

# The community value of Queen's Market, Newham

Presentation of emerging findings to key stakeholders

Hamara Ghar, Thursday 13 February 2020 9.30am

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# Today's presentation

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Today we will be sharing initial findings from our research into the community value of Queen's Market. We would welcome your feedback on the presentation, and any further information you are able to provide, and will incorporate this in a final report.

1. The Markets4People research project
2. Queen's Market research
3. Analysis of interviews
4. Analysis of user survey (plus focus groups)
5. Summary of findings, recommendations and discussion

# 1. The Markets4People research project

# Context and rationale

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- There has been a concerted effort over the last 10 years, including by NMTF, NABMA and the GLA, to improve the evidence base for the economic value of markets. There has been much less focus on demonstrating the social and cultural value of markets.
- There is a risk that the holistic community value of markets is ignored or damaged through redevelopment processes. Better evidence about the community value of markets may help to support more holistic approaches to investment and redevelopment, that retain and enhance markets' social and cultural roles as well as their economic roles.
- The project builds on and responds to the increasing interest from the sector and policy-makers in social and cultural value by developing new evidence, tools and insights for understanding and enhancing the community value of traditional retail markets

# The project

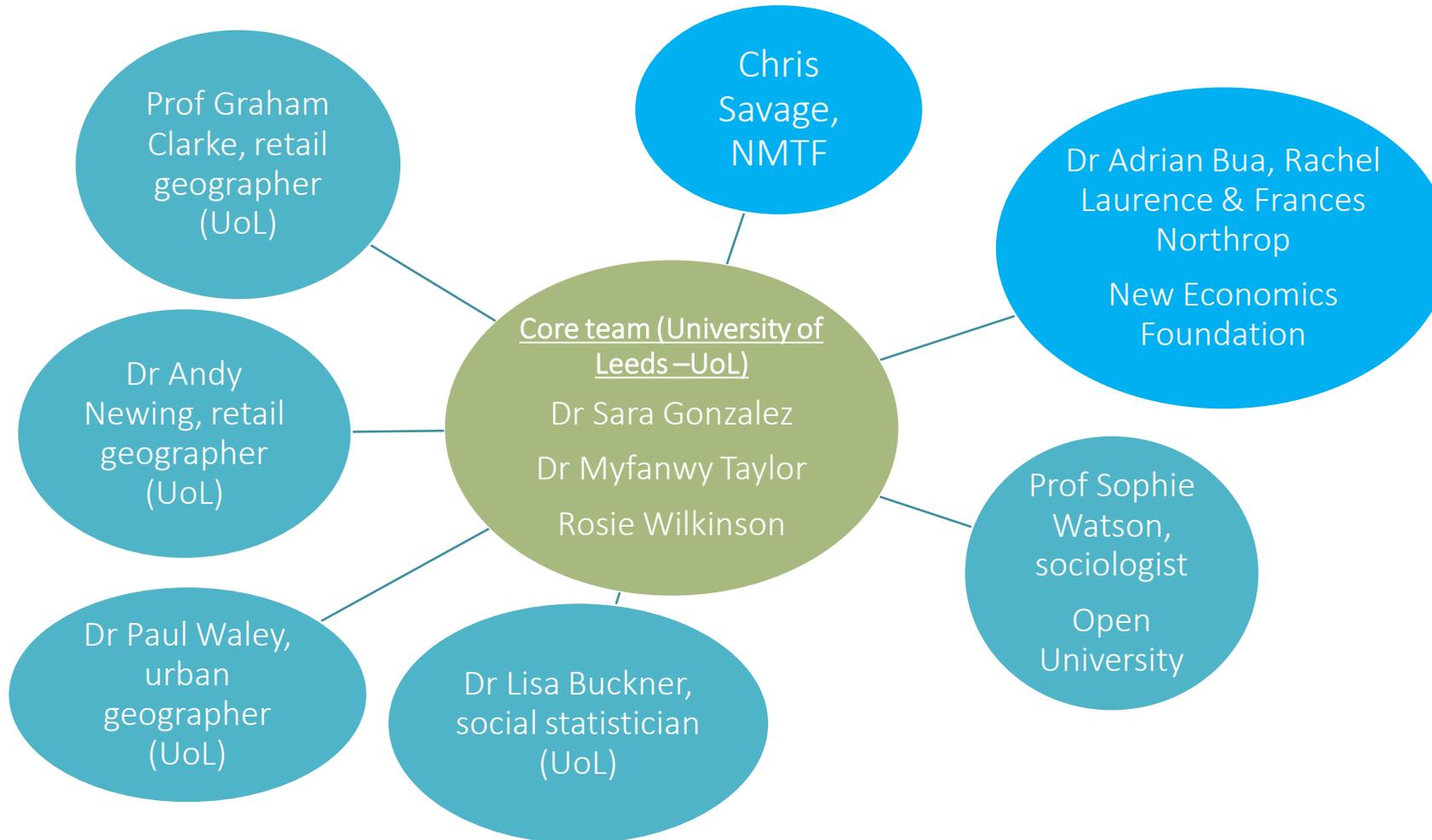
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The overall aim of the project is to develop an innovative methodology and analytical framework for the study of the community value of traditional retail markets (TRM).

- **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
- **Six workshops** with operators, traders and campaigners
- **Three case studies** (Bury Market, Newcastle Grainger, Queen's Market) each involving 10 interviews, a survey of 500 customers and two focus groups
- **Publication** of policy reports, briefings, best practice examples, toolkits etc as well as academic outputs (WP4)

# The team



## Steering Group

Ailbhe McNabola, Power to Change  
Alan Hallsworth, University of Portsmouth  
Gary Warnaby, Institute of Place Management  
David Preston, NABMA  
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

# What do we mean by 'community value'?



- No single definition/answer
- It will depend on the market, and on the place
- Different groups and interests will have different perspectives (cf market operators, traders and campaigners)
- Broadly, we mean social benefits and cultural functions, as well as more socially-oriented economic outcomes. These include:
  - Access to good quality, healthy and affordable fresh food
  - Opportunities for social and cultural interaction
  - Relatively low-cost and accessible trading spaces
  - Serving low-income groups; black and minority ethnic groups; migrants and refugees; elderly people; socially isolated and other vulnerable groups.

# Selecting our case studies

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## Criteria

- Be large enough to support a 500-customer survey
- Serve a diversity of customers
- Evidence of social/cultural value
- Has an organised group of traders
- No or limited disruption from refurbishment or redevelopment during survey period
- Cooperative traders / management / community group

## Process

1. Long-list of 18 UK markets from suggestions from project partners.
2. Desk-based research to collect basic information.
3. Phonecalls with market managers and trader reps for shortlisted 12 markets
4. Final shortlist of five markets selected through research team discussions (Bury, Barnsley, Leeds Kirkgate, Newcastle Grainger and Queen's Market)
5. Visits to final shortlist markets May to August 2018
6. Assessment of different combinations; exploration of possibilities to include more case studies.
7. Final decision reached by research team Oct 2018: Newcastle Grainger, Bury Market and Queen's Market.

## **2. Queen's Market research**

# Why we selected Queen's Market

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- Large enough to support a large-scale, representative user survey (approx. 160 pitches and 80 units/kiosks).
- Traders are informally organised and the market is supported by a committed and long-standing group of campaigners, the 'Friends of Queen's Market'.
- One of London's most ethnically diverse markets, selling a range of goods and particularly specialising in African, African-Caribbean and Asian foods.
- Aspects of its economic and social value – in particular in providing access to affordable fresh food, supporting jobs and intercultural interaction - have been documented in various reports and studies (see next slide), but no systematic user survey has been undertaken.
- Interest and support from the council, traders and campaigners in the research, and – it later emerged - the potential to contribute to debates about the future of the market.

# Previous research on Queen's Market (full summary will be available in final report)

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- NEF (2006) *The World On A Plate* –The economic and social value of London's most ethnically diverse street market <https://neweconomics.org/2006/05/the-world-on-a-plate>
- Friends of Queen's Market price comparison (Image: Saif Osmani)
- Gonzalez, S. and G. Dawson. 2018. Resisting gentrification in traditional public markets: Lessons from London. In S. Gonzalez (Ed) *Contested Markets, Contested Cities: Gentrification and Urban Justice in Retail Spaces*. London, Routledge.
- Dines, Nick. 2007. The Experience of Diversity in an Era of Urban Regeneration: The Case of Queens Market, East London. EURODIV Working Paper 48. Milan: Fondazione Eni Enrico Mattei (FEEM).
- Bartholomew, M. (2018). Revisiting 'Rubbing Along': Contact, Cohesion and Public Space – A Case Study of Queen's Market, Newham. *Dissertation submitted for the MSc City Design and Social Science, London School of Economics and Political Science*.
- Jatoonah, J. (2018) Shopping, place, identity: Investigating spaces of consumption and gentrification in Newham (undergraduate dissertation, King's College London)
- Fulford, W. 2005. A Study of Urbanity and Markets. *Dissertation submitted for the MA in Urban Regeneration at Westminster University*.
- Queen's Market: an exploration of neighbourhood and locality. *Undergraduate dissertation, Heritage Globalisation and Development*.
- Queen's Market also features as a case study in numerous reports (eg Bua, Taylor and Gonzalez (2018) *Measuring the value of traditional retail markets: towards a holistic approach*; Community Links (2015) *Incidental connections: an analysis of platforms for community building*; Demos (2007) *Equally Spaced? Public space and interaction between diverse communities*).



## The world on a plate: Queens Market

The economic and social value of London's most ethnically diverse street market.

# Queen's Market research: interviews

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Interviews with 13 key stakeholders conducted during 2019; recorded and transcribed (with permission) and analysed by Dr Myfanwy Taylor using NVivo. **Thanks to all interviewees for their time and input.**

- Mayor of Newham and Cabinet member for Regeneration, Planning and Strategic Housing Delivery
- Cabinet member for Environment, Highways and Sustainable Transport
- Cabinet member for Finance and Corporate Services
- Ward Councillor,
- MP for East Ham
- Assistant Director, Recycling, Refuse and Street Cleansing, Newham Council
- Market Manager, Markets Service, Newham Council
- Director of Technical Services, OneSource
- Commercial Manager, Property Services, OneSource
- Regeneration and Development Advisor, Newham Council.
- Trader, Queen's Market commercial unit
- Two members of Friends of Queen's Market

# Queen's Market research: user survey

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- 10-15 min user survey designed by University of Leeds, informed by available evidence about the economic, social and cultural value of markets, covering:
  - a. Key demographic information
  - b. Shopping and eating at the market
  - c. Socialising at the market
  - d. Feelings and views about the market
- Survey available online at <https://trmcommunityvalue.leeds.ac.uk/about/market-users/market-user-survey/>
- Survey conducted with 500 users over 15 days in March/April 2019, following piloting with 24 users in January and February. Survey carried out by Fieldwork Assistance, a consumer research company with expertise in working in markets.
- Interviewers recruited a representative sample of market users, informed by the latest available data from the Council. Lay interpreters provided on-the-spot interpretation into Bengali, Gujarati and Urdu using professionally translated versions of the survey.
- Survey data analysis undertaken by social statistician Dr Lisa Buckner and retail geographer Dr Andy Newing (University of Leeds).

## User recruitment quotas:

70% female, 30% male

20% white, 80% non-white

25-29 - 5%

30-39 - 5%

40-49 - 10%

50-59 - 30%

60-69 - 30%

70-79 - 15%

80+ - 5%

# Queen's Market research: focus groups

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- Two focus groups with specific marginalised/vulnerable user groups: women who described their ethnic group as Asian or British-Asian and men and women who described their ethnic group as Black or Black-British.
- Focus group participants were recruited via the main user survey; participants within our target groups were contacted by phone and letter.
- Participants were offered £20 to spend in the market as a token of appreciation for their time, plus travel expenses
- Focus groups were held at Katherine Road Community Centre on the afternoon of 29<sup>th</sup> July and the morning of 30<sup>th</sup> July 2019.
- Discussions were recorded and transcribed, with participants permission. Initial analysis was undertaken by Prof Sophie Watson.



## **3. Analysis of interviews**

# Summary: key facts and current issues

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- There are 164 pitches, 62 commercial units and 20 kiosks at Queen's Market, generating a total income of over £1.2m p.a.
- The pitches are managed by Newham Council's Markets Service, while the commercial units/kiosks are managed by its shared services provider, oneSource.
- The pitches are approx. 70% occupied and the commercial units/kiosks approx. 90% occupied. No new applications for pitches are being accepted for fruit/veg, fish, meat or general groceries.
- Traders and commercial tenants are informally organised, see themselves as a single group and would like to form a cooperative to manage the market. Rent increases for commercial tenants are a current concern.
- Friends of Queen's Market includes traders, customers and community members, has been actively engaged with the market for over 15 years, and produced a Community Charter for the market.
- Under the leadership of the new Mayor of Newham, Rokhsana Fiaz, the Council is working to address legacy issues from the previous administration concerning fragmented governance, lack of trust and dialogue and lack of investment resulting in a deteriorating market environment. Work is also underway on the longer-term future of the market, led by the Regeneration team.

# Street trading at Queen's Market (1)

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- 164 pitches licensed by Newham Council under the London Local Authority Act 1990.
- Trading hours: Tuesday, Thursday, Friday and Saturday 9am to 6pm, and Sunday 10am to 4pm (casual trading only).
- 77% occupancy, comprising 96 permanent licensed traders, plus an average of 30 casual traders a day (Newham Council data, Sept 2019). (NB no new applications are being accepted for fruit/veg, fish, meat and general groceries – see later)
- A casual one day license costs £27.81 on weekdays, £32.96 Sat and £13.50 (in advance) or £16.50 (on the day) Sun. Weekly fees for permanent traders are £95.79 (Newham Council data).

# Street trading at Queen's Market (2)

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- Falls within the portfolio of the Cabinet member for Environment, Highways and Sustainable Transport. Managed by Newham Council's Markets Service (within Refuse, Recycling and Street Cleansing in the Environment and Sustainable Transport directorate).
- The main functions of the Markets Service at Queen's Market are: managing budgets; compliance monitoring and enforcement; cleaning and waste removal; supporting events (eg Market Games; Green Street festival; Christmas show), community markets and other initiatives (e.g. cancer-awareness initiatives; providing ballots for local allotments and projects); and generally improving conditions. The Market Manager holds monthly meetings with street traders.
- No formal traders association but street traders and commercial tenants organise and collaborate through meetings, WhatsApp and letters. Street traders and commercial tenants see themselves as one group and would like to form a cooperative to own and manage the market themselves.
- Traders, customers and residents formed Friends of Queen's Market in mid 2000s to challenge plans to demolish and redevelop the market; still going 10 years after the plans were rejected. In 2018, FoQM developed a community charter setting out the improvements they would like to see in the market.

# Street trading at Queen's Market (3)

- The performance of the Markets Service is measured through Key Performance Indicators on compliance; occupancy levels; and budgetary management. Compliance rates consistently meet or exceed targets, but occupancy levels are typically approx. 15-20% below target.

| 2018/19 (Newham Council data) | Queen's Market | Markets Service as a whole |
|-------------------------------|----------------|----------------------------|
| Income                        | £649,144       | £1,057,832                 |
| Expenditure                   | £750,455       | £1,007,102                 |
| Surplus (+) / deficit (-)     | - £101,311     | +£50,729                   |

- Income from Queen's Market pitches was £649k in 2018/19; 61.4% of the total.
- Expenditure at Queen's Market was £750k in 2018/19; 74.5% of the total.
- 79.9% of total expenditure on wages was allocated to Queen's Market (£516k) and 57.2% of total expenditure on cleaning and waste recycling (£91k) (the two largest items of expenditure).
- While the Markets Service as a whole generated a surplus of £50.7k, this allocation of expenditure resulted in a deficit of £101k at Queen's Market in 2018/19.
- Our understanding of the latest data from Jan 2020 suggests that the Markets Service predicts a total running surplus of £182.6k at the end of the current financial year.

# Commercial units at Queen's Market



- 62 small commercial units surround the street trading pitches, plus 20 kiosks dotted amongst the pitches. Minimal vacancies (5 out of 82 as at 04/02/2020).
- Historically, leases have been granted for 5, 10 or 15 years under the 1954 Landlord and Tenant Act (which affords certain security of tenure and exclusive occupation rights); newer leases do not (14 units as at 22/05/2017; more recent figures requested from oneSource).
- Average rents for the commercial units are £30 per sqft (approx. £16k p.a.) and £36-£38 per sqft (for a unit fronting Green Street) and £70 per sqft for the kiosks (approx. £12k p.a.)
- Total income just over £600k per annum; goes back into Newham Council's general budget.
- Falls within the portfolio of the Cabinet member for Finance and Corporate Services. Newham Council's asset management services are provided by oneSource, Newham, Havering and Bexley Council's shared services function.

# Current issues

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1. Fragmented governance
2. Communication and trust
3. Commercial tenants' leases
4. The market offer
5. The market environment
6. The future of the market

# Fragmented governance (1)

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- The Council's management and governance of Queen's Market is fragmented across the Markets Service, oneSource's Property Services, Car Parking and Highways.
- This fragmentation causes problems for the various stakeholders; each council team engages with their market from their own silo-ed perspective.
- Importantly, income from the commercial units and kiosks is extracted from the market into Council general budgets, even though the Markets Service's responsibilities for maintenance, cleaning and waste removal at Queen's Market benefit commercial tenants.
- Problems relating to fragmentation are being addressed under the leadership of the new Mayor of Newham:
  - *A cross-council working group established by Regeneration to guide work on improvements to the market;*
  - *Improved communication between the Markets Service and oneSource's Property Services;*
  - *The Regeneration and Development Advisor is attending the Markets Service regular meetings with traders.*
  - *Longer term discussion for integrating governance arrangements*

# Fragmented governance (2)

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*[The Market Manager] is on the front line... [but has] no control or management or power over parking charges, the roof leaking, anything to do with the infrastructure, yet **he's the face of the market and he takes the brunt of everything** (Assistant Director, Recycling, Refuse and Street Cleansing, Newham Council).*

*If something happens with the shop or the kiosk and we go to the office, they say this does not belong to us... If something happens and the pitches go to the Docklands, they say this is not us. So **for the traders we hope that they have one office for everyone** (trader, Queen's Market commercial unit).*

*If you look at it from my finance role, you tend to have the discipline of the numbers... and I think **everyone needs to sit round the room and say, look, we all agree on the future of the market** (Cabinet member for Finance and Corporate Services).*

# Communication and trust

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- Legacy of lack of trust, poor communication and limited community engagement, stretching back to the previous administration's plans to redevelop the market in the mid 2000s.
- Under the leadership of the new Mayor of Newham, Rokhsana Fiaz, the Council is prioritising rebuilding relationships, both at Queen's Market and more generally:
  - *Councillors and council staff now acknowledge Friends of Queen's Market as a legitimate and important stakeholder;*
  - *the Regeneration team has embarked on a community engagement programme to support their work on Green Street town centre, including Queen's Market (see later).*
- The Mayor and Cabinet members have met with traders and FoQM, and the Regeneration team has embarked on a community engagement programme to support their work on Green Street town centre, including Queen's Market (see later).

# Commercial tenants' leases

- In the last few years, oneSource has proposed a doubling of rent for some commercial tenants at Queen's Market, from approximately £6k to £12k for kiosks and £10-12k to £20-25k for shop units.
- Tenants whose leases fall outside of the 1954 Landlord and Tenant Act seem to be particularly affected.
- Commercial tenants and FoQM have raised concerns about the process of rental increases, but have not received any clarifications or assurances to date.
- There seems to be a lack of information about rental increases beyond oneSource, leaving Council officers unable to address concerns in meetings and events.
- oneSource suggest that increases reflect comparator market rents, which may be significantly higher than current rents due to lack of active management of rents and lease renewals in the past.

# The market offer

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- Newham Council and oneSource staff believe that the market is over-saturated in certain commodities, in particular fruit & veg; meat; fish; and groceries.
- The Markets Service is not currently accepting new applications to trade in these commodities, or allowing existing traders in these commodities to expand their businesses by taking on more pitches.
- However this view on oversaturation does not seem to be based on any specific evidence or strategy and there are conflicting opinions amongst traders on the issue.
- No clear vision on whether Queen's Market could be regarded as a specialist market in these products.

# The market environment

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- Widespread concern amongst the council, traders and FoQM that more customers are being deterred from using the market by:
  - *Homelessness, drug use and antisocial behaviour*
  - *Unsatisfactory cleaning and refuse collection systems*
  - *Leaking roof and blocked drains*
  - *Shabby flooring*
  - *Poor lighting*
  - *Increased car parking fees and pay-by-phone system*
- Councillors, council staff and others believe that the deteriorating environment is the result of a historic lack of investment and strategic plan.

# The future of the market

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- The new Mayor of Newham has brought a new focus on improving the market led by the Regeneration team and sits within the Mayor's own portfolio.
- The Council's new town centres programme, community wealth building and inclusive economy strategies and new economic plan provide the wider framing and context for this work.
- Work on the future of the market is divided up into three phases:
  - 1) *the short term (an application to the Mayor of London's Good Growth fund);*
  - 2) *the medium-term (assessing options and costs in light of a building condition survey); and*
  - 3) *the long-term (assessing options for developing the Queen's Market and Hamara Ghar site).*

# Short-term

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- Newham Council secured £25k funding from the Greater London Authority in summer 2019 to develop a bid to the Mayor of London's Good Growth fund for improvements to Queen's Market and the Green Street town centre.
- A phase 1 application was submitted in Autumn 2019 and was successful.
- A phase 2 application was submitted in February 2020 (requested from the Council), including improvements to the market environment. If successful, works are due to begin in January 2021.
- Consultations have taken place with traders/businesses and residents to inform these plans.
- Some councillors and council staff acknowledge the consultation undertaken to inform the Good Growth bid and wider Green Street town centre strategy was rather narrow and caused unease amongst the community. There is a commitment to developing a more collaborative partnership approach in future.

# Medium and long-term

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- The Regeneration team has commissioned and received a building condition survey to inform options for addressing more substantial problems with the market infrastructure (requested from Council).
- Queen's Market and Hamara Ghar are listed as a development site in Newham's local plan and a £150k viability and capacity study will be commissioned in March 2020, to identify and assess the various options.
- oneSource have been issuing all new leases for the commercial units at Queen's Market with a rolling landlord's break clause from July 2022 in the event of redevelopment.
- Traders and FoQM concerned that these redevelopment plans will change the market significantly although Council staff and councillors re-affirm that the Council is committed to retaining the market with no wish to gentrify it.
- So far, there has been no active consideration by the Council of the traders' desire to manage the market as a cooperative, nor the wider range of proposals developed by FoQM and set out in a Community Charter.

## **4. Analysis of user survey (plus focus groups)**

# Overview

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## **a. Who uses Queen's Market?**

- User demographics
- Neighbourhood characteristics and catchment areas

## **b. Shopping and eating at Queen's Market**

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

## **c. The social and cultural life of Queen's Market**

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

## **a. Who uses Queen's Market**

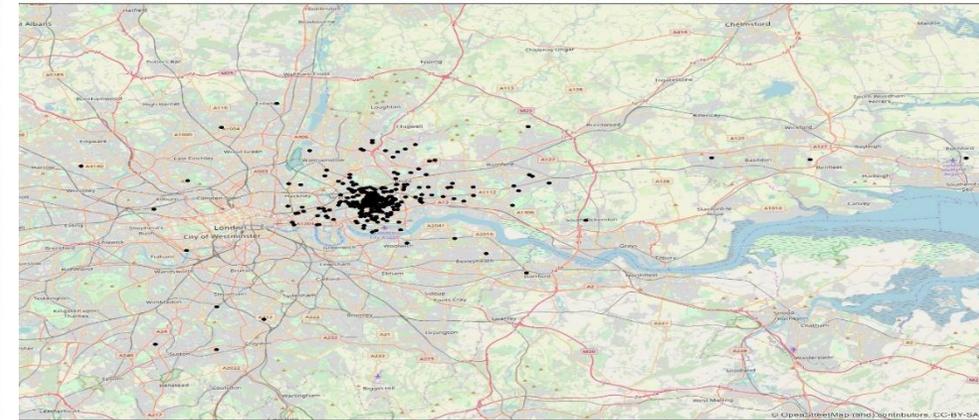
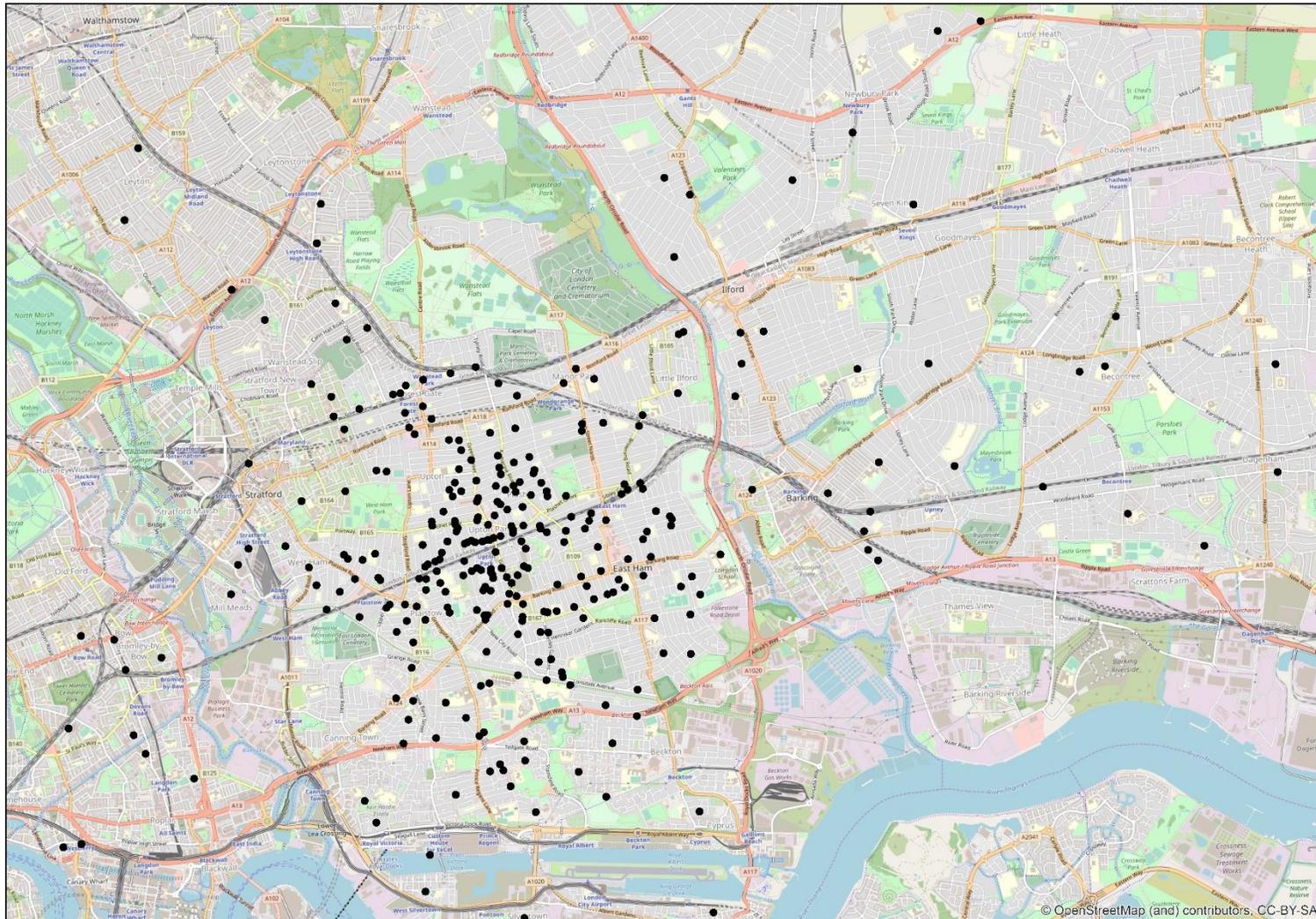
# Key findings

- Queen's Market has a loyal customer base, who have been visiting for many years and who visit very regularly.
- It is particularly well-used by:
  - People from the surrounding area
  - Asian/Asian British and Black/Black British ethnic groups
  - Working and retired people, from a wide range of socioeconomic groups and living in deprived areas
  - Older people, women and people living with their children
- On Sundays the market is an important social space for large numbers of Eastern Europeans (particularly Romanian and Bulgarian men).
- The majority of market users travel to the market on foot or by bus

# 76% of market users come mainly from Newham, with others coming from east London and Essex

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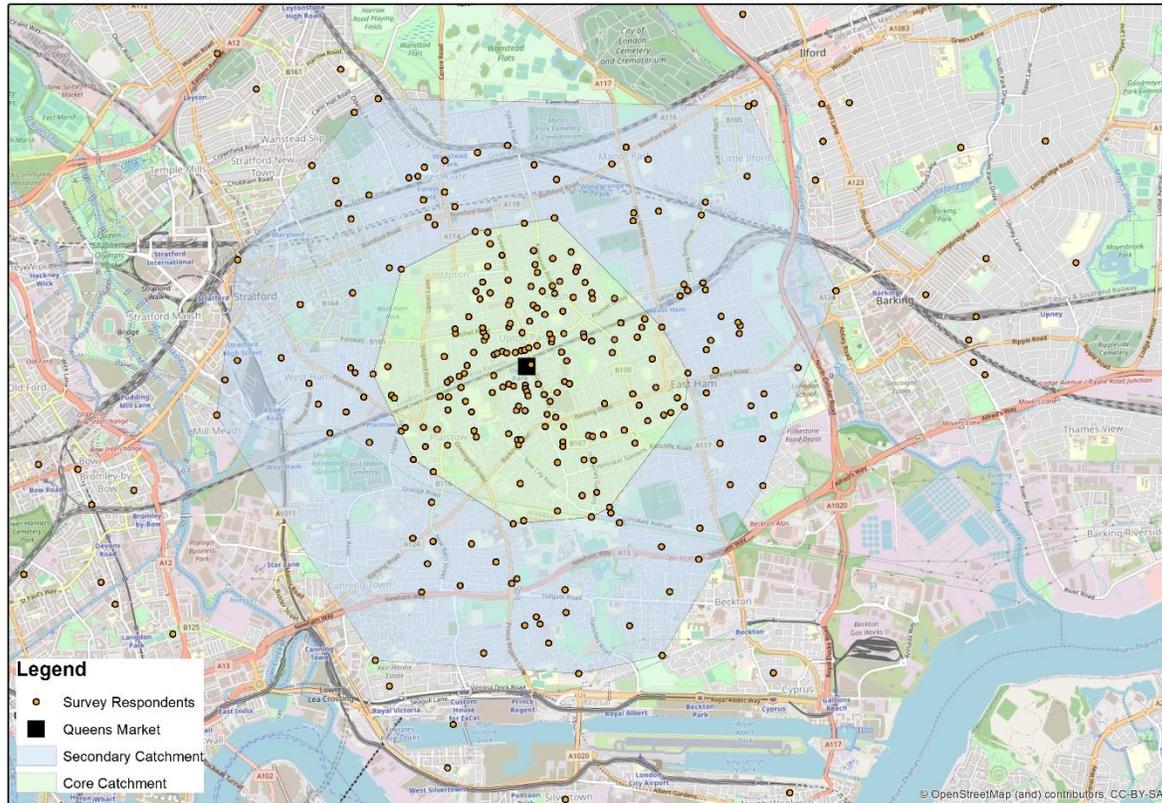
Queen's Market serves a primarily local customer base, but the customer base also extends through east London to Essex, as far as Southend on Sea.

76% of market users live in the London Borough of Newham.

# Queen's Market catchment areas extend approx. 1.4km (50% of users) and 2.6km (the next 25% of users) from the market

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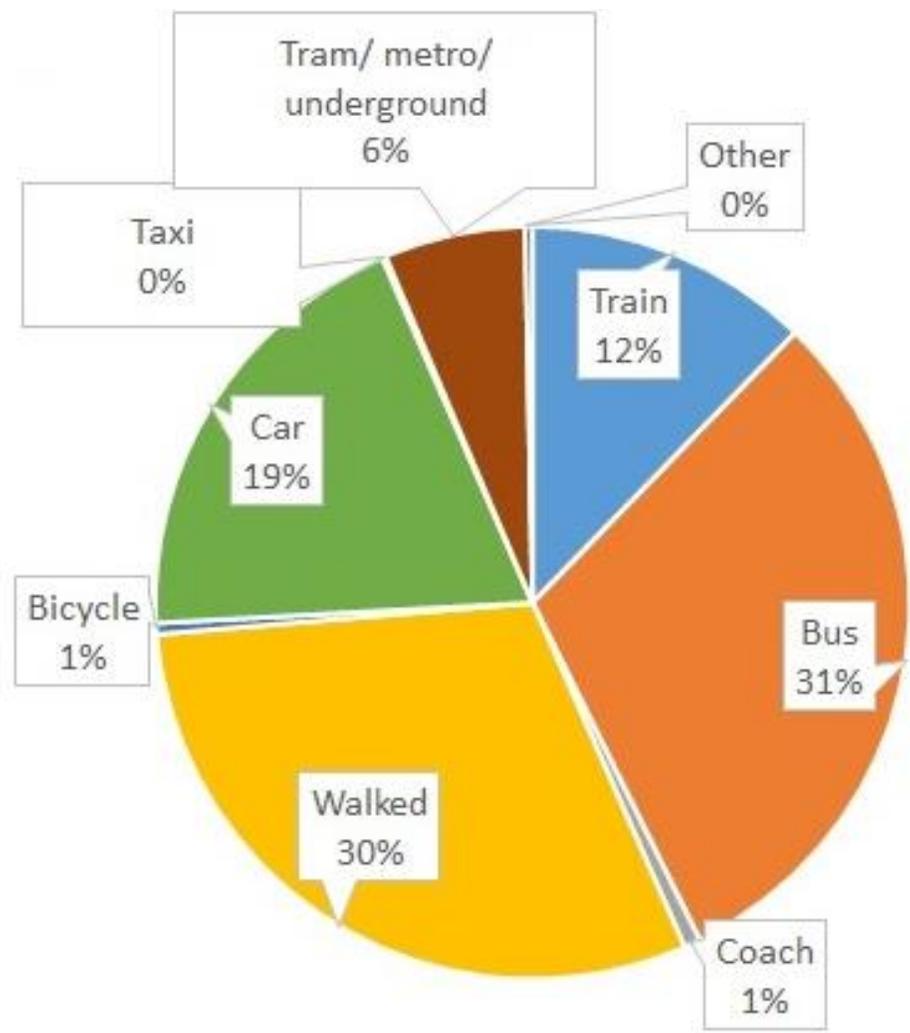
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- Core catchment: the areal extent over which 50% of customers are drawn.
- Secondary catchment: the areal extent over which the next 25% of customers are drawn.
- Identifying core and secondary catchment areas allows us to compare market users with all households living in the catchment areas using neighbourhood level data based on postcodes (at unit postcode level).

Our respondents mean travel distance to Queen's Market is 2.9km, with 40% of respondents enjoying excellent access and living within 1km of the market.

# The majority of users walk or travel by bus to the market; 48% of market users do not have access to a car.

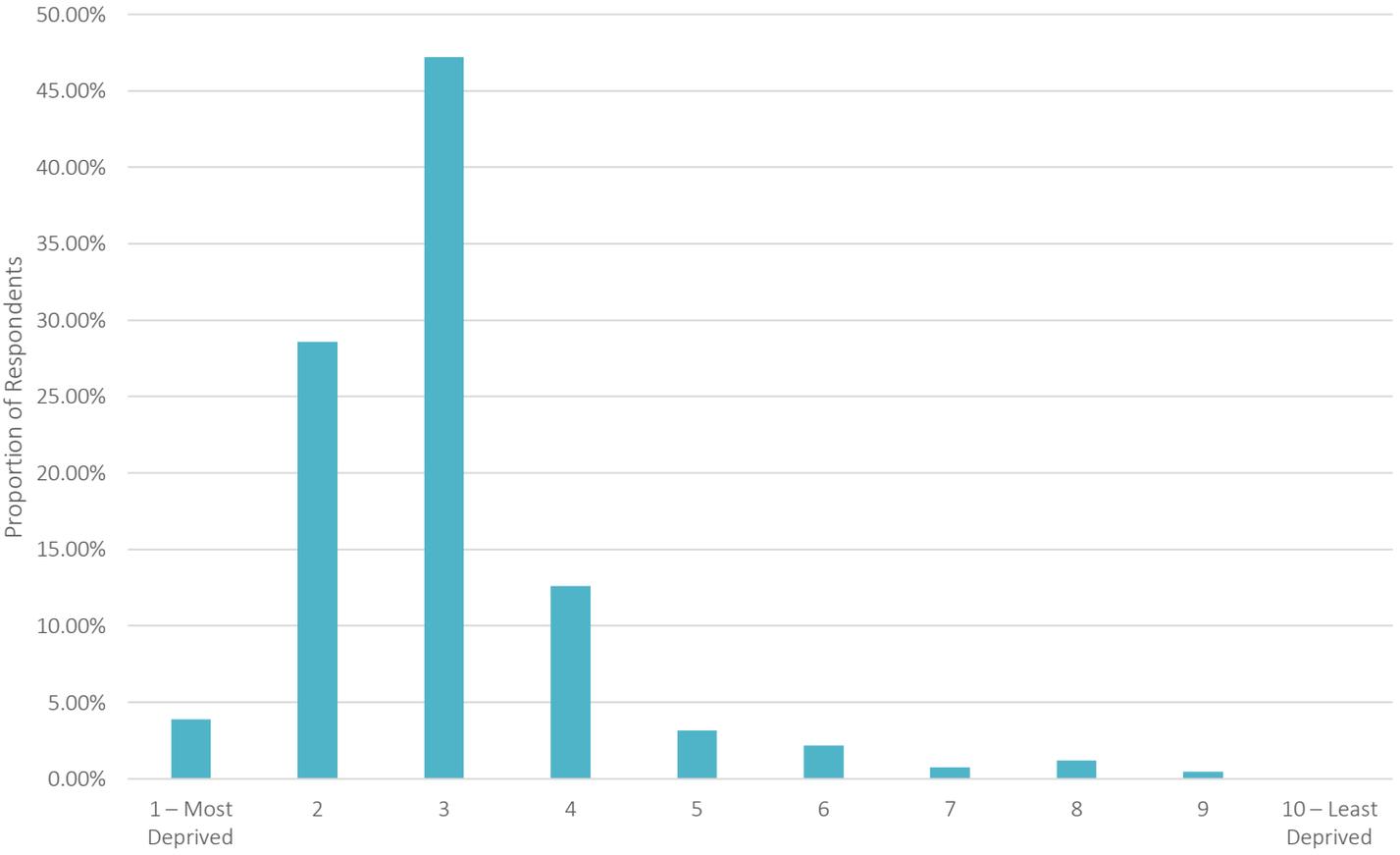


- 47.8% of market users do not have access to a car.
- Market users are far less likely to have access to private transport than the catchment area as a whole.
- Older market users are more likely to travel to the market by bus, while younger market users are more likely to walk.
- Market users from higher socio-economic grades are more likely to travel by car and less likely to travel by bus to the market.
- Vulnerable market users are more likely to travel by bus than non-vulnerable market users.

**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

# Queen's Market is particularly well-used by people living in deprived neighbourhoods



This is broadly in line with the core and secondary catchment areas as a whole.

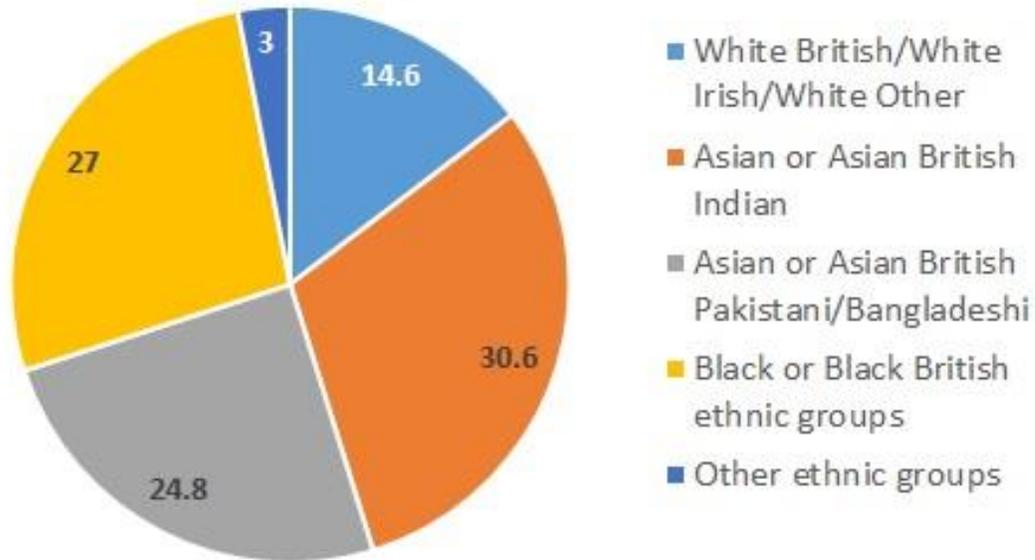
Indicators of neighbourhood level deprivation evident within the market catchment area hold true among our respondents, although our respondents are slightly more likely to be drawn from households with less affluent 'C2DE' social grade highlighting the potential importance of the market to households on lower incomes.

The majority of market users are Asian/Asian British and Black/Black British. The majority of market users were not born in the UK; 46% have lived in the UK more than 25 years.

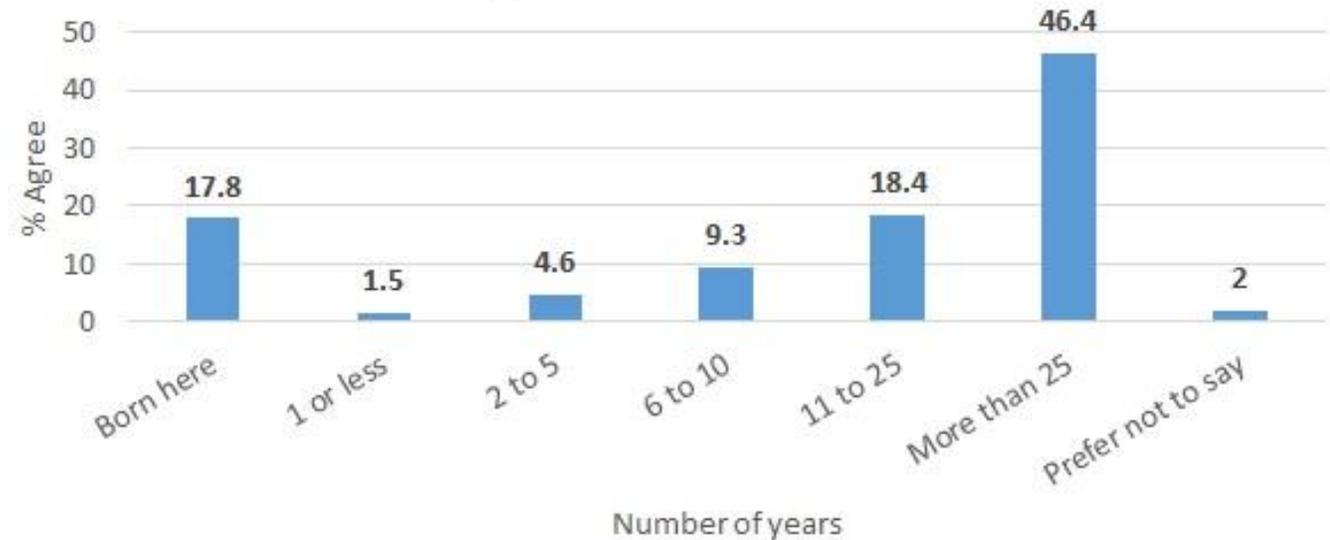
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Ethnicity of market users



Length of time in the UK



- Market users are more likely to be from Asian/Asian British Indian and Black/Black British ethnic groups than in the core and in particular the secondary catchment area as a whole
- Asian/Asian British Indian market users are most likely to visit the market at least once a week (92%).
- Market users are considerably more likely to be born outside the UK than in the catchment area as a whole.
- Market users who have lived in the UK for at least 25 years are most likely to visit at least once a week (88.2%).

# The market is an important social space for Eastern European market users

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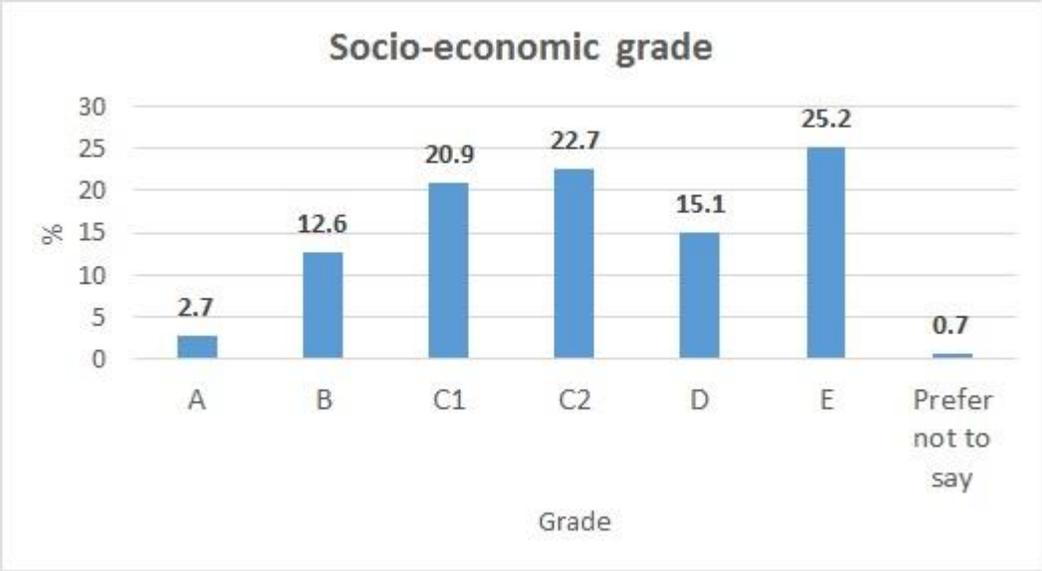
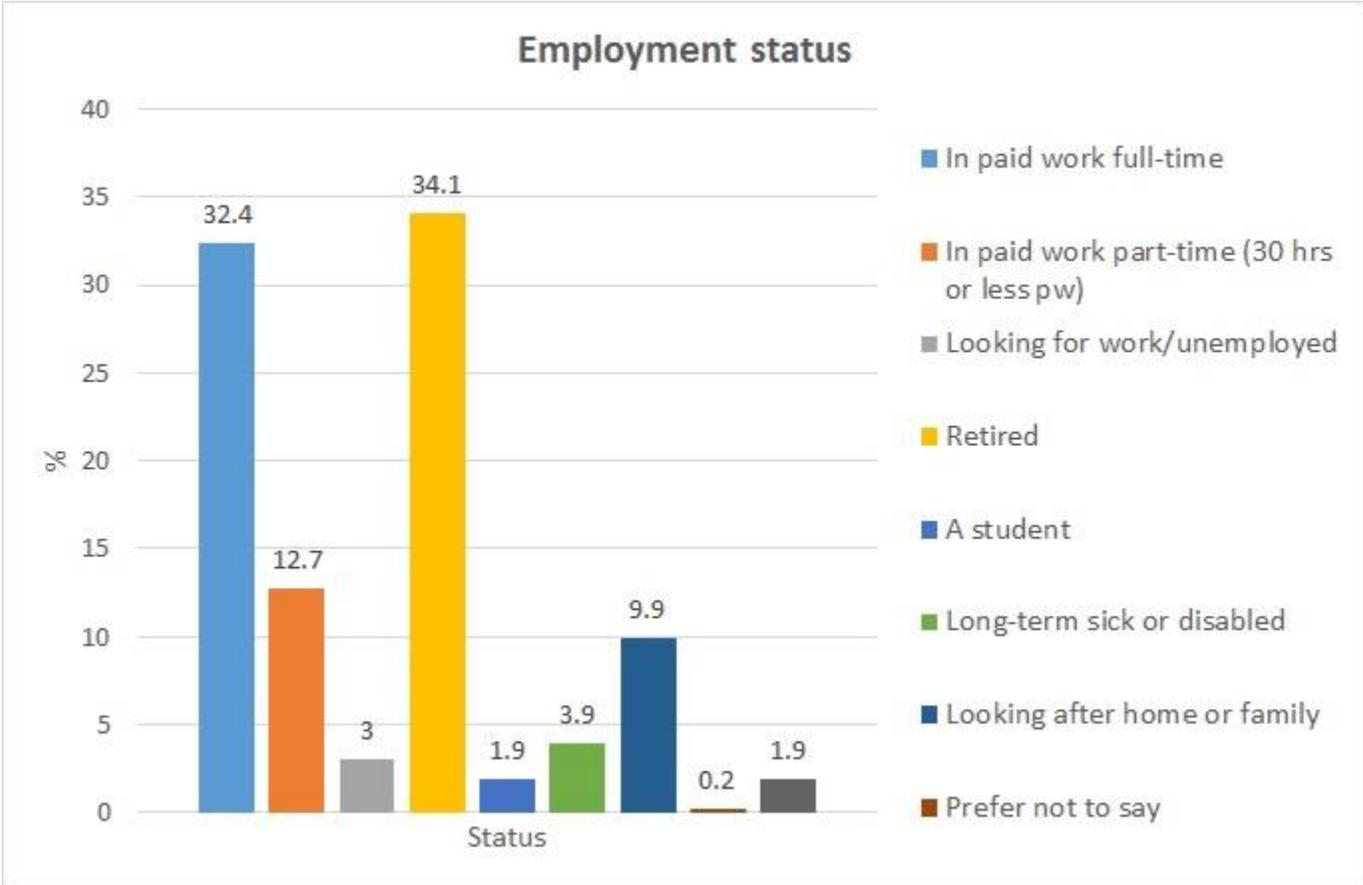
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On Sundays large numbers of Eastern Europeans - particularly Romanians and Bulgarians - congregate in the market.

- The group largely consists of men.
- The market acts as an important social space for this group.
- Many Eastern European market users congregate near the café on Sundays, drinking coffee, or in the centre listening to accordion players.

As our survey was not translated into key Eastern European languages (the importance of this user group was not understood until a later stage in the planning of the survey), informal research methods were employed to develop some understanding of the market's importance for this group.

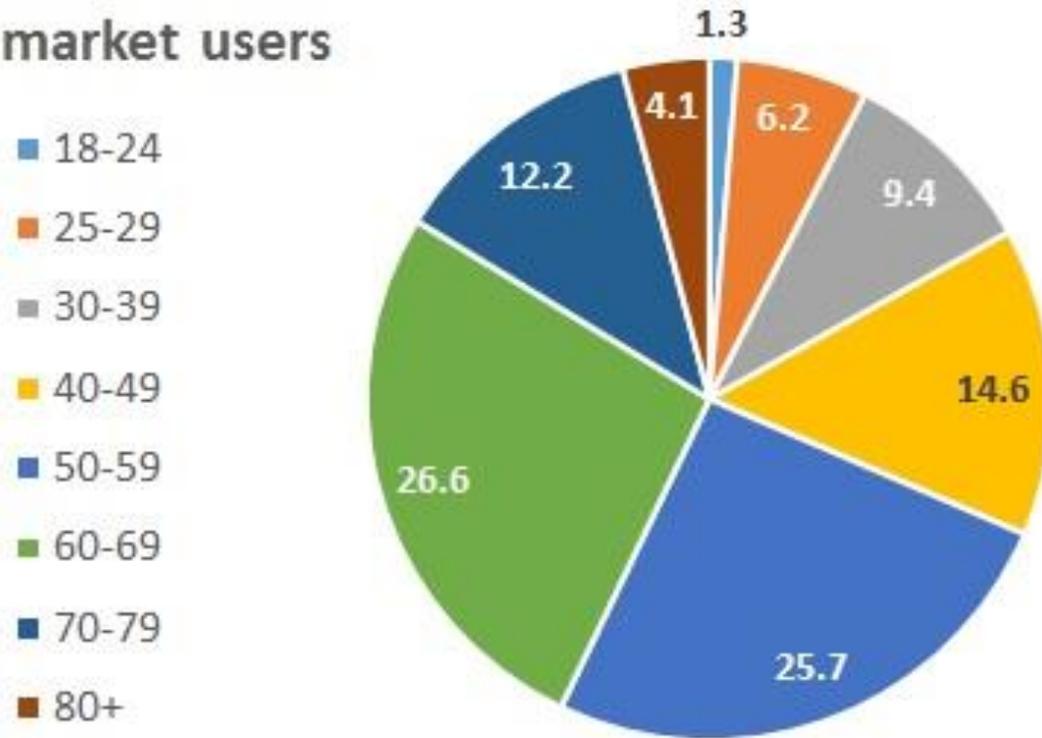
# Queen's Market is well used by working people, as well as retired people, from a wide range of socio-economic groups



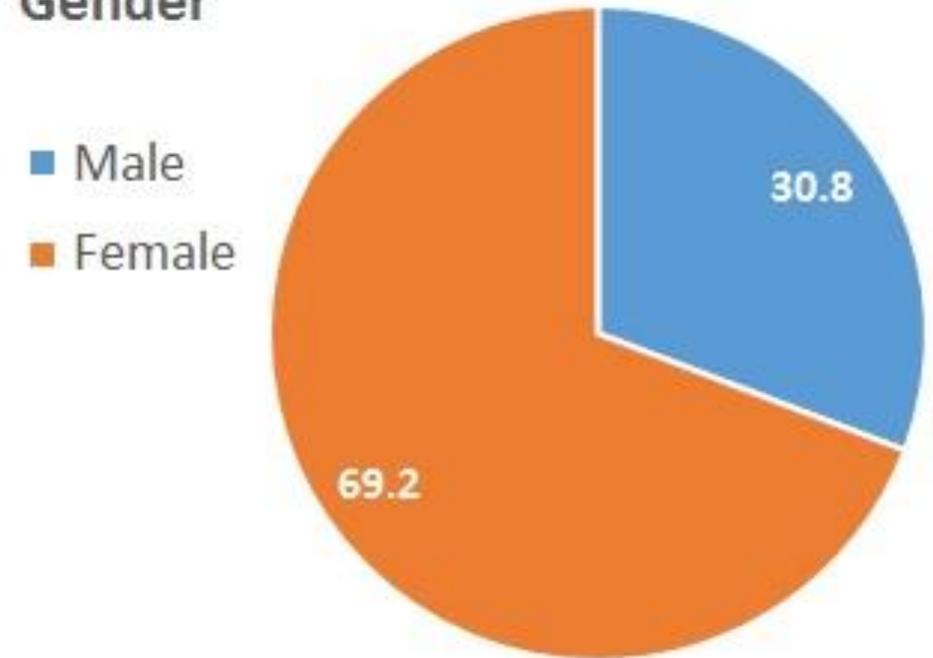
**Approximated social grade**  
 A Higher managerial, administrative, professional occupations  
 B Intermediate managerial, administrative, professional occupations  
 C1 Supervisory, clerical & junior managerial, administrative, professional occupations  
 C2 Skilled manual occupations  
 D Semi-skilled and unskilled manual occupations.  
 E Unemployed and lowest grade occupations  
[ukgeographics.co.uk](http://ukgeographics.co.uk)

# 83% of customers are 50-70 years old and 70% are women

Age of market users



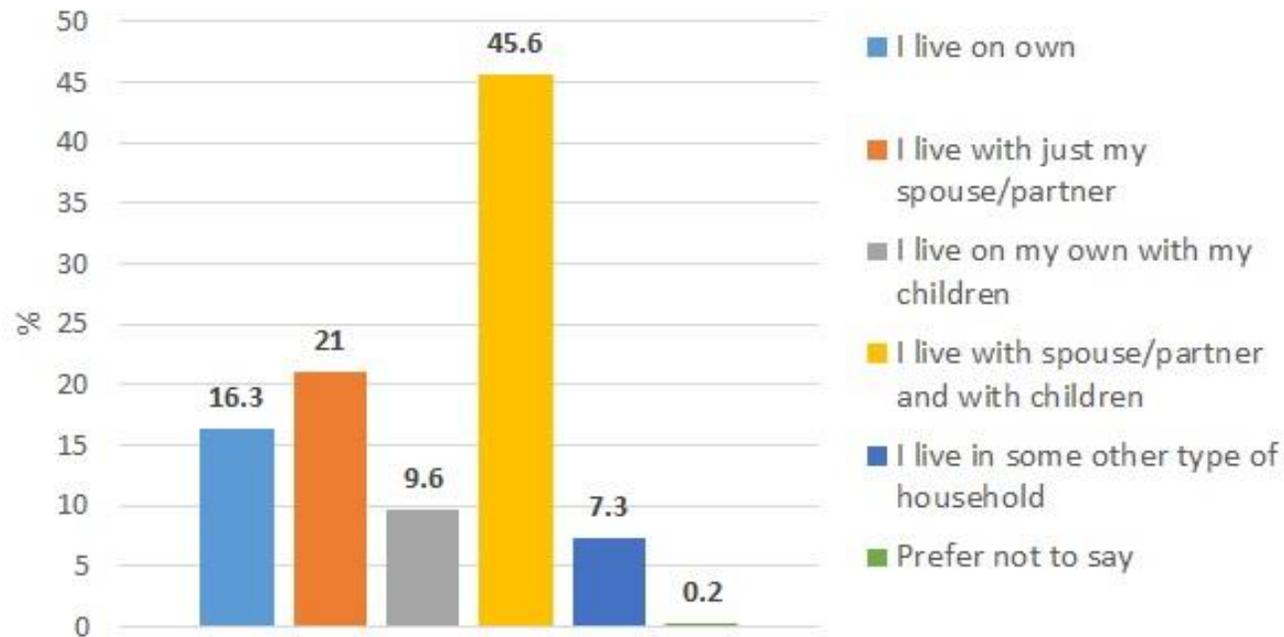
Gender



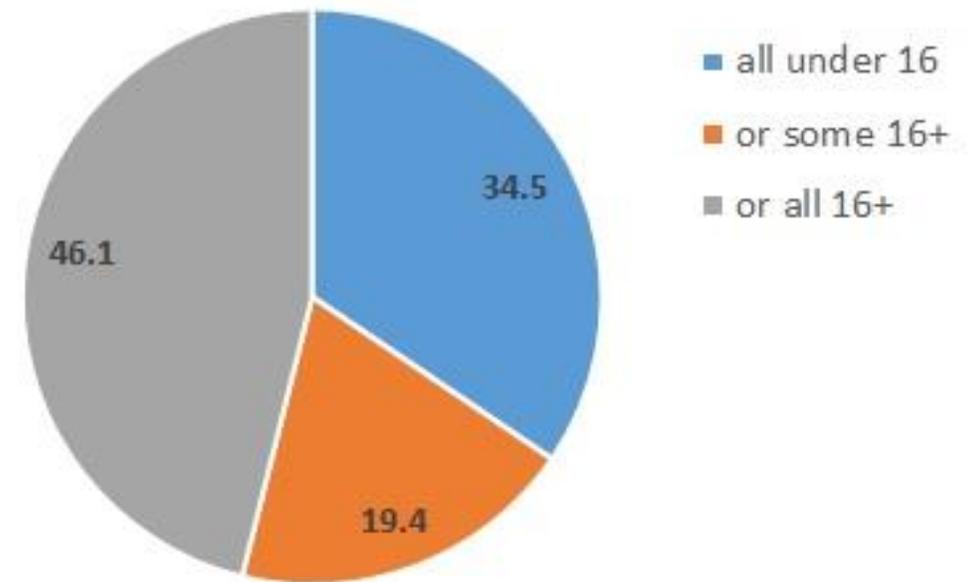
83% of market users aged 50 to 79 and 92% of market users aged 70+ years visit the market at least once a week.

# 55% of market users live with their children; in 54% of households at least some of these children are under 16 years old

Household type



Age of children in household



# 82% of Queen's Market users have been visiting the market for more than 10 years

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- **44% of customers have been visiting for more than 20 years, and a further 25% for more than 10 years.**
- 70% of market users aged 70+ have been visiting for more than 20 years.
- A significant proportion of young market users (18 to 30 year olds) have been visiting the market for 5-20 years (40%) and for more than 20 years (14.3%), suggesting some of them have continued to use the market after visiting as children with their parents.
- 58.7% of Indian market users have been visiting Queen's Market for more than 20 years, the most likely ethnic group to do so.
- Market users who have been living in the UK for more than 25 years are also the most likely group to be visiting for more than 20 years.
- Vulnerable market users are significantly more likely to have been visiting the market for more than 20 years than non-vulnerable market users,

# 82% of Queen's Market users visit the market at least once a week, in particular older people, Indian market users and those who have lived in the UK for more than 25 years



- **81.8% of market users visit Queen's Market at least once a week.**
- Older market users are more likely to visit at least once a week
- Indian market users are most likely to visit at least once a week, followed by mixed/multiple/other, white, Pakistani/Bangladeshi and Black/Black British ethnic groups.
- Market users who have lived in the UK for more than 25 years are most likely to visit at least once a week.

## **b. Shopping and eating at Queen's Market**

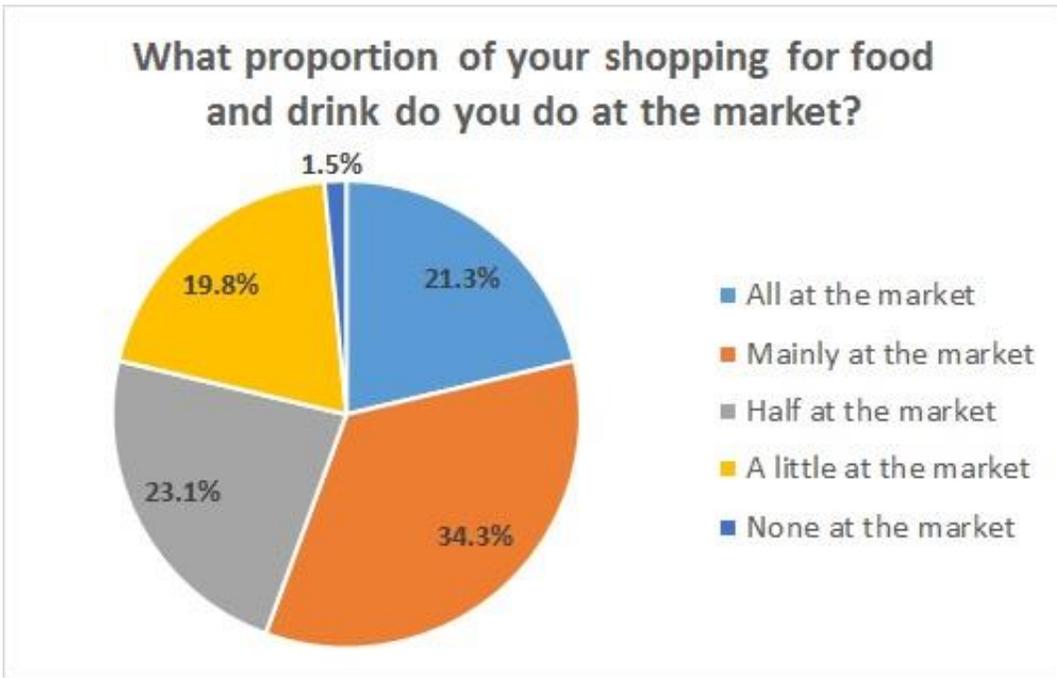
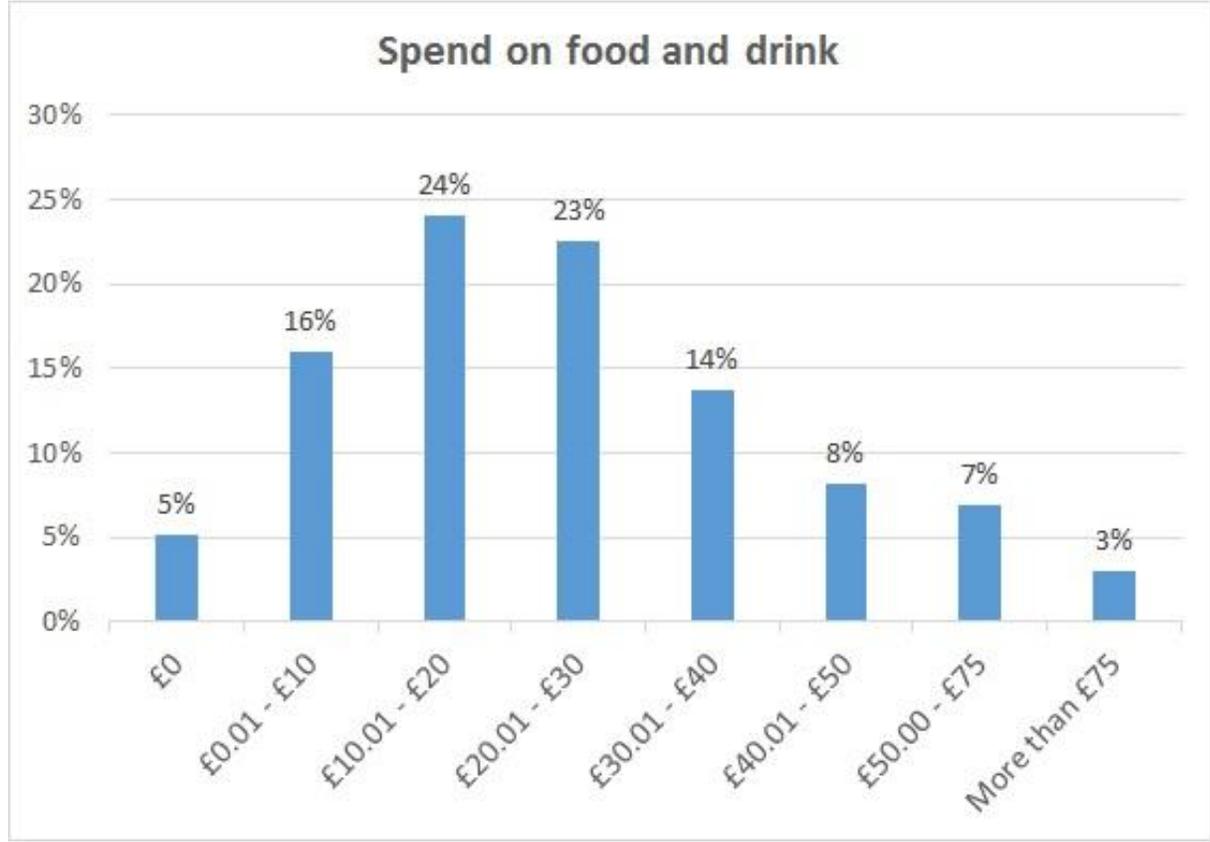
# Key findings

- People primarily visit Queen's Market to shop, but also to eat and for leisure
- Many market users rely on the market for the majority of their food shopping, in particular Asian/Asian British and retired market users.
- Around half of market users say they buy things at the market they couldn't buy elsewhere
- Market users rate highly the price and quality of food/drink and other goods and services on sale at the market, and most often buy fruit/veg, meat/fish, other groceries, clothing and textiles.
- People who visit the market also shop in supermarkets, but travel 1.2km further on average in order to shop at the market.
- Market users spend considerable amount of money inside and outside the market, generating an economic impact for the wider town centre.
- Market users spend on average £27.20 on food and drink at the market, £33.40 on other goods and services at the market and £19.10 outside the market.

98% of Queen's Market users visit the market primarily in order to shop; 79% do at least half of their food and drink shopping at the market.

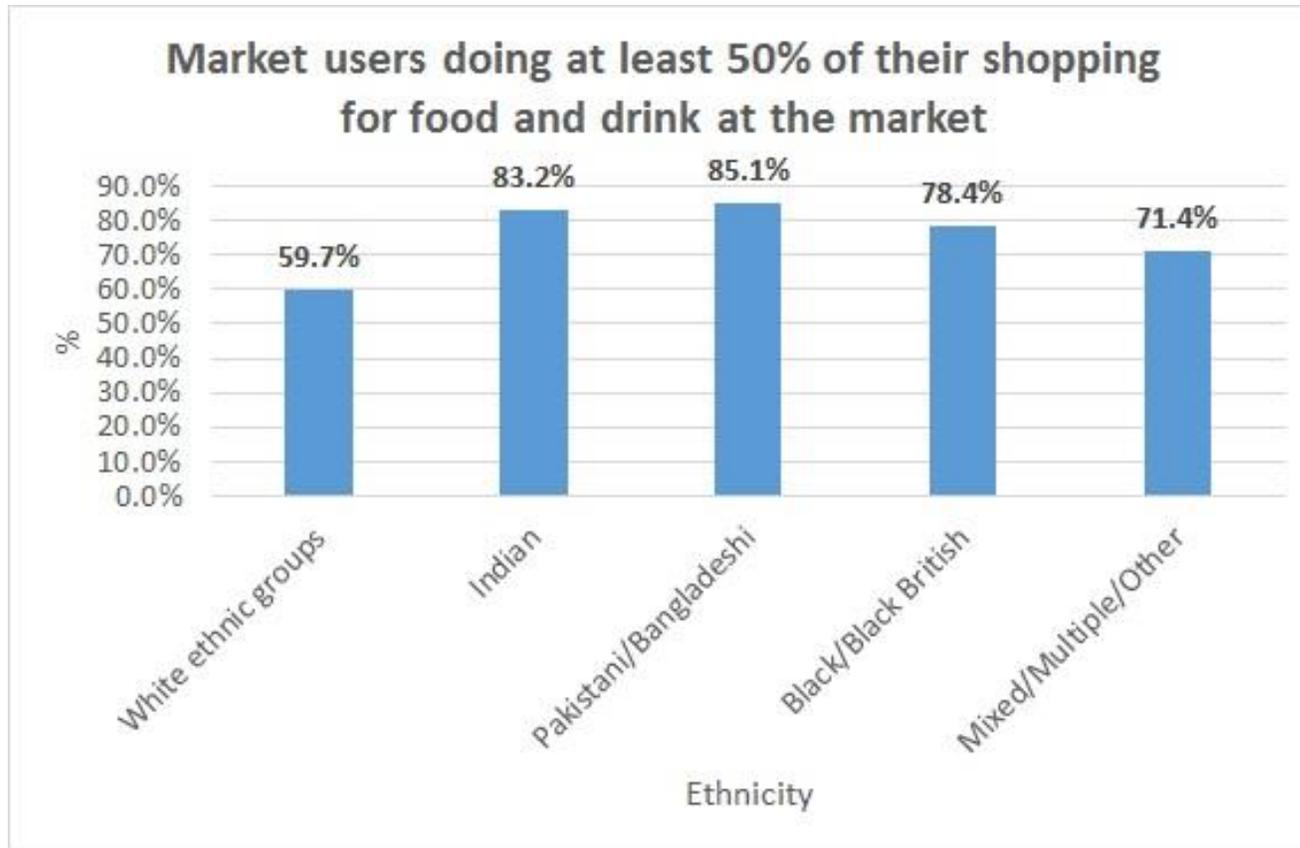


| Top two reasons for visiting Queen's Market | 1 <sup>st</sup> | 2 <sup>nd</sup> |
|---|-----------------|-----------------|
| To shop                                     | 96.6%           | 0.9%            |
| To eat                                      | 0.6%            | 18.4%           |



Average spend on food and drink is £27.22

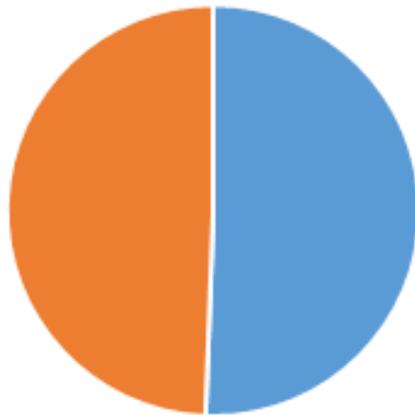
# Some groups are more likely to do at least half their food and drink shopping at the market than others (e.g. Indian and Pakistani/Bangladeshi market users)



- Market users who are in paid work or students are less likely to do at least half their shopping at the market than retired or other economically active people.
- Market users who say they buy things at the market they couldn't buy elsewhere are more likely to do all or most of their shopping at the market.
- Market users who say the market is the main reason for their visit to the area are more likely to do all or most of their shopping at the market.

# 59% of market users who do all or most of their food and drink shopping at the market say they buy things at the market that they couldn't buy elsewhere

Do you buy anything at the market you couldn't buy elsewhere?



■ Yes ■ No

| Do you buy anything at the market that you couldn't buy elsewhere? | All or most food & drink shopping at the market | Half food & drink shopping at the market | Little or no food & drink shopping at the market |
|--|---|--|--|
| Yes  | 59.0%   | 44.9%                                    | 35.4%  |
| No   | 41.0%   | 55.1%                                    | 64.6%  |

# 97% of users buy fruit/veg and 54% meat/fish at Queen's Market

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| What do you buy at the market in terms of food & drink? | Percentage of respondents |
|---|---------------------------|
| Fruit/Veg   | 96.8%                     |
| Meat/fish   | 53.6%                     |
| Other groceries   | 43.3%                     |
| Sweets  | 14.4%                     |
| Prepared food/drinks from cafes                         | 9.4%                      |
| Bread/cakes   | 9.0%                      |
| Delicatessen  | 4.7%                      |
| Nothing   | 1.9%                      |
| Other   | 1.9%                      |

# The price and quality of food and drink (inc fresh food) on sale at the market is rated very highly by market users

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On a scale of 1 to 10, how would you rate the price and quality of the food and drink on sale at the market?

Percentage of respondents

10 out of 10

22.2%

8 to 9 out of 10

49.2%

6 to 7 out of 10

19.0%

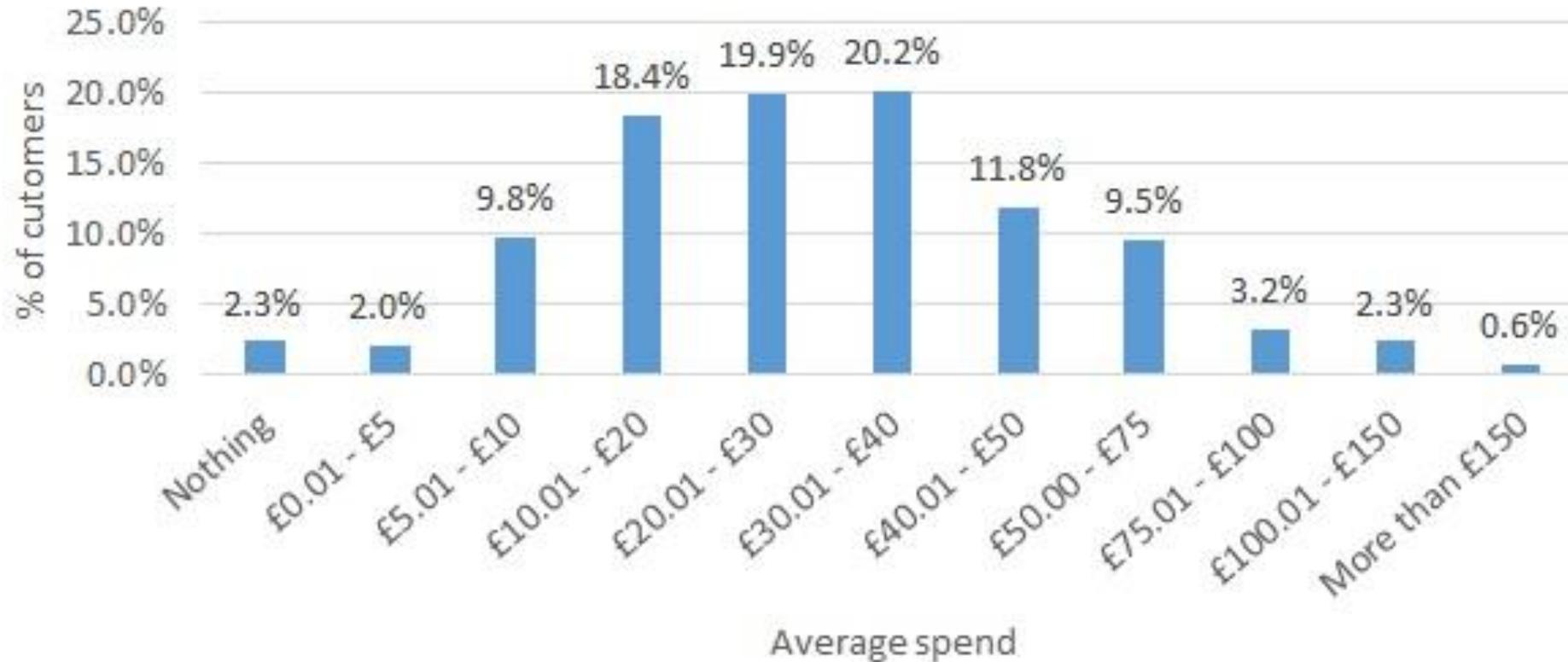
1 to 5 out of 10

9.5%

95.1% of market users strongly agree or agree that the market provides access to affordable, quality fresh food.

# 98% of market users buy other goods and services at the market

### Spending on other goods and services



The average spend on other goods and services at the market is £33.39.

People who have lived in the UK for less than five years spend £13.70 less on other goods and services than market users as a whole.

# Market users rate the price and quality of other goods and services on sale at the market very highly



| On a scale of 1 to 10, how would you rate the price and quality of the other goods and services on sale at the market? | Percentage of respondents |
|--|---------------------------|
| 10 out of 10   | 24.0%                     |
| 8 to 9 out of 10   | 48.0%                     |
| 6 to 7 out of 10   | 19.7%                     |
| 1 to 5 out of 10   | 8.3%                      |

94.5% of market users strongly agree or agree that the market provides access to a range of other affordable, quality goods and services

# Good produce at the market

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*I get fresh fruits, good deals, and I will make friends with the sellers, I have their numbers, when I need something I call them and **they deliver it at home**. And it's very effective. I have children so at times I don't need to take a bus or anything. I shop maybe £100. I have a bag, I don't need to take a cab, and I save my money, maybe £5 transport. I used to buy most stuffs. And I've been going to the market 10 years now. It's very, very, very good. I don't know how I'll put it but **I like Queen's Market. Things are cheaper.***

*For me when I go to there, I find vegetables, fruits, altogether. If I go Tesco, Sainsbury, any other supermarket, I have to just look for the things, not the vegetables because I'm a vegetarian. I need more vegetables. So for me, it's better **I can go to the Queens Market where I can get the vegetables and fruit together.** Not in separate places.*

*[...] the prices are **very reasonable, affordable**. I don't only shop for myself, for my family - I shop for friends.*

Focus group participants

# Market users are most likely to buy clothing and textiles

| What other goods do you buy at the market and what services do you use? (top 14 responses) | Percentage of respondents |
|--|---------------------------|
| Clothing   | 52.0%                     |
| Textiles   | 47.4%                     |
| Bags and accessories   | 31.5%                     |
| General household goods  | 31.3%                     |
| Footwear   | 29.1%                     |
| Jewellery and watches  | 28.0%                     |
| None   | 25.4%                     |
| Electrical goods   | 13.9%                     |
| Flowers and plants   | 12.4%                     |
| Hairdresser/barber   | 10.0%                     |
| Healthcare and beauty  | 9.3%                      |
| Arts, crafts and gifts   | 7.2%                      |
| Beautician/nail bar  | 7.2%                      |
| Clothing alteration  | 5.2%                      |

# Shopping for textiles

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*Yes, my friend, she wants to make a dress and she said when I go to the material shop like textile shops, they said it's expensive like £18 per metre. So I told her can you just **go to the Queens Market** and check. I think under £10 you can get it. And she's really shocked when **she get from £8 per yard. The same material that is in the shop for £18 or £15 sometimes. Same material.***

Focus Group participant.

# Market users are less likely to engage in online shopping, in particular for food and drink

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|  | Yes   | No    |
|--|-------|-------|
| Do you shop online for food and drink? | 12.4% | 87.6% |
| Do you shop online for other goods?    | 35.0% | 65.0% |

Younger market users, people born in the UK or living in the UK between 6 and 25 years and students are more likely to shop online for food and drink than other groups.

- Respondents' home postcodes have been linked to an underlying indicator of propensity to engage with online services, including online shopping, drawing on the 2018 Internet User Classification.
- 50% of Queens Market users live in neighbourhoods classified as 'Passive and Uncommitted Users' and 34% in neighbourhoods classified as 'Youthful Urban Fringe' group, both of which are less likely to shop online, especially for food and drink.

# Market users also shop for food and drink at a variety of supermarkets

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& SOCIAL  
RESEARCH  
COUNCIL**

- Almost all market users supplement the market with other sources of food and drink.
- 60% of market users nominated one or two alternative grocery stores at which they also carry out grocery shopping, the remainder nominating an average of four additional stores.
- The nominated brands (e.g. Tesco Extra) and specific stores (e.g. Tesco Extra Gallions Reach Way) enable us to understand the brand choices of these respondents and also to understand their use of the market in relation to intervening shopping opportunities....

| Where else besides this market do you frequently shop for food and drink? (top 14) | Percentage of respondents |
|--|---------------------------|
| Tesco  | 74.8%                     |
| Asda   | 37.4%                     |
| Iceland  | 29.3%                     |
| Lidl   | 28.2%                     |
| Sainsburys   | 26.1%                     |
| Morrisons  | 7.7%                      |
| Poundland  | 6.2%                      |
| Aldi   | 4.9%                      |
| Other markets  | 4.3%                      |
| M&S  | 4.3%                      |
| Independent shops  | 2.8%                      |
| Other  | 2.6%                      |
| Waitrose   | 1.9%                      |
| Co-op  | 1.5%                      |

# Users who shop at the market for food and drink are doing so out of choice, rather than proximity / accessibility



- Market users travel a mean distance of 2.9km to reach the Queen's Market, whilst they travel a mean distance of just 1.7km to their alternative nominated grocery store(s).
- Users are therefore willing to travel further in order to shop at the market, passing more easily accessible alternatives.
- 54% of market users travel further to visit the market than they do to visit their nominated grocery stores, on average travelling 3km further to visit the market.
- A total of 26 grocery stores are available within the core and secondary catchment areas, operated by 7 different retailers.

# The market has a significant impact on the wider town centre

| Is the market the main reason for your visit to Upton Park and Green Street today? | All or most food & drink shopping at the market | Half food & drink shopping at the market | Little or no food & drink shopping at the market |
|--|---|--|--|
| Yes  | 91.4%   | 88.8%                                    | 80.8%  |
| No   | 8.6%  | 11.2%                                    | 19.2%  |

| How much money will you be spending outside the market today? | Percentage of respondents |
|---|---------------------------|
| Nothing   | 31.7%                     |
| £10 or less   | 14.0%                     |
| £10.01 to £40   | 47.2%                     |
| More than £40   | 7.2%                      |

- 88.6% of market users said Queen's Market was the main reason for visiting Green Street that day.
- 58.9% of market users said they were also visiting other shops, cafes or amenities in the city centre that day.
- 68.3% of market users said they would be spending money outside the market that day.
- Average spend outside the market £19.13
- Given that 81.7% of market users visit at least once a week, the market has a significant impact on the wider town centre.

## **c. The social and cultural life of Queen's Market**

# Key findings

- Queen's Market is a convivial space which facilitates long term friendships as well as wider social interaction.
- Market users who do all or most of their shopping at the market report significantly higher levels of social interaction with traders and other customers.
- Older people, people who have lived in the UK for more than 25 years, BME groups, lower socioeconomic groups and vulnerable groups in particular rely on the market for social encounters.
- The market generates a sense of well being: the vast majority of users feel safe, welcome, like they belong and less lonely when they visit.
- The market is regarded by the vast majority of users as an important part of the local identity and an important community facility/hub.
- The market is irreplaceable for many market users.
- Market users would like to see improved cleaning and toilets at the market, which are presently poorly used.

# Conviviality

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& SOCIAL  
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*The market is like, you meet each other. They've been meeting each other and say, "Oh, what were you doing? How are you?" It's kind of social life. It's nothing that we are just going only for the market, it's just like good to see each other and to talk to each other, to meet each other, to find out what's going on. Suppose it's Diwali and she said, oh there's a function going here. If it's Vaisakhi, she might say something. It's just kind of a social life. **It's not that I only go for food and clothes.***

*Yeah, you know **the market reminds us of back home, like in India.** Some things remind us to India. Like when you go the store, you just go to the tills. In the market, if you go, you just look around, then you choose where you want. It happens back home as well. So **people connect with that, that feels like they are coming to their place.** And like social meetings – for me, **I meet in the market, my old, old [friends]...like I never met them four or five years ago. And I saw them in the market so many times now. Before when I came, it's like I never saw them before but nowadays, I saw them like every week. They said, we are coming now – before, we didn't come. We are coming now. And I'm really happy to see them there. Because I never seen them like five or six years and now, I'm seeing every week.***

Focus group participants.

# Queen's Market users visit for leisure, as well as to shop and eat; 74% visit with friends and/or family

MARKETS 4  
PEOPLE

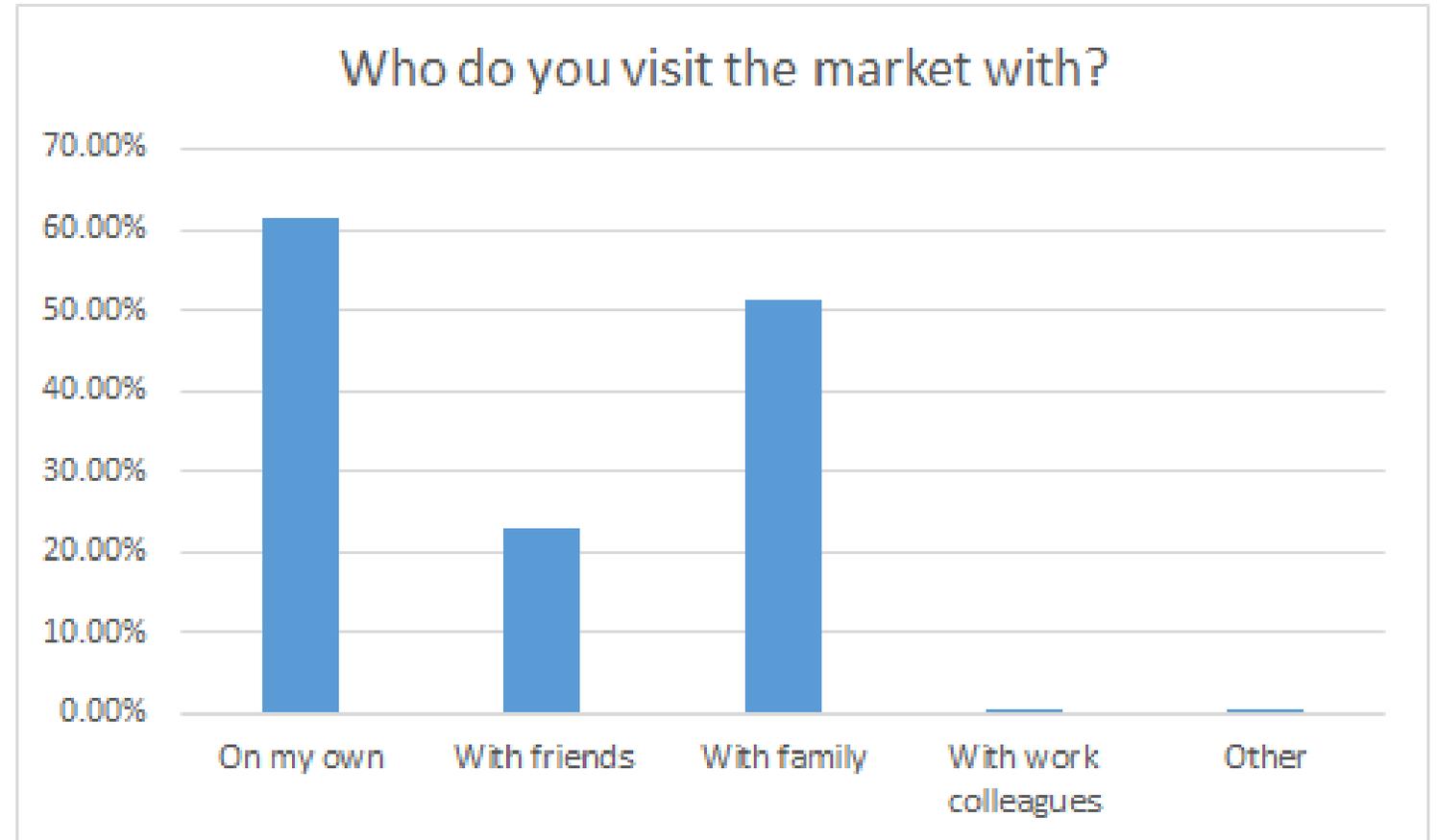
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RESEARCH  
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- 1.3% of users said leisure was their top reason for visiting Queen's Market
- 16.7% said leisure was their second main reason for visiting Queen's Market
- 11.8% said leisure was their third main reason for visiting Queen's Market

Older people are more likely than younger people to visit on their own.

Women are more likely than men to visit with friends.

Indian market users are least likely to visit on their own, and most likely to visit with friends or family.



# Social interaction amongst market users is particularly strong for people who have lived in the UK for more than 25 years, BME groups, older people, lower socioeconomic groups and vulnerable groups

| At the market,   | Strongly agree / agree |
|--|------------------------|
| I bump into people I know  | 85.7%                  |
| I arrange to meet people I know  | 61.9%                  |
| I talk to people I don't know  | 65.6%                  |
| I have received help or advice from other customers (or vice versa)                  | 69.0%                  |
| I have interacted with customers from other ethnic or cultural backgrounds to my own | 78.8%                  |

- Social interaction with other customers at the market is most important for market users who have lived in the UK for more than 25 years.
- BME users are significantly more likely than white users to strongly agree or agree that they bump into people and arrange to meet people they know at Queen's Market.
- Older market users are more likely to strongly agree or agree that they bump into people or arrange to meet people they know at the market than younger market users.
- Market users from lower socioeconomic grades are more likely to strongly agree or agree that they talk to people they don't know and receive help or advice at the market than people from higher socioeconomic grades.
- Market users from vulnerable groups are more likely to strongly agree or agree that they bump into people, talk to people they don't know and interact with customers from other ethnic or cultural groups than users from non-vulnerable groups.

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

**MARKETS 4  
PEOPLE**

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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 bump into people I know  | 88.4%  | 88.8%                                 | 74.7%   |
| I arrange to meet people I know  | 68.2%  | 66.0%                                 | 39.4%   |
| I talk to people I don't know  | 69.8%  | 69.2%                                 | 50.5%   |
| I have received help or advice from other customers (or vice versa)                      | 73.9%  | 71.0%                                 | 52.5%   |
| I have interacted with customers from different ethnic or cultural backgrounds to my own | 81.4%  | 86.9%                                 | 62.2%   |

# Social interaction with traders is generally highest amongst older people, Black/Black British and white ethnic market users and lower socioeconomic groups

MARKETS 4  
PEOPLE

E·S·R·C  
ECONOMIC  
& SOCIAL  
RESEARCH  
COUNCIL

| At the market,  | Strongly agree / agree |
|---|------------------------|
| I tend to visit the same traders  | 60.6%                  |
| I share news or information with traders  | 68.8%                  |
| I have received help or assistance from traders, for example storing bags or accepting late payment | 68.4%                  |
| I have interacted with traders from other ethnic or cultural backgrounds to my own                  | 82.3%                  |

- Older market users are more likely to strongly agree or agree that they share news and interact with traders from different ethnic or cultural backgrounds than younger market users.
- Black/Black British and white market users are more likely to strongly agree or agree that they visit the same traders, share news with traders and receive help from traders than Asian/Asian British and Mixed/Other market users.
- Market users from lower socioeconomic groups are more likely to strongly agree or agree that they share news with traders than those from higher socioeconomic groups.
- Indian market users are most likely to strongly agree or agree they interact with traders from different ethnic or cultural backgrounds

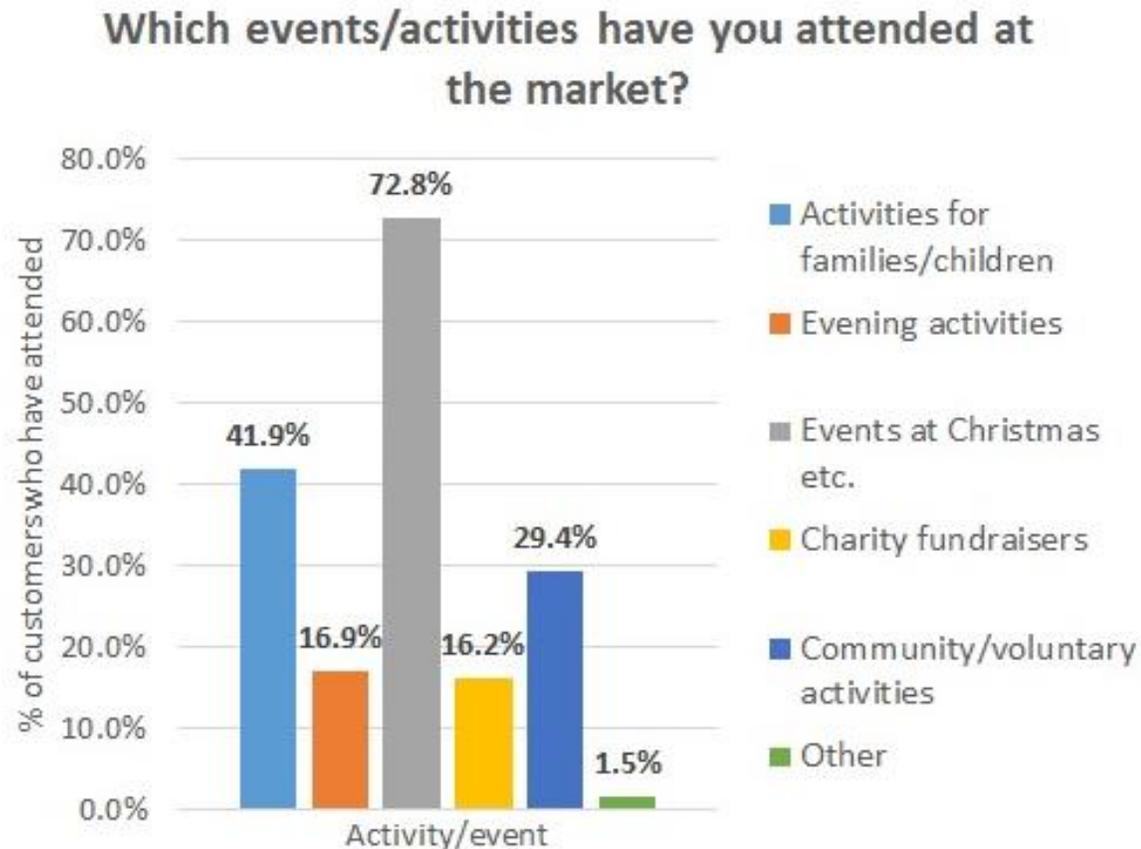
# Market users who do all or most of their food shopping at the market tend to report significantly higher levels of social interaction with traders

**MARKETS 4  
PEOPLE**

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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  | 62.5%  | 63.5%                                 | 52.1%   |
| I share news or information with traders  | 75.0%  | 69.2%                                 | 52.5%   |
| I have received help or assistance from traders, for example storing bags or accepting late payment | 73.9%  | 71.0%                                 | 52.5%   |
| I have interacted with traders from different ethnic or cultural backgrounds to my own              | 81.4%  | 86.9%                                 | 62.2%   |

# 10% of market users use the toilet facilities, 29% use benches and seating, and 29% have attended events or activities at the market



- Men are more likely than women to use the toilets (14.6% compared to 8.4%).
- Older market users (41%) are more likely than younger market users to use the benches and seating (40.8% of 70+ year olds compared to 22.9% of 18 to 30s).
- Events at Christmas and other religious festivals are the most well attended, followed by activities for families and children.

# The vast majority of market users feel safe, welcome, like they belong and less lonely at Queen's Market



## Strongly agree or agree that when they visit Queen's market...

|                            |       |
|----------------------------|-------|
| They feel safe             | 93.2% |
| They feel welcome          | 92.3% |
| They feel like they belong | 91.9% |
| They feel less lonely      | 83.8% |

## Strongly agree or agree that Queen's Market...

Is an open and welcoming space for all 95.5%  
*100% of market users who have lived in the UK less than 5 years.*

Asian/Asian British market users are more likely to strongly agree/agree that they feel safe, less lonely and like they belong than other ethnic groups.

Market users who have lived in the UK for more than 25 years are most likely to strongly agree/agree that they feel less lonely and like they belong at the market.

Market users from lower socio-economic groups are most likely to strongly agree/agree that they feel like they belong.

Older market users are more likely to strongly agree/agree that they feel less lonely.

# Queen's Market is a very important community facility, in particular for women, BME groups and market users not born in the UK

**MARKETS 4  
PEOPLE**

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& SOCIAL  
RESEARCH  
COUNCIL**

|   | Very important | Important |
|---|----------------|-----------|
| Queen's Market                              | 70.6%          | 25.7%     |
| High street / shopping centre / supermarket | 46.4%          | 44.4%     |
| Park  | 31.9%          | 50.5%     |
| Library                                     | 27.8%          | 45.5%     |
| Pub / café / restaurant                     | 20.5%          | 41.6%     |

- The market is more important to women than men.
- White and Mixed/other ethnic groups are less likely to strongly agree/agree that Queen's Market is a community hub than Asian/Asian British and Black/Black British ethnic groups.
- Market users born in the UK are less likely to strongly agree/agree that Queen's Market is a community hub than market users not born in the UK.

92.3% of market users strongly agree or agree that Queen's Market is a community hub.

95.5% of market users strongly agree or agree that Queen's Market is an important part of the local identity.

It is significantly more important to market users than other community facilities and other retail and food outlets.

# Queen's Market is irreplaceable for 66% of market users

**MARKETS 4  
PEOPLE**

**E·S·R·C  
ECONOMIC  
& SOCIAL  
RESEARCH  
COUNCIL**

## What would you miss about this market if it wasn't here anymore? (top 10 responses)

|                       |       |
|-----------------------|-------|
| Vegetables            | 31.7% |
| Fruit                 | 30.9% |
| Other                 | 24.4% |
| Affordable            | 23.1% |
| Meeting / socialising | 16.0% |
| Community             | 13.2% |
| Ethnic food           | 10.8% |
| Fresh produce         | 9.7%  |
| Everything            | 9.5%  |
| Clothing/textiles     | 6.5%  |

## What impact would it have on you if this market wasn't here anymore? (top 10 responses)

|                                       |       |
|---------------------------------------|-------|
| Find somewhere else                   | 16.0% |
| Travel further/far                    | 13.9% |
| Lose access to affordable goods       | 13.4% |
| Inconvenience                         | 10.9% |
| Increase household spending           | 10.7% |
| Negatively impacts social aspect      | 9.6%  |
| Reduced access to variety and quality | 8.5%  |
| No impact                             | 8.4%  |
| Upset/sad/devastated                  | 7.8%  |
| Supermarkets nearby                   | 5.4%  |

65.6% of market users say they wouldn't use another market if Queen's Market wasn't here anymore.

5.3% said they would visit Walthamstow Market instead.  
4.6% said they would visit Barking Market instead.

# 68% of market users want to see changes at Queen's Market, in particular improved cleaning and toilets

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Out of the 68.3% of market users who answered 'yes, the main responses were:

- **CLEANING:** Greater cleanliness/more cleaning/less slippery floors/less smelly/more bins (mentioned by 51.1%).
- **TOILETS:** More/cleaner/less smelly/reduced antisocial behaviour in the toilets; improved signage to the toilets (mentioned by 23.2%).

Other things raised included:

- **STALLS (18.5%):** the need for more stalls, more variety of international/cultural food
- **REFURBISHMENT OF STRUCTURE (10.0%):** painting, leaking roof, slippery floor
- **LACK OF SEATING/BENCHES (7.5%)**
- **PARKING (6.6%):** is either expensive, difficult to find, lacking in pay machines
- **SAFETY/SECURITY (4.7%)** including lack of lighting, anti-social behaviour (drinking, smoking, pick pockets, etc), lack of security people or police
- **HOME DELIVERY (1.6%)**

# Toilets matter in markets

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*I don't know if you know, nowadays old women has got bladder problems, so they have to use the toilets. Now, I don't know if they've done new toilets, I didn't see the new toilets here. I didn't see. Somebody told me they had but I didn't see. **If I was market person, they should have some toilets.** I know people will not look after it, they make a mess. But then put the pound or something, so then when they pay the pound, they think I must use this toilet properly.*

Focus group participant.

*I want to say something about the **security**, because there's lots of things that are going – people are stealing purses. **Stealing** everything. And you can see, that I lost my phone which is £800, last year. And what happened, I was looking at the material and the lady come behind me. When she took the phone and when I went in the car, I told my friend, I says oh, I can't find my phone – can you ring me? And when she started ringing, it's gone off. So we found out that the phone was gone. I went to the office and I told them. He said **security cameras are here. He says yeah, but they're not working. What's the point then?***

Focus Group participant.

## **5. Summary of findings and recommendations for discussion**

# Summary of findings (1)

**MARKETS 4  
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- It is universally acknowledged that the market has suffered from disinvestment and disrepair. While the new Mayor of Newham has brought a renewed focus on improving the market, legacy problems of fragmented governance and lack of trust remain major issues. However, there is a strong focus from the Council on improving community engagement and working collaboratively with external stakeholders at Queen's Market.
- Work on the future of the market is being led by the Regeneration team and sits within the Mayor's own portfolio as Cabinet member for Planning, Regeneration and Strategic Housing Delivery. The Council's new town centres programme, community wealth building, inclusive economy and social value procurement strategies provide the wider framing and context for this work. However, potential conflicts and tensions within the Council's wide-ranging long-term aspirations for the Hamara Ghar/Queen's Market development site remain unresolved to date.

# Summary of findings (2)

**MARKETS 4  
PEOPLE**

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- Queen's Market is particularly well-used by Asian/Asian British and Black/Black British ethnic groups, people living in the UK for more than 25 years, older people, people from lower socioeconomic groups and those living in deprived neighbourhoods. In all groups women form the majority.
- Market users mainly come from the local and surrounding areas and travel by foot or bus.
- Market users rate highly the price and quality of the fresh produce on sale at the market, and affordable other goods including textiles and clothing.
- Market users spend considerable amount of money inside and outside the market, generating an economic impact for the rest of the town centre
- Queen's Market is a convivial space which facilitates long term friendships as well as social interaction between diverse groups and also between shoppers and traders. The market is a particularly important social space for people who do all or most of their food shopping there.
- The market generates a sense of well being: the vast majority of market users feel safe, welcome, less lonely and like they belong.
- Queen's Market is regarded by customers as a significant community hub for the locality.
- The main changes market users want to see at Queen's Market are improved cleaning and toilets.

# Overarching recommendations

**MARKETS 4  
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- Our research shows that Queen's Market continues to deliver significant community value, despite its legacy of fragmented governance, lack of trust and insufficient investment in market infrastructure.
- The council is taking action to resolve these issues but there needs to be a full recognition that any developments might impact on its existing community value and potentially put it at risk.
- Queen's Market is unique in delivering strong community value particularly for groups that otherwise might struggle. This should be seen as a strength and opportunity for Newham Council to build on in light of new policies for community wealth building, inclusive economic development and social value procurement.

# Detailed recommendations (1)

**Fragmented governance:** Efforts should continue to address the problem of fragmented management and governance arrangements at Queen's Market. This could include:

- a) Extending Markets Service regular meetings with traders to include oneSource as well as Regeneration officers.
- b) Reviewing the Council's approach to assessing the financial performance of Queen's Market to take account of the income earned from commercial units.
- c) Bringing together the management and budgets for the pitches and commercial units at Queen's Market.
- d) Extending the cross-council working group on the future of the market to include day-to-day market operations.
- e) Ensuring the day-to-day management of the market is informed by the Council's broader policies of community wealth building, inclusive economic development and social value procurement.

# Detailed recommendations (2)

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**Communication and trust:** Efforts should continue to address legacy problems of communication and trust amongst traders, FoQM and the Council, focusing in particular on matters which remain unresolved and are causing the most distress. Regular stakeholder meetings between Regeneration, the Markets Service and FoQM, may help to establish a more collaborative approach.

**Commercial tenants' leases:** An urgent meeting should be held between traders, FoQM and oneSource to clarify concerns relating to rent increases for commercial tenants, in particular those with leases not covered by the 1954 Landlord and Tenant Act. Care should be taken not to displace or damage businesses which, as this research shows, are playing an important role in serving the community through a blanket application of comparator market rents, in particular given the Council's broader community wealth building, inclusive economy and social value agendas.

**The market offer:** The Council's policy of not accepting new applications from traders for fruit/veg, fish, meat and general groceries should be reviewed in light of the importance of these commodities to market users, as demonstrated by this research. Careful consideration is required with regard to specialist produce. Guidance on developing a balance of trade policy is available on the NABMA website at <https://www.nabma.com/wp-content/uploads/2015/08/BALANCE-OF-TRADE-POLICY.pdf> and support is offered by both NMTF and NABMA.

# Detailed Recommendations (3)

**The market environment / the future of the market:** Ongoing work on the future of the market should prioritise the core concerns of traders and customers, connect up work on the short, medium and long-term and continue to build dialogue, trust and collaboration. This might include....

- a) Prioritising long-standing core problems with the market environment and infrastructure which were universally acknowledged by respondents.
- b) Ensuring that the Council's wide-ranging aspirations for development at Queen's Market/Hamara Ghar do not compromise Queen's Market's community value as evidenced through this research. These intentions should be developed in writing at the earliest opportunity in collaboration with traders and the community, and should be clearly stated as in the brief for the capacity and viability study.
- c) The Council proactively considering and responding to the proposals and priorities for the market set out by Friends of Queen's Market in their Community Charter.
- d) Street traders should be supported to form a traders association and to work towards their aim of establishing a trader cooperative. Options for running the market as a trader cooperative should be explored as part of the work on the future of the market.

The Markets4People team is happy to share findings from other parts of the research project (eg best practice in market redevelopment and improvement schemes)

# Potential issues to discuss

1. Have we missed out or misrepresented any key issues?
2. What new information and insights does this research provide?
3. How can the council, traders and others make use of this research?
4. Which (if any) of our recommendations might it be possible to implement in the short, medium and long-term?
5. What wider constraints, challenges and opportunities are there?
6. Next steps, including any relevant updates and ideas