

**RIBBLE VALLEY BOROUGH COUNCIL
REPORT TO
HEALTH AND HOUSING COMMITTEE**

Agenda Item No.

meeting date: 5th June 2008
title: Citizens' Panel Survey Report – Clitheroe Market
submitted by: Chief Executive
principal author: Becky Midgley – Assistant Corporate Policy Officer

1 PURPOSE

- 1.1 To inform committee of the results of the Ribble Valley Citizens' Panel Survey conducted in December 2007.

2 RELEVANCE TO THE COUNCIL'S AMBITIONS AND PRIORITIES:

- Council Ambitions: It is important that the Council is aware of the levels of
 - Community Objectives: satisfaction from our customers; this will enable us to improve
 - Corporate Priorities: our service delivery. In addition, this survey will help to inform
 - Other Considerations: the Council of the areas which our customers see as priorities
- for improvement.

3 BACKGROUND

- 3.1 The Ribble Valley Citizens' Panel was established in 2004 to enable the Council and its partners to access the views of Ribble Valley residents on issues of concern. The results are used to develop policies and strategies, and to identify where service improvements are required.
- 3.2 The Ribble Valley Citizens' Panel currently has over 700 members. The Council works in partnership with neighbouring East Lancashire authorities – Hyndburn, Pendle, Burnley and Rossendale – to form an East Lancashire Citizens' Panel. The Ribble Valley panel is surveyed twice a year about matters relating specifically to Ribble Valley, and twice a year as part of an East Lancashire-wide survey.
- 3.3 In December 2007, panel members were invited to take part in a Ribble Valley-specific survey covering the topics: Equality and Diversity; Citizenship; Financial Reporting; and Clitheroe Market. The full survey report has been circulated to all members for information. This report focuses specifically on the section of the survey covering matters relating to Clitheroe Market.

4 SUMMARY OF RESULTS

- 4.1 The opening question in the section relating to Clitheroe Market was used to divide respondents into two groups: 'regular market users' and 'non-market users'. This enabled us to gauge opinions about various aspects of the Market from the perspective of a regular market shopper, and that of someone who does not use the Market often, if at all.
- 4.2 Regular market shoppers felt that the key issues relating to Clitheroe Market were:
- More stalls / variety needed
 - More local produce / 'farmers' market' style stalls needed

- Further provision of themed events would be beneficial
- Better parking facilities needed
- Market appearance needs improvement
- Covered areas should be provided, particularly during the winter months

4.3 Non-market users felt that the key issues relating to Clitheroe Market were:

- Clitheroe Market is not perceived as being 'worth the effort' of travelling to, i.e. there are no features that would attract a local shopper to travel here rather than visiting other shops / markets that are more convenient to them
- Regular 'farmers' style' markets would attract new shoppers, as well as other special / themed events
- A better range of goods and better provision of local produce is needed
- The market is perceived to be in need of modernisation
- More advertising / promotion of the Market is needed
- Change in opening times / days may attract new shoppers

5 RECOMMENDATION

5.1 It is recommended that Committee note the results of this Citizens' Panel survey.

6 RISK ASSESSMENT

6.1

- Resources: None
- Technical, Environmental and Legal: None.
- Political: None
- Reputation: It is important that the Council uses customer satisfaction information to improve service delivery where possible.

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For more information please ask for Becky Midgley, extension 4592.