

Questionnaire results from the Market Square Exhibition held on the Market Square 18 to 21 February 2009.

Northampton Borough Council held an exhibition on the Market Square on the 18 to 21 February 2009 to explain to the public what is happening on the Market Square and their views on events, food and design they would like to see in the Market Square and entrance area. Thank you to all of you who took part in the questionnaires Northampton Borough Council will be taking these ideas into consideration when deciding upon types of food that will be available in the Market Square and events, which will be taking place.

Northampton Borough Council received 111 responses in total and you can see the results below.

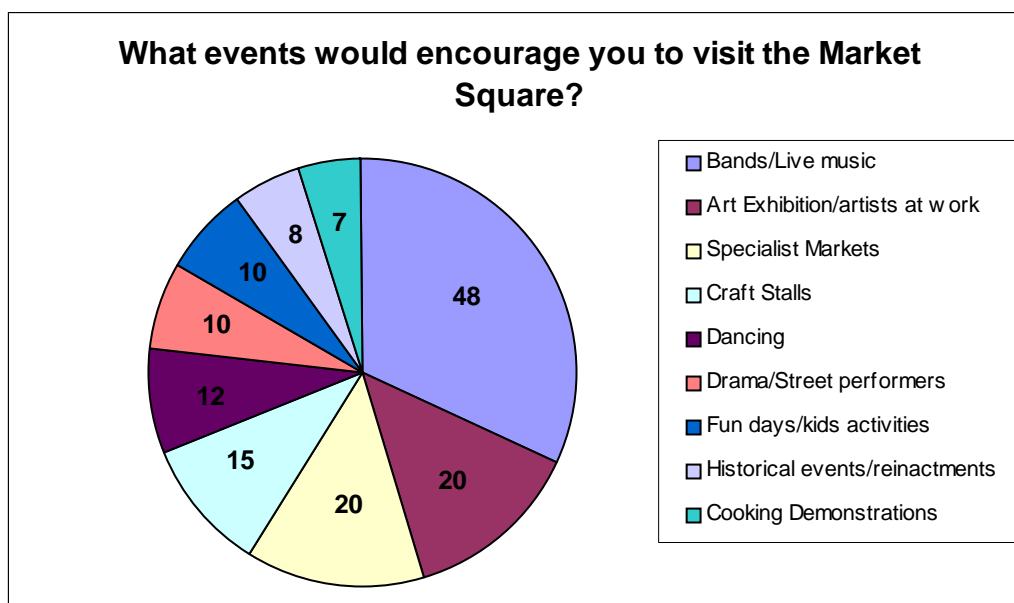


The chart above shows the top 5 answers that were given in the results. These were:

- Healthy range -15 people
- Tea/Coffee - 14 people
- Burgers/Pizza and Fast Food - 14 people
- Fruit and Veg - 13 people
- Freshly made Sandwiches/Paninis -13 people.

Other suggestions included:

- A variety of foods from all areas
- Pastry/snacks/cakes and chocolate
- Locally grown/organic/home made goods
- Jacket Potatoes
- Vegetarian food
- Ice Cream



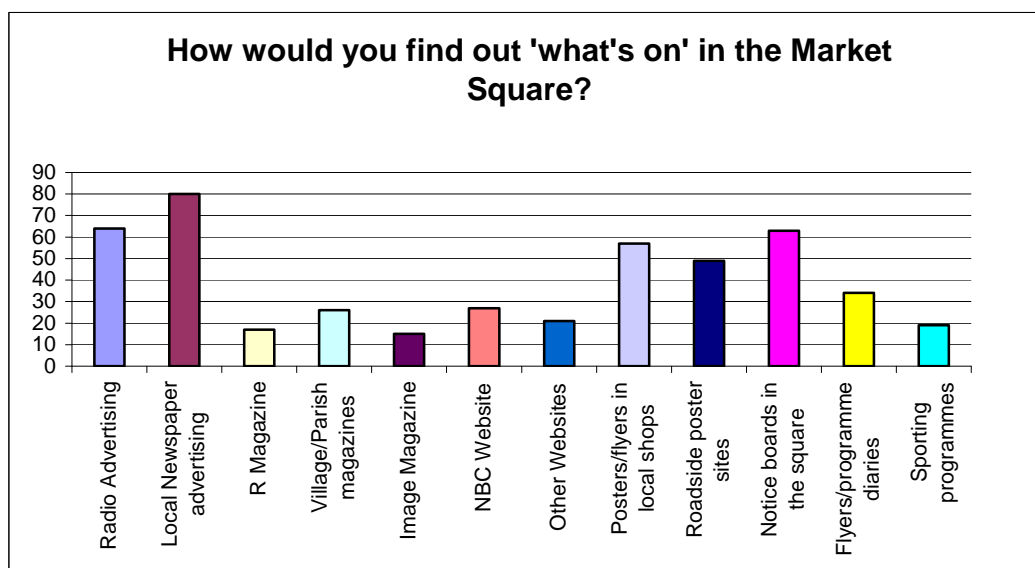
The graph above shows the 9 most popular suggestions for events in the Market Square. These included:

- Live music, bands, a variety of music genres and events - 48 people
- Art Exhibitions and specialist markets - 20 people
- Craft Stalls - 15 people
- Dancing - 12 people
- Drama/Street Performers - 10 people
- Fun Days/Kids – 10 people
- Historical events/re-enactments - 8 people
- Cooking Demonstrations – 7 people.

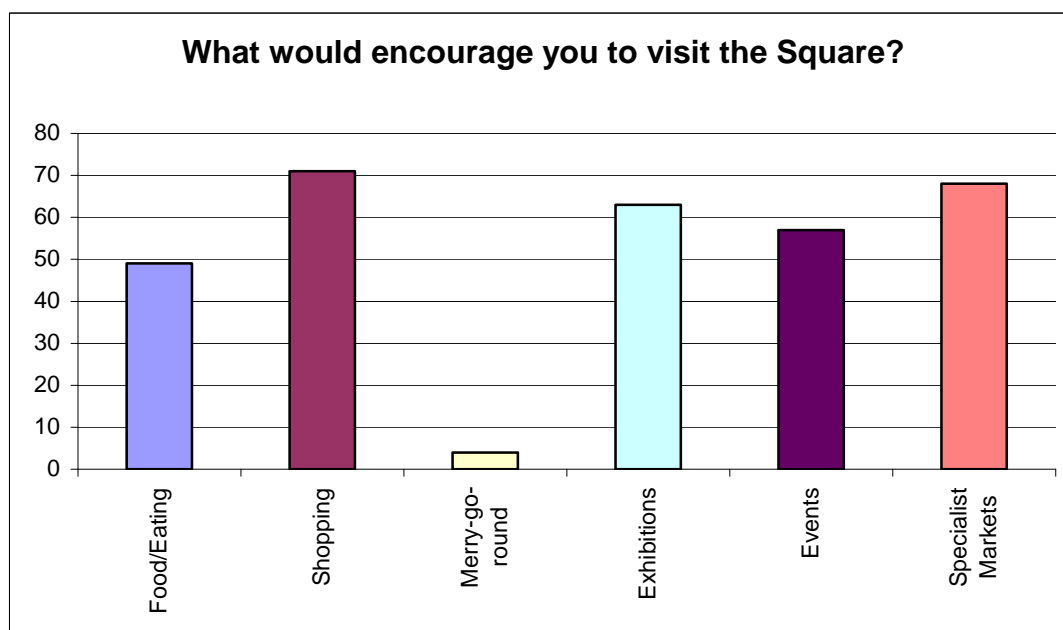
Other suggestions included:

- Sporting events, activities
- Ice rink
- Events for particular dates in the year (i.e. Halloween, Easter, Valentines Day, New Years Eve)
- Fashion shows

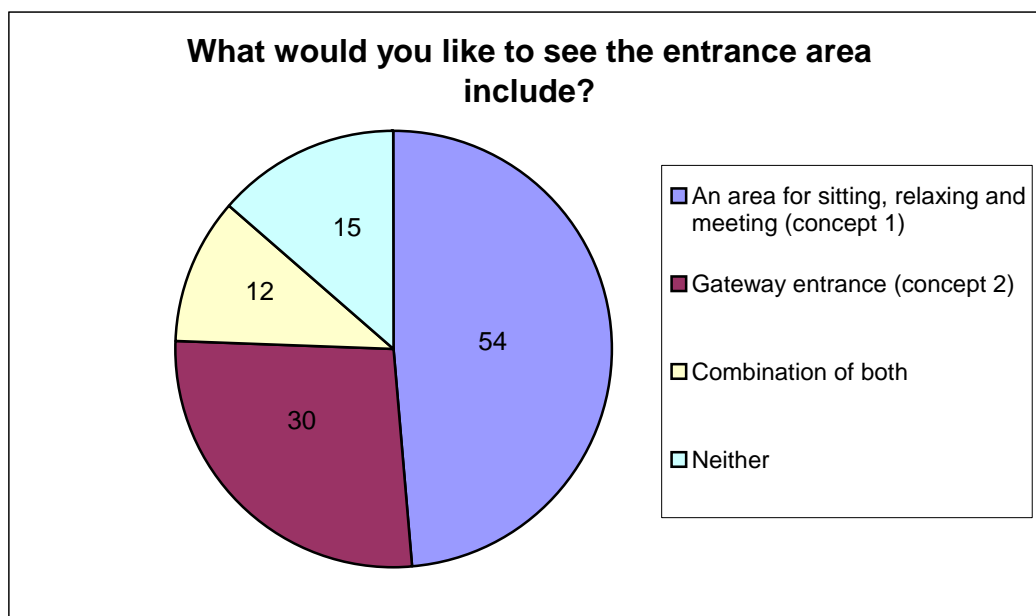
Only 7 people said that they would not like to see events in the Market Square.



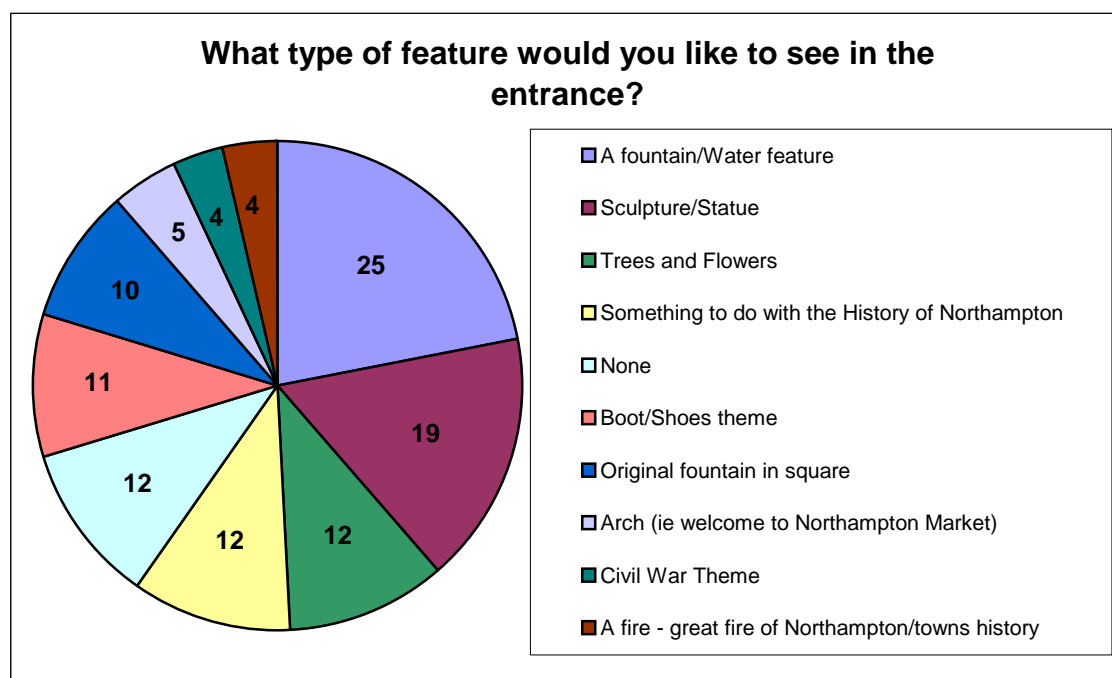
The graph above shows that the most popular way of advertising was the local newspaper advertising followed by notice boards in the Market Square. However, most of the ideas scored highly and it seemed the general consensus was that it was important to advertise the events in many different ways to ensure it reached a variety of people which is what Northampton Borough Council plan to do.



This graph shows that shopping was the most popular answer with 71 people followed by specialist markets with 68 people stating that it would encourage them to visit the Market Square. Exhibitions and Events were also popular with 63 and 57 and food and eating received 49 people saying that it would encourage them to visit. Only 4 people said a merry-go-round would encourage them to visit the Market Square. Ideas for specialist markets included: Italian, French, German, Christmas, Easter, farmers, clothing, jewellery, books, sports, china, local produce, local designers, better quality, Asian, organic, Spanish, Turkish, antiques, European, historical, full market, WI



The majority of people preferred an area for sitting, relaxing and meeting with 54 people with the gateway being agreed with by 30 people. 12 people said a combination of both would be appropriate and 15 people stated they would like to see neither.



The 10 most popular ideas for a feature in the Market Square Entrance are shown above. These include:

- Fountain/water feature – 25 people
- Sculpture/statue – 19 people
- Trees and Flowers – 12 people
- Something to do with the history of Northampton – 12 people

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None – 12 people
Boot/Shoe Theme – 11 people
Original water feature in square – 10 people
Arch – 5 people
Civil war theme – 4 people
A fire – the great fire of Northampton – 4 people

Other ideas included:

A sculpture which complements the one at the top of Abington Street
Princess Diana
Famous people
Sundial
Decorated poles with changing banners and lights
Mosaic
Northampton coat of arms
Seated adult and child
The high wire walker who once crossed the Market Square 30m in the air