

New evidence for the community value of markets

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**Economic
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Research Council**



UNIVERSITY OF LEEDS

MARKETS 4 PEOPLE

Bury market: shopping destination and community hub

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Easter at Bury Market. (Bury Council)

MARKETS 4 PEOPLE

Grainger Market: a community asset at the heart of Newcastle upon Tyne

It's a bit like that Cheers song, 'where everybody knows your name'.

Drs Sara González, Myfanwy Taylor, Andy Newing, Lisa Buckner* and Rosie Wilkinson
School of Geography, University of Leeds. *School of Sociology and Social Policy, University of Leeds



Inside Grainger Market, Newcastle upon Tyne. (Myfanwy Taylor)

MARKETS 4 PEOPLE

Queen's Market: a successful and specialised market serving diverse communities in Newham and beyond

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Queen's Market, Newham, London. (Saif Osmani)

This presentation is a summary of research findings described in more detail in three case study reports available at <https://trmcommunityvalue.leeds.ac.uk/resources/our-findings/>

Summary: reposition TRMs as community hubs for inclusive economies

- Traditional Retail Markets (TRMs) in the UK have generally been seen as in **decline**, and their lower-income and older customer base as a **problem**.
- This has often resulted in improvement and redevelopment schemes designed to attract **new, higher-income and younger customers**, resulting in displacement and alienation of existing traders and users.
- However, our Markets4People case study research of three exemplary UK TRMs (Bury, Grainger and Queen's Market) shows that they can be **highly successful** and deliver wide-ranging **benefits to the communities they serve**, as well as **contributing to many local authority goals** and responsibilities.
- Our findings point the way to an alternative approach to improving and redeveloping UK TRMs.
- TRMs' current successes and customers should be **celebrated**, and placed at the heart of any strategy to improve them.
- The community value of TRMs makes them ideally placed to serve as **community hubs for inclusive economies**, playing a key role in Covid-19 recovery plans and community wealth building strategies.
- Evidence for the community value of TRMs can help to make the case for investment to **address the effects of long-term disinvestment, without the need to make wider changes**.

Structure of the presentation

1. Context and rationale for the Markets4People research project
2. Methodology
3. Introducing the case study markets
4. Who uses traditional retail markets?
5. Visiting and shopping at traditional retail markets
6. The social and cultural life of traditional retail markets
7. Challenges and tensions
8. Policy implications

1. Context and rationale

What are traditional retail markets?

TRMs are 'indoor and outdoor markets selling food, household goods, clothing and the like', their *broad, diverse and affordable offering* distinguishing them from more narrowly-focused and often more expensive farmers' and specialist markets (González and Waley, 2013).



Grainger Market arcade (Myfanwy Taylor)

What do we mean by community value?



Shopping in Bury Market's Fish and Meat Hall (Bury Council)

Traditional retail markets:

- Provide affordable and quality produce, including fresh and healthy food.
- Support social and cultural interaction, and are inclusive and generally accessible places.
- Provide low-cost and accessible trading spaces, sustaining employment and livelihoods for traders.
- Generate economic value through customers' purchases, rental income for market operators and increased footfall in towns and cities through the 'anchor' role they play.
- Are particularly important to low-income communities, older people, migrants and black and minority ethnic groups.

Why do we need better evidence about the community value of TRMs?

- Marginalisation and neglect in recent decades. Compared to supermarkets and the wider retail sector, they have been framed as declining and in need of modernisation.
- Under-investment, particularly as local authorities, who tend to manage and own them, suffer from austerity cuts in their budgets.
- Market redevelopment schemes designed to appeal to new, younger and more affluent customers where pre-existing traders and customers can be marginalised or displaced as rents become higher and markets change their atmosphere and offer.
- The impact of changing the market offer on existing user groups is rarely taken into account, partly because there is a lack of evidence and research about them.
- The social and cultural value of markets has been less of a focus than economic value and can be hard to define and measure. Need to use available tools and metrics, as well as develop new ones specific to markets (see M4P report with NEF).



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

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Covid-19

- The community value of TRMs has been sharply exposed by the Covid-19 pandemic, for example in providing access to affordable food and opportunities for social interaction.
- Markets have been highlighted as a solution for struggling high streets and route to local economic recovery post-Covid. But the emphasis has been, again, on markets that appeal to younger, more affluent consumers and which focus on leisure and experiential consumption.
- Focusing on the community value of TRMs opens up their potential to contribute to economic and social recovery from Covid-19 as community hubs for inclusive economies.



The Markets4People research project

Overall aim: to develop new evidence, tools and insights for **understanding and enhancing the community value of traditional retail markets.**

- Led by University of Leeds; in collaboration with NMTF and NEF and supported by a wider steering group (including NABMA)
- 30 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): 30 interview with key local actors, 1500 user survey and 6 focus groups with customers
- Attendance at numerous market sector activities; ongoing engagement with local authorities.
- Project ends September 2021.



Bury Market (Myfanwy Taylor).

The team: Sara González (Principal Investigator), Myfanwy Taylor, Rosie Wilkinson, Paul Waley, Sophie Watson (Open University), Lisa Buckner, Andy Newing, Graham Clarke, Frances Northrop (NEF), Chris Savage/Shanaaz Carroll (NMTF).

Thank you to everyone who participated in and supported the research in different ways.

2. Methodology

Research design

Three case study markets, representing some of the UK's exemplary traditional retail markets.

Criteria for selection: size; evidence of economic, social and cultural value; diverse customer base; interest/support of operator and traders.

Rigorous selection process, involving background research, informal interviews and visits.

At each market:

- 10-15 min user survey with a representative sample of 500 users (March/April 2019)
- Two focus groups with selected marginalised/vulnerable user groups (July 2019)
- Approx. 10 interviews with key local actors (2019)
- Dialogue with local council and traders/community about the implications of the research (ongoing).



User survey

Survey available for free download and use
<https://trmcommunityvalue.leeds.ac.uk/surveytemplate/>

The first large-scale user survey designed to capture the economic, social and cultural value of markets, informed by academic and industry research.

Four main parts:

1. Shopping and eating at the market
2. Visiting the market
3. Feelings and views about the market
4. Key demographic information

Carried out on our behalf by Fieldwork Assistance, expert in carrying out customer research in markets.

Quotas set to ensure a representative sample in terms of gender, age and ethnicity.

Survey materials translated into Bengali, Gujarati and Urdu for Queen's Market, supported by lay interpreters recruited via Friends of Queen's Market.

Q23 Thinking about other customers at the market, how much you agree or disagree with the following statements? At the market... (show card)

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly disagree
I bump into people I know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I arrange to meet people I know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I talk to people I don't know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have received help or advice from other customers (or vice versa)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have interacted with customers from different ethnic or cultural backgrounds to my own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Focus groups

Two 90 minute focus groups at each case study market

Participants recruited via user survey from selected marginalised or vulnerable groups (which benefit most from the community value of markets) strongly represented amongst market users:

- **Bury Market:** 1) Market users over 50 years old and 2) Market users living in the 30% most deprived in England according to the Index of Multiple Deprivation (2015).
- **Grainger Market:** 1) Market users over 50 years old and 2) Market users living in the 40% most deprived in England according to the Index of Multiple Deprivation (2015).
- **Queen's Market:** 1) Asian/Asian British female market users and 2) Black/Black British market users.

Participants received £20 as token of appreciation and £5 towards travel expenses.



Bury Market focus group (Rosie Wilkinson)

Interviews

Bury Market

Cabinet Member for Corporate Affairs and HR (Council lead for markets), Bury Council

Chair of the Planning Control Committee, Bury Council

Director of Regeneration, Business Growth and Infrastructure Directorate, Bury Council

Markets Manager, Bury Council.

Chair, Bury Market Traders Association

Deputy Chair, Bury Market Traders Association.

Grainger Market

Ward Councillor, Newcastle City Council

Director of Place, Newcastle City Council

Commercial Property Manager, Newcastle City Council

Commercial Property Officer, Newcastle City Council

Community Well-being Lead, People Directorate, Newcastle City Council

Chairman of the Grainger Market NMTF group

Three other market traders

Representative of NE1, the Business Improvement District

Former artist-in-residence at Grainger Market

Queen's Market

Mayor of Newham

Cabinet member for Environment, Highways and Sustainable Transport, Newham Council

Cabinet member for Finance and Corporate Services, Newham Council

Ward Councillor, Newham Council

Assistant Director for Recycling, Refuse and Street Cleansing, Newham Council

Manager, Markets Service, Newham Council

Regeneration and Development Advisor, Newham Council

Two officers responsible for commercial property, OneSource (Newham's shared services provider).

MP for East Ham

Informal trader leader, Queen's Market

Two members of Friends of Queen's Market

3. Introducing the case study markets

Bury Market: key facts

- Hidden between a shopping centre and dual carriageway in Bury town centre
- A charter market, whose history dates back to 1440
- Market Hall and Fish and Meat Hall open every day except Sundays, Open Market open Wednesdays, Fridays and Saturdays
- Approximately 365 stalls, nearly all occupied
- Employs around 800 people
- Generates a surplus for the Council of around £1m a year
- Awarded Britain's favourite market in 2019 by NABMA as a result of a national vote
- Strong reputation as a visitor attraction, popular with coach trips



The Easter Bunny at Bury Market (Bury Council)

Grainger Market: key facts

- Located in the Grainger Town historical area in the heart of Newcastle-upon-Tyne
- Built in 1835 and designed by John Dobson, Grade 1 listed building
- Open Monday to Saturday, 9am to 5.30pm
- 123 stalls and approximately 95 businesses (November 2019)
- Occupancy rate above 85%
- Employs approximately 800 people directly and indirectly (Smith, 2011)
- Footfall of around 120,000 people per week, in slow decline
- Generates a surplus for the Council of between £260k and £600k per year in the last decade, which has supported services across the Council. In more recent years, this surplus has been reduced significantly due to loan repayments.
- Awarded Britain's favourite market in 2020 by NABMA as a result of a national vote.
- Has maintained a traditional offering and long-term customers while incorporating a new street food offer.



One of Grainger Market's 14 entrances (CC)

Queen's Market: key facts

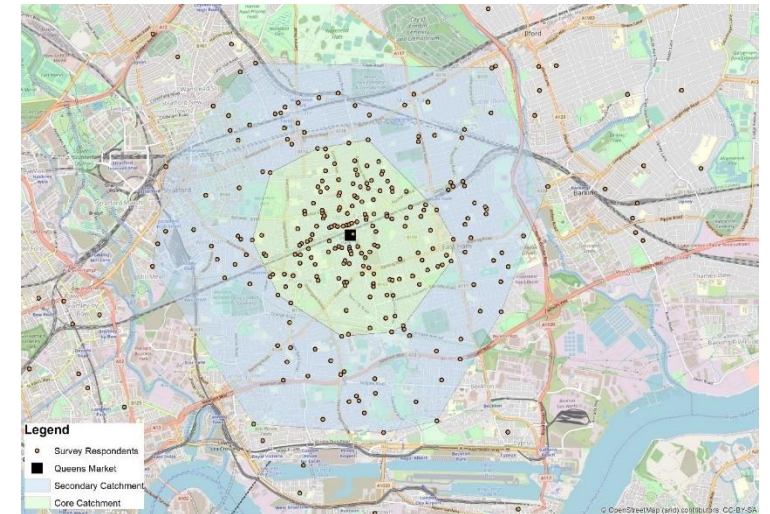
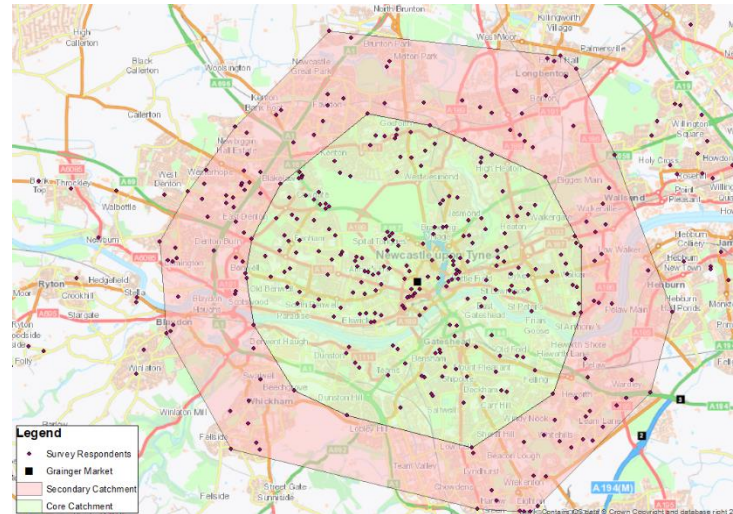
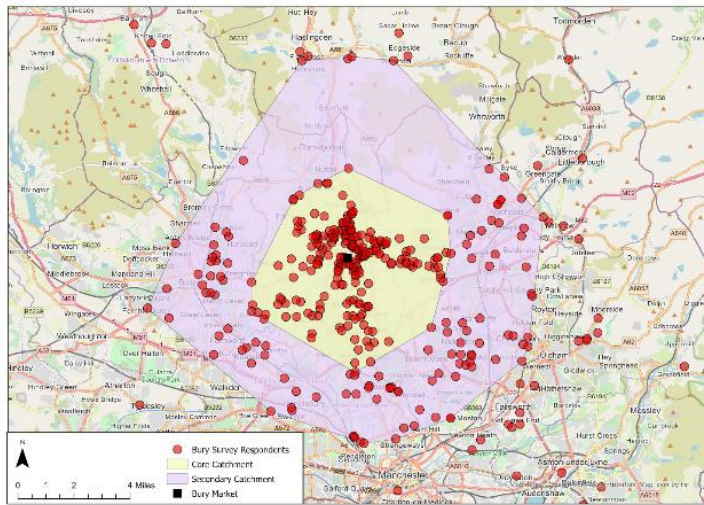
- Located next to Upton Park station, on Green Street, in the London Borough of Newham, east London.
- Open Tuesday, Thursday, Friday and Saturday 9am to 6pm and on Sunday for casual trading only from 10am to 4pm.
- 164 street trading pitches (occupied by around 96 permanent traders and an average of 30 casual traders a day), 65 small shop units and 20 kiosks.
- Occupancy rates are approximately 77% for street trading pitches and 90% for commercial units and kiosks.
- Fragmented governance of street trading pitches and commercial units/kiosks contributes to a complex organisational and financial situation.
- No formal tenants association but traders are informally organised
- Listed as an Asset of Community Value and has a long-running 'Friends of Queen's Market' group, originally formed to contest (successfully) redevelopment plans in the mid 2000s.
- One of London's most ethnically-diverse markets which provides access to affordable fresh food and supports jobs and intercultural interaction (Rubin *et al.* 2006)



Queen's Market (Saif Osmani)

4. Who uses traditional retail markets?

Serving the local community, and beyond



Bury Market (left), Grainger Market (centre) and Queen's Market (right) core catchment (including 50% of market users) and secondary catchment areas (including the next 25% of market users) (Andy Newing).

	Bury	Grainger	Queen's
Extension of core catchment area	7km	5km	1km
Extension of secondary catchment area	12km	7km	3km
Average (mean) distance travelled to the market	13km	4km	3km

Defining catchment areas allows us to compare market users with all households in the catchment area using neighbourhood level data based on postcodes at unit postcode level.

A longstanding and active customer base, predominately – but not only – older people and women (70%)

How long have you been coming to the market?	Bury	Grainger	Queen's	Total
More than 10 years	70%	72%	69%	70%

How regularly do you visit the market?	Bury	Grainger	Queen's	Total
At least once a week	61%	72%	82%	71%

What age band are you in?	Bury	Grainger	Queen's	Total
18-29 years	10%	14%	8%	11%
30-49 years	20%	20%	24%	21%
50-69 years	51%	45%	52%	50%
70+ years	18%	20%	16%	18%

This longstanding and active customer base is an indication of the importance of TRMs in the lives of market users.

Older people play an important role in introducing new generations to markets: A significant proportion of younger market users have been visiting for a long time, suggesting they have continued to use the market after visiting with parents as children.

Serving lower-income communities

	Bury	Grainger	Queen's	Total
Percentage of market users living in the 30% most deprived neighbourhoods according to the English IMD 2019.	55%	52%	80%	62%
	Bury	Grainger	Queen's	Total
Percentage of market users drawn from the most affluent 'social grades' A (higher managerial, administrative, professional occupations) and B (intermediate managerial, administrative, professional occupations).	9%	11%	15%	12%

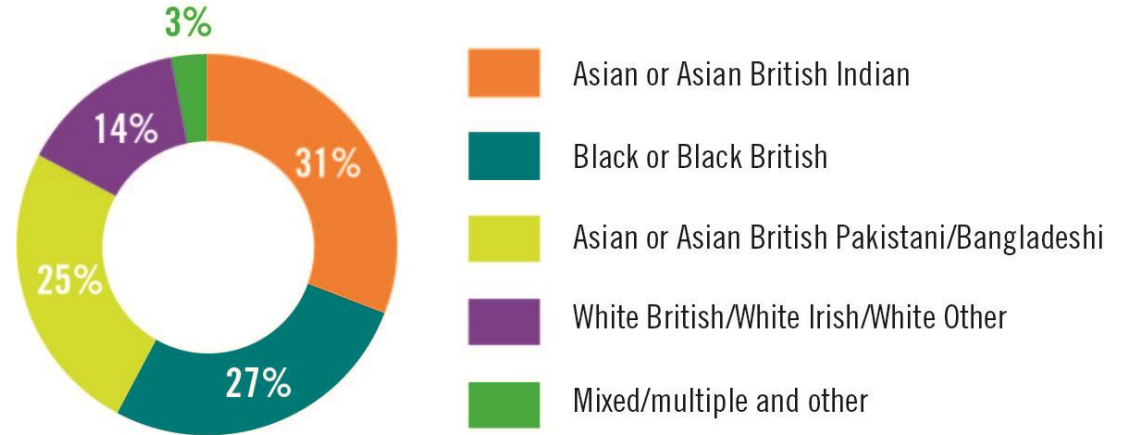
These findings are not just a reflection of the levels of deprivation in the surrounding areas. Market users are more likely to come from less affluent socio-economic groups D (semi-skilled and unskilled manual occupations) and E (unemployed and lowest grade occupations) than people living in the market's catchment area as a whole.

Few market users are looking for work or unemployed (3% in total). The majority are retired (43%) or in paid work (37%). At Queen's Market, significantly more users are in paid work and less are retired. At Grainger Market, significantly more users are students (11%).

The varying importance of TRMs to migrant and ethnic minority groups

Bury and Grainger Market users are overwhelmingly born in the UK and from white ethnic groups

- Grainger Market users are *more* likely to be born outside the UK and from non-white ethnic groups than within the core catchment area.
- Grainger Market can therefore be seen as an integration space for migrants and ethnic minority groups in the city centre/
- In contrast, Bury Market users are *less* likely to be born outside the UK and from non-white ethnic groups than within the core and secondary catchment areas.
- Bury Market has more to do to appeal to migrant and ethnic minority groups in the locality.



The ethnicity of Queen's Market users (Rosie Wilkinson).

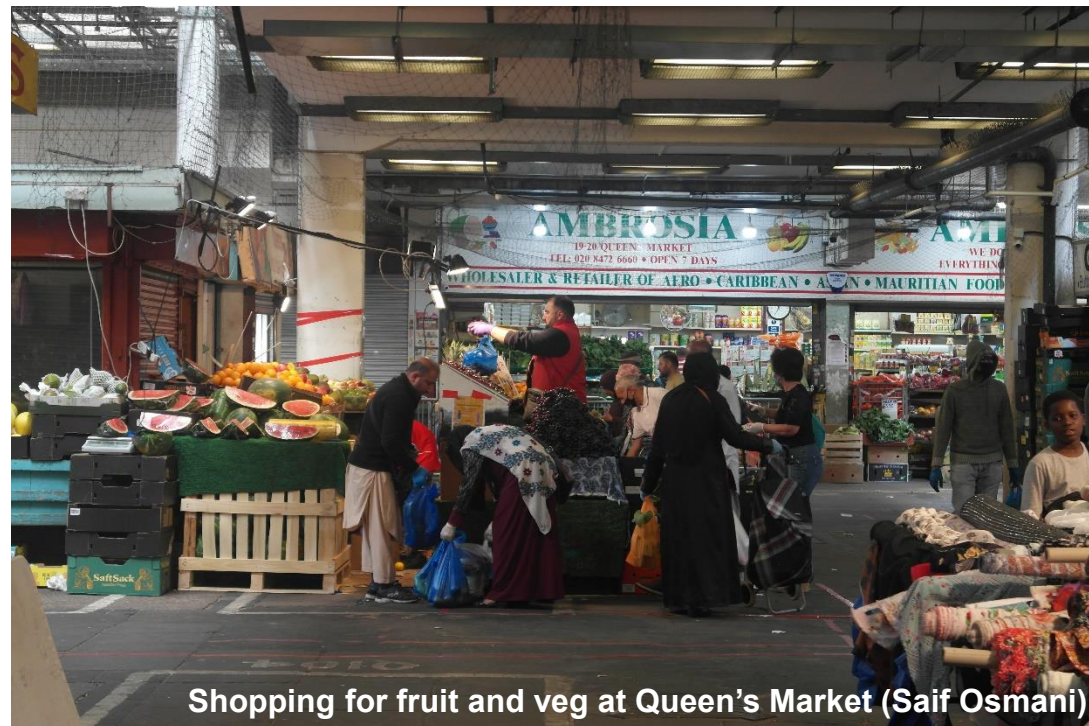
Queen's Market is particularly important to migrant and Asian/Asian British and Black/Black British ethnic groups

- 82% of Queen's Market users were not born in the UK; 46% have lived in the UK for more than 25 years (the most regular and longstanding market users).
- Market users are more like to identify as Asian/Asian British (Indian) and Black/Black British than in the catchment area.
- The Sunday casual market is an important social space for Romanians and Bulgarians, not fully represented in our survey due to lack of translation/interpretation into these languages.

5. Visiting and shopping at traditional retail markets

Despite the dominance of supermarkets in the UK, TRMs remain an important source of food for market users

	Bury	Grainger	Queen's	Total
Percentage of market users doing at least half of their food and drink shopping at the market	51%	28%	79%	52%
Percentage of market users whose main reason for visiting is to shop	89%	79%	97%	88%



For market users, TRMs provide an affordable, quality, wide-ranging and (to varying extents) specialist offering

Percentage of market users rating price and quality at least 8 out of 10	Total
For food and drink	84%
For other goods and services	83%

I just love it. You get bargains and everything like that" (M5, FG2, Bury Market).

Do you buy anything at the market you couldn't buy elsewhere?	Bury	Grainger	Queen's	Total
Yes	29%	16%	51%	31%

You go in [upmarket store in the city centre] 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 (F4, FG1, Grainger Market).

If I go to any other vegetable shops... the thing... which I want to buy, I didn't find there. The things they have, I don't want to buy... That's why it's very important in the Queens Market (F3, FG1, Queen's Market).

TRMs and their customers drive footfall and contribute to the local economy

£16

Average spend outside the market per user per visit

£20

Average spend on food and drink at the market per user per visit

£24

Average spend on other goods and services at the market per user per visit

£60

Average spend in and around the market per user per visit

	Bury	Grainger	Queen's	Total
Percentage of market users who say the market is the main reason for their visit to the town/city centre today	74%	44%	89%	68%
Percentage of market users who say they are visiting other shops, cafes or amenities in the town/city centre today	65%	67%	59%	64%

Specific TRMs are particularly important shopping places for certain user groups, highly variable by market

Bury Market

- **White ethnic groups** are more likely to do at least half of their food and drink shopping at the market

Grainger Market

- **Students** are more likely to do at least half of their food and drink shopping at the market
- **Older people** are more likely to buy fruit & veg and fish/meat
- **Women, those aged between 30 and 65 and in paid work or retired** spend the most at the market

Queen's Market

- **Indian and Pakistani/Bangladeshi** market users are more likely to do at least half of their food and drink shopping at the market
- **Black/Black British and Mixed/Multiple/Other ethnic groups** spend more on food and drink
- **Black/Black British ethnic groups** are more likely to buy fish/meat

6. The social and cultural life of traditional retail markets

The conviviality of TRMs



Bury Market benches (Myfanwy Taylor)

Benches, yeah. You can meet everybody in the world there can't you? (M1, FG2, Bury Market).

It's a bit like that Cheers song, 'where everybody knows your name' (F5, FG2, Grainger Market).



Grainger Market arcade (Myfanwy Taylor)

It's just kind of social life. It's not that I go there only for food and clothes (F2, FG1, Queen's Market).



Queen's Market (Saif Osmani)

Interacting with traders and other customers

Percentage of market users that strongly agree/agree that: At the market...	Total
I bump into people I know	74%
I arrange to meet people I know	54%
I talk to people I don't know	68%
I have received help from other customers (or vice versa)	57%
I have interacted with customers from different ethnic or cultural backgrounds to my own	63%

Percentage of market users that strongly agree/agree that: At the market...	Total
I tend to visit the same traders	74%
I share news or information with traders	62%
I have received help or assistance from traders	54%
I have interacted with traders from different ethnic or cultural backgrounds to my own	71%

TRMs are particularly important social spaces for older people, less-affluent groups and – in some cases - certain ethnic groups

Bury Market

- **Older people, women, less affluent socio-economic groups and vulnerable groups** are more likely to interact socially with other customers.
- **Less affluent socio-economic groups** are more likely to say they feel less lonely at the market.
- **Vulnerable market users** are more likely to attend events/activities at the market.
- **Younger market users** are more likely to visit with friends.

Grainger Market

- **Older people, less affluent socio-economic groups, vulnerable groups and white ethnic groups** are more likely to interact socially with other customers and traders, on a selection of indicators.
- **Older people** are more likely to feel like they belong and to feel less lonely at the market.
- **Women** are more likely to visit with family and friends.
- **Younger market users** are more likely to visit with friends.

Queen's Market

- **Older people, less affluent socio-economic groups and people who do all or most of their shopping at the market** are more likely to interact socially with other customers and traders.
- **Older people and Indian market users** are more likely to interact with traders from other ethnic and cultural backgrounds.
- **Older people** are more likely to feel less lonely at the market
- **Recent + long-term migrants, Asian/Asian British market users and less-affluent socio-economic groups** are more likely to feel like they belong at the market.
- **Women, migrants, Asian/Asian British**

TRMs as inclusive community assets

Percentage of market users that strongly agree/agree with the following statements about the market:	Total
It is a community hub	93%
It is an open and welcoming space for all	97%
It is an important part of the local identity	97%

Percentage of market users that say the following facilities are important or very important to them:	Total
Market	94%
Park	72%
Library	59%

Percentage of market users that strongly agree/agree that: At the market...	Total
I feel safe	97%
I feel welcome	96%
I feel less lonely	74%
I feel like I belong	90%

*My son, who suffers from anxiety and depression... 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 asked to leave because he hasn't bought another coffee (F1, FG2, Grainger).*

7. Challenges and tensions

Historic under-investment demands attention and generates new challenges (esp Grainger Market)

- Bury Market retains only a modest and insufficient annual maintenance budget of £100k, despite generating a surplus of £1m for the Council each year.
- Historic underinvestment at Grainger Market (despite generating £260-600k p.a. for Newcastle City Council) resulted in a backlog of essential repairs, paid for by council borrowing, **generating in turn a pressure to increase rental income to repay the debt.**
- At Queen's Market, historic underinvestment caused by uncertainty caused by previous failed redevelopment plans as well as restrictive street trading legislation, the current approach to lettings and fragmented governance has resulted in a poor and deteriorating market environment.

*[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 (Commercial Property Manager, Newcastle City Council).*

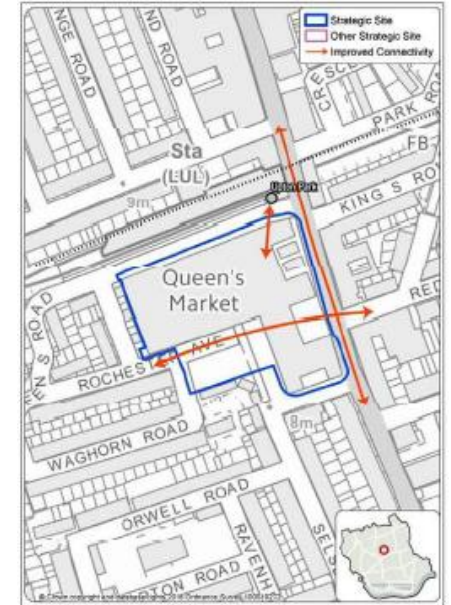
Commercial property logics and wider planning aspirations introduce additional demands

*[We've] 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 (Director of Place, Newcastle City Council).*

Successive proposals for redrawing Bury town centre, in particular improving the bus station, risk **subsuming and overlooking Bury Market** within wider considerations.

Planning aspirations for the Queen's Market / Hamara Ghar 'strategic site':

- Retail
- Residential
- Community uses, inc. healthcare
- Retention of a 'viable' market as a central focus



Newham Council. Local Plan 2018. p274.

TRMs' current strengths and user groups are often poorly recognised and valued

- **The long-term success of Bury and Grainger Markets in attracting new generations of older people challenges the idea that an older customer base is a problem.**
- **Queen's Market's specialist role for Asian/Asian British and Black/Black British market users has been poorly understood and little celebrated, yet lies at the heart of its success.**

I think it would be really good to look at ways of bringing in new [users]. I'm talking about younger people, more ethnic minorities, more posh women from Tootington who want to come in to drink prosecco, you know, lunch deals or whatever (Local Councillor, Bury Council).



Bury Market (Bury Council)

Local authorities want to diversify the offer and attract new, younger and more affluent customers

While in each case the local authority is making efforts to address the problems caused by historic disinvestment, they are at the same time exploring other 'improvements' informed by the logic that the solution for struggling markets is to **diversify their offer and attract a new, younger and more affluent customer base.**

We need to reconnect the market to our affluent residents (Bury Market Task Group report).

They're all 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... (F4, FG2, Grainger Market).

I think with something like Queen's Market you want it to be a vibrant hub for the local community and selling the same product is not creating that, it's creating a functional market, where actually what you want is a destination market with lots of different uses (Commercial Manager, Property Services, OneSource).

These propositions are debated and contested locally (especially Queen's Market)

"You're not messing with another bloody market!" (F1, FG1, Bury Market).

Option A: Maintain Only

They say: Maintain the market buildings for 30 years with the Council as Freeholder and landlord.

FoQM says: *This is the best option: it avoids all demolitions. Thanks to YOUR pressure the Council has committed to a new floor, lighting and toilets in 2021 using the "Good Growth Fund". The Council will do repairs and green improvements. This is THE BEST OPTION and most secure future for the market. We can make the council "keep people at the heart of everything they do".*

Extract from FoQM leaflet, via [Facebook](#).

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 (Grainger Market trader).



Friends of Queen's Market stall (FoQM, via [Newham Recorder](#)).

8. Policy implications

Recommendations

Local

- **Celebrate** TRMs existing successes and customers; place this at the heart of any future strategies.
- Identify and mitigate the impact of policy proposals on different user groups (**Equality Impact Assessments** etc)
- Reinvest in **deteriorating market environments** *before* exploring the need/scope for other changes.
- Address **governance issues**: addressing fragmentation; taking a broad approach recognising community value; set up a broad Market Forum including the traders and users.
- Place **TRMs at the heart of local community wealth building and Covid-19 recovery plans.**

National

- Supports the case for a national Covid-19 **recovery package** for markets.
- Re-position TRMs as **community hubs for social and economic recovery.**



Queen's Market (Saif Osmani)

Further information



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

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Reference number (Market/Year)

Community Value TRM - Market Users' Questionnaire 2019

Good morning/afternoon, my name is [insert name] and I am conducting a survey for a company called [insert company] on behalf of [insert client organisation name] about traditional markets.

A. INTRODUCTORY QUESTIONS
 It's start with a few introductory questions about visiting [] market. If you are a frequent or regular user of the market, then we would like to hear about a "typical" visit. If this is your first visit then please think specifically about today's visit.

Q1 How long have you been coming to the market?
 First time today
 Less than 3 months
 4 to 6 months
 7 to 12 months
 13 months - 2 years
 3 - 5 years
 6 - 10 years
 11 - 20 years
 More than 20 years

Q2 How regularly do you visit the market?
 Every market day
 Several times a week
 Once a week
 2-3 times a month
 Once a month
 Several times a year
 Once a year
 More rarely

Q3 Who do you visit the market with? (Tick all that apply)
 On my own
 With friends
 With family
 With work colleagues
 Other
 Please specify: _____

Q4 How long do you spend at the market?
 1-30 minutes
 31-60 minutes
 61-90 minutes
 91-120 minutes
 More than 120 minutes

Q5 How did you travel to the market today (tick all that apply)?
 Train
 Bus
 Coach
 Walked
 Bike
 Car
 Taxi
 Underground
 Other
 Please specify: _____

Q6 What are your top three reasons for visiting the market? (rank 1 to 3) (show card) (tick N/A if no 2nd and/or 3rd reason)

	1	2	3
To shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To eat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For leisure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To attend an event or activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To use the facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For advice or information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please specify: _____

Q7 Is the market the main reason for your visit to [insert local area] today?
 Yes
 No

Q8 Are you visiting any other shops, cafes or amenities in [insert local area] today?
 Yes
 No

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To follow in the Autumn:

A final project report will draw together findings from the wider Markets4People project for national policy makers, industry leaders and others.

A handbook for market operators will gather together ideas, tools and examples for developing TRMs as community hubs for inclusive economies, drawing on findings from the wider Markets4People project.

MARKETS 4 PEOPLE

Bury market: shopping destination and community hub

Drs Paul Wiley, Myfany Taylor, Sara González, Andy Newing, Lisa Buckner* and Rosie Wilkinson
 School of Geography, University of Leeds. *School of Sociology and Social Policy, University of Leeds



Exterior of Bury Market. (Bury Council)



MARKETS 4 PEOPLE

Grainger Market: a community asset at the heart of Newcastle upon Tyne

It's a bit like that Cheers song, 'where everybody knows your name'.
 Drs Sara González, Myfany Taylor, Andy Newing, Lisa Buckner* and Rosie Wilkinson
 School of Geography, University of Leeds. *School of Sociology and Social Policy, University of Leeds



Inside Grainger Market, Newcastle upon Tyne. (Myfany Taylor)



MARKETS 4 PEOPLE

Queen's Market: a successful and specialised market serving diverse communities in Newham and beyond

Drs Myfany Taylor, Sophie Watson**, Sara González, Lisa Buckner*, Andy Newing and Rosie Wilkinson
 **School of Geography and Social Policy, University of Leeds. *School of Social Sciences & Global Studies, The Open University



Queen's Market, Newham, London. (Carl Osmund)

