

Warwick Mop Fair

Business Survey

2013

Final Summary Report



Prepared by:

The Consultation Unit

Stratford-on-Avon District Council

On behalf of Warwick District Council

1.0 INTRODUCTION AND METHODOLOGY

1.1 *Introduction*

As part of the review of Warwick Mop, a consultation exercise took place at the end of 2013 with visitors to the Mop, local residents, businesses and stakeholders. This report includes the views of those businesses that responded.

Businesses were made aware that the Council has the right to make changes to the arrangements for the Mop Fair, provided it could be demonstrated that any proposed changes were in the interest of the community. This would include changes to the location or boundaries of the fair and also the type of amusements that were offered. The Council also had the right to re-let the fair to other bodies.

Therefore a consultation exercise was developed to obtain the views. This report deals with businesses that are based in the area.

1.2 *Survey Methodology*

The survey was available on the front page of the Warwick DC website via an online questionnaire. Paper copies of the questionnaire were also available if businesses wished to complete it that way.

A prize draw for a £50 shopping voucher was used as an incentive.

The survey period was from October 31st 2013 to January 6th 2014. 39 responses were received out of approximately 250 Warwick businesses.

2.0 SUMMARY OF RESULTS

Individual comments received have been omitted from this document. Many of those received would be inappropriate to publish for public viewing, and it would not be proper to publish an edited selection.

2.1 *Effects of the Mop Fair on your business*

When asked about how they felt the Mop Fair affected their footfall;

How business felt about their footfall during the Mop Fair	
Increases	5%
Stays about the same	15%
Decreases	72%
Don't know	0%
Not applicable to my business	8%

Do you think that you gain new, passing temporary trade during the Mop Fair?	
Yes	8%
No	82%
Don't know	5%
Not applicable to my business	8%

When the Mop Fair is on, do you feel your regular customers change the way they interact with your business?	
Yes	76%
No	19%
Don't know	5%

Do you change your opening times of your business during the Mop Fair?	
Yes	47%
No	53%

As a business, is there anything which needs to change in terms of timings and frequency for the Mop Fairs? (Tick all that apply)	
No change	39%
Be on at a different time of the year	3%
Be on at different days of the week	3%
Be held on more days	3%
Be held on fewer days	58%

General Views about the Mop Fair

2.2 *Level of agreement / disagreement with various statements*

Businesses were asked to indicate how much they agreed or disagreed with a series of statements about how the Mop Fair in Warwick affects them.

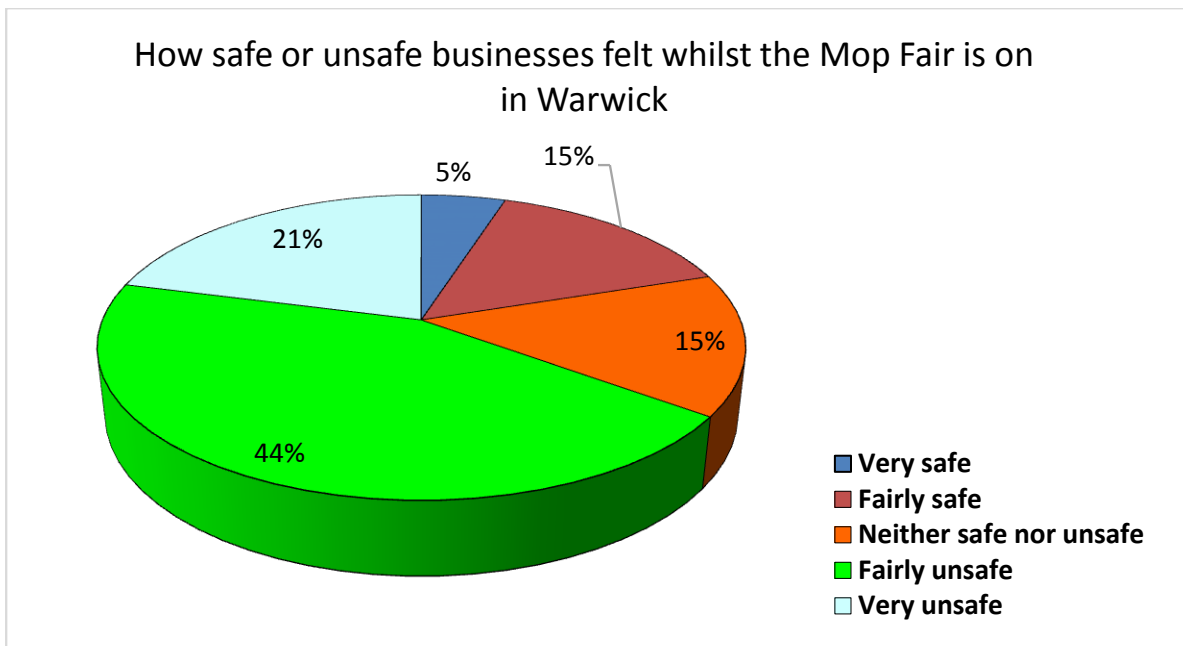
Almost half (46%) disagreed or strongly disagreed with the statement: "The Mop Fair is a fun, local event".

The Mop Fair is a fun, local event	
Strongly agree	16%
Agree	11%
Neither agree nor disagree	27%
Disagree	16%
Disagree strongly	30%

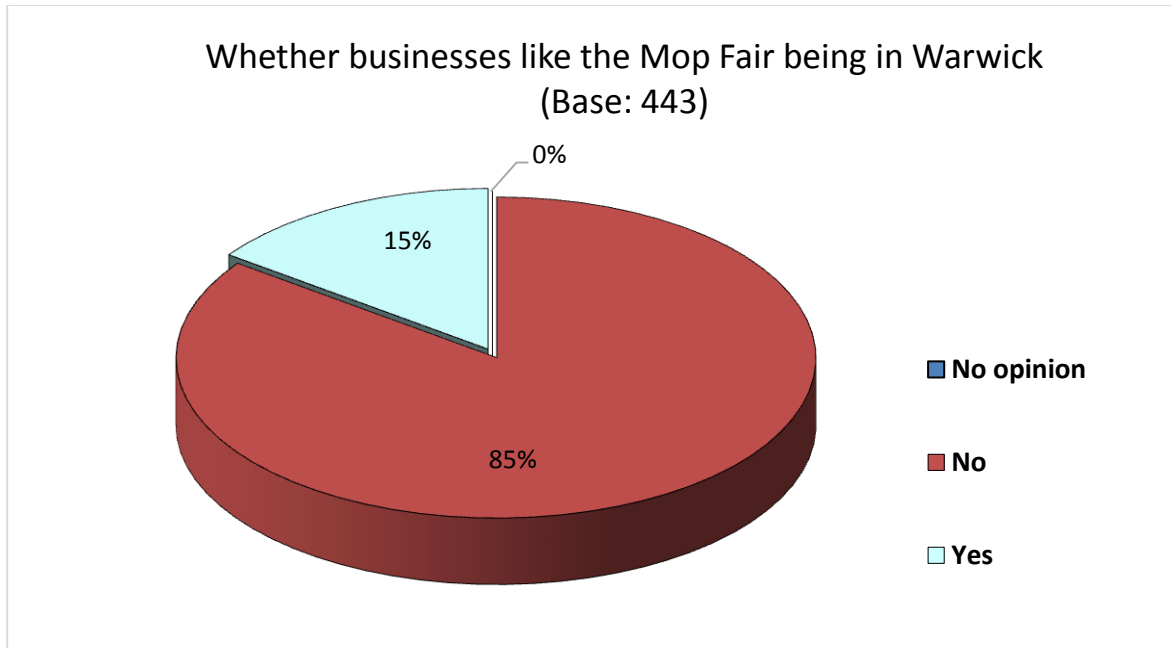
59% disagreed with the statement: "The Mop Fair is part of the cultural identity of Warwick".

The Mop Fair is part of the cultural identity of Warwick	
Strongly agree	14%
Agree	8%
Neither agree nor disagree	19%
Disagree	28%
Disagree strongly	31%

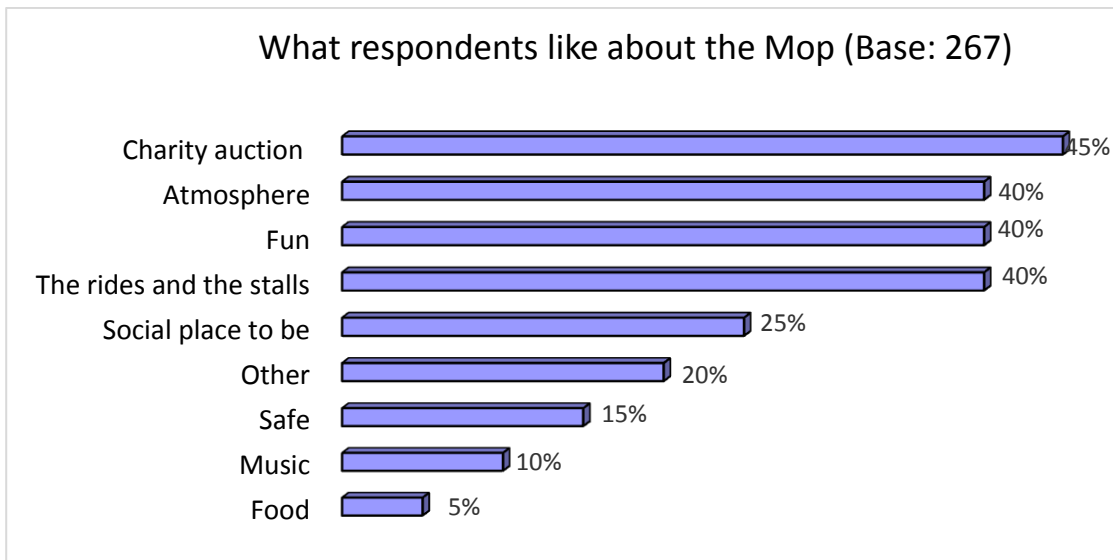
Only 20% of those surveyed felt very or fairly safe whilst the Mop Fair is on in Warwick versus 65% who felt fairly or very unsafe.



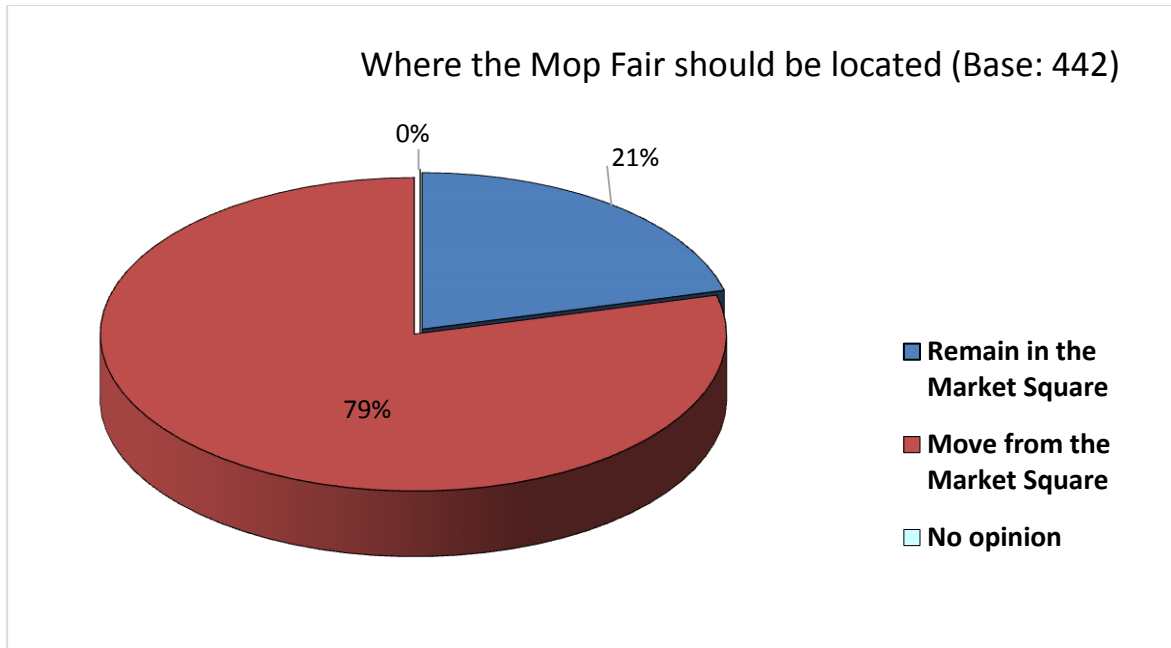
33 of the 39 respondents (85%) said they did not like the Mop Fair being in Warwick, as opposed to 15% who did.



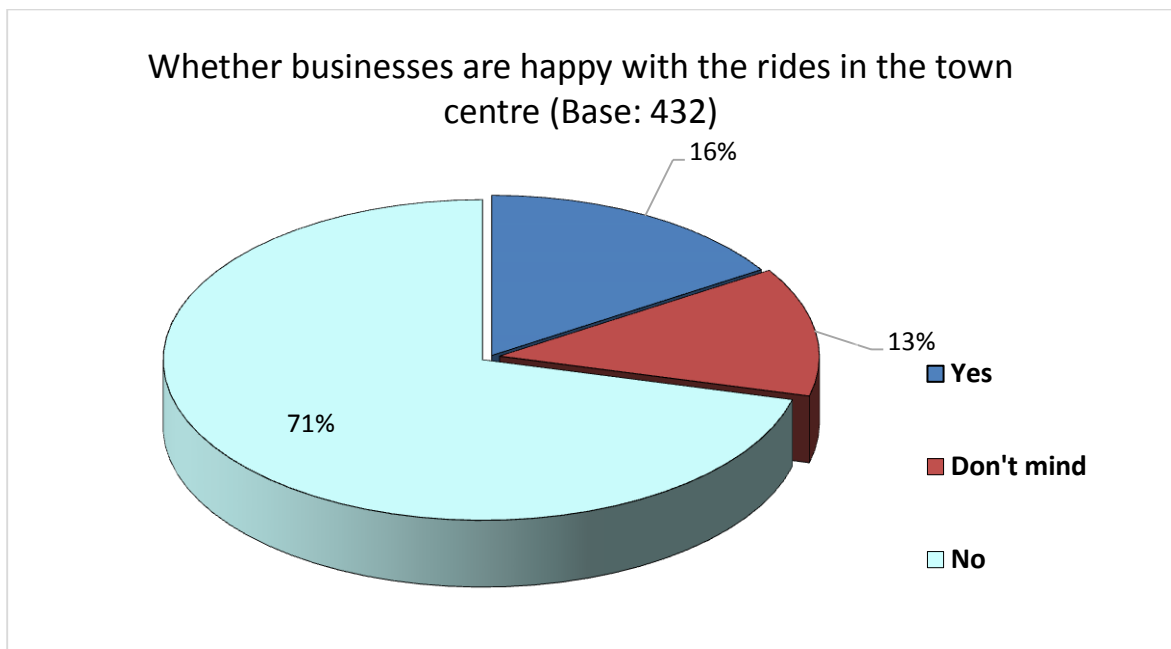
Almost half of those surveyed (45%) like the charity auction of the first slice of the hog roast. Very few business surveyed like the music or food (10% and 5% respectively), and less than half (40%) thought the Mop was a social place to be, liked the atmosphere, or liked the rides and stalls.



Over three quarters (79%) of those surveyed thought the Mop Fair should move from the Market Square and adjacent town centre streets, versus 21% who thought it should remain there. 29 comments were received suggesting other places where some visitors thought the Mop Fair should be based.



Nearly three quarters (71%) of business confirmed they were not happy with the type of rides in the town centre compared to 16% who stated they were happy with them. 13% of those surveyed didn't mind.

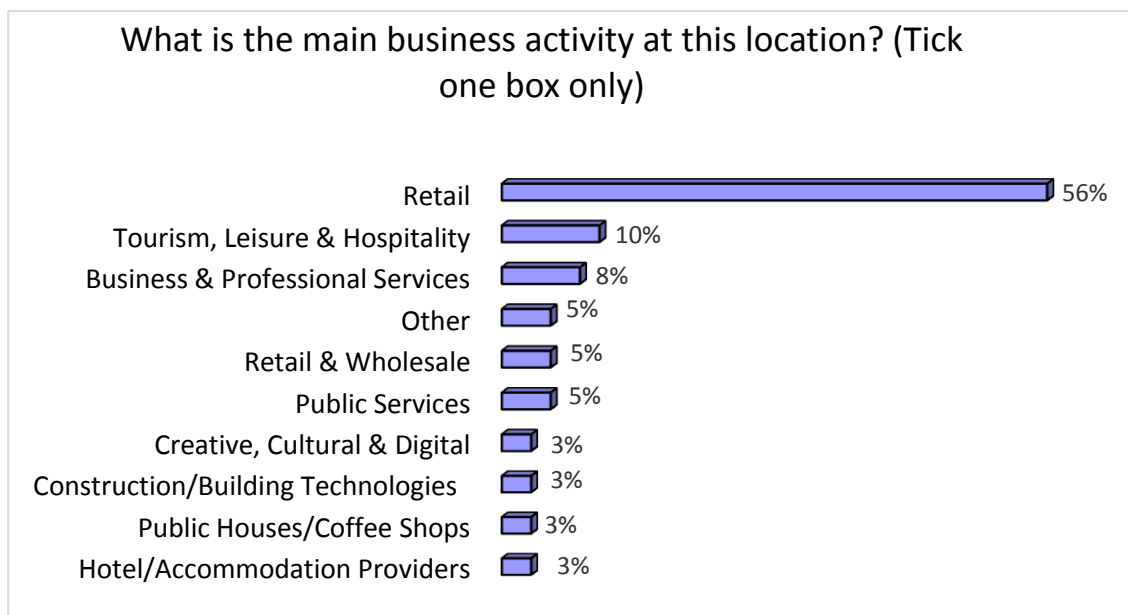


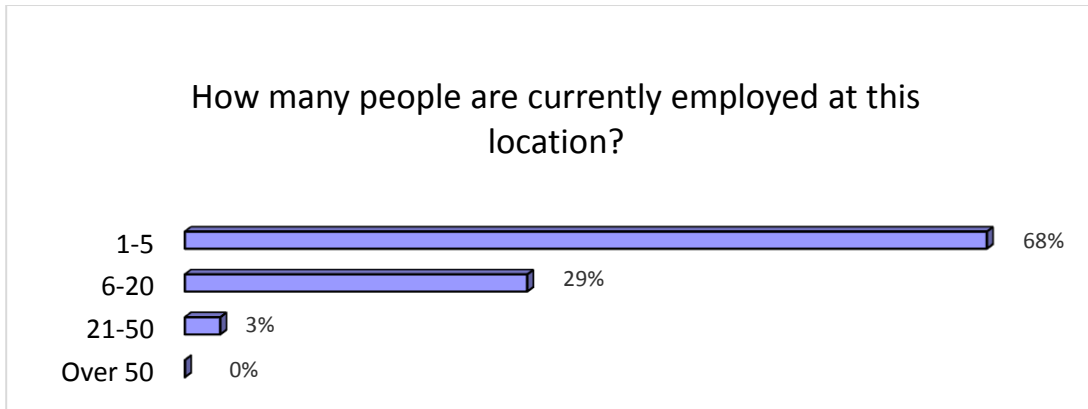
When asked if the Mop Fair should remain in its current form or have other rides, 21% said no change. 85% thought there should be more traditional rides, whilst a further 6% thought there should be further themes.

Whether to remain in present format or have other rides (Base: 396)	
Have more traditional style rides, e.g. Victorian	85%
No change to current format	21%
Have other themed rides, e.g. rock 'n' roll, scarier, etc.	6%

RESPONDENT PROFILE

Over half (56%) of respondents were retail businesses.





Postcodes were supplied by respondents. 34 businesses were based in CV34 4, with 4 in CV34 5 and 1 in CV34 6. There were no other postcodes provided.

Postcodes of Respondents	
CV34 4	34
CV34 5	4
CV34 6	1