

Car parking project continues to benefit markets and town

The market car parking statistics have shown positive growth. These accurate parking statistics do not support the view that the markets' customers are on the decline. Numbers of vehicles parked have grown consistently over the period since accurate records have been kept. A 7.7% increase was recorded for 2009 over 2008. January 2010 was 16.7% higher than January 2008. While it is clear that vehicles parked in March 2010 were lower than average, perhaps 500 mls of rain for the month (that's 20 inches in the old money) may have been a factor. February to June are normally quiet months and this year the early indications are that might be a little quieter than trend.

In recent days, there has been widespread and damaging publicity generated expressing a view that takings for stall holders in the Markets have declined "...50% over the past two years..." or have "...been on the decline for five years..." One headline blurted "...Market crash..." while another quote was "...Normally there are back to back customers but look there's hardly anyone around..."

With the reported decline in stall holder and shop takings, there is a need to look for causes other than fewer visitors. It seems that the markets operators' advertising campaigns and those of tourist bodies about the famous Eumundi markets continue to bring potential customers to market and other small businesses in Eumundi. How to increase the visitors' spend is the vexed question that stall holders and business owners here and retailers everywhere wrestle with every day. It seems there's more to be done to encourage cautious consumers, with a weather eye on the uncertain prevailing economic conditions, to buy.

For our part, we are pleased that the friendly smile and caring service of our ECCO market car parking volunteers gets potential customers started positively on their journey through Eumundi's markets.

