

# Insight

## Coventry City Centre Christmas Survey 2015

March 2016

Appendix: Question 23: Do you have any comments regarding Coventry's festive attractions & events (or suggestions for future years)?

Category	Total respondents	% of all respondents making a comment (271)
General complimentary comment	68	25%
Improve Market in Broadgate	30	11%
General derogatory comment	20	7%
Improve promotion / advertising	17	6%
I like the decorations	14	5%
Improve attractions generally - more and better	14	5%
Improve decorations	14	5%
Better / real Christmas tree	13	5%
I like Broadgate Christmas Market	12	4%
Need better shopping offer	12	4%
Better this year	10	4%
Improve lights	10	4%

Tacky / cheap	7	3%
Shopping centres have better decorations	7	3%
'Other'		
Bad environment or access	6	2%
Christmassy	6	2%
Extend free parking / cheaper	6	2%
Improve offer for children	6	2%
Spread it more widely around the town	6	2%
More live music	5	2%
More for wider range of age groups / elderly	4	1%
Not as good this year	4	1%
Bring back precinct bandstand / stage	3	1%
Don't try and copy / compete with other places	2	1%
Free parking good	1	0%
Tourist Information Centre helpful	1	0%

Question 23: Do you have any comments regarding Coventry's festive attractions & events (or suggestions for future years)?	Code 1	Code 2	Code 3	Code 4	Overall category
The walkway from the multi storey car park at Broadgate into the shops (by the phone shop ,Greggs and near the staffed original reception point to Broadgate on the ground floor) is really poor,smelly often of urine and does not provide a good first impression of the city centre for any one coming into the city for shopping or any other purpose.It seems to be rarely cleaned.	Bad environment or access				Negative
Unfortunately I have not seen ny of your advertising. I go regularly into the city centre, so it's either you or me!	Improved promotion or advertising needed				Other
Yes Please offer more. Do more competitions. Do research- visit manchester, birmingham & abroad & see what other places are doing. Be inspired.	Improve attractions generally - more and better				Suggestion

<p>I only stopped by briefly but thought the market was quite good. Not sure if this is the council's responsibility but also saw the panto at the Belgrade, parking in the Belgrade Plaza car park and using the local restaurants first this meant my car parking bill was £7 which seemed a bit excessive on top of the money already spent so locally</p>	<p>I like the Christmas market in broadgate - good idea</p>	<p>Extend free parking / cheaper</p>			<p>Other</p>
<p>The tree in broadgate is horrible. the arches are lovely. The market is poorly laid out - there is no natural path through and the space is not used effectively. Some stalls are unique but a lot are selling the same items - these are situated together so people take one look and think I dont want a handbag therefore there is no point looking further. some items are quite expensive too.</p>	<p>Need better / real Christmas tree</p>	<p>Improve the market in broadgate - general</p>	<p>Bad environment or access</p>	<p>I like the decorations</p>	<p>Other</p>
<p>Why where the lights on little much street turned or or removed next time leave them in place</p>	<p>Improve lights - more throughout city</p>				<p>Suggestion</p>
<p>The Christmas market would be better if it were actually Christmassy. No stalls selling traditional decorations or luxury gifts (I.e. Like B'ham Xmas market). Parking should be cheaper / free on Sunday too close to Christmas. Also should have closer links with Lions / Round Table Santa Sleigh or other charities. Food bank collection or toy collection for example.</p>	<p>Improve the market in broadgate - more 'Christmassy'</p>	<p>Extend free parking / cheaper</p>			<p>Suggestion</p>
<p>Put the stage back over the fountain and get a real tree again</p>	<p>Bring back precinct bandstand / stage</p>	<p>Need better / real Christmas tree</p>			<p>Suggestion</p>
<p>I mainly shop in Coventry as it is convenient. But Coventry needs to make sure it has attractions such as the Christmas market to try to get people into the town rather than to, say, Leamington Spa and Birmingham.</p>	<p>Improve attractions generally - more and better</p>				<p>Suggestion</p>
<p>needs more large scale events in the town near Christmas - events on the same scale as the motorfest or the heritage open days.</p>	<p>Improve attractions generally - more and better</p>				<p>Suggestion</p>
<p>Would much rather see a real christmas tree in broadgate than what we have and would also like to see more decorations throughout the city centre to match up with debenhams</p>	<p>Improve decorations - more</p>	<p>Need better / real Christmas tree</p>			<p>Suggestion</p>

<p>It feels like more effort has been made this year than previously, which is positive. It's nice having the Christmas market in Broadgate, as it makes the centre of the city feel Christmassy. However, it's unfortunate that it does feel like a very low budget version of the Birmingham one, largely I think due to the quality of some of the stalls seeming quite 'market' and not particularly Christmas-orientated. In future years I think it would be better to have something more like a smaller version of the types of stalls Birmingham has, so things like crepes, bratwurst, Christmas decorations, high quality handmade toys etc. I think this would work in Coventry's favour, because it would then have all the positives of Birmingham's Christmas market, but without the negative of it being so busy, which I know puts a lot of people off the Birmingham one who would otherwise go multiple times.</p>	<p>Better this year than before</p>	<p>Improve the market in broadgate - better quality products</p>	<p>Improve the market in broadgate - more 'Christmassy'</p>	<p>Tacky / cheap</p>	<p>Suggestion</p>
<p>Your Tourist Information Centre, has been excellent in helping me with information requested.</p>	<p>Tourist Information Centre helpful</p>				<p>Positive</p>
<p>An outdoor ice rink More live music/bands Increase size / number of stores for Market</p>	<p>More live music</p>	<p>Improve the market in broadgate - general</p>			<p>Suggestion</p>
<p>Really poor choice of goods for the christmas market - does not compare to other city's offerings. Wouldn't buy anything - if better quality would be happy to buy from here,</p>		<p>Improve the market in broadgate - better quality products</p>			<p>Negative</p>
<p>I went to the chalet market by the Godiva statue-it's a shame it's mostly food!</p>		<p>Improve the market in broadgate - general</p>			<p>Other</p>
<p>shame so many pavement and road works have been going on at the same time :(</p>		<p>Bad environment or access</p>			<p>Negative</p>
<p>last year I really enjoyed the free radio photo booth. lots of fun. shame we didnt see it this year.</p>		<p>Not as good this year than previously</p>			<p>Suggestion</p>

Suggestion - stop trying to copy Birmingham's successes (Canal basin / Xmas market etc) Copying Birmingham with only a fraction of their budget is not the way forward. Come up with some original ideas	Don't try and copy / compete with other places	Suggestion
Two main reasons why my shopping in Coventry is limited A - Limited selection of shops and those that we do have seem to offer less choice eg of sizes than equivalent branches in eg Birmingham. Spent 1.5 hours looking for girls nightwear on Sunday then gave up went home and bought on Internet B - difficult road access / egress from city centre car parks - can be long queues due to road layout	The shopping offer needs to be better Bad environment or access	Negative
Their used to better decorations before	Not as good this year than previously	Negative
Everybody very cheerful	General complimentary comment	Positive
Tree needs to be real as last year	Need better / real Christmas tree	Suggestion
Good	General complimentary comment	Positive
It needs more work	Improve attractions generally - more and better	Suggestion
Good	General complimentary comment	Positive
It was okay		Other
Can be better by having more kids things	Improve offer for children	Suggestion
Good	General complimentary comment	Positive

Use more decorations	Improve decorations - more		Suggestion
Needs to improve by making it more fun	Improve attractions generally - more and better		Suggestion
Needs more effort involved as it looked cheap	Tacky / cheap		Negative
It can be improved	Improve attractions generally - more and better		Other
Decoration are very inexpensive but OK	Improve decorations - better quality		Other
Same as every year			Other
Quite good what's else could you say bright colourful but no Christmas trees!	Need better / real Christmas tree	General complimentary comment	Other
Lively	General complimentary comment		Positive
Lovely	General complimentary comment		Positive
No I would say its not as good as other cities	General derogatory comment		Negative
It's Coventry			Other
Nice	General complimentary comment		Positive
Lovely	General complimentary comment		Positive

Very nice	General complimentary comment		Positive
Very nice	General complimentary comment		Positive
its Ok			Other
Brighter lights.	Improve lights - quality		Suggestion
I'm indifferent			Other
They look great every year last year more purple this year more blue pink	I like the decorations		Positive
Not as good as last year	Not as good this year than previously		Negative
Haven't had a chance to look around yet but nice	General complimentary comment		Positive
So cool but wreaths are tacky	Tacky / cheap	General complimentary comment	Other
Decorations are not as good as what it used to be	Not as good this year than previously		Negative
Such an improvement this year with the market in Broadgate and the new bars. Lights set it off a treat!	I like the Christmas market in broadgate - good idea	Better this year than before	Positive
Free parking is good to encourage people to come into city centre. Some of the shops are not open late enough and close too early. It would be good to also advertise some of the other areas of the city, eg Earlsdon	Improved promotion or advertising needed	Free parking good	Suggestion
Very nice	General complimentary comment		Positive

I think about half of what others do	General derogatory comment		Other
I like what you've done, but I'm afraid to say that any advertising you did for it passed me by.	Improved promotion or advertising needed	General complimentary comment	Positive
I really liked the Christmas market and thought it was great offering something similar to Birmingham, though closer, easier to get to and better. I was very disappointed with Birmingham this year, though I didn't go for Christmas shopping anyway. I also wished I had managed to see the panto on ice at the skydome planet ice. First year I have heard of it, again lovely to see Coventry doing something different. Also impressed to see advertising for Albany theatre for once as council gives them a grant and they have a great programme	I like the Christmas market in broadgate - good idea		Positive
If there has not been , there needs to be advertisements on Billboards and Bus stations, Coventry Telegraph	Improved promotion or advertising needed		Suggestion
I have not had much opportunity as of yet so see much.			Other
Focus on getting one group of people into the city centres - younger people, families, older people and market as an experience promoting the new food venues and cathedral lanes along with the range of stores. The grotto needs to be publicised more - that its free! More social media presence required. The Councillors could be encouraging people and word of mouth works well. I've heard so much about the grotto at the transport museum, but only one lady on social media mentioning how quiet the West Orchards grotto is.	Improved promotion or advertising needed		Suggestion
The free parking has not been as loudly advertised as it could have been. Cov Telegraph web would seem an obvious choice for more/better articles and banner advertisements	Improved promotion or advertising needed		Suggestion



<p>I went to the german market twice and was very disapointed as i thought the markey stalls were not all relivant to christmas and could of been better.</p>	<p>Improve the market in broadgate - general</p>	<p>Improve the market in broadgate - more 'Christmassy'</p>	<p>Negative</p>
<p>I think the use of social media is vital for Coventry. I find out so much of the info I am looking for on there. Twitter is my preference so please ensure you make full use of it.</p>	<p>Improved promotion or advertising needed</p>		<p>Suggestion</p>
<p>Putting links to the Xmas events etc on any communication from the council (emails etc)</p>	<p>Improved promotion or advertising needed</p>		<p>Suggestion</p>
<p>The festive attractions are fine, but the city centre will struggle until the shopping improves markedly. A start has been made in improving the restaurant offer with Cathedral Lanes and street food, but the shops are still a major disincentive.</p>	<p>The shopping offer needs to be better</p>		<p>Other</p>
<p>I think whilst the christams market is bigger this year the rnage of stalls is still a little disappointing as there doesn't appear to be many stalls selling christmas style gifts but rather more food stalls and rndom items being sold</p>	<p>Improve the market in broadgate - more 'Christmassy'</p>		<p>Negative</p>
<p>I like the arches but they need to do more to them in following years as it just becomes the same old look.. Maybe light them different colours for different charities .. The car museum needs something to make it look Christmassy from outside.. Maybe some street artists to draw on the pavement.. I remember seeing some as a kid.. I was gutted when they pulled up the millennium place map&amp; took away the controls to light them up</p>	<p>I like the decorations</p>		<p>Suggestion</p>
<p>You're already downsizing the lights and I think you're doing this already but it you can do something small and truly amazing its better than poor lights spread across the city centre.</p>			<p>Positive</p>
<p>This year's the best I've seen Cov city centre yet, keep it up.</p>	<p>Better this year than before</p>		<p>Positive</p>

Showcasing more local talent in the city centre. Having a city centre based get together for elderly people who are lonely (not just at Christmas though)	More for wider range of age groups / elderly			Suggestion
Market in broad gate looks brilliant especially with the new restaurants and the decorations/tree! Could have decorated the log cabins a bit more as they look too new. More stalls would also be good.	I like the decorations	I like the Christmas market in broadgate - good idea	Improve the market in broadgate - general	Positive
Missed the lights down Little Park St leading up to the council house.	Improve lights - more throughout city	Spread it more widely around the town		Suggestion
Would suggest offering stalls at the Christmas market to some of the traders who have shops outside the city centre, e.g. Earlsdon High Street. Would give them a chance to show their wares to a different clientele.	Improve the market in broadgate - general			Suggestion
more fireworks competitions				Suggestion
Last year I was very dissappointed withe the Christmas market in Broadgate, however this year I am very impressed and have enjoyed shopping there, and will be taking friends from out of Coventry to visit it.	I like the Christmas market in broadgate - good idea	Better this year than before		Positive
Contiuation of good standards	General complimentary comment			Positive
Until you get more upmarket shops rather than the cheap and tacky, it will not matter what events you put on, people will not shop in Coventry City Centre	Tacky / cheap	The shopping offer needs to be better		Negative
Have a real tree in broadgate	Need better / real Christmas tree			Suggestion
More positive advertising to encourage visitors to the city centre in the evening. More evening events/activities. More independent retailers.	Improve attractions generally - more and better	Improved promotion or advertising needed		Suggestion

<p>It would have been nice to see more free thing for the kids on the Wednesday night shopping as they kids really enjoy the face paint and more shop should stay open later</p>	<p>Improve offer for children</p>	<p>Suggestion</p>		
<p>You should make more use of the old Owen Owen building, have a giant tree and lights. Have some street theatre, music, poetry, fashion shows. Maybe a record fair and market stalls for independent small businesses, a bit like portobello road. Get the local wasps rugby club,CCFC, and Blaze hockey team, to have stalls meet the players and interact with the public.</p>	<p>Improve attractions generally - more and better</p>	<p>Suggestion</p>		
<p>Market is good, keep it going every year and if possible expand it</p>	<p>I like the Christmas market in broadgate - good idea</p>	<p>Positive</p>		
<p>I pop into the City Centre every weekend and I can safely say I was not aware of any City Centre promotion on billboards or leaflets. I do not look at direct leafleting trough the door anymore as I receive so many now-a-days I tend to put them straight into the bin. What I have seen I have enjoyed, Broadgate is excellent, x-mas lights turn-on not my thing, but from the images I have seen it looked great also. Decorations look good also.</p>	<p>I like the Christmas market in broadgate - good idea</p>	<p>Improved promotion or advertising needed</p>	<p>I like the decorations</p>	<p>Positive</p>
<p>I think the Christmas Market in Broadgate is great, obviously we're not going to get something on the same scale as Birmingham but I think it's worked well with what we've got to offer as a City. It's always busy there and it's well placed by the new restaurants.</p>	<p>I like the Christmas market in broadgate - good idea</p>	<p>Positive</p>		
<p>Make sure all the Christmas lights are working the ones down by the Library were not working when I last visited. Really enjoyed the music in Broadgate jazz festival and at various indoor events. Loved the Nativity display near the escalators for West Orchards.</p>	<p>Improve lights - quality</p>	<p>Suggestion</p>		
<p>Broadgate is great - although a little bit more variety would have been welcome. I sat at the open bar the other night and the music from that and the carousel were a bit jarring (not wishing to sound like a humbug).</p>	<p>I like the Christmas market in broadgate - good idea</p>	<p>Improve the market in broadgate - bad music</p>	<p>Positive</p>	

<p>Lights good in Broadgate No lights or decorations or very little in rest of city centre Nice lights near council house but raley turned on, why? e,g, were off on saturday (12th Dec) afternoon/evening and I heard some negative comments about this from visitors Corousel/ big wheel v good idea but could be less 'fairground'. the big wheel doesnt need the 80's pop soundtrack at full blast. A taller 'slower' big wheel to give views would be good. Christmas market good idea, but quality of stalls variable. Overall a nice christmas feel!</p>	<p>I like the Christmas market in broadgate - good idea</p>	<p>Improve the market in broadgate - bad music</p>	<p>Spread it more widely around the town</p>	<p>Improve the market in broadgate - better quality products</p>	<p>Suggestion</p>
<p>A more festive market in Broadgate. The stalls are not very festive and do not appeal to me.</p>	<p>Improve the market in broadgate - more 'Christmassy'</p>				<p>Suggestion</p>
<p>Good and modern</p>	<p>General complimentary comment</p>				<p>Positive</p>
<p>Could do with more decorations</p>	<p>Improve decorations - more</p>				<p>Suggestion</p>
<p>Its good</p>	<p>General complimentary comment</p>				<p>Positive</p>
<p>More live music</p>	<p>More live music</p>				<p>Suggestion</p>
<p>It was cool</p>	<p>General complimentary comment</p>				<p>Positive</p>
<p>Its good</p>	<p>General complimentary comment</p>				<p>Positive</p>
<p>Can be improved</p>	<p>General derogatory comment</p>				<p>Suggestion</p>

Just nice in lower precinct	West Orchards or Lower Precinct have better decorations		Other
Brilliant	General complimentary comment		Positive
They're great	General complimentary comment		Positive
Really nice	General complimentary comment		Positive
Lovely	General complimentary comment		Positive
It's my first year here so no			None
Especially good in lower precinct	West Orchards or Lower Precinct have better decorations		Positive
Love the ball balls			Positive
TO MAKE IT BIGGER, BETTER, FUN FOR KIDS	Improve attractions generally - more and better	Improve offer for children	Suggestion
Tree in Bull Yard is lovely. Broadgate domes are great. More around the Cathedral please!!!	Spread it more widely around the town	I like the decorations	Positive

<p>The Christmas market is uninteresting. It has stalls that appear at other times of year and other stalls are either food or tat. Need more variety and perhaps more crafty stuff. I noticed one stall selling the German chocolate marshmallows at twice the price the Birmingham German market is selling them for. I'm not clear as to what the Coventry market is trying to be. Why not allow the market to spread into smaller areas e.g. Shelton Square and the Lower Precinct?</p>	<p>Spread it more widely around the town</p>	<p>Improve the market in broadgate - general</p>	<p>Improve the market in broadgate - better quality products</p>	<p>Negative</p>	
<p>The lower precinct lights are lovely but the rest of town is boring. West orchards car park should be open later to keep people in town eating etc. It's like a ghost town after half five, awful feeling.</p>	<p>West Orchards or Lower Precinct have better decorations</p>			<p>Negative</p>	
<p>Lights are to sparse...Missing the bandstand in precinct why is it not there and being used .need events ie live music...dance .... Appreciate money tight ... More use of groups music.. Dancing groups.</p>	<p>Improve lights - quality</p>	<p>More live music</p>	<p>Improve lights - more throughout city</p>	<p>Bring back precinct bandstand / stage</p>	<p>Suggestion</p>
<p>The decorations seemed to be mainly around the Godiva statue and poor in other areas e3.g. around the fountain.</p>	<p>Improve decorations - better quality</p>				<p>Negative</p>
<p>The Christmas Market within Broadgate could be much better, the layout could be improved by having the huts around the outside facing inwards and then a strip of two huts in the middle facing outwards. I also feel that what they are offering inside the huts is a disappointing offer, more consideration should have been made as to what they were selling before taking them on.</p>	<p>Improve the market in broadgate - general</p>	<p>Improve the market in broadgate - better quality products</p>			<p>Negative</p>
<p>The Christmas Market in areas does not seem very well themed and "Christmas" like. Many of the shed are selling goods with no relation to Christmas and have no decoration and are very bland and appear as basic sheds. To approve the appearance, they need to have some relation to Christmas (deocrations, lights, anything!) as they wouldnt look out of place in a summer market.</p>	<p>Improve the market in broadgate - more 'Christmassy'</p>				<p>Negative</p>

<p>I understand Coventry has a challenge in decorating and the amount of money they spend on decorations but this is poor and does not look appealing in the day. Broadgate looks nicer at night with the lights. The best decorations seem to be Lower precinct. I always prefer to go to Birmingham if shopping as the German Market and the pull of the larger retailers and only taking 30 minutes on the train. I have also started shopping alot now at Resorts World as it has some great discount retailers and some great places to eat. I would love to see Coventry look less concrete in the city centre and some more green spaces and better retail offers.</p>	<p>Improve decorations - better quality</p>	<p>West Orchards or Lower Precinct have better decorations</p>	<p>The shopping offer needs to be better</p>	<p>General derogatory comment</p>	<p>Negative</p>
<p>There is understanding that cutbacks affect these things however it would've been great to see the christmas lighting &amp; decor updated because it is no different in comparison to those of previous years. The council house itself is now a showcase piece as you approach it via the new one-way drive system and with that in mind it could have benefitted from some Xmas decor too. Finally, the open ice rink that was brought in last year should be a regular occurrence. Remember, where the attractions and festivities are proportionally aimed at kids and families, visitor numbers will rise and in turn spending in the city will also</p>	<p>Improve offer for children</p>	<p>Improve lights - quality</p>	<p>Improve decorations - better quality</p>	<p>Suggestion</p>	
<p>Seems ridiculous you put up the lovely lighting in Broadgate - the arches - and they are almost obscured by all the xmas market cabins !!</p>	<p>Improve the market in broadgate - general</p>	<p>General derogatory comment</p>	<p>Other</p>		
<p>Nice I like it</p>	<p>General complimentary comment</p>	<p>Positive</p>			
<p>They are okay, but looked like there wasn't much effort involved by looking at them. How they can be improved is by involving more props and making it more Christmassy it needs to look more real.</p>	<p>Improve decorations - better quality</p>	<p>Suggestion</p>			
<p>They could improve a lot better</p>	<p>General derogatory comment</p>	<p>Negative</p>			
<p>Sparse bad colours not Christmas and there no tree</p>	<p>Need better / real Christmas tree</p>	<p>General derogatory comment</p>	<p>Negative</p>		

Pretty	General complimentary comment				Positive
BRING THE FLOATS BACK, BRINGING PEOPLE TOGETHER					Suggestion
Make the parking a bit better free on Sunday would be good	Extend free parking / cheaper				Suggestion
Unless and until you are able to provide a much more interesting and unusual range of shops, Coventry City Centre is merely a place I walk through to get to the other side. It is a depressing place, full of depressing people and shops I can find anywhere, although not quite in the number of pound shops and bookmakers that occupy this city.	The shopping offer needs to be better	General derogatory comment			Negative
the market in broadgate was full of rubbish , badly laid out, the bar was just a mobile night club very unfriendly with loud fairground rides, the christmas lights are poor and look cheap , there are very little lights anywhere, compared to leamington, birmingham , solihull, coventry looks dead. stop spending money on godiva festival which does nothing for the city and put some money back into the city centre. the advertising is disjointed with the two shopping centres doing thier own thing , not joined up thinking . if you want a christmas market , invest in creating a proper one like bath or belfast , not just some fast food takeaways. also light up the food court in marketway throughout the winter and install some weather proof sails to give the city center a early evening meeting place.	Improve the market in broadgate - general	Improve lights - more throughout city	Improve the market in broadgate - bad music	General derogatory comment	Negative
The lack of real worthwhile shops in the city stop Coventry from being impressive. You can forget about getting cheap thrills over the lights if we cannot get people to come into our city like Birmingham can. The shopping in Coventry is shockingly poor. The so called Christmas market is full of junk because clearly we cannot get the right people in. We can get there though, as we have proven with Wagamama and Cosy Club etc. opening, big businesses follow one after the other so make the brave and bold move and bring in the big department stores and exclusive designer stores and watch them form a chain.	The shopping offer needs to be better	Improve the market in broadgate - better quality products		General derogatory comment	Negative



<p>The Broadgate Christmas Market is not very Chrsitmassey. Needs to have more christmas stalls selling christmas goods/gifts/decorations Its full of clothes and foods and is very boring.</p>	<p>Improve the market in broadgate - more 'Christmassy'</p>	<p>Negative</p>		
<p>Could be better</p>	<p>General derogatory comment</p>	<p>Other</p>		
<p>Wonderful</p>	<p>General complimentary comment</p>	<p>Positive</p>		
<p>Pathetic</p>	<p>General derogatory comment</p>	<p>Negative</p>		
<p>Lovely</p>	<p>General complimentary comment</p>	<p>Positive</p>		
<p>THE REGULAR FARMERS' MARKET SHOULD BE RETAINED AND NOT REPLACED BY A TATTY CHRISTMAS MARKET.</p>	<p>Improve the market in broadgate - get rid of Chistmas market</p>	<p>Negative</p>		
<p>I think the fairground in broadgate was an absolute disgrace, the stench from the diesel generator was awful, and to any visitors who came to coventry to see the local landmarks, Godiva, Cathedral, etc it was a total waste of time and an insult to the history of coventry to be surrounded by a sea of what looked like wooden sheds selling tat you couldnt even see the Godiva statue, for gods sake turn broadgate back to a nice grassed area instead of that bleak and uninviting windswept sea of concrete, as it is its driving people away as its so desolate.</p>	<p>Improve the market in broadgate - get rid of Chistmas market</p>	<p>Improve the market in broadgate - better quality products</p>	<p>General derogatory comment</p>	<p>Negative</p>
<p>advertising clearly insufficient. Did try to find out events but web site referred to not on top page of google results. Need to get a proper marketing company set up for city centre. What happened to CV1? Liverpool copied this idea and look at Liverpool One concept now...</p>	<p>Improved promotion or advertising needed</p>	<p>Suggestion</p>		

Coventry seems to be making the way into the centre very nice, which just highlights how poor the shops are. I call it the 3 Cs - cards, charity, & coffee shops. I could add another C but don't want to be rude!	The shopping offer needs to be better	General complimentary comment	Negative
It's a shame that some idiot has broken the glass of the Christmas crib. I hope you have reported it to the police & will be doing everything to catch the vandal. I'm sure they will be on CCTV. Not sure why you do not use Facebook to publicise Coventry			Other
Some new shops so that people want to go into the City Centre.	The shopping offer needs to be better		Suggestion
Where are they advertising the Christmas events/booklet?	Improved promotion or advertising needed		Other
Shopping in Coventry is very challenging if you have mobility difficulties.	Bad environment or access		Negative
Christmas lights are insipid and colourless	Improve lights - quality		Negative
It's a shame that the display of lights and the Christmas tree in the large area in Broadgate are now masked by the market, given the cost it must be to the council to hire the display of lights it's a shame that they are now hidden from view. There has been a distinct lack of festive feel to the city area this year - no Xmas music, only a great many busker-type individuals that do nothing to improve Coventry's image.	Improve the market in Broadgate - more 'Christmassy'	General derogatory comment	Negative
They don't interest me.			Other
More craft stalls in market	Improve the market in Broadgate - better quality products		Suggestion

It is good to see Coventry making an effort, especially with the Christmas market. But having been twice, it was a huge disappointment, it seemed low budget and lacked any kind of atmosphere never mind Christmas. Coventry at the moment just seems to be a 'hotch potch' of bits and pieces and for a big city the shopping centre is extremely poor and until it attracts better retailers people will shop elsewhere.	I like the Christmas market in broadgate - good idea	Improve the market in broadgate - general	Improve the market in broadgate - more 'Christmassy'	Negative
free parking for first 3 hours all car parks. out of town is free. if you want people in the centre give them a reason to visit.	Extend free parking / cheaper			Suggestion
Make parking free earlier in the year.	Extend free parking / cheaper			Suggestion
There was a time when Coventry had a lot of entertainment in the City Centre during the festive shopping season - including the stage over the central fountain and entertainment in the Sheldon Square. There seems to no longer be any entertainment and no real festive feel.	Bring back precinct bandstand / stage	Improve attractions generally - more and better		Negative
yes lets have our children figures back telling significant children stories and the nativity also significant displays around othe religions after all we are a multicultural city lets make the most of it in the lead up to entering for city of culture and lets get rid of the concrete box it has become over the last 3 decades show how we as a city can live in harmony with each other	Improve offer for children			Suggestion
I'm not aware of any, so I can't really comment other than to say the advertising if any is apparently poor.	Improved promotion or advertising needed			Other
not aware of any				Other
We need more high quality shops.	The shopping offer needs to be better			Suggestion
Not really, as I work in the city centre I don't visit when not working.				Other

<p>Yes, it is the one time of year that you get the chance to do something good for the people of this city yet every year you fail miserably. We are a MAJOR city with what would appear to be the budget of a hamlet. Why would people want to visit a city with a dismal display and an array of poor shops to match? On the flip side, the displays not controlled by the council ie West Orchards and the Lower Precinct are of much superior quality.</p>	<p>Improve decorations - better quality</p>	<p>The shopping offer needs to be better</p>	<p>West Orchards or Lower Precinct have better decorations</p>	<p>General derogatory comment</p>	<p>Negative</p>
<p>Please make sure that all people in Coventry know about them</p>	<p>Improved promotion or advertising needed</p>				<p>Suggestion</p>
<p>Lack of information. Any adverts in All the local magazines and free papers are out of date by the time the papers/ mags arrive. For example the local community events mag arrived today 13 December it had events from 1 Dec so I was unaware if them</p>	<p>Improved promotion or advertising needed</p>				<p>Suggestion</p>
<p>I have lots of suggestions for Coventry regarding our Christmas attractions &amp; events - I like craft markets and individual unique markets/shops. Victorian Christmas markets, mulled wine, minced pies, brass bands, choirs etc. Why don't we offer 10% off on shopping nights etc. I recently travelled to Sydney to the Vivid light festival. Instead of Christmas lights on buildings they have animated projections via lasers on buildings which seems more cost effective but has a bigger impact. Couldn't we look into this for future years? I think even one of the artists who designed the animation projected onto the Opera House was from Coventry, so home grown talent. In Sydney they project onto different historic buildings. The Council House, Cathedral etc would look awesome and it would be really different and not what other cities or council's do. If you would like to discuss I have photos and videos of the Sydney vivid festival which I can show you my Ext is 1092. I think this could draw in crowds over Christmas. There isn't any other city doing this. The lighting under the ring road is also a great idea, brightens up the place!</p>					<p>Suggestion</p>
<p>Dont charge to park in any of the car parks from December 1st until after Christmas</p>	<p>Extend free parking / cheaper</p>				<p>Suggestion</p>

<p>The Christmas Market could be more vibrant with more interesting craft stalls and selling more christmas items. Lots of food stalls, which is good, but the quality and diversity fo the other stalls could be improved. More music and entertainment would be more engaging for people. Also, I am not sure where the main Christmas Grotto is for children.</p>	<p>Improve the market in broadgate - general</p>	<p>Suggestion</p>
<p>The Christmas market is a really good idea, however the stalls aren't really selling christmas wares, and many of the stalls are much the same - cheap hats and phone accessories. Much prefer Birmingham christmas market, as it has more of a sense of purpose to it and you can pick up unique items there. Coventry's feels a bit like it's there for the sake of it, and then they've struggled to fill the stalls. Doesn't feel christmasy. Also, there is no public seating - am pregnant and wanted a little rest, the only place there was to sit was one of the beer tents, so we ended up walking down to M&amp;S to use the benches outside there.</p>	<p>I like the Christmas market in broadgate - good idea</p>	<p>Improve the market in broadgate - more 'Christmasy'</p> <p>Suggestion</p>
<p>I think it is a pity there is not a real tree in the middle of the city centre. The conical plastic one by the Godiva Statue looks like the type of thing used to disguise mobile phone masks.</p>	<p>Need better / real Christmas tree</p>	<p>Negative</p>
<p>Dull</p>	<p>General derogatory comment</p>	<p>Negative</p>
<p>I think the Christmas market is a bit sparse and very heavily Moroccan based (again). It is better than previous years but it still needs more variety</p>	<p>Improve the market in broadgate - general</p>	<p>Better this year than before</p> <p>Suggestion</p>
<p>Improve shopping centres - coventry shopping is awful compared to Birmingham, Solihill, Leicester, etc...</p>	<p>The shopping offer needs to be better</p>	<p>Suggestion</p>
<p>I only recall when my late husband and I went to see the tightrope walker some years ago and G4 at the Cathedral. Both were fantastic events. Have not seen anything latterly to persuade me to enter city centre for Christmas events</p>	<p>Improve attractions generally - more and better</p>	<p>Other</p>

we need some, the market in broadgate was very poor, not christmassy at all.	Improve attractions generally - more and better	Improve the market in broadgate - more 'Christmassy'	Negative
City centre well decorated	I like the decorations		Positive
Seen better	General derogatory comment		Other
Council still not doing enough, they can do a lot better for the elderly specially	More for wider range of age groups / elderly		Suggestion
Lower precinct excellent decorations	West Orchards or Lower Precinct have better decorations		Positive
Better decorations in broadgate	I like the decorations		Positive
Nice decorations	I like the decorations		Positive
Need more it looks tacky	Tacky / cheap		Negative
Just need more lights and less tacky plastic	Tacky / cheap	Improve lights - more throughout city	Suggestion
Nice decorations in lower precinct	West Orchards or Lower Precinct have better decorations		Positive
Yeah its brilliant at broagate	General complimentary comment		Positive
Beautiful decorations	I like the decorations		Positive

Friendly atmosphere	General complimentary comment	Positive
Shops and festive decorations		Other
Great	General complimentary comment	Positive
Can do with more decorations	Improve decorations - more	Suggestion
Like the decoration	I like the decorations	Positive
Good	General complimentary comment	Positive
They can make more of an effort For mixed age group	More for wider range of age groups / elderly	Suggestion
Can be around everywhere in town and not just one area	Spread it more widely around the town	Suggestion
Needs to be more decoration in all the parts of town	Improve decorations - more Spread it more widely around the town	Suggestion
They are really good	General complimentary comment	Positive
More colourful	Improve decorations - better quality	Suggestion
Its excellent This year and better than last year	Better this year than before	Positive
Make it more to mixed agree peoples likings	More for wider range of age groups / elderly	Suggestion

Good	General complimentary comment	Positive
No it as good this year		Positive
Very good	General complimentary comment	Positive
Quite nice	General complimentary comment	Positive
Lovely	General complimentary comment	Positive
Christmassy	Christmassy	Positive
Really like decorations	I like the decorations	Positive
No I wouldn't come to Coventry normally because there's nothing on! I love dancing and rock and roll and there's nothing for me here I'm old	Improve attractions generally - more and better	Negative
What festive attractions and event?	Improve attractions generally - more and better	Negative
Better than Nuneaton		Other
Not published well at all	Improved promotion or advertising needed	Negative
No tree,	Need better / real Christmas tree	Negative
I just think that they get better every year	Better this year than before	Positive



Spot on	General complimentary comment	Positive
I'll think there lovely and it think they've got with the times	General complimentary comment	Positive
Lovely	General complimentary comment	Positive
Very pretty	General complimentary comment	Positive
Nice	General complimentary comment	Positive
Prefer green colour		Other
OK		Other
Nice	General complimentary comment	Positive
Very good	General complimentary comment	Positive
I really like it its festive	Christmassy	Positive
Very nice more tasteful than other years	Better this year than before	Positive
Very good	General complimentary comment	Positive
Festive very nice	Christmassy	Positive
Very nice Christmassy	Christmassy	Positive
Lovely	General complimentary comment	Positive

They ain't got the money to be bothered	General derogatory comment		Other
They are nice	General complimentary comment		Positive
Brilliant puts Solihull to shame always lovely every year	General complimentary comment		Positive
All right			Other
Heart and soul			Other
OK like it	General complimentary comment		Positive
Nice 8 out of 10	General complimentary comment		Positive
Beautiful	General complimentary comment		Positive
Quite nice	General complimentary comment		Positive
Could be better not Christmas decorations could be any time of the year	Improve decorations - better quality		Negative
Quite pretty	General complimentary comment		Positive
Pretty smart but no tree	General complimentary comment	Need better / real Christmas tree	Other
Bit different this year			Other
Beautiful	General complimentary comment		Positive

More advertising	Improved promotion or advertising needed	Suggestion
The lights are nice I think there soon really well maybe more little market things outside with affordable things		Suggestion
No more carol singers		Suggestion
A bit blue		Other
Seems to get better year buy year the buses running boxing day	Better this year than before	Positive
Pretty cool	General complimentary comment	Positive
Should have them all year round		Other
I think more visible decorations on the ground for example a tree or characters	Improve decorations - more	Suggestion
Just on Coventry recently with more restaurants I've come in more attractive		Other
Alright		Other
Very pretty very nice	General complimentary comment	Positive
Better this year than before	Better this year than before	Positive
Brilliant	General complimentary comment	Positive
Done well this year better shops lease	The shopping offer needs to be better	Positive
I try and avoid the place	General derogatory comment	Negative

Very nice	General complimentary comment	Positive
Very good	General complimentary comment	Positive
Nice	General complimentary comment	Positive
Lovely	General complimentary comment	Positive
Beautiful	General complimentary comment	Positive
Kids like it	General complimentary comment	Positive
Nice	General complimentary comment	Positive
ABSOLUTE RUBBISH, NOT FASCINATING AND CATCHY	General derogatory comment	Negative
WE ARE TRYING TO FOLLOW OTHER CITIES AND IT IS NOT HIGHLY RATED	Don't try and copy / compete with other places	Negative
LOOKS THE SAME		Other
Could be more emphasis in the street market make it more festive	Improve the market in broadgate - more 'Christmassy'	Suggestion
Very good I think the centre is good and festive	Christmassy	Positive

Just have one massive building where they have stuff for kids a decent shopping centre	Improve offer for children	Suggestion
Lovely	General complimentary comment	Positive
They should move the tree back to the centre	Need better / real Christmas tree	Suggestion
They could allow churches to sing Christmas corals in the centre the council refused a church permission	More live music	Suggestion
Christmassy	Christmassy	Positive
Roast chestnut stands more traditional sausages		Suggestion
Impressed with Decorations	I like the decorations	Positive
Tree please	Need better / real Christmas tree	Suggestion
Nice people singing would be good or some bands	More live music	Suggestion
Christmas tree disappointing	Need better / real Christmas tree	Negative
Nice decorations	I like the decorations	Positive
Less tacky store and more class	Tacky / cheap	Negative
Could be better. More lights	Improve lights - more throughout city	Negative
Happy with it	General complimentary comment	Positive

# Insight

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