

## **FUTURE OF MARKETS IN HERTFORD: TECHNICAL NOTE ON SURVEY BY HERTFORD CIVIC SOCIETY**

### **INTRODUCTION**

Interviewing took place on Saturday 10 November 2018, involving two experienced interviewers, one male and the other female. Both interviewers were present for all interviews, and each was able to review and discuss the subsequent analysis.

On the day of the interviewing, which was the day of the monthly farmers market, all of the traders in both parts of the market said they were 'regular'.

Questions:

1. Will you continue next year?
2. Are there any crucial terms and conditions for you?
3. Any other comments?
4. Are you a regular or an occasional trader?

Summary of key points from interviews is provided below, starting with the farmers market (as on the day of interviewing). The serial numbers reflect the sequence of interviews carried out, which was partly determined by which traders were free to talk at particular moments. Information which might shed light on individual identities has been removed as far as possible.

### **FARMERS MARKET**

1. No, not continuing, unless can use own gazebo. Says EHC tents won't last too many more years.
2. Uncertain about continuing. Unaware of new terms and conditions. Says they have not received email or other information about new terms and conditions.
3. Yes, will continue – but doesn't want to use official gazebo.

4. Yes, continuing, but has 'big caveat' – wants to be able to deploy own tent/gazebo, with own brand/logo – not the EHC one.
5. No, not continuing, as at natural point of retiring.
6. Yes, expecting to continue. But has own gazebo, and wants to use that.
7. Yes, continuing, 'its our livelihood'. Caveat: 'they haven't told us about terms and conditions'. Has own gazebo, could use this if necessary, but doesn't want to look after and put up EHC one.
8. Yes, continuing. Feels farmers market needs more promotion by EHC – it is "one of the best-kept secrets" of Hertford.
9. Says he has not been told anything about new terms and conditions, so difficult to comment.
10. Yes, expects to continue, though as assistant/employee, says that she is not fully aware/responsible for all aspects of operation.
11. No, not continuing if cannot use own gazebo. Already has one such tent, and could not house another at home.
12. Uncertain, as 'not aware of new terms and conditions': completely so.
13. Yes, continuing (still quite new). Not worried about paying at one time each year.

For the farmers market, four different groups of respondents were identified, in subsequent analysis.

- Those saying they would only continue if in future they could use their own gazebos; precise levels of robustness of this view varied among respondents. (N = 7)
- Those saying they were unaware of the new terms and conditions, and thus unable to say whether or not they would continue. (N = 3)
- Those saying they were confident they would continue, without caveats. (N = 2)
- One person explained that he had reached the natural moment to retire, age-wise. (N = 1)

#### MAIN MARKET

1. Yes, continuing. Livelihood. Complained about lack of consultation.
2. Yes, confident about continuing. No serious issues.
3. Yes, continuing, though with smaller operation as at natural point of retirement – other part of business to be taken over by someone else.
4. Yes, continuing. Rubbish disposal seen as a serious issue, though the senior person at this stall was confident that it could be resolved.
5. Yes, continuing. Looks forward to better times once Bircherley Green work is completed. Mentioned that Markets Manager Steve Knights 'keeps us informed'.
6. Yes, continuing. 'We'll cope.' Long-running stallholder.

7. Yes, continuing, did not think change would be 'any real difference for us'. Broadly happy with Hertford as a market site, though commented that shops here as elsewhere face challenges. Not opposed to paying once a year.
8. Yes, continuing. Annual payment in advance 'not a problem', though said he was only a new operator in market.

In the main retail market, all respondents were confident they would be continuing, and there were no obvious subgroups.