

# Market Place Event: Views from Stall Owners

July 2018

# Key Findings

## Feelings and Experiences

Stall owners felt the event ‘interactive’ and ‘engaging’, and provided an opportunity to:

- Forge networks
- Promote their services
- Raise awareness, and/or signpost people to relevant services

## Information Sources

- Stall owners said they find information about services through both formal and informal means

## Suggestions

Stall owners made the following suggestions about future event:

- More central location
- Spacious venue
- Better promotion of the event
- Improved attendance particularly by members of the community

# Background

The Engagement Alliance team (Healthwatch Bolton and Bolton CVS) embarked on public engagement work within Neighbourhoods that would:

- Develop continuous engagement across the neighbourhoods so that people could see and feel progression following initial engagement in 2017
- Create an opportunity for people to connect with VCSE support organisations specific to health priorities in each of the four neighbourhoods
- Connect new primary care roles to communities
- Allow people have an opportunity to connect with VCSE support organisations specific to health issues faced in each area

228 people  
attended these  
events. The work  
produced  
195 comments.

Neighbourhood	N
Farnworth	66
Little Lever	45
Horwich	42
Rumworth	75
<b>Total</b>	<b>228</b>

# What we Asked People?

Did the event meet your expectations?

How do people normally find out about your activities?

What was the benefit of taking part in this event?

What could be improved?

Ideas for other venues?

# Farnworth

# Did the event meet your expectations?

## Comments

- *‘Plenty of space and steady flow of people’*
- *‘It was great to meet the related organisations as well as tell people about the work we do’*
- *‘Opportunity to chat to community members’*
- *‘Spoke to lots of people who are interested in what we do’*
- *‘Good atmosphere, relevant stalls’*
- *‘The event was well attended. It is a great opportunity to network with other agencies’*
- *‘Marketed our services’*
- *‘promoting volunteering to various organisations/volunteers’*
- *Lots of information leaflets given out’*
- *‘signposting opportunities’*
- *‘It did as was promoting health and wellbeing courses in Farnworth’*

# How do people normally find out about your activities?

Stall owners find information about local activities through Formal and Informal Ways

## Formal

- Facebook
- Twitter
- Website
- Instagram
- Leaflets

## Informal

- Events community forums
- Meeting
- Local shops
- Word of mouth



## What was the benefit of taking part in this event?

Stall owners said the market event presented them opportunities for networking and for promoting and/or raising awareness about services

### Networking

- Marketing and reaching out our service to public and other organisations
- The best part was making connections with other groups and people in the area
- Talking to other organisations and residents about the type of work we do
- Met individuals and groups interested in attending our events
- Made contacts with regard to hosting external events in future

### Awareness raising

- Awareness raising of our service
- Raising stroke awareness and prevention

# What could be improved?

## Better Promotion

- More promotion on social media

## Bigger/better venue

- Slightly bigger venue
- Hall a bit small, need bigger venue.
- Air conditioning.

## Regular events

- Regular events every year
- Hold these events regularly and we will be more than happy to attend

# Ideas for other venues?

Stall owners suggested the following alternative venues

- All souls Church
- Bolton CVS HUB, YMCA, Bolton College
- The elderdale centre in Brightmet, that could be a possible venue
- Castle Hill Centre
- Anywhere bigger
- Rumworth
- Primary schools
- Little Lever, Bolton one, Victoria Square

# Little Lever

# Did the event meet your expectations?

## Comments

### Interactive/Networking

- Great interactions with health professionals
- Some good networking opportunities. Sadly no opportunities to reach the public
- Good networking opportunity
- It gave me an opportunity to network
- Good networking opportunity

### Poor attendance

- Not as busy as would have liked
- Attendance by the general public very low
- Very poor response from general public
- Good Venue but not a lot of people attended from the community
- Not as much footfall as expected
- Disappointed that more members of the public did not attend

# How do people normally find out about your activities?

Stall owners find information about local activities through Formal and Informal Ways

## Formal

- UCAN Community Centres
- Webpages
- Social media
- Advert around the Little Lever area and on
- Little Lever Facebook Group
- GPs
- Hospitals

## Informal

- Word of Mouth
- Events
- Meeting new people

## What was the benefit of taking part in this event?

Stall owners said the market events presented them opportunities for networking and awareness raising

### Networking

- Networking, New Contacts
- New information of what is available around the area of Bolton and new projects being set up.
- To network, tell people about our services in Little Lever and also to inform people about our recent merger with Family Action
- Good to meet up with other service providers and CVS talked to them about possible funding

### Information and Awareness

- Providing informational and support, raising awareness
- Spreading awareness of diabetes
- Raising our profile within Little Lever
- Make public aware of diabetes risk and prevention
- Promoting awareness of our service
- Sole Benefit meeting other attendees

# What could be improved?

## Better Promotion

- Better advertising more attendees
- Contact local GPs within the area to make aware their patients of the event
- Not sure, possibly advertising the event to the public, Bolton news, web, informing professionals well in advance to enable them to spread the word through support groups and newsletters
- Text from GP surgeries
- More Local Publicity
- Maybe target the right audience and a little better advertising
- If GP text the patients and remind them of the event, Social media, advertise in Local shops.
- Maybe try other strategies for letting people know not already tried- i.e. contacting parents through school, text alerts or by post

## More central location

- More central to the target area
- A centre with better general public footfall
- more clearly open to the public



# Ideas for other venues?

Stall owners suggested the following alternative venues

- UCAN Centres
- Bolton Arndale centre
- Thicketford
- Library- Bolton
- Greenway Community Centre
- Brightmet and Crompton Health centre
- Lancashire Wildlife Centre on Bury Road
- Lancashire wildlife Trust ERC Building
- westhoughton Hub

# Horwich

# Did the event meet your expectations?

## Comments

### Bigger Venue

- Could have been in a larger room
- Not enough space
- I thought there might have been more people. It was a good event although a bit cramped.
- A little low key but that was partly down to lack of space/identity etc.

### Networking

- It was a busy vibrant event with the opportunity to network and meet the public, also the pasties
- spoke to organisations

### Advice

- We did speak with individuals and offered advice and support regarding our services.

# How do people normally find out about your activities?

People find information about local activities through Formal and Informal Ways

## Formal

- GP Surgery
- Online
- Social media
- NHS
- Other agencies
- Outreach
- Website

## Informal

- Horwich Community creative
- Community Event
- Stands and events
- Word of mouth
- People referrals

## What was the benefit of taking part in this event?

People said the market events presented them opportunities for networking and awareness raising

### Information

- Local centre community sharing information
- Just to get the project known in the community
- Passing on information
- Outreach to the Horwich Community

### Networking

- Networking and providing advice to residents of Bolton
- It was beneficial to meet other organisations and find out what they do.
- Meeting people who were interested either in volunteering with us or recommending volunteers to us. I had several hopeful contacts.
- To engage with people of Horwich and find out what's happening in the area

# What could be improved?

## Better Promotion

- Making sure everyone attending knows where all the stalls are
- Being outside was very pleasant and appropriate but I did wonder whether some people missed our stall

## Suitable Venue

- The room was far too small and confined. Especially as it was really warm and not enough air circulating.
- More space
- Working out the space, tables better organised, we were quite tightly packed together.
- Larger outdoor to weather room was very warm
- A bigger room with airflow

# Ideas for other venues?

- Horwich RMI
- RMI, Brazley centre
- Westhoughton Hub
- Band Bolton YMCA
- Blackrod Community Centre,
- All souls Halliwell

# Rumworth



# What was the benefit of taking part in this event?

People said the market events were interactive, fun, and a good way to forge networks

## Interactive, and Fun

- We enjoyed the event meeting other people from the area and sharing ideas.
- We liked the relaxed atmosphere and friendliness of everyone.
- It was good to have café for refreshments. It was good to know that other people care about Rumworth area.
- It made us feel that we are part of community and not just individuals on our own.

## Networking

- A really good event, great to have the opportunity to invite the local community. Plenty of discussion and interest regarding youth and children's work. Thanks for organising.
- Lots of interest on display of drug paraphernalia. People asked what drugs are popular in Bolton. What young people may be exposed to? Spoke to people asking about referrals for those they know.
- Really positive day. Talked to people and networked with other local groups for common goal 'for the community'. Great to get the great event- spoken to people but also liaised and networked with other organisations. Thanks for the invite.

# Conclusion

## Satisfaction

- Stall owners were generally happy with the event. In particular, they found the event both interactive and engaging

## Benefits

- The event provided stall owners an opportunity to promote their services, and build personal and professional networks

## Finding Information

- Both formal and informal sources are useful information sources for stall owners

## Way forward

- Looking into the future, stall owners suggested better promotion of the event at community level, and a more central, and spacious venue for the event to take place