

## Medieval Christmas Market Survey Results 2009

### Survey Data

A total of 76 surveys were hand delivered by the Town Centre Development Manager to retailers within Caerphilly town centre in the days that followed the event. In the ensuing weeks there was an excellent response with 39 surveys being returned.

### Results

Did the event benefit your business?	YES <b>30</b>	NO <b>8</b>	DON'T KNOW <b>1</b>
Was the event good for the town of Caerphilly?	YES <b>38</b>	NO <b>0</b>	DON'T KNOW <b>1</b>
Did the closure of Cardiff Road work for a special event?	YES <b>39</b>	NO <b>0</b>	DON'T KNOW <b>0</b>
Is this an event you would like to see again	YES <b>39</b>	NO <b>0</b>	DON'T KNOW <b>0</b>

### Retailers Comments

- Customers found car parking difficult and business suffered as a result - *Morrisons*
- The market should be extended into Pentrebane Street next time - numerous retailers
- The event 'supported the towns retailers' - anonymous
- 'Excellent event' – *Beanos*
- 'Very busy but would like a greater Medieval theme' – *CADW Caerphilly Castle*
- 'Great atmosphere in the town' - anonymous
- It was the 'busiest two days for retail income in the Visitor Centre's 15 year history'
- The castle should have been free entry – numerous retailers
- Customers 'full of praise and very enthusiastic' - *Glanmores*

Andrew Highway  
Town Centre Development Manager  
Caerphilly County Borough Council



- The market should be repeated for the BIG Cheese – numerous retailers
- ‘More events like this’ – anonymous
- ‘Thank you to the council’ for the event – *S Jones Florist*
- The event should become an annual event – numerous retailers
- The event stewarding, traffic signals at Cresant Road / Nantgarw Road and road closure of Cardiff Road were ‘first class’ – *Bloomcraft Florist*
- ‘Brilliant event’ but trouble with customer car parking at Castle Court – *Costa Coffee*
- In the future ‘Spring & Summer Fairs’ – *JET Models*
- ‘Fantastic crowd puller – well organised’ - *WH Smith*
- Stalls in the Castle Court Shopping Centre Mall – *JJB Sports*
- Car parking was an issue – *Ponden Home*
- It ‘got our name recognised’ – *Roberts Estate Agents*
- ‘Less people were venturing into town to shop’ – anonymous
- ‘A big thank you to Caerphilly County Council’ – anonymous
- Good to see the ‘top of town’ included – anonymous

## Key Recommendations From Survey Results

1. Car parking was insufficient due to the sheer number of visitors that the event attracted.
2. Pentrebane Street should also be used to site stalls.
3. The ‘medieval theme’ could be increased.
4. Caerphilly Castle should offer free entry to all visitors on the two days of the event.
5. The event could be repeated as part of the BIG Cheese.

## Footfall Data Analysis

The data was electronically collated from cameras operated by Footfall, managed by Caerphilly County Borough Council (Cardiff Road camera) and Castle Court Shopping Centre (Castle Court).

<b>Medieval Christmas Market Footfall Data</b>			
<b>Cardiff Road</b>	<b>2009</b>	<b>2008</b>	<b>Difference</b>
Saturday 11 <sup>th</sup> December	<b>12,863</b>	<b>10,564</b>	<b>+2,299</b>
Sunday 12 <sup>th</sup> December	<b>6,935</b>	<b>3,811</b>	<b>+3,124</b>
<b>Castle Court</b>	<b>2009</b>	<b>2008</b>	<b>Difference</b>
Saturday 11 <sup>th</sup> December	<b>25,965</b>	<b>24,695</b>	<b>+1,270</b>
Sunday 12 <sup>th</sup> December	<b>15,020</b>	<b>13,157</b>	<b>+1,863</b>

Andrew Highway  
Town Centre Development Manager  
[highwa@caerphilly.gov.uk](mailto:highwa@caerphilly.gov.uk)  
Telephone 01443 866213

Andrew Highway  
Town Centre Development Manager  
Caerphilly County Borough Council

