



COOKSTOWN CONTINENTIAL MARKET

28 - 29 May 2022

EVALUATION REPORT



1.0 Introduction

Mid Ulster District Council, in partnership with Cookstown Town Centre Forum, hosted the Continental Market, from Saturday 28 – Sunday 29 May 2022 - the first corporate event delivered since 2019 after the Covid19 pandemic. The market returned to Cookstown as part of Marketplace Europe Spring Tour of Northern Ireland. The market was located along William Street Cookstown Town Centre, with a full road closure in place from 6.30pm Friday 27 May – 10.00pm Sunday 29 May 2022, to meet Health & Safety requirements. A schedule of children's and musical entertainment was delivered over the two days (See Appendix 3). The event is delivered through strong partnership working with statutory bodies and cross departmental which have been continually enhanced over each year of its delivery.

2.0 Background

Our Community Plan consists of five key themes, one of which is Economic Growth. It is essential that our towns and villages are vibrant and competitive, attracting visitors, in turn resulting in local spend. Mid Ulster District Council Corporate Plan, Sustaining Our Environment a key theme strives to create and build a sense of civic pride in towns and villages across Mid Ulster. Our Plan for Growth, Mid Ulster's Economic Development Plan, theme 3 Enabling Town and Village Regeneration contains the action to 'Deliver and promote key signature events'.

An integral element of the aforementioned documents highlights the need to deliver signature events to create and sustain civic pride within the community. A key signature event for Cookstown is the delivery of Cookstown Continental Markets. This event has grown and developed, creating and enhancing the civic pride within the community, and aiming to deliver a high quality market to attract additional footfall to Cookstown Town Centre.

3.0 Continental Market 2022 Outputs

- ❖ 20,000 visitors to the Continental Market
- ❖ 45 traders within the Continental Market arena
- ❖ Social Media:-
 - Visit Cookstown Facebook Page - 22 posts, including two promoted posts (one generic and one for the Market voucher competition), were posted on the Council's Facebook page, which currently has 15,000 followers.
 - The posts resulted in a total reach of 388,380, which means the posts reached more than 25 times the number of followers on the page. The posts collectively resulted in 3,315 likes, 2,086 comments and 763 shares. Most notably, our top performing post was a short video of Carol Doey with the Chair at the market on Saturday, which reached an audience of 97,998 and received 216 likes. This outperformed both our promoted posts by double the amount of audience reach.

- 3 posts were also posted on the Council's Twitter page, which currently has 6,731 followers. The posts had a total reach of 1,433 and collectively resulted in 75 likes, 2 retweets and 0 comments.
- 35 stories were posted to the Council's Instagram page over the Continental Market weekend, reaching an audience of 14,375. Instagram currently has 2,664 followers. Four posts had a total reach of 3,318, with 86 likes and 5 comments.
- ❖ Vouchers to the value of £1,000 to be spent at the Continental Market, through Facebook competition winners
- ❖ Variety of street and musical entertainment provided over the two days.
- ❖ An ¹estimated additional spend of £279,660 was generated in Cookstown over the two days
- ❖ Total Cost of delivery £35,000 plus staffing costs (Mid Ulster District Council), £1,000 contribution from Marketplace Europe (Vouchers for Facebook Competition)

¹Estimated additional spend in local area:

| | Average Spend | Spend |
|---------------|--|-----------|
| Accommodation | £60/night | £9,000 |
| Subsistence | £120 | £4,800 |
| Refuelling | £70 | £3,360.00 |
| Footfall | £15.00 (estimated 20,000 people over 2 days with an average spend of £15.00) | £262,500 |
| | TOTAL | £279,660 |

4.0 Marketing & Promotion

The marketing & promotion campaign was delivered over a four week period commencing 2 May 2022. A variety of marketing channels were implemented, however, the main channel used was *digital first*:-

- ❖ Billboards- Two week cycle, delivered at Moneymore Road Cookstown
- ❖ Radio Advert on Q106 & Q102, 40 30 second adverts from 16 May – 29 May 2022.
- ❖ Letters to local businesses:- Letters were distributed to town centre businesses advising them of the Continental Market and associated road closures.
- ❖ Advertising was conducted in local papers through paid advertising (1 advert in Tyrone Courier, Dungannon Herald, Impartial Reporter, Mid Ulster Mail & County Derry Post) and news releases over a four week period commencing 16 May 2022.

- ❖ Social Media channels of Facebook and Twitter. Regular posts were conducted, pre/during/post the Continental Market, including a short promotional videos. A competition was run through social media channels with the opportunity of winning one of twenty £50 vouchers to spend at the market. The posts collectively resulted in 3,315 likes, 2,086 comments and 763 shares.
- ❖ Promoted posts were conducted commencing 24 May 2022.
- ❖ Mid Ulster District Council Website.
- ❖ Cookstown Branded Shopping Bags distributed to local shops

5.0 Event Planning of Continental Market 2022

4.1 Continental Market

The Continental Market was part of Marketplace Europe's Spring Tour of NI. Council Officers worked closely with the providers, Marketplace Europe Ltd, to ensure that all elements of project delivery are considered, implemented and delivered to a high standard. It is Marketplace Europe's responsibility to attract a wide and varied range of international traders to participate in the Market, attracting 45 traders.

The market is located on William Street, with Continental Market stalls erected back to back to the central reservation and due to the increase in trader numbers a few were located in parking bays, leaving footpaths free of pedestrian congestion. Due to the stalls being located 'back to back' to the central reservation, a road closure was in place from 6.30pm Friday 27 May – 10.00pm Sunday 29 May 2022.

4.2 Local Market Traders

During the Continental Market, local Saturday traders traded as per the weekly Saturday Market, under the rules and regulations of Council. No trading licences were issued for the Sunday outside of the Continental Market area (William Street). Council controlled the James Street area on Saturday 28 May 2022.

4.3 Continental Market Competition

A competition was run to heighten the profile of the market through social media. The competition via social media provided people with the chance of winning one of twenty £50 vouchers to spend at the market.

4.4 Street Entertainment

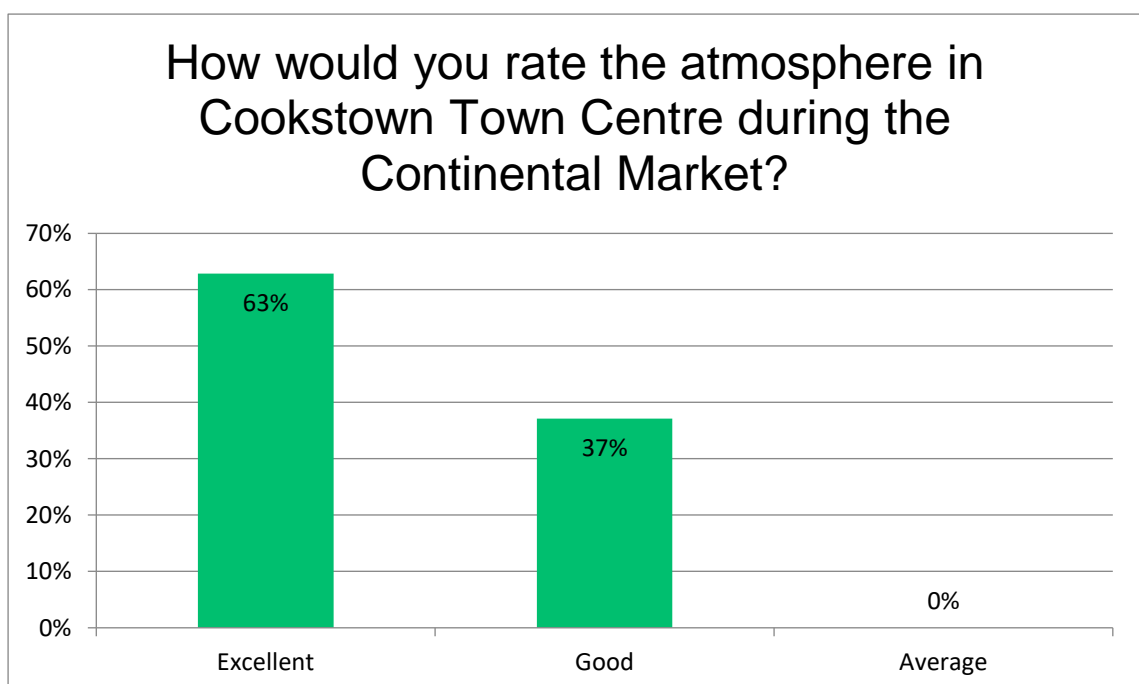
To add to the Continental Market and create an ambiance a variety of street entertainment was provided over the two day period at various periods. This included a dedicated Kids Zone with crafts, face painters and balloon modellers. Musical entertainment was delivered throughout Saturday and Sunday with a variety of performances to suit all ages. Each day included a variety of local talent (See Appendix 3).

6.0 Feedback/Evaluation of Continental Market

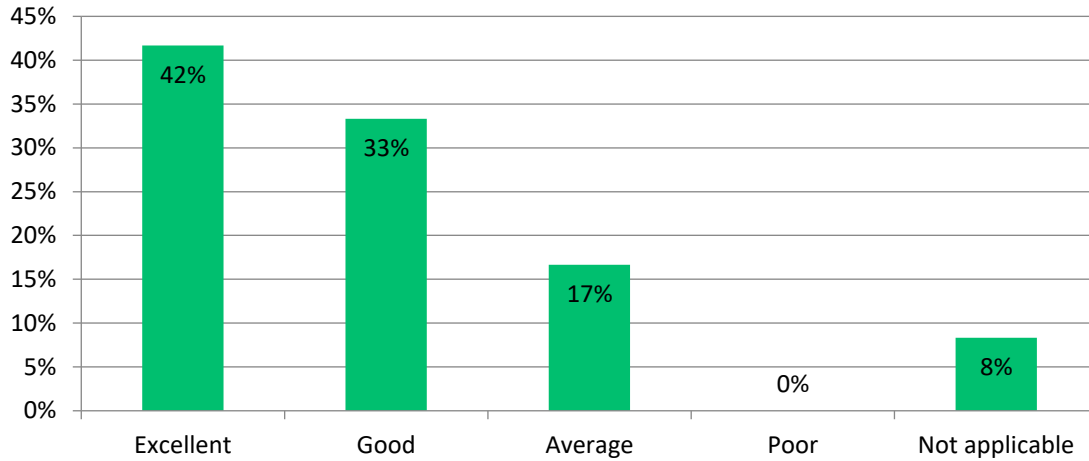
6.1 Feedback from Public

A Survey Monkey questionnaire (Appendix 1) regarding the Continental Market was compiled and the link created was published on Mid Ulster District Council website and social media via facebook to obtain feedback from the public.

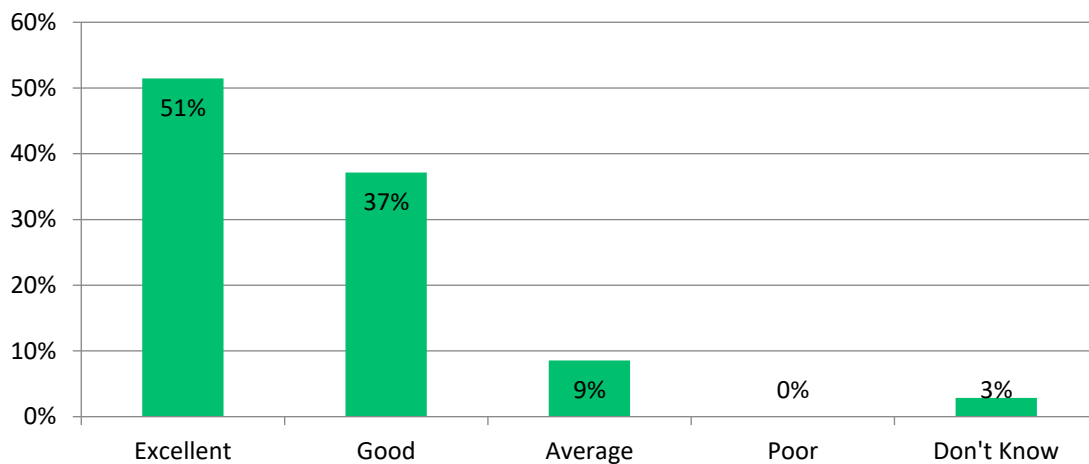
37 people completed the questionnaire. A sample of responses are depicted in the following charts:-

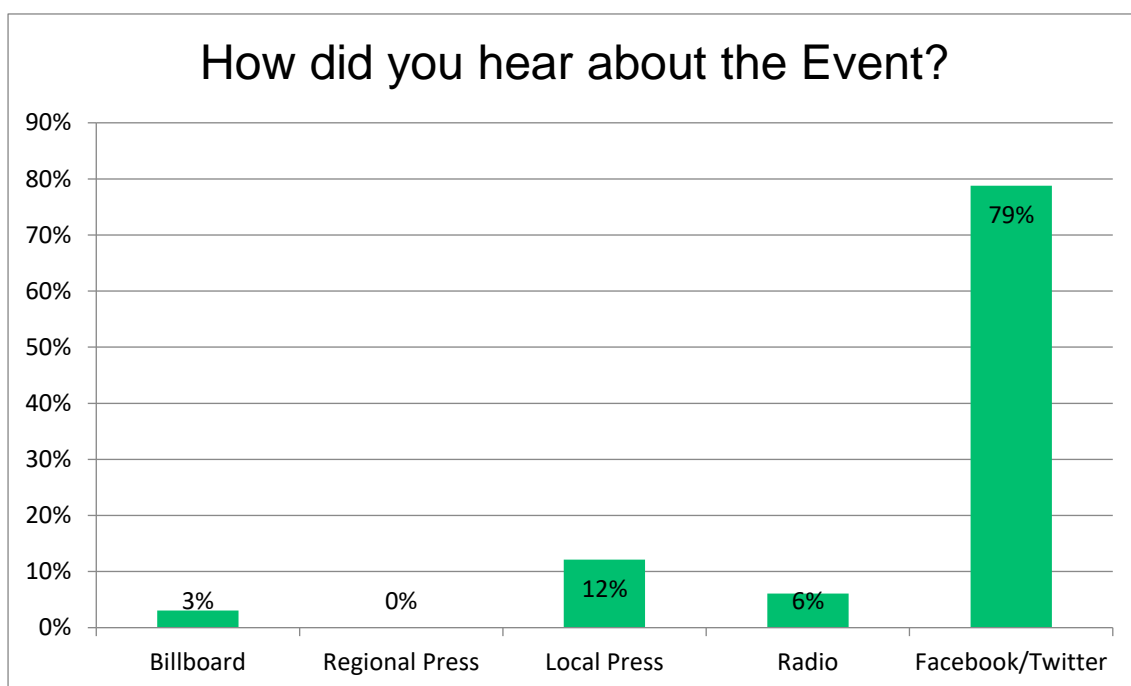
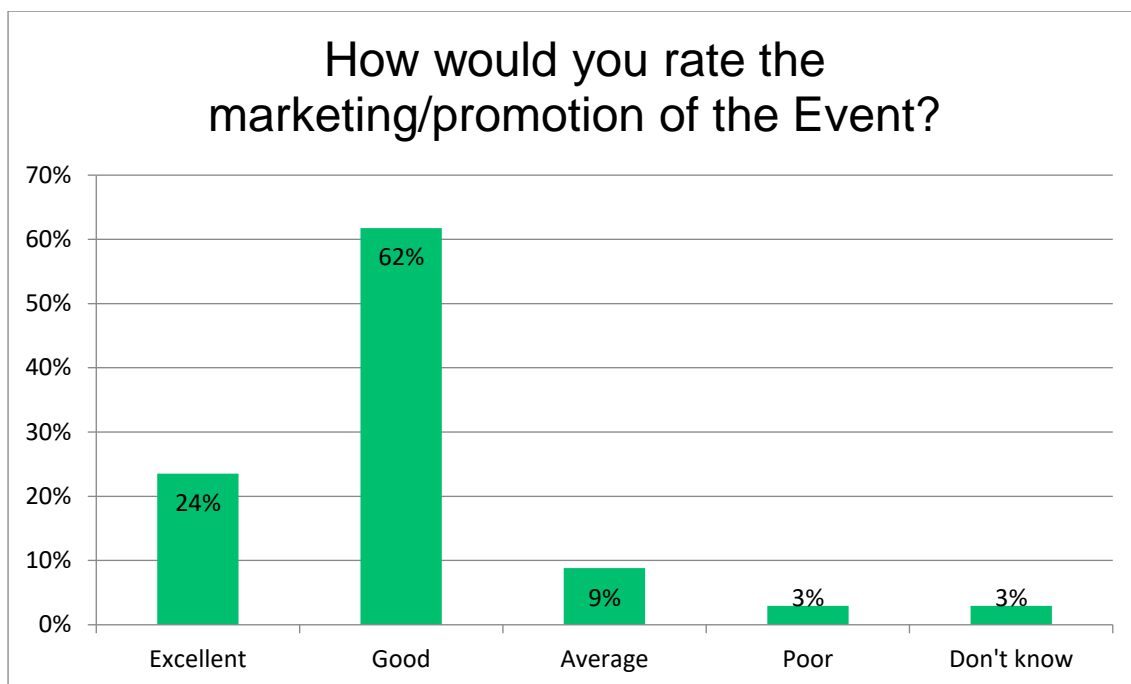


How would you rate the Children's Entertainment provided during the Continental Market?



How would you rate the Musical Entertainment provided during the Continental Market?





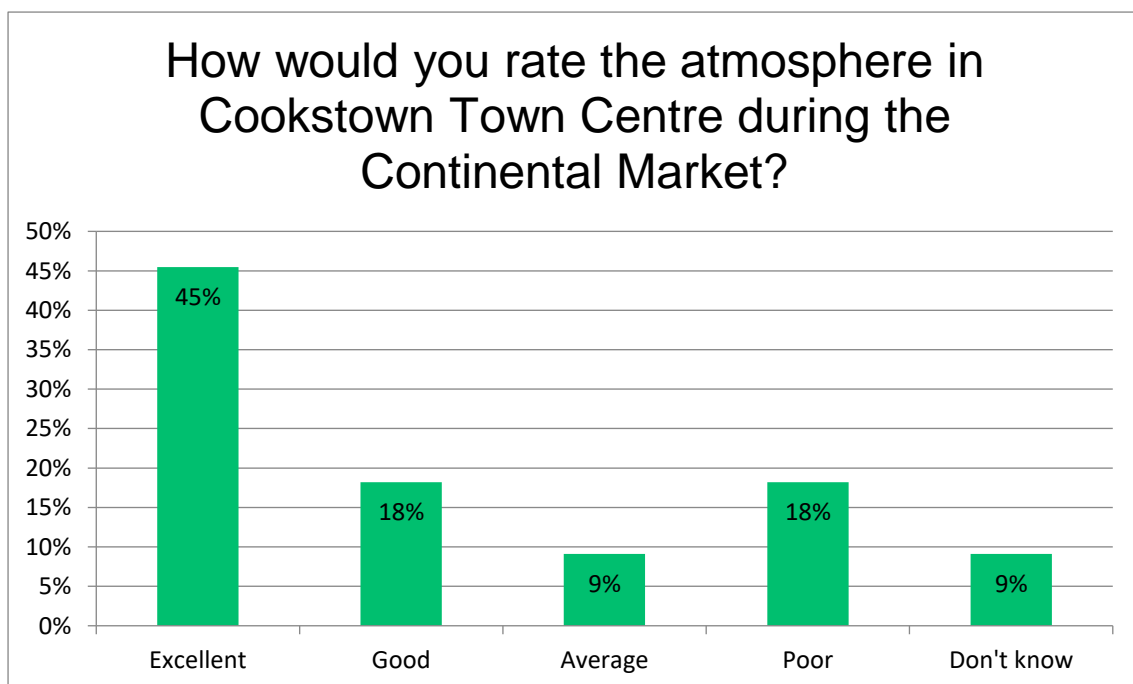
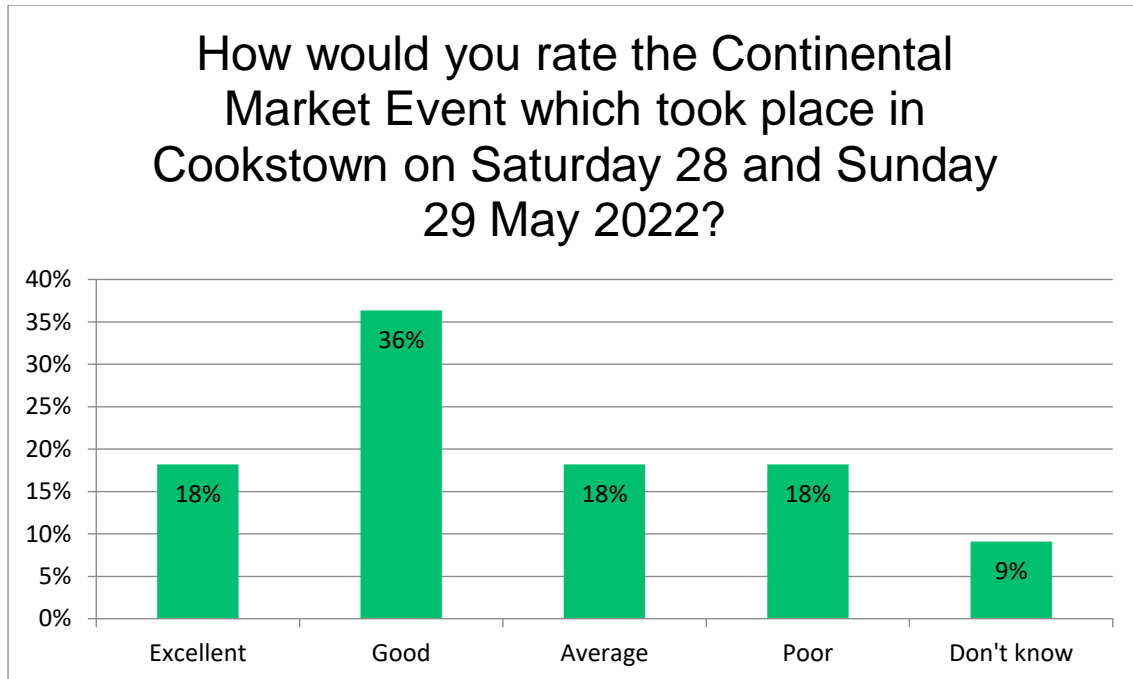
Other key statistics recorded include:-

- ❖ The majority of people who responded came from within a 15 mile radius of Cookstown Town.
- ❖ Saturday was the most popular day for visiting the market with 53% of respondents.
- ❖ 37% of people spent 1-2hrs in Cookstown Town Centre, followed by 31% who attended for more than 2hrs
- ❖ 59% visited local businesses while at the market
- ❖ 97% stated they would return to Cookstown to shop

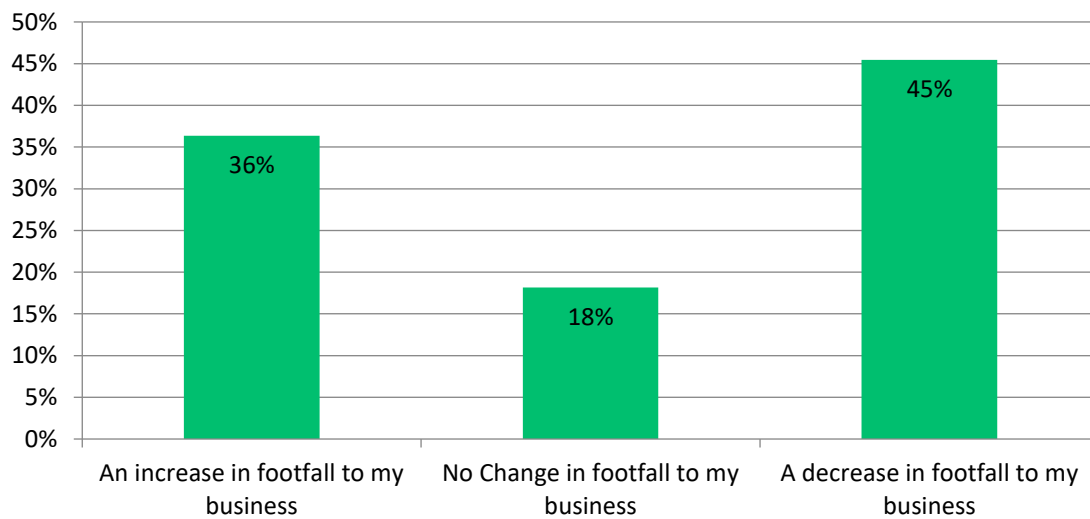
6.2 Feedback from Businesses

A Survey Monkey questionnaire (Appendix 2) regarding the Continental Market was compiled and the link was issued to Town Centre businesses via email to obtain feedback.

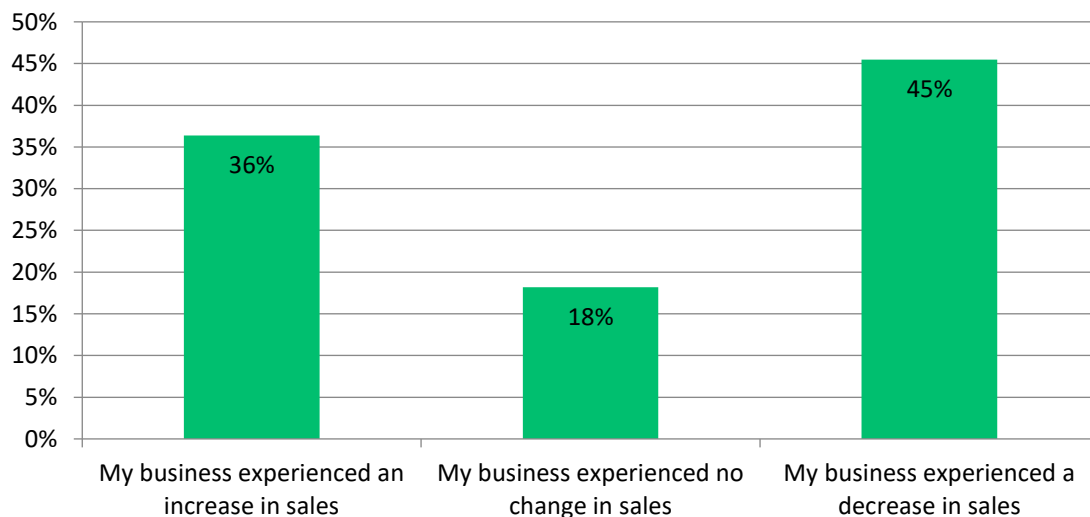
11 businesses completed the questionnaire. A sample of responses are depicted in the following charts:-



How would you rate the impact of the event in terms of footfall



How would you rate the impact of the event in terms of sales



Other key statistics recorded include:

- ❖ 70% of business who completed the survey visited the Market during the weekend.
- ❖ 50% felt Cookstown town benefitted from the event

6.3 Feedback from Market Place Europe

Managing Director, Allan Hartwell stated:-

“This was the first major event in Cookstown since the Covid Pandemic. Once again Cookstown rolled out an amazing event for our traders to be part of and again we were all really well received by everyone. Our traders are made to feel really welcome in Cookstown and we all appreciate the work the Council and the local shopkeepers do in making the weekend so successful. It’s great to see the local shops engaging with a community event and we hope that our involvement makes a significant economic contribution to them and the town overall. We are delighted to have been invited back for 2022 and can’t wait to see you all again next year.”

6.4 Street Entertainment

A variety of Street Entertainment was delivered over Saturday and Sunday (Appendix 3). The entertainment was well received as per the feedback under item 6.1.

7.0 Feedback for consideration from Public & Town Centre Businesses

Should the Continental Market return to Cookstown the following feedback for consideration has been submitted through the evaluation process:

Public

- ❖ More variety of stalls and spaced further apart
- ❖ Market Stalls to be relocated to town centre car parks, to allow the Saturday Market and town traders to operate as normal
- ❖ More non-food stalls
- ❖ More seating in bar area
- ❖ More Children's activities

Town Centre Businesses

- ❖ Expand the variety of traders
- ❖ Holding the market for one day on the Sunday only; it would help local businesses
- ❖ It might benefit the local business more if it was held on a Sunday and not Saturday and Sunday and provide stalls that are not competing with local businesses as it killed trade for a lot of businesses in all sectors
- ❖ Some Cookstown businesses don't benefit
- ❖ Town separation occurred
- ❖ If it could be over a Bank Holiday Weekend and be extended over to the Monday would be good. Some care needs to be taken to ensure that the entertainment organised doesn't lead to too much going on and careful positioning of where the extra entertainment is important.

APPENDIX 1

EVALUATION OF COOKSTOWN CONTINENTAL MARKET SATURDAY 28 – SUNDAY 29 MAY 2022

From 28-29 May 2022 Cookstown hosted the Continental Market. This was one of the Mid Ulster District Council's signature events for 2022, delivered in conjunction with Cookstown Town Centre Forum. 45 international traders were involved in the two day event, with free on-street entertainment provided to add to the ambiance.

To assist us in evaluating the Continental market, we would appreciate if you could take a few moments to complete and submit this brief questionnaire.

1. How would you rate the variety of international traders involved?
 - ☐ Excellent
 - ☐ Good
 - ☐ Average
 - ☐ Poor
 - ☐ Don't Know
2. How would you rate the atmosphere in Cookstown Town Centre during the Continental Market?
 - ☐ Excellent
 - ☐ Good
 - ☐ Average
 - ☐ Poor
 - ☐ Don't Know
3. How would you rate the Children's Entertainment provided during the Continental Market?
 - ☐ Excellent
 - ☐ Good
 - ☐ Average
 - ☐ Poor
 - ☐ Don't Know
4. How would you rate the Musical Entertainment provided?
 - ☐ Excellent
 - ☐ Good
 - ☐ Average
 - ☐ Poor
 - ☐ Don't Know
5. How would you rate the Marketing/Promotion of the Event?
 - ☐ Excellent
 - ☐ Good
 - ☐ Average
 - ☐ Poor
 - ☐ Don't Know

6. How did you hear about the event?

- ☐ Billboard
- ☐ Regional Press
- ☐ Local Press
- ☐ Radio
- ☐ Facebook/Twitter
- ☐ Other _____

7. Which local Council do you reside in?

- ☐ Mid Ulster District Council
- ☐ Armagh City, Banbridge and Craigavon Borough Council
- ☐ Fermanagh and Omagh District Council
- ☐ Antrim and Newtownabbey Borough Council
- ☐ Ards and North Down Borough Council
- ☐ Belfast City Council
- ☐ Causeway Coast and Glens Borough Council
- ☐ Derry City and Strabane District Council
- ☐ Lisburn and Castlereagh City Council
- ☐ Mid and East Antrim Borough Council
- ☐ Newry, Mourne and Down District Council

What is your closest Town?

8. Which day(s) did you visit the market?

- ☐ Saturday 28 May
- ☐ Sunday 29 May

9. How long did you spend in Cookstown Town Centre?

- ☐ Up to 1 Hour
- ☐ 1-2 Hours
- ☐ 2-3 Hours
- ☐ More than 3 hours

10. Did you feel the operating hours were sufficient Saturday 10.00-20:00 & Sunday 11.00-17.00?

- ☐ Yes
- ☐ No

If No, please comment

11. Did you visit any of the local businesses while in Cookstown?

- ☐ Yes
- ☐ No

12. Did you visit the Saturday Market trader stalls, located on James Street?

- ☐ Yes
- ☐ No

13. Would you return to shop in Cookstown?

- ☐ Yes
- ☐ No

14. If the event was to be again in Cookstown Town Centre, are there any areas for improvement regarding the development and delivery of the event?

**COOKSTOWN CONTINENTAL MARKET
COOKSTOWN TOWN CENTRE
SATURDAY 28 - SUNDAY 29 MAY 2022**

RETAILER EVALUATION FORM

1. How would you rate the Continental Market held from Saturday 28 - Sunday 29 May 2022?
 - ☐ Excellent
 - ☐ Good
 - ☐ Average
 - ☐ Poor
 - ☐ Don't Know

2. How would you rate the atmosphere in Cookstown Town Centre during the Continental Market?
 - ☐ Excellent
 - ☐ Good
 - ☐ Average
 - ☐ Poor
 - ☐ Don't Know

3. How would you rate the Entertainment provided during the Continental Market?
 - ☐ Excellent
 - ☐ Good
 - ☐ Average
 - ☐ Poor
 - ☐ Don't Know

4. How would you rate the Marketing/Promotion of the Event?
 - ☐ Excellent
 - ☐ Good
 - ☐ Average
 - ☐ Poor
 - ☐ Don't Know

5. Did you visit the Continental Market?
 - ☐ Yes
 - ☐ No

6. How would you rate the impact of the market in terms of:

An increase in footfall

- ☐ Positive
- ☐ No Change
- ☐ Negative

An increase in sales

- ☐ Positive
- ☐ No Change
- ☐ Negative

7. Did your business operate extended opening hours on the Saturday/Sunday?

- ☐ Yes
- ☐ No

If yes what trading hours did you operate? _____

8. Do you feel Cookstown Town benefited from the event?

- ☐ Yes
- ☐ No

9. If the event was to be again in Cookstown Town Centre, are there any areas for improvement regarding the development and delivery of the event?

10. Are there any other events/activities which you would like to see delivered in Cookstown Town Centre?



Entertainment Schedule

Cookstown Continental Market

Saturday 28 May

| | |
|----------------------|---|
| 10.00 | Market Opens |
| 11.00 - 18:00 | Carnival Themed Kids Zone |
| | <ul style="list-style-type: none"> - Face Painting - Balloon Modelling - Circus Suncatchers - Carnival Hat Making craft activities - Carnival games and activities |
| From 11:00 | On Street Entertainment |
| 11.00 - 13.00 | - Tiny Toes Tax |
| 13.30 - 15.30 | - Stilt Walking Chefs |
| 15.30 - 16.30 | - Batman Walkabout |
| 16.30 - 17.30 | - Spiderman Walkabout |
| 17.30 - 19.30 | - Candies |
| From 11:00 | Music Performances On Stage |
| 11.00 - 13.00 | - Rwanda Shaw |
| 13.00 - 14.00 | - Hub Choir |
| 14.00 - 16.00 | - Stones from David |
| 16.00 - 18.00 | - Swingtime Starlets |
| 18.00 - 19.45 | - The Niamh Murray Band |
| 20:00 | Market Closes |



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Entertainment Schedule

Cookstown Continental Market

Sunday 29 May

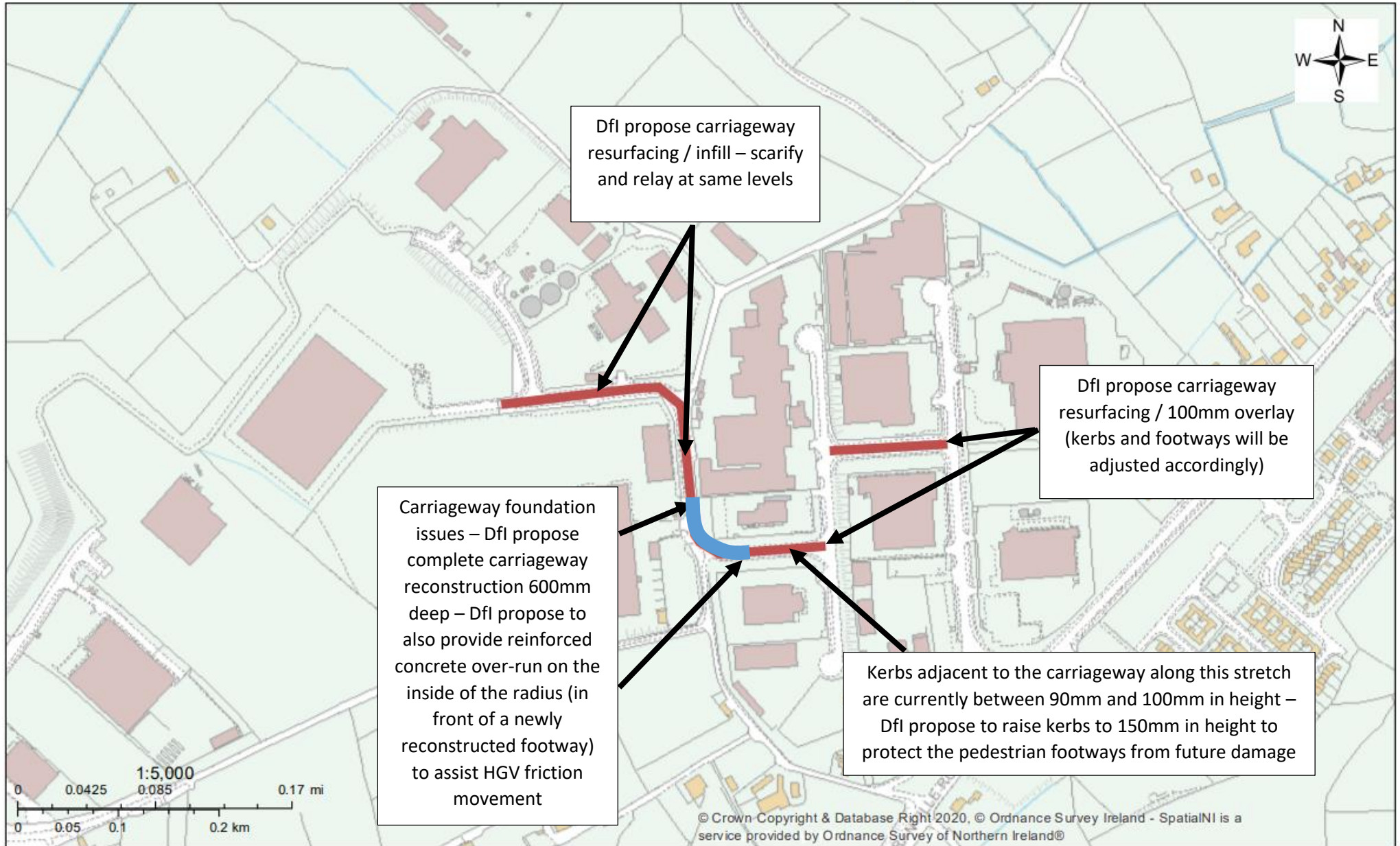
| | |
|----------------------|--|
| 10.00 | Market Opens |
| 11.00 - 16:00 | Carnival Themed Kids Zone <ul style="list-style-type: none">- Face Painting- Balloon Modelling- Circus Suncatchers- Carnival Hat Making craft activities- Carnival games and activities |
| From 12:00 | On Street Entertainment |
| 12.00 - 14.00 | - BeeYonce & the Honey Bee |
| 13.00 - 14.30 | - Storyteller |
| 14.00 - 16.00 | - Singing Princesses |
| From 12:00 | Music Performances On Stage |
| 12.00 - 13.00 | - Cherie Morgan |
| 13.00 - 14.00 | - Small Corner |
| 14.00 - 16.00 | - Band of Gold |
| 17:00 | Market Closes |



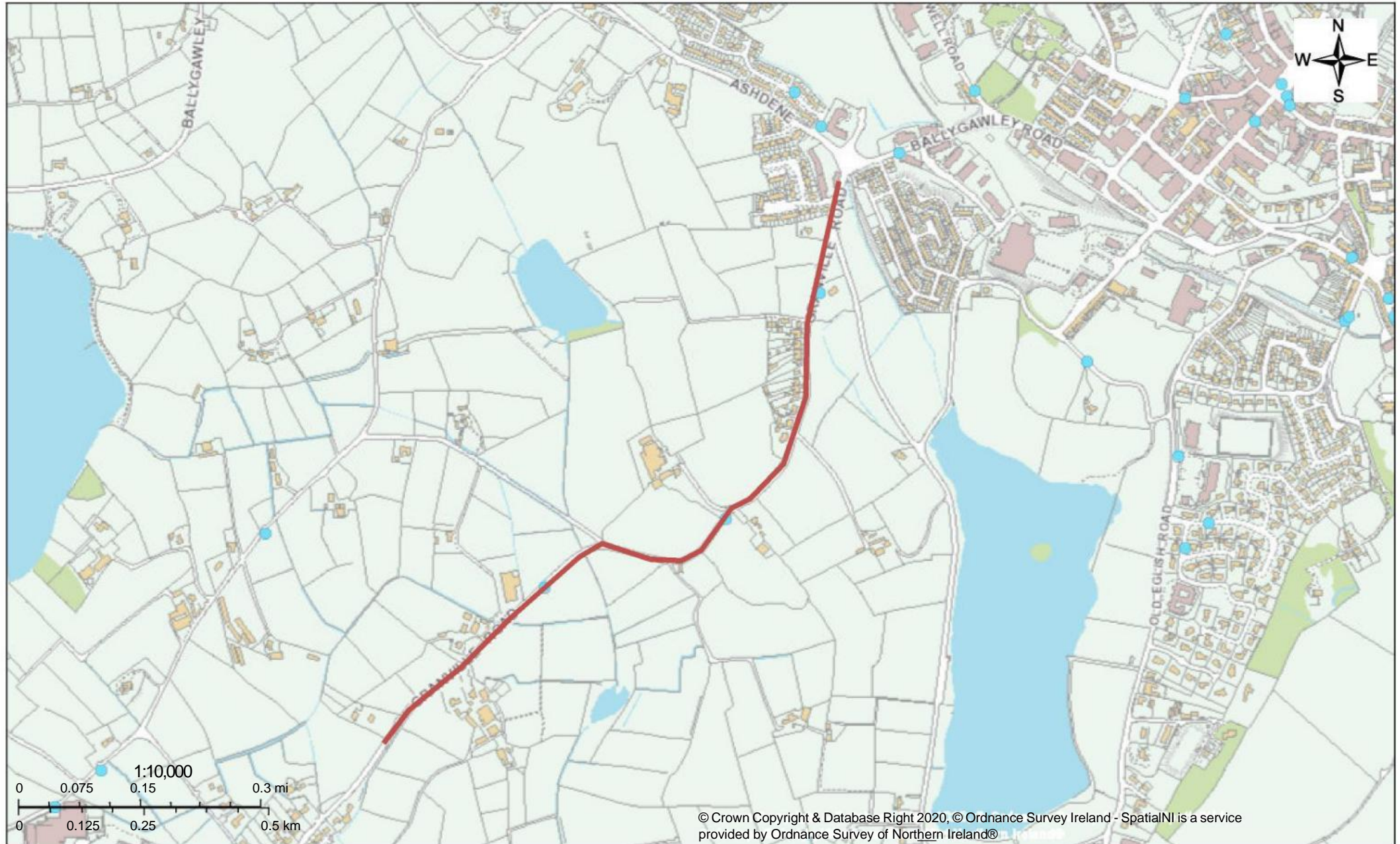
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APPENDIX 2

Granville Ind Est - Location Map



Friday 6 August 2021 13:48:35



- Temporary Traffic Counts
- Permanent Traffic Counts

Saturday 17 July 2021 14:29:06