

SCARBOROUGH BOROUGH COUNCIL

Town Hall
Scarborough
YO11 2HG

Date 07 March 2019

To: Members of the Cabinet

Dear Councillor

Cabinet - Tuesday, 12 March 2019

Please find attached the following report which was not available when the agenda was circulated:

- 6.** Whitby Market Review (Pages 1 - 82)

To consider the report of the Director (RB) (reference 19/071) attached


Yours sincerely

St John Harris

St John Harris
Democratic Services Manager

Enc

NOTES

	<p>REPORT TO CABINET</p> <p>TO BE HELD ON 12 MARCH 2019</p>
	<p>Key Decision</p> <p>Forward Plan Ref No</p>
<p>Corporate Priority: Place Prosperity</p>	<p>Cabinet Portfolio Holder Cllr Bill Chatt Portfolio Holder for Public Health & Housing</p>

REPORT OF THE DIRECTOR (RB) – 19/071

WARDS AFFECTED: ALL IN WHITBY

SUBJECT: WHITBY MARKET REVIEW

RECOMMENDATION (S):

It is recommended that Cabinet:

- 1) Approve the recommended operational changes to Whitby market including revised trading activity, regulations and agreements.
- 2) Authorise officers to undertake feasibility studies to enhance the facilities and image of Whitby market.
- 3) Authorise Officers to begin dialogue with Whitby Town Council and other stakeholders with regards to the future management of Whitby market.
- 4) Authorise Officers to work with Whitby Town Council to explore and secure funding options for the old Town Hall building

REASON FOR RECOMMENDATION (S):

- 1) To achieve clearly defined operational parameters for Whitby market
- 2) To improve the visual appearance and attractiveness of Whitby market for traders, residents and visitors alike

HIGHLIGHTED RISKS:

As shown in Appendix A.

1. INTRODUCTION

- 1.1 A review of Whitby market has been undertaken to assess the current operation and performance and to identify and implement changes, new activity and investment to ensure operations are appropriate, sustainable and beneficial to the entire town of Whitby and the wider Borough.
- 1.2 This report seeks approval of Cabinet to implement the recommended changes to the operation of Whitby market and authority to proceed with the next phase of the review.

2. CORPORATE AIMS/PRIORITIES AND THE COMMUNITY PLAN

- 2.1 The proposed changes will underpin the following key aims of the Council's Corporate Plan:
 - **Place** - to protect and improve our environment, now and for the future
 - **Prosperity** – to develop a prosperous and innovative Borough, with a highly skilled and aspirational workforce

3. BACKGROUND AND ISSUES

- 3.1 Whitby open market takes place in the historic Market Place in front of the Grade II* Old Town Hall building. The Old Town Hall building was most recently used as an art gallery but has stood empty for a number of years and is not considered suitable for occupation in its current state.
- 3.2 Following the appointment of a Market Superintendent in April 2018, the Council commenced a fresh review of operations at Whitby market.
- 3.3 The review was broken down into 3 phases:
 - Phase 1 – to ensure conformity of existing operations to regulations and legislation and put in place management protocols as necessary to ensure compliance

- Phase 2 - develop market operations to improve the viability and appeal of Whitby market to customers and traders
- Phase 3 - develop longer term business and investment activities for Whitby market including potential development of facilities

3.4 Our review found that procedures and protocols with regards to the operation of the market were lacking consistency and documentation was not being accurately maintained.

3.5 As part of the 1st phase of the review, in July 2018 a number of changes were introduced with immediate effect to ensure compliance with procedures. The changes implemented during this phase were:

- Trading activity to be managed by the Market Superintendent
- All traders were re-registered with the Council
- All traders were required to submit proof of adequate public liability insurance
- A new booking and payment procedure was introduced

3.6 It was agreed that whilst the review of Whitby market was undertaken and completed, traders could continue to trade up to 7 days per week.

3.7 For the 2nd phase of the review, the Council looked at the current facilities available to traders and carried out consultation exercises to seek the views of market traders, local businesses and members of the public on how to improve the viability and sustainability of the market.

3.8 The facilities at Whitby Market are very limited. The street lighting in the Market Place is poor and during winter months when the days get shorter, traders have to cut short their trading day because it is not safe to continue to operate in poor lighting conditions. There is no electricity that the traders can access in order to allow them to have some form of lighting on their stalls.

3.9 Another issue faced by traders is the lack of anchor points. Anchor points allow for traders to secure their stalls and limit the risk of accidents occurring. On trading days when strong winds are expected, some traders are unable to stand to trade which not only affects their livelihood but it has a knock effect for the whole market.

4.0 CONSULTATION

4.1 Extensive consultation has been undertaken during the 2nd phase of the Whitby market review. A consultation questionnaire was produced for the 'general public' and a specific questionnaire was produced for the traders of Whitby market.

- 4.2 The questionnaire could be accessed on the Council's website and was also distributed to the following groups:
- Residents panel
 - Business panel
 - Parish Councils
- 4.3 Hard copies of the questionnaire were made available at the following locations along with ballot boxes where completed questionnaires could be returned:
- Church House, Flowergate, Whitby
 - Green Lane Centre, Whitby
 - Whitby Pavilion, West Cliff, Whitby
 - Whitby Market Place, Whitby
- 4.4 In addition, two consultation meetings were also held in Whitby; one for traders and one for local businesses in the vicinity of Market Place, Whitby.
- 4.5 Following the end of the consultation period a consultation report was produced for each of the questionnaires (attached at Appendix 1) and combined with the feedback received at both of the consultation meetings a number of recommendations were produced.
- 4.6 Officers have written to all traders and the local business consultees who attended the consultation meetings notifying them of our proposed recommendations for Whitby market and invited further feedback on these.
- 4.7 In addition to the consultation exercises, the Council also received a petition signed by 700+ residents and visitors which stated 'This petition seeks to keep the Market trading days and hours as they currently are. Not to be changed to just a two day week - Tuesday and Saturday. We the undersigned petition Scarborough Council to keep Whitby Market a daily market'.
- 4.8 Following receipt of the petition the organiser confirmed to the Council that it was sufficient that the petition was brought to the attention of the Council's Cabinet and for their concerns to be noted through this route.

5.0 ASSESSMENT

- 5.1 It is the aim of the Council's Regeneration Service to establish a vibrant market that provides a safe and healthy market for traders and provides another reason for residents and visitors to enjoy the town of Whitby.
- 5.2 A core outcome of this review is managing the balance between market trading and its impact on other stakeholders including residents, visitors and other established local shops and businesses in the area. Therefore in order

to strike a reasonable balance between these interests, the Council has proposed a set of recommendations as follows:

To be implemented by w/c Monday 15th April 2019

- Market trading days to be set at Tuesday, Saturday and Sunday.
- A set of Open Market Regulations to be produced to provide clarity to all traders.
- Pitch fees for market traders to remain unchanged for the 2019 season.
- Specialist / themed markets to be held on Thursdays subject to arrangement.
- The operation of café seating concessions within the market square on non-market days i.e. Monday, Wednesday & Friday
- New trading agreements produced for all traders
- Marketing, social media campaign and signage for the market
- Commence a feasibility study into electricity & lighting options and anchor points

Summer 2019

- Implementation of electricity, lighting and tie down points (subject to results of the feasibility study)
- Work in partnership with Whitby Town Council (WTC) to explore funding options for the restoration of the Town Hall building
- Commence dialogue with WTC and/or other stakeholders in relation to the future operational management of the market.

Longer Term (12-18months)

- Subject to feasibility, funding and negotiations to implement the above

Market trading days

- 5.3 The setting of market trading days has been drafted to reflect the overall trend exhibited by the traders through the consultation exercise, i.e. there was a predominance of existing market traders using the site on Tuesday, Saturday and Sunday. When coupled with the need to rationalise and balance market trading days within the wider context of other stakeholders' interests these trading days are considered to be the most appropriate.

Open Market Regulations and Trader Agreements

- 5.4 Present trader agreements are outdated and there are no clear open market regulations in force providing guidance for traders. In order to bring Whitby market in line with recommended practice new open market regulations have been drafted and sent to traders for comment. These will form the basis of the new trader agreements which will be issued to all regular traders. (Draft Open Market Regulations can be found at Appendix 2).

- 5.5 Pitch fees currently stand at £16 per pitch per day and will remain the same for 2019 in order to allow time for the proposed changes and improvements to come into effect.

Farmers Market

- 5.6 A Farmer's Market currently operates on Thursday of each week by way of a separate agreement. Consultation results showed that members of the public would like to see a farmers and/or specialist market taking place in the Market Place in order to provide more diversity in the products available. It is proposed Thursdays remain reserved for farmers/specialist markets, initially to be held monthly.
- 5.7 Officers are in the process of benchmarking with similar farmers markets in the region and subject to approval will carry out a tender exercise to appoint a new operator for the 2019 season.

Café Seating and Tables

- 5.8 Café concessions (tables and chairs) already operate within Market Place on Mondays, Wednesdays and Fridays however, it is proposed to extend the area utilised for café concessions to formally incorporate the area underneath the Old Town Hall building. The Market Place and space underneath the Old Town Building will be divided into four 'pitches'. (See Appendix 3 for Café concession areas)
- 5.9 The concessions will be available on a 1yr Licence Agreement and applications will be invited from café operators within the vicinity of Market Place. The Licence fee for each pitch will be set based upon an equivalent market pitch fee pricing structure.

Feasibility of additional facilities

- 5.10 Key findings from the consultation showed that traders would like to see a range of improvements in facilities at the market including electricity, lighting, anchor points, access to free toilets and hand washing facilities. Lack of lighting in the Market Place was also emphasised in the public consultation results.
- 5.11 The location and historic importance of the Market Place and the Grade II* Old Town Hall Building presents a range of issues when considering what improvements can be made to the service infrastructure.
- 5.12 Officers will need to work closely with the Planning Authority and Heritage England to identify possible solutions for providing electricity, lighting and anchor points that are in keeping with the area.
- 5.13 The consultation also highlighted that there is no signage within Whitby guiding visitors to the fact that Whitby has an outdoor market or indeed to the Old Town Hall building. Whitby market also has no online or social media presence. Officers will seek to rectify the latter two issues with the creation of a Facebook page and information on the market being provided on the Council's websites. Signage in the area is more difficult to achieve. The

Council's current fingerpost signage is aging. Adding a 'finger' to these signs for Whitby market is not feasible or cost efficient. Officers have identified two possible signage locations and will make relevant enquiries to take one of these options forward. Depending on the outcome of these enquiries, there may be a small cost to the Council to produce and install a sign and officers will look to fund this from the current markets revenue budget.

Town Hall Building and Whitby Town Council (WTC)

- 5.14 The old Town Hall building currently lies empty and is in need of renovation to bring it back into active use. WTC have previously expressed an interest in the building and on the 7th February 2019 wrote to the Borough Council to confirm that they would ***“welcome the opportunity to enter into a dialogue with SBC and other stakeholders regarding the future operation of the market and explore the funding options for the regeneration of the Town Hall”***. Subject to the approval of Cabinet, Officers will therefore commence discussions with WTC both in relation to the future management of Whitby market and the regeneration of the Old Town Hall Building.

6. IMPLICATIONS

(a) Policy

- 6.1 There are no policy implications

(b) Financial

- 6.2 Depending on the results of the feasibility studies into electricity, lighting and anchor points there may be some costs involved with the implementation of improvements. There may also be financial implications associated with the outcome of discussions with WTC and other stakeholders. These will be subject to future reports to members.

(c) Risk

- 6.3 The risks which may arise from this project are as set out in the attached Risk Register.

(d) Legal

- 6.4 Legal implications are set out in the body of this report.
- 6.5 Officers will take advice from the Council's Legal Service in relation to the implementation of the recommendations.

(e) Staffing

- 6.6 There are no staffing implications

(f) Planning

6.7 There are no planning implications at this time. Any proposals for renovation of the Town Hall, installation of lighting and / or electricity supply and signage will be undertaken in consultation with the planning department.

(g) Others

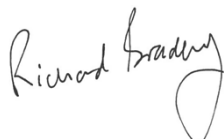
6.8 I have considered whether the following implications arise from this report and am satisfied that there is no adverse identified implications that will arise from this decision.

Equalities and Diversity, Crime and Disorder, Health and Safety.

8. ACTION PLAN

8.1 An outline timetable for the recommended changes is as follows:

Action	Date
<ul style="list-style-type: none">Implementation of new trading days & issue of new trader agreements	w/c Monday 15 April 2019
<ul style="list-style-type: none">Commencement of Licence for Café concessions	w/c Monday 15 April 2019
<ul style="list-style-type: none">Begin social media, marketing and signage campaign for Whitby market	w/c Monday 15 April 2019
<ul style="list-style-type: none">Commence dialogue with Whitby Town Council and other stakeholders in relation to the future management of Whitby market	April 2019
<ul style="list-style-type: none">Implementation of electricity, lighting and anchor points subject to results of feasibility	End of summer 2019
<ul style="list-style-type: none">Explore funding options with Whitby Town Council for restoration of Old Town Hall building	Summer 2019



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Director

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Background Papers:

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT OR WISH TO INSPECT ANY OF THE BACKGROUND PAPERS, PLEASE CONTACT KERRY LEVITT ON 01723 232325 or e-mail kerry.levitt@scarborough.gov.uk

Risk Matrix

Risk Ref	Date	Risk	Consequences	Mitigation	Current Risk Score	Target Score	Service Unit Manager/ Responsible Officer	Action Plan
1	March 2019	Failure to implement changes to the operation of Whitby Market	Whitby market will not be in a position to move forward positively to achieving greater vibrancy and success.	This review	C3	B2	A Richards	Implement recommendations of report
2	March 2019	Unable to find suitable solutions for the supply of electricity and lighting	Traders may look at moving to alternative markets where better facilities are available	Liaise closely with Heritage England and the Planning Authority.	C3	B2	A Richards	Undertake feasibility study by summer 2019
3	March 2019	Failure to obtain funding to renovate the Old Town Hall building	The Old Town Hall building will fall into further disrepair	To work in partnership with Whitby Town Council to explore all possible sources of funding	C4	A1	A Richards	Seek funding during 2019

Glossary of Terms

Risk	An event which may prevent the Council achieving its objectives
Consequences	The outcome if the risk materialised
Mitigation	The processes and procedures that are in place to reduce the risk
Current Risk Score	The likelihood and impact score with the current mitigation measures in place
Corporate Objectives	An assessment of the Corporate Objectives that are affected by the risk identified.
Target Risk Score	The likelihood and impact score that the Council is aiming to achieve
Service Unit Manager	The Service Unit or Officer responsible for managing the risk
Action Plan	The proposed actions to be implemented in order to reduce the risk to the target score

Risk Scoring

Impact	5	[Hatched]				
	4	[]	[]	[Hatched]		
	3	[Hatched]	[]	[]	[Hatched]	
	2	[Hatched]	[Hatched]	[]	[]	[Hatched]
	1	[Hatched]	[Hatched]	[Hatched]	[]	[]
		A	B	C	D	E
	Likelihood					

Likelihood:

- A = Very Low
- B = Not Likely
- C = Likely
- D = Very Likely
- E = Almost Certain

Impact

- 1 = Low
- 2 = Minor
- 3 = Medium
- 4 = Major
- 5 = Disaster

Scarborough Borough Council



Whitby Market Public Consultation Oct 2018

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Introduction

This report was generated on 14/12/18. Overall 150 respondents completed this questionnaire.

Methodology

The questionnaire was made available on the councils website, the questionnaire was also distributed to the following groups:

-  The councils residents panel
-  The councils business panel
-  Various stakeholders (including North Yorkshire County Council, North Yorkshire Police, local disability groups, schools, Parish Councils etc)
-  Distributed to market traders and local businesses.
-  Hard copies of the questionnaire were made available at various locations

Consultation notices were also put up in the locations effected by the consultation, where members of the public could either complete the survey via a smartphone, the councils website or request a hard copy via email or phone.

Summary

The majority of questionnaires were completed by local residents with 73.8% of responses. Of the 14.5% of responses that were visitors 50.0% of visitors primary purpose to visit Whitby was to attend the market.

The majority of respondents visit the market either weekly with 28.3% of responses or less often with 31.0% of responses, where as 11.0% of responses never visit the market, and only 11.7% of respondents visit the market daily.

Saturday with 28.0% of respondents is the most visited day closely followed by Sunday with 15.6% of respondents and Thursday with 15.0% of respondents. The least visited days are Monday with 7.6% of respondents and Wednesday with 10.8% of respondents.

56.2% of respondents found their visit to the market enjoyable/enjoyable a lot, where as 19.0% of respondents found their visit to the market not enjoyable/not enjoyable at all.

73.3% of respondents see the Whitby market as a positive attraction to Whitby. 26.7% of responses don't a summary of their main comments received are; more choice is needed, sell more local produce and better quality, all comments are listed below.

67.4% of responses would recommend Whitby market to others. 32.6% of responses wouldn't a summary of their main comments are; More stalls needed, not a lot of choice and not in its current state, all comments can be seen below.

79.6% of responses find the overall appearance of Whitby market clean and presentable, 20.4% of responses don't. A summary of their main comments are; too many tables and chairs from cafe, doesn't look uniform and looks run down, all comments can be seen below.

Summary

68.6% of responses feel the stalls are in a clean and presentable condition, 7.1% of responses don't and 24.3% feel some are. The main comments stated for this question are; no uniformity, untidy and presentation could be better, all comments can be seen below.

74.1% of responses find the market traders friendly and courteous, 4.3% of responses don't and 21.6% of responses find that some are.

The items respondents are most looking for when visiting the market are, crafts with 12.5% of responses and gifts with 20.6% of responses. Antiques with 11.5% of responses and clothes with 13.8% of responses are the items respondents are least looking for when visiting the market.

58.4% of responses do not feel the variety of stalls is adequate, suggestions from responses can be seen below.

of responses believe that the Whitby market complements the existing businesses in the area, where as 32.6% of responses do not.

Consultation Analysis

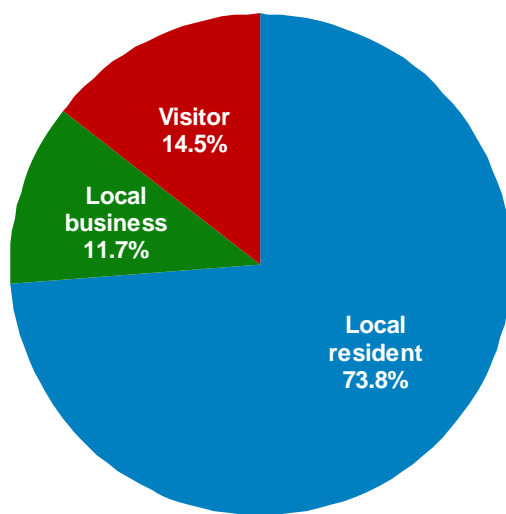
Q1 Are you a:

A total of 145 responses completed this question.

The table and graph below shows that 73.8% of responses were from local residents, where as 11.7% of responses were from local businesses and 14.5% of responses were visitors.

Total Number of Respondents	145
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Local resident	107	73.8%
Local business	17	11.7%
Visitor	21	14.5%



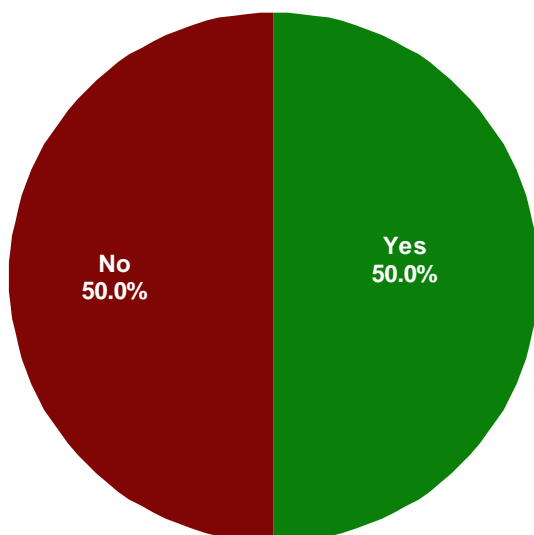
Q2 If you are a visitor, is the primary purpose of your visit to Whitby to attend the market?

A total of 20 responses completed this question.

The table and graph below shows that only 50.0% of respondents primary purpose of their visit to Whitby was to attend the market, where as 50.0% of respondents was not.

Total Number of Respondents	20
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Yes	10	50.0%
No	10	50.0%



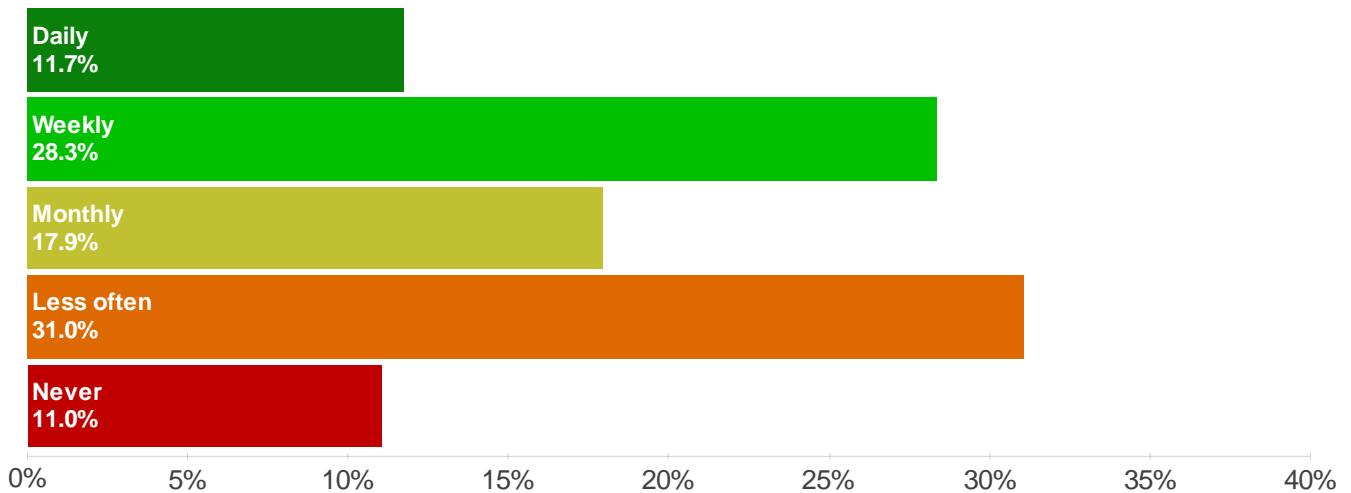
Q3 How frequently do you visit Whitby market?

A total of 145 responses completed this question.

The table and graph below shows that the highest percent of respondents visit Whitby market weekly with 28.3% and 31.0% of respondents visit the market less often, where as 11.0% never visit the market, and only 11.7% of respondents visit Whitby market daily.

Total Number of Respondents	145
------------------------------------	------------

Frequency	Count	Percentage
Daily	17	11.7%
Weekly	41	28.3%
Monthly	26	17.9%
Less often	45	31.0%
Never	16	11.0%



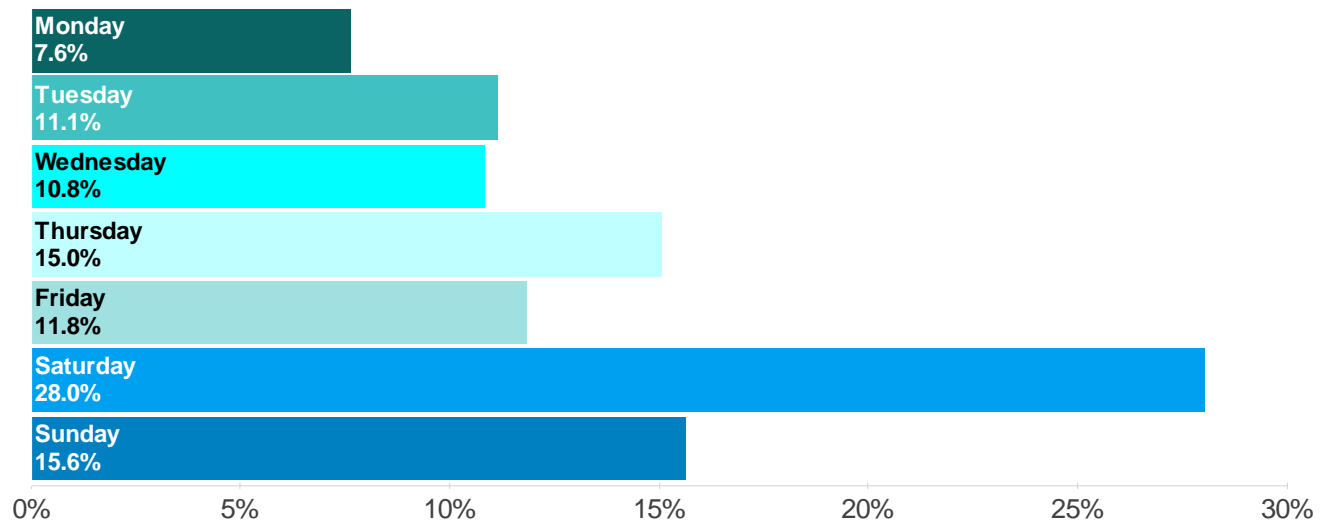
Q4 On which days do you visit Whitby market?

A total of 314 responses completed this question.

The table and graph below shows that Saturday with 28.0% percent of responses and Sunday with 15.6% percent of responses are the most visited days, where as Monday's with 7.6% percent of responses and Wednesday's with 10.8% percent of reponses are the least visited days.

Total Number of Responses	314
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Day	Number of Responses	Percentage
Monday	24	7.6%
Tuesday	35	11.1%
Wednesday	34	10.8%
Thursday	47	15.0%
Friday	37	11.8%
Saturday	88	28.0%
Sunday	49	15.6%



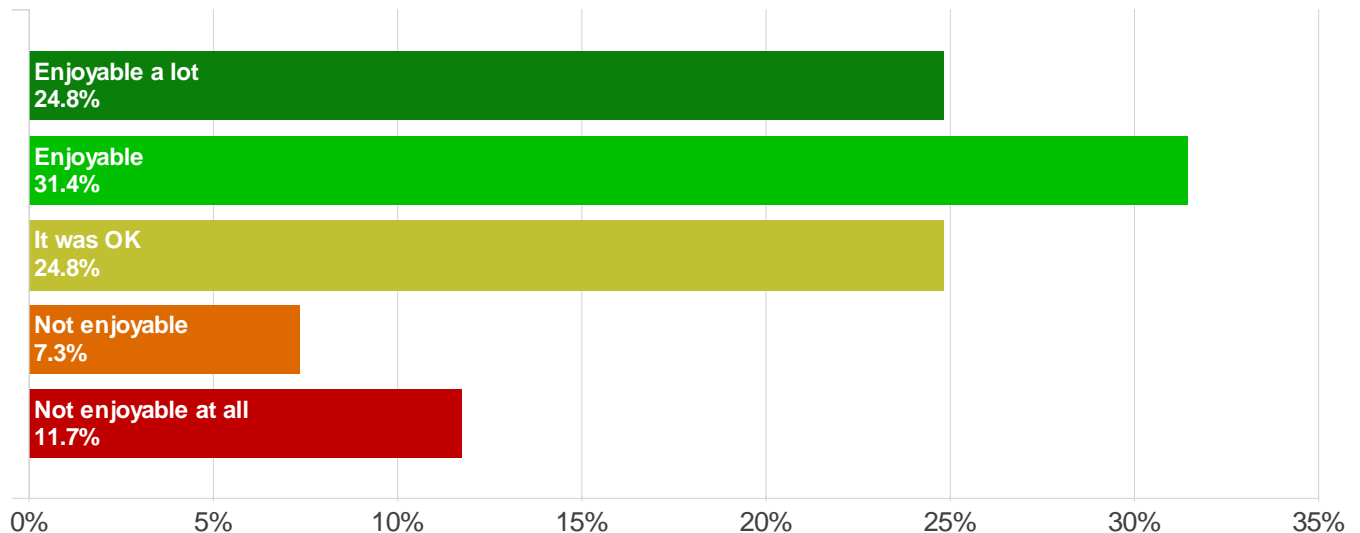
Q5 Did/do you enjoy your visit to Whitby market?

A total of 137 responses completed this question.

The table and graph below shows that 56.2% of respondents found their visit to Whitby market enjoyable or enjoyable a lot, whereas 19.0% of respondents found their visit to Whitby market not enjoyable or not enjoyable at all.

Total Number of Respondents	137
------------------------------------	------------

Enjoyable a lot	34	24.8%
Enjoyable	43	31.4%
It was OK	34	24.8%
Not enjoyable	10	7.3%
Not enjoyable at all	16	11.7%



Please provide more information if you did not enjoy your visit to Whitby market

one of the problems with Whitby market is the take over by the cafe with seats and tables restricting the number of stalls that can be accommodated. Also the excessive amplified music that is often near by by street performers is annoyingly loud.

the market place is full of people illegally drinking alcohol outside in market place at arnies cafe, Cafe seating takes up most of space for market stalls.

its a standard market

Please provide more information if you did not enjoy your visit to Whitby market

Its very frustrating as a local business trying to survive in an extremely tough current economy (with business rates crippling businesses) that you then walk past the market to see them selling very much the same stuff as you without the rates / astronomical costs!

The idea and setting is great but there are so few stalls.

Not a vareerty of products on offer seem to be same every day Does not look good in spersnce
little variety no produce

Nothing of interest to me. cheap poor quality clothing. no farmers produce or other consumable items avialable

liitering and drunk people and people joffing

The variety of stalls seems to have reduced over the years whilst the number of table & chairs has increased along with the number of pigeons !!

Didn't think they offered very interesting products for sale. need to be more innovative and offer something different, local crafts as well as fresh food or bakery, sweets etc.

Dirty, not enough walkway

Not enough stalls or variation

The things they sell at the market are not to my personal tastes too often.

It is a few stalls selling tat

Spoilt with all the cafe seating would be better if there was more store holders

The market is uninspiring, not related to the locality.

Not enough stalls to make it attractive to shoppers

It's not very big. It would be much better if there were more stalls.

Always the same stalls

Too crowded in the area and lack of quality goods on the stalls.

Have had some bad experiences with the quality of goods bought there - jewellery that fell apart after only one wearing. Find the rest of the stalls to be irrelevant. Have no interest in cheap sweets or polyester clothes. Stalls selling something worth buying would be a good start to improving the market.

They were selling mainly tat.

Away from main shopping area

Need a bigger and better selections of stalls

Its rubbish not a lot choice

It used to be ok, but some stall holders are very abrupt towards other business people in Market Place

We come to Whitby 3 or 4 times a year for the weekend and the market is very poor, its always the same stalls selling nasty rubbish

I only visit now on Thursday for plants every other days sell only rubbish

Same stuff for the last 3 years

There is nothing of interest. The same couple of stalls every day no variety boring

The market had become an eyesore

We pass through most days. Its nothing special

Please provide more information if you did not enjoy your visit to Whitby market

Its not really a market - the square is an extension to one of the cafes. The stalls do not sell the day to day items would want to but. It looks shabby

The quality of most of the stalls is well below par

Not enough stalls

Limited offer and unsure of offer

Very limited choice

There isn't many stalls

A little sparse

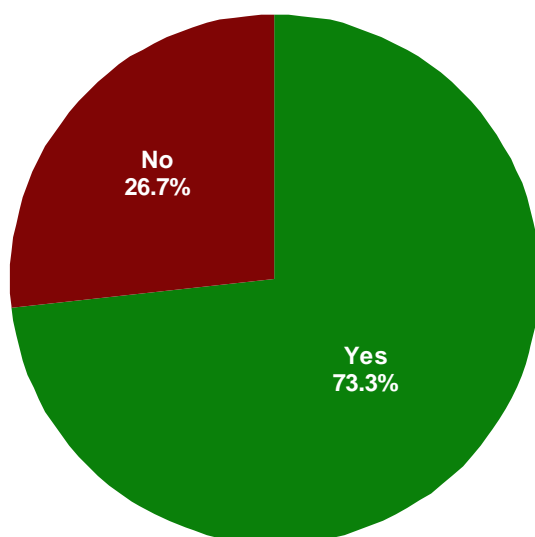
Q6 Do you see Whitby market as a positive attraction to Whitby?

A total of 146 responses completed this question.

The table and graph below shows that 73.3% percent of respondents see Whitby market as a positive attraction to Whitby, where as 26.7% percent of respondents do not.

Total Number of Respondents	146	
------------------------------------	------------	--

Yes	107	73.3%
No	39	26.7%



Please provide further comments if you do not see Whitby market as a positive attraction to Whitby.

Not in its current format. It needs expanding into a proper market place, and not a cafe seating area extension.

Is not run as a market is run as bar not enough stalls

Not with what they are offering need craft stalls or farmers market local produce Not selling same as business around the area Also looks tattey

limited choice

In its present form no. If it was more of a proper market with produce, cheese and locally produced items then yes it would be

same traders nothing new and very low standard products with a couple exceptions.

Boring

It is not advertised sufficiently to encourage me to go and incur petrol and parking charges.

The choice of goods on sale is poor

Please provide further comments if you do not see Whitby market as a positive attraction to Whitby.

It is a few stalls selling tat

It is unattractive, random and has no visual appeal. It has no link to Whitby's aesthetics

There are only a few stalls, which have limited appeal. I support the Thursday market traders in order to buy plants, fruit and veg.

Small number of stalls only takes 5 mins to browse

few markets nationwide are an 'attraction' in their own right nowadays

There are much more worthy attractions to the town.

Have had some bad experiences with the quality of goods bought there - jewellery that fell apart after only one wearing. Find the rest of the stalls to be irrelevant. Have no interest in cheap sweets or polyester clothes. Stalls selling something worth buying would be a good start to improving the market.

Why not have a market that sell local produce

Not in its current state

Just in the way

Not a lot of choice

As there is no variety

It lets Whitby down, selling tat instead of local produce

Same old rubbish every weekend we visit

Same old rubbish week in week out, weekrnds market makes the place look cheap

People come to Whitby regular and they're seeing the same stalls year in year out

Not in its present form

No variety nothing to sttract residents of Whitby or visitors to Whitby

Not in its current guise

Could be a real hub if done better

As far as markets go it is fairly limited in terms of variety and quality of goods on offer

Its not really a market - the square is an extension to one of the cafes. The stalls do not sell the day to day items would want to but. It looks shabby. Also the paved area is blocked by tables and chairs and boards - obstruction for people who cannot walk safety on the cobbles

It could be but at the moment it leaves a lot to be desired

Its small and charming but not particularly useful

It offers very little to be honest to residents and tourists

A market i a positive attractions but as there isn't many stalls at Whitby it isn't positive

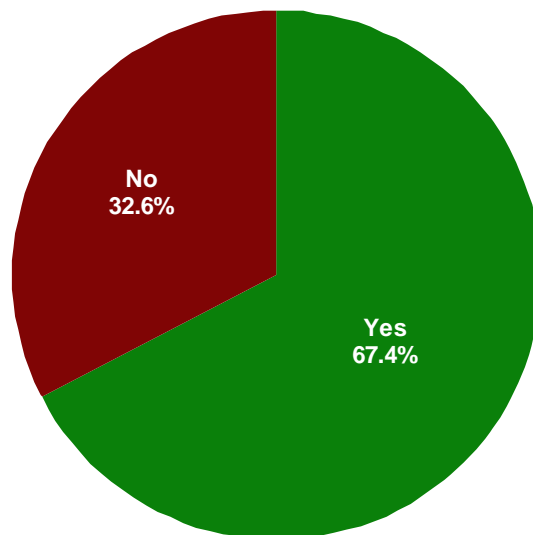
Q7 Would you recommend Whitby market to others?

A total of 144 responses completed this question.

The table and graph below shows that 67.4% percent of respondents would recommend Whitby market to others, where as 32.6% percent of respondents would not.

Total Number of Respondents	144
------------------------------------	------------

Yes	97	67.4%
No	47	32.6%



Please provide further comments if you would not recommend Whitby market to others

not enough stalls to recommend

Use the local shops that are struggling because of the rise in the business rates! Make that a nice space for people to sit. Or if you are keeping it use it as an asset to whitby, art, history, not just a cheap shop undercutting everyone.

I am a volunteer in Whitby for a charity and tourists often ask me when the market is; I am embarrassed to talk to them about it as it is so small that it doesn't really deem being called a market.

Not a attraction

Not worth going too.

In its present form no. If it was more of a proper market with produce, cheese and locally produced items then yes it would be

same traders nothing new and very low standard products with a couple exceptions. with the exception of visiting the silver lady stall or stopping off for a drink in the sun or the outdoors and watching the world go by.

Please provide further comments if you would not recommend Whitby market to others

i just dont

Doesn't appear organized - taken over by 1 or 2 traders. A Market in a tourist area should have: Events / demos, Good image / Quality Experience, Sense of Community

Not a first port of attraction in Whitby

Not sufficiently enticing enough for a recommendation

It has little to offer

It is a few stalls selling tat

The market is uninspiring, not related to the locality. It is unattractive, random and has no visual appeal. It has no link to Whitby's aesthetics

The "farmers' market" style market on Thursday could be recommended to residents as being useful but others days, the stalls would not serve to attract local residents.

Probably not because it's not big enough as it is. It needs more stalls.

Small number of stalls only takes 5 mins to browse

There are much more worthy attractions to the town.

Nothing worth buying.

not in its current state

It seems to be geared to tourists, doesn't sell items that I want to but although I can see visitors would like to walk around.

There's not enough traders

No point in it being there

The market needs more stalls

Nothing there to say, go and have good browse, no variety

Not a lot of choice

Nothing to draw you towards it

I'm shamed of telling anybody Whitby has a market days

Same old rubbish every weekend we visit

Waste of an open space in the old part of town (get a better market)

Not in its present form

No not at present

Maybe would have been my choice of answer. There is only a limited number of stalls which might be of interest to others

Its not really a market - the square is an extension to one of the cafes. The stalls do not sell the day to day items would want to but. It looks shabby. Also the paved area is blocked by tables and chairs and boards - obstruction for people who cannot walk safety on the cobbles

Its not worth the visit

Not enough market stalls

In need of more stalls

Very little to recommend - just an eclectic mix of bits and bobs

It isn't very enjoyable so I wouldn't recommend it.

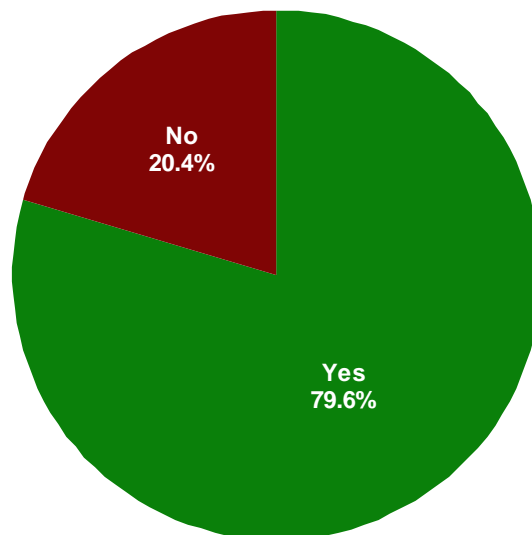
Q8 Is the overall appearance of Whitby market clean and presentable?

A total of 142 responses completed this question.

The table and graph below shows that 79.6% percent of respondents found the overall appearance of Whitby market clean and presentable, where as 20.4% percent of respondents do not.

Total Number of Respondents	142	
------------------------------------	------------	--

Yes	113	79.6%
No	29	20.4%



Please provide further comments if you do not think the overall appearance of Whitby market is clean and presentable.

- full of scruffy tables and chairs and storage
- Looks like a run down dirty car boot. Its position in a beautiful part of whitby but yet ruined.
- Stalls not same size not looking in uniform. Products hanging over the pavement No insurance showing on stalls for public liability salon no stall numbers on them
- to many sheets and banners of non uniform type and certain stalls displaying wares outside the market area.
- to much litter
- Stalls looked old and unkempt. Markey appears scruffy and litter is strewn around
- It could do with a bit of a makeover. Perhaps a farmers market rather that cheap clothing
- Move all cafe seating & more stalls
- Stalls are unattractive, with poor presentation.
- Looks a bit of a mess

Please provide further comments if you do not think the overall appearance of Whitby market is clean and presentable.

Very scruffy and disorganised.

The market needs to look unified, under a structure that's the same for everyone, with proper lighting.

Makes whingy look separtly

A bit scruffy, better with proper stalls and no tables and chairs

Looks like random stalls put up

It just looks like a second hand stall with no local produce if it wasn't for local cafes round the market it would be a complete let down for anybody visiting

Dresses overhanging the road which is dangerous as cars have to go on a narrow pavement

Mixed rag bag of stalls uniformity of colour/size. Visit Alnwick market to see how it should look.

Messy

Looks very tatty and unappealing

Ruined by tables and chairs of bar

Would look better as a market and not a cafe

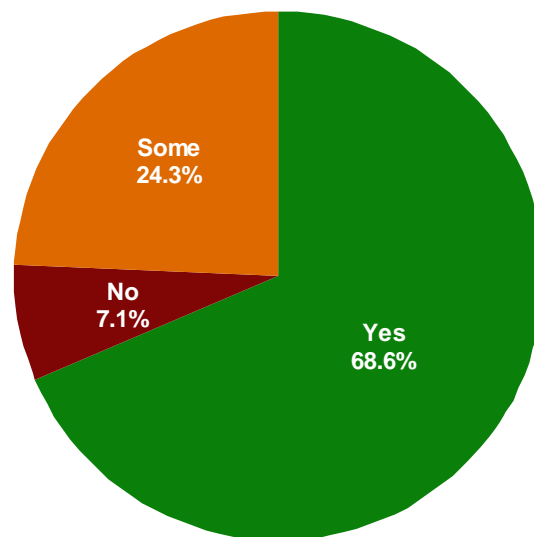
Q9 Are the stalls in a clean and presentable condition?

A total of 140 responses completed this question.

The table and graph below shows that 68.6% percent of respondents found the stalls in a clean and presentable condition at Whitby market, where as 7.1% percent of respondents do not and 24.3% found some stalls in a clean and presentable condition.

Total Number of Respondents	140
------------------------------------	------------

Yes	96	68.6%
No	10	7.1%
Some	34	24.3%



Please provide further comments if you think the stalls are not in a clean and presentable condition.

- Look like a car boot style stall.
- Everything looks like they don't care
- poor standards of presentation
- to many sheets and banners of non uniform type and certain stalls displaying wares outside the market area. some stall display outside the market area making it look like a jumble sale
- look at the state of them
- Mish mash stalls
- Stalls looked old and unkempt. Markey appears scruffy and litter is strewn around. Could do with a spruce up to become more appealing to the eye.

Please provide further comments if you think the stalls are not in a clean and presentable condition.

Some are a bit cluttered.

Some are untidy

Stalls are unattractive, with poor presentation.

Some stalls aren't proper stalls

Some things there are on point in

A bit of a mix and match

Presentation could be better

It all comes down towards what people are selling

The stalls as I have already said look tired , tat stalls rubbish

Disorganised not kept to boundrys

Too much clutter

No uniformity, floor fixings and a colour scheme required. Serious thought needed for stalls under Town Hall, nothing should be tied/fixed to the building

A tidier neater setup would be better

SBC should but stalls leaving them on the market and put out matching covers daily as part of r...

Markets look nice when uniform and matching

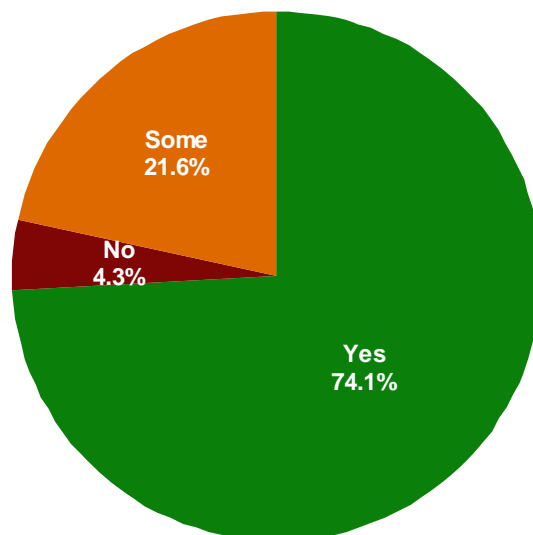
Q10 Are the market traders friendly and courteous?

A total of 139 responses completed this question.

The table and graph below shows that 74.1% percent of respondents found the market traders friendly and courteous at Whitby market, where as 4.3% percent of respondents do not and 21.6% found some stalls in a clean and presentable condition.

Total Number of Respondents	139	
------------------------------------	------------	--

Yes	103	74.1%
No	6	4.3%
Some	30	21.6%



Please provide further comments if you think the market traders are not friendly and courteous

Traders ok. Cafe owner aggressive.

Had an extremely unpleasant experience with a man in white clapped out white van that refused to let me past / aggressively almost hit me and my car while he tried to zoom up Church street to his market stall. It doesn't work letting cars up and down church street with no consideration to tourists in the busy summer period at the times you let them.

Very rude to local business and their staff don't seem to show any respect to business

Have never spoken to any so I do not know

to me i've experienced a lot of unpleasantness from some of the traders also my staff.

one told me to fuck off

Some if the time they just seem to be talking amongst gjemselves

Please provide further comments if you think the market traders are not friendly and courteous

It feels intimidating, especially with the recent appearance of petitions ect.

Seller extremely rude when I went back to complain about substandard goods.

dont talk to them

More approachable

They are snappy

I would rather not say

Hat stall is so rude and harrendous it isn't worth looking at.

Glove stall woman very abrupt and rude

Blond lady sells silver very pleasant

One of them is rude, and would not move his van suggesting I turn around and drive back down Sandgate which is oneway

Owner of bar bloody rude

Although I have no personal experience, I understand there is friction with local cafe owners and some comments made by the market traders I have seen social media have been anything but friendly

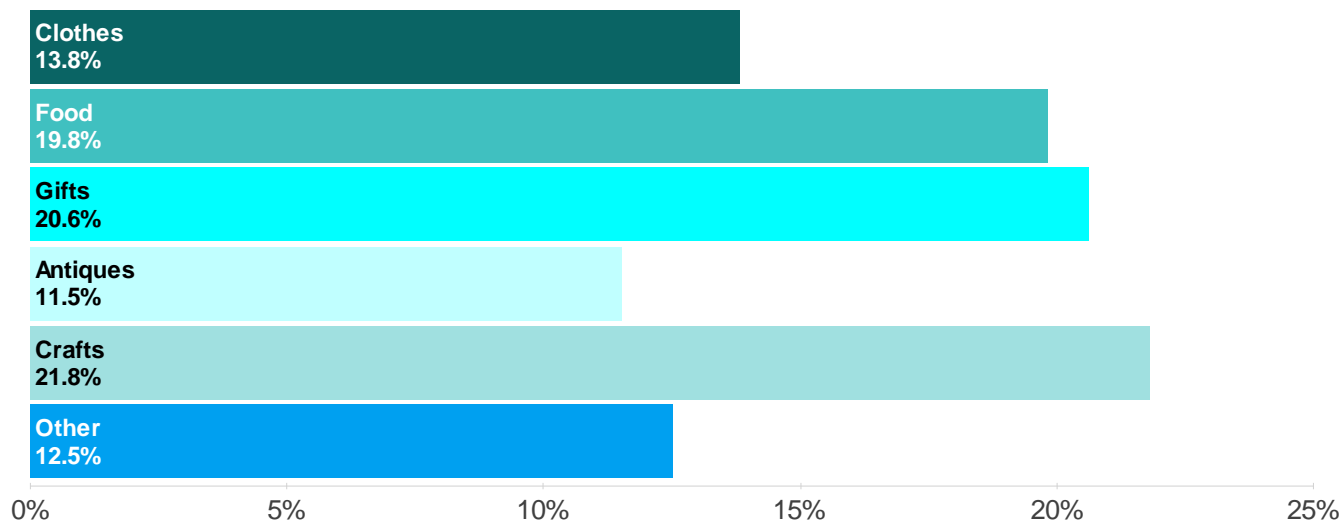
Q11 What are you looking for when you visit the market to shop?

A total of 399 responses completed this question.

The table and graph below shows that the most common things people look for when visiting the market are crafts with 21.8% of respondents and gifts with 20.6% of respondents.

Total Number of Responses	399
----------------------------------	------------

Clothes	55	13.8%
Food	79	19.8%
Gifts	82	20.6%
Antiques	46	11.5%
Crafts	87	21.8%
Other	50	12.5%



Please list any things else you are looking for when you shop at Whitby market

vape shop/record store

Local art - crafts they have all gone bust!

local produce

I like looking for bargains

Local products

Please list any things else you are looking for when you shop at Whitby market

Hairbraids! I used to come to whitby as a child and loved getting my annual hairbraid, now I have my own daughter and it's wonderful to carry on this tradition. Same people too, and they remember us!

Hair braids/stones /bracelets/ jewelry

Accessories

Hairbraids

Hair braids

We like the hair braiding stall and the variety of stalls

arcades

Lots of things, but not any of what was listed.

Various none food items

Good quality plants, fruit, veg, preserves

Services like the hair braiding

I like the atmosphere.

Various items a mixture of food, craft, antiques

No longer bother visiting but used to look for food, crafts, gifts

Market could do with being a bit bigger perhaps similar in scale to Saltburn market to increase variety

Would like to see regular trading in bread, dairy, veg, meat as there is no where on the east side to buy these things any artisan foods.

Honey from farmers market and gloves to keep warm

Meat, Cheese

Gifts and food

Facepainting and hairbraiding

Farmers markets Thursdays

Things unique to Whitby

Handmade crafts

A varied and general market is also beneficial to the town

Plants

Hairbraiding

Coats and socks

Plants

Food (like continental market), local cheeses, crafts, gifts. At the moment there is nothing to attract anyone

Local produce

I never go 'looking' for anything in particular its just nice to see what there is

Old tool and cutlery

Just a quick browse when passing - its not a place I specifically plan to visit

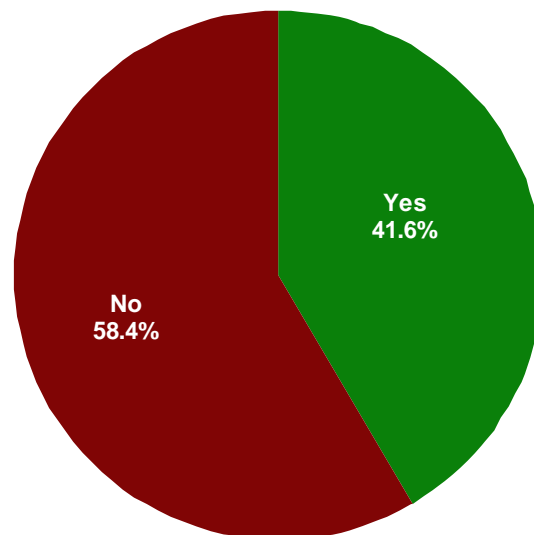
Q12 Is the variety of stall adequate?

A total of 137 responses completed this question.

The table and graph below shows that 58.4% percent of respondents do not find the variety of stall adequate, where as 41.6% percent of respondents did.

Total Number of Respondents	137
------------------------------------	------------

Yes	57	41.6%
No	80	58.4%



Please provide details of what different stalls you would like to see at Whitby market

Local produce stalls including food (meats, pies,cakes, artisan bread, oils and crafts
a market full, no cafe seating.

craft shop has gone, vegan food, phone place would be very helpful in whitby

Not just clothes!

A much greater number of stalls generally.

Farmers market, craft store stores on special occasions inclusive market which bring small
business in from outlying villages Fish market

"Guest "stalls to give a flavour of what's on offer

Local products farmers market. Craft things of interest

More local produce, small furniture/art

No food local products

Please provide details of what different stalls you would like to see at Whitby market

In its present form no. If it was more of a proper market with produce, cheese and locally produced items then yes it would be

I think the market could be expanded, perhaps a farmers market or food stalls.

a game shop

more food stalls and less clothes stalls

Local crafts , pre loved items . Fruit veg

Less stalls that are duplicates of local shops

could have better different products. Looks a bit boring and old fashioned.

Just more variety

More local food stalls

Better variety. specialist food stalls, eg cheese, pies, Plants

The farmers stall more often. More fresh food.

It could do with a bit of a makeover. Perhaps a farmers market rather than cheap clothing. The clothes stall is far too large. Needs some variety

Produce, as in a farmer's market

Fruit and Veg, Farm produce (bacon, cheese etc.)

Fish Stall, mobile phone .etc

A farmers, continental and seasonal produce market would be welcome.

Clearly the market does not attract local footfall, therefore a move towards making the market more appealing to tourists would be beneficial. Local produce to make a more successful farmers market.

Would like the Scotch Egg man back.

Just more choices.

I'd like to see more food stalls with local and regional produce

More artisan food stalls

get the regular traders to stop being so lazy and trade regularly, at least one day a week so there is a market day, if they want more days they must trade them or pay in the winter. reduce it to two max three a week all year and put the rent up properly like £25- £30 for a pitch, light the pitches in winter and in evenings, give the cafes table spaces on other days, bring in speciality markets, with cooked food

Fabrics

Fresh Food Stalls and Specialist Food Stalls

Food (variety), books

Arts and craft stalls rather than cheap slogan and shirts would be more attractive and persuade me to look around.

Could do with more variety of stalls e.g. foods, like Saltburn farmers market instead of the oversized cafe furniture outside

More variety

More food stalls etc. similar to a farmers market more variety in general

Food stalls, craft stalls

Please provide details of what different stalls you would like to see at Whitby market

Useless no point in it

Need a much larger variety of stalls, more food

Need specific days for cloths - food - craft - farmers and then very specialist markets christmas -
tys - craft

Butchers, Artisan products

Gifts and food

Food and gift stalls. Something that adds a little bit of a difference

Your having a laugh

More variety, e.g. cheese and artisan goods

3 stalls of dresses, 2 stalls of hats says it all

We need more stalls

More craft, jams, chutneys, wine, sheese

Same stuff as what they sell in the shops

A greater variety of crafts local produce

No variety

Greater variety - better presented and quality merchandise

I would like to see local produce have stall traders selling fresh meat or baked goods for example.
or cheese and local breweries etc.

Fruit and veg stalls, crafts, local produce (ie from Whitby & district)

I'd like to see a food market

More food stalls

Farm shops, spirites/wines etc.

SBC should but stalls leaving them on the market and put out matching covers daily as part of r...

Need more food stalls - meats - farm produce, footwear

I'd like to see more food stalls

Poor selection - very little of interest

Would like to see more a variety of crafts and gifts

More selection

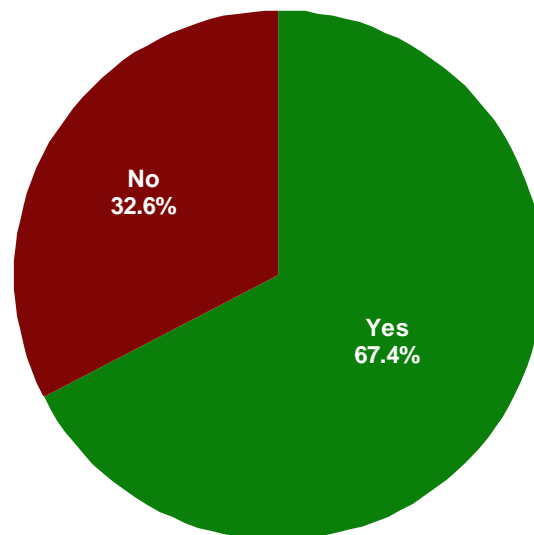
Q13 In your opinion, does Whitby market complement existing businesses in the areas?

A total of 138 responses completed this question.

The table and graph below shows that 67.4% percent of respondents do believe the Whitby market complements existing businesses in the areas, where as 32.6% percent of respondents do not.

Total Number of Respondents	138
------------------------------------	------------

Yes	93	67.4%
No	45	32.6%



Please provide further comments why you do not think Whitby market does not complement existing businesses in the area.

again mainly seating for cafe, we have many cafes.

It does the opposite! It takes away from our trade! It should be a market not a shop. If its a shop it can pay the crippling rates we are all suffering with.

Permanent stalls in keeping with buildings Covered area

It looks untidy seem to turn up when they want in the high of season not in the winter months Witch shows no commitment cherry picking Rent seems very low as businesses around are paying 600 a square meter as set by Scarborough council and we have to stay open every day as we do not get any winter reductions Vans parked outside businesses they even put their trade waste in public bins were we have to pay to get rid of ours

Some stalls a ready have outlets in town. All profits go out of the town. no local interst.

Poor variety of items for sale. I have seen the same " antiques" for sale during several months

Please provide further comments why you do not think Whitby market does not complement existing businesses in the area.

this area is seen as the must visit area when visiting whitby and the shop etc. we make a big effort and spend a lot of money to keep this area desirable. we all support whitby in bloom and xmas lights and some traders drag the place down there here for the money then go and contribute nothing

could have better different products. Looks a bit boring and old fashioned.

Not enough variety

It does not add anything what so ever to the Whitby shopping experience

It is tatty

More stalls

Local businesses are independent, high calibre , family-run and attractively presented.

Well as above, it needs to be limited to manageable days and adhered to, made smarter and opened tro high quality Artisans, Lorna from Real Meals in Saltburn is a good place to start.

not in its current state

It doesn't look the part

Just in the may

Cause if the stalls are selling rubbish items, towards this add to the beauty of Whitby

As already quoted it shows Whitby up

These businesses take pride in thier shops but you cannot see this becasue the stalls dominate the small area

Makes the area look cheap

They have the same products as Y. trading, poudshop and Boyes

Not at present, very poor visual impact

Needs to reflect the tourist makers and also offer more artisan produce for local residents

Not all stalls are selling unique or quality items

It doesn't fundtion as a market it currently is an extention of a cafe with a couple of stalls selling poor quality goods

I think it cheapens the area

There are cafes, bars, pubs - why 2 on market?

How can it then it is not a proper market

Not really too few stalls would sell odds and ends that can be found in open businesses nearby

Q14 Suggested ways in which Whitby market could be improved?

1.	2.	3.	4.	5.
make it larger and include more stalls	see variety of stalls response	remove the cafe seating/tables during market day		
more stalls	easy on council supplied stalls	stopping the illegal sale of alcohol in the market place by Arnie's cafe and vertical drinking	banning cafe from taking over whole market place	More market days/ farmers/food markets
makeover	more shops	a NICE cafe would draw people in		
Not look like a run down car boot stall	Diverse range that other shops in the area aren't selling	Variety	Respectful market stall owners to our streets and area - both local businesses and off loading (using church street)	Give some of our business rate costs to them! Share it out - make it fair!
Fresh food stalls (local businesses)				
Ensure traders leave vehicle access to the lifeboat station				
Smaller stalls with a much more eclectic range of goods	At least 10 stalls	A different location		
Parking	Parking	Parking	Parking	Parking
Public Health information. Benefits of healthy lifestyles stalls.	Encourage more local produce	Have a tourist information presence in high tourist demand times		
Better signage	Monthly special markets, fish continental etc	Flood lighting for winter		
Less tables and chairs for eating				
Show commitment all year round	Stall presentation eg all same size same colours on covers	different stalls on different days and having market days on the right days not every day eg tue , thur , and Saturday	Advertise the market days	Sell different products not the same as local businesses
Seasonal themed events (e.g. Christmas market)	"street food" providers - e.g. Thai,	Occasional specialist markets e.g. food market with cookery demo's	Traders or local people offering demo's on things like jewellery making, carving, binding etc	

1.	2.	3.	4.	5.
Farmer type market	Stalls there on a regular basis ie every week through out the year	limit market to 2/3 days		
More varied food stalls to reflect the yearly time.				
Local produce	Good quality crafts	Regular advertised proper farmers market	Fabric and haberdashery items	
It would be nice if there was a bit more variety				
More stalls, including food and drinks.	The stalls could be re-vamped to make them more inviting.	The market could be set out in a more uniform way so it had a coherent identity and look.		
diversity	different markets	more commitment from traders by selling better products like the silver lady to the market area		
More stalls	Less seating outside the cafe.			
less chairs, more stalls	smoking ban			
Less chairs from cafe	More stalls in place of the chairs			
slightly cluttered, fewer chairs?				
Less cafe seating	Decorations at Christmas			
should be open daily	It should be bohemian in character to match the character of the town. Does not need food stalls or seating as these would get in the way			
More space for the actual market traders and not cafe tables				
less litter	more variety in shops	less people trying to pickpocket		
more local food stalls	less clothes stalls			
Local foods and crafts are the best attraction.				

1.	2.	3.	4.	5.
Reduce number of table & chairs to enable more space for stalls	Deter Pidgeons	Support local traders to enable flexible opening ie weekends		
more variation on goods				
Organized				
offer stalls at reduced rate and have more differant ones that benefit the local and visitor population.				
Move from current site which can make walaking round with shopping difficult due to the "squashed in" feeling	Bigger	Variety	Cleaner	New stalls which will make it more aesthetically pleasing to the eye and encourage you to stop and shop.
Have a regular Farmers Market				
Less hassle from Scarborough Council	Leave it alone?	Encourage greater numbers of small traders	themed events coinciding with other entertainment going on	
More stalls, less care seating	Wider variety of products	Designated craft days	More market days, less cafe	
More stalls	Better stalls			
Specialist foods from local sources-Whitby cheese, Whitby gin, Whitby beer, Bothams	Craft and gift stalls	Specialist hot foods. Eg crepes, Paella, curry. Street food	Christmas type market or themes - Victorian, sea faring, captain cook	
Not have so much used for cafe. There are many cafes in the area and more are starting up all the time.				
More days where the market can take place	Lower pitch rates to attract more stallholders	Better advertisement from SBC and Whitby Tourist Information to promote market to holidaymakers		
it is good as it currently is, there us little space for more stalls				
More support for the market traders				

1.	2.	3.	4.	5.
Smaller stalls. The man who sells hats has a very large area	Smarter stalls	Greater variety		
More stalls	Reduce space occupied by Arnie's cafe.	More market days to help market stall owners make a decent living		
More stalls	More variety			
Cohesive stall presentation, ie consistent size, colour, theme.	Introduction of themed Market Days - Farmers or Food, Locality or Seasonal	Maximum of 3 Market Days eg. Monday, Wednesday, Friday		
Stalls to appeal to visitors and tourists. English Heritage, local artists	Would it be possible for local traders/cafes to have stalls promoting their produce? (As in Winterfest/Christmas market/Regatta)	Publicity to draw in local residents	Renovate the old town hall and make it an attraction. (Was a former art gallery)	

1.	2.	3.	4.	5.
<p>Take away the licence for Arnie's cafe to use the market square as an outdoor cafe. It is unsafe for pedestrians, especially disabled people, when hot drinks are being carried over the cobbles to the tables. He also blocks the narrow pavement with tables and chairs forcing pedestrians onto the cobbles, no thought for disabled people or parents with children or buggies. Arnie is not a fit person to hold any form of licence, he is ignorant, verbally abusive, and totally ignores the disability laws within the Equality Act. Not content with blocking the footpath during the day, when closed the tables and chairs are stacked there and covered with an advertising tarpaulin, this breaks the terms of the licence for an outside cafe licence, which states that furniture must be kept indoors when not in use.</p>	<p>A farmers' market would attract many people, you only have to look at Redcar for evidence.</p>	<p>Put some permanent seating in the market, with tubs of flowers in summer, that will really get up Arnie's nose!</p>		
<p>SBC could promote it.</p>	<p>SBC could provide electricity.</p>			
<p>Keep it going - it's been here a long time and is part of the town's heritage and what makes it unique!!</p>				
<p>More quality stalls.</p>	<p>More quality stalls.</p>	<p>More quality stalls.</p>	<p>More quality stalls.</p>	<p>More quality stalls.</p>
<p>The old market hall is in a disgraceful condition and urgently requires restoration and reopening</p>	<p>A regular farmers market would attract locals and visitors</p>			
<p>Farmers market</p>	<p>Craft items</p>	<p>Local interest</p>	<p>Themed events</p>	<p>Rota system</p>
<p>Get rid of the bar area tables, they add to the congestion</p>				

1.	2.	3.	4.	5.
The market days should be restored to a maximum of three with allowances for bank holidays as it always was for 25 years before 2014 when randomly Simon and Nick changed it all.	The Old Town hall building should be respected, up kept and used for exhibition and or sales it is a much neglected treasure.	Lighting and formalised stalls could be stored and erected by the council and give the market a good appearance however a space should always remain for casuals and new starters on a cash basis	The current leaseholders of local businesses almost all took their leases in the belief there was a three day market in Whitby, not a 6 day market	The market should be treasured and publicised as the historic Charter Market it is, the Charter should be on display within the square with historical pictures to Show Whitbys great and Ancient History.
More stalls	Daily market	Better promotion for starter businesses	Fewer tables and chairs	
More stalls	Less seating for cafe to facilitate more space for more stalls	More stalls will bring more footfall for surrounding businesses		
More stalls greater variety	Not to be used as outside seated area for the adjacent cafe business	Build upon a monthly farmers market of high quality see Saltburn-by-the-Sea which is extremely busy		
Standardise market stalls	Regular specialist themed markets	Continuity of stall holders	Set market days (Tuesday - Thursday - Saturday) with set opening and closing times	Electricity - some way of lighting up the area, and anchor points for stalls
Could do a theme every couple of months	Food and farmers markets go down well	Its not the sort of market that you visit	Regularly as its always the same	
More publicity	More stalls	Variety		
Cariety of stalls extended	Food kiosks	Seasonal stalls		
More space, get rid of the cafe tables and chairs	More choice of stalls e.g. food	Brighten the area up		
More stalls	More locals	Cheaper rents	Variety of goods for sale perhaps on rented rota between stalls	
Made a bit bigger	More variety			
Greater number of stalls	Better publicised			
More stalls	Proper structure	Lighting	Signs to stay there's a market	
Sell good things	More needed things should be sold	Positive people should run them	Shouldn't be rubbish	Should be useful
Put in fixed framed stalls and supply awnings	Make it a 7 day a week market	Remove tables and chairs		

1.	2.	3.	4.	5.
Three definite days trading a week	1 specialist market per month to be extended if popular	Proper definition of what kind of market and advert	Instead of lots of different awnings on full awning much tidier	At the moment there is no identity
A few more stalls				
Storage for market traders tables	More variety	More space for new businesses less eatery tables	Advertised better - signs around the town	
Support local artists				
Have a wider variety of stalls	Unusual food	More appealing and make feel you want to browse		
Have different stalls				
Get rid of the stalls selling rubbish	Quality not quantity	Switch focus to more on market at weekends	Less is more	To be run by Whitby Council
Facebook page	Electricity for the stalls			
Keep it open	Varied use	Not cafes etc		
Better local produce	Nice craft stalls	Something usefull instead of tat	and Rubbish	
More farmers markets				
Uniformity of stalls	Less of tat clothing	Jewellery stall great		
Move it elsewhere				
Free toilets				
More stalls	More variety			
Get a new market stalls				
More stalls				
Get rid of it				
Uniformity of appearance	Much greater variety of goods etc.	Limit days to a maximum of 3		
Variety of stalls	Less area dedicated to cafe tables and chairs			
Different stalls	Not everyday	Crafts, food, antiques more diversity	Smarter, attractive appearance	
Variety of local produce	Local artisan crafts	Different stalls on different days		
Lots of little stalls	Neater setup (visually appealing)	Local produce		

1.	2.	3.	4.	5.
Better publicity - let people know whats on and when	More unique traders less general market stalls			
Have pleasant music playing				
Make it a proper market not a cafe	Ensure that paved areas are kept clear	Charge reasoable rents on stalls to encourage small traders	Use it to sell Whitby produce, crafts and goods	
Food and speciality markey stalls	I think a christmans market would be wonderful			
Hot food dtalls	More craft stalls	More curio stalls	Less outdoor seating for cafes	
Uniformity of awnings etc	There needs to be an 'identity' element	Perhaps (for food produce), proper wooden barrows would be attractive and appropriate in such an historic setting		
Get rid of bar	Encourage more stalls	Smarten up stalls		
Greater number of stalls	Better advertising / signposting			
Encourage local shops to have stalls	Have a farmers markey only day	There are enough cafes in Whitby no place on a market		
Leave the small market at the old market place	Have a proper bigger market e.e on Endeavor car park - get in e.g meat & cheese stalls, make it a proper market 2 days a week			
By closing it - the site is too small - doesn't lend itself to a proper market	Re-location - a larger site and indoor to then expand it - allow it to thrive	The current site works better for outdoor seating for nearby coffee shops		
More stalls	Different days	More advertismnt		

Q15 Any other comments?

Reduce business rates and maybe people might welcome this more.

It's a small market , which is adequate for Whitby, tourists seem to like it, I know I did before I became a resident

I would happily shop along the Church Street area if only there were any parking in town.

My use of the market is variable depending on what I am doing. I do use it to buy gifts especially craft ones. I think it is good to encourage new traders who may then take up shops within the area as did the soap shop. This will add to Town treat her than another tea shop. I would like to see stalls to promote different local organizations who work quietly for the community such as the WISH or DAG or indeed more national groups such as Diabetes U.K. So we are looking at offering healthy life styles that are accessible. These groups would need a free space and to be rotated.

The market has good energy ,and is often fun .I live very near and walk through to town daily

Sort out the market days tidy up the town hall put some buz into the area not what is happening at the moment Comeing and going when they want Have some thing different every month Eg farmers market , craft market , food. Market, German market , antiques

pay fixed amount for year. that is comparable with local shops

None

this market area is set in the old part of whitby and deserves something better than what we have at preasent.as this area is world famous and is a magnet to visitors.

Love this little market, highlight of our holiday coming and getting hairbraids!

I think the market has a very important place in Whitby, and I believe there is need for it to be there daily as it is popular throughout the week

The market adds to the character of the town and should be eclectic in style. Expanding cafe seating or bar seating would not fit well

The market is vital to keep the centre of Whitby vibrant and busy. It attracts many tourists and plays a key role in keeping the east side quaint and traditional. People come to Whitby for the cobbled streets and cute quirky shops and stalls. Losing the market even some days of the week means losing this major selling point. Even out of tourist season local residents enjoy visiting the market and making purchases. It's the heart and soul of Whitby.

yarrrrrrrr

The market place is an historic site for gatherings and stalls.

Be prepared to be flexible , seven days trading , listen to local people , consider small businesses not just the big boys

need regular traders

Market looks very sad and uninviting and disappointing.

I own a few business and I am puzzled to see why Whitby Market rents are not invoiced through Accounts Receivable. What do you to collect outstanding money, why is whitby treated differently to Scarborough Market.

The market does not seem to have any identity that you would associate with Whitby

Perhaps a dedicated farmers market once a month would be an attractive proposition. This would appeal to locals and the huge number of holiday cottage visitors.

Does any of this truly influence the overall outcome? Or is this just so we feel like we have a say, talking into the void? I'd like to know, especially with the "wonders" Scarborough council has done for Whitby so far. This place is worse enough already, being out in the middle of nowhere with nothing to do.

Market Place should be just that not cafe corner.

No

The market is being ruined by allowing Arnie's cafe to take up so much space.

Whitby Market is a meeting place for locals and visitors to enjoy and peruse at their leisure. It is a social friendly place for everyone in Whitby to enjoy no matter what age or ability. There are not that many places in town left to walk around at your own pace, but the market place is ideal for all.

More stalls

It would be preferable to see a consistent number of stalls rather than a weather based turnout.

The market place is an iconic part of the old town and it would be sad to see it go as a trading venue. However, there is limited appeal to locals. Therefore, to make it viable, the focus needs to be on using this to complement the tourist/visitor footfall with well thought out, imaginative development. Renovating and reinstating the old town hall as a visitor attraction would help, as would involving other interested parties such as English Heritage, Whitby Town Council, Civic Society.

Don't just push this matter aside, look at the money you've spent on Scarborough Market, albeit indoors, it's now time to invest in Whitby!

We love the Whitby market. We love being able to come any day and everything be available. My daughter mainly come for her hair braided. Without the markets we probably wouldn't visit.

My family and I have been visiting Whitby since I was a child (I am 55). My parents had a second home here and I run a successful holiday cottage in the town. My family, guests and I often visit the market and have done for decades. My children have frequently enjoyed the crafts and hair braiding and jewelry . It is a unique and historic resource. To remove or reduce a thriving old fashioned market would be a step closer to becoming a generic seaside resort and would be damaging to the town in the long run.

Really enjoyed the hair brading with Anne Marshall as my kids really enjoy it.

I walk through the market most mornings and find the stall holders friendly and welcoming. However, I'd welcome a wider range. And in my view too much space is taken by the cafe.

Whitby Town Council should run the market so it can be hands on managed at less cost to SBC and kept in hand. We built our business on Whitby Market from 2003 on the Farmers Market and 2004 on The three day Market, the rule always was, you stood tuesday to get Saturday and Sunday. Most traders did not stand at all from November to February inclusive. Church St has always been quiet round Christmas though it is getting better. Christmas markets and regular speciality markets would be great, especially off season. The Cafe seating in the market place is good when there is no market but should not be allowed to preclude a market. A public bench would be welcome for the elderly tourists. When I stood I was the only one to work all days all year and even I would miss tuesdays in January, only those days, extreme weather days were allowed rent free. However that was not necessarily easy. As most traders want the Summer the rent should increase it was £16 per pitch when I first stood in 2004 and that remains. Whitby is a top destination and the market should be used and valued, the increasing number of foreign tourists as well as locals love the history and legacy of this town, the market should be a thriving hub when we were first on the Farmers Market there was great Cheese, Wine, Honey, Olives , Fruit and veg etc, now it is very little. Lorna of Real Meals in Saltburn runs successful Food Festival Markets in Saltburn and Stocckton and would be a great partner for a quarterly festival in Whitby. Avoid the big corporations who send a german market of 40 stalls being 10 of each selling the same turkish tat such as the sad one in Edinburgh, look for local artisans who are passionate and original , as a growing up market tourist destination. The Public meeting had mostly very good ideas and there seems to be a consensus that the market should return to its Charter plus 1 or 2 and speciality. The events which lead to the current situat ion were an unfortunate brouhaha resulting from a personal Vendetta by Mr Twigger against a local shopkeeper, it was farcical and he was sadly supported by the condescending and seemingly corrupt Nick Taylor, I have still got copies of all my emails to Scarborough Market at the time when I was the main stall holder paying £96 a week for at least 46 weeks a year and £64 on most others in rent, this is a boring matter but as I was not allowed to stand on the new extra days I feel it should be pointed out that the days apart from Tuesday, Saturday and Sunday and Bank holidays by permission were never Market days and every trader currently on the market ignored the fact that the most regular trader was not allowed on. This may seem irrelevant but it should be noted that the Market was run on a culture of threats and fear, numerous times Mr Arnie Dixon bullied food traders, usually women to gibve up their stalls and forced Mr Twigger to refuse them stalls and even chang e the rules to disallow cooking. A vibrant town centre market anywhere needs cooking, look at Camden, Look at Borough Market. Whitby businesses will be fine, they dont need protection, every year is busier I have taken More money year on year on year from the market to our shop, we pay high rates and plenty of Tax, the shopkeepers protectionist fears are real only if they are selling tat. Get some real quality and do not let the Market management return to a culture of fear and bullying. If you would like any other information, please do not hesitate to contact me, Milo Thelwall 07850538420

I don't see the point of this market any more. It used to be good but is now just a tatty area selling mainly cheap and nasty goods.

We have a cottage in Whitby so visit the market more regularly than the average visitor. We live in a market town and my neighbour is the manageress of a well known high street chain in our town. Her store's busiest days are market days, currently 4 days per week (she wishes it was seven)

Market stall holders should be supported and treated with respect this does not seem to have happened. A variety of stalls need to be encouraged and not to favour one of the other local businesses by filling the square with his overflow seating. There are enough eateries in his town we need different types of outlets and independent traders with things to buy.

Why not allow people to have a local produce market.

Stalls payed for 3 months in advance Fixed trading days Compliment the market with specialist days ie antique/craft/food markets etc Whitby Town Council to take over the running of the market and Town Hall

Could do with being bigger. Cafe seems to have taken up most of area with chairs and tables. This area used to be part of the market. The outside market area has been reduced in recent years by cafe placing chairs and tables down half the area. The amount of stalls is very limited there is plenty of scope for more stalls to increase interest and therefore footfall benefiting market and local shops

It needs to be a place where the atmosphere is vibrant and busy, the only way to do that is to have more stall holders. The market place needs to be full.

Friends with a few traders and they are not happy with goings on over past year. The cafe are trying to push them off with much help from SBC councillors and whitby councillors nepotism is rife.

I live within the curtilage of the Market Place. Pass through the market when ever I leave my property. the market is part of where we live and yes I often browse through. Sometimes a bit higgledy-piggledy. Would like to encourage good regular trading 3 days a week with specialist market once a month as an extra. ie farmers, artisan, craft, antique, easter, christmas, folk, goth etc. Would like to see more variation ie. trading in goods not sold in the immediate vicinity. Whitby is very good at developing themes and attractions we have a small market place which could successfully draw people specifically to the east side and market. At the moment there is no specific identity I would like to see a three day market per week, and specialist markets extra to this. We could use the area along the side opposite abbey wharf should it be necessary. Rather than lots of different awnings (Tarp) a purpose built awning to set up underneath would look so much more attractive lets have a goth market / folk market christmas / easter / summer. Great antique specialist markets should all sell goods on the same theme.

I think there should be more space for traders and more stalls. Its a great attraction to Church Street, independent traders. Attracts trade to Church Street

We don't need an everyday market

The market traders are friendly and courteous that why I visit the market

This market need some serious thoughts to what people want, i.e. produce etc. honey, cheese. Has anybody asked local people who do crafting and make local produce if they want a stall, I will answer it for you: answer NO. This market was a better market when Sandra Turner had her stall and did things in the correct way

Appearance could be improved

A beautiful ancient building spoilt by stalls hanging things off it and all around it. Give the visitors the opportunity to enjoy this building and dawdle a while in a beautiful part of Whitby

We visit Whitby a few times a year and love the variety and creativity of the shops. Whitby market is a bit part of that

It is important to remain independent

This area is Whitby's jewel why ruin it with the poor standard of stalls

Very friendly stalls, really enjoy visiting the market

I hear lots of positive comments about the tables and chairs, lets stick to that

Very limited range of stalls poor variety of goods on offer. Ring fence rental income for upkeep of Grade I listed building, involve Whitby Town Council - or hand over market and Town Hall to Whitby Town Council. SBC have not maintained this building properly. I have looked out on the market for 49 years from my studio and as an artist I am very aware of the negative impact the correct layout has. It is shabby.

Farmers market lacking somewhat however, looks a bit sad some weeks. This day needs more variety of stall or more stalls. As a business directly opposite the market area we fully support the market, the custom it brings to the street and the market stall holders. If anything there can be too much space dedicated to cafes tables - this is not something the area needs more of!

It would be lovely to see different products sold on Whitby market. Like Salt-Burn a Monthly special market as an extra to Tue & Sat. The market as it stands now does nothing for Whitby and is a disappointment to everyone who visits hoping to see a 'vibrant' market.

This area is a very expensive area for property - rates are high. The current offer of markets/stalls is dragging the area down. Need to look at artisan markets and locally produced goods

If there was more stall. Lets down the area.

They are all different but it would be nice to see even more variety by swapping traders or adding more. If the market does not distract from trade in surrounding shops which the article in the paper suggests it does not then I can only think the market would attract tourism to the area bringing money to local tradesmen and local shops. If the market can function regularly paticularly throughout the summer why not? Surly it can only be a good thing for locals and tourists alike.

Could be so much more attractive. The stalls holders need clarification as to opening days, shop keepers need reassurance that stall holders aren't being unfairly advantaged as to rent/rates etc.

Recommend to others but only for very specific things

This survey may cause confusion - I have answered it soley focusing on the outdoor market. Others may focus on the indoor market ("Shambles Market") - I I did, the answers would have been more positive as that offers more

I live in Whitby and have for 30 years I forgot the market is there, mostly old people go to mid west markets, it would be a good idea to advertise it in the Whitby Gazette under "Community Events" just to remind people its on.

1. Comments by visitors - group on Bridge Street. 2. Variety and attractive of Sandgate 7, 8, 9 early 16-9-1510. Butchers shop tiles. Jettied house, enlarged late 1700ish. 3. Whitby a "boom town" then - ship - bag - coal from Newcastle to London, trade with the Baltic ports, Riga and St. Petersburg. Family names still recall wealthy banking families. 4. The Market Place. In 1968 - useful. busy, friendly. 5. Old Town Hall - Art centre Jill & Arthur Odell. 6. 3 fairs - Saxon, Elizabethan, Victorian - Everybody in costume. 7. Civic Society, 1972, raised the money to have the clock face repainted and the weathvane re-gilded. 1972-3 1973-4. Remember - Scar. B.C.I, N. Yorks County CL, Enligh Heritage combined to fund the renovation of Henrietta Street, Church Street, Market Place, Sandgate & Grape Lane - cost x 3: just tarmac. New street furniture - marked uplift & improvement to shops and other businesses. Sutcliffe photographs early 1900's. If you have history, you have a financial asset. Look at the other Wesleyan Chapel - brilliant reconstruction by Chris Sellor of the origins of jet; the thriving industry in Victorian days; now today 14 shops working and selling Whitby jet. WHY - in the middle of shops, cafes pubs, museums and galleries, workign ahrd to attract people 7 days a week, is the Market Place (apart from a few stalwart regulars) so dull?

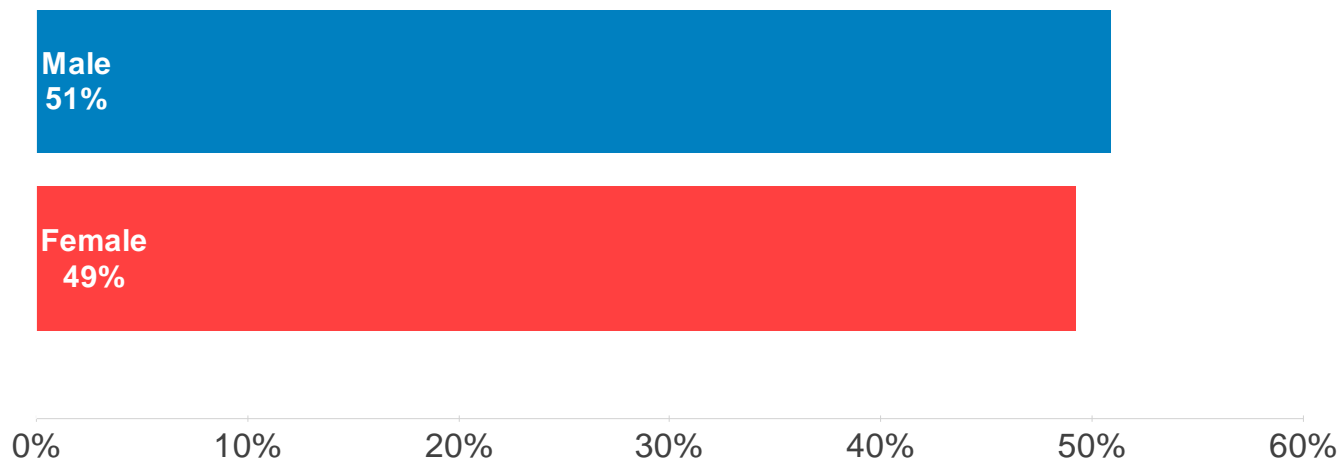
Viewed market for 50years! I do not have a promblem with market although I could agree is xxx from my windows. Going forward: unified image regulated size/colour, Anchor points, See alnwick. No of days Tue/Sat as it was. 1 day per month proper food/farmers market. Sundays??. Rent. month in advance. 2 periods high low/season. WTC interest in looking after Town Hall only with market income. Grade 1 listed only Abbey higher, not supposed to fix to fabric, advice, From York English Heritage.

Equalities Monitoring

Are you male or female?

Total Number of Respondents	61
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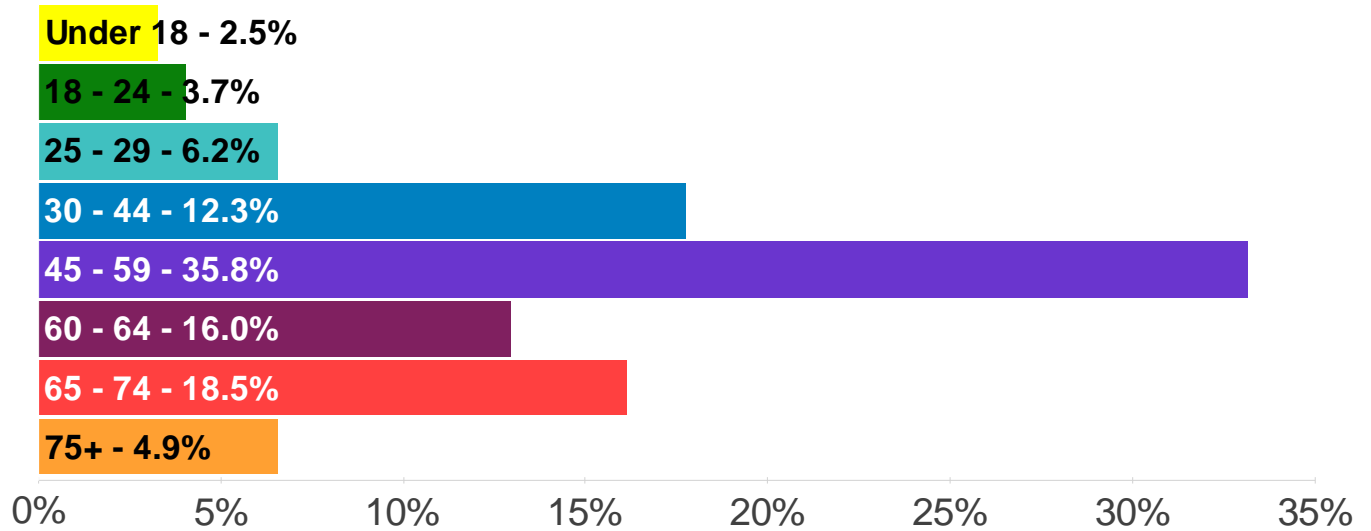
Male	31	50.8%
Female	30	49.2%



Which age group do you belong?

Total Number of Respondents	124	
------------------------------------	------------	--

Under 18	4	3.2%
18 - 24	5	4.0%
25 - 29	8	6.5%
30 - 44	22	17.7%
45 - 59	41	33.1%
60 - 64	16	12.9%
65 - 74	20	16.1%
75+	8	6.5%



To which of these groups do you consider you belong to?

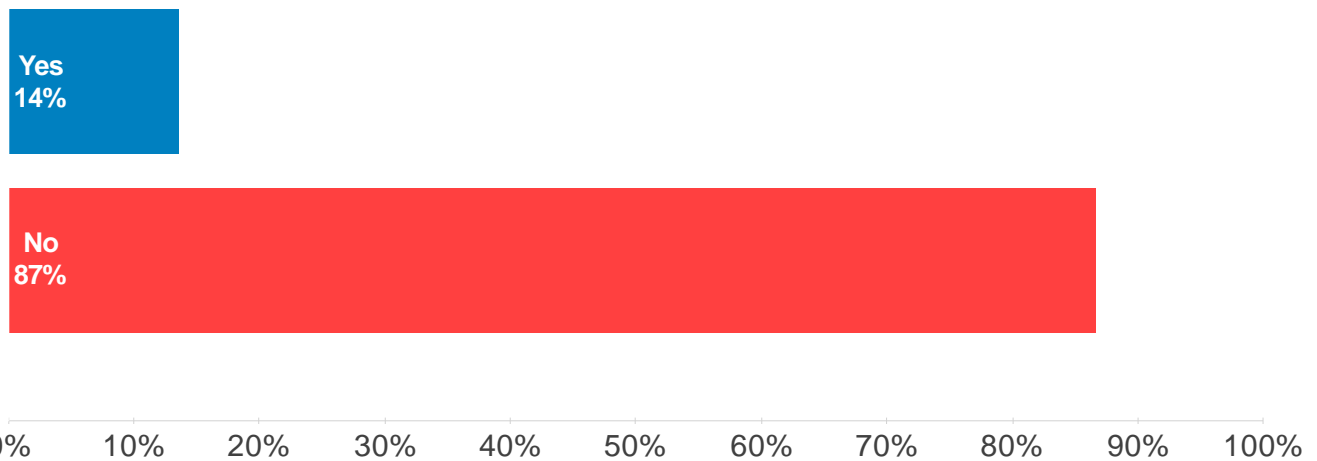
Total Number of Respondents	121
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White	120	99.2%
Polish / Eastern European	-	-
Mixed	-	-
Black	-	-
Asian	-	-
Chinese	-	-
Other (Please specify)	1	0.8%

Do you consider you have a disability?

Total Number of Respondents	111
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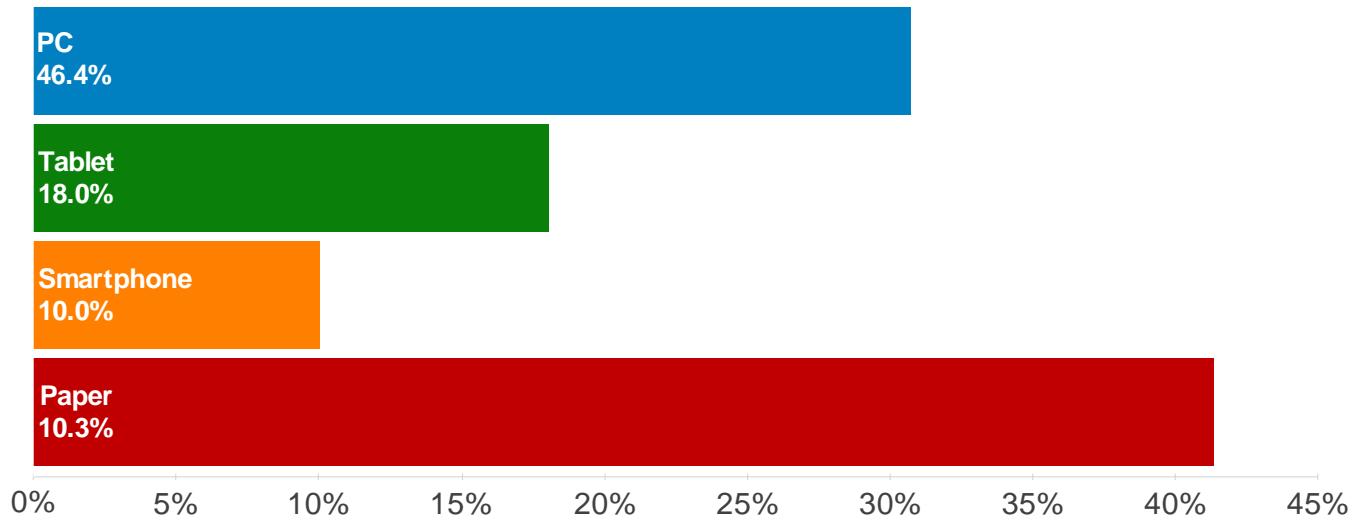
Yes	15	13.5%
No	96	86.5%



Method of completing the questionnaire

Total Number of Respondents	150
------------------------------------	------------

PC	46	30.7%
Tablet	27	18.0%
Smartphone	15	10.0%
Paper	62	41.3%



Please select which postcode you live in?

Total Number of Respondents	121
------------------------------------	------------

YO11 1	2	1.6%
YO11 2	2	1.6%
YO11 3	1	0.8%
YO12 4	2	1.6%
YO12 5	-	-
YO12 6	1	0.8%
YO12 7	4	3.2%
YO13 0	2	1.6%
YO13 9	-	-
YO14 0	-	-
YO14 9	-	-
YO21 1	31	25.0%
YO21 2	8	6.5%
YO21 3	29	23.4%
YO22 4	26	21.0%
YO22 5	12	9.7%
TS13 5	3	2.4%
TS13 4	1	0.8%

Scarborough Borough Council



Whitby Market Traders Consultation Oct 2018

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Introduction

This report was generated on 14/12/18. Overall 10 respondents completed this questionnaire.

Methodology

The questionnaire was made available on the councils website, the questionnaire was also distributed to the following groups:

-  The councils residents panel
-  The councils business panel
-  Various stakeholders (including North Yorkshire County Council, North Yorkshire Police, local disability groups, schools, Parish Councils etc)
-  Distributed to market traders and local businesses.
-  Hard copies of the questionnaire were made available at various locations

Consultation notices were also put up in the locations effected by the consultation, where members of the public could either complete the survey via a smartphone, the councils website or request a hard copy via email or phone.

Summary

Saturdays have the highest percent of traders trading at Whitby market with 80.0%, Monday's, Wednesday's, Thursday's and Friday's all have the least percent of traders trading on those days with 40.0%.

There is no clear result for if the current market open hours are sufficient enough for trading with 60.0% of respondents for yes and no.

60.0% of respondents agree that the times for setting up and dismantling stalls are viable. Further information provided from respondents that disagreed with this comment on issues with the weather and the dangers of keeping the stalls up in poor weather and not having enough time to dismantle the stalls in poor weather.

90.0% of respondents agree that the new booking system is easy to use. Further information provided from respondents that disagreed with this comment on how the system is viable for casual traders and suggests for regular traders it is booked all the time unless otherwise advised.

50.0% of respondents disagree that the current supervision presence at Whitby market is adequate, it is felt that it worked better before, question over who sets up stall on Sunday's and what happens if an incident occurs, a permanent supervisor is required at all times.

77.8% of respondents agree that the appearance of Whitby market is clean and presentable. A summary of comments from respondents that disagree suggest that the market place needs sweeping in the mornings and that white sheets on the stall would be better they are light and clean.

Summary

All of the respondents disagree that the facilities at Whitby market for traders are adequate, a summary of comments from respondents that disagree: no access to free toilets, no electricity, no tie down points, insufficient parking, lack of lighting especially in winter months, health and safety issues.

88.9% of respondents agree that Whitby market complements existing businesses in the area.

Suggested ways in which Whitby could be improved, more stalls, tie down points, electricity, advertising, lighting, health and safety, reduce cafe seating, marking group.

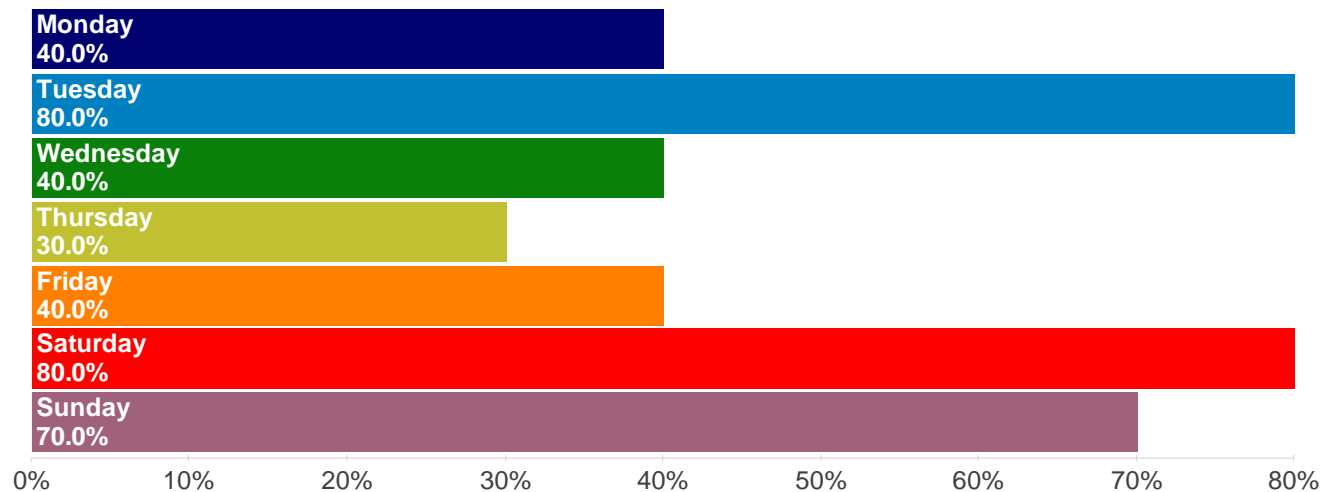
Consultation Analysis

Q1 Which days do you trade at Whitby market?

A total of 10 respondents completed this question.

The table and graph below shows that Saturday with 80.0% of responses, Tuesday with 8 percent of responses and Sunday with of responses are the most traded days, where as the remain days have the least percent of reponses with 40.0% .

Total	10	
Monday	4	40.0%
Tuesday	8	80.0%
Wednesday	4	40.0%
Thursday	3	30.0%
Friday	4	40.0%
Saturday	8	80.0%
Sunday	7	70.0%



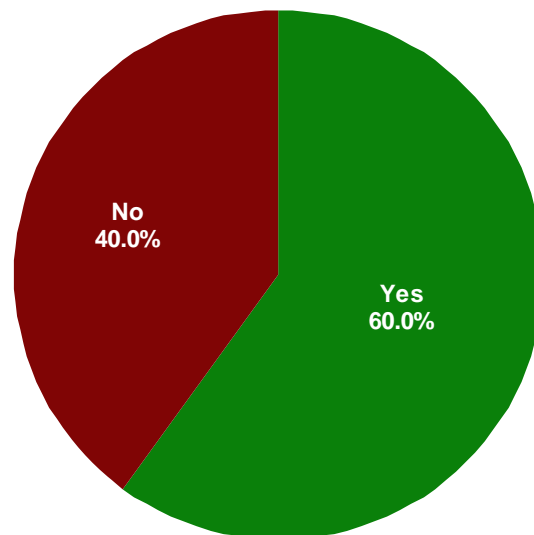
Q2 Are the current market opening hours sufficient enough for trading?

A total of 10 respondents completed this question.

The table and graph below shows that 60.0% of respondents believe the current market opening hours are sufficient enough for trading, where as 40.0% of respondents do not.

Total	10
--------------	-----------

Yes	6	60.0%
No	4	40.0%



Please provide further information if the current market opening hours are not sufficient enough for trading

We use to open other days but the staring and whispering from certain cafe owners stopped us as the "what amounts to bullying" made my daughter inlaw cry and get very stressed with no support from the council at all.

I did used to work all days but was bullied, harrassed and intimidated while working under Town Hall so I stopped, this was my full time job with my husband. Chosen as I live in town and my very young daughter attends primary school in toen so travel to other markets was not possible. I was happy working under town hall until all the trouble started but I had to work to earn a living.

In the summer months we have to pack and go leaving the place full of potential customers

I have a license to sell alcohol etc till late I would want to continue a service after the market closes from my Bistro

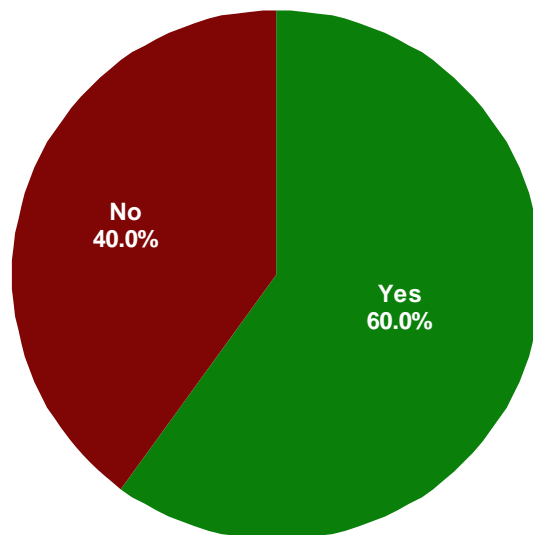
Q3 Are the times for setting up and dismantling stalls viable?

A total of 10 respondents completed this question.

The table and graph below shows that 60.0% of respondents believe the times for setting up and dismantling stalls are viable, where as 40.0% of respondents do not.

Total	10
--------------	-----------

Yes	6	60.0%
No	4	40.0%



Please provide further information if the times for setting up and dismantling stalls is not viable

Time is too short to allow for changes in weather conditions ,people coming from far away and myself i carry a lot of stock . we can also be delayed by other traffic in the historic compact location of the market

On certain days the weather turns quickly. It is then very dangerous to keep the stall up on these days we should be able to take them down immediately

Could be helpfull for 1 hour set up and pull down for double stalls

Not a problem for me but others struggle sometimes, particualarly on Sundays in the past staggered arrivals seemed to casue less congestion

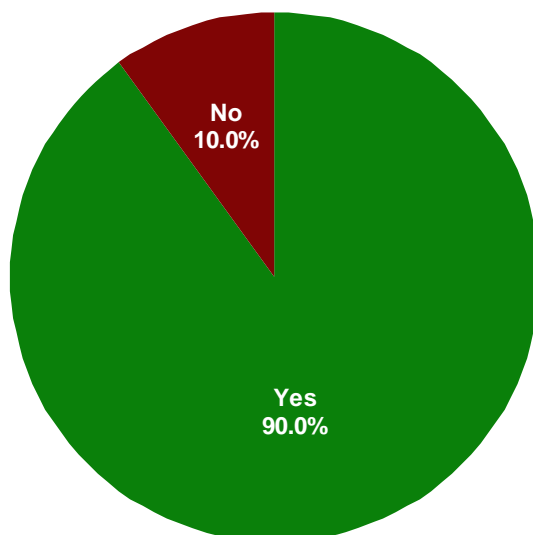
Q4 Is the new booking system easy to use?

A total of 10 respondents completed this question.

The table and graph below shows that 90.0% of respondents believe the new booking system is easy to use, where as 10.0% of respondents do not.

Total	10
--------------	-----------

Yes	9	90.0%
No	1	10.0%



Please provide further information if the new booking system is not easy to use

the system may be viable for casual traders as for regular traders it is booked all the time unless otherwise advised is better. Most traders everywhere prefer to pay cash on the day.

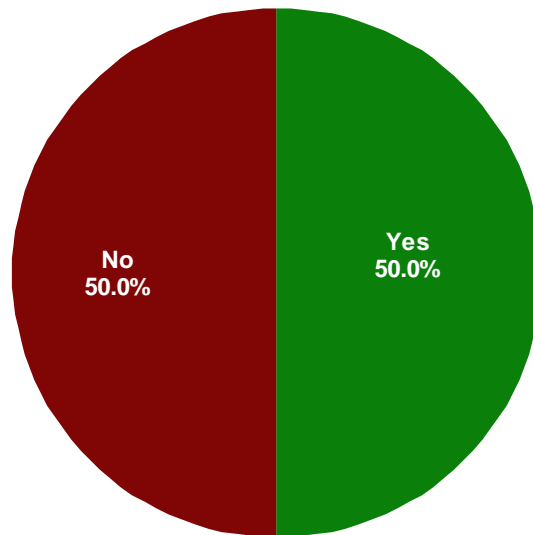
Q5 Is the current supervision presence at Whitby market adequate?

A total of 10 respondents completed this question.

The table and graph below shows that 50.0% of respondents do not believe the current supervision presence at Whitby market is adequate, where as 50.0% of respondents do.

Total	10
--------------	-----------

Yes	5	50.0%
No	5	50.0%



Please provide further information if the current supervision presence at Whitby market is not adequate

I can say Penny is doing a good job, however , previously Mr Simon was in attendance all the time and handled any issues. Such as weather changes to adjust time for proper operation and safety,accidents ,cleaning dog business drunks being sick traffic issues , i feel and observed the market was much better as he was a trader and had a deep understanding of the traders and handled them well.

Setting up of stalls, who does this on a Sunday what happens if an incident occurs in working hours.

We need a permanent supervisor on the market at all times. We have a lot of brewery and delivery traffic so we need someone to watch our backs.

I do not feel a security guard is required makes you feel like a criminal. System worked fine before. It is a waste of funds.

Over adequate

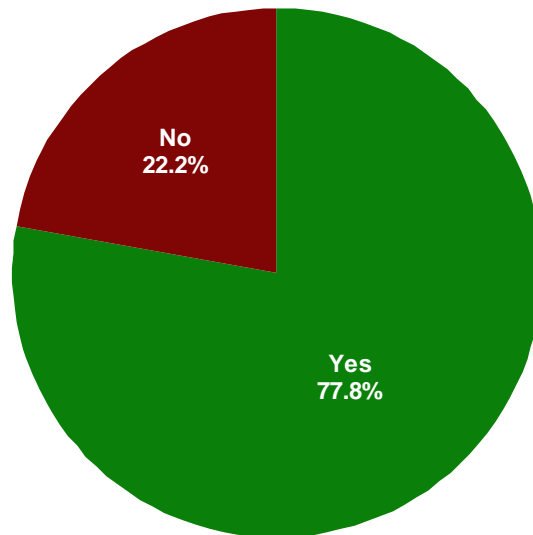
Q6 Is the appearance of Whitby market clean and presentable?

A total of 9 respondents completed this question.

The table and graph below shows that 77.8% of respondents believe the appearance of Whitby market is clean and presentable, where as 22.2% of respondents do not.

Total	9
--------------	----------

Yes	7	77.8%
No	2	22.2%



Please provide further information if the appearance of Whitby market is not clean and presentable

The market place needs sweeping in the mornings as there are cigarette ends everywhere. The market stalls need white sheets, so they are light and clean.

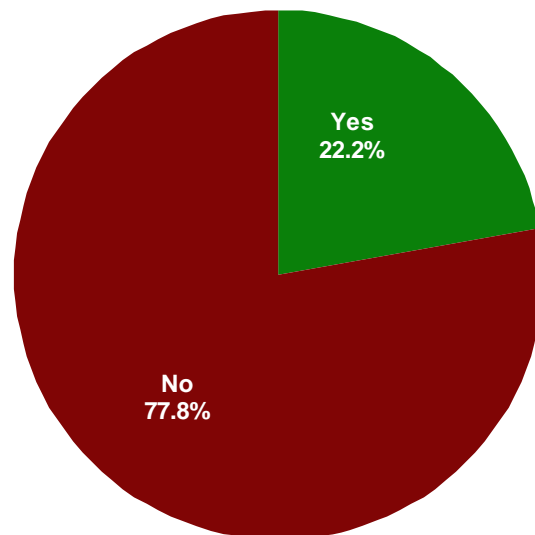
Q7 Are there adequate facilities at Whitby market for traders?

A total of 9 respondents completed this question.

The table and graph below shows that 77.8% of respondents do not believe there are adequate facilities at Whitby market for traders, where as no respondents ticked yes.

Total	9
--------------	----------

Yes	2	22.2%
No	7	77.8%



Please provide further information if the facilities at Whitby market for trades are not adequate

no accident report book no first aid facility no one to talk to if any problems , i found a phone a customer had dropped who do i give it to without leaving my business to go to police.

Toilet and access to hand washing is now pay as you use, make a season ticket for all traders should be through of no good will work without facilities, parking and access is a joke.

There are no facilities at all for us for, e.g. electricity, tie down points, parking, rubbish facilities or toilets without payment

We have no tie down anchor points this is a major concern on very windy days I cannot work. No electricity, winter gets dark early

No free toilets, no parking rights, no tie down points

Lighting req under the market hall also as the market place is on a slop anchor points would be a asset also health and safety needs attention

It is very dark under the market hall, not just in winter, but also on overcast days, winter trading hours could be extended if there was lighting. Also trader I would be happy to pay a couple of £'s more if I could plug into a power source.

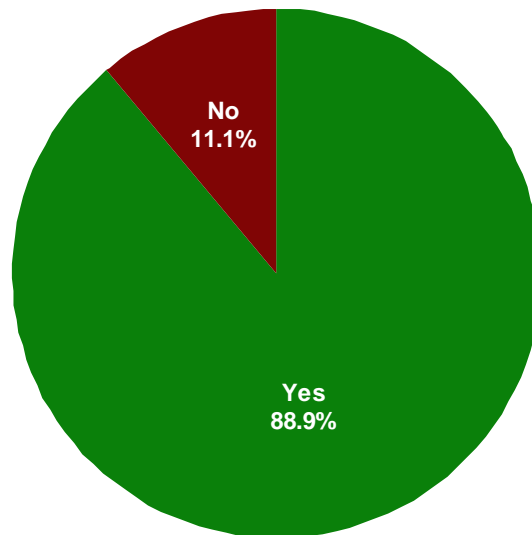
Q8 In your view, does Whitby market complement existing businesses in the area?

A total of 9 respondents completed this question.

The table and graph below shows that 88.9% of respondents believe that Whitby market complements existing businesses in the areas, where as 11.1% of respondents do not.

Total	9
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Yes	8	88.9%
No	1	11.1%



Please provide further information if the Whitby market does not compliment existing businesses in the area

Same stalls selling low value products year in year out and under cutting surrounding shop who cannot match on price because they have some of the dearest rates in England to pay

Q9 Suggested ways in which Whitby market could be improved?

1.	2.	3.	4.	5.
The first point is put Simon back in his old job and this time give him some power. He will make it better (contact Redcar Market it is organised by a trader) it a very good Market.	Sunday is a fantastic day for Whitby Market do not ever close that.	Cut down the seating area used by non market traders, as the current arrangement is choking the market and it does not let proper layout of traders .	The current changes made by whoever , have increased costs to council and traders, reduced proper effective management by way of NO MANEGAER ON SITE!	The local businesses should be made to understand that the market is good for everyone and have a proper respect for traders and management
Make a phased so that not all traders are on the market at once	Access electricity for higher chip and pin	Tie down points stalls are unstable and wonky		
Get more stalls on				
Tie down points , electricty	Uniform stalls	A market group, regular meetings	A monthly produce market	Everyday trading
Advertising	Tie down points			
More stalls like the silver lady stall	Differnt markets	Lighting	Health and safety	
Electricity points under market hall	Tie down points in Market square			
More stalls would make it a market	Less cafe tables and chairs which have nothing to do with the market	Optional trade January & February to be free rent	More advertising	Everyone to obey by Scarborough Borough Council rules
security of tenure for traders enabling us to plan ahead	Adequate notice of changes	Electricity to those who need it		

Q10 Any further comments?

The biggest problem is that the market was running fine and certain businesses around the square have made false allegations to remove Simon all that has happened is the council has spent money to solve a problem that did not exist as well as increased operating costs and REDUCED net funds into the council bank. Return the market to its historic management and enjoy the income. The biggest problem is that the Council was manipulated by organised lies through contacts of the said businesses, you the council are victims Please understand this.

The market was running well for many years. It was making money and traders were happy. The problems arose not from market traders, but from cafe owners who wanted everything and turned against the market superintendent because he wouldn't give in to them. He also had no support at all.

They are adequate now that we have been given longer than 30 minutes on a Sunday. yet same traders who use market place seem to be able to stay open much longer. The new booking system is ok, always room for some improvement. As a group we slow people down when people see a market they to to look. Suggested improvements: Less jobs for the boys actually listen to traders and not a couple of businesses on outside hear our concerns. I feel up to now that we have been treated unfairly. I have always paid my rent, tried to be happy and pleasant and kind and on days when I have been treated unhearably badly. There has been no care or concern. Yet I hear so many rumours about us being this that or the other, yet no councillors or SBC market rep actually been to discuss anything.

I am proud of the way we leave the market place no one has to clean up after us. The market is a very friendly happy place and has been the time I've worked there. Something went wrong this season, I don't know what it was, but hope it has now sorted.

Pack up time 6pm and apply to cafe tables and chairs as at the moment its pack up for stalls and not for tables and chairs which is wrong as its one law of on and not the other which has always caused a problem between traders and cafe owners

The majority of visitors to Whitby market are tourists who come across the market by chance and if looking for anything it is something "different" because of the geographical location of the area and limited parking people do not particularly come for food shopping and traders who have tried this tend to find they do better at other markets. Those of us who are long-standing traders at Whitby have found ways to tailor what we do to suit the visitors who come.

WHITBY OPEN MARKET

DRAFT REGULATIONS

INTRODUCTION

Open Markets are held on specifically dedicated market places which may be used for other purposes when the market is not being held. Whitby Open Market is held 3 days per week, subject to weather conditions, on Tuesdays, Saturdays and Sundays.

There are 13 pitches available. 4 pitches are located underneath the old Town Hall building and 9 pitches are located within the Market Square. A pitch location plan is attached to these regulations.

Each trading day is treated as a separate market so you will need to register for each day that you wish to trade on.

Whitby Open Market is available to both regular and casual traders with preference given to regular traders.

Regular Traders

Regular Traders are allocated the right to occupy the same pitch on a given market day. Permanent pitches are offered on a 1yr Licence arrangement.

The current fee for a regular trader is £16 per pitch on Tuesdays and Saturdays and £26 per pitch on Sundays.

Preference for Sunday trading will be given to those traders who also attend to trade on a Tuesday and/or Saturday.

Casual Traders

Casual stall allocations are subject to the availability of vacant pitches at the market and the balance of goods sold from the market. This means that if the goods you wish to sell are already well represented at the market it is unlikely that your application will be successful. Stalls allocated on a casual basis are based on seniority - that is, those traders who have been attending the market longest receive the highest priority, however if any trader fails to attend for three weeks then they will be removed from the casual list and would need to reapply.

On the first visit, each trader will be required to complete an application form and provide two forms of identification with your name and address (i.e. household bills or bank statements), national insurance number and proof of third party liability insurance (minimum £5m cover). An attendance record is kept to ensure fair allocation. All traders must comply with the Market Regulations as detailed below.

The current fee for a casual trader is £20 per pitch.

After 6 weeks a casual trader will be offered a vacant stall as a regular trader subject to availability and will be issued with a Licence agreement.

CONTACT DETAILS

Market Superintendent
Scarborough Market Hall & Vaults
St Helen's Square, Scarborough
YO11 1EU

Email: regeneration@scarborough.gov.uk

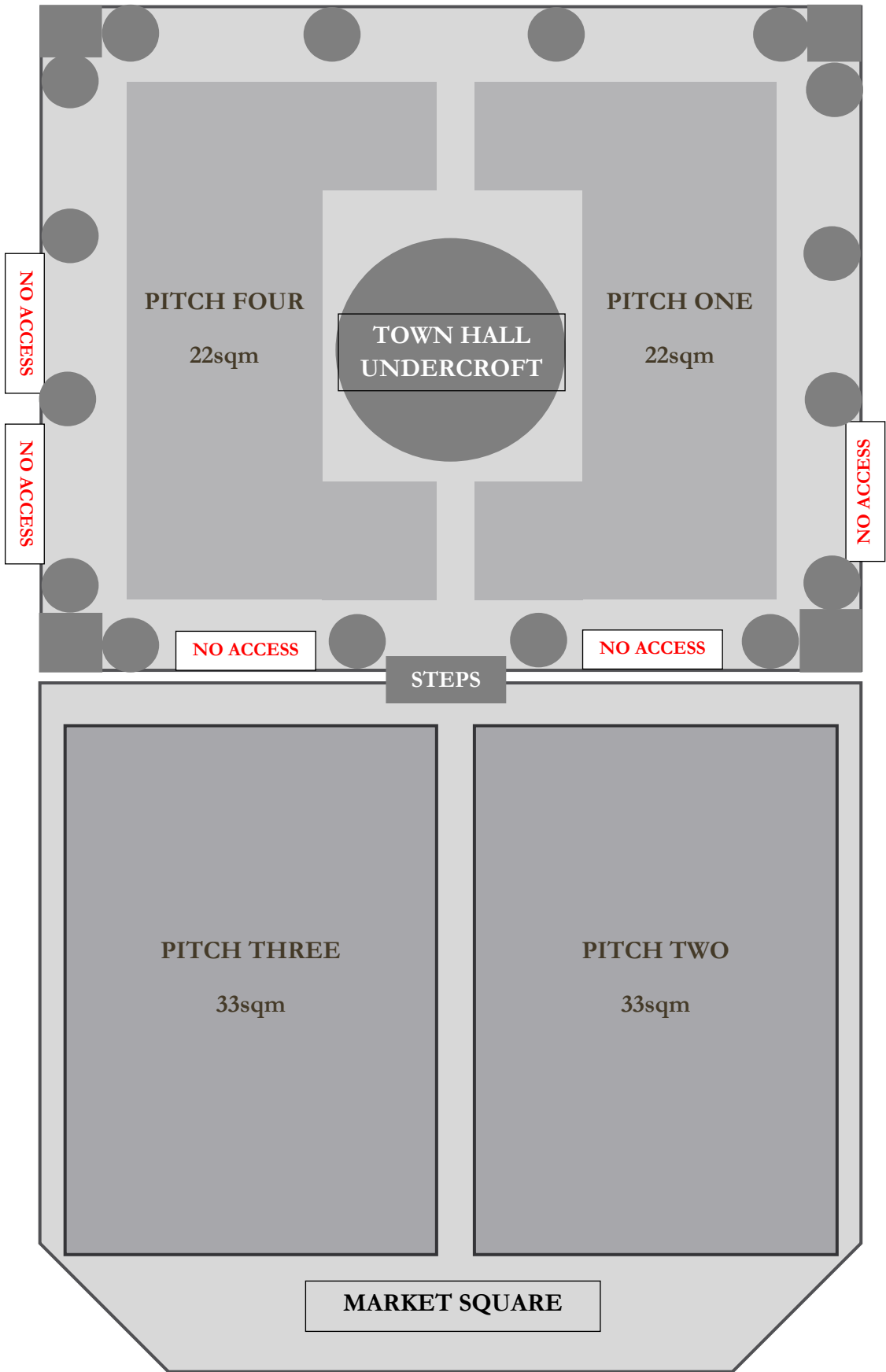
Tel: 01723 373579

MARKET REGULATIONS

1. No trader will be permitted to sell reproduction firearms or weapons including knives (other than domestic cutlery), any weapon that can propel an object, fireworks, flammable liquids or gasses, alcohol, tobacco products, counterfeit goods, drugs or offensive publications or material. The Council reserve the right to limit product lines which are judged by the Market Superintendent to be inappropriate or offensive e.g. T-shirts with slogans which may be offensive.
2. Proposed goods/merchandise for sale from the allocated pitch must not conflict with goods already for sale on existing stalls at Whitby Open Market.
3. Any traders wanting to diversify their product line must gain written consent from the Market Superintendent.
4. Where there is a dispute between traders concerning any merchandise sold or proposed to be sold from the allocated stall, the Market Superintendent has the power in their absolute discretion after affording to the trader an opportunity to make oral or written representations to give direction accordingly. For the purpose of this condition, the Market Superintendents decision shall be final.
5. Lettings are on a daily basis only. In the event of a trader not attending in person, he / she must, on request, provide satisfactory documentary evidence of employment of staff.
6. Absence resulting from illness after the first week of absence will only be accepted with the production of a medical certificate. Failure to provide a certificate will result in the forfeiture of the pitch.
7. The assignment or sub-letting of pitches is not permitted.
8. The transfer of pitches to an immediate member of the family will be considered upon a written request to the Market Superintendent.
9. The Trader must display their name or trade name on their stall in legible writing not less than three inches high.
10. Traders must not display any advertisements or signs except with the written consent of the Market Superintendent.
11. Stallholders must not play music or display video images within the market.
12. Traders may not place goods, fixtures or fittings beyond the boundaries of the pitch allocated either on the ground or hanging from the stall.
13. The use of generators is not permitted.
14. All pitch fees are payable monthly in advance via direct debit collection on the 1st of each month. Payments will be non-refundable. However, credit will be given if trading is cancelled as per condition 15 below.
15. The Council reserve the right to close the market for official public and bank holidays, special events and in extreme weather conditions. Fees will not be payable in these circumstances and credit will be given and direct debit payments amended.
16. Preference will be given to those Traders who have a prior trading history at Whitby Market. However, casual Traders will be permitted to trade if any pitches remain unallocated within five days of the upcoming trading day.
17. Market Trading on Tuesdays and Saturdays will only be permitted between the hours of 08:30 - 18:00 and on Sundays 09:00 - 17:00.
18. Traders will not be permitted to commence set up of stalls prior to 07.30 on Tuesdays and Saturdays and 09:00 on Sundays. All Trader vehicles must leave the Market site by 08.30 on Tuesdays and Saturdays and 09:30 on Sundays.
19. If the Licensed trader fails to occupy their allocated pitch by 08:30 on Tuesday or Saturday or by 9.00 on Sunday, the Market Superintendent or their authorised representative may offer the use of the pitch for the day casually to another trader, in accordance with the provisions for allocating casual pitches.
20. Trader vehicles will not be permitted to return to the site until 17:00 on any market trading day and all Traders must have cleared and left the site by 18:00.
21. The Market Superintendent may from time to time in extenuating circumstances extend or reduce these hours at their discretion.
22. Traders must keep their stalls properly stocked and attended and open for business throughout the 'business hours' of the Market and must not vacate the pitch before the close of trading (unless prior permission has been given by the Market Superintendent)
23. Goods must not be hung or placed on the stall(s) so as to cause a danger to any other person(s).
24. All stalls and fittings must be in good condition and not cause danger to any other person(s).

25. The Market Superintendent may, at any time, at their absolute discretion move the allocated pitch to another pitch on any market trading day.
26. All traders must possess at all times Third Party Public Liability Insurance for a minimum of £5million and provide evidence to the Council that the Policy is in force when requested to do so.
27. Traders must not do or permit to be done anything which in the opinion of the Market Superintendent may be a nuisance or annoyance to any member of the public, other traders or which may be detrimental to the efficient operation of the market.
28. The driving, nailing, screwing, stapling or other fixing of any device into Council property is strictly forbidden.
29. Traders must not park their vehicles on the market whilst unloading/loading in such a manner to cause obstruction and or inconvenience to Council employees or their representatives, members of the public or other businesses in close proximity to the market
30. Traders must inform the Market Superintendent immediately of any change in personal details i.e. new address, change of vehicle etc.
31. Pitch fees are payable for every market day registered. If a trader fails to occupy their pitch for 2 consecutive weeks without notifying the Market Superintendent, the pitch will be forfeited.
32. Pitch fees for a Tuesday and Saturday trading day are £16 per pitch and £26 per pitch on a Sunday. Preference for pitch allocation on a Sunday will be given to those traders who attend to trade on a Tuesday and a Saturday.
33. Any Trader who defaults in the payment of fees due, will automatically forfeit the right to their pitch.
34. Traders must keep the stall(s) and the area immediately around it clear and free from litter. It is the traders own responsibility to collect and store in a suitable receptacle all refuse/waste generated during the course of the trading day and to take all refuse/waste away at the end of the trading day. Traders must not deposit any refuse/waste in any public litter bins in the administrative area of Scarborough Borough Council.
35. Traders must maintain an accident book and first aid kit. Accidents should be reported to the Market Superintendent in writing at the earliest convenience who will update the Risk Assessment and implement any actions for improvement where necessary
36. All traders dealing with foodstuffs must comply with all regulations and conditions appertaining to the preparation and sale of foodstuffs including the registration of their business with the appropriate Local Authority Environmental Health service prior to commencing trading.
37. Any trader dealing in second hand goods are required to register with the Trading Standards Department at North Yorkshire County Council
38. Traders are required to comply with the provisions of the Children and Young Person Act 1933, the Education Act 1944/1948, the Employment of Children's Act 1973, and any other Act, Local Acts or Byelaws relating to the employment of young children.
39. One week's written notice is required by traders to terminate the holding of a pitch, but if there is a breach of any of these Regulations and Conditions, Scarborough Borough Council can terminate forthwith.
40. Traders must comply at all times with the directions of the Market Management (Scarborough Borough Council) and with the bylaws and regulations in respect of the Market which are in force from time to time and to comply with the provisions of all acts of Parliament and Statutory Instruments which are applicable.
41. Traders (and their staff if applicable) are expected to behave in a professional and socially acceptable manner at all times having regard to the interests of all traders and the market as a whole. Verbal abuse, harassment, bullying or physical aggression will not be tolerated in any circumstances towards any customer, other trader, local businesses in the area, the Market Superintendent or their representatives. Traders must not bring the market or Council into disrepute.
42. In the event of a serious breach of the open market regulations by traders or their employees, or persistent minor infringements, the Licence may be terminated with immediate effect in order to protect the Health and Safety of all people within the Market Place.
43. Any decision made by the Market Superintendent is final.
44. If a trader has a grievance with the Market Superintendent they can contact the Regeneration Services Manager (Scarborough Borough Council) on Tel. 01723 232323 or in writing to the Regeneration Office, Scarborough Borough Council, Town Hall, St Nicholas Street, Scarborough, YO11 2HG.
45. The Market Place remains the authority of the Council and traders must not impede or interfere with the Councils rights of possession and control of the market to carry out works as necessary.
46. The Council, its officers and servants, shall not be liable by contract or otherwise, for any loss of, or damage to property, however caused and whether or not due to the condition of the structure of any stall, building equipment or due to the condition of any floor surfaces

47. The giving of gratuities in any form by traders to any council employees or agents of the council is strictly forbidden.



NOTES