

Rugeley Town Council
Community and Engagement Committee
13th September 2023



Synopsis of Business Surveys.

As stated in my report, we had 4 Business Survey's returned to us, which is indicative of the apathy which we receive from local traders unfortunately. Given the limited responses, feedback is obviously not representative of traders, simply the ones who often voice an opinion.

- **What is your opinion of the Artisan Market?**
 - It is busier in town when the market is on, and the weather is good.
 - Lovely local crafting stalls, local people comment that they love visiting.
 - Good for Rugeley – but free parking is needed.
 - Brilliant – but it should be nearer to the Globe Island so that people can see it when they drive past.
- **Do your sales increase when there are events in the Town Centre?**
 - No, we are closed.
 - Yes, we get far more interest and drop in's when there are events on in town.
 - Yes, we had our record sales day at the last Christmas Lights event, but the weather makes a huge difference. If its raining, then people don't come out.
 - Not really – but we think these events are great for the town.
- **Did your sales increase on the day of the General Market in Rugeley?**
 - More footfall in town generally when there is a market on – but we need more variety of stalls, rather than the couple that were always there.
 - Not necessarily sales increases, but more footfall
 - N/A
 - Yes, town is busier.
- **Does or has your business run any special offers, repeat business discounts or marketing campaigns which have been particularly successful?**
 - N/A
 - Yes – advertising special offers in the main window or on A Boards
 - Often have 20% off offers which are successful, and when we know there is a big event coming we try and run a promotion to coincide with that
 - We always offer low prices.
- **Would you like the Town Council to suggest and facilitate marketing campaigns to use across all town centre businesses to attempt to increase footfall, e.g. Loyalty card initiatives, collect 6 stamps and receive 25% off your next purchase?**
 - We think that the paid car parks in town reduce the number of shoppers – Lichfield is busier on a Sunday because Parking is free. But yes, if it increased footfall, we would be interested in participating.
 - N/A
 - N/A
 - No – just make all parking free – that is what's killing Rugeley and makes people go to retail parks where they can visit multiple shops for free.

- **Have there been any events in town in particular which have increased your sales?**
 - N/A
 - Free Parking always makes a difference
 - All events in the town make it busier
 - Christmas Lights, Charter Fair, Artisan Market (when any of these have good weather)

- **Would you like to see permanent buskers' pitches in town to attract local talent?**
 - Yes! Music makes people happy!
 - Depends on how good they are and if they are local.
 - Yes – if not too loud.
 - Yes – if in town in one of the squares, not too close to shop fronts. If they are too close to the store with speakers that are too loud – no.

- **Would you be willing to join a WhatsApp group with other retailers in town and the town council to assist in the prevention of local crime and to attempt to tackle rising problems?**
 - Yes – good idea.
 - Yes.
 - Not for us – but great idea.
 - Yes from a crime perspective as no longer a radio link to police because of lack of resources.

- **What do you feel that our town centre is lacking in terms of shops, facilities or attractions which would encourage more people to use it? What events would you like to see in the town centre?**
 - Free parking – the last parking ticket reimbursement idea was cumbersome and not taken up by the public because it was complicated.
 - Banning parking attendants. Offer reduced rents or no rents for local market traders.
 - A youth centre or hub in town on spare space around the indoor market as this seems to be where they congregate.
 - Lacking experiences – cinema, bowling, mini golf, especially for weekends and school holidays (there is an increase in teenage theft at this time) Dessert shop, pet shop/groomers.

- **Would you consider joining a Town Team of representatives of retailers, the town council and other stakeholders to positively implement ideas and campaigns?**
 - No – I can't commit to meetings.
 - Can't commit as very busy – but would help out at things if I could.
 - No
 - Potentially – but depends on what it would entail.

- *Councillors to discuss if further steps should be taken.*