



# Artisan Market Report 2014

Conducted by the University of Derby,  
Buxton on behalf of Buxton Town Team.

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## **1.0 Introduction**

This report represents the findings of a study commissioned by Buxton Town Team to evaluate the impact of two Artisan Markets held in the market town of Buxton, Derbyshire in June and July 2014.

The results are based on a study carried out by the University of Derby using questionnaires conducted with three stakeholder groups. The first stakeholder group included traders selling at both markets; the second stakeholder group included Buxton retailers and the last stakeholder group included visitors attending the Artisan Markets.

The findings from this study suggest potential benefits for the Buxton Town Team, The Market Co., Buxton retailers and High Peak Borough Council. Of particular interest especially to the Market Co. will be the identification and subsequent improvement in planning, delivery and overall experience at the market which could potentially lead to improvements that a) provide a more memorable experience to visitors, b) improve traders working environment and c) formulate a future strategy for the revitalization of markets in Buxton in consultation with Buxton retailers and the local council. Together, such improvements could also contribute to the town's enhanced image and higher revenue for local businesses.

## **2.0 Background**

Market towns are experiencing an economic decline in their retail sector due to competition from larger towns, out of town developments and on-line shopping. As a consequence market towns have witnessed a reduction in the range and quality of shops and a growing number of vacant premises on the high street. Market towns are taking action with a growing number of local people committed to improving the situation. Markets offer opportunities to launch small micro-businesses and develop links with local suppliers and retailers that respond to the growing demand for specialty shopping. Markets are seen as a good way of supporting local shops by increasing the number of visitors to the high street and increasing the visitor spend. National research suggests that the community and independent shops benefit from the presence of markets.

Rural market towns often associate markets selling local produce as the centre of their economy but the reality is that increasingly they have to adapt and to consider new consumer trends if they want a thriving market culture. According to the National Association of British Market Authorities markets help to start businesses, create jobs and breathe new life into the high street.

Buxton's Market has been a source of much debate in the town for at least two generations. The Market, held on Saturdays and Tuesdays is a shadow of its former self with just two or three stalls remaining. At its height the market supported 350 stalls running alongside the agricultural

market which closed decades ago. The decline of Buxton's Market can be attributed to changing shopping habits and competition from discount shops on the UK's high streets. The debate has extended to the location of the Market despite the fact that Buxton has its own dedicated Market Place.

The town is proud of its market town heritage and status, and recent attempts to revitalise it, most notably the Town Team's popular promotion of a commercial artisan markets, has persuaded most people that their appeal can bring new trade to Buxton. The town's retail offer has always been on two levels; pedestrianised Spring Gardens with its major chains including Marks and Spencer's, Boots, WH Smiths and a variety of local retailers, and Higher Buxton, where the Market Place doubles as a pay-and-display car park during the day and as the town's main entertainment quarter at night with a range of pubs and restaurants. The only event to try and link both areas is the Town Team's hugely successful Spring Fair, which attracts traders, interest groups and activities once a year.

Opinion is divided among the population and stallholders about moving the market to Spring Gardens, where supporters believe it could help bring in trade and save the shopping street from being taken over by charity shops, a view championed by Joe Harrison, Chief Executive of the National Market Traders' Federation. High Peak Borough Council has proved the value of markets at its Pavilion Gardens centre, where specialist markets, trade fairs and craft events have increased footfall there. However, some traditional market traders feel this has been at the expense of the more traditional market.

Suggestions for the Market Place, which has been criticised as a featureless car park, included better presentation of its historic features such as the Wellhead, and making the Town Hall a centre for trade fairs and events, or even as a home for Buxton Library, which is inconveniently situated for most residents.

### **3.0 Research Aims and Context**

Buxton Town Team and High Peak Borough Council, working with The Market Co. have trialed two events for an Artisan Market in Buxton. The first market took place on Saturday 7<sup>th</sup> June on Spring Gardens and the second on Saturday 5<sup>th</sup> July on the Market Place.

This research explores the impact of the location of the Artisan Market from the perceptions of three stakeholder groups: 1) traders participating in the market, 2) visitors to the market and 3) Buxton retailers and addresses the following research questions:

1. What is the level of support for an Artisan Market in Buxton?
2. What is the business impact of the Artisan Market on local businesses and local community?

3. What is the visitor's motivation to attend the Market?
4. What is the market trader's level of satisfaction?
5. What lessons can be learnt from the two market trials?

In addition the study collected demographic characteristics that will be useful to the organisers of the market.

#### **4.0 Methodology**

After consultation with Buxton Town Team a set of three questionnaires were designed; one for each stakeholder group. All three stakeholders completed the questionnaire either during or after each of the events.

A number of limitations must be acknowledged with regard to this study. For instance, this is a case study on the Artisan Market held in Buxton and therefore the results are specific to this case. Whilst the number of all respondent groups is representative for the purpose of the study (local scale), it is uncertain whether results would be replicated on a large scale. In addition, the data was only collected at one market in each location. For these reasons, the overall findings should be treated with caution. However, the study examines an area of research that has received little attention and provides a baseline for future studies.

The data was analysed using Microsoft Excel and then exported into the Statistical Package for the Social Sciences (IBM-SPSS). Descriptive statistics analysis was used to investigate the frequency of each item and identify any potential significant differences between different groups of respondents.

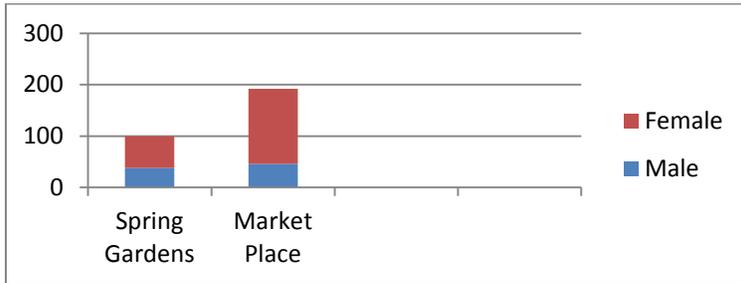
#### **5.0 Demographics**

##### **5.1 Visitors**

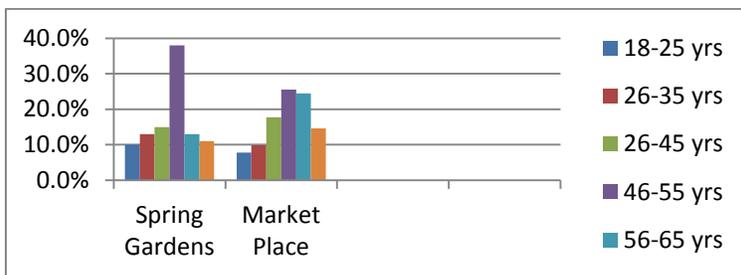
The number of visitors to the Market Place event that responded to the survey (192) was significantly higher than the Spring Gardens event (100) which is likely to be due to the better weather conditions on the day of the Market Place event. Both events are likely to have been affected by other events taking place in the town at the same time. The University of Derby held an open day on the 7<sup>th</sup> June which may have impacted on visitor numbers to the Spring Gardens event and the Pavilion Gardens held a Saturday Bazaar on the 5<sup>th</sup> July which may have impacted on the Market Place event. There was also a Farmers Market held in the town on the 3<sup>rd</sup> July which may have impacted on attendance at the Artisan Market on the 5<sup>th</sup> July.

The majority of visitors to the Artisan Markets were female (fig. 1) and over 46 years (fig. 2). There were a greater proportion of 46-55 year olds attending the Spring Garden event and a greater proportion of females attending the Market Place event.

**Figure 1: Visitor numbers by gender**

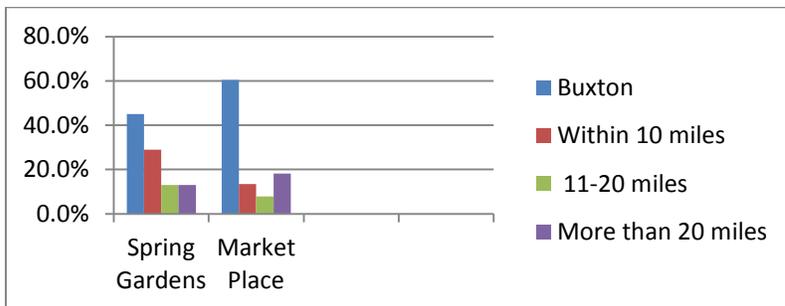


**Figure 2: Visitor numbers by age**



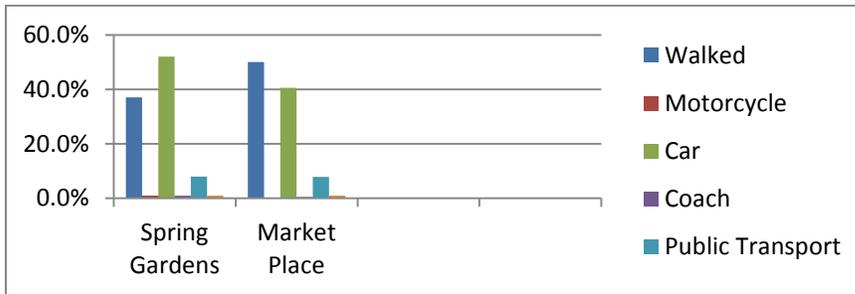
The majority of visitors at both events were from Buxton. More visitors from the surrounding area within 10 miles of Buxton attended the Spring Gardens event whilst there were a slightly higher percentage of visitors who travelled over 20 miles to attend the Market Place event. (fig.3)

**Figure 3: Origin of visitors**



The majority of visitors attending the Spring Gardens event travelled by car, whilst the majority of visitors attending the Market Place event walked (fig. 4). This is likely to be due to the higher proportion of visitors from Buxton at the Market Place event.

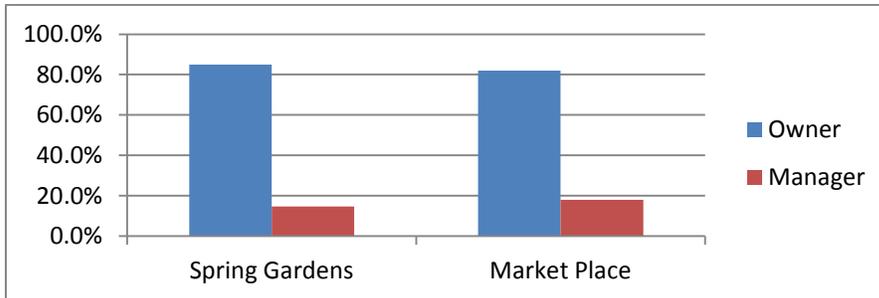
**Figure 4: Mode of transport**



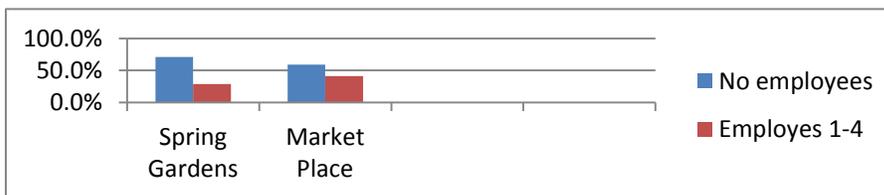
## 5.2 Traders

The majority of market traders at both events owned their own business (fig. 5) and did not employ staff (fig.6). They travelled more than 11 miles (fig. 7) to attend the event and this proportion was higher at the Market Place event than the Spring Gardens event. The majority of market traders attended more than 3 markets a month (fig. 8).

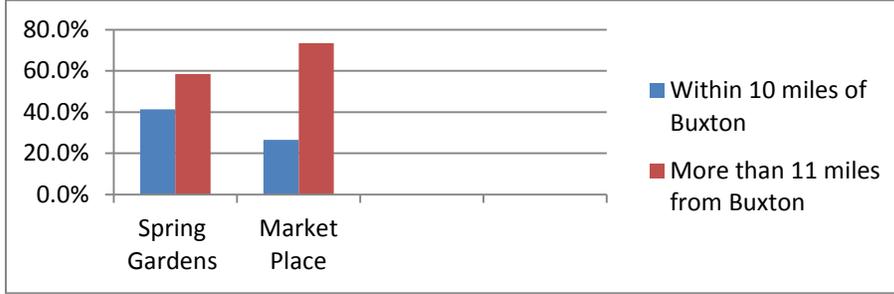
**Figure 5: Status of market traders**



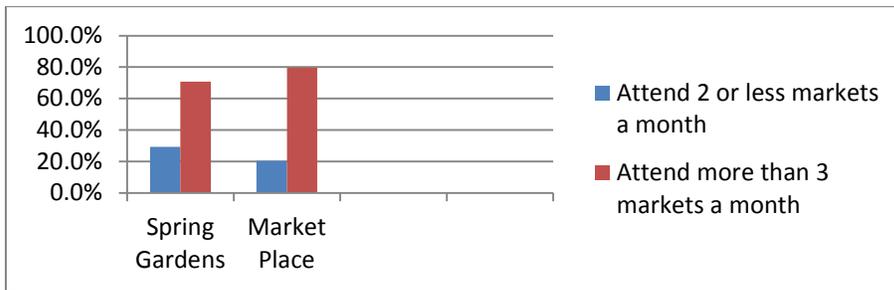
**Figure 6: Size of market traders' business**



**Figure 7: Origin of market traders**



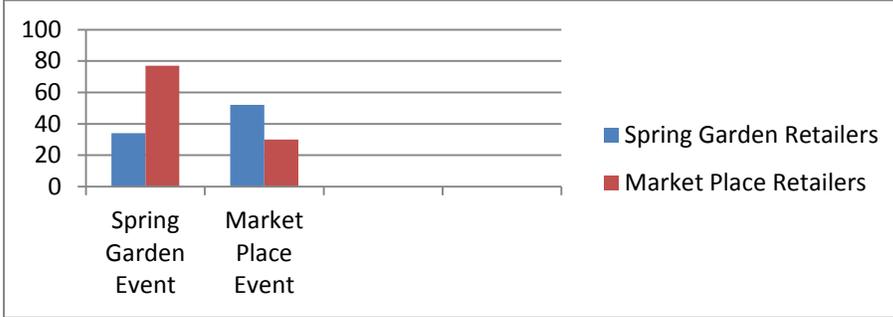
**Figure 8: Frequency of attendance at markets**



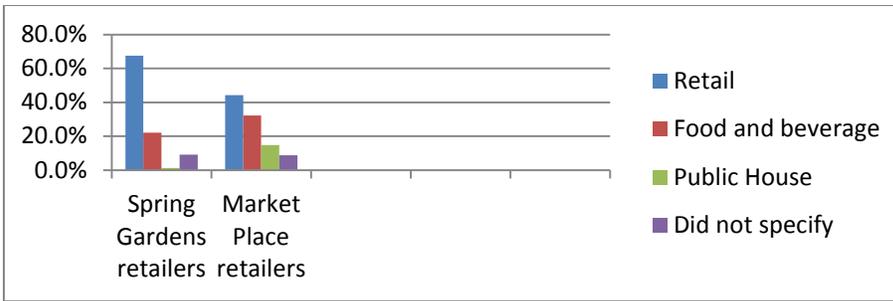
### 5.3 Buxton Retailers

There were 34 responses from Spring Garden retailers and 77 responses from Market Place retailers for the Spring Gardens event. There were 52 responses from Spring Garden retailers and 30 responses from Market Place retailers for the Market Place event (fig.9). Retailers were more likely to respond to the survey when the event was located at the alternative venue to their business location. There were a high proportion of Market Place businesses responding to the survey when the event was located at Spring Gardens. The business types vary between the two locations (figs. 10 and 11). Spring Gardens has a higher proportion of retailers whilst the Market Place has more of a balance between retailers and food and beverage providers. However, the balance of business types responding to the survey did not vary significantly between the events.

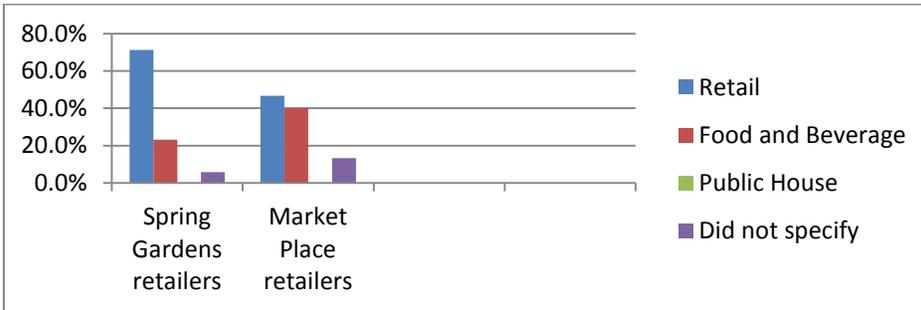
**Figure 9: Number of respondents**



**Figure 10: Types of retailers responding to the Spring Gardens event**



**Figure 11: Types of retailers responding to the Market Place event**

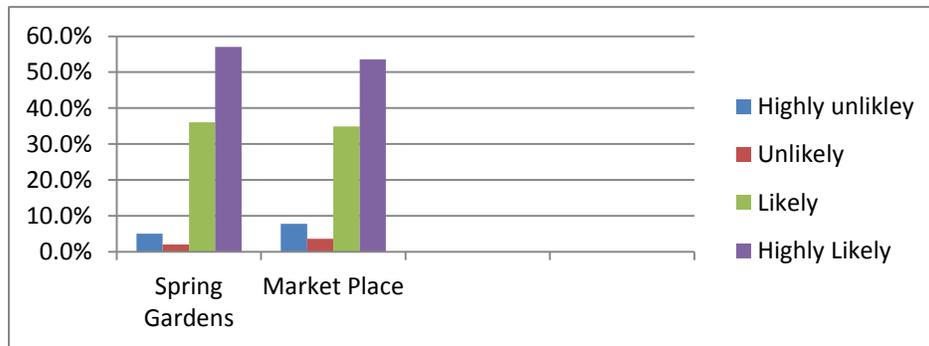


**6.0 Level of Support for an Artisan Market in Buxton**

All three stakeholders strongly support the introduction of an Artisan Market in Buxton. Buxton retailers would like to see the Artisan Markets continue and grow. They regard the market as an important activity for attracting people to visit and shop in Buxton and to enhance the image of Buxton as a destination.

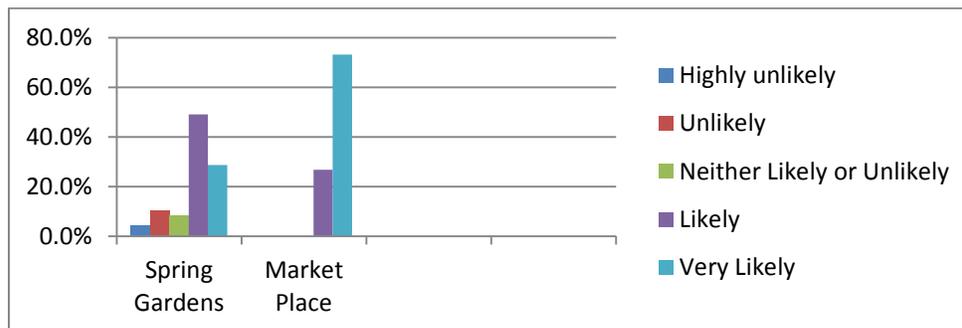
Visitors were happy to support the event at both locations and were highly enthusiastic about the Artisan Market becoming a regular event. They commented on the lively atmosphere, vibrant environment and colourful ambience of the town. They also commented on stall holders' friendly and professional attitude and the variety of stalls and quality of the products available. They were especially interested in local homemade and unique products (gluten free products, marshmallows, owl schoolbags, etc.). Visitors also commented on the level of support from local groups (Buxton Town Team, University of Derby). A significant number of visitors mentioned the tradition and history of the town as a provider of local markets and criticised the local authority for the demise of the market place. Visitors suggested that they were highly likely to return to future Artisan Market events. The majority of visitors said they would support future events regardless of location (fig12).

**Figure 12: Likelihood of visitors' returning for future events**



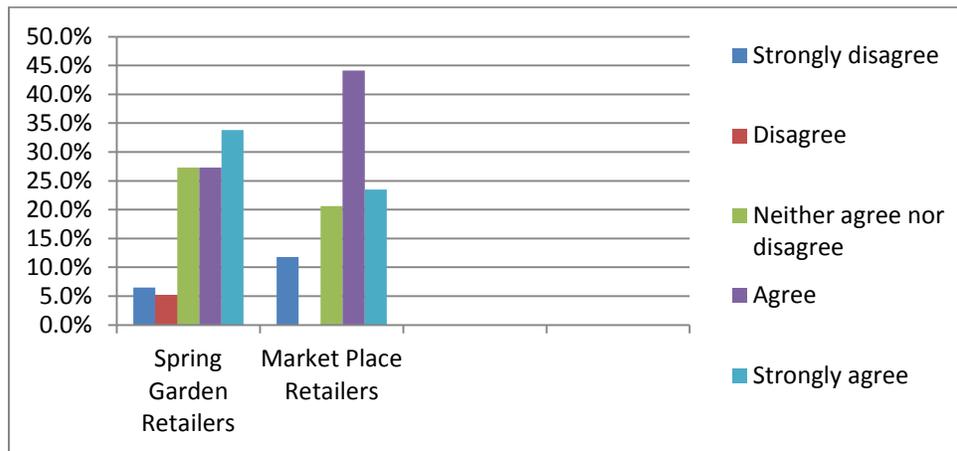
Market traders (100%) suggested that they were likely or highly likely to return when the market was located at the Market Place whilst 77.6% were likely or highly likely to return when the market was located at the Spring Gardens (fig.13).

**Figure 13: Likelihood of market traders' returning for future events**

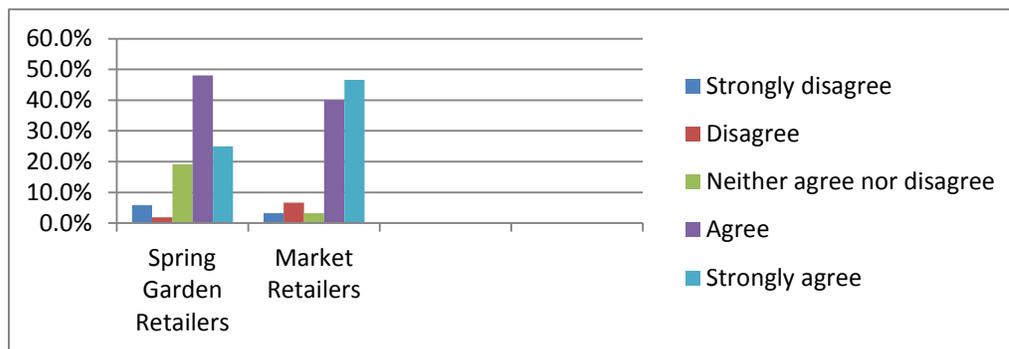


Buxton retailers supported the introduction of the Artisan Markets and saw the long term economic benefits of such events. When asked whether they supported the market becoming a monthly activity based on the impact the market had on their business 61.1% of retailers at Spring Gardens expressed support for the market following the event at Spring Gardens and this increased to 73.1% when questioned again after the market took place on the Market Place. When retailers on the Market Place were questioned following the event at Spring Gardens 67.6% supported the market and this increased to 86.7% when questioned again after the market took place on the Market Place (fig.14 and 15). This was despite many retailers reporting that the market did not have a positive impact on their business performance.

**Figure 14: Buxton retailers' level of support for the Artisan Market in Spring Gardens**



**Figure 15: Buxton retailers' level of support for the Artisan Market in the Market Place**

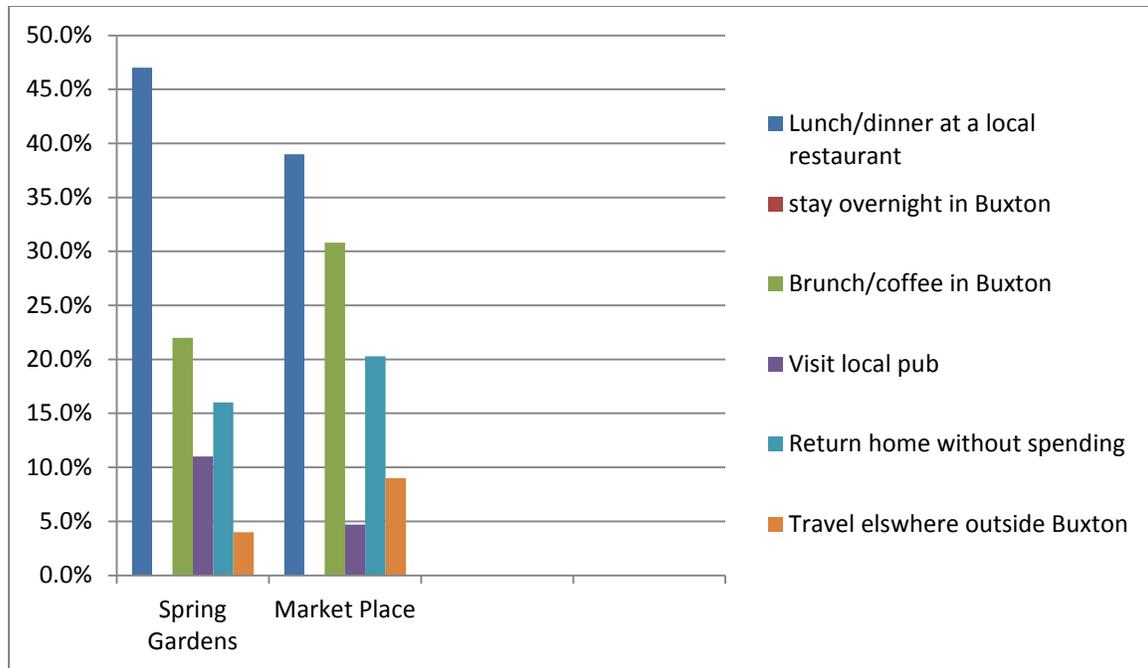


## 7.0 Business Performance

### 7.1 Visitor spend in the local area

The majority of visitors planned to eat or take some form of refreshment in Buxton whilst visiting the town. This percentage was similar at both locations. Slightly more visitors at the Market Place event than at the Spring Gardens event returned home without spending anything in the local area. However, this number was not significantly different (fig 16).

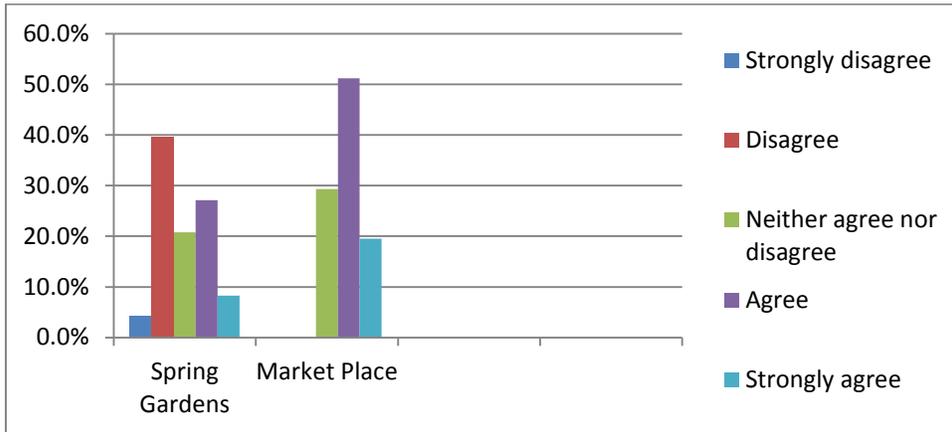
**Figure 16: Visitor spend**



### 7.2 Traders

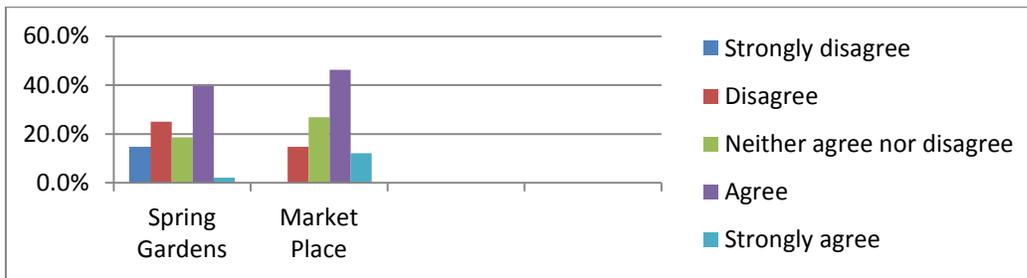
Traders confirmed that the footfall was higher at the Market Place event than the Spring Gardens event (fig.17). This is likely due to the poor weather conditions for the Spring Gardens event.

**Figure 17: Footfall**



Whilst 46.3% of market traders agreed and 12.2% strongly agreed that they were happy with their sales performance when the market was located on the Market Place this was reduced to 39.6% and 2.1% respectively when the market was located on Spring Gardens (fig.18). It is highly likely that trading was impacted by poor weather conditions at the Spring Gardens event.

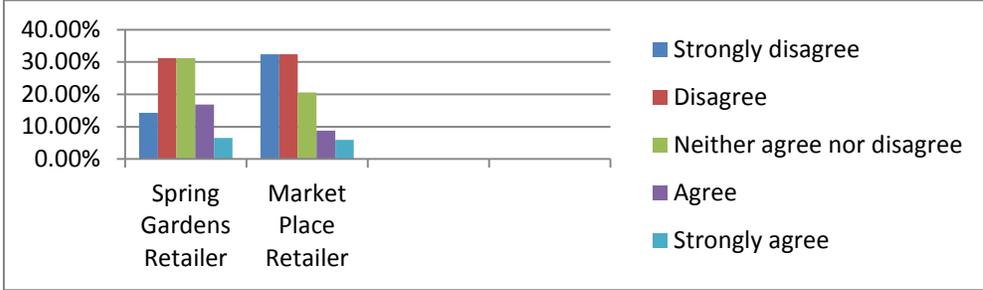
**Figure 18: Market traders' level of satisfaction with sales**



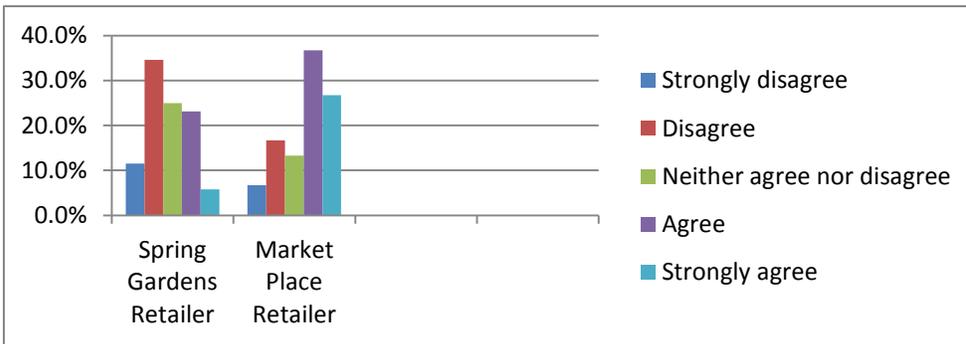
### 7.3 Buxton Retailers

The majority of Buxton retailers did not experience an increase in footfall when the market was located at Spring Gardens (fig. 19). This is likely to be due to the fact that the majority of visitors were from Buxton and would have visited Spring Gardens irrespective of an event taking place. When the event was located in the Market Place, Spring Garden retailers reported a slight increase in footfall. The Market Place retailers reported a significant increase in footfall when the market was located there (fig.20). It is evident that locating the market in the Market Place attracted more visitors to the Market Place.

**Figure 19: Increase in footfall at Spring Garden event**



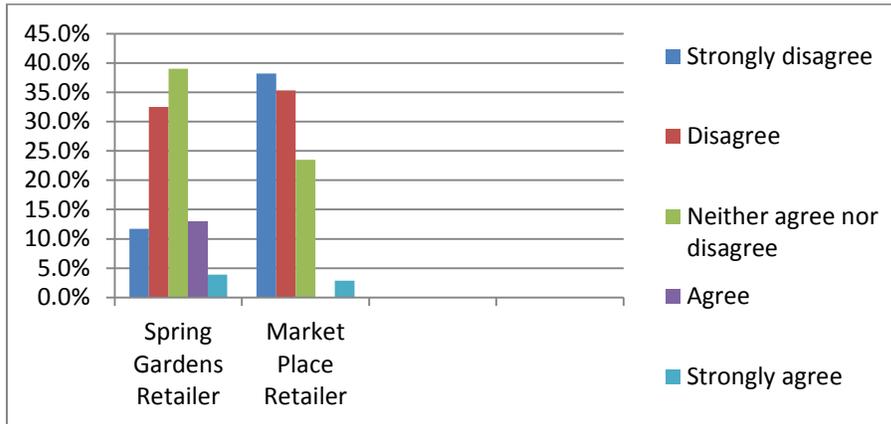
**Figure 20: Increase in footfall at the Market Place event**



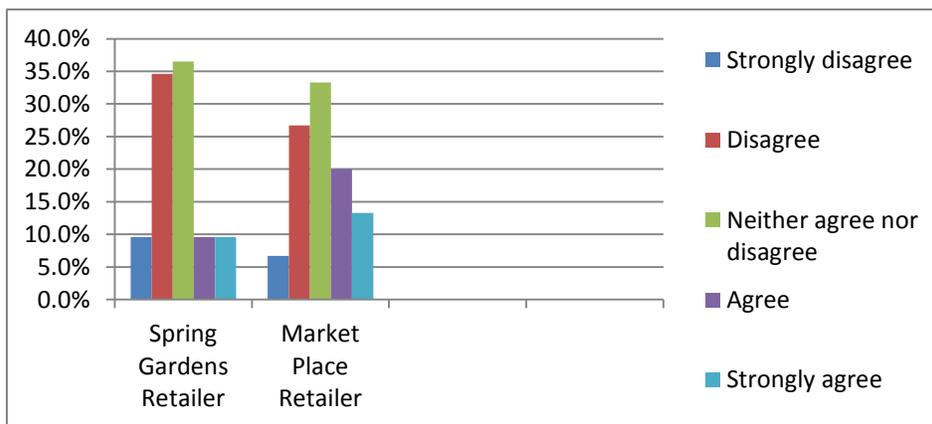
When the market was held on Spring Gardens 2.9% of the Market Place retailers reported an increase in their business performance whereas 16.9% of Spring Garden retailers reported an increase in their business performance (fig 21).

When the market was held on the Market Place 33% of the Market Place retailers reported an increase in their business performance and 20.2% of Spring Garden retailers reported an increase in their business performance (fig 22).

**Figure 21: Buxton retailers' perception of business performance at the Spring Garden event**



**Figure 22: Buxton retailers' perception of business performance at the Market Place event**



Buxton retailers suggest that the lack of impact of the markets on their business was due to the fact that the market was the primary focus of visitors and shopping in Buxton was seen as a secondary activity. It is also likely to be due to the fact that the market attracted relatively few visitors from outside Buxton. Local people are more likely to shop locally and therefore the local businesses did not see an increase above their regular local customers. The data shows that visitor spend in Buxton businesses was primarily in restaurants and coffee shops.

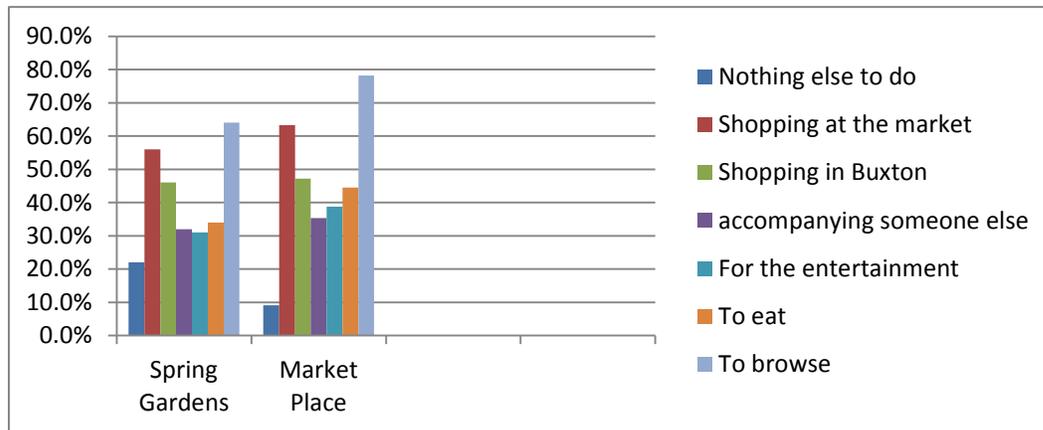
Buxton retailers also link low business performance with poor promotion of the markets and expect an increase in visitor numbers and better business performance as a result of an improved advertising campaign attracting visitors from the wider area. Whilst the increase in

visitors from a wider area, whose primary focus would be the market, Buxton retailers suggest that they would benefit from indirect spending.

### 8.0 Visitor Motivation for attending the Artisan Market

The percentage of visitors citing shopping in Buxton as their motivation for visiting the market did not differ significantly between the two locations despite Spring Gardens being the main shopping area for Buxton (fig 23). A higher percentage of visitors cited shopping and browsing at the market as their main motivation for visiting when the market was located at the Market Place. It is likely that visitors shopping in Buxton made a specific trip to the Market Place to shop and browse. Fewer visitors shopping in Buxton when the market was located in Spring Gardens, cited shopping and browsing at the market as their primary motivation.

**Figure 23: Visitors' motivation for attending the event**



Whilst visitors reported their intention to spend in food and drink establishments, 47% of the food and drink businesses at Spring Gardens disagreed or strongly disagreed that footfall had increased and 41.1% disagreed or strongly disagreed that business performance had increased when the market was held in Spring Gardens. However, 35.3% of the food and drink businesses remained neutral on this point and neither agreed nor disagreed that business performance had improved. When the market was held at the Market Place 33.3% of Spring Gardens' food and drink businesses disagreed or strongly disagreed that footfall had increased but only 25% disagreed or strongly disagreed that business performance had improved. However, 50% of food and drink businesses remained neutral and neither agreed nor disagreed that business performance had improved.

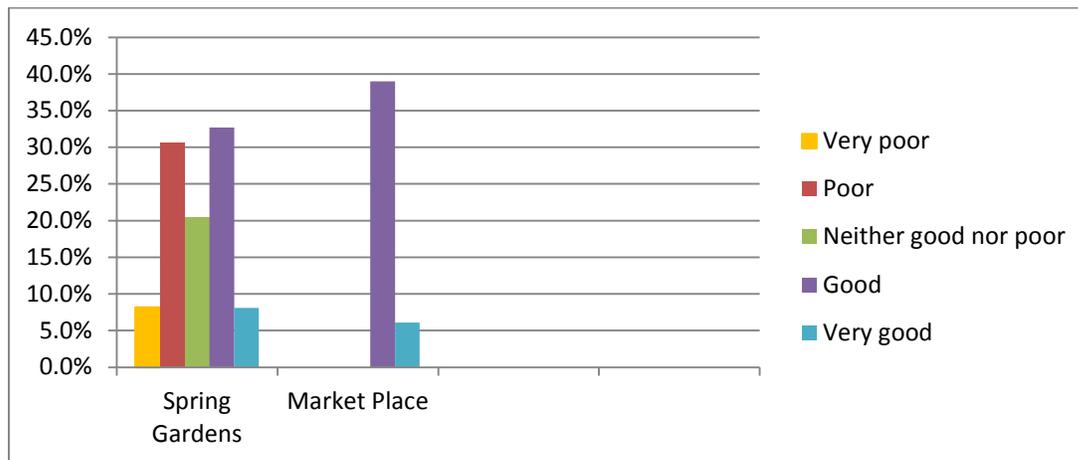
Market Place food and drink businesses reported a significant negative impact on their business performance when the market was located in Spring Gardens with 81.1% disagreed or strongly

disagreed that footfall had increased and 81.9% disagreed or strongly disagreed that business performance had increased. The impact was reversed when the market was held on the Market Place with 83.4% of food and drink businesses agreed or strongly agreed that footfall had increased and 33.4% agreed or strongly agreed that business performance had increased and 50% neither agreed nor disagreed.

### 9.0 Market Traders Level of Satisfaction

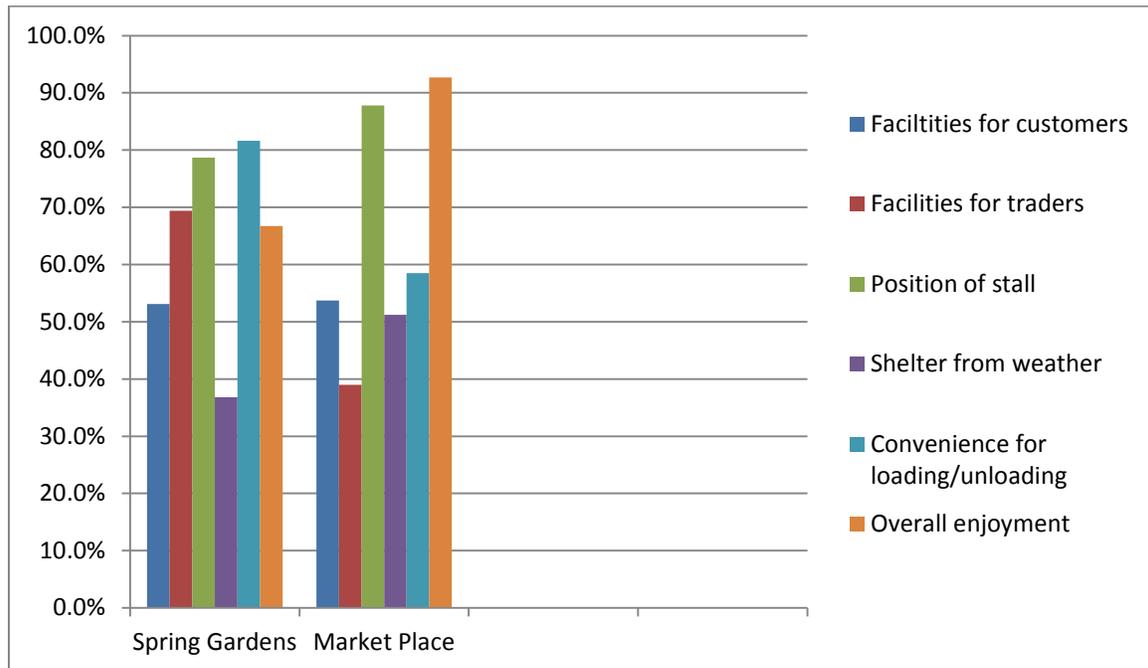
Traders were highly satisfied with the Market Place as a location for the Artisan Market but traders were evenly divided on the merits of Spring Gardens as a location (fig 24).

**Figure 24 Market traders' rating of the location of the market**



When asked about the facilities available for customers, traders rated both locations as equally suitable (fig.25). However, traders suggested that Spring Gardens provided better facilities such as power, toilets etc. This was surprising as the Market Place also offers access to power and public conveniences. Traders preferred the Market Place location when asked about the position of stalls but this was only marginally significant. Traders also suggested that the Market Place provided better shelter from the weather but they found Spring Gardens more convenient for loading and unloading. Traders rated the Market Place significantly higher for overall enjoyment. The response to quantitative questions in the questionnaires expressed a preference for the Market Place as a location for the market but their open responses to the qualitative questions expressed a preference for Spring Gardens.

**Figure 25: Market traders' rating of the facilities at the location**



The permanent market traders on the Market Place that responded to the survey (6) reported that their footfall had increased (66.6%) when the market was held on the Market Place and their business performance improved (33.3%) although some market traders (50%) neither agreed nor disagreed that their business performance was impacted on by the Artisan Market. The permanent market traders were not surveyed when the market took place at Spring Gardens.

Overall the permanent market traders were supportive of the introduction of the Artisan Market. When asked if they agreed that the Artisan Market brings more visitors to Buxton 67.6% agreed and that such markets provide a positive economic impact for Buxton 66.6% agreed. All permanent market traders strongly supported the Artisan Market as 83.3% agreed or strongly agreed and only 16.7% neither agreed nor disagreed to the market becoming a monthly event.

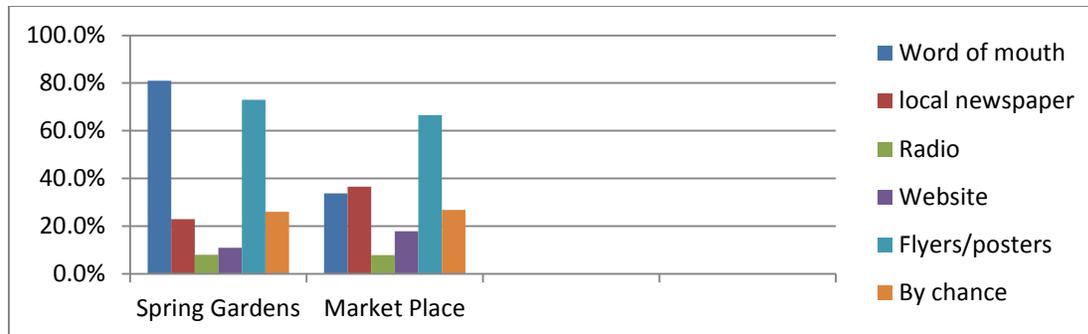
## 10.0 Lessons Learnt

### 10.1 Marketing

All stakeholders commented on the marketing for both events. The majority of visitors came from Buxton and heard about the Artisan Market through word of mouth or from banners and

flyers in the town (fig 26). This was more evident for the Spring Gardens event. Visitors to the Market Place were informed by the local press reporting on the Artisan Markets. However, 26% of visitors to both markets heard about the events by chance. Stakeholders suggested that marketing should be extended to attract visitors from a wider area such as Sheffield, Manchester, Leek, Matlock, Buxton and Glossop. Many stakeholders also criticised the lack of information on flyers and posters which referred to an Artisan Market “this Saturday” and did not include the date, times and location.

**Figure 3: How did visitors hear about the event?**



## 10.2 Signage

Stakeholders suggested that signage to the markets was poor and also cited poor signage to public conveniences, other attractions and other locations in the town.

## 10.3 Promoting Buxton

Stakeholders suggested that the Tourist Information office should have played a key role in promoting the event and had a presence at the market to provide visitor information.

## 10.4 Suggested Improvements to the Market

- **Aesthetics** - uniformity of the stalls added to the ambience of the markets and that all stall holders should be required to adhere to the standards.
- **Meeting point** – include a meeting point.
- **Entertainment** – increase the entertainment for children and include more live music.
- **Stall Holders** – increase number of stalls and provide a list of stall holders.
- **Location** – locate the market between Spring Gardens and Market Place.
- **Parking** – increase the number of parking spaces and reduce the parking fees.
- **Transport** – provide a shuttle bus between Spring Gardens, Pavilion Gardens and Market Place.

## 11.0 Key Findings

1. Buxton retailers located on the Market Place reported improvements in footfall when the Market was located on the Market Place but no increase in footfall when the Market was located on Spring Gardens.
2. Buxton retailers located on the Spring Gardens reported no improvements in footfall at either location.
3. Buxton retailers located on the Market Place reported a negative impact on their business performance when the Artisan Market was located at Spring Gardens and no impact when the Artisan Market was held on the Market Place.
4. Buxton retailers located at Spring Gardens reported no impact on their business performance when the market was located at either location.
5. Buxton retailers located at the Market Place are concerned about the increase in competition from the food and drink market traders.
6. Buxton retailers located at both Spring Gardens and the Market Place are highly supportive of the introduction of the Artisan Market at either location.
7. Market Traders express a preference for the market to be located on the Market Place.
8. Market Traders reported better trading conditions when the market was located in the Market Place.
9. Market Traders travelled more than 11 miles to attend the event.
10. Visitors to the Artisan Market are highly supportive of the introduction of the Artisan Market at either location.
11. There were a greater number of respondents to the survey when located at the Market Place.

## 12.0 Conclusion

The location of the Artisan Market had little impact on the success of the event. The poor weather had a negative impact on the event at Spring Gardens. Visitors were happy to support the event at both locations. The location had a negative impact on the business performance of Buxton retailers on the Market Place when the Artisan Market was located in Spring Gardens. Retailers located on the Market Place reported increased footfall when the market was located in the Market Place but this did not result in improved business performance. Retailers located on Spring Gardens did not experience an increase in footfall at either event.

One purpose of the market was to attract more visitors to Buxton to increase spending on the high street. Both Artisan Markets attracted 26% of the visitors from a wider area (over 10 miles from Buxton) but the majority of visitors were from Buxton. It is likely that Spring Garden traders did not experience an increase in footfall because the majority of visitors were from Buxton who are likely to be regular shoppers in Spring Gardens. The Market Place experienced an increase in footfall because the Artisan Market provided a specific reason for visitors to visit the Market Place which many shoppers in Buxton no longer do since the demise of the local market. Buxton retailers were supportive of the event at both locations as they anticipated that

with improved marketing the Artisan Market could attract visitors from a wider area thus increasing the number of potential customers.

A second purpose of the market is to encourage economic development in the town. Many of the Market Traders were not local businesses and travelled more than 11 miles to attend the market. The Market Traders were the main economic beneficiaries of the events. The market provides an opportunity for these new traders to consider setting up a permanent business in Buxton should they identify a demand for their products. They reported better trading conditions when the market was located on the Market Place but this is likely to be due to the better weather on the 5<sup>th</sup> July and the higher number of visitors. The Traders expressed a preference for the market to be located on the Market Place although open comments from some traders in the survey expressed a preference for Spring Gardens.

All three stakeholders were very supportive of the introduction of Artisan Markets in Buxton. The town is proud of its market heritage and is keen to see the market culture revitalised. The research shows that the location of the Artisan Market has little impact on the business performance of Buxton retailers however; the retailers would like the market to be located close to their business. The market traders were happy with both locations and to support future Artisan Markets in Buxton.