

[q2]: Why do you say this? Reason for rating of village

Did not bring any additional footfall to the city. Many customers shopping in my business complained that it was worse than 2016. No one seemed to enjoy it. Very compact and seemed to be all about making money and not sharing the joy of Christmas like what Glasgow and Edinburgh markets do.

I believe the fact the village was on Broad Street was positive, but the size and composition of the content was much poorer than expected. It brought lots of people to Bon Accord centre on opening weekend, but we didn't get much footfall after that.

People taking advantage of the Christmas Village do not want to be lugging carrier bags of shopping around with them. The Village struggled to bring customers up the shopped (north) side of the Upperkirkgate due to very piecemeal traffic management and lack of lighting in the street. No occupancy of the new Union Square building left the street looking closed, despite our best efforts. The footfall within the centre was very poor over the Christmas period and what we did hear about the market was very disappointing a glorified Codonas and over priced for beverages

This year's event did not have the impact of the 2016 village but the sales recorded did increase during the relevant day-parts. Although this is difficult to attribute directly to the village an increase on the previous very successful event has to be in part to do with the village. Very few people I spoke to were aware of it. We don't feel it really helped drive additional footfall. It also didn't have an impact on late trading.

Whenever events like this occur some of our customers often remark that it makes parking difficult. Additionally we did not witness any improvement in the very low numbers of people around Kirkgate. Many weekday evenings it was totally deserted. I would have expected any event to have filled the streets which gives us some visibility. Some customers even asked us what it was going on over there as they were unaware that was the Christmas event.

[q4]: To what extent do you think this change in footfall (if applicable) was a direct result of the Christmas Village?

As noted above the footfall around Upperkirkgate / Broad street has become dire because for so long it was a forbidding and unattractive building site. Now its just empty streets - before, during and after the xmas event.

Don't feel it had an impact.

Footfall was poor, especially on the North side of the Upperkirkgate. Reasons are the same as in previous comment, however customer comment was that it was not as good as last year. Not enough promotion was given to the fact that the stalls were inside Marischal College Quad, so people thought it was all just Codonas and poor food bars. Codonas does not equal Christmas!! Bad verbal advertising decreases footfall.

I believe in 2016 there was a direct positive effect, particularly over weekends. However, there is little sign of this over 2017 - despite the village being closer to Bon Accord.

I have not listed the average #'s above but 2016 Nov & Dec v's 2107 Nov & Dec. Averages for the year would not really give you a true reflection this is the comp inc/dec on the same period. These are obviously confidential. Some of the change can undoubtedly be attributed to the village and it as a general attraction. Certain days and day-parts were not as strong I would like to see but I think weather also had some impact on this. Overall I would say that there was a positive effect but not the dramatic change that there was in 2016. The village design, location and weather had I think an impact of dampening the effect.

Nil

Our business is very seasonal and therefore footfall numbers go through the roof at Christmas time which is what we always expect. This happened the same as this year but none of this was an impact of the Christmas village.

This information should be provided by the Bon Accord centre

We got great footfall on opening week and the weather was good for village that weekend. We had very slightly higher footfall on extended hours before Christmas.

[q6]: To what extent do you think this change in turnover (if applicable) was a direct result of the Christmas Village?

Again same answer as above. Very seasonal business and the christmas village had no impact on these figures.

As above

Clothing and footwear retail is affected by the weather and averages do not represent the effect of the Christmas Village. Any uplift can be reasonably expected by the weather change we experienced this year and not by the Christmas Village

Feel it made no real impact

Turnover has been reduced because of the state that Upperkirkgate was left in for so long. The xmas event made no difference - it certainly did not improve things. Turnover was very much in line with footfall and while significantly affected by national trends, there is little to show that there was any impact from the Winter Village.

With the decline in the oil industry and the way our customer shops this has had a negative affect on all retail.

[q7]: Are there any additional external factors which may have influenced your footfall and turnover during the Christmas Village?

As above

Closure of the Upperkirkgate for 6 months prior to the Village has left the area a backwater, a no-go area because its closed, bereft of any help from the council. With no rates reduction as compenstation for effectively closing the area the council has not helped the area survive the building phase. There was not enough money left in the kitty to promote the area because the council think that private business, but more specifically retail, can survive on thin air and less customers.

No

No

No. I certainly don't think there was a negative impact but neither was there a positive one

Trading patterns (including Black Friday), weather, etc all have an impact, but I would have expected the scale and location of the village to have had a direct impact on footfall - particularly in evenings.

Weather was quite bad most of Christmas village opening time.

Yes - the fact that the council have let Upperkirkgate / Queens street etc descend in to an empty no mans land, devoid of any thing.

[q8]: Did you notice any other changes during this period (e.g. to customer demographics, items being purchased, etc.)?

No

No

No

No, not that was noticeable.

Only as noted above that some customers avoid coming into town on those days because they perceive the xmas event to be an interruption to their parking and other shop visits.

People made a B-line for the Village and ignored everything on the way there (shops etc). Hospitality businesses were a little busier, e.g. Starbucks and the Kirkgate Bar, but not retail.

[q10]: If you wish to share any suggested improvements for next year's Christmas Village, please write them below.

Close Schoolhill - have it right between the centres

Don't pretend it helps everyone in its' current format. It is something to do and not a draw to help retail. I think there should be a Christmas Loop Bus that people can get on and off anywhere to go shopping, take part in the activities and join up the City Centre rather than polarise the Christmas Experience. ie. Link together the West End, Union Square, Trinity Centre, St Nicholas/BonAccord Centres, Broad Street, Castlegate. THIS YEAR DID NOT FEEL LIKE CHRISTMAS.

It didn't seem to have any impact on sales or footfall at all.

It needs to be bigger and better! It needs to be like Glasgow and Edinburgh and actually want people to come to the city...not drive them away!

Needs to be bigger, better laid out and regain the wow factor it had in 2016. It appeared smaller, less ambitious and sparse. Last year there was a buzz about it because there was a lot more activity. I appreciate the weather did not help. Where I would certainly not want to see it go from the city's events I am concerned that if another year is carried out in this way it will start to die off in visitor's minds and that will harm the city. It may need some additional publicity to almost re-launch it in its present venue?

The event did not present Christmas, all it did was give a Codonas fair ground in town which has been done before. It was poorly sign posted and advertised and did nothing to improve the impoverished appearance of Upper Kirkgate. We object to the fact the Council seems to bend over backwards to satisfy the xmas market traders and Codonas and wasted money and time laying a road surface whilst at the same time ignoring and rebutting requests from local traders for help.

The location of the village is absolutely right, particularly given the investment on Broad Street. However the size of the offer is much lower than is needed (possibly twice or even three times the size is needed. The Haan market, while clever, has no impact on the overall offer and should be reviewed. It is essential next year to use the Quad as well as, I would suggest, Gallowgate to Littlejohn Street and Schoolhill to Flourmill Lane. This will give a scale to attract visitors in numbers while generating very little additional disruption. We need to remember that the Winter Village is 'Mass Market' and aims to attract as many visitors as possible - to attempt any niche offers (Haan Market) is an add on and will not drive footfall. If looking for an excellent example of how this has been executed I believe Hyde Park in London has delivered this particularly well. In what is an incredibly premium area they have created a mass market product that has been visited by hundreds of thousands of visitors. Happy to discuss any of this in detail if it helps.