

The community value of Newcastle-upon-Tyne's Grainger Market

Presentation of emerging findings to key stakeholders

Newcastle City Council, Tuesday 10 December 2019 (Amended April 2020)

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Today's presentation



Today we will be sharing initial findings from our research into the community value of Newcastle-upon-Tyne's Grainger 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. Grainger Market research strategy
3. Initial analysis of survey data
4. Key issues emerging from qualitative analysis
5. Summary of findings, recommendations and discussion

1. The Markets4People research project

Context and rationale

- Traditional retail markets have been contributing to the economic, social and cultural life of UK's villages, towns and cities, but face increasing constraints. In particular, local authorities managing markets have suffered severe budget cuts due to austerity policies.
- There has been a concerted effort over the last 10 years in the markets industry, (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.

*NMTF is the only national market trader organisation; NABMA is the national association of British market authorities;

GLA: Greater London Authority

The project

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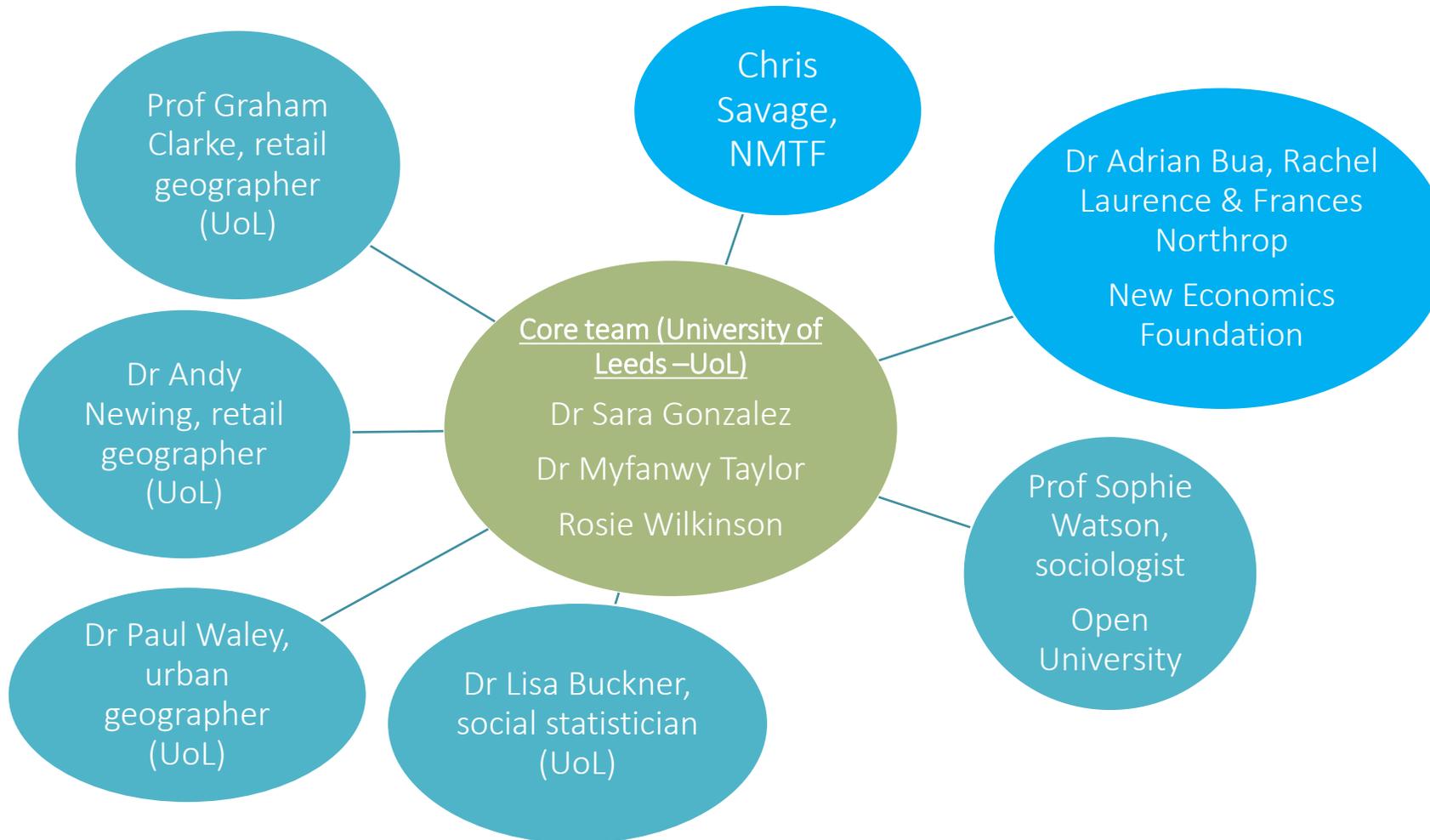
The overall aim of the project is to develop an innovative methodology and analytical framework for the study of the community value of traditional retail markets (TRM).

- **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

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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'?

- 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

BUT....

- 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)

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. Phone calls 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, Newham.

2. Grainger Market research

Why we selected Grainger Market

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It's a lively and historical market combining long-standing and traditional market stalls and cafes with more recent additions serving hot food

It attracts both older and younger customers

It has an active trader NMTF group

It is large enough to support a large representative sample of customers

Key facts about Grainger market

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- Built in 1835 and designed by John Dobson, Grade 1 listed building
- £2m refurbishment in 2004 as a result of “The Market’s Project Plan” in 2001
- 123 Stalls and approx. 95 businesses (data Nov 2019)
- Employing approx. 800 people directly and indirectly (data 2011 Smith PhD thesis)
- Owned by Newcastle City Council. Management recently moved from the Operations to the Place Directorate
- Footfall of around 120,000 people per week, in slow decline.
- Generates surplus for the council of between £260 and £600 in the last decade
- Recent investment: £820,000 for entrances and £2.7 m. to repair the Arcade roof
- Market future options exercise held in 2018
- Awarded Britain’s favourite market in 2020 by NABMA as a result of a national vote

Financial performance of Grainger Market

year	Turnover £000	Expenditure £000	Surplus £000	
09-10	1186	789	397	
10-11	1349	737	612	
11-12	1300	716	584	
12-13	1303	845	458	
13-14	1350	926	424	
14-15	1343	788	555	
15-16	1277	697	580	
16-17	1248	940	308	
17-18	1408	929	478	
18-19	1509	1247	261	

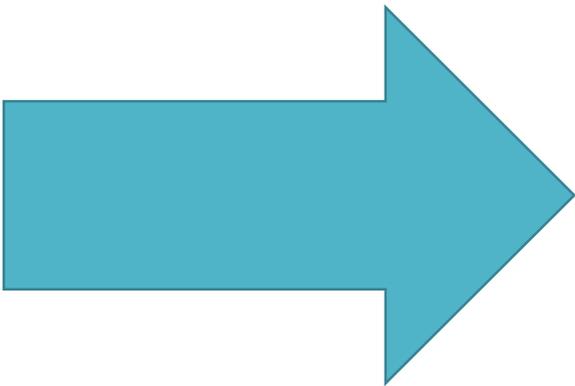
Source: NCC annual reports

Research strategy

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- Main focus of research is on **customers'** uses, experiences and views of the market, to gain an understanding of **community value**.
- This is an understudied area – lack of surveys on market customer views.
- Main research technique is a **large customer survey** with 500 Grainger market users.
- Interviews with experts (traders, council officers, councillors, other relevant organisations) and analysis of documents are key to **contextualise** the community value.
- Two **focus groups** with **targeted customers** to understand in depth how the community value of markets can support users that can benefit most. Following academic research these groups tend to be: low income, elderly, living alone, single parents, migrants, ethnic minorities.



Combined and triangulated analysis of this mixed quantitative and qualitative data with various research tools: Nvivo, SPSS, geocoding, catchment analysis.

Grainger Market research: interviews

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10 interviews with key stakeholders conducted in 2019; recorded and transcribed (with permission) and analysed by Dr Sara Gonzalez using NVivo. **Thanks to all interviewees for their time and input.**

- Councillor Jane Bryne, Newcastle City Council
- Michelle Percy, acting Director of Place, Newcastle City Council
- Commercial Property Manager, Newcastle City Council
- Jane Rose, Commercial Property Officer, Newcastle City Council
- Community Wellbeing officer, People Directorate, Newcastle City Council
- John Phillips, Chairman, Grainger Market NMTF group
- Karl Wilson, Grainger Market NMTF group
- Nick Robinson, Grainger Market NMTF Group and oldest business in the market
- Grainger Market trader
- Representative of NE1 Business Improvement District
- Mike Duckett, former artist-in-residence, Grainger Market

Grainger 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 2019, following piloting with 41 users in January and February. Survey carried out by Fieldwork Assistance, a consumer research company with expertise in working in markets.
- Surveys were conducted across a range of trading days and times and in different areas of the market to catch a variety of customers.
- Interviewers recruited a representative sample of market users, after consultation with market management and informed by the latest available data from the Council.
- 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

90% white, 10% non-white

18-24 - 5%

25-29 - 10%

30-39 - 10%

40-49 - 10%

50-59 - 10%

60-69 - 35%

70-79 - 15%

80+ - 5%

Grainger Market research: focus groups

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- Two focus groups with specific marginalised/vulnerable user groups: elderly (over 50s) and users living in low-income neighbourhoods (bottom 40% according to the Index of Multiple Deprivation).
- 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 Newcastle City Library on the afternoon and evening of 11 July 2019.
- Discussions were recorded and transcribed, with participants' permission. Initial analysis was undertaken by Dr Myfanwy Taylor using Word. More to follow using Nvivo.



3. Initial analysis of survey data

Overview of survey data analysis

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3.1. Who uses Grainger Market?

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

3.2. Shopping and eating at Grainger Market

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

3.3. 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

3.1. Who uses Grainger 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, with customers 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.

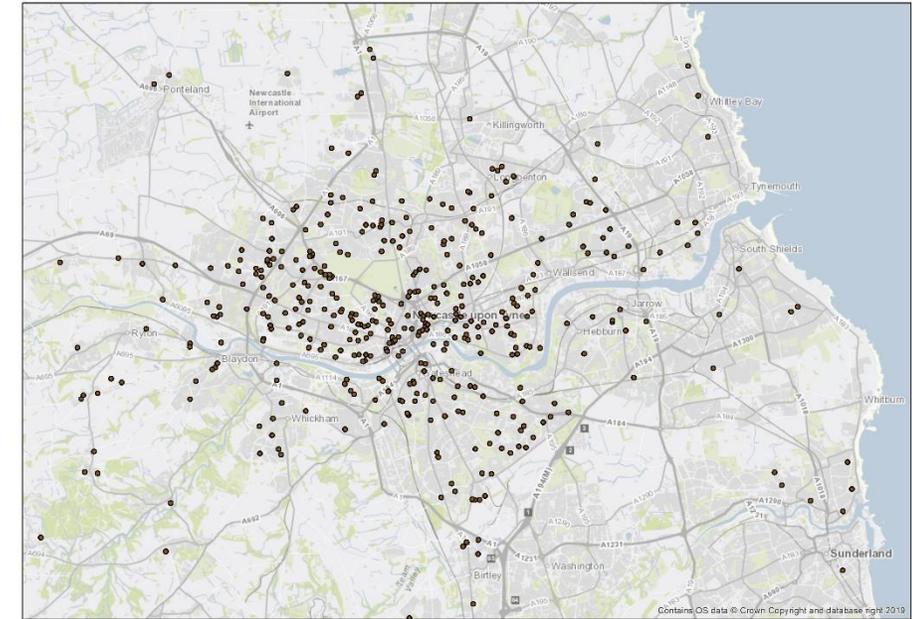
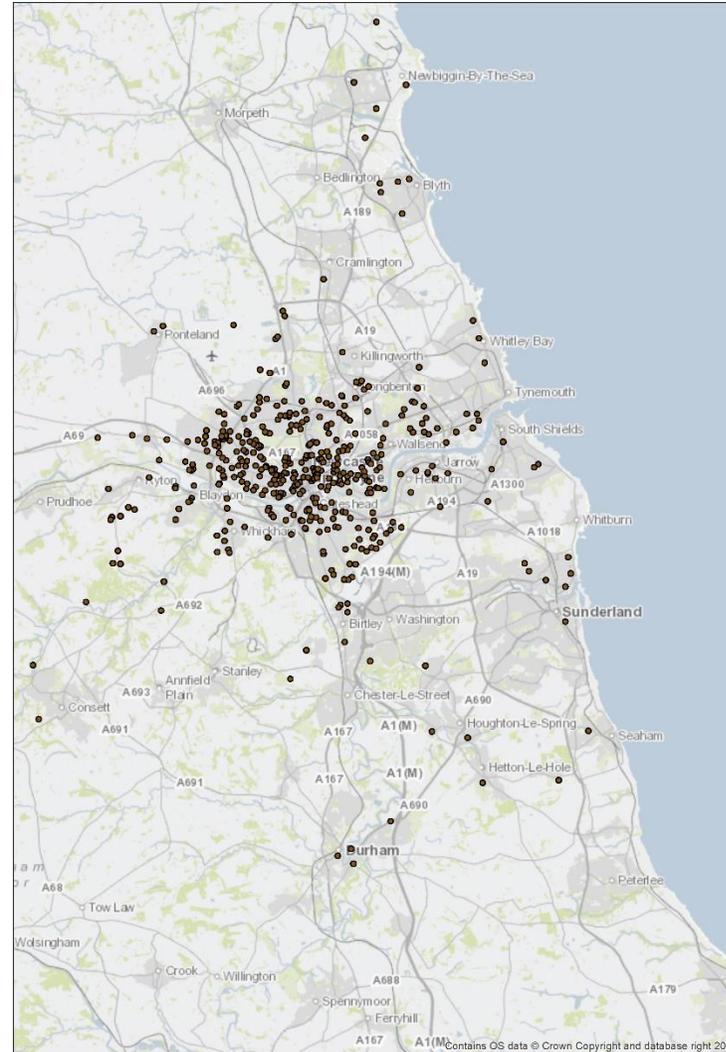
Compared to the catchment area as a whole, Grainger Market users are more likely to

- 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**
- be **pensioners living alone**

Market users come mainly from the locality and the region, with a few coming from further afield

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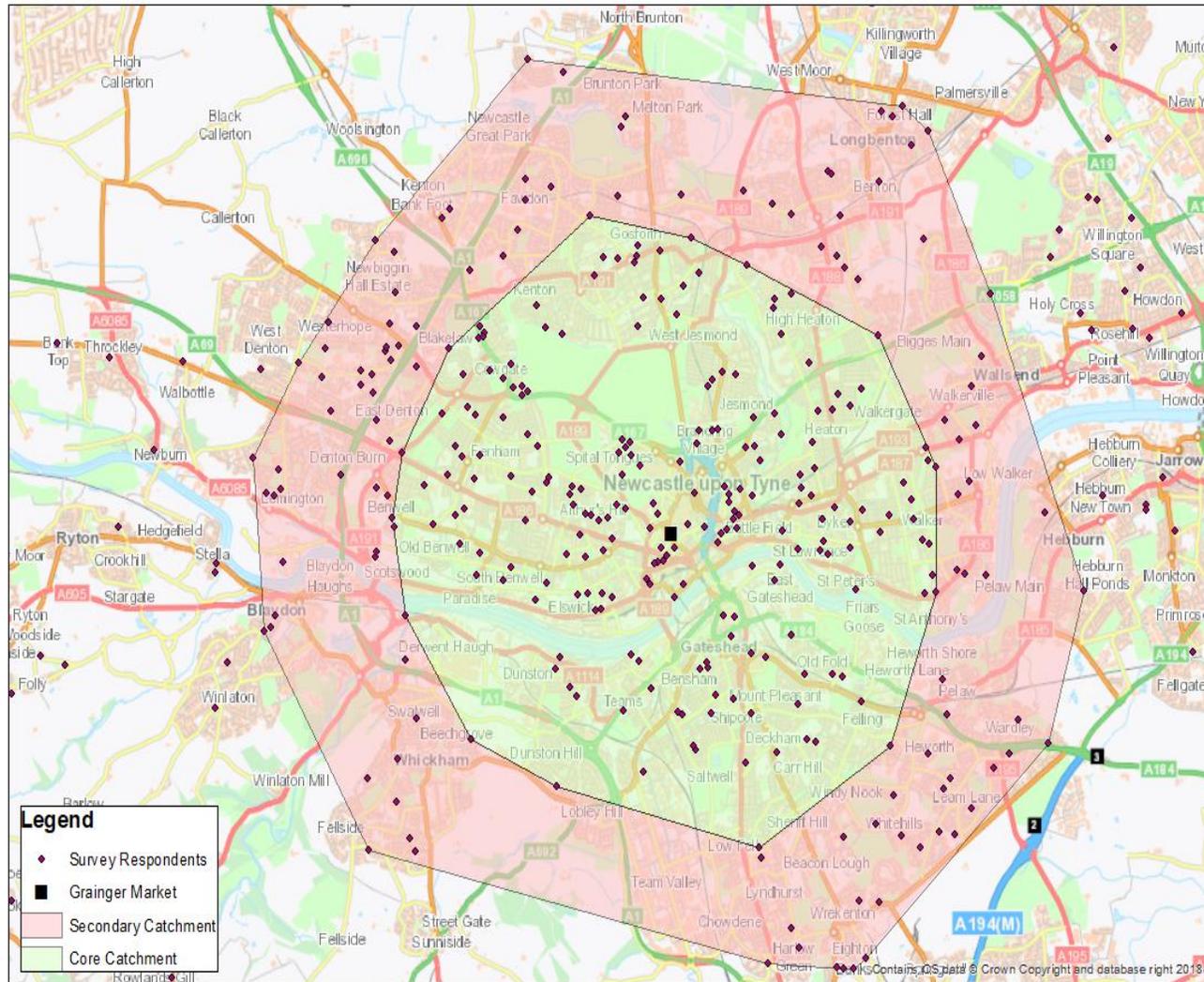


- 55% of respondents are residents of the Newcastle upon Tyne Local Authority District.
- 85% of respondents live within 10km of Grainger market and the mean travel distance for those consumers is just over 4km, suggesting that the market predominantly serves a local customer base.

Grainger's catchment areas extend approx. 4.5km (50% of users) and 6.5km (the next 25% of users) from the market

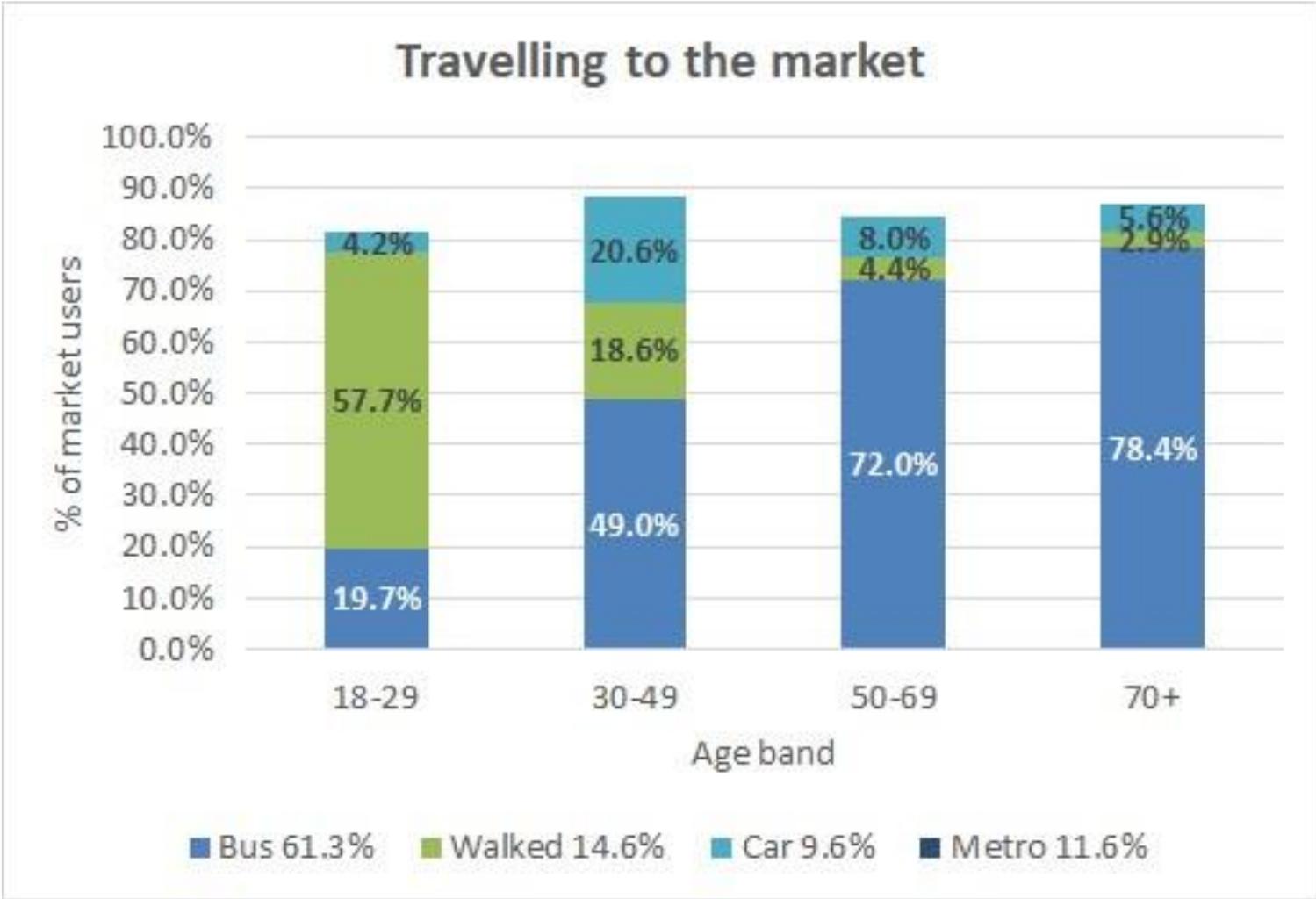
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- Core catchment: the areal extent over which 50% of customers are drawn.
- Secondary catchment: the areal extent over which the next 25% of customers are drawn.
- Identifying core and secondary catchment areas allows us to compare market users with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

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



Focus Group discussion about market's central location

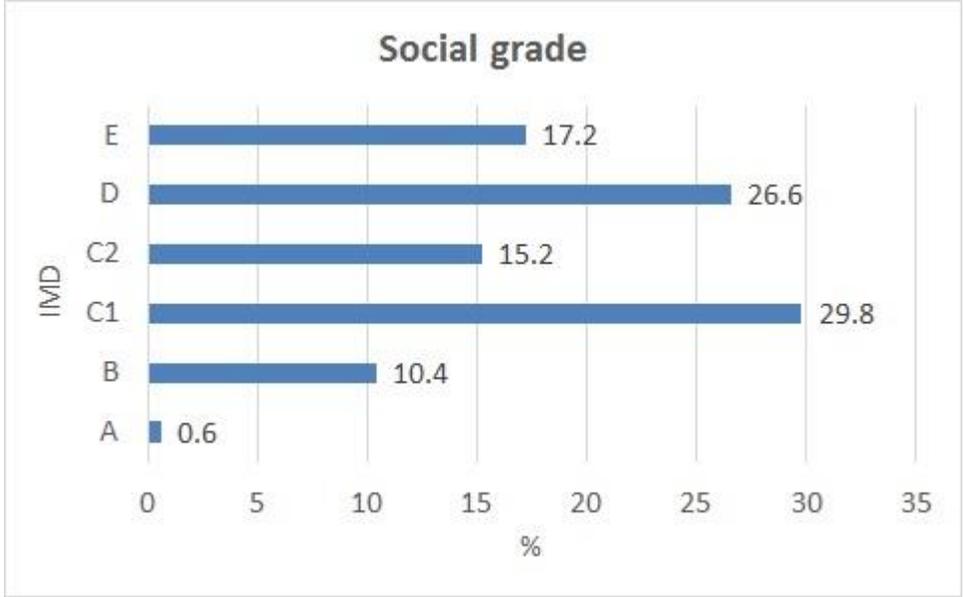
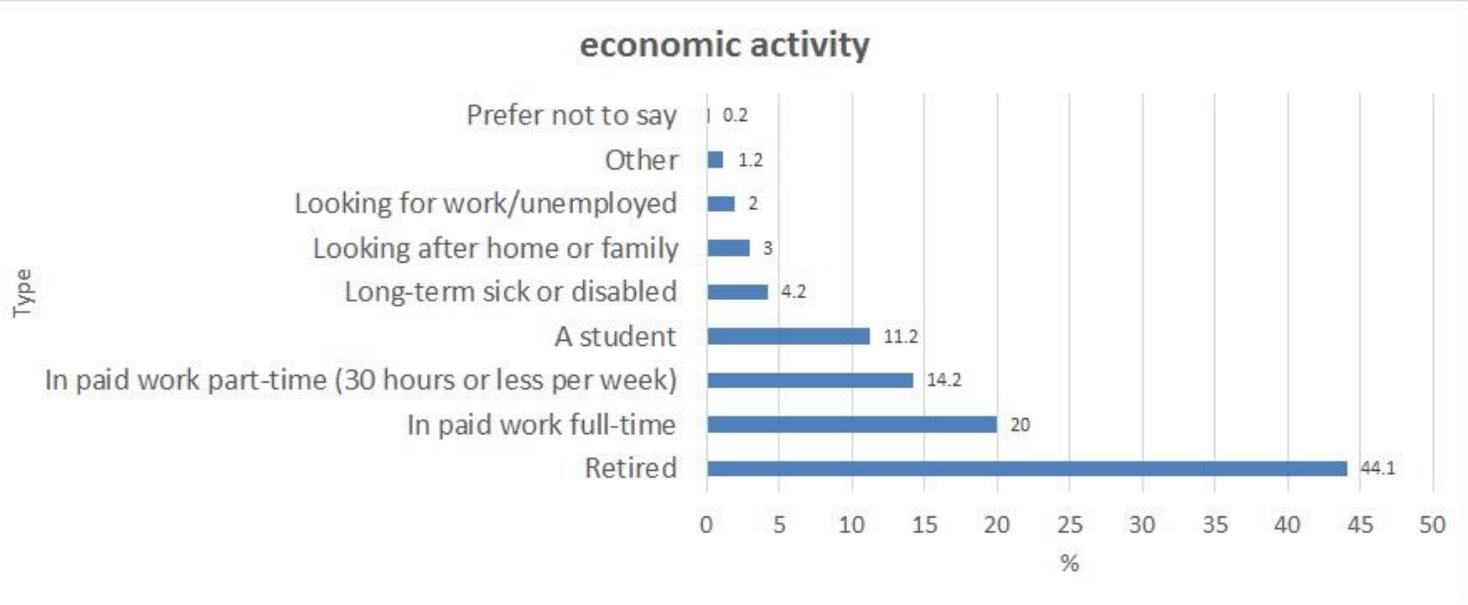
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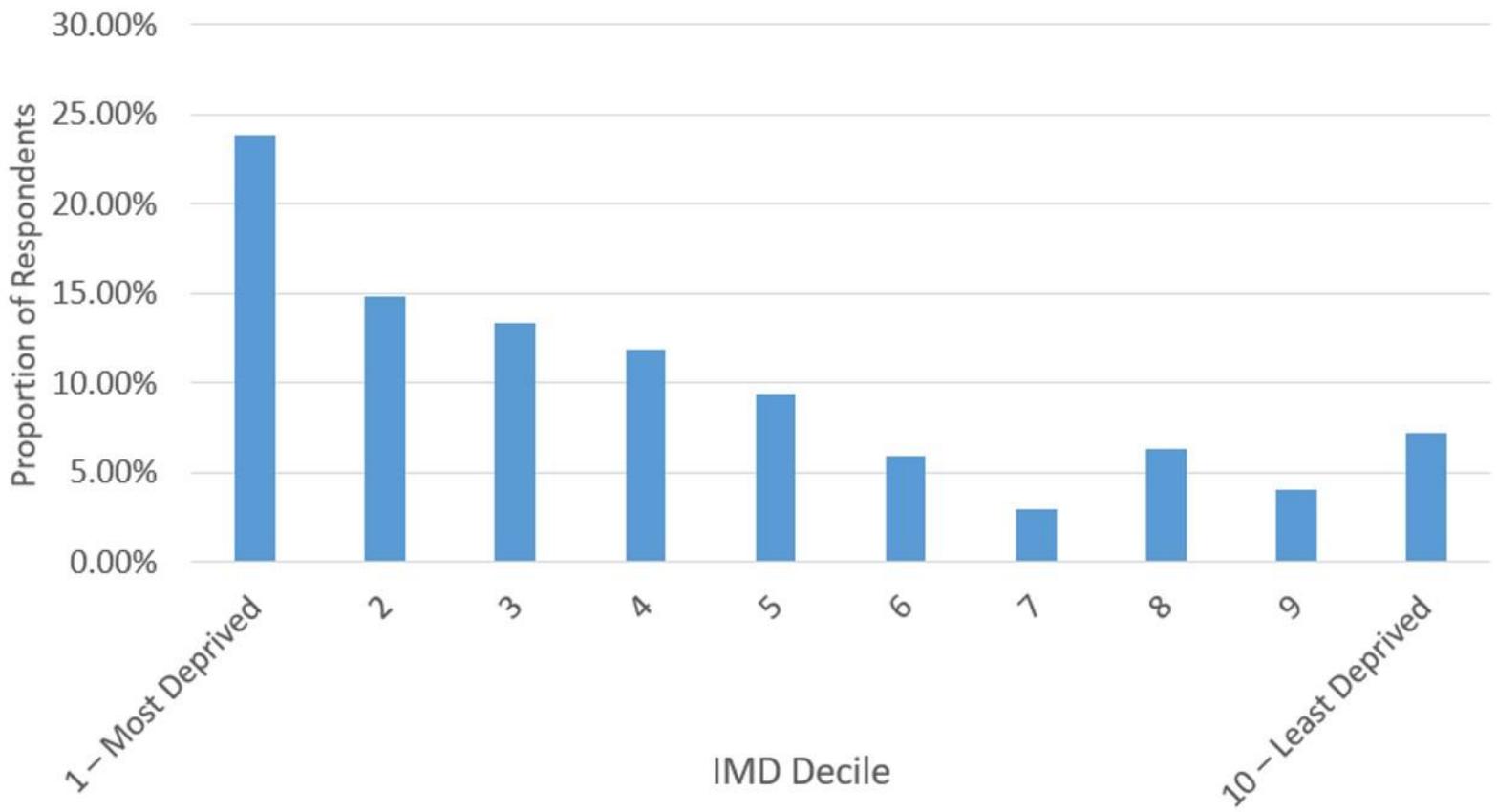
FG2 (F1): I think the best thing about it is a lot of it is how it brings community from different places into one place. It's like a central location. It's easy to find. It's quite a friendly place. It's recognisable as well.

*FG2 (F2): I live close to Central Station so actually **Grainger Market** is on my way to the **university**, and that's how I started visiting the market because it was actually a good surprise when I first saw it. I didn't expect to have such a nice market.... So, for me the best thing is that I could always choose to go the fast way to get to the university but I prefer to walk through the market.*

Granger Market is particularly well-used by people from lower social grades, in a range of different employment situations



Granger Market is particularly well-used by people living in deprived neighbourhoods, more so when compared with the catchment area



Proportion of households in the 20%	Core Catchment		Secondary Catchment	
	Survey Respondents	All Households	Survey Respondents	All Households
most deprived neighbourhoods in England (IMD 2015)	43.0%	37.0%	37.29%	31.4%
least deprived neighbourhoods in England (IMD 2015)	10.6%	12.3%	11.86%	7.4%

Market users exhibit a slightly higher propensity to be drawn from more deprived neighbourhoods than would be expected given the makeup of the core and secondary catchment areas.

Market users are more likely to come from lower social grades and lack access to a car, compared to the catchment area as a whole

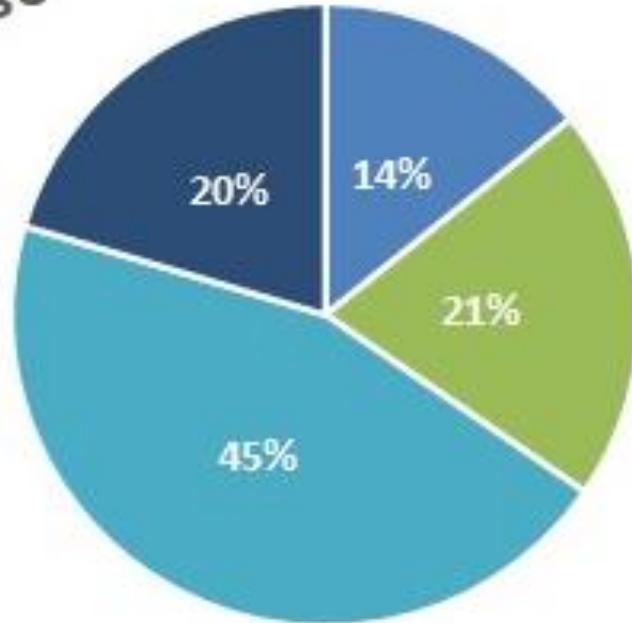
Approximated social grade

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

	Core catchment		Secondary catchment	
	Survey Respondents	All Individuals	Survey Respondents	All Individuals
Social grade - Proportion AB	11.1%	20.2%	8.5%	17.3%
Social grade - Proportion C1	33.8%	33.2%	22.9%	30.6%
Social grade - Proportion C2	11.5%	14.8%	15.3%	21.1%
Social grade - Proportion DE	43.6%	31.6%	53.4%	30.8%
Proportion not owning a car	66.8%	46.4%	54.2%	36.0%

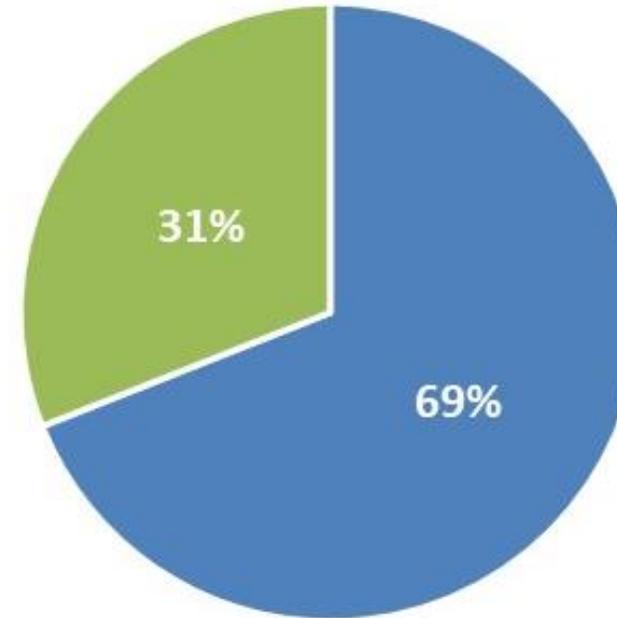
Grainger Market is particularly well-used by women and older people, but also attracts younger people

Age



■ 18-29 ■ 30-49 ■ 50-69 ■ 70+

Gender

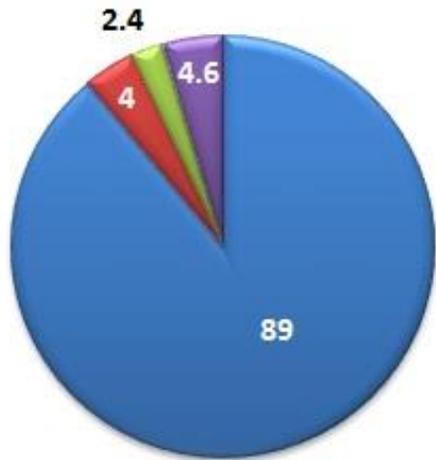


■ female ■ male

25% of all customers are women between 60 and 69

The majority of Grainger market users are white British/white other and born in the UK, but compared to the catchment area market users are more ethnically diverse

Ethnic group

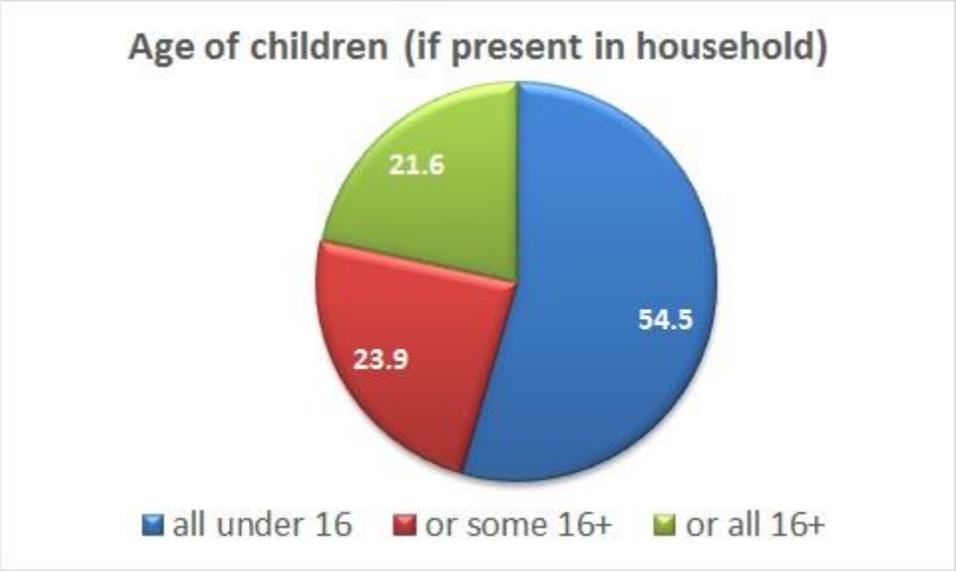
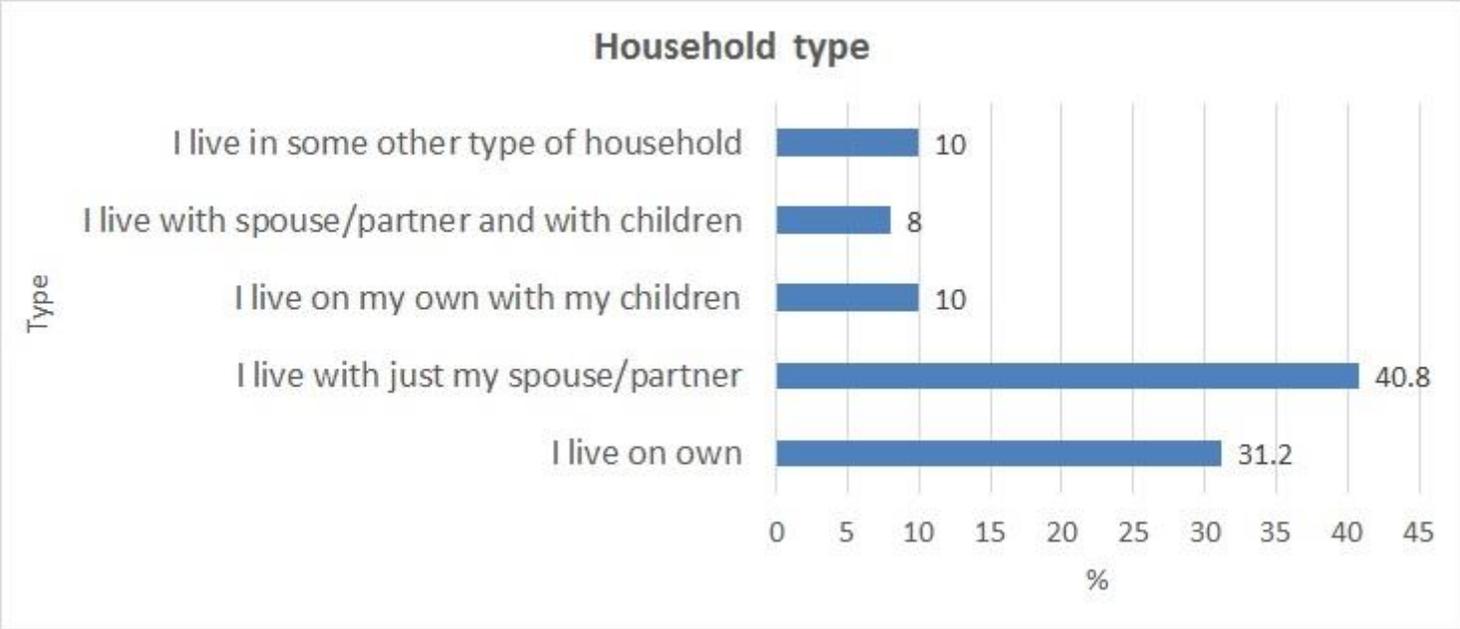


■ white british and white other ■ Asian ■ Black ■ Other

84.0% of Grainger Market users are born in the UK, with 7.4% being here more than 25 years and 5.4% less than five years.

	Survey Respondents	All Individuals	Survey Respondents	All Individuals
Proportion of respondents that are White British/White Irish/White Other	82.1%	87.3%	96.6%	95.8%
Proportion of respondents that are Asian or Asian British Indian	4.6%	1.9%	0.9%	0.8%
Proportion of respondents that are Asian or Asian British Pakistani/Bangladeshi	2.1%	4.6%	0.0%	0.7%
Proportion of respondents that are Black or Black British ethnic groups	3.8%	2.1%	0.9%	0.7%
Proportion of respondents that are Mixed/multiple ethnic groups	1.7%	1.8%	1.7%	0.8%
Ethnicity - other	5.5%	6.2%	0%	2.1%
Proportion of respondents not born in the UK	22.1%	12.1%	11.9%	4.2%

Market users live in a range of different household types, and include people living alone and with children



Compared to the catchment area as a whole, Grainger Market users are more likely to be pensioners living alone

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	Core Catchment		Secondary Catchment	
	Survey Respondents	All Individuals	Survey Respondents	All Individuals
Pensioners living alone	11.2%	5.1%	5.7%	6.4%

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

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- 63% of customers have been visiting more over 20 years
- 73% of customers between 18 and 29 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**

2. Shopping and eating at Grainger Market

Key findings

- People mainly come to the market to shop, and to eat as a secondary use.
- Many market users rely on the market for the majority of their shopping, particularly younger and older people.
- Market users rate highly the quality and price of food and drinks of the market with the vast majority agreeing that it provides access to affordable and good quality produce.
- Market users spend a considerable amount of money inside and outside the market, generating an economic impact for the rest of the city centre.
- People go out of their way to use the market, travelling further than they do to supermarkets.

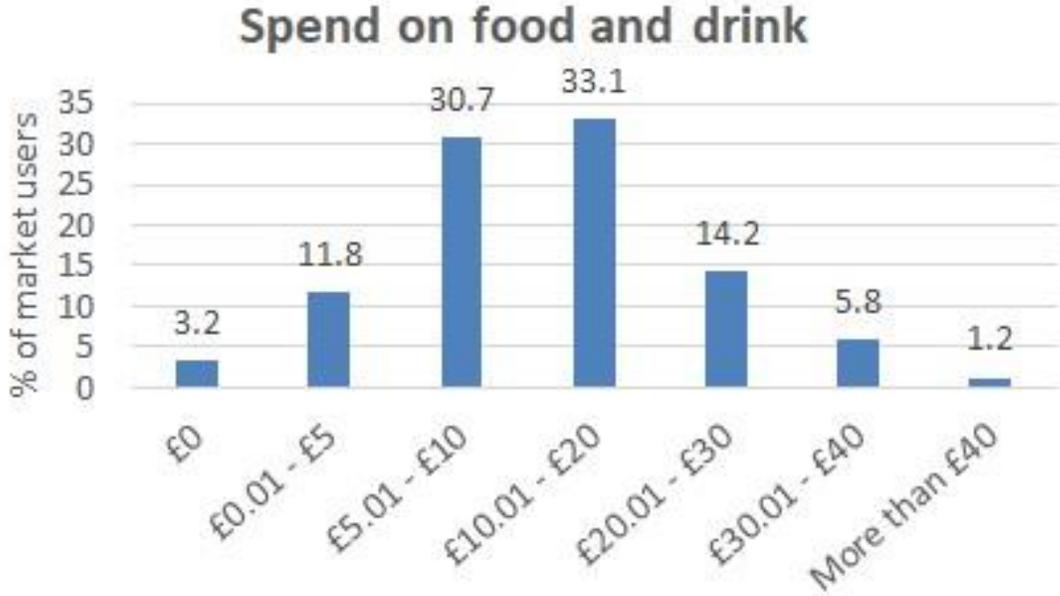
Grainger Market users visit primarily to shop and, secondly, to eat. Almost all users spend money on food and drink and 28.2% do at least half of their food and drink shopping at the market



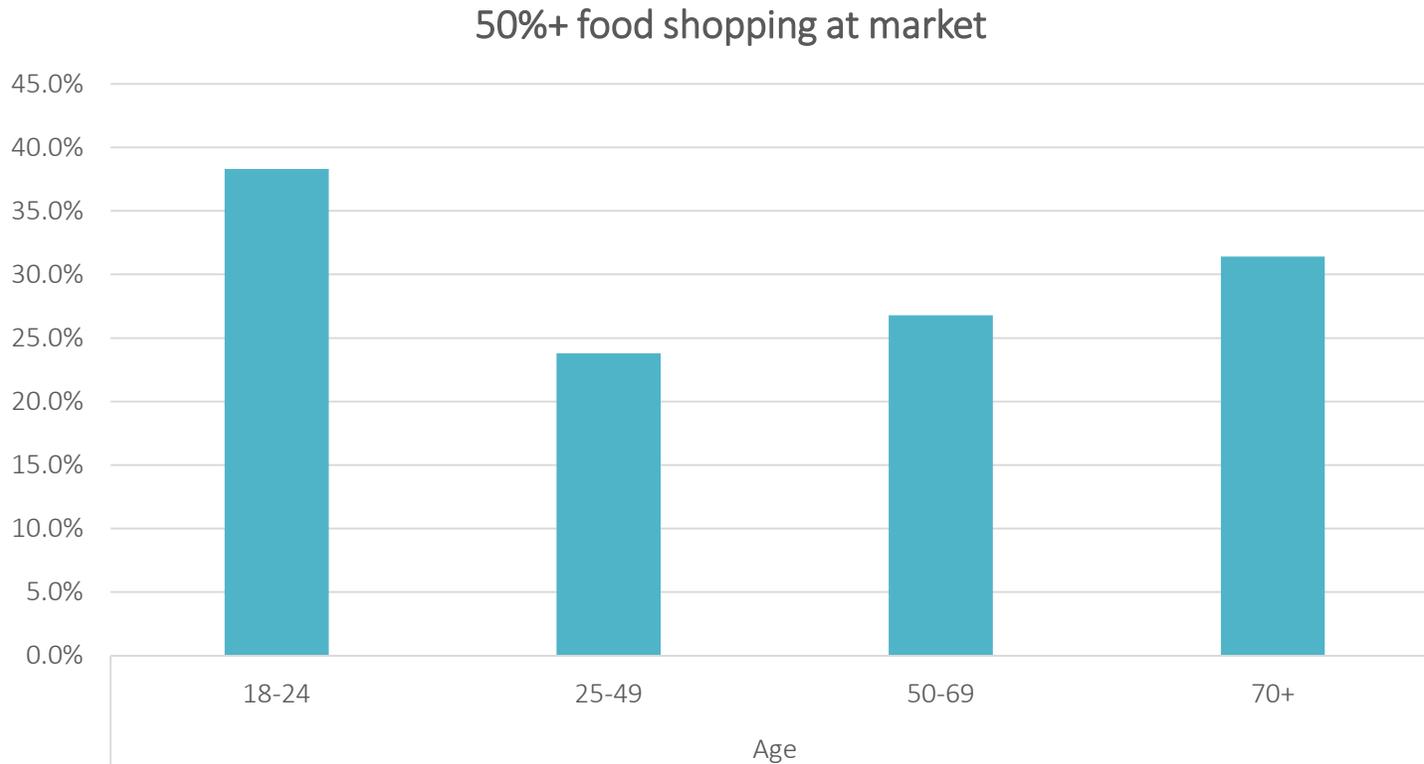
96.8% of market users spend money on food and drink at Grainger Market.

Top two reasons for visiting Grainger Market	1 st	2 nd
To shop	78.8%	14.0%
To eat	13.0%	46.1%

What proportion of your shopping for food and drink do you do at the market?	Percentage of respondents
All at the market	1.2%
Mainly at the market	4.2%
Half at the market	22.8%
A little at the market	65.4%
None at the market	6.4%



The youngest and the oldest market users, BME groups and students are most likely to do at least half of their food & drink shopping at the market.



At least half of food and drink shopping at the market	Percentage of respondents
White British / White Other ethnic groups	27.0%
BME groups	36.4%
In paid work	19.3%
Students	37.5%
Retired	31.7%
Other economically active	32.6%

Students and young people are also *most* likely to spend £10 or less on food & drink at the market

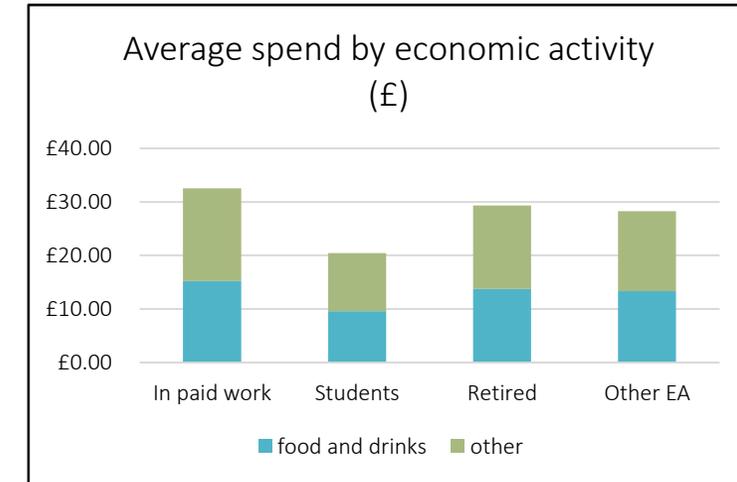
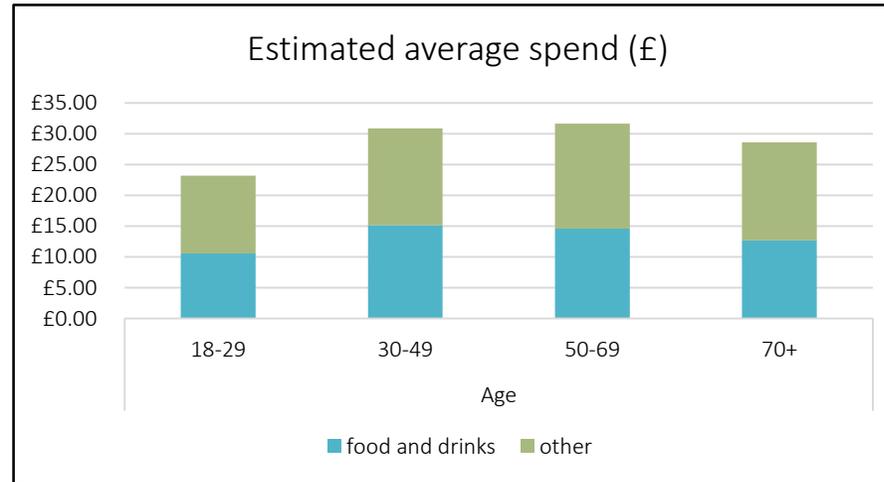
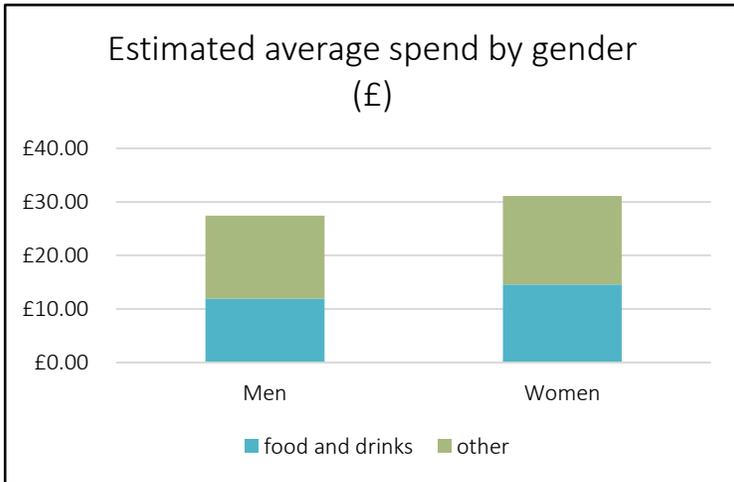
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Spending £10 or less on food and drink at the market	Percentage of respondents
In paid work	39.2%
Students	64.3%
Retired	45.7%
Other economically active	46.8%

Estimated average spend per visit on food and drink is £14, and £16 on 'other', which varies by gender, age and economic activity



Women, those between 30 and 69 and in paid work or retired are spending the most

Users are most likely to buy fruit/veg, meat/fish and prepared food/drink from cafes at the market. There is some evidence that the market has a specialist role in fish/meat and delicatessen products

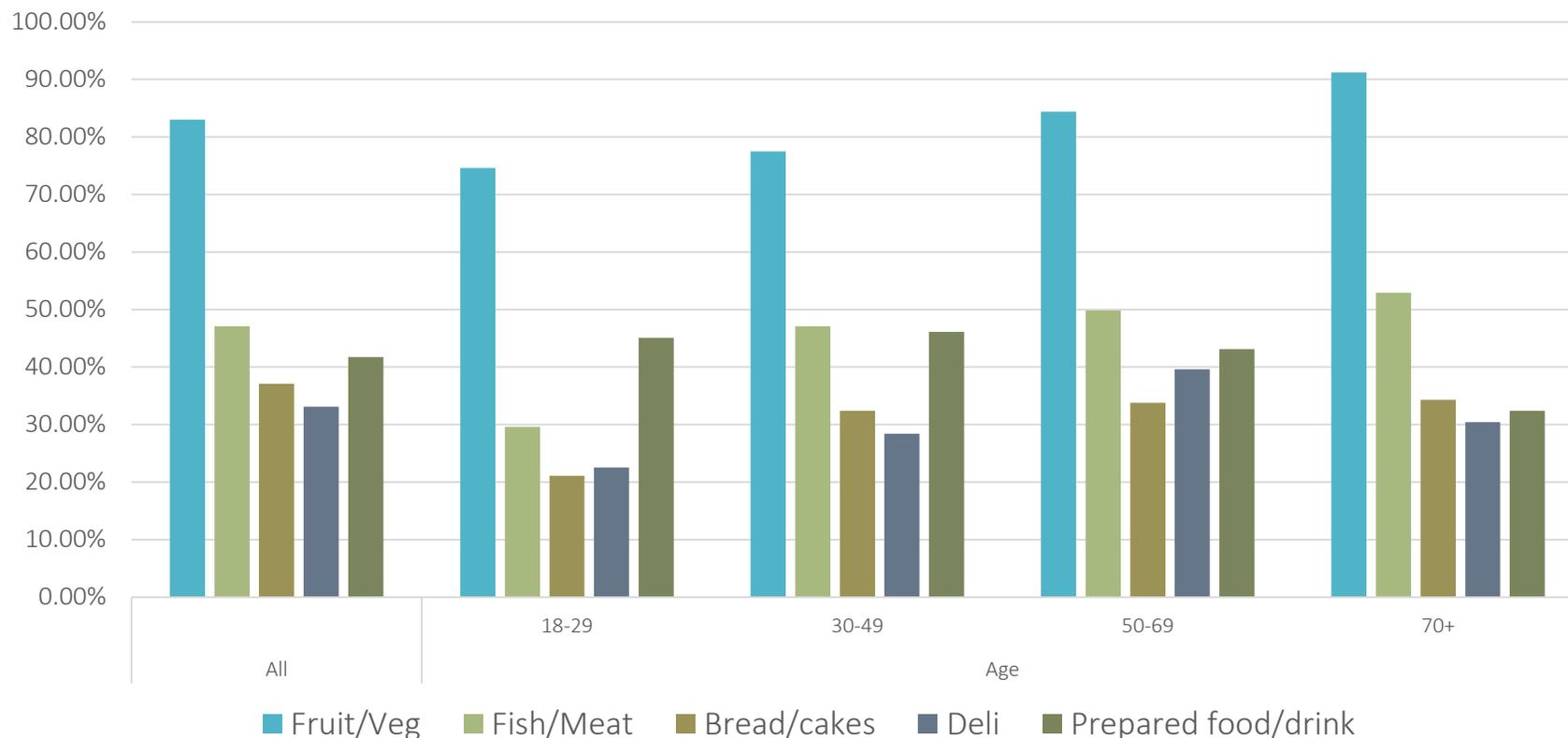
What do you buy at the market in terms of food & drink?	Percentage of respondents
Fruit/Veg	83.0%
Meat/Fish	47.1%
Prepared food/drinks from cafes	41.7%
Delicatessen	33.1%
Bread/cakes	31.7%
Other groceries	7.0%
Sweets	6.2%
Nothing	2.8%
Other	1.4%

In general, market users doing more of their food and drink shopping at the market are more likely to buy any specific product.

However, market users doing half of their food and drink shopping at the market are more likely than people doing all or most of their food and drink shopping at the market to buy fish/meat (75.4% compared to 51.9%) and delicatessen products (49.1% compared to 25.9%). This suggests a speciality role for the market in terms of fish/meat and delicatessen products.

Younger people tend to buy more prepared food and drink, while older people buy more fruit and vegetables and fish and meat

Products bought at the market by age



The price and quality of food and drink on sale at the market, including of fresh food, 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

40.3%

8 to 9 out of 10

51.9%

6 to 7 out of 10

7.0%

1 to 5 out of 10

1.6%

97.2% of market users strongly agree or agree that the market provides access to affordable, quality fresh food.

Discussing why they shop for food at Grainger Market (1/2)

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FG1 (F4) *When I lost my husband I couldn't get into the habit of just buying for myself, and when you go to supermarkets it's like all in a pack. And that's why I like it because if you want one pork chop or enough to make a stew, that's why I like it.*

FG1 (F1) *I love the market butchers, buy sausage, bacon, egg, totally different to the supermarket, totally. There's none of that gunk comes off it when you fry it.*

FG1 (F2) *It's not all wrapped in plastic either.*

FG1 (F5) *You can also wander round and compare prices in a small area; you don't have to go from shop to shop.... You have got all the food shops together, the butchers together, so you can just walk up and down and then if you think, oh that looks good there...*

FG1 (F7) *The one on the corner it sells things we used to get off my mam, like the sly cakes and stuff like that...*

FG1 (F2) *I like the specialist cheese shop. I like to try.*

FG1 (F2) *Some of them I don't like, but you can get a small portion to try and they're nice. I like my cheese. I like some of the stinkier ones. ((Laughter))... They'll give you a small portion.*

Discussing why they shop for food at Grainger Market (2/2)

MARKETS 4
PEOPLE

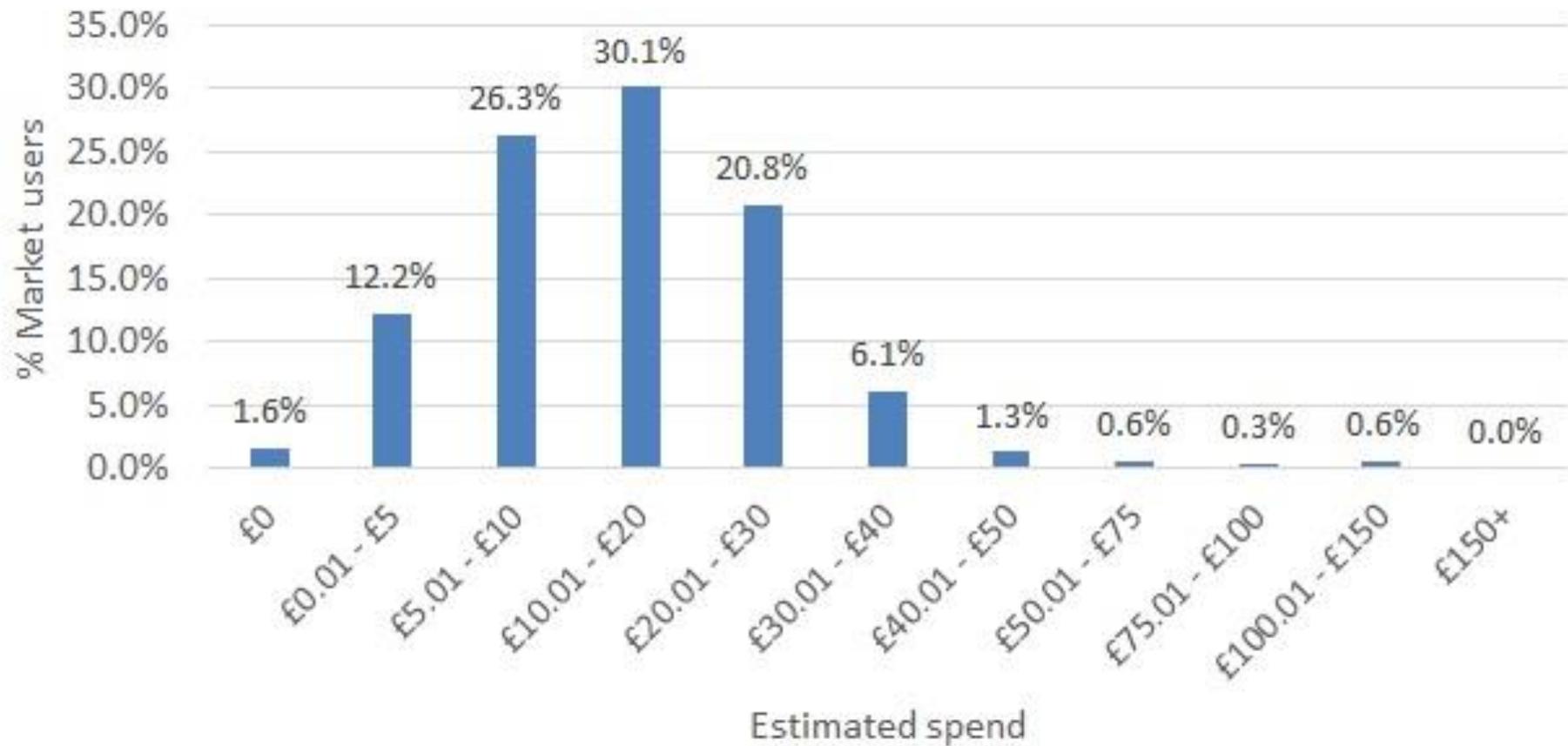
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FG2 (M1): I mostly go in the afternoon times during my couple hours' break and go to the sandwich shops or the eatery places...I think they're quite reasonably priced... I also like the loose sugar, the warehouse, fruit and warehouse, I think that's very good, cheap, friendly staff... I also like the French Oven that sell after four o'clock their bakery stuff half price; everything's a pound. Also the perfume, Ellen's Cosmetics, I bought my mum and my sister perfumes from there and they're quite reasonably priced and that.

FG2 (F2): I think there is a lot of value for money in terms of the quality and the price of the products. Because for me as a student coming to Newcastle on a scholarship I could compare the prices and the quality for example of food and vegetables, and once I realised I could get it cheaper and better from the market I stopped buying it from any other supermarket.

62.8% of market users buy other goods and services at the market.

Spending on other good and services in the market



The price and quality of other goods and services on sale at the market is rated very highly by market users

MARKETS 4
PEOPLE

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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	20.5%
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8 to 9 out of 10	63.1%
------------------	-------

6 to 7 out of 10	14.4%
------------------	-------

1 to 5 out of 10	1.9%
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92.0% of market users strongly agree or agree that the market provides access to a range of other affordable, quality goods and services

Users are most likely to buy:

- 1) clothing
- 2) flowers & plants
- 3) arts, crafts and gifts
- 4) books & magazines
- 5) pet supplies

What other goods do you buy at the market and what services do you use? (top 14 responses)	Percentage of respondents
None	37.8%
Clothing	27.9%
Flowers and plants	14.7%
Arts, crafts and gifts	12.9%
Books and magazines	12.3%
Pet supplies	10.9%
Cobbler	10.5%
Textiles	10.1%
Footwear	9.5%
Bags and accessories	9.5%
Entertainment/communication	7.9%
General household goods	7.3%
Key cutting	6.9%

Discussing why they shop for other goods at Grainger Market

MARKETS 4
PEOPLE

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F2 I'll say have you got any cushion covers, and he says, come with me pet. He goes down, opens the curtain and he has cushion covers stacked up. But you never get them in the shops because they've all got cushions in them. I just want the cover....

Int3 So, why wouldn't you go to Fenwick's or other shops where you could...?

F1 Price. ((Agreement))

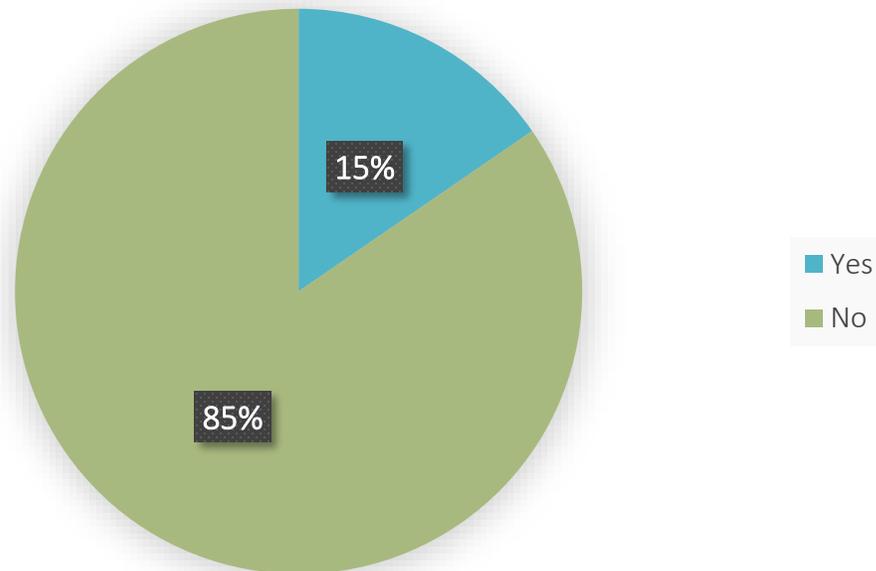
F4 You go in there and have a look for a pair of curtains and they're about £95. I can go to the market and get a pair for 35.

F2 And they're just as good, just as good and you're not paying for Fenwick's, their overheads and being on the main street and that kind of thing...

F7 My granddaughter does a lot of dancing and she goes in there to get her tap shoes and her dance shoes, so she does use that place in the market, yeah...

33% 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

Buy anything at the market that cannot buy elsewhere



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	33.3%	12.3%	15.1%
No	66.7%	87.7%	84.9%

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



	Yes	No
Do you shop online for food and drink?	12.2%	87.8%
Do you shop online for other goods?	41.9%	58.1%

- Younger market users, students, those in paid work and BME groups are more likely to shop online for food and drink than other groups

- There is some evidence that Grainger Market users are more likely to be drawn from neighbourhoods classified as less frequent users of online services and thus less likely to engage in e-shopping behaviours.
- Over half of our respondents are drawn from IUC groups labelled as 'e-withdrawn' or 'passive and uncommitted users'.

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

**MARKETS 4
PEOPLE**

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- Almost all respondents supplement the market with other sources of food and drink.
- Around half of respondents nominated a single alternative grocery store at which they also carry out grocery shopping, the remainder typically nominating 2-3 additional stores.
- The nominated brands (e.g. Tesco Extra) and specific stores (e.g. Tesco Gateshead Trinity Square Extra) 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	36.3%
Asda	31.5%
Morrisons	26.5%
Aldi	22.2%
Lidl	14.6%
Sainsbury's	9.2%
M&S	8.0%
Iceland	5.8%
Heron foods	5.0%
Waitrose	4.4%
Farmfoods	2.6%
Independent shops	2.6%
Co-op	2.4%
B&M	1.8%

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



- Consumers living within 10km of Grainger Market travel a mean distance of 4.01km to reach the market, whilst they travel a mean distance of just 2.2km to their alternative nominated grocery store(s).
- Consumers are therefore willing to travel further in order to shop at the market, passing more easily accessible alternatives
- Almost 9 in 10 respondents travel further to visit the market than they do to visit their nominated grocery stores, on average travelling 1.82km farther to visit the market.
- A total of 102 grocery stores are available within the core and secondary catchment areas (see section 1), operated by 13 different retailers

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

**MARKETS 4
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Is the market the main reason for your visit to Newcastle town centre 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	74.1%	67.5%	33.3%
No	25.9%	32.5%	66.7%

How much money will you be spending outside the market today?	Percentage of respondents
Nothing	33.7%
£10 or less	26.0%
£10.01 to £40	37.2%
More than £40	3.0%

I wouldn't even come into town on a Sunday because the market isn't open. ((Overtalking)) I didn't even know if it was open or not, but I wouldn't come into town if I thought the market wasn't open. Focus group 1 (F1)

- 43.4% of market users said Grainger Market was the main reason for visiting Newcastle town centre that day.
- 66.8% of market users said they were also visiting other shops, cafes or amenities in the city centre that day.
- 66.3% of market users said they would be spending money outside the market that day.
- Given that 72% of market users visit at least once a week, the market has a significant impact on the wider town centre.

Market users spend an average of £14 outside the market, per visit, with women and those aged 30-69 and in paid employment spending more than that

	Estimated average spend – outside market (£)
<u>Gender</u>	
Men	£10.08
Women	£15.78
<u>Age</u>	
18-29	£8.65
30-49	£17.10
50-69	£16.63
70+	£8.67
<u>Economic Activity</u>	
In paid work	£21.09
Students	£8.35
Retired	£10.55
Other EA	£11.31

3. The social and cultural life of Grainger Market

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, particularly rely on the market for social encounters.
- The market is regarded by customers as a community hub, and as 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 and welcome. Many receive help and advice from traders and feel less lonely when they visit.
- The market facilitates interaction between people from different age groups and ethnic and cultural backgrounds

Granger Market users visit for leisure and to use the facilities, as well as to shop and to eat



	One of the top three reasons for visiting the market
To shop	95.0%
To eat	62.3%
For leisure	23.0%
To use the facilities	10.0%
Other	9.0%
To attend an event/activity	1.2%
For advice/information	0.4%

Other reasons for visiting included the weigh house and the hairdresser.

The market is a social place for both young people (who are more likely to visit with friends) and older people (who are more likely to visit with family, to bump into people and arrange to meet people at the market)

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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.

	18-29 year olds	70+ year olds
Visit with friends	40.8%	20.6%
Visit with family	14.1%	19.5%
Agree/Strongly Agree that 'I bump into people I know'	45.1%	77.5%
Agree/Strongly Agree that 'I arrange to meet people I know'	25.4%	48.0%

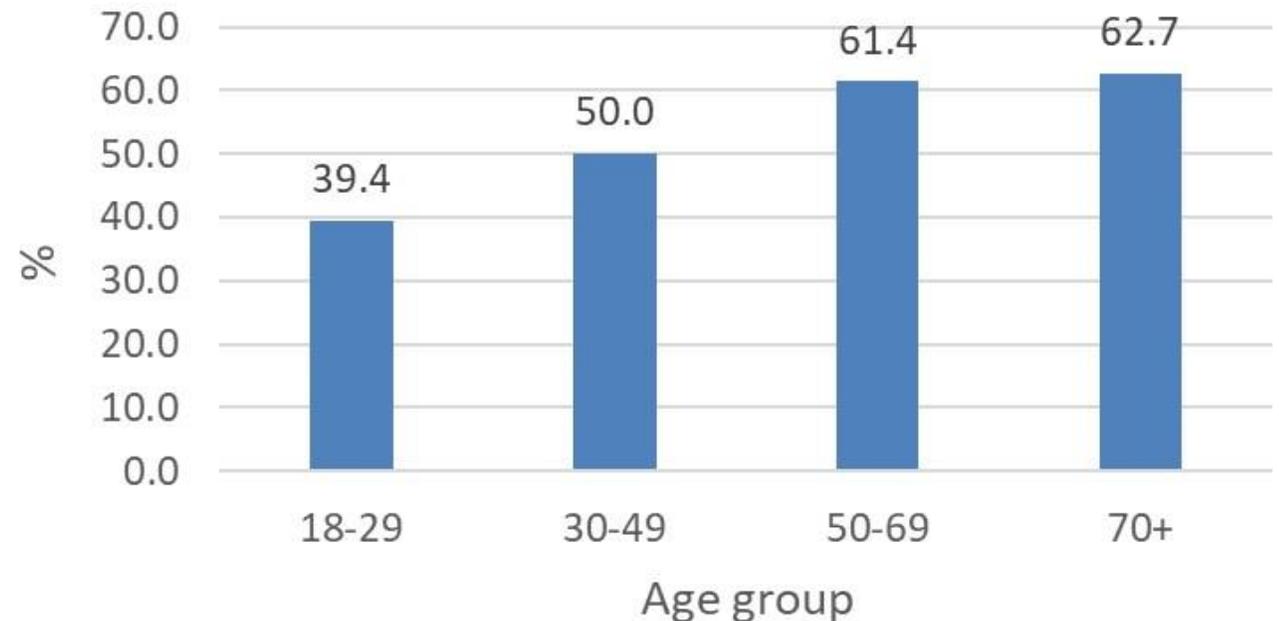
Social interaction is also high amongst market users who do not know each other, except for 18-29 year olds

MARKETS 4
PEOPLE

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- 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% 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.

I talk to people I don't know



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	81.5%	79.8%	56.0%
I arrange to meet people I know	55.6%	58.8%	35.4%
I talk to people I don't know	77.8%	68.1%	50.8%
I have received help or advice from other customers (or vice versa)	55.6%	45.6%	36.8%
I have interacted with customers from different ethnic or cultural backgrounds to my own	55.6%	43.4%	38.2%

Discussing interaction with other customers

*F6 You also can **meet up with friends**. You do shopping and then meet up with friends and just have a coffee or have a meal or just a snack...*

*F7 When you go [to Oliver's Café] **I'll be sitting next to this lady and we'll just get chatting**. You don't know who they are; they'll just sit and chat to you. There's one lady she comes from Gosforth, she comes into the market, gets her stuff and then she goes all the way up to Morpeth. So, she says, I have to take all my stuff and then I come back in a taxi. Must cost a bit.*

Int3 So, if you saw that lady back in Gosforth would you speak to them?

F7 Oh aye. I once went to the market with my granddaughter and we were sitting, I forgot I had been sitting with her two weeks before that, and she went, hi. Is this the granddaughter? I went, yes. She went in her purse and gave her a pound...

*F6 ... **People come and sit beside you, oh my aching feet, oh my legs, and have five minutes and it just follows on from there, since there's somewhere for the oldies to sit...***

*F6 I think **a lot of old people... go there just to have a sit and just have a chat with anybody in the market...***

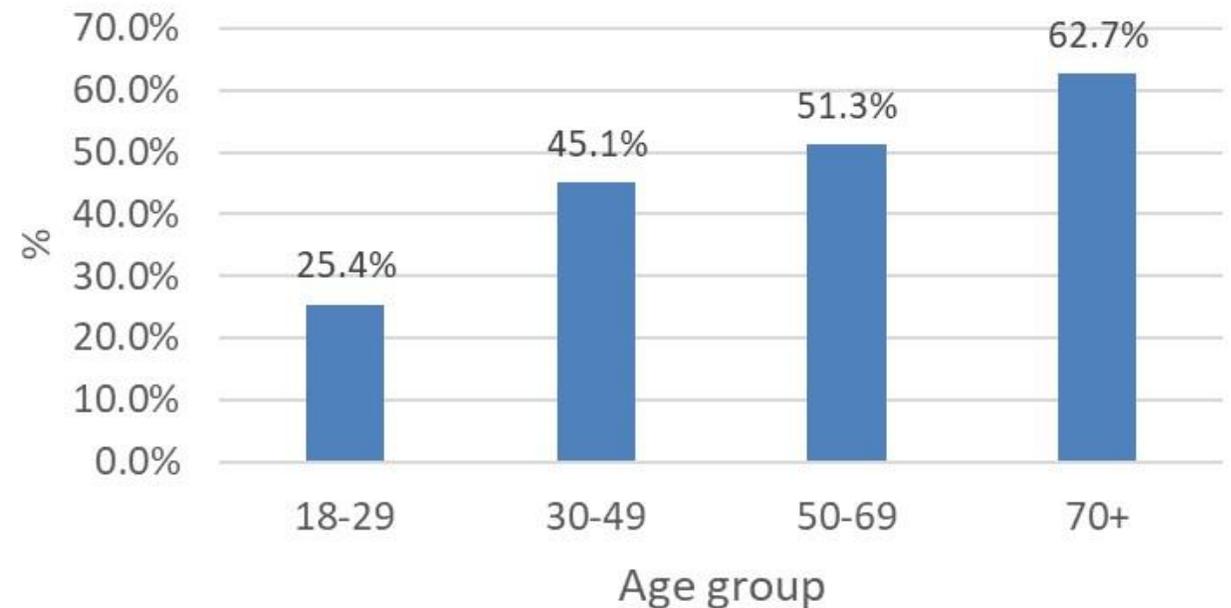
The majority of market users tend to visit the same traders, with older customers in particular sharing news with or receiving help from traders

MARKETS 4
PEOPLE

E·S·R·C
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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.

I share news/information with traders



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	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%

Discussing interaction with traders

MARKETS 4
PEOPLE

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*F5 You can handle what you want. It's always nice and **they're always nice to you**. Even there are young lads down there, packing his cherries and what have you, and he's singing all the time.*

*F2 It's a **good atmosphere**. You get to know them. You speak to them...*

*F5 'Hi, how are you doing today? Hello missus, what can we do you for?' – that sort of thing. **They'll acknowledge that they've seen you before**, that you're a customer that comes in a couple of times a week...*

*F7 **You wouldn't get any of that in the shops**; they're too...especially in supermarkets I'm finding now they can't be bothered with you. They want you away so fast from the tills, **they don't give you time**...*

*F3 The people in the supermarkets they get their pay at the end of the week and go home.... Whereas **the market it's your livelihood and you put that bit extra into it**...*

*F5 I find that **I can talk to the butcher and ask him different ways of cooking meat and things and you get advice back**...*

*F1 A friend of mine who lives in my area, Audrey she was called, she went to the market every day, rain, hail or snow. And **when it was her funeral there were five traders from that market at her funeral**... And they were saying, we miss her, she never wore a coat, she used to go like this. She used to just march on. But she got on well with everybody in there.*

Discussing friendly competition and cooperation amongst traders

MARKETS 4
PEOPLE

E·S·R·C
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*FG2 (F4) You can go to this fruit stall here and then go to this one, get your carrots there and get your fruit there.. They might have a quick, oh you've been over there today, have you, and that's it. That's how friendly it is that **you can have a cheeky banter, well I've been there today, why have you bought these.** So, that's how nice it is in there...*

*FG2 (F5) In the Grainger Market no matter what stall they go to, they have that banter, even if it's just a natter or to tell you about something new that's coming in, or if you want something that's not there they can say, well I haven't got it but Fred down the other end has got it. **They're not afraid of giving your custom to somebody else.** ((Agreement)) They'll say, tell them Fred sent you from here, and they'll know exactly what I mean. **They'll share the community and the sales in there.***

The market appears to be a particularly important site of social interaction and access to information for market users from lower socio-economic 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

Discussing the importance of the market to elderly, disabled and lonely people

MARKETS 4
PEOPLE

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FG2 (F1): Personally there's a lot of my family who are elderly and my mum's disabled, and she finds she can go there, she can do her shopping, she can have her lunch, go and have a chat with her friends and **she can be there a good couple of hours and she's got a whole day out just under one roof.** And I know there are a lot of ladies who are more mature, we can say, who can't really get out much and **it is a bit of a lifeline for them,** like you were saying. I think **the stallholders make it their business not just to talk to you but to remember what you've chatted about to ask how things are.** It is like a family, **it's like one big family** ((agreement)) like I say again, the community aspect...

FG2 (F1) What I said before, especially with **the elderly people who live on their own, it is a lifeline to them.** They maybe don't get to see their families or children, grandchildren, they can go and sit at a table on their own. And I've seen it many a times, somebody will recognise them and they'll go and sit with them or they'll bring them into their own.

FG2 (F1) I know **my son, who suffers from anxiety and depression, he's nearly 23 now and I've actually known him to go into the market,** maybe not even to speak to anyone, but he knows it's a place where he can feel comfortable. ((Agreement)) He isn't going to be judged, he isn't going to be asked to leave because he hasn't bought another coffee. You can go to a pub and sit there and maybe have a drink. But I think the way society is now you're automatically deemed a bit of a weirdo if you're sat there on your own... They'll say, well if you're not going to eat something or if you're not going to buy anything we're going to have to ask you to leave.

Grainger Market is an important site of inter-ethnic and inter-cultural engagement, in particular for older users

MARKETS 4
PEOPLE

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	18-29 year olds	30-49 year olds	50-69 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'	36.6%	38.2%	43.7%	38.6%
Strongly Agree/Agree that 'I have interacted with <i>traders</i> from different ethnic or cultural backgrounds to my own'	42.9%	53.9%	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.

Discussing inter-cultural interaction at Grainger Market (1/3)

MARKETS 4
PEOPLE

E·S·R·C
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*FG2 (F2): I think it's, as you said, more friendly, nicer and you always get **a chance to see some familiar faces**, so for me that feels like home and that's good about it... **it feels very homely because... in Brazil and Latin America in general we are very used to community markets and street markets...** So, for me I think this cultural aspect of getting together and bringing people in a way, not to the mall, but to somewhere that is in the city centre and **you can actually interact with the people you're buying from**. Because at the end of the day, oh how are you doing, how is the family, that's sometimes the benefit of the market... Yes, so **that feels really good actually to have this more social interaction** in terms of knowing that person will be there if I come. And if I go to Tesco supermarket for example I never know who will be there...*

*FG2 (F4) They've got loads of like cultural café parts now, all different ones, which I think is **great that people come here of different cultures**. All right, we can go there. There's a Turkish one and things like that, Lebanese, brilliant.*

Discussing inter-cultural interaction at Grainger Market (2/3)

MARKETS 4
PEOPLE

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*FG2 (F1): Grainger Market does get **people from all walks of life** through every single day. And with me working over the years [at the market] we've found we get **people from different countries** coming to stay for a bit or uni or college or maybe temporary work and they come for a little bit, but they knew **if they ever came back it would be the first place they would go**. And you could guarantee somebody would probably remember them.*

Discussing inter-cultural interaction at Grainger Market (3/3)

MARKETS 4
PEOPLE

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*So you'll find that the market now has people from lots of different communities and I think it's a great place to actually bring people together, and for people to start to get to know each other and share each other's cultures in quite a relaxed way. **And we often spend quite a lot of time and effort trying to bring communities together and we actually have something that does that quite naturally.***
(Councillor)

The market toilets, benches, Weigh House and events are all well-used/attended by market users, although some groups are more likely to use/attend them than others

MARKETS 4
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61.9% of market users make use of the toilet facilities, 47.7% use the benches/public seating, 19.4% use the Weigh House and 21.6% attend events/activities at the market. Significant differences include:

- Women are more likely to use the Weigh House and to attend events/activities than men.
- Older people are more likely to use the toilets and the benches than younger people; use of the Weigh House and attendance at events and activities is low for both the oldest and youngest user groups.
- BME ethnic groups are significantly less likely to use market facilities and to attend activities and events than White British/White Other ethnic groups.
- Market users in paid work are most likely to attend events and activities (27.5% at the market while students are the least likely (10.7%))

Discussing facilities at the market

MARKETS 4
PEOPLE

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F6 I filled one of these surveys in about four or five years ago, and a few of us said that they needed seats around for older people, and now they've got the seats... The council took notice of that. There was nowhere for the old folk to have a sit, because I'm an old folk myself now and I know your legs get achy, without having to sit in the café or buy anything... We said that and now they've got a lot of seats which are very well used, by me as well, so that helped. We were quite proud of that me and my friends that we got the seats...

F7 [Older people] come in because they can't afford to put their heating on, so they'll come in here, buy a cup of tea and they can sit for hours in the warm...

Discussing events/activities at the market

MARKETS 4
PEOPLE

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F7 They get the schoolchildren in. They've been baking the little cookies and that sort of thing. I always make it my business to buy a cookie.

*F1 They've had it before where they **take your blood pressure** and things like that....*

*F2 During the six-weeks holiday do they not have those tables for children going in and out? ((Agreement)) They have tables right the way round and **they've got crafts and everything right through the summer...***

*F2 Yesterday, they had the **fire service there giving you advice on fire alarms and smoke alarms** and that sort of thing and advising you what to get. And there were a lot of people around there. I took some of their brochures. The council were there as well yesterday telling you about what they can help with, brochures and everything.*

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

**MARKETS 4
PEOPLE**

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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%
Is an important part of the local identity	96.4%

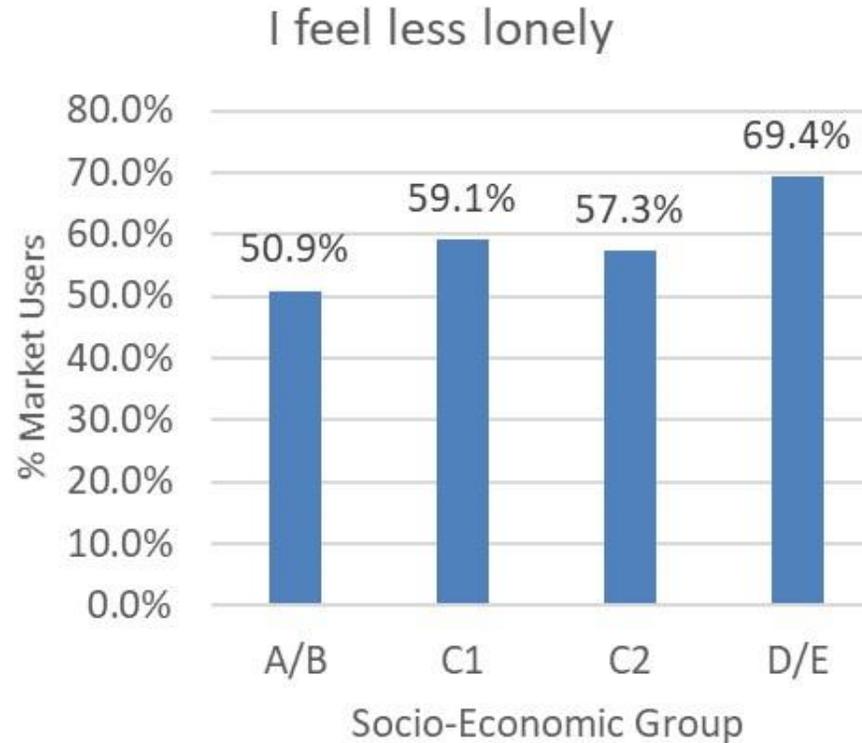
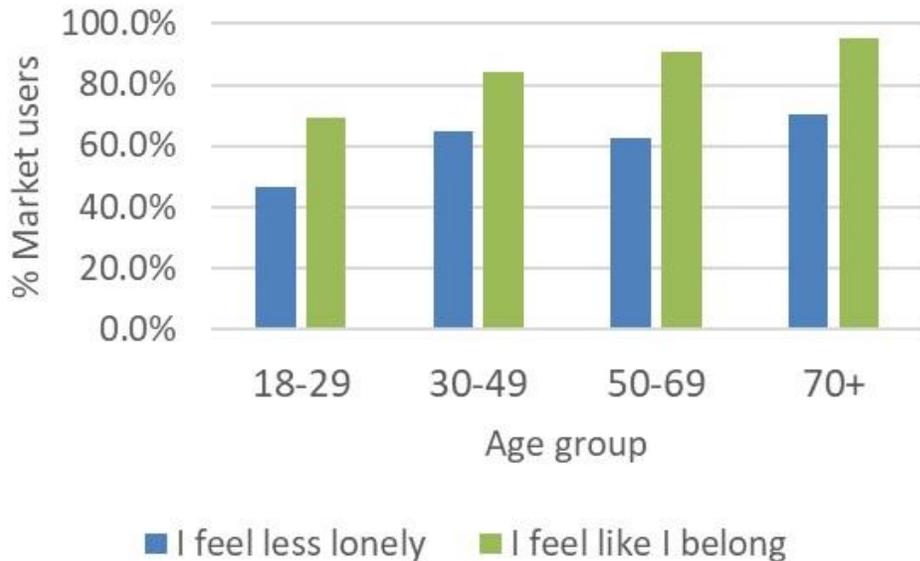
FG1 (F7) I like the atmosphere; it's not threatening... I think it's good that there's no Big Issues and that kind of thing at the market. It's kind of a fresh air of not having it all over the place...

FG2 M1: Like a comfort zone going there; I feel comfortable.

F5: It's a bit like that Cheers song, 'where everybody knows your name'. ((Laughter))

FG2 (F3): It's all on one level; it's easy access to come in from the different areas.

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



- Retired market users are most likely to strongly agree/agree that they feel like they belong (94.1% compared to 64.3% of students, 86.0% of those in paid work and 85.1% of other economically active groups)
- Other economically active groups are most likely to strongly agree/agree that they feel less lonely (70.2% compared to 44.6% of students, 62.6% of those in paid work and 64.5% of retired people).

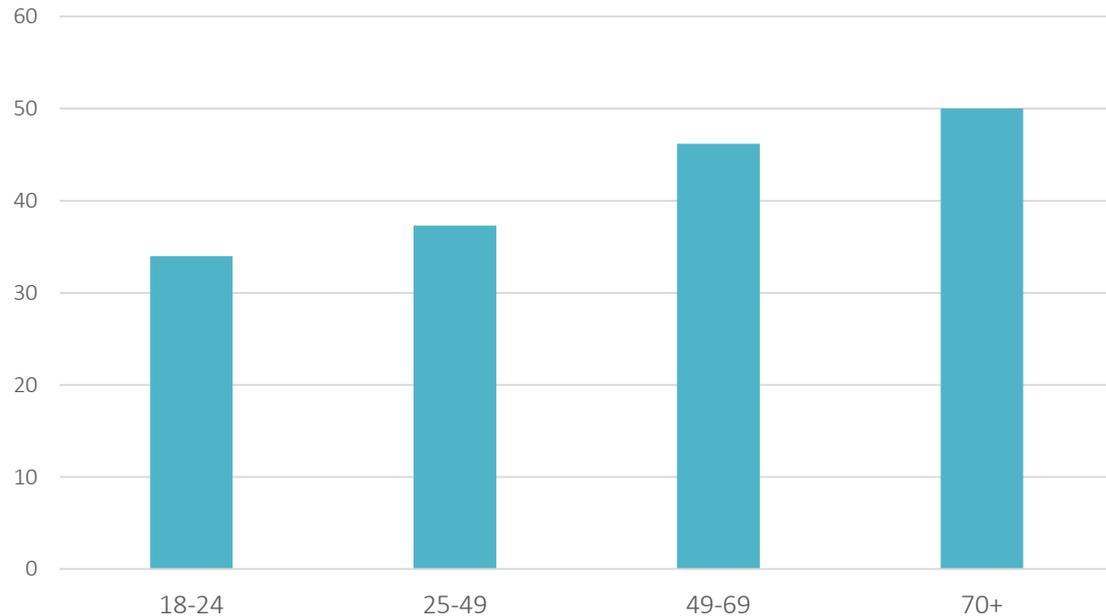
- White British/white other ethnic groups are more likely than BME groups to strongly agree/agree that they feel like they belong and that they feel less lonely.

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%

Grainger Market is significantly more important to market users than other community facilities such as the library or park, and somewhat more important than other retail and food outlets.

- The importance of Grainger Market to market users increases with age, being very important/important to 82.2% of 18-24 year olds, 90.4% of 25-49 year olds, 92.3% of 50-69 year olds and 95.0% to 70+ year olds.
- Grainger Market is very important/important to 92.9% of white British/white other market users and 83.6% of BME groups.

Discussing what makes the market important to users, compared to shopping centres

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F7 Well, it takes you away from the hustle and bustle of Eldon Square. It's more personal.

F1 It's like the heart. It's old and new and it's all there in the market...

F2 Everything under one roof... They're all different shops. They're not like in Northumberland Street or Grainger Street or Clayton Street, they're all there, they're all totally different.

F1 Personal shops, aren't they? ((Agreement and overtalking))

Focus group 1

Top things that people would miss if Grainger Market was gone...

	Percentage
Vegetables	24.3%
Fruit	24.1%
Affordable	17.7%
Atmosphere	14.7%
Everything	12.4%
Community	10.4%
Quality	10.0%
Specific stalls	7.7%
Variety	6.6%

88% of market users would not use any other market if Grainger was not here anymore.

19% of market users said that the market not being here would have a big impact in their lives; 8.7% said they would be devastated or upset; 8.3% respondents said it would increase their household expenditure

4. Emerging key issues from qualitative analysis (interviews, focus groups and document analysis)

Summary of key issues emerging from qualitative analysis (interviews, focus groups, document analysis)



- Overwhelmingly positive attitude towards Grainger market and its role as a public space bringing different groups together
- Management and governance of market
- Finances / future options exercise
- Balance in the market offer and tenant mix
- Relationship between traders and NCC
- Impact of austerity

Positive attitude towards Grainger Market and its role as a public space bringing different groups together

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Interviewees and focus group participants all had an overwhelmingly positive attitude towards the market.

Grainger Market is recognised as an important landmark in the city, part of the local identity and history of the city. It is seen to be different and distinctive from high street retailers.

Overall recognition of the professionalism and friendliness of the traders and the importance of sustaining independent businesses in the city centre.

The market is used by the council and other groups and organisations as a “community hub” to reach out to various groups: Food bank; children’s events; artist in residence; public health related events. In particular, there has been very successful work hosting Dementia Awareness events at the market, reaching new audiences and creating a comforting environment for people with dementia.

The market is regarded as a public space open to all, where people from different social and ethnic backgrounds and areas of the city (and beyond) come together in a friendly way.

Illustrative quotes from interviews and focus groups

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FG1 (F1) A friend of mine who lives in my area, Audrey she was called, she went to the market every day, rain, hail or snow. And when it was her funeral there were five traders from that market at her funeral. [...] And they were saying, we miss her, she never wore a coat, she used to go like this.

I think of the Grainger Market as public realm. [...] Public realm is the area that brings our community together. I think that isn't people doing their shopping on their phone, it's bringing people in. You spend time in the Grainger Market. There are groups of people that will come in there every week at the same time, and they will meet and they will talk to people from different areas they don't know, they're not their neighbours or anything or that, but they'll know Nancy because Nancy comes for coffee here on a Thursday at 11. I come here for a coffee on Thursday.

This is one of those places where you can sit here and anybody could walk past

I think it becomes a place where people can come, because local people don't want to be sat in the small pubs by themselves and being lonely. So even if they come out here, even if they sat by themselves, they don't feel lonely because there's people all around them. And they're seeing people lively.

And this is one of those places where you can say, look go to the Grainger Market because it's cheap food, if you've got a couple of quid you can go and buy some vegetables, it'll be all right, you could probably meet somebody who might speak your language or has an idea, and it's just something to cling onto. And it's one of the few places I can think of where you can do that in the city. You couldn't go to Fenwick's and try that.

Management and governance of the market

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- The Market has recently been moved from the “Operations” Directorate to the “Place” Directorate to instil a more strategic direction to its management after decades of under-investment.
- Due to council budget constraints there are insufficient resources to have a dedicated market manager.
- Newcastle City Council has a commercial and property management approach to Grainger Market: 1. Stewardship of a Grade 1 Listed building; 2. Landlord –tenant relationship; 3. Facilities management.
- Very positive work by some areas of the council using Grainger Market as a space for events and outreach.
- But more work is needed to integrate the identified social and community value of Grainger Market into its governance and management and solidify links between market management and other parts of the council with responsibilities on community, social services or inclusion.
- These issues are reflective of the national picture regarding markets

Illustrative quotes from interviews

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*Let's be honest about it, [traders] have got some valid issues with how the Grainger Market's **been under-invested** in, it hasn't really kind of had that sense of purpose*

*I don't think anybody at the council has any bad intentions towards the market. I think where **there are any gaps in terms of how it's valued** or managed it's really been the structural thing [...] and being seen as 'oh that's a bit of property we have to manage, that's a bit of heritage we have to stop falling down,' and that's something that might be impacts from, but rather than seeing it fitting it into the broader themes.*

*our department [at NCC] hasn't historically had a relationship with Grainger Market until about a year, a year and a half ago, when we used the Grainger Market as a venue to have dementia week. So until then **we really hadn't had any role that linked health and social care type work to the Grainger Market at all.***

Finances / future options exercise

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- Grainger market has been generating a surplus for NCC for at least a decade. This surplus has been a crucial income to be invested in other council services, particularly in times of austerity. However not enough has been invested in the upkeep of the fabric of the building or promotions.
- Recently, recognising the need to upgrade the building, the council has invested £800k and £2.8m to repair and improve the 14 entrances and the roof. This funding has come from prudential borrowing.
- The prudential borrowing will be funded from income from the market rents; however it is expected that the current income will be insufficient to cover the loan repayments and therefore extra income will have to be found.
- This financial situation has triggered a strategic discussion about the future of the market and how to maximise the income it generates, including longer opening hours, increasing footfall and attracting more customers.
- As part of this strategic thinking, a soft market-testing exercise took place in 2018. No definitive decisions were taken from this exercise but the council took on board ideas.
- Some interviewees worried that a potential scenario for the future of the market might lead to the privatisation of the market's management and a "profit-oriented" approach. Some thought this was compatible with the cultural and social value that the market generates while others worried it would compromise it.

Illustrative quotes from interviews

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*[Income from the market] is very important to the city, and it goes into the city corporate funds to pay for all of the things that the city has to pay for. Going forward it also pays for borrowing that we take to do major works in the market.
(council officer)*

*There's also the slight potential, if it is run on a more for profit basis, **those community aspects of the market may face a squeeze** as more profit is trying to come out of the market, so that's a slight fear as well. (Trader)*

*[we] got to find a balance of the landlord and tenant position of rental payments that will go towards paying its debt, but need to also ensure that [there is] the opportunity to increase rents in some of those areas; and it might be that **the way we deal with the social and economic value is that we have a menu of rentals**, that some organisations will pay a certain specific rate and others will have an almost subsidised position.
(council officer)*

Balance between “traditional” and “modern” stalls and opening hours

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- The market has been changing in the last decades with less “traditional” stalls selling fresh food, flowers or homeware and more cafes and eateries particularly and recently “street food” stalls.
- This is generally seen as a positive change bringing new younger market users and creating a social mix
- Linked to these changes, there are also discussions about opening the market in the evenings to capture a younger clientele that uses the market more as a leisure venue, concentrating around the food and beverage offer. Several evening events have been already trialled
- However there are worries that the market might now be saturated with the “hot food” offer and that the balance of traditional/modern might be at risk. Focus group participants were particularly worried about this.
- The “traditional” stalls are generally seen as holding on to an idea of a “traditional market” different from a supermarket or a food hall, which many customers value.
- Traders are divided over the possibility of late opening hours. For some businesses it would be beneficial and relatively easy to adapt to, while for others it would not be sustainable.
- Grainger market therefore is at a crucial time; so far representing a positive mix of traditional and new / older and younger customers but altering this existing balance without a very careful look at its social and community impact might put at risk the positive benefits of the market for the most vulnerable groups.

Focus group market users concerned about the mix of stalls

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FG2 (F1) I do like the fact there are all these different restaurants. Sometimes, without sounding in a bad way, I think there's a little bit too much in the way of cafés in there...

FG2 (F4) I worry that, like you say, they're lovely all these new eatery places, but I worry that it could in a few more years become an eatery place rather than a market. ((Agreement)) I'm worried that the little market stalls will just decline where it will be an eatery...

FG2 (F3) I think that would be my concern that they would start opening longer hours and it would push the small, like the butcher and the vegetable and things, out of business ((agreement)) and it will get taken over from that...

FG2 (F3) When it starts losing things like your fruit and veg. There is no DIY place, that went, so that's a bit of an indication of where it's going when it has shops closed down. [...] then suddenly they'll start shouting they want to open it later and the next thing it's just going to be another kind of Eldon Square...

FG2 (F1) will push the more traditional longstanding ones out, which we've already seen. It used to be the Green Market across, and we used to have the big market, and over the years they slowly declined. My worry is it would turn into a bit like the Quayside is now.

Relationship between traders and NCC

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- Grainger market has an active NMTF traders group, meeting regularly.
- There have been some very good initiatives of collaboration between traders and the council (e.g. night markets).
- There is a general feeling that the relationship is not the best it could be but this is, however, not new. Note that a 1998 report by Pragma found “open and deep-rooted cynicism amongst the tenants”. This is similar to other markets across the UK.
- The council has taken steps to improve relationships recently by, e.g. attending regularly trader meetings, taking minutes and updating traders on actions.

“It’s difficult to really know what the council’s thinking because you don’t really have the access to see exactly where they’re going with that” (Trader)

“our relationship with the [traders] I have to say could be better. The traders are very suspicious of us” (Council officer)

Summary of findings and recommendations for discussion

Grainger market delivers very important social and cultural value to communities, particularly for those in low incomes



- Grainger Market is particularly well-used by a number of equalities groups and vulnerable groups, including women, older people, people from lower social grades and those living in deprived neighbourhoods.
- Grainger market users:
 - are more likely than people living in its catchment areas as a whole to come from lower social grades, to lack access to a car, to live in the most deprived neighbourhoods, to be from non-white ethnicities, to not be born in the UK and to be pensioners living alone.
 - travel further to shop at Grainger Market, and many rely on it for the majority of their food shopping, especially younger and older people.
 - rate highly the price and quality of food and drink on sale at the market, including fresh and healthy produce.
 - spend a considerable amount of money inside and outside the market, generating an economic impact for the rest of the city centre.
- Grainger market is a convivial space which facilitates long term relationships as well as social interaction between people that don't know each other and between people from different ethnic and cultural backgrounds. It is particularly important for older people.
- The market generates a sense of well being: the vast majority of market users feel safe and welcome there. Many receive help and advice from traders and feel less lonely when they visit.
- It is regarded by customers as a community hub, more important to users than libraries, parks, pubs or other retail outlets.

The market is at a crucial time balancing different aims with the council discussing various future options



- The crucial community value that Grainger market currently generates is dependent on many factors, amongst which are the council's approach, its governance, financial future, policies and collaboration with traders.
- Grainger market has been changing gradually over the years, shifting away from traditional stalls towards street and other hot food stalls. This is generally seen as potentially beneficial for the market as a whole, in attracting younger and more affluent customers in particular, but is also causing some concern amongst market users. Such changes may have different impacts on different user groups, including vulnerable market users.
- Grainger Market generates a significant surplus for the council, which has generally been returned to the council to subsidise crucial services.
- The Council takes a commercial property view of Grainger Market recently focusing on overdue repairs and investment in the fabric of the building as well as strategic options for the future, to increase footfall and attract younger customers.
- Although there are many positive council activities that use the market as a community space, there is more scope for integrating the social, cultural and economic value of the market across different council priorities.
- Although traders and the council have collaborated together on specific initiatives successfully in the past, both parties feel that trust and dialogue should improve.

Many of these issues are not specific to Grainger market and are part of a wider regional/national/international context:

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- Restructuring of the retail sector, with the dominance of international and corporate retailers
- Pressure on local authorities to raise income due to significant cuts in their budgets
- Changing consumption patterns, in particular younger peoples' choice to shop online
- Historical planning policies and choices: out of town and city centre shopping centres; transport links
- Decades of disinvestment in traditional retail markets

Initial recommendations (1) – for discussion

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- Future financial decisions regarding Grainger Market should be made holistically, taking into account its broader economic, social and cultural functions for particular user groups.
- Any future strategy for Grainger Market should seek to enhance its wide-ranging economic, social and cultural roles, making the most of the opportunities it offers to access affordable and healthy food, other goods and services, community facilities and support, and social interaction, in particular for low-income, equalities and other vulnerable groups.
- In considering changes and options for the market in the future, it will be important to identify their potential impact on different user groups, including equalities groups and other vulnerable groups. This should include any proposals to raise rents or significant alter the mix of traditional/new stalls. Care will need be taken to understand and mitigate any negative impacts, and/or to explore other options.

Initial recommendations (2) – for discussion

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- It would be extremely useful to set up a Market Forum to bring the Commercial Property team together with other relevant teams and divisions across the breadth of Newcastle City Council's priorities (e.g. public health; adult social care; libraries; education and skills etc.).
- Setting up a market user group and establishing regular dialogue with existing relevant community groups would help the Council to gain further insight into the market's value and function for users and the impact of any potential changes on them.
- The Council, traders, market users and the wider community to pursue a collaborative approach to the day-to-day operation of the market and thinking about its future.
- The Council, in collaboration with traders, to explore different tools that can be used to visualise the economic and social value of Grainger Market (see [Bua, Taylor and Gonzalez 2018a](#) for recommendations).

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?