

Markets as community hubs for inclusive economies: Best practice handbook

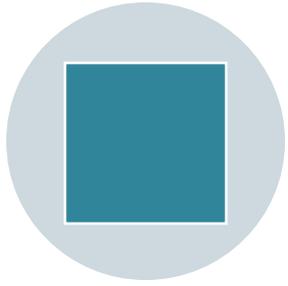
Dr Sara Gonzalez, Associate Professor, University of Leeds

with Dr Myfanwy Taylor, Leverhulme Early Career Research Fellow, University College London

Presentation to NMTF Annual Conference

Blackpool, 11th April 2022

What is *Markets4People*?



AIM: to investigate the community value that markets bring, in particular for the elderly, low income and minoritised group, which is often taken for granted



Research project at the University of Leeds between 2018 and 2021



NMTF and Prof Sophie Watson Co-investigators and NABMA in the Steering group



Over 50 interviews with key stakeholders and experts in the traditional markets sector



A Survey of 1500 market users at three markets



Focus groups with market users and workshops with operators, traders and community groups

Main findings and resources

Community value

- **Serving low-income and other marginalised, vulnerable or discriminated-against groups, for example older people, migrants and Black and Minoritised communities;**
- **Providing affordable and quality produce, including fresh and healthy food**
- **Supporting social and cultural interaction, and being inclusive and generally accessible places**
- **Providing low-cost and accessible trading spaces, sustaining employment and livelihoods for traders; and**
- **Generating economic value through customers' purchases, rental income for market operators and increased footfall in high streets and town centres**

Markets as community hubs for inclusive economies

- Traditional Retail Markets (TRMs) are often trapped between a **twin narrative of decline and gentrification**.
- Our findings point the way to an **alternative approach**.
- Markets 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.
- TRMs' current successes and customers should be celebrated and placed at the heart of any strategy to improve them.
- The community value of TRMs can be at the heart of inclusive Covid-19 recovery plans, green and good growth strategies and community wealth building programs.

MARKETS 4 PEOPLE

Bury market: shopping destination and community hub

Drs Paul Waley, Myfanwy 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



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

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

** School of Social Sciences & Global Studies, The Open University



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



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

Written by Adrian Bea, Mylene Taylor and Lisa Condliffe

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A template market user questionnaire to understand the community value of your market . Downloadable here:

Reference number (Market/User)

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

I'll 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

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

MARKETS 4
PEOPLE

Developing markets as
community hubs for inclusive
economies: a best practice
handbook for market operators

Myfanwy Taylor, Sara González, Paul Waley and Rosie
Wilkinson



Today, we are launching a Best Practice Handbook





1. Value the community benefits of TRMs



2. Connect TRMs with other local authority goals and responsibilities



3. Partner with other organisations to deliver community value projects



4. Deliver inclusive redevelopment schemes

1. Value the community benefits of TRMs

- Use market-specific methods for measuring economic and social value
- Draw on wider methods for measuring social value
- Learn from the insights of market traders, users and local groups

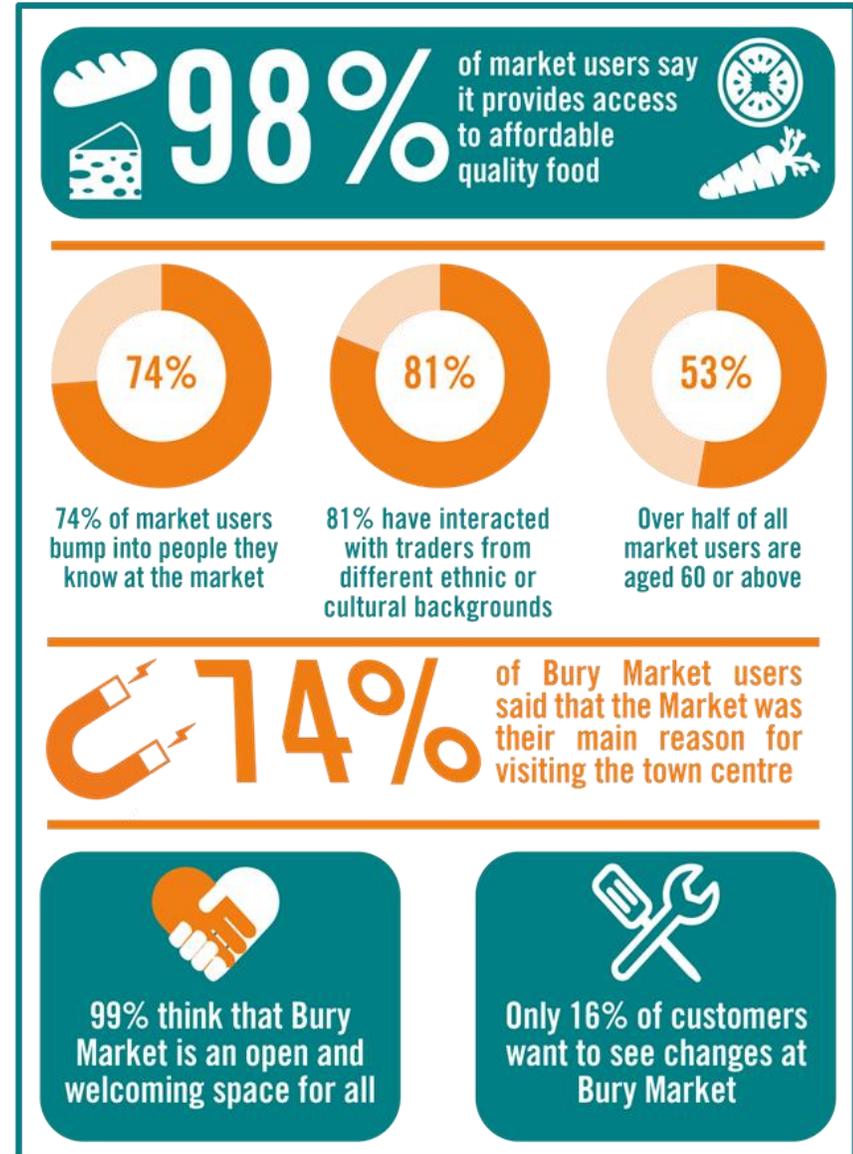


Good practice examples from -->

- Greater London Authority's social value toolkit
- East Cambs Trading Co (ECTC). Ely Markets
- **Bury Council**
- Newham Council – Queens Market
- Borough Market
- Naturally North Coast and Glens
- Levenshulme Market
- Alexandra Rose Charity
- Bradford Council. WUR Bradford
- Freeman Street Market

Bury Market

- Markets Service conducted face-to-face surveys of customers and traders every other year from 2003 to 2014
- In 2019 Markets4People surveyed 500 market users and held 2 focus groups
- Data has been used to make the case for investment, including £20m in Bury Market (plus £5m from the Council) as part of a successful bid to the UK Government's Levelling Up Fund



2. Connect Markets with other local authority goals and responsibilities

- Make a holistic business case for investment
 - Develop broad Key Performance Indicators
 - Embed officers from other key departments in the markets team
 - Set up a cross-council markets forum
 - Deliver council services from Markets
- 

Good practice examples from -->

- Alexandra Rose Charity's first Rose Vouchers project at Ridley Road Market
- Calderdale Council's market fora
- Barnsley Metropolitan Borough Council, public health initiative at the market
- Newham Council' Queen's Market Cross-Departmental Working Group
- Leeds City Council's library in Kirkgate Market
- **Demetia awareness in Grainger Market, Newcastle**

Dementia awareness at Grainger Market

- Newcastle's Adult Social Care team has been running activities in Grainger market, acknowledging the central role that this space has for the older residents and their families.
- Activities have involved: information and support for carers, physiotherapy services, a theater and installation piece in an empty stall, *Slow Shopping* initiative



NewcastleCityCouncil ✓
@NewcastleCC



Today is [#CarersRightsDay](#) and we have staff on hand at the Grainger Market until 1pm offering information and advice in the dementia space. Pop down and say hello!

[@NCLCarers](#) [@CarersUK](#)

[Traducir Tweet](#)



3. Partner with other organisations to deliver community value projects

- Partner with schools and colleges to engage students in markets
- Partner with universities on teaching and research linked to markets
- Connect with employment and training providers
- Offer space and collaborate with third-sector organisations



Good practice examples from -->

- Partnerships with local schools and colleges: Kirkless Council, **Calderdale's Market Service** and Leeds City Council
- Hackney Council's Trading Places programme
- Newcastle West End Foodbank at Grainger Market
- Mendip Borough District Council's 'Charity and Local Community Group Market Pitches Policy'.
- Citizens Advice Bureau (CAB) access hub in Fleetwood Market.

Calderdale Council

- Markets Service joined up with other Council departments including Children and Young People, Regeneration, Customer Services and Communications to run the Calderdale Apprentice project
- The Markets Service has also developed a leaflet for schools ('Markets and Schools') outlining various possibilities for collaboration



4. Deliver inclusive redevelopment schemes

- Seek long-term community benefits from investment
 - Make regular, incremental and sensitive improvements
 - Offer opportunities and support to all current traders
 - Minimise disruption for existing traders
 - Ensure trader mix policies reflect community value
 - Collaborate with trader and user groups
 - Monitor the inclusivity of redevelopment schemes
- 

Good
learning
practice
from -->

- Bradford's market redevelopment
- Warrington's new market
- Queen's market in Newham, London
- Borough Market in Halifax
- Chapel Market, Islington, London
- Barnsley's new Market
- Brixton markets' mixed rent menu
- Hackney Council's Market Service

Core elements and indicators of inclusive market redevelopment.

Element of inclusive market redevelopment	Indicators
1. Secure long-term community benefits from redevelopment, rather than a short-term financial return	Surplus (if there is one) retained (%) External funding secured (£) Annual maintenance budget (£) Average rents per sqm (£) Plus community value measures (see Section 2)
2. Pursue a programme of regular incremental improvement that enhances community value	Traders satisfied or very satisfied with the market environment (%). Users satisfied or very satisfied with the market environment (%). Plus community value measures (see Section 2)
3. Ensure all traders have the opportunity and support to take up a place in the new market	Traders from the old market trading in the new market (%) Traders receiving training/support as part of application process (%) Traders from the old market who consider the new market a significant improvement (%)
4. Minimise disruption during the redevelopment process	Traders moved during redevelopment (%) Duration of temporary market (if there is one) (months). Traders receiving financial support (%) Traders receiving other forms of support (%).
5. Ensure trader mix policies for redeveloped markets reflect community value	Traders with an affordable offering in the new market (%). Users on low incomes that consider the new market affordable (%).
6. Work in collaboration with market trader, user and local groups	Meetings with traders, users and other groups (#) Representation of traders, users and other groups on market fora (%) Collaborative projects initiated (#) Funding awarded to trader, user and other groups (£)

Follow our updates and get in touch

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