



Promoting the trading and commercial interests of Bowness, Windermere and the immediate area.

**Report on the Impact of the
German Themed Market
had on
Windermere and Bowness**

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Introduction

The German Themed Market was held in Windermere over the weekend of December 10th and 11th and centred on High Street and Victoria Street. There were 40+ stalls selling a cross section of merchandise – food, gifts, alcohol together with other organisations.

The Market was organised by a number of local businesses and organisations with the help of a local District Councillor.

The Windermere & Bowness Chamber of Trade conducted a survey of its members to ascertain the impact the market had had on their trade both in Windermere and Bowness.

Methodology

The survey was undertaken using 'SurveyMonkey' of all members of the Windermere & Bowness Chamber of Trade between the 16th and 20th December 2016 asking them the questions as stated below.

Of those surveyed, 27% replied. All recipients who answered the survey were sent a "thank you" message.

Results

Q1 Where is your business situated?

Bowness	40%
Windermere	60%

Q2 What category of business are you in?

Hospitality	40%
Retail	47%
Other	13%

Q3 Did you participate in the German Themed Market?

Yes	33%
No	67%

Q4 If YES to the question 3, please tick one of the boxes below and then go to question 6.

As a business	67%
As a private individual	33%

Q5 If NO to question 3, please state reason(s), then go to question 9.

Not applicable to our business / product.

We were not invited! Thought it was going to be German, not a "made in Cumbria", which is more relevant.

Our shop is in Windermere so no need for a stall. Plus we don't have facilities.

We open the shop but did not have anything to do with market

We are self catering so nothing to sell

Q6 Did the German Themed Market have an adverse or positive effect on your business?

Adverse	9%
Positive	64%
Neither	27%

Q7 If adverse, please state by what percentage

Higher than -15%	100%
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Q8 If positive, by what percentage?

1% to 5%	14%
6% to 10%	29%
11% to 15%	29%
Higher than 15%	28%

Q9 If there should be a similar market in 2017, would you take part?

Yes	73%
No	27%

Q10 Please add any comments (good or bad) you feel may help to improve the market.

If the market is to remain in Windermere then I would like to see a free shuttle bus service run by Mountain Goat between Bowness and Windermere, so no one loses out.

Better communication with the retailers in the town. But well done to the organisers, a really great event for the area.

The market did not seem like it was based on a German model...the real thing introducing a genuine European market would be so much better.

This event was exceptional for the masses but I am sure a small minority will find the negative, then again they always do. It has taken years to get this off the ground and benefit a Windermere that is now thriving and continues to grow from strength to strength. Again is usually the minority that do not contribute, are not proactive and whom by default do not gain anything. The volume of people over that weekend was akin to a bank holiday in Sunny August and nowhere even close to a December Saturday and Sunday. Roll on 2017

Overall it was excellent. Just three comments: 1. Feedback from our guests was that it was all food and few gifts. 2. Traditionally 'German' Xmas markets run into the evening after normal hours 3. Though there were traffic marshals on hand, the A591 backed up because there was not adequate advance guidance to drivers regarding the routes and car parking. Also I tried to get into Booths to do some shopping but was told the car park was full and I had to go elsewhere (I just gave up).

We own a guest house which was not open at the time of the market, but we attended the market ourselves. We would love to see this event repeated again next year and would even consider opening the guest house for the weekend to attract more visitors and supporters of the event. It was really well advertised which was the key to the success. Great atmosphere, great fun... thanks to everyone who made it happen.

The market was good

Good for the Village generally - a yearly repeat 2 weeks before Xmas would be perfect

Very good atmosphere, just not very German, but definitely would go again and still advertise it to our guests

Conclusions

The overriding conclusion that can be inferred is that the German Themed Market was a success and too be repeated in the future!

However, there are a number of concerns over the actual nature of the market, its timing and its branding – see Q 10.