

Understanding and Enhancing the Community Value of Traditional Retail Markets

Presentation to NABMA conference January 2020,
Birmingham

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The project

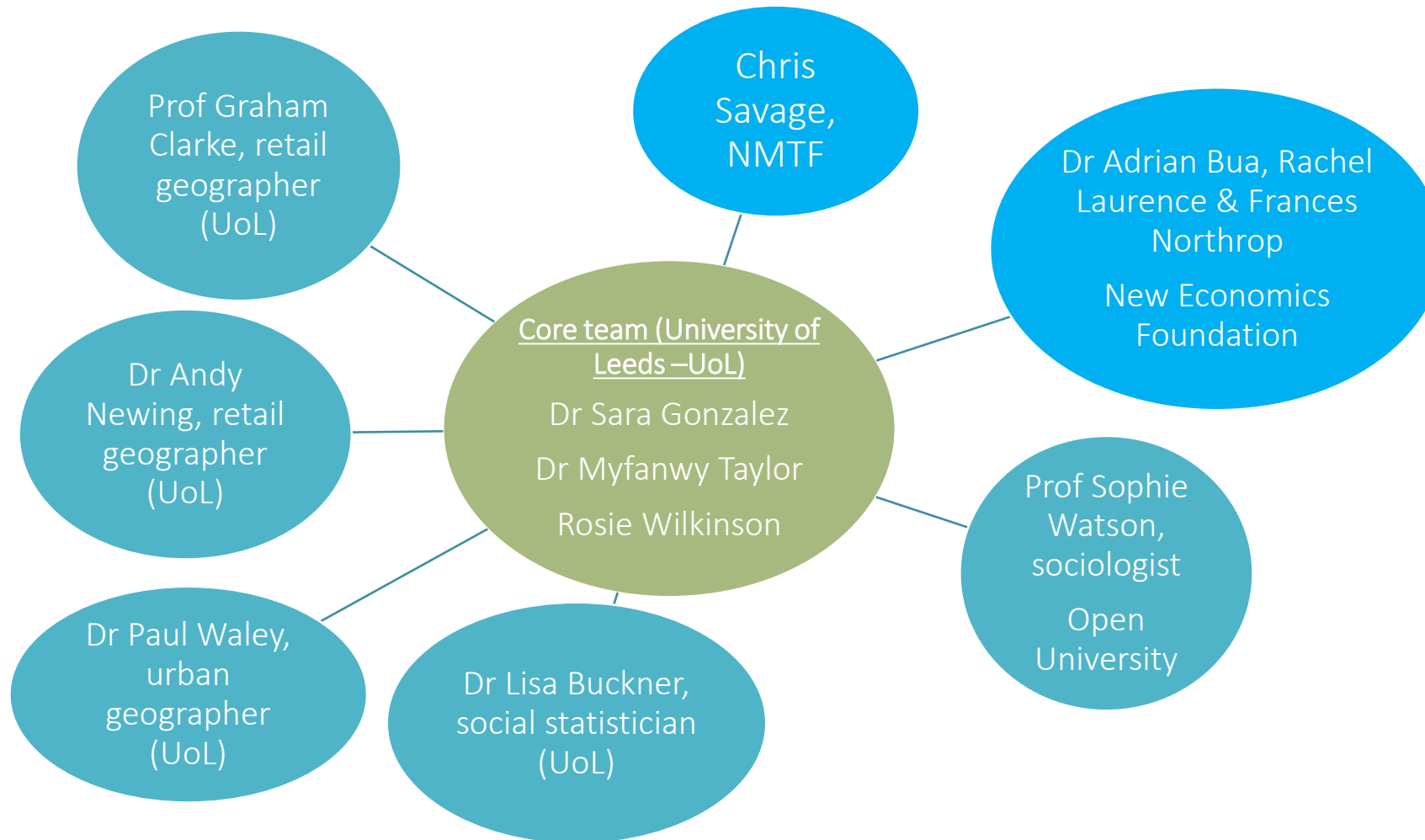
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The overall aim of the project is to develop an innovative methodology and analytical framework for the study of the community value of traditional retail markets (TRM).

- **Timing** February 2018 – August 2021
- **Funded** by the Economic and Social Research Council.
- **Multi-disciplinary and multi-sector** team: academics (retail and urban geographers, sociologists) + think tank (NEF) + trader organisation (NMTF)
- **25 interviews** with key actors shaping the national debate on markets
- **3 workshops** with operators, traders and campaigners
- **Three case studies** (Bury Market, Newcastle Grainger, Queen's Market) each involving around 10 interviews, a survey of 500 customers and two customer focus groups
- **Publication** of policy reports, briefings, best practice examples, toolkits etc as well as academic outputs

Project team



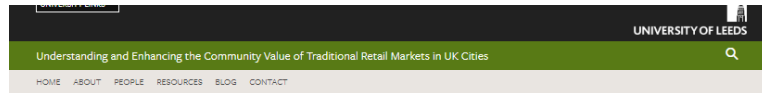
Steering Group

Ailbhe McNabola, Power to Change
Alan Hallsworth, University of Portsmouth
David Preston, NABMA
Gary Warnaby, Institute of Place Management
Jonathan Pauling, Alexandra Rose Charity
Richard Lee, Just Space
Sasha Laurel Jagroo, Friends of Queen's Market
Suzi Hall, London School of Economics and Political Science

Outputs so far and how to keep in touch

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Traditional markets have played a significant role in the UK's towns and cities for centuries but their central community role is threatened by radical changes in retail trends and public sector cuts. Our study aims to provide a new way to understand the community value which traditional markets offer.



← Markets 4 People
952 Tweets



Markets 4 People

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Tweets from the ESRC research project 'Understanding & Enhancing the Community Value of Traditional Retail Markets in UK Cities'

[Traducir la biografía](#)

trmcommunityvalue.leeds.ac.uk Se unió el marzo de 2018

479 Siguiendo 640 seguidores



Dr [Myfanwy Taylor](#), University of Leeds

On Monday 17 September, [Dr Sara Gonzalez](#) and I held two workshops as part of the National Association of British Market Authorities (NABMA) annual conference in Stratford-upon-Avon. We wanted to understand market managers' perspectives on the community value of markets and how it can be enhanced, the key features of

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MEASURING THE VALUE OF TRADITIONAL RETAIL MARKETS: TOWARDS A HOLISTIC APPROACH

Written by: Adrian Bua, Myfanwy Taylor and Sara González
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Highlights from our 500 customer survey results in Grainger market (Newcastle)

The survey focused on

1. Who uses Grainger Market?

- User demographics
- Neighbourhood characteristics and catchment areas
- How and why do people visit the market?

2. Shopping and eating at Grainger Market

- Food and drink
- Shopping for other goods and services
- Impact on the wider town centre

3. The social and cultural life of Grainger Market

- Social interaction at the market
- The market as a community facility
- Views and feelings about the market

Key findings

- Grainger Market is particularly well-used by :
 - people from lower social grades, in a range of different employment situations
 - People living in deprived neighbourhoods
 - women and older people,
 - but also attracts younger people
- The majority of market users are white British and white other
- Market users live in a range of different household types, and include people living alone and with children
- Grainger Market has a loyal customer base, who have been visiting for many years and who visit very regularly

Key findings

- Market users come mainly from the locality and the region, with a few coming from further afield
- The majority of users travel to the market by bus
- Grainger's catchment areas extend approx. 4.5km (50% of users) and 6.5km (the next 25% of users) from the market

Compared to the catchment area as a whole, Grainger Market users are more likely to

- come from **lower social grades** and lack access to a car
- live in the **most *and* the least deprived** neighbourhoods
- be from **non-white ethnicities** and **not born in the UK**
- to be **pensioners living alone**

Key findings

- Grainger market is a convivial space which facilitates long term relationships as well as social interaction between people that don't know each other
- Older people, generally more at risk of being isolated, in particular rely on the market for social encounters
- The market is regarded by customers as a community hub, more important than libraries, parks, pub or other retail outlets
- The market generates a sense of well being: the vast majority of market users feel safe, welcome. Many receive help and advice from traders and feel less lonely when they visit
- The market facilitates interaction between people from different ages and ethnic and cultural backgrounds

Grainger market has a loyal customer base, who have been visiting for many years and who visit very regularly

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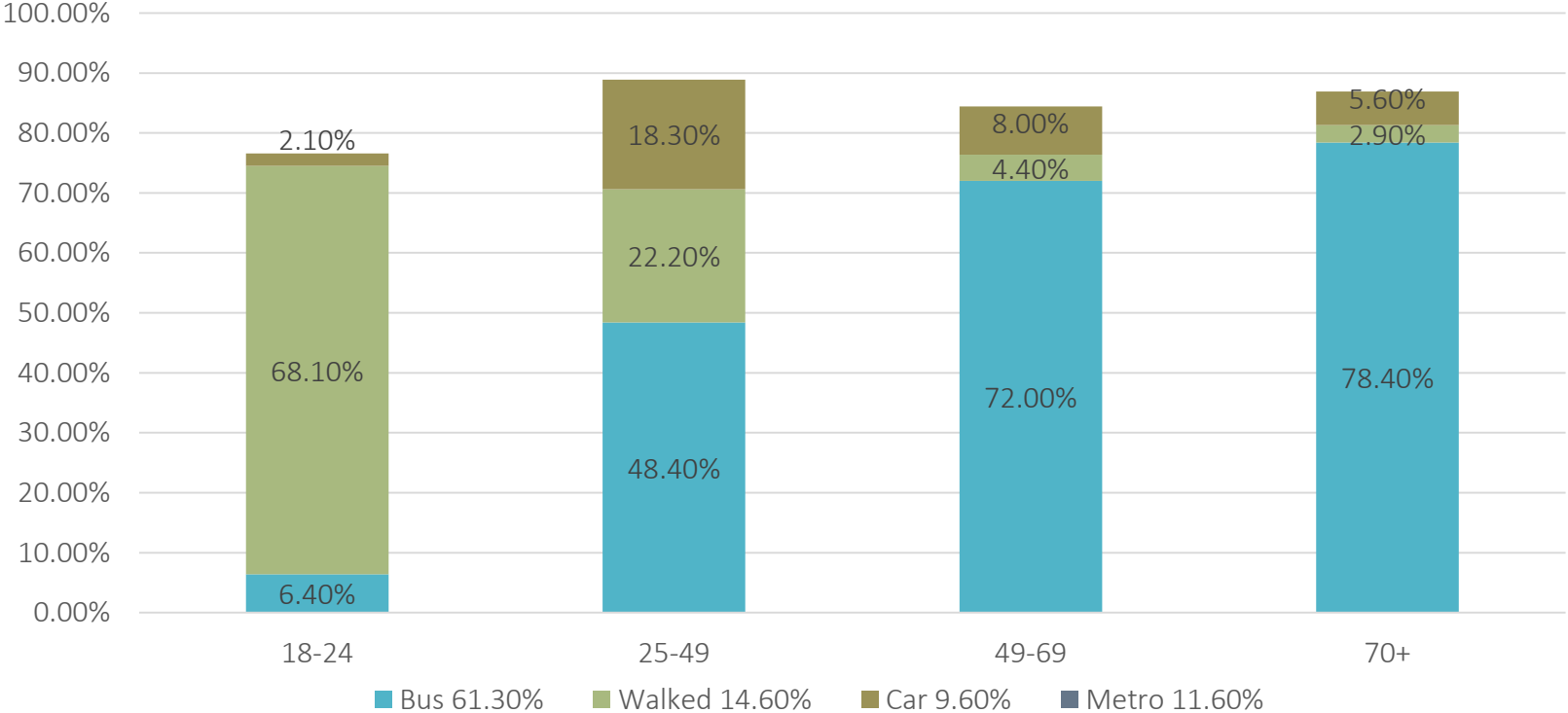
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- 63% of customers have been visiting more over 20 years
- 38% of customers between 18 and 25 years old have been visiting between 6 months and 5 years
- Customers from “vulnerable groups” and from C2 and D/E social grades are the most loyal
- 37% of customers visit **several times** a week and 28% **once a week**

The majority of users travel to the market by bus but younger people tend to walk



Travelling to the market



The market is a social place for both young people and older people



74.9% of market users visit the market on their own, while 26.4% visit with friends and 26.2% visit with family. Women are more likely than men to visit with family and friends

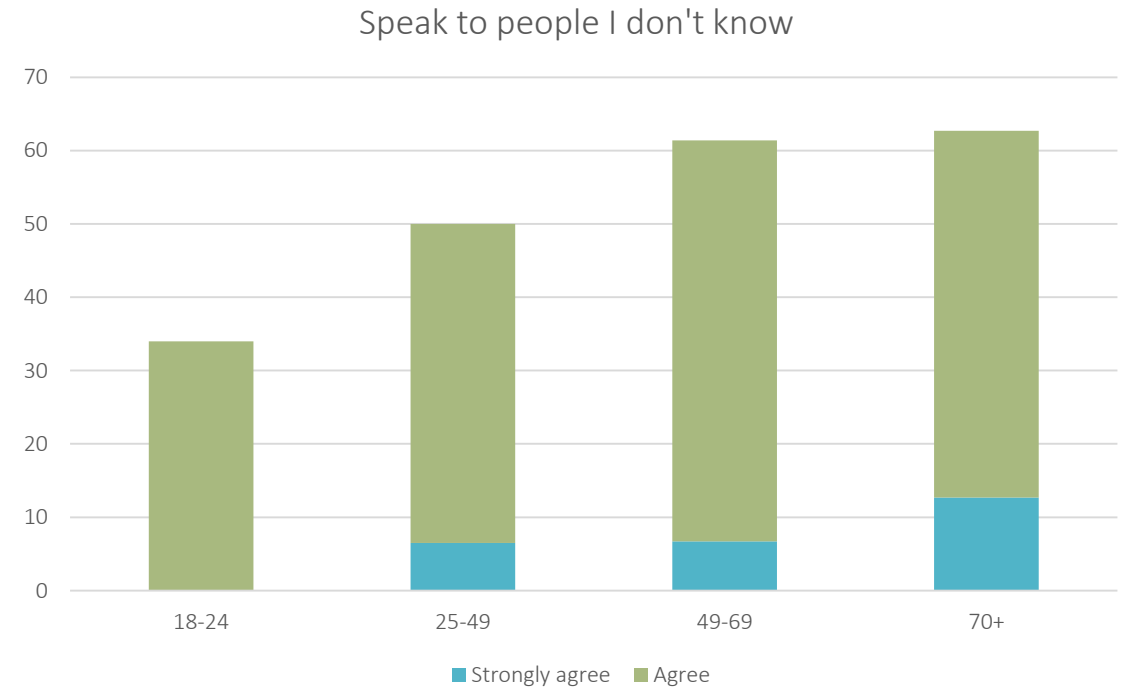
22% of market users strongly agree and 41% agree that they bump into people they know at Grainger Market.

10% strongly agree and 32% agree that they arrange to meet people they know.

	16-24 year olds	70+ year olds
Visit with friends	46.8%	20.6%
Visit with family	6.4%	19.5%
Agree/Strongly Agree that 'I bump into people I know'	36.2%	77.5%
Agree/Strongly Agree that 'I arrange to meet people I know'	25.5%	48.0%

Social interaction is also high amongst market users, who do not know each other, except for 18-24 year olds

- 7.4% strongly agree and 49% agree that they talk to people they don't know.
- Young people are much less likely to talk to people they don't know than older people.
- White ethnic groups are more likely to talk to people they don't know than other ethnic groups (58.9% compared to 34.5% strongly agreed or agreed).
- 5.0% of market users strongly agree and 35% agree that they have received help or advice from other customers, or vice versa, though again this is much less likely for younger than older market users.

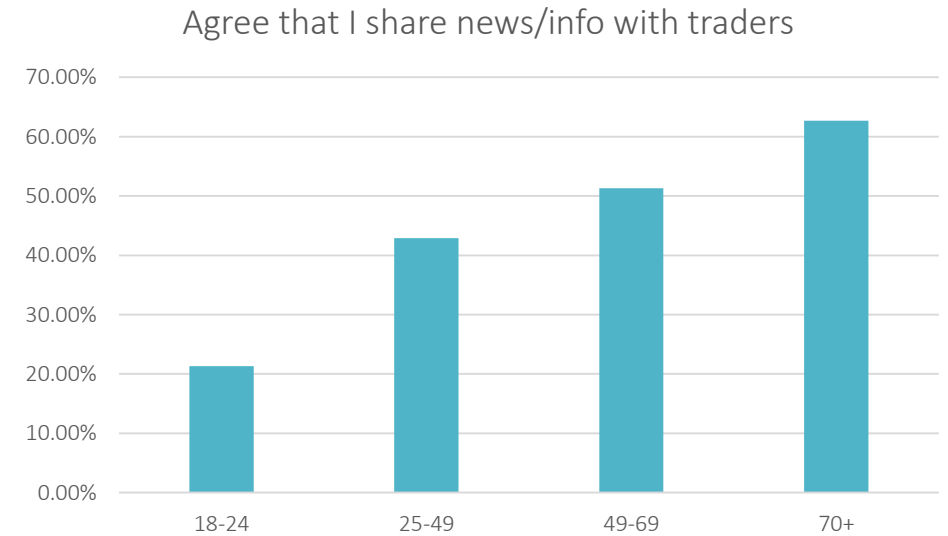


The majority of market users tend to visit the same traders, with older customers in particular sharing news with or receiving help from traders

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- 35.7% strongly agree and 44.6% agree that they tend to visit the same traders. This is fairly constant across different age groups, genders and ethnicities.
- 9.4% strongly agree and 39.4% agree that they share news or information with traders. Older and white British/white other market users are more likely to do so than younger market users and other ethnic groups.
- 6.4% strongly agree and 27.5% agree that they have received help or assistance from traders, for example storing bags or accepting late payment. Older market users are more likely to do so than younger market users.



Market users who do all or most of their food shopping at the market tend to report significantly higher levels of social interaction with traders

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Strongly agree/agree that...	All or most food shopping done at the market	Half food shopping done at the market	Little or no food shopping done at the market
I tend to visit the same traders	96.3%	83.3%	78.0%
I share news or information with traders	40.7%	64.0%	44.4%
I have received help or assistance from traders, for example storing bags or accepting late payment	51.9%	39.5%	30.5%
I have interacted with traders from different ethnic or cultural backgrounds to my own	70.4%	48.2%	48.5%

The market appears to be a particularly important site of social interaction and access to information for market users from lower socioeconomic groups and other vulnerable groups



Strongly agree/agree that....	A/B	C1	C2	D/E
I talk to people I don't know	44.4%	58.1%	44.7%	62.7%
I share news or information with traders	36.4%	40.3%	52.6%	56.4%

Strongly agree/agree that...	Not vulnerable	Vulnerable
I talk to people I don't know	48.9%	59.8%
I share news or information with traders	37.0%	53.5%

Vulnerable refers here to a group made up of the following characteristics:

- Long term sick / disabled
- Retired
- Looking for work / unemployed
- Less than one year living in UK
- Living with young children
- Living alone

Grainger Market is an important site of interethnic and intercultural interaction, in particular for older user groups

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	18-24 year olds	25-49 year olds	49-69 year olds	70+ year olds
Strongly Agree/Agree that 'I have interacted with <i>other customers</i> from different ethnic or cultural backgrounds to my own'	27.6%	41.3%	43.7%	38.7%
Strongly Agree/Agree that 'I have interacted with <i>traders</i> from different ethnic or cultural backgrounds to my own'	32.6%	55.5%	48.7%	52.0%

- 4% of market users strongly agree and 36.4% agree that they have interacted with *other customers* from different ethnic or cultural background to their own at Grainger Market.
- 8.2% of market users strongly agree and 41.4% agree that they have interacted with *traders* from different ethnic or cultural backgrounds to their own at Grainger Market.
- Older market users are more likely than younger market users to strongly agree or agree that they interact with other customers and traders from different ethnic and cultural backgrounds to their own.

The vast majority of market users feel safe, welcome and like they belong at Grainger Market; 62.4% feel less lonely

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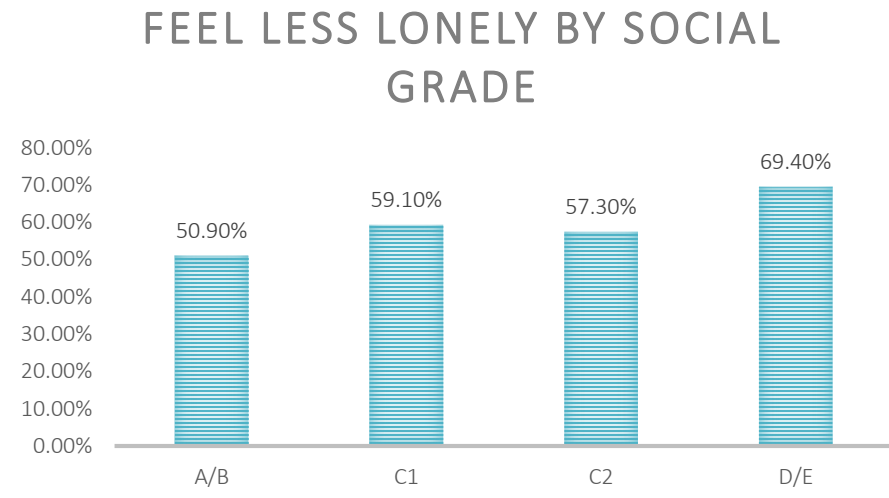
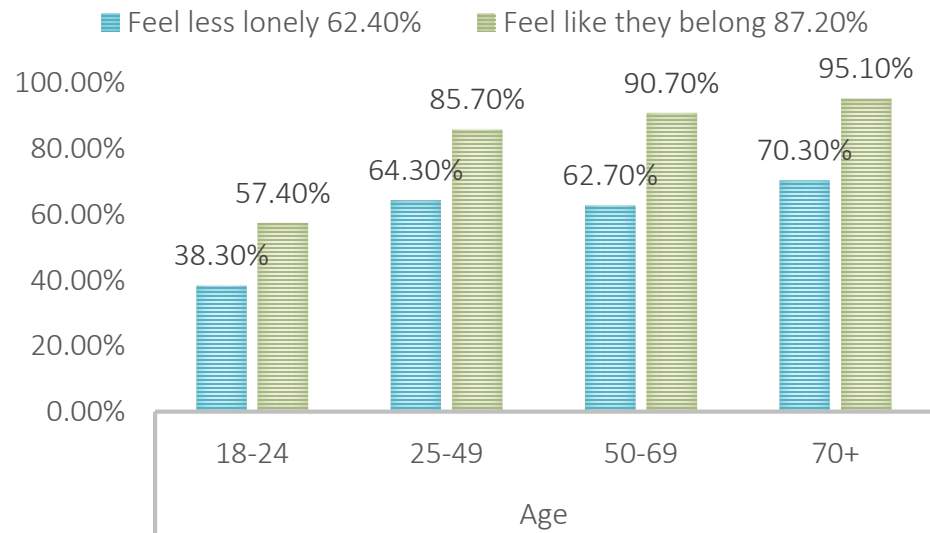
Strongly agree or agree that when they visit Grainger market...

They feel safe	99.2%
They feel welcome	97.6%
They feel like they belong	87.2%
They feel less lonely	62.4%

Strongly agree or agree that Grainger Market...

Is an open and welcoming space for all 96.4%

Older people are more likely than younger people to feel like they belong and to feel less lonely; market users of different ethnicities, social grades and employment statuses also responded differently to these questions

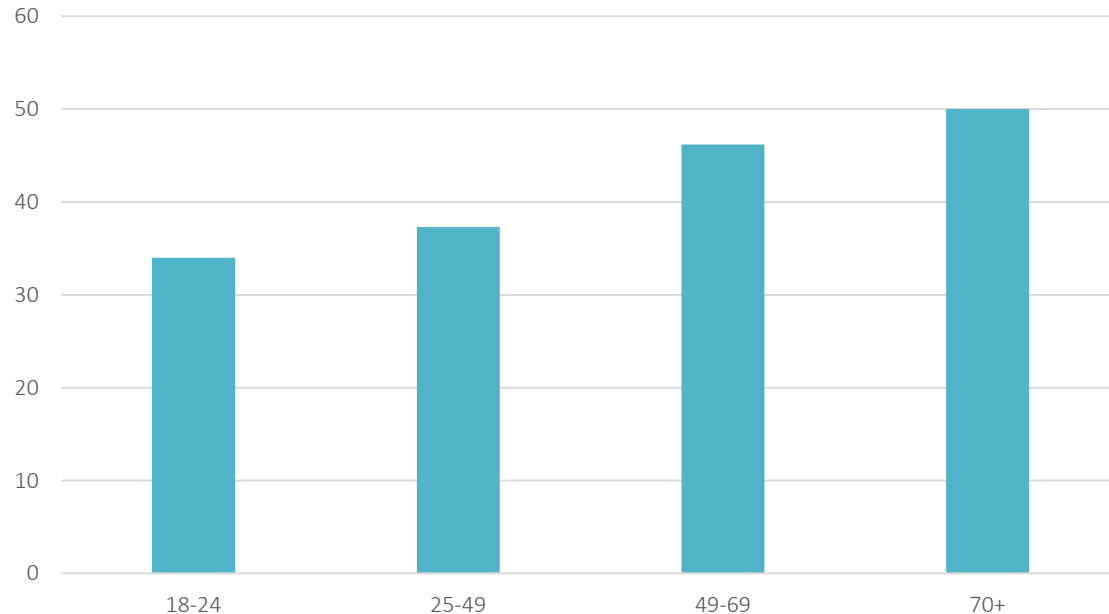


90% of market users strongly agree/agree that Grainger Market is a community hub

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Strongly agree that the market is a community hub



- 43.7% of market users strongly agree and 46.3% agree that Grainger Market is a community hub.
- Older market users are more likely to *strongly agree* with this statement than younger market users.
- White British/white other market users and are more likely to *strongly agree* with this statement than BME market users.

Grainger Market is very important or important to 92% of market users, and is more important than other community facilities and retail and food outlets

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	Very important	Important
Grainger Market	49.1%	42.8%
Library	24.3%	28.3%
Park	35.9%	37.5%
High street / shopping centre / supermarket	39.6%	49.2%
Pub / café / restaurant	34.1%	47.2%

The community value of Grainger market

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Emerging finding from the rest of our data



- interviews at national and case study level
- Combined survey data,
- customer focus groups,
- workshops with traders, operators, community campaigns
- attendance and observations at events and meetings

Contested notions of community value

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The “value” that markets generate mean different things to different actors and contexts:

- Market operators have tended to focus on the narrower “economic” value (income, turnover, vacancy rates, etc.) with local authorities developing a “public value” perspective too.
- Traders and community groups highlight the “more than economic” aspect of markets – those that are intangible and cannot be monetised
- Sometimes these diverse visions of “value” can be in conflict particularly when there are financial constraints or significant changes (such as a redevelopment)

The community aspect is also varied:

- some markets or actors consider the community to be simply the “customer base” or the “local area”;
- others attach to it a particular meaning such as “independent business ethos” or a “sense of belonging”.
- For some groups the community element is mobilised when a market is under threat.

The community value of markets is of real public benefit but it is also fragile

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- As this community value is generally intangible and not easy to monetise it can become invisible, neglected or be taken for granted.
- Operators can have a strong role in identifying, maintaining and enhancing this community value (f.e. Dementia work in Grainger market) and there are many great initiatives taking place. However there tends to be a lack of joined up thinking, particularly in local authorities, around this. The community value of the market is recognised but is not necessarily part of a broader strategy of the council.
- The community and economic value of markets are not always easy to combine. Due to austerity policies, local authorities find themselves under an immense pressure to raise and increase income from markets. This often leads to a change in the offer, recruiting a new type of trader that attracts wealthier customers. Whether these are small or substantial changes (i.e. redevelopment) the community value of the market, particularly for low income and vulnerable groups, is likely to be impacted negatively.

Next steps

Finalise analysis of all data

Presentation of case study data to local authorities and stakeholders

Publication of case study market reports

Turning findings into useful policy ideas and tools

- Collation of existing best practice on how to enhance the community value of a market, including in the case of re-development processes.
- Handbook on community and trader-run markets

Final workshop to present and disseminate findings.

We welcome input and feedback on all our activities: @markets4people;
s.gonzalez@leeds.ac.uk