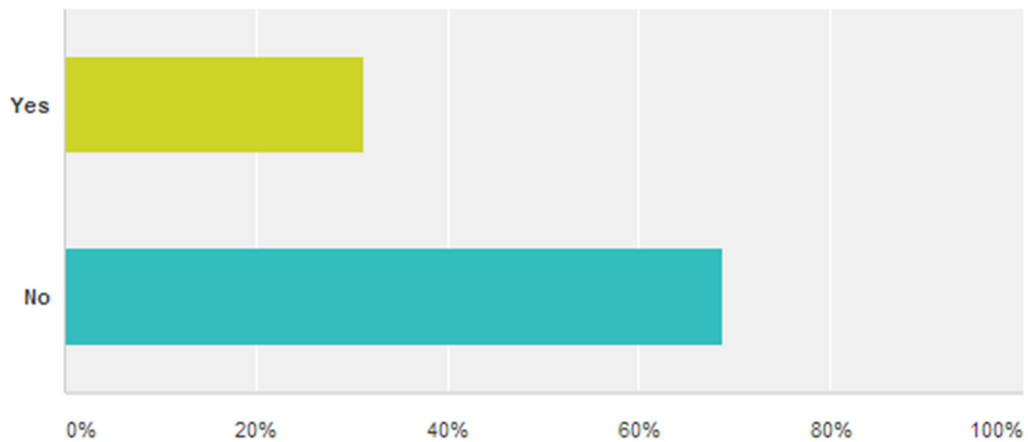
Philippa Ratcliffe

2014

Q1. Have you visited Reigate Farmers Market in the past 12 months?

Have you visited Reigate farmers market in the past 12 months?

Answered: 67 Skipped: 0



Answer Choices	Responses	
Yes	31.34%	21
No	68.66%	46
Total		67

Comments

1. There's not much there and what I have seen there is fairly niche – eg honey. Not the sort of thing you need very often.
2. It's on a weekday and I'm at work.
3. Not certain but probably haven't been there in 12 months. It's not something I think about and have no idea what it sells other than honey at a price I can't regularly afford. I'm sure it's worth it though.
4. Weekday conflicts with my working hours
5. Unable to attend due to day it's hosted
6. It is not possible to get there on a Friday. I have also heard that it is great for honey but not a lot else.
7. I live in Redhill and it's not worth making the journey for just one or two stalls
8. Didn't know there was one
9. I work in London
10. Didn't know they had one
11. Didn't know there was one.
12. Very few stalls. Never quite sure which Friday of the month it is!
13. Because it is too expensive.
14. It is on a Friday and I can't get there
15. Have not seen a 'market'

16. I used to go about 6 years ago, but there were never that many stalls and ended up having to 'top up' shop elsewhere... Also could only go on my days off as it is on a Friday.
17. It's on a Friday when I am at work
18. It's not there often enough
19. I'm at work!
20. It is on a weekday when I am at work
21. I work in East Grinstead and can't get to it
22. There is a perfectly good market in Redhill providing quality produce.
23. Never heard of it
24. I never remember that it's one, and what's there when it is isn't of much interest to me!
25. I was told that it was very poor
26. Too small, no choice, wrong day - needs to be in at weekend not Friday.
27. The last time I went it seemed to just be overpriced, style over substance
28. There isn't really anything there!
29. I did not know about it
30. Boss won't allow me out at lunch time :-)
31. I've been in Reigate when the market has been on in the last year but there's almost nothing to see, so don't bother stopping anymore
32. Did not know it existed
33. I'm not in town on Fridays
34. At work
35. Not much there, only go to pick up honey and got my last lot elsewhere. Also it's on a Friday when I'm at work
36. I work on Fridays
37. It's not on a weekend.
38. Wasn't aware of it
39. It is not on a weekend and is poorly attended by stallholders
40. Because it is on a weekday when I am at work in London
41. Because I work on Fridays and sadly cannot therefore attend it.
42. It is on a Friday, but never clear which one, and the few times I've been (when not working so rare) it was fairly basic. So much potential wasted!
43. Because there are no decent stalls
44. No stalls

Q2. If you have visited Reigate market in the past 12 months have you purchased anything?

If you have visited Reigate market in the past 12 months have you purchased anything?

Answered: 23 Skipped: 44

Answer Choices		Responses	
Yes - What have you purchased	Responses	47.83%	11
No - Why did you not purchase anything?	Responses	52.17%	12

Yes - What have you purchased?

1. Cake
2. Food supplies
3. Honey
4. Bread and honey
5. honey
6. Sausages
7. bread and honey
8. Bread
9. Bread, honey
10. misc. items as the shopping goes
11. Food from the Tinderbox (yummy!)

No – Why did you not purchase anything?

1. There wasn't anything which appealed
2. No just walked through into Reigate
3. No
4. Nothing really appealed
5. Lack of variety - I don't eat bread and I buy my honey from a supermarket
6. When I last went it was very small - 4 stalls
7. No regulations
8. Have not been
9. Nothing of interest. Could buy elsewhere cheaper.
10. Poor selection
11. No variety
12. Only selection really was bread, the butchers was less choice than my local one

Q3. How would you rate Reigate Market?

How would you rate Reigate market?

Answered: 51 Skipped: 16



	Very poor	Poor	Average	Above average	Excellent	Total	Average Rating
(no label)	37.25% 19	37.25% 19	17.65% 9	5.88% 3	1.96% 1	51	1.98

Comments

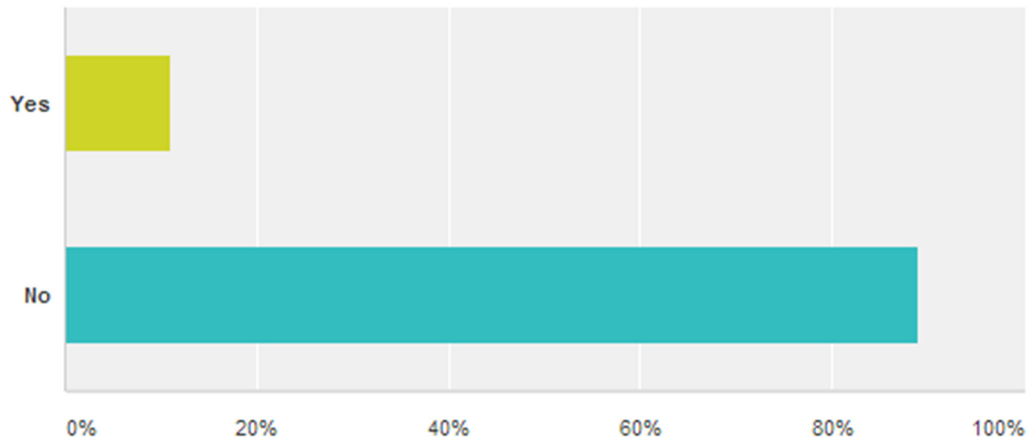
1. Even when I first moved to Reigate 7 years ago it was pretty disappointing. Small number of stalls not selling things I wanted – I want meat, fish, fruit and veg, dairy products.
2. Don't really know which is why I ticked average.
3. It's very small and doesn't even have veg. Also it's on in week and only once a month
4. From what I hear minimal stalls so I have no real interested in organizing time off work to be able to attend. Brighton Street Food, however on Friday I have using vacation time to attend. If it's worth it, I'll go!
5. As I have not been it would not be fair to comment but based on what I have heard I suspect it is not as good as it could/should be.
6. Last time I went there were only two stalls.
7. Too tucked away. Needs to be out. Maybe on stretch after gunshop to lights, so all traffics then needs to go past cinema. Maybe worth a try but then could be traffic chaos??
8. Can't comment
9. Not enough stalls.
10. Bring one to Horley
11. It's v small with limited choice so I've only really stumbled across the few stalls, rather than making an effort to go to Reigate when it's on.
12. There needs to be more variety
13. See above comments. Hardly viable these days
14. Only a couple of traders. You can hardly call it a market
15. Reigate needs some more affordable shopping outlets. The market doesn't fill any of the gaps as they don't appear to offer value for money.
16. This is based on my visits ages ago. Stuff was nice but not enough of it!

17. Calling a couple of stalls a market is a bit like calling my driveway a car park.
18. Very limited variety of stalls. Bread, honey and meat. And it's not buzzing or enticing like farmers markets in other towns.
19. Not much else to buy other than honey at the moment!!
20. Not regular enough and not enough stalls when I last went
21. Unknown
22. A missed opportunity
23. It's not a market - it's two stalls!
24. Not really a market.
25. Too few stalls
26. There always seems to be a lack of variety when I visit.
27. Really disappointing, almost market to speak of and it puts us off going. Also not easy to get to as it's a Friday, when we both work
28. Would like to see more stalls and local food producers hot cold more like the Xmas market that was fantastic
29. Wrong day and not enough stalls
30. Hardly anything there.
31. If there was a local market on a weekend it would be far better supported by the local community. As a market town it should be used as a feature of the town. Christmas fairs and markets have been successful and there is a desire from people in the area for this type of market to be held on a weekend.
32. I think trade would be drastically improved if the market was at the weekend, and so more traders would be successful there.
33. I last went to the market approx. 14 months ago. There were hardly any stalls which was a huge shame. Of the 3/4 stalls that were there, they were spread out making it look very sparse. It would be better to place all stall alongside each other in the tunnel, to give it more of a presence.
34. Poorly marketed, poorly attended, poor choice of day of the week. Yet we have at least one amazing location - the tunnel - that with the right attention could be incredible!
35. Not enough stalls and choices
36. Not enough stalls, no market staples such as fruit and veg
37. Times aren't good. Selection is poor.
38. Lack of traders and selection

Q4. Do you think that the market is advertised enough?

Do you think that the market is advertised enough?

Answered: 63 Skipped: 4



Answer Choices	Responses
Yes	11.11% 7
No	88.89% 56
Total	63

Comments

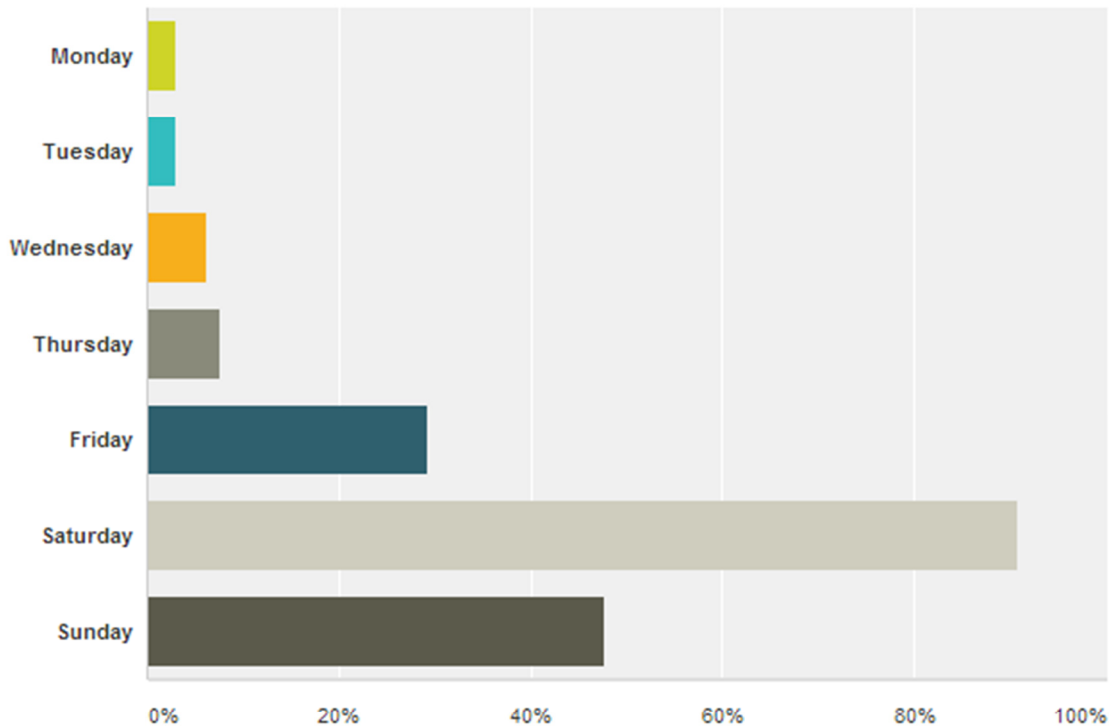
1. Though given what's there at the moment it's sufficient. If re-launched, leafleting on a Saturday in the high street would be good, fliers in school bags, posters, at library in magazines like Grapevine.
2. Local boards in town where market normally is
3. I've seen one sign only in Reigate. Aside from feedback on twitter (of the bad variety), nothing
4. Other than a banner I have not seen an advert. Having said that I think a busy market would advertise itself, particularly in the tunnel.
5. Surrey Mirror, Posters in shops in the town centre, Promotional flyers, social media
6. Banners either end of High St and main roads in and out of town
7. Twitter, local paper, fliers
8. Surrey mirror articles, twitter & local shops.
9. Not really a way of advertising for it. I would advertise near the high street and any out of centre parade shops such as Lesbourne road.
10. Facebook Twitter banners in more towns and newspapers
11. Something visible in town, with details i.e. date/time etc.
12. It's advertised as a farmers market, yet there are only two stalls! This isn't a farmers market!
13. Surrey Mirror, Twitter. But it prob needs more stalls before it is worth advertising.
14. Town centre banners, advertising. Use the north end of the tunnel. At the station

15. Let's, face it a huge proportion of Reigate dwellers spend outside of the town so really the market is surplus to requirements.
16. Twitter or Surrey Mirror
17. I have no idea about what stalls are there now. I have never seen advertising apart from the one board up on the one-way system
18. Twitter, free papers and magazines that get dropped through our door, and signage. Will probably need a bit of out of town advertisement too.
19. Advertises in town centre near old town hall, local press, local schools, council website and newsletter
20. To start with I would advertise it unlike the moment (one sign at the top end of the tunnel which has been there for years is not a marketing campaign!)
21. Twitter, radio
22. Leaflets and village newsletters/mags
23. Twitter, Facebook, website of people there
24. Twitter, website, banners, flyers (cars and homes), newsletters e.g. from local schools
25. Social media, R&BCs own website and emails/tweets local papers, bbc radio surrey do a piece on local markets on a Saturday morning. All free and very instant.
26. Twitter and social media
27. Twitter - social media - email - local buses - local radio
28. Banners, twitter/Facebook reminders/ local radio
29. There isn't much to advertise currently.
30. Leaflets. Borough News.
31. Tweet it. Signs on the outskirts of town. www.reigatemarket dot whatever...
32. Social media, twitter etc. would be a good start, it also would hurt having some flyers, maybe in the local cafes etc. as they are always busy.
33. If it were visible that would be best advertising
34. Signs on the High Street
35. Don't use the word like Farmers. It's pretentious and narrows scope for other traders
36. Signs up in the park, news on twitter
37. Free local magazines. Twitter. Facebook.
38. Social Media, particularly Twitter
39. Banners in town, shop windows advertising with signs. local posters in Reigate priory park poster boards. print media, utilise the surrey mirror and free papers. If there was a new licensee, perhaps they could pay for a run of leaflets to be dropped in to local residents. Social media utilising twitter, Facebook. Ideally a market account.
40. Twitter
41. In the Challenger magazine, on local noticeboards and with a banner over the one way system which runs through the high street.
42. Twitter, Facebook, R&B rag, Surrey Life, Surrey Mirror, windows of local traders, local schools (ask them to have a stall on a rotation? - in fact schools is possibly one of the best places to garner support), on Southern Trains, local radio, yada yada yada. That is 30 seconds of thought...
43. Papers media radio etc.
44. Through trade publications such as the Grocer magazine, canvas local businesses, encourage local media to push the need for diversity and the relative uniqueness of having a town centre market
45. The sign on London road is good but is associated with the current poor market so passers ignore. If the market was revamped this should be updated. No signs within town centre end of Tunnel Road. Banner across Tunnel road that is visible by cars driving through Reigate from Bell Street is a prime location for advertising.
46. No advertising apart from sign on London Road

Q5. What days of the week do you think that the market should operate?

What days of the week do you think that the market should operate?

Answered: 65 Skipped: 2



Answer Choices	Responses
Monday	3.08% 2
Tuesday	3.08% 2
Wednesday	6.15% 4
Thursday	7.69% 5
Friday	29.23% 19
Saturday	90.77% 59
Sunday	47.69% 31
Total Respondents: 65	

Comments

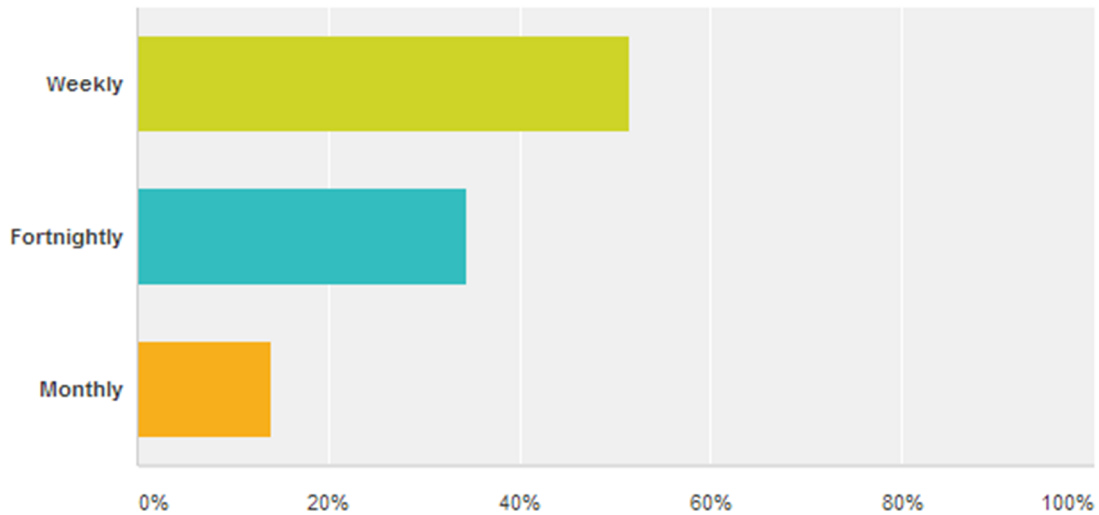
1. Fridays – or any other weekday would be fine though. No real preference for any day.
2. Every week or fortnightly
3. Saturday would be better, as Sunday you would have to compete with Westerham.
4. Week days would be pointless for a huge percentage of the community.

5. Saturday morning
6. Also include weekends. If you don't work or live in Reigate how can you appreciate it
7. Saturday seems best, but frequency probably more important
8. I don't think a market is a viable option in this area.
9. I think it would be far better if it was a weekend as far more people would be able to visit it.
10. Any of this but probably the weekend to make the most of the spending customers. Also stay open til at least 3pm not 12.20/1 that is not very useful.
11. You need at least one day at the weekend
12. "Most" people work, give it the opportunity of the most footfall.
13. Working on a Sunday may be feasible, especially given that Reigate is dead on this day. However change is not something that the local residents like.
14. Saturday and Sunday are football days - plus other sport and family outings
15. More likely to be days off for a lot of people working part-time and shopping before the weekend
16. When working it's impossible to go. A weekend would give people more time to browse
17. When all the commuters from London are walking about
18. We live in Reigate but only go at weekends due to work.
19. Reigate is commuter heartland. The customers work Mon - Fri out of the town (big generalization, but you get my point).
20. Either weekend day. Many people are out for family days including non-residents. The park attracts people and the market would be a natural addition to a day trip to town.
21. Saturday would be perfect - it would bring trade into the town, encourage people to spend more locally, it would bring independent traders back into town where they can't afford the rents. Reigate car parks are heaving every Saturday, the park is heaving. People are around and have loads of money to spend. BUT NOT ON A FRIDAY EVERY FOUR WEEKS!
22. Handy for those who work in the week.
23. Weekends are when we shop in town together and get family treats for lunch etc.
24. Best day for shopping for those who work in the week

Q6. How often do you think that the market should operate?

How often do you think the market should operate?

Answered: 64 Skipped: 3



Answer Choices	Responses
Weekly	51.56% 33
Fortnightly	34.38% 22
Monthly	14.06% 9
Total	64

Comments

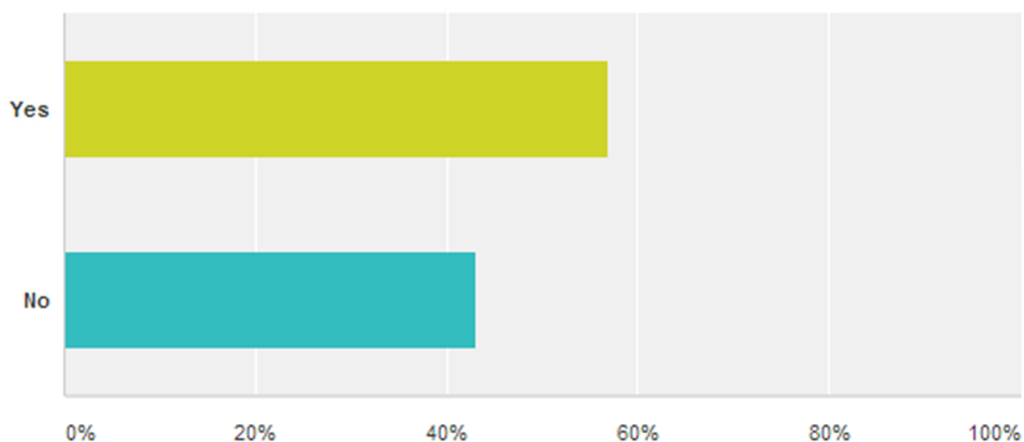
1. Weekly will allow the market to gain momentum over time.
2. As often as possible. In my opinion it is a novelty not a viable alternative to supermarket shopping.
3. Any less than weekly and a) you can't use it for your regular shop; b) you forget which day it is! I prefer to eat local produce and therefore get a veg bag from Sutton Community Farm, however you can't choose what you get. I would far rather buy it myself in a local market.
4. To build and target their market.
5. If it is less than weekly I will have to do my regular shopping elsewhere and then remember to make an occasional special trip to the market. Would only rarely remember to do so
6. The produce isn't unique enough to just be on sale once a month (other than the honey) - it doesn't really offer me anything I can't already buy in Reigate. Either have a more regular market where I can get my regular items, or monthly and offer things that are unique or a treat.
7. Help cut down food waste (another R&BC issue) let people have access to fresh LOCAL Seasonal produce that they use up in a week and restock.

8. The problem with fortnightly is that you'll never remember which weeks it is on!
9. Never
10. Prefer a proper market monthly than a watered down version more often.
11. A weekly slot means you don't have to think about whether it's on or not this week.
12. Ideally weekly as there is never a chance of getting the wrong week. But I understand that might be hard at the start as visitor numbers would need to be there to warrant every week.
13. I would prefer fortnightly. I would prefer the Reigate market to have more artisan produce; this type of produce is generally not consumed every day of the week.
14. I think monthly works well, although fortnightly could also work. At least with monthly there is more of a novelty value to it and people may make more purchases as a special treat to themselves.
15. Tough one - weekly ideally, but maybe fortnightly in the winter? Tough to call, but every 4 weeks is too infrequent for people to bother/know

Q7. Do you visit other markets in the area?

Do you visit other markets in the area?

Answered: 65 Skipped: 2



Answer Choices	Responses	Count
Yes	56.92%	37
No	43.08%	28
Total		65

Comments

1. Redhill – I really like the fruit and veg and have used the fish and flowers stalls too. The stuff looks fresh; it's lively and busy, well priced. Not so keen on the clothing stalls and other non-food one.
2. Redhill – when I'm in the town for other shopping
3. Redhill, great for veg and flowers
4. Redhill
5. Westerham Market - Fresh Produce Brighton Street Food - Street Food!
6. Once, it was one about 25 mins away on Surrey. I can't remember the name. I was ok but I would not drive that distance again.
7. Redhill
8. Westerham / Walton / Surbtion
9. You don't hear about them
10. Redhill - good flowers/plants
11. Borough Market. If Reigate could replicate that on a small scale it would be a sure fire hit and people would visit from miles around
12. Redhill occasionally, farmers markets when we drive through towns with them
13. Redhill regularly for fruit and veg. And occasionally Dorking market
14. Redhill, though this has got worse, especially without the fish van - only reason to go is for cheap veg.
15. Dorking better stalls and its a weekly guaranteed market.
16. Redhill - weekly and local Dorking - good selection of stalls and more regular and often at weekends
17. Priory farm

18. Redhill - the flower, vegetable and meat is of good quality (at some of the stalls).
19. Epsom sometimes
20. Redhill Only for fruit and veg - other stuff is rubbish!
21. Visit London markets - borough market and Columbia road.
22. Redhill for fruit & veg and knitting/sewing supplies
23. Redhill
24. 'orsham
25. Redhill, general Market.
26. Redhill
27. Guildford, Redhill
28. Redhill
29. Redhill. ...fruit and veg. ...flowers....mobile phones....chalk hills
30. I like going to Dorking as a better selection also to London to go to good food markets ie shore ditch
31. Redhill
32. Redhill sometimes for fruit veg but the rest if the market is generally awful, cheap tat.
33. Redhill. Has good fruit and veg stalls and flower and plant stalls. the rest of the market I have never used.
34. Sometimes Westerham because it's on at the weekend
35. Shabden Farmers Market occasionally because it's on a Saturday. Also Woodcote Nurseries when they had monthly Saturday markets. Also Redhill market every week for fruit and veg.
36. I go to borough market because I know I can get fish, meat, seasonal and unusual veg, great unusual breads and cheeses. Some of these (Cullenders, Chalk Hills) are here already but Morrison's aspirational start to the exotic veg has dwindled - it's not that people don't want it - its that people don't want to shop in Morrisons (well that's my theory - we get deliveries to save us that ignominy)
37. Redhill Crawley
38. Redhill

Q8. How do you rate the Tunnel Road location?

How do you rate the Tunnel Road location?

Answered: 64 Skipped: 3



	Good	OK	Bad	Total	Average Rating
(no label)	71.88% 46	21.88% 14	6.25% 4	64	1.34

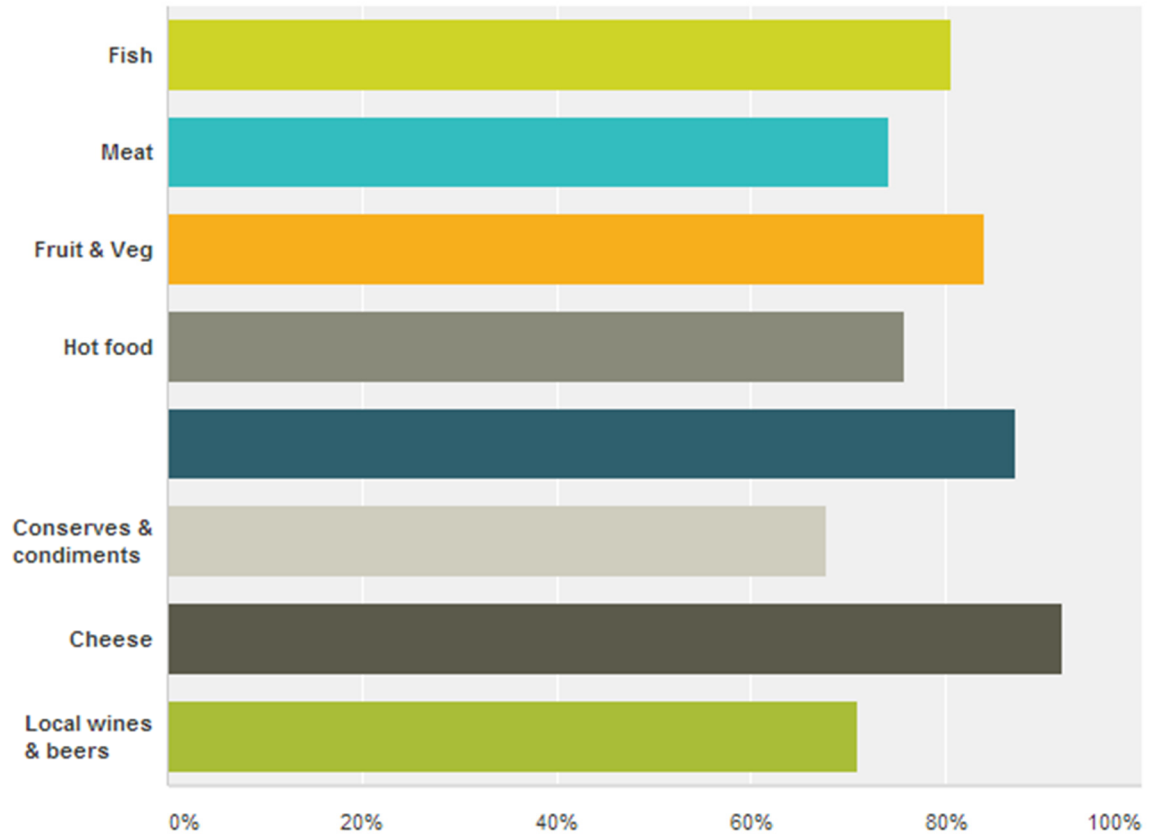
Comments

1. It's a bit cramped and gloomy. Could do with brightening up but it's central and covered too which is good for all year round shopping. It could do with more of a co-ordinated or branded look to be more inviting.
2. See above for answer.
3. Spilling out onto high street so people notice.
4. Pedestrian first section of the High Street.
5. Good for pedestrians
6. Off road, no traffic, look how busy it was for the Christmas event
7. don't know where that is
8. Or take over Priory Park car park for the day... Or close Church Street, like at Christmas....
9. Somewhere else
10. Close Church Road(?) like they did for the Christmas fair. That was great.
11. Anywhere that's easily accessible and not as dark, depressing, dingy and damp as the tunnel.
12. Another option could be Priory School playground but that's a bit hidden (but good access from the park and the park is popular - just ask urban kitchen and their £2-a-scoop-no-discount-for-two ice-creams :)
13. It's a perfect location!!

Q9. What type of traders would you like to see at the market?

What type of traders would you like to see at the market?

Answered: 62 Skipped: 5



Answer Choices	Responses
Fish	80.65% 50
Meat	74.19% 46
Fruit & Veg	83.87% 52
Hot food	75.81% 47
Bakery - bread, pies, tarts	87.10% 54
Conserves & condiments	67.74% 42
Cheese	91.94% 57
Local wines & beers	70.97% 44
Total Respondents: 62	

Comments

1. Ethical cleaning products, general groceries if possible
2. All of the above with preference to local traders/companies
3. Fish would be great addition as no other fishmongers. Craft stalls would also create draw. Street eats.
4. Local local local
5. Crafts
6. Something like The Mobile Pizzeria or a hog roast type thing - sending delicious smells wafting to attract people?
7. Craft stalls, sweets
8. Honey
9. I think all of these would fit well into the Reigate market!
10. In all cases give me a reason to shop there and not go to existing shops. E.g. better quality, cheaper, unique produce
11. Pets supplies, handmade chocolates.
12. Gifts, plants
13. None
14. Any fresh produce particularly if not available in main stream stores.
15. Good quality art & crafts
16. Plants and flowers.
17. Gifts, i.e. Jewellery, crafts, pets
18. Flowers, crafts, vintage - it's Reigate after all ie luxuries not essentials
19. Honey and any other interesting local produce
20. Actually pretty much all of the above. Eggs also.
21. Would love to see local crafts as well as food goods. Handmade goods produced locally would potentially be a good feature.
22. Any local produce would be great!
23. Hot cider!
24. Choices, tools , clothing, Phone bits,

Q10. What changes, if any, do you think would improve Reigate market?

What changes, if any, do you think would improve Reigate market?

Answered: 46 Skipped: 18

Comments

1. More fresh everyday stuff, less niche items.
2. Make it on a weekend, would love a farmers market to visit, would be a great asset!
3. Regular weekly or fortnightly, Saturday and lots more trades. Street food stalls
4. Move to a weekend More Stalls Better advertising Local involvement
5. There should be a bias towards local produce, with an approach that would let small local produces start out on a small scale. Personally I am looking for an alternative to supermarket shopping so I would like to see the basic covered as well as high end artisan products. Some cracking street food would be good as well.
6. Lots more stalls and making it weekly
7. Change location and make it for open to view with quality local producers. Westerham is small mkt but all local producers which makes it worth the drive out. Lady sells wonderful jams, best I've ever tasted!!
8. Spread the word
9. More marketing = more people = more stalls etc. I'd be happy to put a couple of hours a week towards this to get it up & running.
10. More stalls to push competition and quality of the current stalls
11. Better weather! A more cohesive feel rather than people just wandering round a few stalls i.e. see above re pizza/hog roast
12. More stalls. Maybe you need to change the day to accommodate this.
13. Frequency and more stalls. Would really like to see this happen!
14. It wouldn't take much to improve it by simply having more traders. Good quality local producers please.
15. If the market is supposed to offer more options to shoppers then it doesn't work. When a charge of £3.00 is being made for a loaf of bread then why but there? When the local supermarkets offer better value for money.
16. Make it into an Victorian style market
17. Better advertising and holding it on a Saturday or Sunday at least once a month
18. More stalls. Friday lunch is pub time and Time is precious so moving to a weekend makes more sense to me. Also haploid go it on a weekday lunch means I have to go back to work, and therefore have nowhere to store things like meat, so I don't buy it!
19. Make it a foodie market to fit the local population - get a buzz around it by advertising it and making it the place to go on a Saturday. Ensure decent parking and signposting if in the tunnel, which is out of the way for a lot of visitors. Have stuff for the kids - not expensive things, there are enough of those fairs that come here - but a lot of people come into Reigate with their kids on a weekend, so make it fun for the family.
20. Nice clean stores, classier type of stores
21. More local producers - the Christmas market was awesome!
22. Someone in charge with a passion to make it the success it so obviously should be, not some faceless business that also looks after Redhill, the idea of the two are just chalk and cheese. A Farmers market should be about buying from the farm gate in your local high street, not unlocking mobile phones and beach towels!

23. Look to value as well as top end, especially given the poor quality of the local supermarket's fresh fruit and vegetables - this should be a no brainer.
24. free parking nearby,
25. Make it more of a destination... Think of Borough market in London - the sights and smells. Also winter/Christmas markets Perhaps have a 'rotating' series of stalls - encourage more upmarket/ international flavours e.g. coffees of the world/ Churros and chocolate to take away/ African biltong/ dried meats/ artisan breads Good quality street food to take away Encourage some music/ busking/ street theatre
26. For them to be under the same rules as others. Rates, rents, regulations etc.
27. It isn't a market at present. Do it properly or don't bother. Maybe themes each month? French, Italian, Germany, English.
28. More practical stalls
29. A greater variety of good quality independent traders.
30. Some more stalls.
31. See above answers!
32. There needs to be a enough stalls to make it a market, it seems to have got smaller and smaller over the last few years, or maybe I have just visited on off days.
33. In my opinion, two or three stalls, especially not located together, doesn't really constitute a market
34. More frequent. Artisan products.
35. Drop farmers market and just have A market.
36. More stalls interesting items and unusual food choices
37. Change days, more stalls and diversity
38. Move to weekends
39. Weekends! More sellers but high quality things. Not similar to Redhill market.
40. Read above.
41. Move it to the weekend!
42. When I worked from home I went every month, but now that's just not possible.
43. Regularity, weekends, local support, free pitches for the first x weeks (to encourage traders to come and try it out) free parking for one trader's vehicle, ummm...
44. Do not expand at the detriment of other good events.
45. Move it to Saturday, Reigate is a commuter town, and people aren't here in the week.
46. More stalls and definitely a focus on locally produced goods such as fruit and veg.
47. An increase in traders and especially availability of fruit and veg.

Survey Conducted by Philippa Ratcliffe

www.philipparatcliffe.co.uk