



Westhill & Elrick Community Council

Putting "WE" in "CC"

Westhill Producer's Market:

**Initial findings and recommendations from survey of
producer's market conducted October 2018**

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Updated:

- 21/10/18: initial report
- 04/11/18: update following second site visit
- 07/11/18: text correction; progress notes update



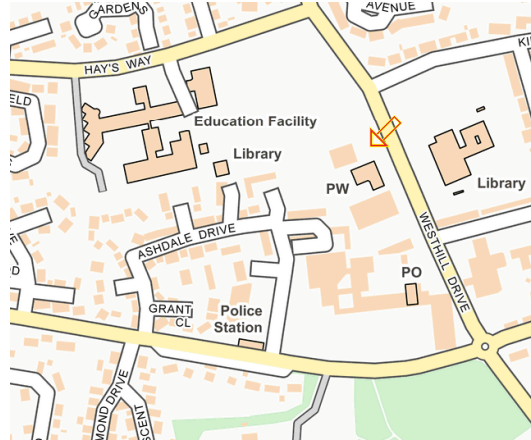
Background:

- Concern about low levels of trade at the Westhill producer's market potentially leading to the discontinuation of the market have led elected councillors to request input from WECC to help find ways to improve footfall and thereby preserve the market
- To this end, WECC has canvassed opinion from those directly involved in the market to:
 - Identify potential improvement actions that could be undertaken by WECC
 - Visibly demonstrate the support of WECC for the producer's market



Market profile:

- The market is located at Ashdale Hall on Westhill Drive. It takes place on the first Saturday of every month and is managed by the Ashdale Hall facilities manager



- The type of products offered by traders is mostly a mixture of foods and crafts
- Most traders are local to Westhill & Elrick and are regular participants, although some regular traders travel from further afield:

Trader	Trader location	Stall type	First time trader
Trader 1	Westhill	Craft	
Trader 2	Westhill	Craft	
Trader 3	Kingswells	Craft	
Trader 4	Alford	Books	
Trader 5	Westhill	Remedies	✓
Trader 6	Elgin	Craft	✓
Trader 7	Westhill	Tea	
Trader 8	Westhill	Craft / confectionery	
Trader 9	Westhill	Craft	
Trader 10	Kintore	Food	
Trader 11	Elrick	Confectionery	
Trader 12	Ballater	Food	
Trader 13	Bridge of Don	Remedies	

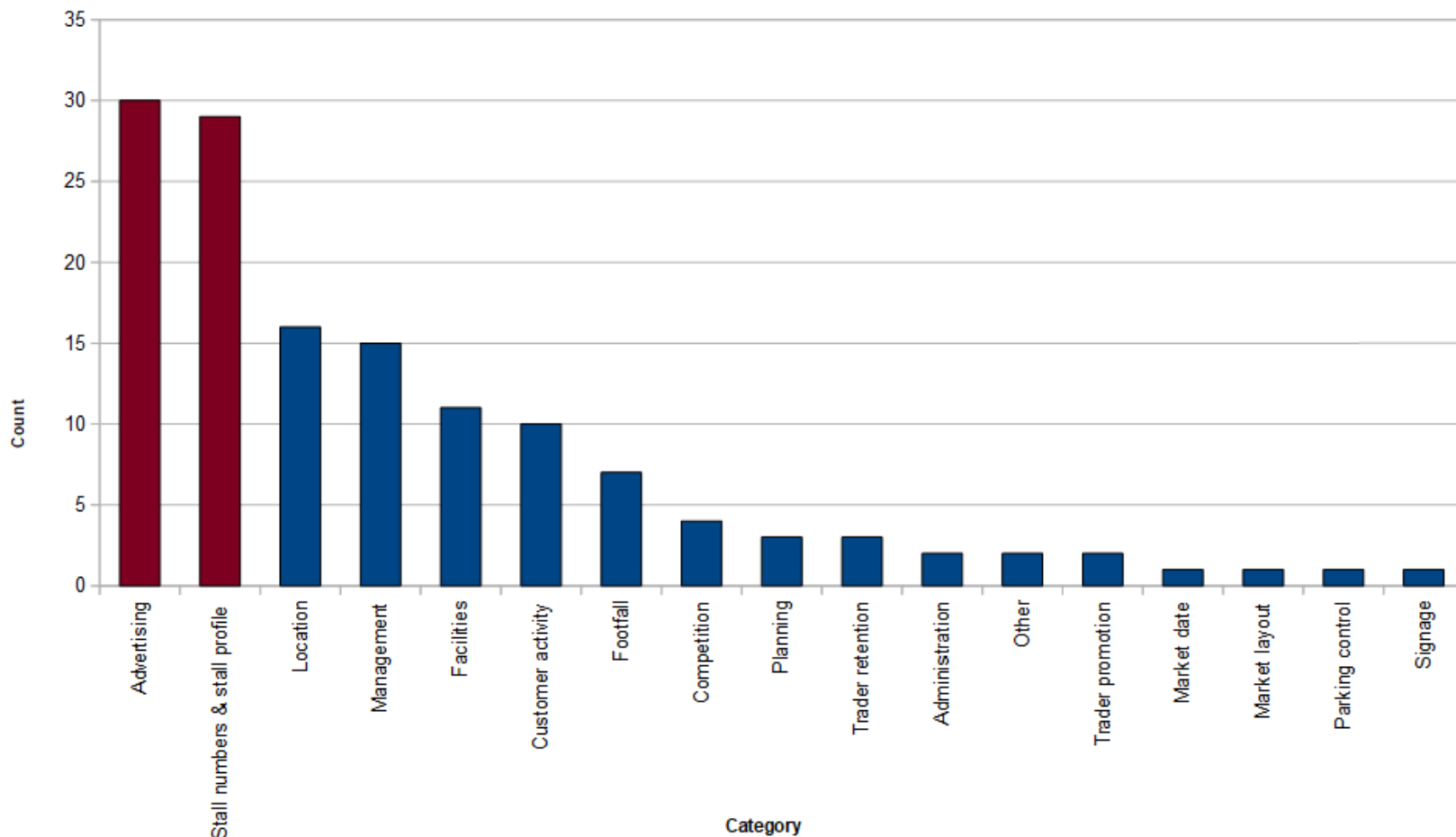
Trader location	Count
Westhill & Elrick	7
Alford	1
Ballater	1
Bridge of Don	1
Elgin	1
Kingswells	1
Kintore	1

Stall type	Count
Craft	5
Confectionery	2
Food	2
Remedies	2
Books	1
Tea	1

Results:

- Results were collected by noting all comments from traders present at the October market and from the Ashdale Hall facilities manager. Two other occasional traders who were not present at the October market were also interviewed separately and the comments recorded in the same way.
- Results show the 2 factors generating the highest number of comments were:
 - Advertising of the market
 - Stall numbers and the profile of stall types, i.e., food v non-food

Count of feedback comments by category (all traders and facilities manager)



- Detailed feedback responses: advertising

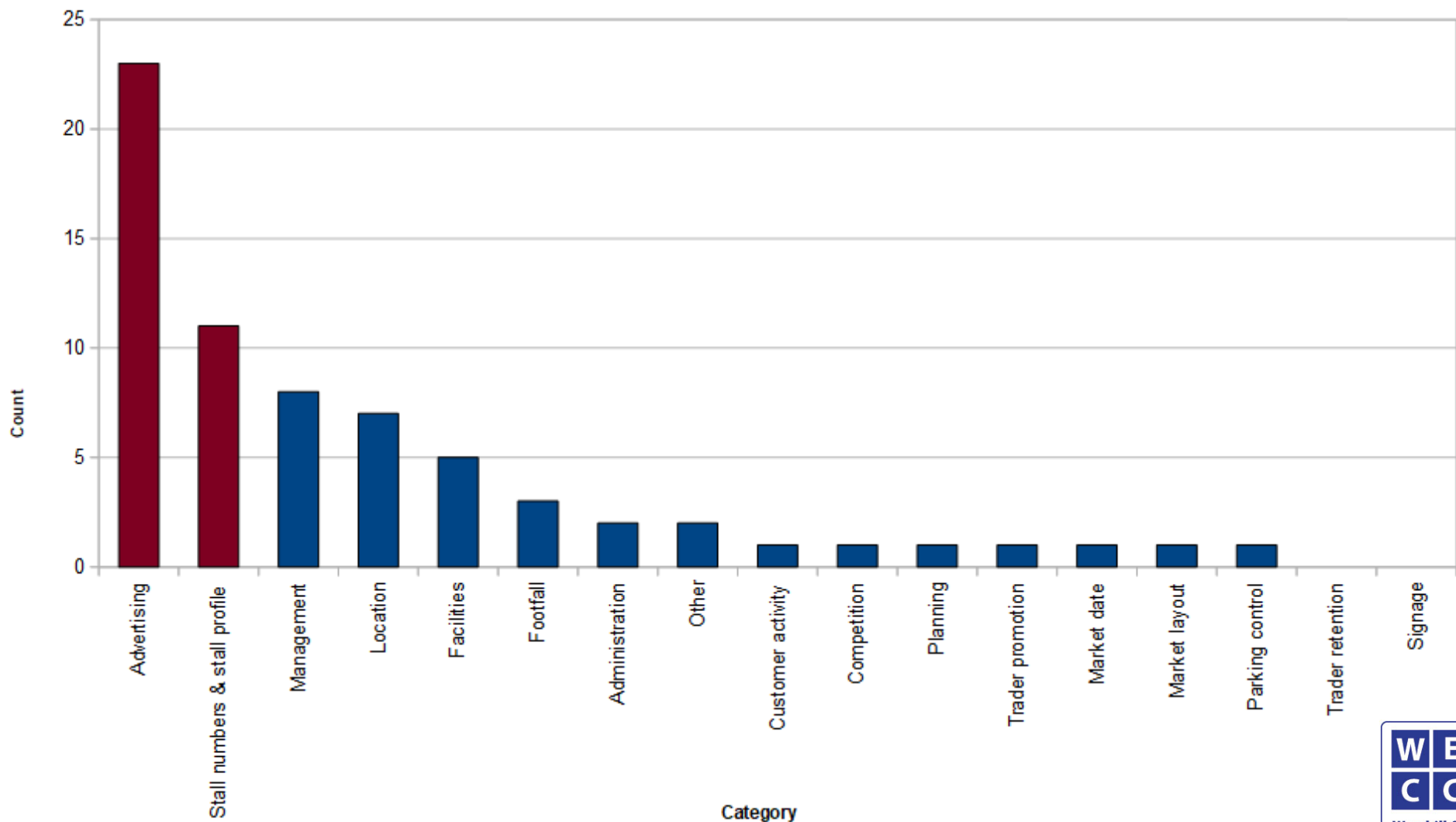
Responder	Feedback summary	Root cause
Trader 2	Not advertised enough	Advertising
Trader 2	Some local residents coming to the market for the first time comment that they did not know the market existed	Advertising
Trader 2	Playground Mums have never heard of the market	Advertising
Trader 2	Leaflets could be put on the library front desk	Advertising
Trader 2	Insufficient face-book shares – instagram might be better	Advertising
Trader 2	Rename the market – something other than 'producer's market'	Advertising
Trader 2	Advert in the P&J / Westhill Bulletin	Advertising
Facilities manager	Just started posting face-book adverts	Advertising
Facilities manager	Now using 5 big banners around local area	Advertising
Facilities manager	Local people don't seem to know about the market	Advertising
Trader 3	Advertising and communication of adverts needs to be increased	Advertising
Trader 3	Facebook advertising is not enough	Advertising
Trader 3	Market is very quiet – insufficient footfall	Advertising
Trader 3	Self advertising is not enough	Advertising
Trader 3	Need to advertise in the main shopping centre	Advertising
Trader 4	Need to advertise in shopping centre shop windows	Advertising
Trader 4	Local people comment every month that they did not know the market exists	Advertising
Trader 4	Self advertising via face-book	Advertising
Trader 4	Need adverts on sandwich boards in shopping centre on market days	Advertising
Trader 4	Not enough small local adverts	Advertising
Trader 5	"Official" poster advert very dark, which adds to poster printing cost	Advertising
Trader 6	Discovered market via face-book advert	Advertising
Trader 7	Self advertising via multiple social media sites	Advertising
Trader 7	Need to run a local advertising campaign	Advertising
Trader 7	Tried advertising on the city council site and the Deeside Piper	Advertising
Trader 8	Need flyers to distribute	Advertising
Trader 12	Need more advertising	Advertising
Trader 13	Face-book site is a 'closed group'	Advertising
Trader 13	Self advertising via social media and elsewhere	Advertising
Trader 13	Local people don't seem to know about market	Advertising

- Detailed feedback responses: stall numbers & profile

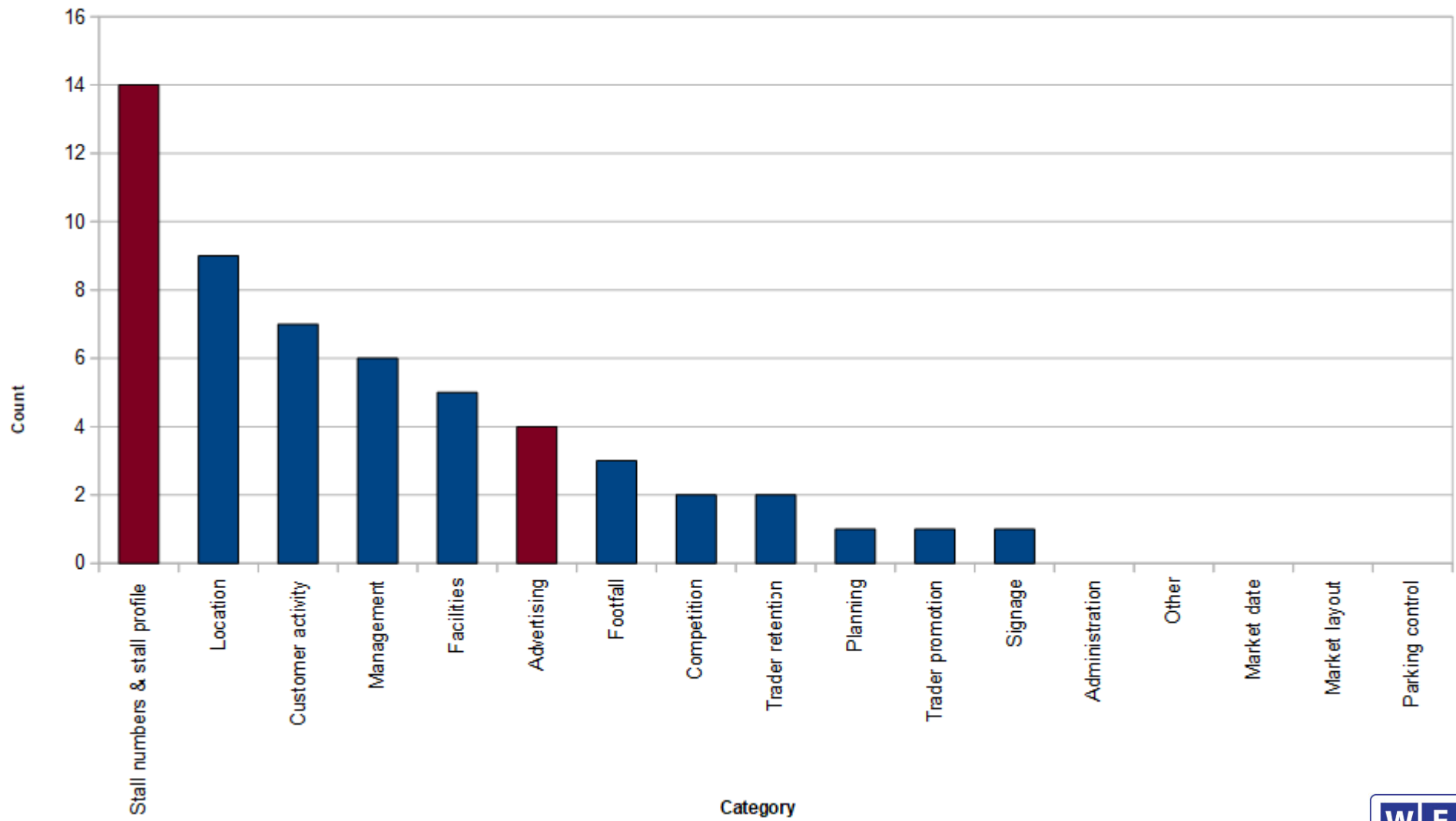
Responder	Feedback summary	Root cause
Facilities manager	Trying to find more food traders	Stall numbers/profile
Facilities manager	Have approached fish trader & fruit and veg	Stall numbers/profile
Facilities manager	In the process of talking to C-Fine about a fruit and veg stall	Stall numbers/profile
Facilities manager	Could add car boot stalls as an easy way to increase stall numbers	Stall numbers/profile
Trader 3	Need to increase stall numbers	Stall numbers/profile
Trader 4	Some customer looking only for specific stalls	Stall numbers/profile
Trader 7	Need more stalls	Stall numbers/profile
Trader 7	Need a bigger presence in the car park area	Stall numbers/profile
Trader 7	Need fruit&veg, fishmonger and baker to pull in customers	Stall numbers/profile
Trader 7	Local fish van is parking & trading for free on Old Skene Rd – could he be persuaded to move to Westhill market on market days?	Stall numbers/profile
Trader 7	Food stalls in car park attract the customers, other stalls then pick up the passing trade from the food stalls	Stall numbers/profile
Trader 8	Need a baker	Stall numbers/profile
Trader 8	Need more stalls in the car park	Stall numbers/profile
Trader 9	Need more stalls; fruit&veg, baker	Stall numbers/profile
Trader 9	Need fruit&veg and baker	Stall numbers/profile
Trader 10	Need a fish monger	Stall numbers/profile
Trader 10	Need fruit&veg stall	Stall numbers/profile
Trader 10	Need more food stalls	Stall numbers/profile
Trader 10	Car boot stalls may help but would decrease parking space	Stall numbers/profile
Trader 11	Need more stalls	Stall numbers/profile
Trader 11	Need a fish monger	Stall numbers/profile
Trader 11	Maybe bring in a caterer stall (chips etc)	Stall numbers/profile
Trader 12	Customers also asking for fruit&veg and fish	Stall numbers/profile
Trader 12	Torphins / Banchory / Ballater all have more stalls	Stall numbers/profile
Trader 12	Need more regular food stalls	Stall numbers/profile
Trader 13	Need fruit&veg stall	Stall numbers/profile
Trader 13	Westhill market needs to be a 'one stop shop' local market	Stall numbers/profile
Trader 13	Need regular fish stall	Stall numbers/profile
Trader 13	Food stalls pull in the customers	Stall numbers/profile

- Results indicate that advertising of the market was a greater concern to the traders located inside the hall, whereas the traders located in the car park area generally appear more concerned about the number of stalls / stall profile:

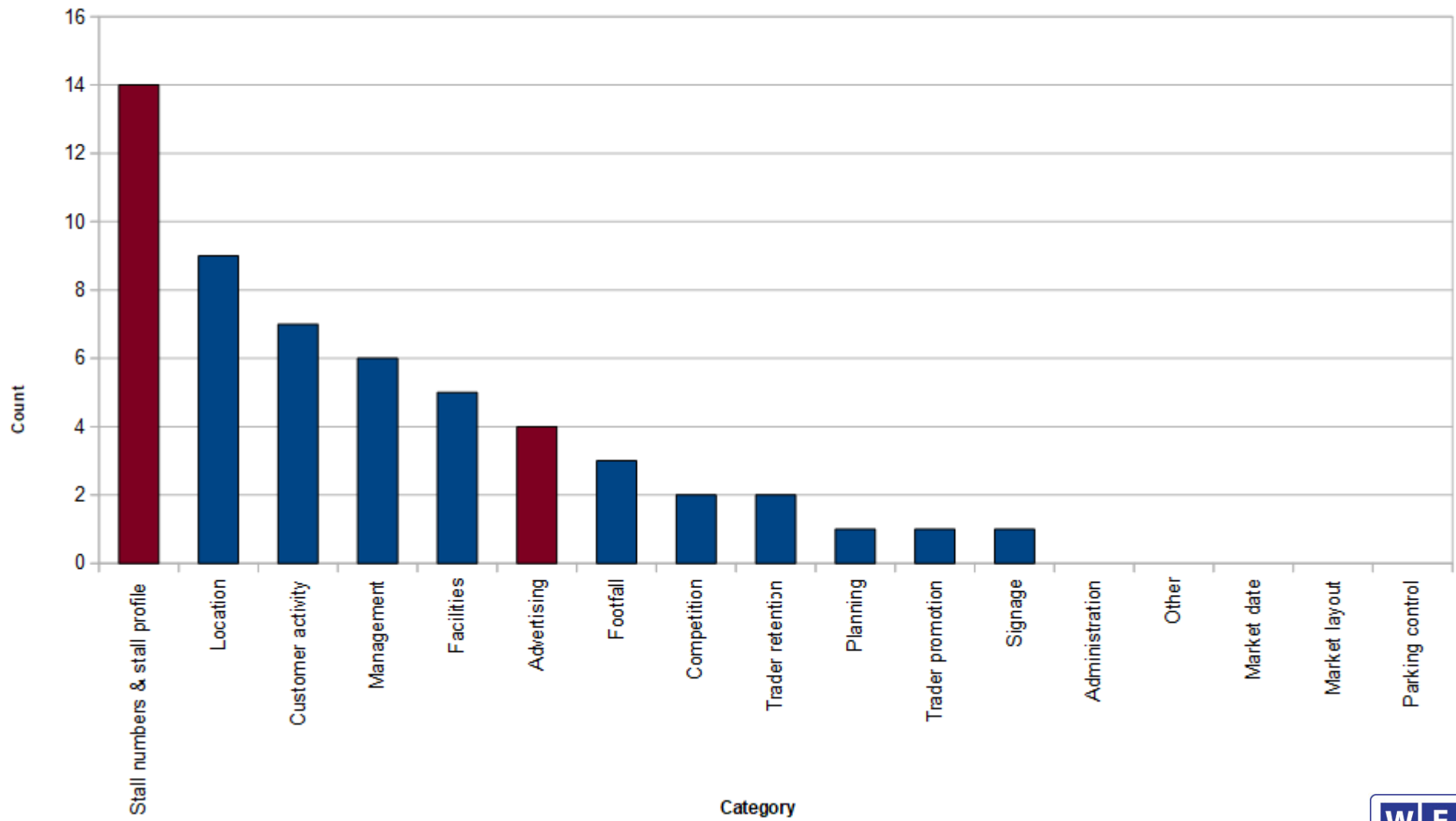
Count of feedback comments by category: traders located inside only



Count of feedback comments by category: traders located outside only



Count of feedback comments by category: traders located outside only



- Stalls locating inside the hall were those selling non-food products
- Those locating in the car park area are more visible to passing trade than those locating inside

Trader	Stall location	Stall type
Trader 1	Inside	Craft
Trader 2	Inside	Craft
Trader 3	Inside	Craft
Trader 4	Inside	Books
Trader 5	Inside	Remedies
Trader 6	Inside	Craft
Trader 7	Inside	Tea
Trader 8	Inside	Craft / confectionery
Trader 9	Inside	Craft
Trader 10	Outside	Food
Trader 11	Outside	Confectionery
Trader 12	Outside	Food
Trader 13	Outside	Remedies



Recommendations:

- ① Reposition large banners to more visible locations:



- ② Increase advertising of the market:
 - Obtain an additional notice board for use as a WECC campaign board (as discussed at October meeting), with the first promotion being an awareness campaign for the market. This will be positioned in the shopping centre near the existing community notice board.
 - Run an advert for the market in the Westhill bulletin

- ③ Conduct a second site visit during next market (3 November) to:
- Share report with traders
 - Share report and positive feedback with facilities manger
 - Offer to assist facilities manager to share any workload related to promoting the market

Feedback summary	Root cause
Good table price	Management
The facilities manger has expanded his role to include recruitment of new traders although there is limited time available to do this	Management
Good atmosphere in the market itself	Management
Well managed	Management
Very good table price	Management
Management very good	Management
New management is very good	Management
Good table price	Management
Consider waiving fee to attract more stalls	Management
Good management	Management
Good stall price	Management
Very good table price compared with other markets	Management
Good atmosphere in the market itself	Management
New management good	Management
Good market, want to see it continue	Management

- ④ Investigate whether WECC can cover the cost of pitches for new stalls as a way of attracting new traders. Possible point for discussion by community liaison sub-group.

Progress notes:

Log #	Action	Progress summary	Date
1	Obtain notice board and place in main shopping centre next to community notice board. To be used exclusively by WECC for community liaison	Councillor McKail has negotiated a price for a notice board surplus at the Men's Shed. Community councillor (BC) will coordinate with Men's Shed to make fit for purpose and put in place	16/10/18
		Refurbishment of notice board in progress	22/10/18
		Progress ongoing	02/11/18
2	Create advert for use in the bulletin	Advert drafted for inclusion in the next Westhill bulletin – and for use on the front page for the spring issue	30/10/18
3	Investigate cost of advertising on Northsound radio (suggested by facilities manger during site visit 03/11)	Emailed advertising sales at Northsound radio to investigate cost of running a radio advertisement similar to that already running for the Stonehaven market	04/11/18
		Cost schedule received. Monthly cost is £350+vat. Production cost is £190+vat, which include 12 months licensing.	05/11/18
4	Repositioning of banners	Discussed with facilities manger during site visit 03/11. There are apparently restriction on where the banners can be placed. To be investigated further	03/11/18





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End of report