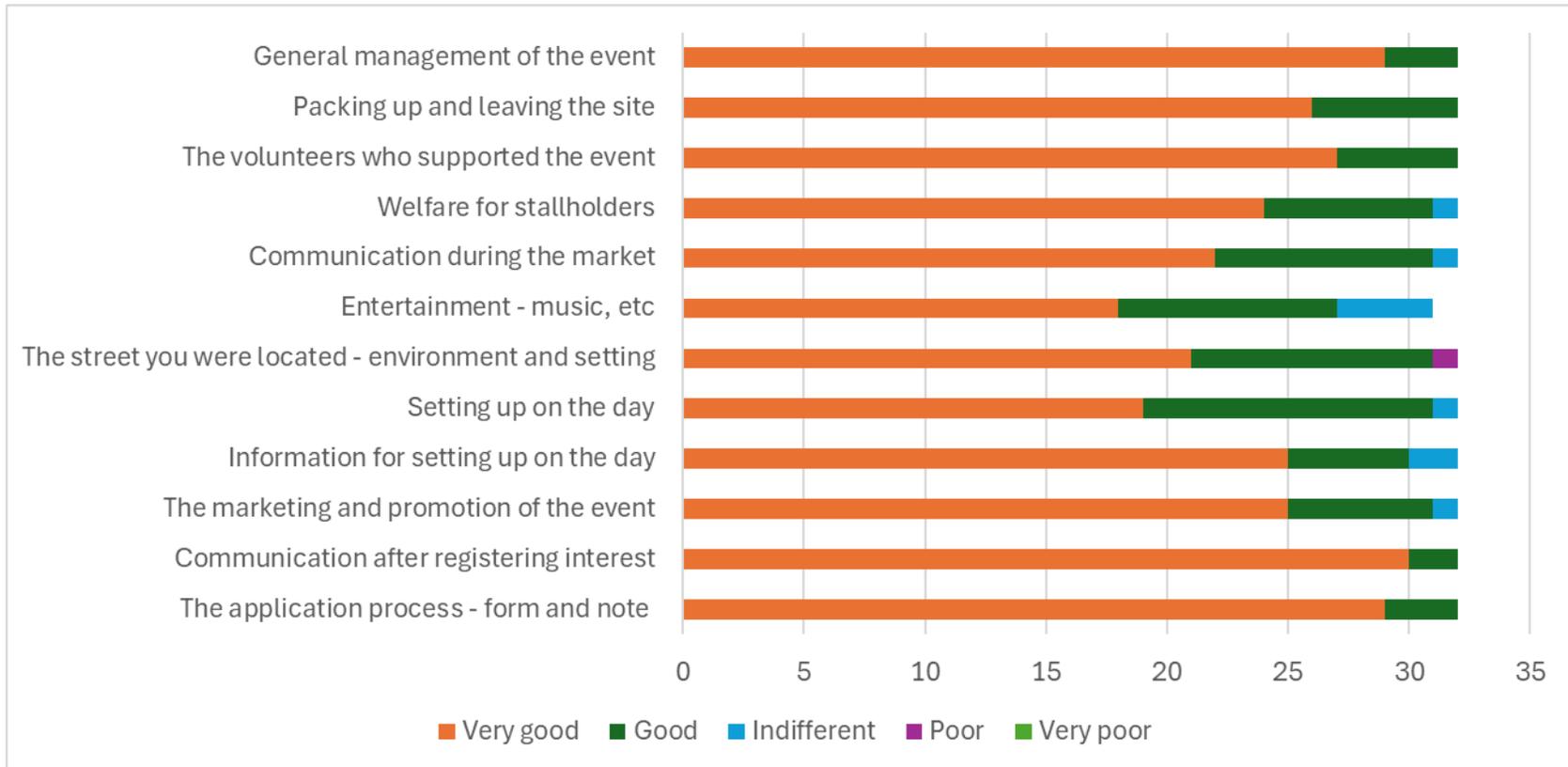


# 2024 CHRISTMAS MARKET



# STALLHOLDER FEEDBACK

## How Did You Rate the Market Against the Following Aspects?



## What did you love about the Christmas Market?

"The organisation, including communication and promotion is very professional and effective. Unfortunately as a stall holder, I don't get to see the market, but the comments from shoppers was very positive.

I love the Abergavenny Christmas market and have for several years. Although this year didn't live up to previous years for me (due to location), I still very much appreciate all that goes into making it happen and would love to be part of future events. "

It United people of Abergavenny

The music, atmosphere, crowds of shoppers!

Everything about this market is amazing. The people. The atmosphere. The organisers. Everything ran smoothly.

Great atmosphere, very well run. Happy people

A fantastic day in every way!

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Great atmosphere and helpful staff

There was a lovely atmosphere. Customers were commenting the atmosphere was better than Cardiff.

Everyone was friendly and very helpful. It was a fantastic day out for the stall holders and towns folk.

"The market had a great atmosphere, the volunteers were really helpful and it was a nice touch providing tea and coffee.

Please pass on my thanks and appreciation to everyone involved."

I loved everything about the market - the collective will to make things work, the entertainment, the whole team ethos. The set up and support before and during the event could not be faulted. I loved walking through the streets and seeing our town buzzing and vibrant. Fantastic!

Meeting people

I loved everything about the market - the collective will to make things work, the entertainment, the whole team ethos. The set up and support before and during the event could not be faulted. I loved walking through the streets and seeing our town buzzing and vibrant. Fantastic!

Well attended. Great atmosphere

I have never traded at a market who looks after their traders more. The dedication, efficiency and organising that goes into the Christmas market is outstanding and I'm proud to be a part of it. It's my favourite by far! Every year it seems to get better. Thank you.

"Great atmosphere, lovely people, very busy. A great buzz. And mulled wine and mince pies.

"Atmosphere was really good and footfall high.

Extremely well organised event that we will always come back to.

Thank You Chris and your team."

The music, atmosphere, crowds of shoppers!

Everything! This is the best market I do. It has an amazing atmosphere and the care towards the stall holders is fantastic.

The atmosphere. The support from local business owners, volunteers and locals

Very busy

Everything - the atmosphere was incredible - the organisers were warm, friendly, helpful beyond measure.

Well attended. Great atmosphere

"There was a great atmosphere about the town, lots of people about. I met lots of local people I didn't know before and had really good chats with them. Also I made a few quid (!)

Also really enjoyed to camaraderie between fellow stall holders."

Cracking market as ever

Everything - the atmosphere was incredible - the organisers were warm, friendly, helpful beyond measure. Being from Abergavenny and our 3rd year with you, it's the number one market we look forward to every year (and I'm not just saying that!). It's usually our biggest day, and this year beat last year's record by over double! Putting sales aside, it's also one of the very few stalls where you see the sheer amount of support given from everyone to ensure a really successful and happy day, not to mention the generous cups of quality coffee too! Needless to say we'll definitely be wanting to attend again next year. Thank you Chris and to everyone who helped throughout!

Good atmosphere

Good atmosphere

## What improvements would you make to the Christmas Market?

Cross street lacked the atmosphere. It seemed to have less passing trade, and despite the promotion, they commented that they didn't realise we were there. It didn't feel like it was part of the main market, it was a bit too far away from the main stalls.

I think that there needs to be more streets involved

"It's brilliant for us, thanks. It's a lot to organise for one person on a voluntary basis - suggest an additional £10 per stall as payment?"

Nb - would have ticked very likely to attend a future market (below) but typo with 2 'very unlikely's"

No improvements needed. Maybe more coffee !

None

If the town itself had wifi it would make taking card payments easier for stall holders. But this has nothing to do with the event itself.

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I haven't commented on the music and entertainment as we couldn't hear or see it where we were which isn't really an issue. The information made it sound like we could get the cars next to our gazebos to unpack and pack. This wasn't the case so it would be good to mention that trolleys would be useful to bring - I glad I packed mine just in case.

It was very cold on the day but that couldn't be helped and probably we should have been a bit better prepared! I liked the flow in St John's Square a bit better last year, because it was a wee bit constrained at my stall - there was a corner between me and curious rabbit so when I had a couple of customers it meant

no one else could get to my stall. But hey, it's a very small issue and I'm sure it made no difference to my final sales

Can't think of anything.

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Nothing, one thing customers mentioned was tricky parking as it was so busy. Would it be worth looking into something like the food festival parking if the market continues to be such a success for our town?

"Can't think of any.

Nothing really

"It's brilliant for us, thanks. It's a lot to organise for one person on a voluntary basis - suggest an additional £10 per stall as payment?"

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More stalls on Cross st to draw visitors. More music

I don't think you were responsible for the awful busker on high street!! A large shepherds crook was needed.

In all honesty I can't think of anything!

I didn't get chance to explore beyond my stall on Frogmore street, so I can't speak for the whole market. I think at quieter periods it felt a little like we were on the edges of the market, and lacked much Christmas atmosphere.

If possible I think it would be good to group the stalls by type, ie food and drinks together, crafts together. Potentially market it that way too - Food and drink Corner etc.

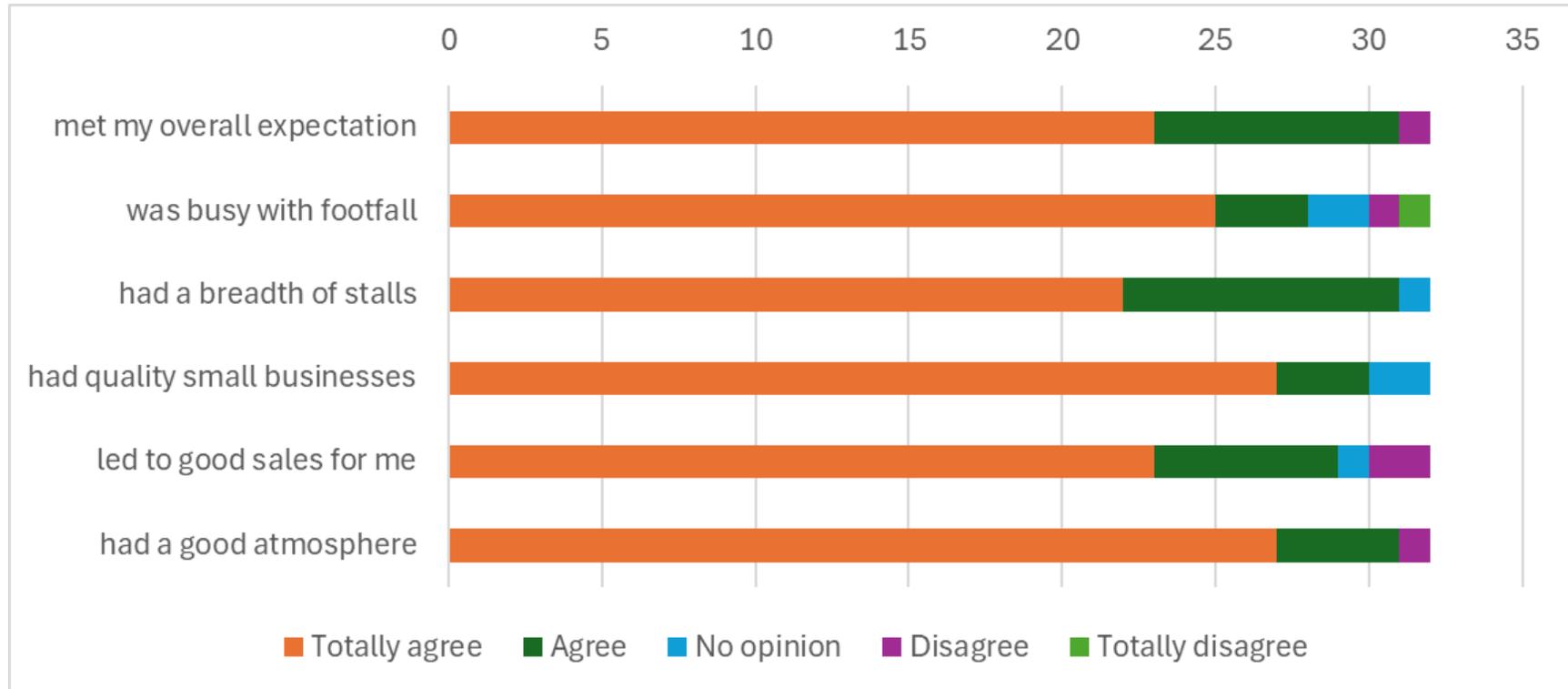
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Of course, the morning didn't go off to a great start. For whatever reason tables and stalls got moved about, so did cause us a bit of stress in the morning as understandably you plan for something specific for weeks and then that doesn't happen on the day. In our case, apparently our stall got squeezed out because of an incorrect name on a table? I'm not sure how true that is and if there's anything that can be really done to resolve that, e.g. maybe the wind blew it, but luckily it actually worked in our favor and I'd happily take that same spot again (stall 5). Also hearing of new stall holders causing issues and trucks parking in wrong places which definitely had a knock-on effect, so definitely not an easy start to the morning (glad we finally got there though as it was a great day otherwise!). All I can think of is maybe more processes and backup plans for if similar things were to happen again? I know that's not an easy task, as a number of unexpected things can happen, plus I doubt you can feasibly vet all new stall holders. Either way, lessons learnt and I'm sure next year will be back to smooth sailing. If there's anything else we can do to help next time round, just let us know.

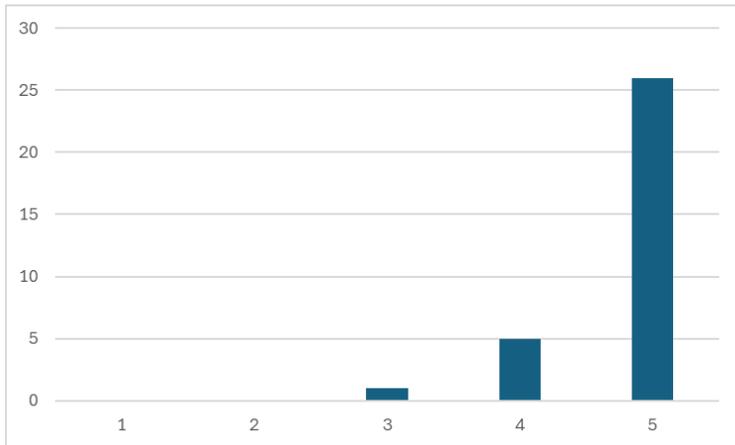
More advisement

More advisement

## To what extent do you agree with the following statements? The Christmas Market...



How would you rate the Christmas Market ( 1 being very poor - 5 being excellent )



How likely are you to attend a future Christmas Market in Abergavenny?

