1.- Description of the project:
As part of the Placement Fellowship for Postgraduate Students program of the Leeds Social Sciences Institute, University of Leeds, a market research for the Chapeltown Global Village Market –one of the projects of the Chapeltown Development Trust- was designed and conducted. The aim of this study was evaluating the levels of satisfaction among its visitors and stall holders. In so doing, the informant’s perceptions regarding the strengths and weaknesses of the event were collected through a survey focused on their position towards the market, either buying or selling products. For the visitors, the information was related to know the frequency of attendance, the way they heard about the market, and the things they liked and disliked about it; plus some general demographic facts. For the stall holders, the data reflected their evaluation of the market in terms of venue, organization and outcome.

1.1.- Methodology
The survey was conducted in two rounds (June 4th and July 2nd, 2011) at The Reginald Centre, Leeds. Its sample was 45 visitors (20 and 25, respectively) and 27 stall holders (17 and 10, respectively). The size of the visitors’ sample was determined by convenience due to the footfall of each day, and the stall holders’ sample depended on their response. Finally, the visitors’ questionnaire was applied face to face at the venue, and the stall holders were asked to answer the questionnaire by themselves before leaving.

1.2.- Summary of the findings
This section offers just an outline of the results of the field work. Therefore, the content is focused on the following issues: Loyalty, venue, stalls, advertising, evaluation of the event and Chapeltown Development Trust branding.

Loyalty
Chapeltown Global Village Market has an important marketing asset: Loyalty, both from the visitors and stall holders. 47% of the former and 81% of the latter have been present at the event before, whether as customers or business persons; situation
that indicates a sense of belonging or “community spirit” as some of the informants said. This is not a minor issue, because keeping actual clients is more important, and cheaper, than bringing new ones; for that reason, the organization ought to consider what they say, because their feedback fosters improvement.

**Venue**

The venue was a source of disagreement between the informants: Whilst the stall holders considered one of the strengths of the market (62.96% of the opinions about what worked well pointed at the venue, and it was also well evaluated by them), the visitors seemed to be less enthusiastic about it. Even though the latter did not openly express their rejection of the Reginald Centre, they were not very excited about it either; because only 6.67% mentioned it was one of the things they liked the most, 8.89% said it was what they liked the least, and 20% mentioned it among the issues to be improved in the future.

**Stalls**

The stalls were another issue with divergent opinions: The visitors definitely considered that the most urgent thing to be improved is the diversity of stalls (68.89%), which they considered as insufficient; plus they also mentioned that, beyond the quantity, the fact that some of them were empty discouraged their intention of coming back again. On the other hand, although some of the stall holders also perceived this situation (29.63% of them commented that it was something to be improved next time), 51.85% actually considered that the diversity of stalls was one of the main features of the market.

**Advertising**

Another source of disagreement between the informants was the advertising, which is also one of the main concerns of the organization. On the one hand, the most important demand from the stall holders was having more advertising (51.85%); on the other, only few visitors actually came because of it (leaflets 17.78%, banners 15.56% and posters, radio and email 6.67%), most of them came just because they were just passing by (35.56%) or thanks to the word of mouth (22.22%).

**Evaluation of the market**

Both visitors and stall holders agreed about their general perceptions of the market, the two types of informants shared the same opinions regarding the extent it met their expectations and, hence, the mark they gave. Related to the first issue, the results were almost identical: 60% of the visitors said partially and 36% totally; whilst the stall holders’ answers were 63% and 33% respectively. Although very close one
another, the results of the mark they gave to the market were different in approach: 44% of the visitors gave a mark of three and 27% four; but 30% of the stall holders gave three and 48% four.

Chapeltown Development Trust branding

If branding is considered the process of giving a brand its identity and positioning it on the minds of its target audience, Chapeltown Development Trust (CDT) still needs to work on that; because nearly half of the market visitors (47%) had not heard about it and some of those who knew about it were actually friends of the members, or just moments before being asked they got the information. On the other hand, although only 15% of the stall holders did not know about the CDT, it is not a minor issue; because they were supposed to be aware of it, since the market is organized by its members.

2.- Benefits of the Placement Fellowship programme:

The Placement Fellowship for Postgraduate Students programme offers at least three main benefits: Firstly, it allows the participant –especially if he/she is a foreign student- to broaden his/her experience abroad. That is, working with local people gives him/her the chance to have a better understanding of the city and part of its culture. By interacting with them, the student can grasp on the field how and why the things are done here in the way they are. Secondly, in professional terms, the participant can boost his/her CV by developing a project outside the comfort zone of the university, which demands more concrete goals and practical skills. In other words, it helps him/her in putting into practice what he/she has learnt in the classroom. Finally, this kind of projects fosters the development of the postgraduate student’s communication skills, because he/she has to constantly interact with people from diverse backgrounds –not necessarily from his/her area of expertise- who requires different forms of presenting the information.

3.- Recommendations

According to my personal experience, it is important that the people who ask for a postgraduate student are actually aware of the necessity of their involvement in the project. That is, they must be clear about what they want and facilitate the means for achieving the goal. In my case, the members of the Chapeltown Development Trust did not participate at all in the study, it was hard to contact them, the person who was supposed to be my supervisor never talked to me, among other things. In short, I was basically neglected. Therefore, rather than thanks to their help, the project was done thanks to my own initiative.