

Report on the findings from feedback received during a public engagement on the new Dewsbury Town Market

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Executive summary

As a central part of the wider Dewsbury Blueprint development plan, the proposed development of the Dewsbury market is in the detailed design phase.

The new market will create a 21st century market for the residents, visitors, and traders of Dewsbury.

The Dewsbury market consultation is an opportunity to communicate directly with the public and gather opinions, both virtually and in-person on plans for a new market in Dewsbury town centre.

Methodology

- The public engagement ran for a period of 2 weeks from 24 June 2021 until 4th July 2021, this included 3 engagement events at a unit in Dewsbury Market.
- Two staff from the project team monitored the station along with members of the BDP architect project team, on the 23rd, 26th and 30th June hearing views directly from members of the public, answering any questions they had and encouraging participation in the online survey.
- The survey involved sharing the designs and asking for views via several closed and open questions.
- People were encouraged to fill in questionnaires at the events or signposted to the online questionnaire.

Who took part?

- 123 survey responses were received.
- 63% of respondents identified as female and 44% as male. 14% identified as a disabled person.
- 20% told us they were from a Black and Minority Ethnic (BME) background, 80% White.
- A range of age groups took part, with 6% under 25, 34% being 25-44, 40% being 45-64, and 21% aged 65 and over.
- 90% of respondents viewed the proposals material either in person or virtually. 8% had not viewed them and 2% were not sure.

Headline results

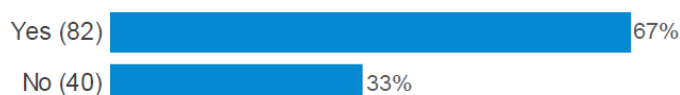
- Around two thirds of respondents were **aware of the Dewsbury market plans** for re-development.
- Most respondents (72%) think the overall designs for the **Dewsbury market are okay or excellent**.
- The majority (85%) of people said **they might or would definitely visit** the market once proposals were complete.
- The top three **main reasons people had for visiting** the new Dewsbury Market were shopping, browsing, and eating and drinking.
- Half of responses stated that the **market would meet their needs** with a third saying they were not sure and 16% saying they would not.
- The top 3 **events that people would attend** at the market are pop-up markets, entertainment, and family events.
- Over half (58%) said that they were **aware of the temporary Dewsbury market location**.
- Over half (59%) said that they were either likely or very likely **to visit the temporary market** with 21% saying they were not sure and 20% saying they don't think or won't.

Summary of results

A summary of results for each question as it appeared in the survey is detailed below.

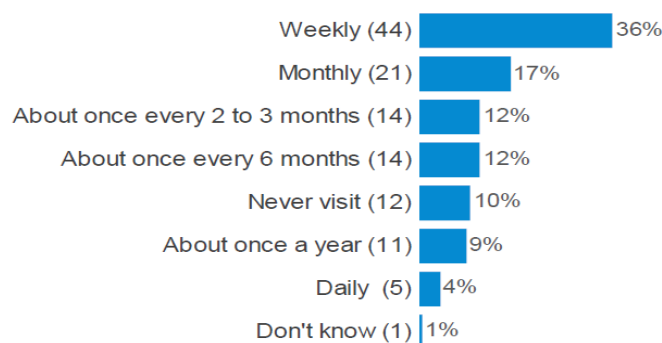
Please note percentages may not always total 100%, due to rounding.

Did you know before today that Dewsbury Market is being re-developed?



Around two thirds of respondents were aware of the Dewsbury market plans for re-development.

How often, if at all, do you visit Dewsbury Market?



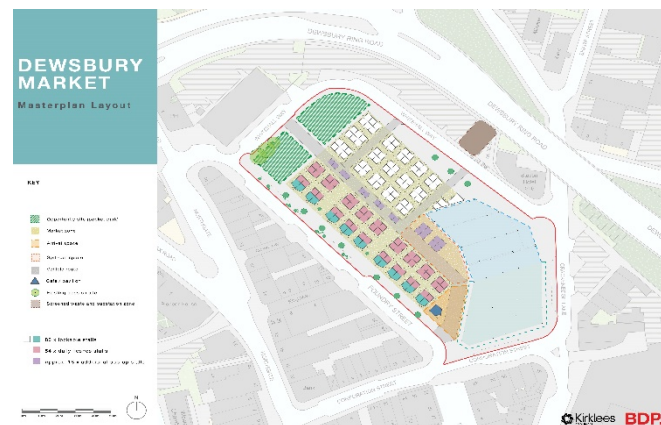
Most respondents who took part in the survey were regular visitors with 4% visiting daily 36% visiting weekly and 17% monthly. 10% of respondents never visit the market and 9% only once a year.

Views on the designs

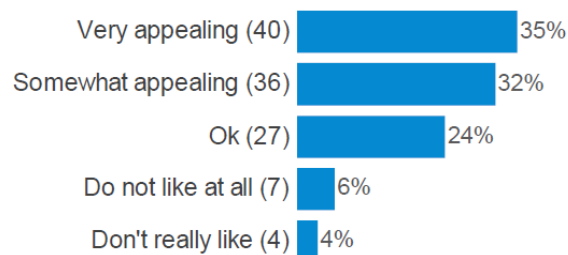
Respondents were shown 3 images from the market design plans: Image A showing the outdoor layout, Image B showing the indoor and semi-covered market and Image C the key views of the new market.

They were asked how appealing they found each of the design images from very appealing to do not like at all.

Image A

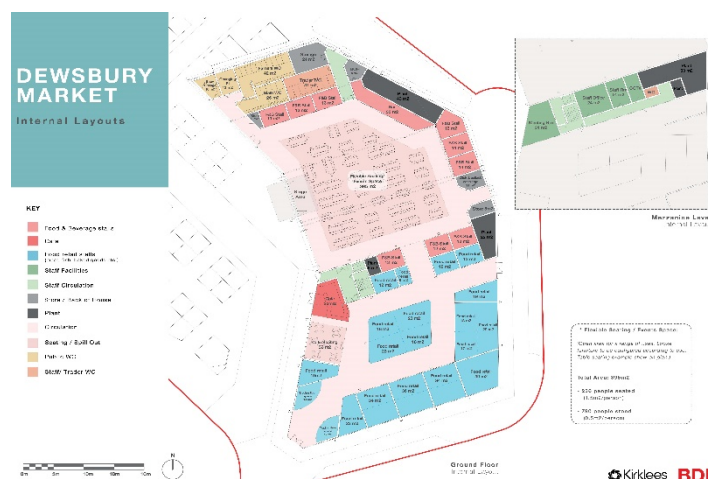


Please tell us what you think of... (The outdoor layout (Image A))

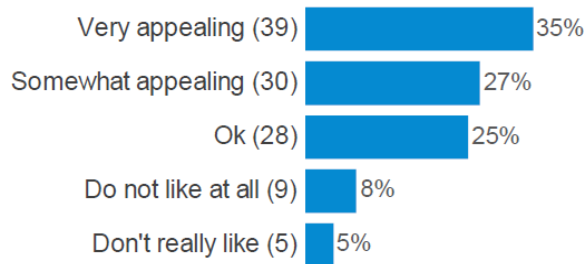


Most people (77%) found the outdoor layout either appealing or very appealing with 1 in ten saying they did not like it or really did not like it. Just over a quarter said they thought it was OK.

Image B



Please tell us what you think of... (The indoor and semi-covered market (Image B))

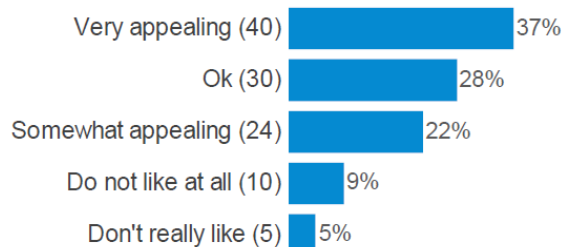


Most people (62%) found the indoor and semi-covered market either appealing or very appealing with 13% saying they did not like it or really did not like it. A quarter of people said they thought it was OK.

Image C



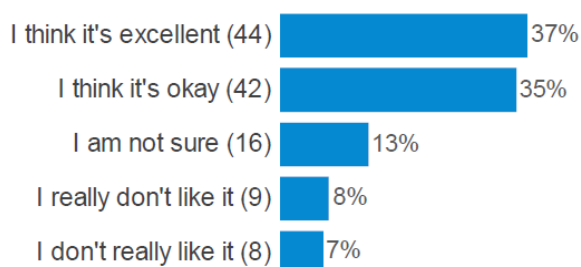
Please tell us what you think of... (The key views of the new market (Image C))



Most people (59%) found the key views of the new market either appealing or very appealing with 28% saying they thought it was OK. 14% of people either did not like it or really did not like it.

Respondents were then asked how they found the overall designs for the Dewsbury Market.

What do you think of the overall designs for Dewsbury Market?



The majority of respondents (72%) think the overall designs for the Dewsbury market are okay or excellent. 15% either don't like it or really don't like it with 13% not sure.

Respondents were given the opportunity to discuss their answer more with regards to what they think of the overall Dewsbury market designs.

"Please use this space to tell us a bit more about your answer..."

83 comments were received by respondents.

Lots of positive comments were received with regards to the design plans and how much improvement is planned with excitement expressed for people to see the new market as soon as possible.

Several themes emerged from the comments received.

- Revival of previous buzz of market days and bringing the heart back to Dewsbury town.
- Approval of the outdoor and indoor spaces being separate.
- Great to have more places for people to socialise in Dewsbury town.

Suggestions for improvements included ensuring there was more variety of stalls offered along with improved quality.

Several respondents also mentioned increasing security presence to make the market feel a safe and inviting place for people to venture too.

Ensuring the market retains its heritage and cultural identity was also discussed by a few people ensuring Dewsbury market retains its overall identity.

Respondents were also asked an open question on whether they felt anything was missing in the new market designs.

“Please use this space to tell us if you think there is anything missing in the new market designs...”

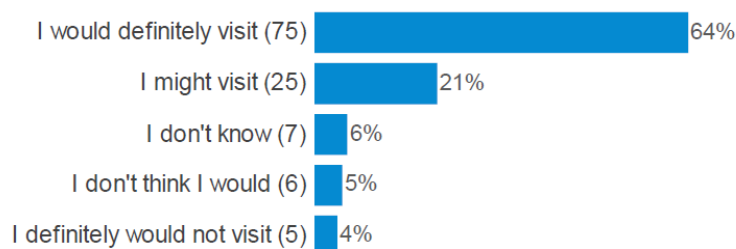
There were 49 comments received with several themes discussed:

- Improved security such as a police presence
- Ensuring adequate seating
- Improved choice of stalls offering more varied products
- Parking - free parking was highlighted as something missing in Dewsbury town
- Pop up stalls and events such as farmers markets/street food events and increased market days

Plans to visit

A question was asked to see whether people planned to visit the new market?

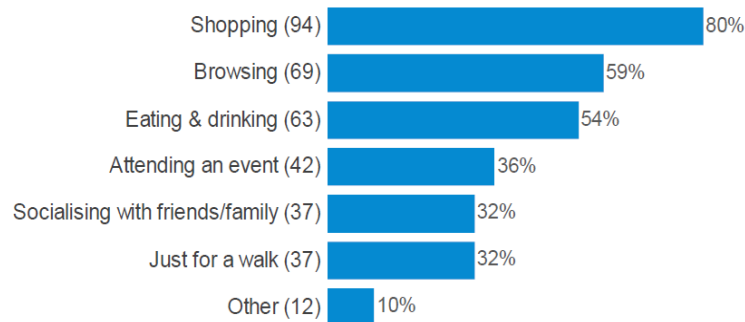
Do you think you would visit the market once the proposals are complete?



A positive response was seen to this question with 85% saying they might or would definitely visit the market once proposals were complete. Almost 1 in ten said they don't think or would not visit with 6% saying they don't know.

To understand people's reason(s) for saying they would visit the new Dewsbury market a list of options were giving for people to select from as there reason(s) for their visit.

What reason(s) would you have for you visiting the new Dewsbury Market? (Please select as many as apply)



The top three main reasons people had for visiting the new Dewsbury Market were shopping, browsing, and eating and drinking.

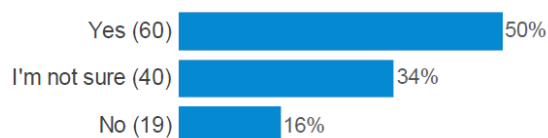
A question was asked to see what other reasons people had for visiting Dewsbury market with 14 comments receive.

Most of these comments further discussed reasons as mentioned in the list such as shopping and socialising with some of the respondents also stating it was a tradition for them to visit the market.

Does the Market meet people's needs?

A question was asked to understand if the new market would meet people's needs for visiting.

Do you think the proposals for the new Dewsbury market will meet your needs for visiting?



Half of responses stated that the market would meet their needs with a third saying they were not sure and 16% saying it would not.

Those people that said they did not feel the market met their needs were asked an open question as to why it does not meet their needs?

“Why do you not think the proposals would meet your needs?”

There were 15 responses to this question.

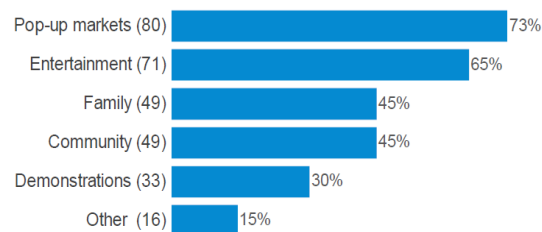
Many of these comments focused on the quality/variety of products offered.

Several other comments were received discussing parking issues such as lack of disabled parking and lack of free parking.

Events at the market

A question was asked to understand what kind of events people would attend at the market.

What type of events would you be interested in attending at the market? Please select as many as you like:



The top 3 event that people would attend at the market are pop-up markets, entertainment, and family events.

Respondents could also suggest other kinds of events that they would be interested in attending:

“Please tell us the other type of events you would be interested in attending at the market:”

There were 14 suggestions received.

Several other events were mentioned in these comments such as cultural events, music events, car boot sales and street food.

Temporary Market

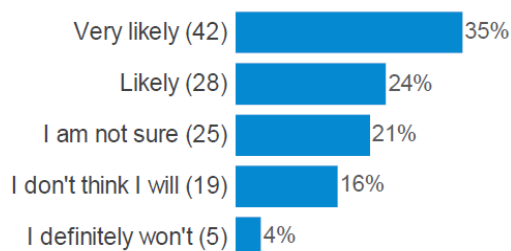
A couple of questions was asked to understand awareness of the temporary market and understanding their likelihood to visit:

Did you know that while Dewsbury Market is being redeveloped, market traders will be relocated onto a temporary market on the streets of the town centre (Town Hall, Market Place, Foundry Street and Longcauseway)?



Over half (58%) said that they were aware of the temporary Dewsbury market location.

How likely is it that you will visit the temporary market?



Over half (59%) said that were either likely or very likely to visit the temporary market with 21% saying they were not sure and 20% saying they don't think or wont.

What Next

The report will be shared with the Dewsbury Market project team and BDP the architects to inform the next stages of the re-development.

The report will be shared online on the Blueprint website and also on Involve.