

West Dorset District Council

# West Bay Car Boot Sale Survey Report, 2018

Summary Report

M Simons, Consultation Officer  
6-25-2018



# West Bay Car Boot Sale Survey

## Summary Response Report

<b>What was the consultation about?</b>	West Dorset District Council are looking to understand the public's views on the West Bay Rd car boot sale. The car boot currently is situated on a public car park owned and managed by WDDC. The survey looked at how much people valued the boot sale and the suitability of the current location.
<b>What form did the consultation take?</b>	The consultation was launched on 22 May and closed on 13 June 2018. An online and paper survey were available. Promotion was done through the local news network, social media, e-newsletters and local influencer groups.
<b>How many responses were received overall?</b>	457 overall responses were received, with 84% of those responding being local residents while 16% being on holiday in the area. 10% (45) of the respondents were disabled.
<b>Where will the results be published?</b>	Results will be published on the council's website <a href="http://www.dorsetforyou.com">www.dorsetforyou.com</a>
<b>How will the results be used?</b>	The results will be used to help the council better understand the use of the car boot sale, the contribution to the local economy and if there are any other potential locations for the boot sale.
<b>Who has produced this report?</b>	Mark Simons, Consultation Officer DCP June 2018

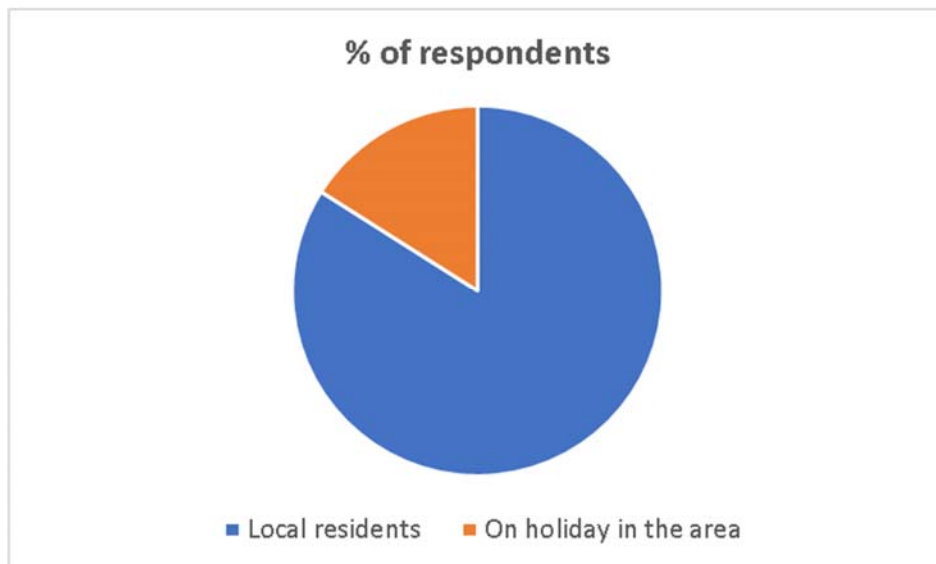
**Analysis Method:** The main method of analysis is looking at the percentage of respondents who expressed a view on each question.

For each open question the text comments have been studied and coded depending on what issues were raised. The coded comments are then reported on based on the amount of times those individual issues have been raised. Note percentages may not sum in some results due to rounding.

## About respondents to the consultation

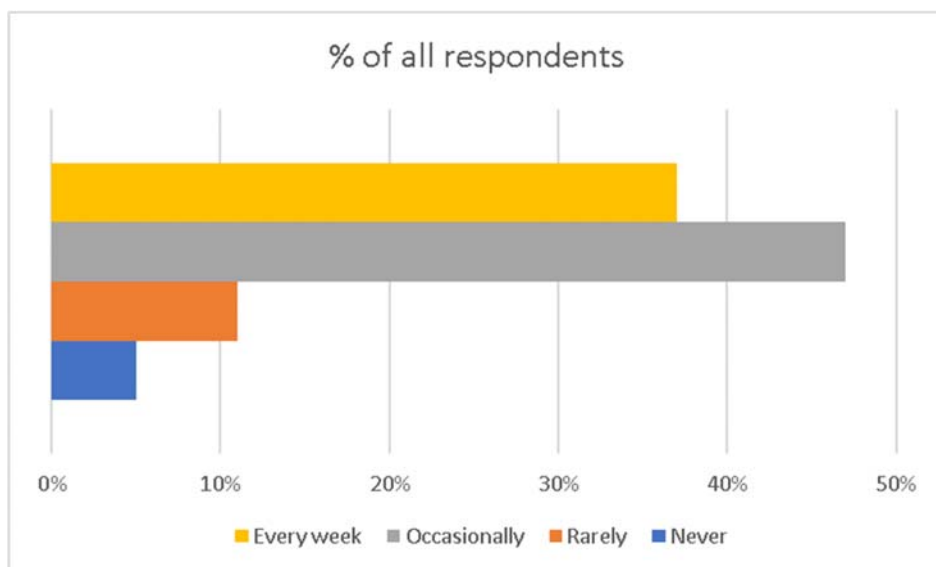
The first question asked respondents whether they were local residents or on holiday in the area. The table below shows the results:

	Number	%
Local residents	384	84%
On holiday in the area	73	16%



**Q Do you go to the Sunday car boot sale at West Bay?**

	Number	%
Every week	168	37%
Occasionally	216	47%
Rarely	50	11%
Never	24	5%



The table and chart above shows nearly half the respondents were occasional users of the car boot sale and just over a third went every week. 16% currently only went rarely or not at all.

### If you go to the car boot sale, do you go as ?

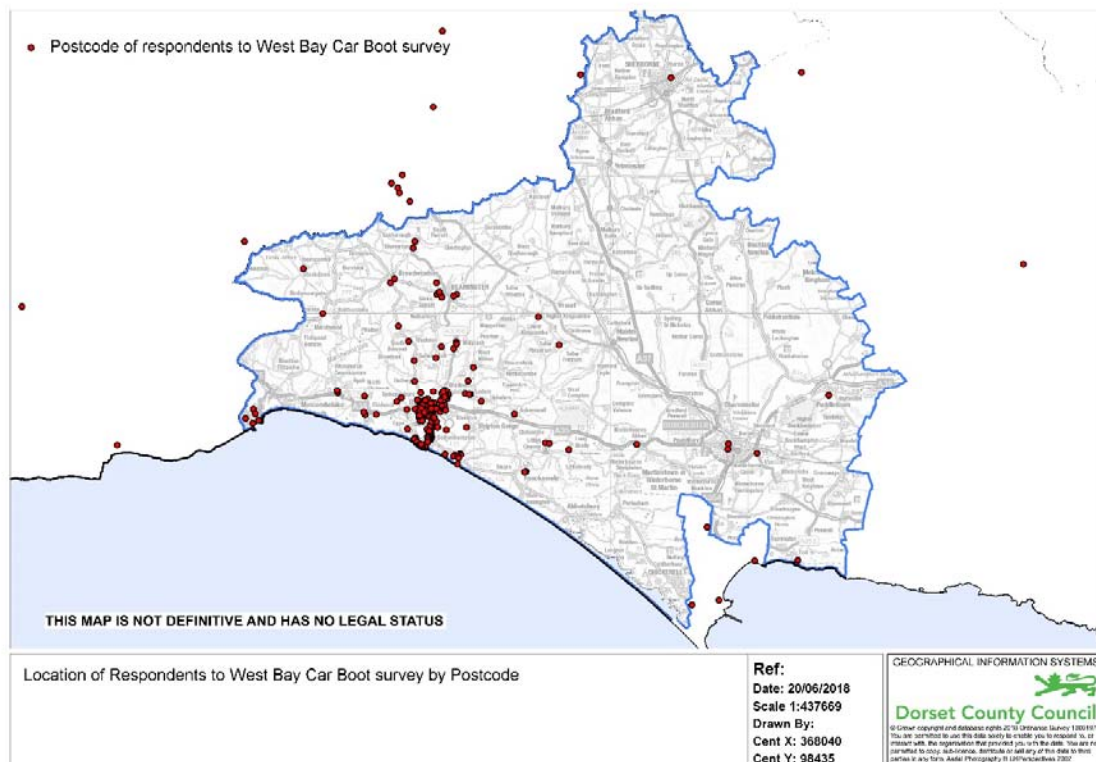
	Number	%
A trader	8	2%
A customer	334	77%
Both	92	21%

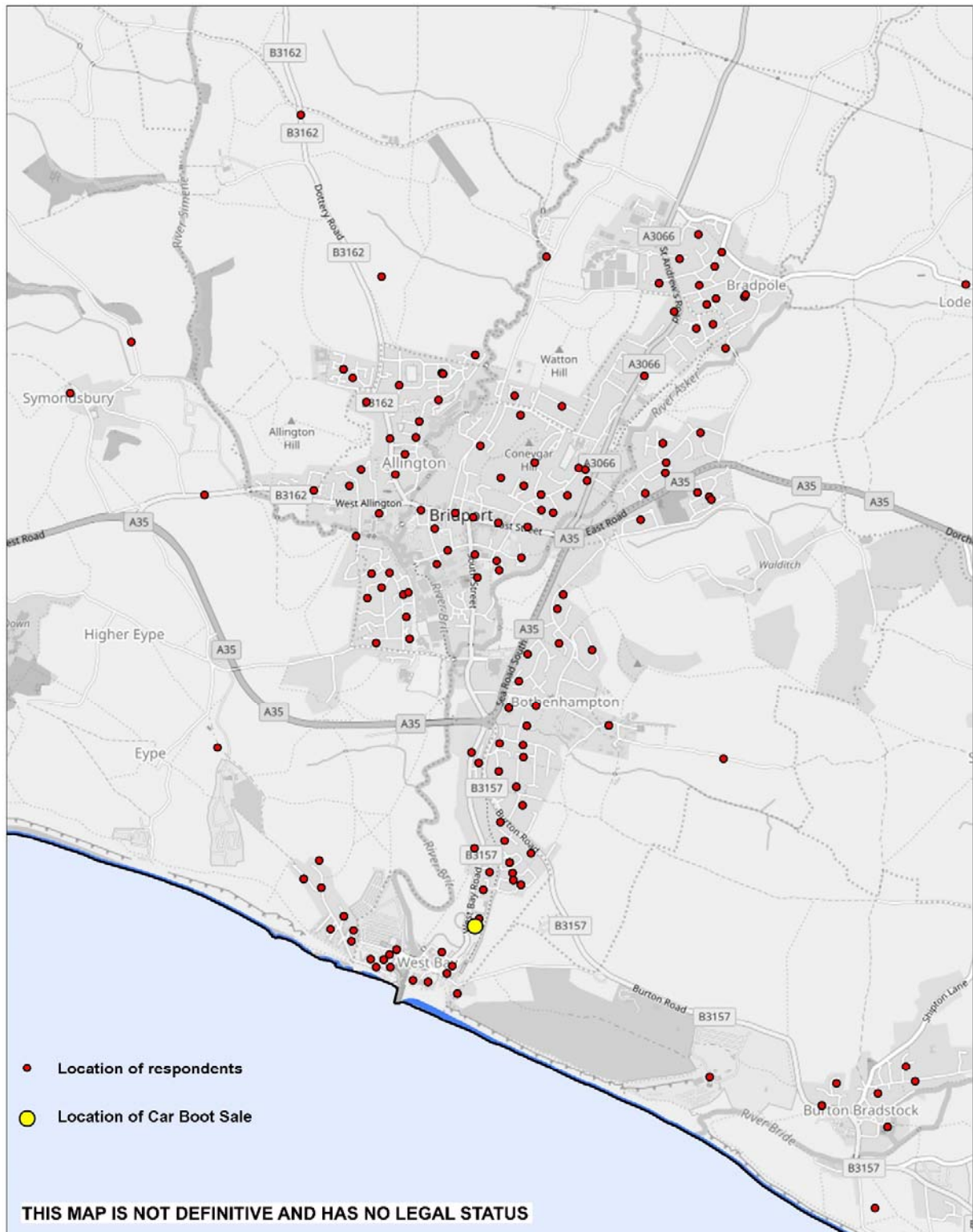
As the table above shows the clear majority of people responding (77%) go to the boot sale solely as a customer. However, 1 in 5 are both customers and traders showing, unlike a market, there is quite a big crossover between selling and buying within the boot sale. Responses from those who solely go to the market to sell was limited.

### Where do you live?

Respondents were asked where they lived. 454 responded with 402 providing a postcode. Three quarters of respondents live in the wider Bridport area, which may explain the high percentage who normally walk to the car boot sale. The maps below show plots of postcodes of respondents with the first showing the wider West Dorset area and the second the Bridport/West Bay area.

	Number	%
West Bay	89	20%
Bridport	147	32%
A village around Bridport	115	25%
Elsewhere	103	23%





Location of residents responding to Car Boot Sale by postcode

Ref:

Date: 20/06/2018

Scale 1:90711

Drawn By:

Cent X: 346891

Cent Y: 92542

GEOGRAPHICAL INFORMATION SYSTEMS

  
**Dorset County Council**

© Crown copyright and database rights 2018 Ordnance Survey 100019790.  
 You are permitted to use this data solely to enable you to respond to, or  
 interact with, the organisation on that provided you with the data. You are not  
 permitted to copy, sub-licence, distribute or sell any of this data to third  
 parties in any form. Aerial Photography © UKPanspectives 2002  
 © Getmapping 2005, 2009 & 2014

### Your age

As the table below shows people responding to the survey came from quite a wide range of ages. Whilst nearly 40% were aged 60+, about the same percentage were aged 40-59.

	Number	%
Under 20	2	<1%
20-29	20	4%
30-39	45	10%
40-49	98	21%
50-59	96	21%
60 +	181	39%
Prefer not to say	17	4%

In West Dorset overall 37% of the population are aged 60+ and 39% of the respondents to the survey were in that age group. Also in West Dorset as a whole, 35% of the population are aged 30-60 whilst this age group made up 52% of the respondents.

### Employment status

Are you...

	Number	%
Working full-time	160	35%
Working part-time	86	19%
Retired	161	35%
Student	2	<1%
Looking after homes/family	27	6%
Long term sick/disabled	13	3%
Other	6	1%

### How do you normally get to the car boot sale?

442 people responded to this question. Whilst nearly 60% of respondents drove to the car boot sale most of the other people walked to the event.

	Number	%
Car/van/motorbike	252	57%
Cycle	10	2%
Walk	172	39%
Public Transport	5	1%
Coach Trip	0	0%
Other	3	1%

### If you come by car/van/motorbike where do you park?

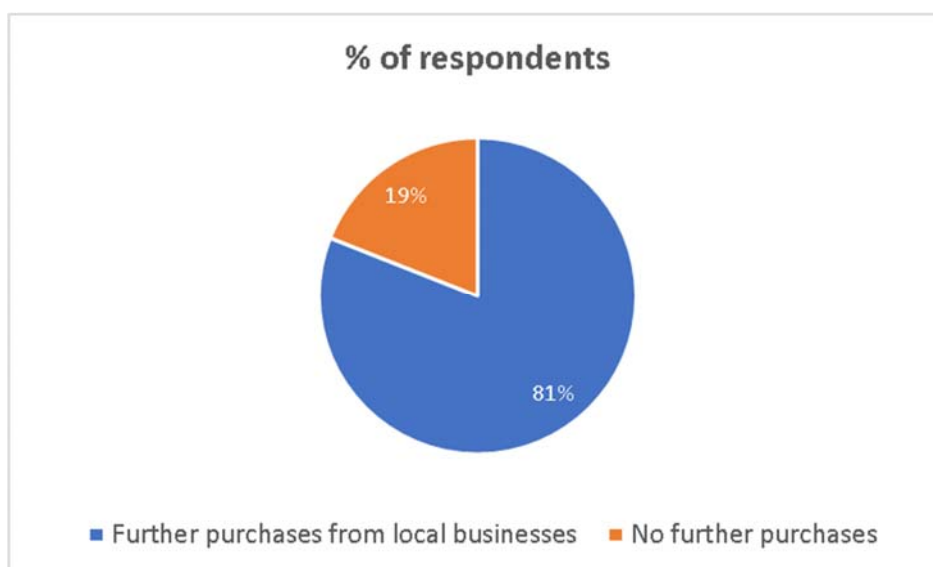
Of the people who responded to this question 8 out of 10 said they used a pay and display car park. A further 9% park on the street and 11% elsewhere.

	Number	%
Pay and display car park	233	80%
On street parking	26	9%
Elsewhere	34	11%

## About the car boot sale

When you go to the car boot sale do you normally go to any other businesses in West bay/Bridport (e.g. shops/cafes/pubs etc.)?

	Number	%
Yes	362	81%
No	83	19%



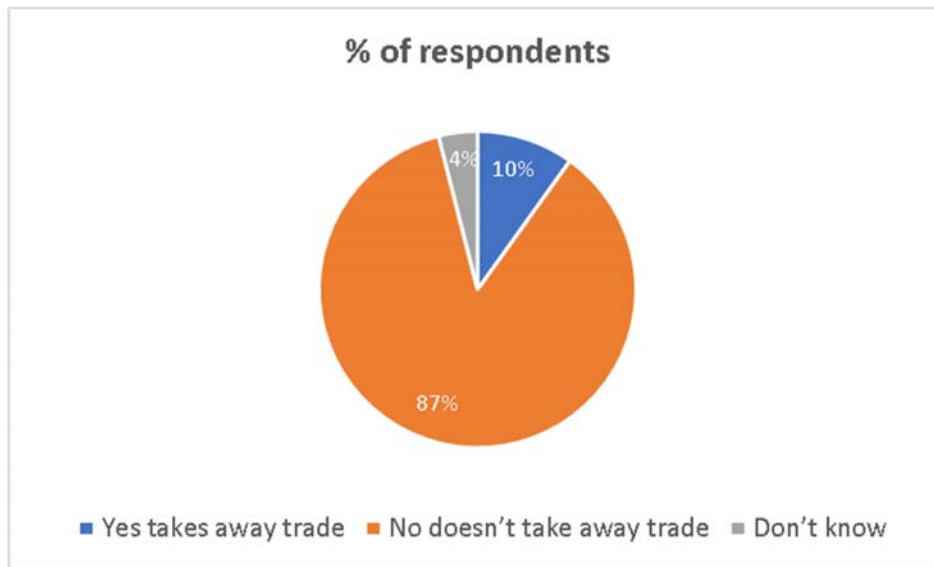
As the table above show 8 out of 10 respondents said they visited other businesses when they visited the car boot sale. The next question asked for examples. 335 respondents gave examples and these have been studied. The responses covered a wide range of shops, pubs and cafes particularly in West Bay itself. Virtually all involved buying food and drink with a few other purchases of fishing tackle and antiques. 143 people who go to the car boot sale every week also explained where they went on to before or after the event. They nearly all bought food and drink, often in West Bay itself. Occasional users and regular users of the car boot sale all seem to go on to buy from other businesses in West Bay/Bridport in similar proportions (with about 80% making other purchases). However, 92% of holiday makers responding to the survey also go on to purchase from other businesses during their visit.



### Do you feel the Car boot sale takes away trade from other shops?

There was a strong view from the 458 people who responded to this question. Overall, nearly nine out of ten respondents felt the boot sale did not take away trade from the other shops.

	Number	%
Yes, takes away trade	44	10%
No doesn't take away trade	397	87%
Don't know	17	4%



None of the holidaymakers who responded felt the boot sale took away trade from local shops. Whilst the highest figure, albeit still very small, came from local residents where 12% felt there was a negative impact on the trade for local shops.

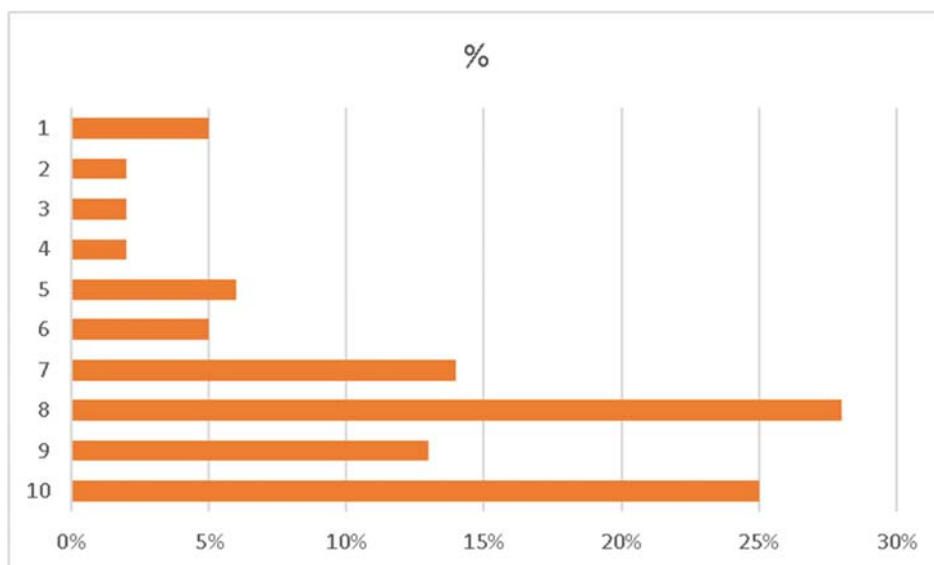
### With the rise of internet based selling/buying for second-hand goods (using sites such as Gumtree, eBay and Facebook) do you feel there is still as much demand for selling/buying through car boot sales?

	Number	%
Yes	390	87%
No	40	9%
Don't know	21	5%

There was strong agreement that there is still a role for car boot sales despite the rise of internet based options, with nearly nine out of ten supporting this view. The response was similar from all groups of respondents

**On a scale of 1-10 how do you rate the West Bay car boot sale? (1 =poor and 10 =brilliant)**

Overall



1	5%
2	2%
3	2%
4	2%
5	6%
6	5%
7	14%
8	28%
9	13%
10	25%

Overall, respondents rate the boot sale highly, with two thirds (66%) of people rating the sale as 8 or above. A quarter of all people rated the boot sale at 10. At the other end of the scale under one in ten respondents rated the sale at three or below. The boot sale was highly rated by holidaymakers with 82% rating it at 8 or above. In contrast only 62% respondents who are local residents rated it at 8 or above. Unsurprisingly those who attended regularly rated it higher than those who only went occasionally.

People were asked why they rated the boot sale as they did above. The comments in the table below are from those who **rated the sale at ABOVE 5**

Issue	mentions
Good variety and number of stalls	85
Good sale overall	50
Good value fun on a Sunday morning	37
It's a community/social gathering	35
Brings people in to West Bay	30
Good for charities	25

Good atmosphere	24
Good location	22
Always busy	22
Good for holiday makers and local alike	22
Other	18
Good for local economy	17
Recycling at its best	16
Friendly people	15
Causes parking issues	7
Too many traders	6
Poor surface of car park	5

Interestingly, a number of people mentioned the importance of the car boot sale to local good causes. This was not only from the distribution of the monies raised but also from the fact that many charities had stalls raising money at the sale itself.

People were asked why they rated the boot sale as they did above. The comments in the table below are from those who rated the sale at **5 or BELOW**.

issue	mentions
Just don't rate	10
Too many traders	8
Poor quality goods	6
Uses parking spaces	5
Too few stalls	5
Variable depending what stalls are there	4
Poor site/location	3
Looks tatty	3
Causes parking/traffic problems	3
Same goods each time	3
Causes litter	2
Disorganised	2
Other	2

#### Why do you go to the car boot sale? (Choose all that apply)

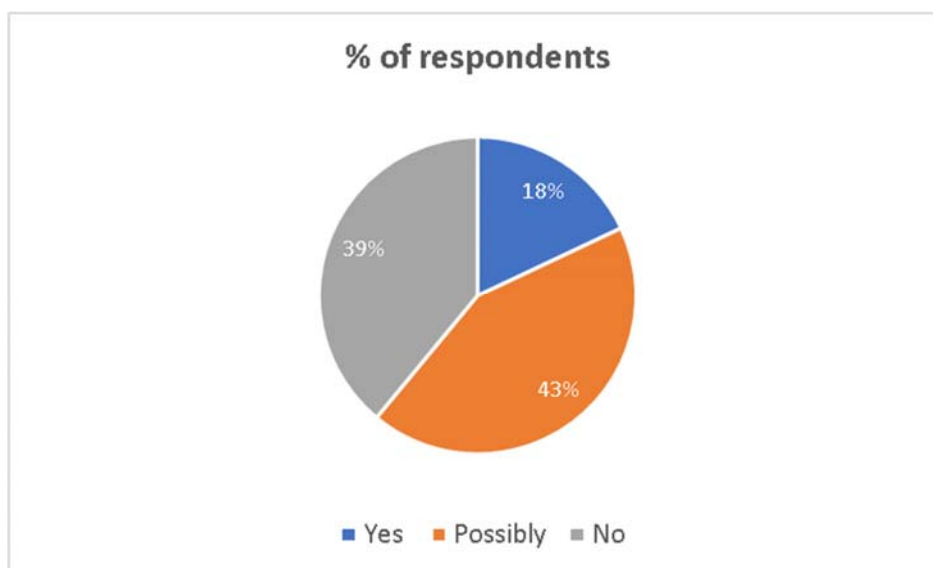
Whilst the main reason chosen for going to the boot sale was the desire to pick up bargains and things that are good value, there is clearly a significant social element to the event with people going to meet others.

	Number	%
Pick up bargains	338	80%

It's a social event – meet people	225	53%
Things are good value	220	52%
To sell things	82	19%

**The car boot sale has been in the current location in West Bay for a long time. Other locations have been considered in the Bridport area e.g. the football club car park, as possible alternative locations. Could there be an alternative location that would work well?**

461 people responded to this question.



The location at West Bay is generally popular. 39% of respondents felt there was no alternative site that could work well. Only 18% felt there definitely could be a location that would work well. However, a large percentage felt there could possibly be an alternative site that would work. So in summary 61% felt there was, or possibly could be a site that could work as an alternative.

**People were then asked to explain why they felt it could work well/not work well in another location.**

Looking at the responses from those who thought **there was or might be an alternative location** that would work the table below shows another site in West Bay was the preferred option as long as it was of a suitable size and had parking.

Issue	responses
Elsewhere as long as in West Bay [many comments about suitable size and parking provision]	56
It takes away needed parking	37
Yes but leave it where it is / current position is good	11
As long as it's accessible/ easy parking	7
Anywhere that takes away parking in Meadowlands area	2
Other	1

Looking at the responses from those who thought **there was NOT an alternative location** that would work, the table below shows most support by far was for leaving it where it was but another site in West Bay was the preferred option if it had to move.

Issue	responses
Leave where it is / current position is good	105
Elsewhere as long as in West Bay [many comments about suitable size and parking provision]	34
Part of a great day out	23
As long as it's accessible/ easy parking	4
brings local trade in	4
Get rid of the car boot	3
Don't know until you try somewhere new	3
Takes away needed parking	1
Good for charities	1

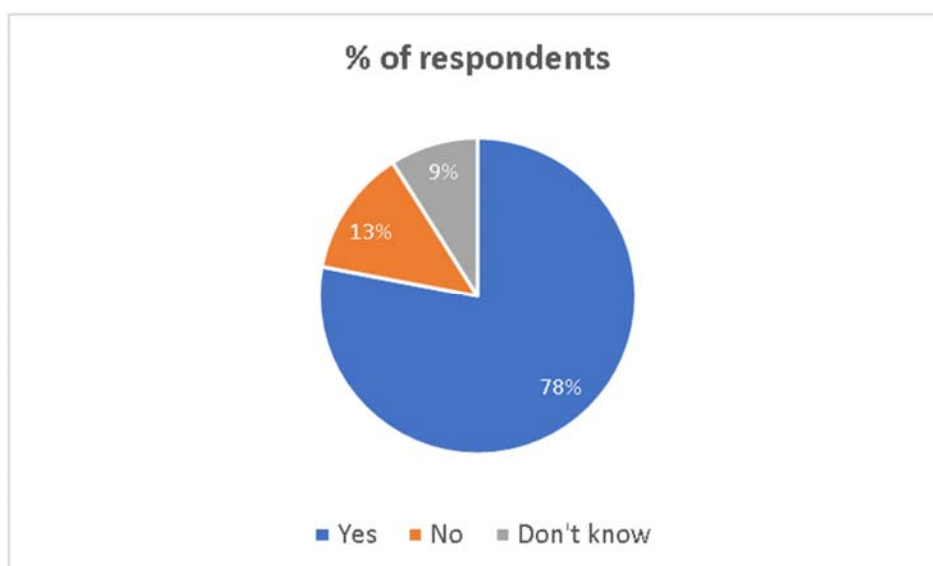
The following were **locations suggested by all respondents** with some support for the football club location but also some opposition.

Suggested location	responses
Football club	29
Unspecified alternative location	26
NOT the football club	10
Campsite/field opposite	9
Melplash show ground	6

Morrisons field	4
Asker meadows	4
Esplanade	2
Grassy area under trees	2
Flood lane	1
Station car park	1
Egg cup tea rooms	1
Town centre site	1
Spar shop- field opposite	1

**The car boot sale is currently run by the district council parking division. The costs of managing the boot sale including collecting monies etc are about equal to the monies raised. However, the monies raised are then distributed to local community projects in the area. Do you feel this is an effective use of council resources?**

	Number	%
Yes	356	78%
No	59	13%
Don't know	40	9%

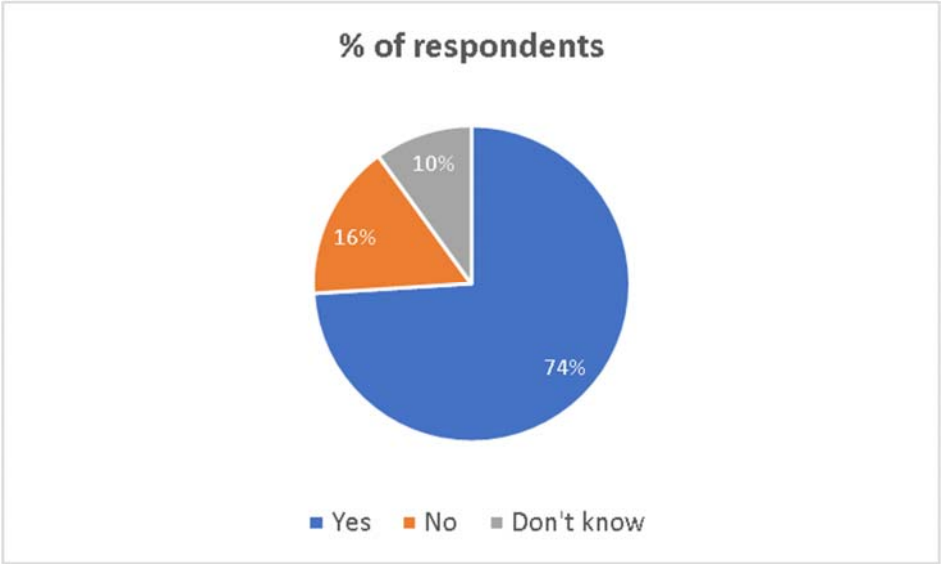


Nearly eight out of ten people seemed happy with the council running the car boot sale with money being distributed to local causes and charities.

**If the car boot sale stopped raising funds which are then distributed to local community projects would this be a big loss to the local area?**

The financial support the car boot sale funds gave to local community projects was popular with respondents. Three quarters of respondents thought it would be a big loss if this support didn't continue.

	Number	%
Yes	333	74%
No	46	10%
Don't know	74	16%



**Any other comments you wish to make about the car boot sale.**

213 responded to this question. Many used the opportunity to re-iterate points already made. The main issue raised was the desire to keep things as they are because the boot sale was a valued

community asset. Quite a number felt the costs to run the boot sale could be reduced ensuring the continuation of the boot sale and effective parking.

Issue	mentions
Leave it how it is	61
Valued community asset	46
Good for holiday markers/ visitors	32
Charity support important	28
Added activity/ attraction in West Bay	22
Why is it costing so much - didn't feel the maths stacked up	21
Get more £/ spaces from the Car Park	19
Volunteers should manage it/ get the charity £	16
Only on for morning so don't see the problem with it affecting car park usage	16
More spaced needed	10
Get rid of it/ move it elsewhere	9
Recycling/ reusing good important	8
Other	6
Caravan usage of car parks complaints	5
Friendly/ meet people	5
Location near coast important	5
Keep it in West Bay	4
Get them to finish by 11/12	4
Charities shouldn't rely on it	3
Not good for road safety	2
More vigilant on traders	1
Get it out of car park	1
Car boots still relevant	1
Better than online	1
Close to playground	1
Run it October - march	1
Better marketing needed	1
Transfer to Bridport Town Council	1
Find a way for it to co-exist with the CP	1
<b>alternative sites</b>	
Asker meadow	1
Football club	3
Bridport connect field	1
Wasteland between Kingfisher Court and Old Shipyard Estate	1

## More detail about the respondents

### Gender



Male	35%
Female	60%
Prefer not to say	5%

#### **Ethnic Group**

White	90.6%
Mixed and multiple ethnic groups	0.4%
Asian or Asian British	0.4%
Black African, Caribbean or Black British	0.0%
Any other ethnic group	0.2%
Prefer not to say	8.2%

#### **Do you consider yourself to have a disability?**

Yes	10%
No	85%
Prefer not to say	5%

## **Questionnaire form**

## West Bay Car Boot Sale Survey



We want to understand your thoughts on the Sunday car boot sale on West Bay Road. The following survey should take around 5 minutes to complete.

Thank you for taking the time to give us your comments.

Are you:

- ☐ A local resident  
☐ On holiday in the area

Do you go to the Sunday car boot sale at West Bay?

- ☐ Every week ☐ Rarely  
☐ Occasionally ☐ Never

If you do go to the car boot, do you go as:

- ☐ A trader  
☐ A customer  
☐ Both

How do you normally get to the car boot sale?

- ☐ Car/van/motorbike  
☐ Cycle  
☐ Walk  
☐ Public transport  
☐ Coach trip  
☐ Other (please specify)

If you come by car/van/motorbike where do you park?

- ☐ Pay and display car park  
☐ On street parking  
☐ Elsewhere

What is your home postcode?

Your age

- ☐ Under 20 ☐ 30-39 ☐ 50-59  
☐ 20-29 ☐ 40-49 ☐ Over 60  
☐ Prefer not to say

Where do you live?

- ☐ West Bay  
☐ Bridport  
☐ A village around Bridport  
☐ Elsewhere (please specify)

Are you...

- ☐ Working full-time ☐ Looking after home/family  
☐ Working part-time ☐ long term sick/disabled  
☐ Retired ☐ Other (please specify)

☐ Student

## About the car boot sale

When you go to the car boot sale do you normally go to any other businesses in West Bay/Bridport (e.g. shops/cafes/pubs etc)?

☐ Yes ☐ No

If you do please give examples

Do you feel the car boot sale takes away trade from local shops?

☐ Yes ☐ No ☐ Don't know

On a scale of 1-10 how do you rate the West Bay car boot sale? (1 poor, 10 being brilliant)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

Why do you think this?

Why do you go to the car boot sale? (choose all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Things are good value | <input type="checkbox"/> It's a social event - meet people |
| <input type="checkbox"/> Pick up bargains      | <input type="checkbox"/> To sell things                    |

With the rise of internet based selling/buying (using sites such as Gumtree, ebay and Facebook) for second-hand goods do you feel there is still as much demand for selling/buying through car boot sales?

☐ Yes ☐ No ☐ Don't know

The car boot sale has been in the current location in West Bay for a long time. Other locations have been considered in the Bridport area e.g. the football club car park, as possible alternative locations. Could there be an alternative location that would work well?

☐ Yes ☐ Possibly ☐ No

Please explain why you think this?

The car boot sale is currently run by the district council parking division. The costs of managing the boot sale including collecting monies etc are about equal to the monies raised. However, the monies raised are then distributed to local community projects in the area. Do you feel this is an effective use of council resources?

☐ Yes ☐ No ☐ Don't know

If the car boot sale stopped raising funds which are then distributed to local community projects would this be a big loss to the local area?

☐ Yes  
☐ No  
☐ Don't know

Any other comments you wish to make about the car boot sale

## Information about you

If you are providing a personal response please answer the questions below. The Council have a duty to promote equality and we want to make sure we include all parts of the community in our consultation, but these questions are optional.

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

What is your ethnic group?

- ☐ White
- ☐ Mixed or multiple ethnic groups
- ☐ Asian or Asian British
- ☐ Black, African, Caribbean or Black British
- ☐ Any other ethnic group (please specify)
- ☐ Prefer not to say

Please specify other ethnic group

Do you consider yourself to have a disability?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Thank you for taking part in our survey. The survey closes on

Tuesday 12 June 2018. Please return your form to:

c/o Bridport Town Council, Mountfield, Bridport, Dorset, DT6 3JP  
or Communications unit, WDDC, South Walks House, South walks  
Road, Dorchester, DT1 1UZ