

SHERBORNE MARKET REPORT 2021



The dynamic duo behind their stall - 'India in a Jar' - prepare for the 10.00a.m opening at August's Sherborne Market.

Abstract

Since 2019 The Sherborne Market and despite the vicissitudes of the Covid Pandemic has continued its evolution into a successful brand with its slogan *Flying the Flag for Local*. This is a catchphrase indicating social concern and ethics. Both are reflected in the Founder's (Julia Bradburn - viz. Afterword below) vision and mission.

Vision

To provide a carefully curated market featuring local producers, suppliers, arts and crafts and amazing food thereby *Flying the Flag for Local*.



Mission

The Sherborne Market operates as a not-for-profit venture. This enables the Market to support local community activities from its surplus funds. At the time of compiling this report the Market is supporting the Garden Project at Sherborne's Grove Medical Centre. This will transform a seemingly neglected space at the Centre into a an ecologically sustainable wildlife friendly garden to create a tranquil haven for patients and Practice staff (viz report published in August's edition of the 'Sherborne Times' pages 34-35).

In addition, Sherborne Market benefits third sector retailers such as the Weldmar Hospice Charity Shop and Tenovus Cancer Care both of which report

noticeably increased revenue on Sherborne Market Sundays.

Some of Sherborne's private sector retailers also report increased takings on the Sherborne Market Sundays too. The 'Blue Zebra', for example emailed the Market management team as follows: "*The Blue Zebra (Fly Jesse) 37 Cheap Street will be open on Sunday and has been open for all the Sunday Market days. We actually do well on (these) Sundays, and it can be a nice add-on to a bad week. Keep up the good work.*"

Background

The inaugural market launched on Sunday 16th June 2019 with 74 stalls. By this year (2021) the market had expanded to 150 stalls - a growth of 102% thereby attesting to the Market's growing reputation.



Currently

In this 2021 season stalls have been allocated spaces occupying the full length of Cheap Street from the area below the Green, flowing down onto the Conduit before meandering into Half Moon Street and onto the north end of Digby Road as far as the intersection with Cooks Lane.

A detour from Digby Road into Pageant Gardens with its delightful new water feature takes visitors into an area primarily allocated to a variety of food stalls. Along with

music from a variety of musicians Pageant Gardens forms a popular lunchtime venue.

“We live in Sherborne. We think this (the Market) is great. And we love the new water feature here in Pageant Gardens”.



Sherborne Market is popular with visitors and residents alike.

“I like that it’s (Sherborne Market) local. We’re getting lots of visitors to Sherborne. It’s great. They get off the train and come here.”



Market Trader Survey results

Q1 How would you rate Sherborne Market?

85% of the sample rated it 6/6 - Excellent

15% rated it at 5/6.

“....I’ve been at every market since it first started in 2019, except the first one because I tried for a place, but couldn’t get in. I came to the new one though.....”

Q2 Recommending the market to another?

92% of the sample replied 6/6 - Very likely

8% replied 5/6.

Q3 Was your position in the market satisfactory?

90% were satisfied with their position

4% were not satisfied

6% did not respond.

Q4. Were the parking arrangements satisfactory?

90% responded 'Yes'

10% did not respond for various reasons.

Q5. Fee level.

96% replied 'Yes'

4% replied 'No'.

Q6. Rating the market organisation.

87% rated the organisation 6/6

12% rated it at 5/6

1% rated it at 4/6.

Q7. Did you find the team of staff helpful?

42% replied 'super helpful

48% replied 'very helpful

10% replied 'helpful'.

Q8. Market information.

100% of traders replied they had all the information they needed prior to attending.

Q9. 96% of stall holders agreed the trading hours were 'Sufficient' while 4% thought they were too short.

Q10. In response to the question 'Did you have a successful trading day' 100% said yes.

I'm having a successful day already (before we open) because everyone is so lovely and with Sherborne as a backdrop you couldn't have anything nicer - could you?"

Q11. In response to the question 'Will you come again?' 100% replied in the affirmative.

The Market is growing all the time, but the vibe and the buzz has always been theresince the very first one."

Conclusions

The number of traders on the day was 150. This was therefore the population size for this survey. Responses were received from 52 traders and this number represents the sample size. This is low, but not unexpected level of return. This 35% return does however affect both the confidence interval and the level of confidence in these data. Ideally the confidence interval should have been between 2% and 5% and the confidence level should have been at 95%. To achieve this would have required 109 rather than 52 responses.

However, some tentative conclusions may be drawn from the survey data.

1. Stallholders value Sherborne Market as an important venue and trading opportunity because it is a market where traders and their wide range of merchandise are thoughtfully positioned.
2. Almost all of those sampled were satisfied with the charge for their pitch.
3. The organisation of the market is highly rated along with the market's team of staff.
4. Every trader in the sample had acknowledged receipt of all the necessary information relating to the event prior to arrival. They did not want any

changes to the trading hours - currently 1000 - 1600.



5. All those in the sample reported a successful day's trading and all of them were intent on repeat visits.

I do Sherborne Market, the Farmers' Market, and the Christmas Market. Sherborne's been good to me."

Annexe - qualitative data

Some selected comments from market traders:

“Just keep going.”

“I would like the market to remain open until 5.00pm to let the customers that have late Sunday lunches to visit.”

“More ‘traditional’ advertising as many don’t look at Facebook etc.”

“It’s a bloomin’ great market!”

“I’m so glad that the market was created. Having taken part from the beginning it’s been great to see it go from strength to strength, so thank you!”

“Best Sunday market in Dorset/Somerset.”

“I have been trading at markets for over 10 years in the Southwest and London and this is the best supported one I have ever traded at”.

“This is an excellent market and improving all the time. I simply cannot produce enough to come every month, but really look forward to our bi-monthly visit.”

“We are really happy with all that you do for us.”

“Only traded at one so far, but thought the organisation, timings and access all worked perfectly. The other

traders were so friendly and looking forward to coming again next month.”

“Busker on Cheap Street, maybe classical, or jazz? Or street theatre.”

Afterword

To mark International Women’s Day this year the ‘Sherborne Times’ published a piece featuring five local women, (viz. March 2021 edition pages 76-83) who make inspiring contributions to Sherborne. Listed among these five were Dr. Sally Dangerfield, a GP at the Grove Medical Centre, which Sherborne Market is supporting with a donation from market receipts, and Judge Julia Bradburn, the founder of the Sherborne Market.

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