

Street trading review

Sustainable Development Select Committee

March 2010



The **Sustainable Development Select Committee** scrutinises the Council's performance, and its Mayor and Cabinet's decisions, on issues relating to:

- the protection of the environment, including 'green' issues such as the conservation of natural resources; energy efficiency; conservation of natural resources; and the reduction of all types of pollution;
- economic development; support to businesses; employment and training
- the formulation of the Council's planning policies, including the preparation of the Council's Local Development Framework and other local plans for the use and development of land, but excluding planning control and building control functions
- highways, parkways, traffic and transport, urban regeneration and housing
- public health and the environment including waste disposal, environmental health, street and market trading
- public protection, refuse collection and disposal, street cleaning, consumer protection, cemeteries and crematoria.

In 2009/10 the Committee comprised of the following members:

Councillor Sue Luxton (Chair)

Councillor Brian Robson (Vice Chair)

Councillor Mark Bennett

Councillor Robin Cross

Councillor Hilary Downes

Councillor Sam Owolabi-Oluyole

Councillor John Paschoud

Councillor Philip Peake

Councillor Alan Smith

Councillor Alan Till

Ex-officio members:

Councillor John Russell (Chair of Overview & Scrutiny)

Councillor Ron Stockbridge (Vice Chair of Overview & Scrutiny)

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Chair's foreword

Lewisham's street markets are vitally important to the borough in so many ways.

For the local economy, Lewisham market alone generates £3.6 million each year and provides employment worth £400,000. Add Catford and Deptford markets into the equation, along with our farmers' markets, and their importance is obvious.

As well as economic value, so important in these difficult economic times, they are also crucial for local people as a source of healthy, fresh food at affordable prices.

But there is even more to our markets' central place in Lewisham's life. They are part of what gives our community its unique and distinctive character, rather than just another bland, identikit 'clone town'. You can't put a price on that, but we would be poorer in every sense without it. Lewisham just wouldn't be Lewisham without its street markets and stallholders.

For all these reasons, the council has a duty to ensure that it is not doing anything to undermine our markets' viability, and that it is doing what it can to help them thrive and develop. That means listening to stallholders and their customers about what they want and need, what works well and what is threatening to get in the way of success.

This is the task the Sustainable Development overview and scrutiny committee set itself in carrying out this review. We had limited time available, and the subject deserves further investigation in future, but the feedback from traders and residents was very useful in informing our recommendations, and I would like to thank them and council officers for their help.

Attractive streets, free parking, ample storage space, better promotion and measures to combat antisocial behaviour were the traders' top concerns, and these are reflected in our recommendations to the Mayor.

We hope to see effective action taken to overcome the barriers to success that were highlighted to us – but, more positively, an ongoing commitment to help Lewisham's markets to thrive into the future.

Councillor Sue Luxton

Chair of the Sustainable Development Select Committee

1. Introduction

1 .1 The Sustainable Development Select Committee undertook a short review into the viability of street markets in the borough with a view to ascertaining what more the Council could do to maximise its contribution to local communities.

1 .2 The Select Committee agreed to consider evidence from a wide range of sources and agreed that they would visit the markets as part of the review. In addition, the Select Committee agreed to undertake a short consultation exercise to ascertain the public perception of street markets in Lewisham. Given that there are a number of farmers markets in Lewisham, the Select Committee decided to invite comments from those who trade at the farmers markets.

2. Aims of the review and programme of meetings

2.1 The Select Committee agreed that the review should focus on the following:

- the look and feel of Lewisham markets
- running a viable market
- promoting Lewisham markets
- product mix and unique selling points.

2.2 In deciding to look at these four areas the Select Committee decided to examine the following:

- what is already working well within the markets
- what challenges are currently facing the markets
- good practice from other authorities and what lessons can be applied to develop Lewisham markets
- proposals from central government and the Greater London Authority (GLA)
- the impact of the regeneration of central Lewisham on Lewisham Markets
- the concept of flexible use of space within the markets
- how Lewisham markets fit in with the Council's Sustainable Communities Strategy.

2.3 The programme of meetings was as follows:

Scoping session (27 October 2009)

- agreed scope of review
- agreed to conduct site visits
- agreed to survey street traders and customers.

First evidence session (9 December 2009)

- heard feedback from members on their site visits
- considered evidence from street traders and residents
- considered good practice from other authorities
- assessed the impact of the regeneration of Central Lewisham on Lewisham Markets.

Second evidence session (3 February 2010)

- heard feedback from surveys
- considered findings and discussed and agreed recommendations.

Final session (10 March 2010)

- agreed final report and recommendations for submission to Mayor and Cabinet.

3. A London and national perspective

a) London Street Markets – London Assembly

3.1 The London Assembly's Economic Development, Culture, Sport and Tourism Committee conducted a review of Street Markets, reporting in January 2008. The terms of reference for the review were to identify:

- the current number of markets in the capital and the changes in the number and types of markets over the last ten years
- what the London Mayor, the London Development Agency (LDA), the Metropolitan Police Service (MPS), Transport for London (TfL) and others, including London boroughs, are doing, and could be doing, to maximise the positive impact of markets in London and address any problems¹.

3.2 Lewisham was mentioned numerous times in the report. The report stated that Lewisham market generates more than £3.6 million a year for the local economy in addition to the £5 million that is spent at its food stores, and provides local employment valued at £400,000. The report also said that a shopping basket survey undertaken by the New Economics Foundation in 2005 found that in Lewisham a shopping basket of food cost £4.74 from the market compared to a cost of £7.18 to buy the same food from a supermarket. The report also noted that Lewisham was one of the boroughs that had hosted free entertainment to attract families to the area².

3.3 The full list of recommendations is available at Appendix A. One of the Select Committee's recommendations was that London's Mayor should propose a '100 London Markets strategy' along the lines of the Mayoral 100 Public Spaces programme. The 100 London Markets strategy should be to:

- protect London's market spaces by adopting and implementing planning policies to protect them from the threat of redevelopment, and to promote the establishment of new markets
- ensure that London's retail markets have first class facilities and management
- take all necessary steps to make London's retail markets financially viable and sustainable
- promote London's markets to residents and visitors through Visit London in particular.³

¹ London Assembly Economic Development, Culture, Sport and Tourism Committee, 'London Street Markets', January 2008.

² London Assembly Economic Development, Culture, Sport and Tourism Committee, 'London Street Markets', January 2008.

³ London Assembly Economic Development, Culture, Sport and Tourism Committee, 'London Street Markets', January 2008.

b) Street Markets – House of Commons

3.4 The House of Commons Communities and Local Government Select Committee conducted a review of street markets, with a report entitled 'Market Failure – Can The Traditional Market Survive' published in July 2009.

3.5 The terms of reference for the review focussed on covered and uncovered markets, including specialist markets (e.g. farmers markets) serving local people in English urban and rural towns and cities. The review felt that specialist markets, especially farmers markets were "the market success story of the past ten years."⁴

3.6 The House of Commons Select Committee review covered many things. Below are two examples of areas relevant to this review – farmers markets and markets in London.

3.7 Looking at farmers markets, the House of Commons Select Committee found that specialist markets, such as farmers markets, can have economic, social, regeneration and health benefits. The House of Commons Select Committee heard evidence that over the last decade specialist markets have helped bring a new vibrancy to the market scene, a new energy to town centres which some of the more tired older markets had lost the ability to generate. The House of Commons Select Committee also heard evidence about the important contribution that farmers markets were making to environmental issues through their emphasis on the benefits of local produce sold locally. They were also playing an important role in the healthy eating agenda, not least by championing an interest in a range of good quality local produce, and encouraging people to take a greater interest in the food they are eating and where it comes from. The House of Commons Select Committee also heard evidence about tensions between older, traditional markets and specialist markets. However, the House of Commons Select Committee concluded that "we see no reason why farmers markets should not retain their identity within a larger 'ordinary' market, and can see advantages for both types of markets in terms of increasing footfall and creating more of an event feel. We recommend, therefore, that local authorities actively consider the benefits of co-location, though we accept that this may not always be appropriate."⁵

3.8 In looking at the challenges in London, the House of Commons Select Committee looked at one issue that was peculiar to London,

⁴ House of Commons Communities and Local Government Select Committee, 'Market Failure 'Can The Traditional Markets Survive' July 2009.

⁵ House of Commons Communities and Local Government Select Committee, 'Market Failure 'Can The Traditional Markets Survive' July 2009.

namely the extent to which the London Local Authorities Act 1990 (and a similar Act peculiar to Westminster) acted to constrain the ability of some local London authorities to improve their street markets. They heard evidence that across the country markets are created by several methods, primarily being by Royal Charter, Prescriptive Rights or by Statute—the latest being the 1984 Food Act. The operator is permitted to apply realistic commercial charges to the traders and such profit generated can be re-invested in the market or used to provide other benefits for the local community. However in London, the street ‘markets’ are not strictly markets in the legal sense of the word. They consist of a number of individual licensed street traders — licensed under the London Local Authorities Act 1990 — who all congregate together at the same time and place to give the outward appearance of a market to all intents and purposes. The crucial difference here is that the council can only recoup certain basic operational costs and cannot derive a profit from the operation of the ‘market’. The impact of this is that “London local authorities often regard their ‘market’ as a necessary nuisance which they would rather not have to deal with and accordingly allocate the minimum resources—often of indifferent quality—to manage and develop the ‘market.’”⁶

3.9 The House of Commons Select Committee heard evidence from local authorities that disputed this suggestion; they certainly agreed that the London Local Authority Act (or equivalent) provided an obstacle to effective management of their markets. The House of Commons Select Committee concluded that they were “persuaded that there is a strong case for London authorities to be given greater powers in respect of their street markets.”⁷ and recommended that “that London local authorities and Department for Communities and Local Government (CLG), whose support will be necessary to ensure that legislative change comes into effect, work together to change the relevant provisions of the London Local Authorities Act 1990 and other relevant legislation specific to individual London boroughs. In doing so, however, they should be mindful of the need to include a requirement to work in partnership with market trader organisations on the development of London street markets. Where local authorities gain additional powers in relation to market rents, stall location and management structures, it should be incumbent upon them clearly to articulate their strategic vision for the future of their street markets, and the benefits that will ensue for both traders and the wider

⁶ House of Commons Communities and Local Government Select Committee, ‘Market Failure ‘Can The Traditional Markets Survive’ July 2009.

⁷ House of Commons Communities and Local Government Select Committee, ‘Market Failure ‘Can The Traditional Markets Survive’ July 2009.

community, before they put these powers into practice.”⁸

3.10 Some of the House of Commons Select Committee’s conclusions and recommendations were as follows:

- we see no reason why farmers markets should not retain their identity within a larger ‘ordinary’ market, and can see advantages for both types of markets in terms of increasing footfall and creating more of an event feel. We recommend, therefore, that local authorities actively consider the benefits of co-location, though we accept that this may not always be appropriate
- we do not underestimate the size of the challenge facing local authorities seeking to sustain their markets in the current austere economic climate. From the evidence we have received, it seems to us that there are two big challenges: finance and management
- it should not be central government’s role to intervene in the future of individual markets. Markets are nothing if not local, and it is for local authorities to be the key source of public support. The future of the industry is best served by an active partnership between the key industry organisations, including market trader organisations, and local authorities
- we recommend, therefore, that CLG takes on responsibility for providing a clear strategic central government focus for markets, and that this is reflected in the portfolio of a named minister, in the terms of reference of a senior civil servant in the department and in active engagement with the market industry.

Full recommendations are included in Appendix B.

⁸ House of Commons Communities and Local Government Select Committee, ‘Market Failure ‘Can The Traditional Markets Survive’ July 2009.

4. Markets in Lewisham

4.1 Lewisham has three council-operated markets, run by the Markets Team. The three markets are:

Lewisham market:

Lewisham has a Monday to Saturday market, open 9am-6pm, and a Sunday market, open 10am-4pm. The Monday to Saturday market on the High Street consists of up to 64 stalls mainly selling fruit, vegetables, salad and fresh cut flowers, with a small range of non-perishable goods.

The Sunday market is a general market selling non-perishable goods with up to 57 stalls.

Catford market:

Catford market is open Monday, Thursday, Friday and Saturday; it is a small multicultural market based between the shopping centre and the Broadway theatre.

There is also a covered market that is open Tuesday to Sunday in the Catford centre which is not managed by the Council. It sells a variety of goods including clothing, fruit and vegetables and fresh seafood.

Deptford market (comprising Deptford High Street and Douglas Way): Deptford High Street market is open Wednesday, Friday and Saturday and has a broad cross section of multicultural traders which is reflected in the wide array of goods for sale. Deptford High Street is closed to traffic between 8am and 7pm on market days. Douglas Way market sells new and second hand goods.

4.2 There are a number of farmers markets in Lewisham. There is a "London Farmers Market" run market every Sunday, 10am-2pm held in Blackheath Station car park. There are also a number of "City and Country Farmers"/Glendales run farmers markets taking place in Manor House Gardens, Hilly Fields and Telegraph Hill Park on the first, second and third Saturdays of the month respectively.⁹

⁹ <http://www.lewisham.gov.uk/LeisureAndCulture/Markets/>

5. The review: evidence from Lewisham and other markets

5.1 The Committee heard evidence from John Pye, Trading Standards and Markets Manager, and Lucy Diable, Principal Markets Officer in respect of their visits to Queens Market in Newham, East Street Market in Barking, Whitechapel Road and Roman Road Market in Tower Hamlets, East Street Market in Barking and Dagenham, Surrey Street in Croydon and Strutton Ground in Westminster. These visits to other markets were intended to help with an understanding of what policies and ‘good practice’ existed elsewhere.

5.2 The evidence gathered from market visits was considered alongside observations made as part of a review of market trading in the borough of Lewisham, commissioned in conjunction with the town centre managers. The review was primarily to identify new locations and opportunities for ‘specialist’ markets and ideas and suggestions aimed at improving the Council-run markets. Some of the conclusions and observations of the commissioned review relevant to this review were:

- a Lewisham markets ‘brand’ should be created and promoted and the Council should ensure the markets team works closely with town centre management
- the Council should explore the scope for operating markets under the Food Act 1984 as opposed to the London Local Authorities Act 1990 to enable the generation of a ‘profit’ which could be used for re-investment in the markets or elsewhere
- the Council should implement a scheme to recycle market waste
- the variety of food on offer in Deptford and Lewisham (especially fresh food in Lewisham) should be extended
- the Council-run markets currently lack a sense of ‘arrival and place’ and would benefit from the installation of ‘feature entrances’
- the Council should consider realignment of stalls in Lewisham and in parts of Deptford to improve overall appearance and make more effective use of space
- the Council should consider upgrading the stalls in its markets to improve appearance although it was recognised that in Deptford, the variation of stall types did give the market a ‘unique character’
- the Council should review the degree to which the existing markets really form part of the respective town centre in which each is located
- Blackheath Common should be considered as a site for occasional-continental or other specialist markets, although it should not be over used

The review: evidence from Lewisham and other markets

- the Council should consider introducing a second-hand market in Catford in addition to the existing market provision
- the Council should consider changing market operating hours in Catford to take greater advantage of the proximity of the Council offices and commuter demands. There is also considered to be potential to offer opportunities to 'niche and cottage industry' businesses and create a café pavement eating culture with small 'niche' fast food units.

5.3 John Pye presented evidence to the Select Committee arising from his visit to Queens Market in Newham:

- the market was operated by Newham Council and had a self-sufficient, independent traders association
- Newham Council was looking to develop the square next to the market by constructing a 'food court' in the area and Traders in the main market were supportive of this as they saw it as an additional attraction for customers to visit the area (it was also felt that it would improve the appearance of a poorly maintained area and help reduce anti-social behaviour)
- there appeared to be few major retailers in nearby Green Street which was a barrier when trying to encourage more customers into the area
- the market had a 10% vacancy rate and the Newham Markets Manager was in the process of devising a strategy to attract more traders
- the market is located in a covered shopping precinct with shops around the immediate perimeter and there were some practical issues about market trader storage but a previously unused area immediately adjacent to the market site had now been allocated for trader storage
- whilst there were two traditional looking stalls at the front of the market the rest were mainly of a table type
- broadly it was felt that the market was faced with similar issues to those affecting Lewisham markets.

5.4 The Select Committee also heard that Queens Market was seeking to operate a zero waste policy and John Pye had met an elected member with a markets portfolio who was heavily involved in a local composting project. The refuse collection and waste disposal was managed by Newham Council and the Council was currently taking away cardboard for re-use but was now looking to also recycle food waste. There was an issue of over production of waste by some stalls

and a need for greater co-operation in recycling initiatives by traders. John Pye also advised that the Council operated an indoor market in Stratford and a street market in Rathbone Street, although he had been unable to visit either of these.

5.5 The Select Committee heard that John Pye had also visited Barking and Dagenham's East Street market. The findings were as follows:

- the market had been on or near the site for a very long time and, until 1999, consisted of approximately 20 stalls (now it consisted of approximately 150 stalls)
- for the past 15 years, the market had had a partnership arrangement with Charfleets (a locally based private sector market operator) to run the market and the income generated from licence fees and pitch charges was allocated as follows:
 - a sum equivalent to the operating costs went to Barking and Dagenham Council
 - any income surplus was equally split between the Council and Charfleets
- the Council used their share of the surplus to invest in improvements to the market and immediate infrastructure
- Charfleets, ran the commercial side of the operation including determining the commodity types on offer using guidelines set down by Barking and Dagenham Council (for example they did not allow knives or alcohol to be sold on the market, but did allow the sale of some tobacco products)
- market regulation was performed by the Council
- only two fruit and vegetable stalls and no meat or fish traders were observed (the market was primarily a fashion-orientated and household goods market, with mobile phone accessories suppliers)
- the possibility of an organic food market on a particular day had been investigated but research showed this would be unlikely to be popular
- on market days, there was evidence that footfall doubled in the area
- unlike Lewisham and Newham Councils who registered their casual traders in advance of them starting to trade and required them to pay the relevant fees in advance, Barking and Dagenham allowed traders to trade in advance of full registration for one day as a way of encouraging people to try the market out before deciding if they wanted to stay.

5.6 In response to questions from the committee it was noted that

Lewisham's 6-day market did not currently make any "surplus" and that it was not possible to provide footfall data for Lewisham market as it was open every day making it difficult to assess the impact the market has on footfall in the town centre.

5.7 John Pye told the Select Committee that he had also visited Whitechapel market opposite the London Hospital in Whitechapel Road. The market was primarily a fashion market with some phone accessory stalls and a couple of stalls selling DVDs. He also visited Roman Road market in mid week, which had a similar type of location to Deptford market. The market was not particularly busy with significant gaps in trader pitches. It did have a 'welcome' arch at either end of the market, and once a month had an arts and crafts market. Informal discussions with shops and traders seemed to indicate that it was quite busy at weekends although not 'packed' and very quiet in the week. John Pye informed the Select Committee that he had made the visits to the Queens market, the East Street market and Whitechapel market because they had been mentioned in national reports as having been good markets. However, in visiting these markets, the only really stand-out feature had been the recycling initiatives implemented at the Queens market, which was definitely worth investigating further for Lewisham.

5.8 The Select Committee considered whether there was any other good practice arising from the visits and asked about issues, such as the amount of fruit and vegetables on offer in Lewisham markets, the range of stalls a market can provide, the clustering of stalls for similar produce, the economic benefits a market brings to an area and the trader associations in other boroughs. The Select Committee was told that Queens market contained an estimated 15% fruit and vegetable stalls and there was no intention to expand this further. By contrast, Lewisham had 54% of its stalls selling fruit and vegetables based on a long tradition. The Select Committee was also told that, whilst there was no such restriction, many council-operated markets commonly try to operate a "5-pitch (sometimes less) policy", which ensured a stall providing one particular type of product range was at least five pitches away from another providing the same product. However, this could be problematic where markets had a traditional and longstanding commodity base. Lewisham market, for example, had always been primarily a fruit and vegetable market but the Council did try to spread them out as much as was considered reasonable. In respect of a 'cluster policy', the Select Committee were told that creating a 'specialist' area (e.g. a 'food court') within a market might be an attraction in some circumstances, although generally, it was best to ensure that the same products were not placed next to each other. In respect of trader

associations, Barking and Dagenham left trader relations to Charfleets, whereas Newham had a strong and independent trader association.

Visits to Lewisham's markets by Councillor Robin Cross

5.9 Councillor Cross gave a presentation to the Select Committee on the look and feel of the markets in Lewisham. He reported that he had visited all three markets twice. He looked at a number of issues, such as the ground surface at the markets, the manhole covers, the street furniture, the pitch demarcation, drainage, trees, waste disposal and surrounding buildings.

5.10 Councillor Cross said that Lewisham market was generally bright, the stalls face wide open pedestrian spaces and was heavily attended. Deptford High Street market had a strong character, but suffered from street clutter. Catford market was overshadowed by a neighbouring building, stalls were close together and it was the least attended market out of the three in Lewisham.

5.11 Some of the issues that Councillor Cross raised in his presentation included:

- the style of paving and the variety of materials used
- the clutter of street furniture, including the bollards that supplied electricity
- pitch demarcation issues
- drainage at Catford and Lewisham markets
- the potential for the use of trees to add character
- waste disposal issues and unsightly wheelie bins
- utility companies replacing paving with tarmac.

5.12 The Select Committee discussed the above issues and was told that the trader electric supply bollards would be replaced in a self-financing manner, using any surplus operating income that might be generated by the market concerned. However, there had been problems replacing and repairing the bollards at Deptford High Street market, as the work was commissioned externally and the safety of the electric cabling and the bollards in which they were contained had to be taken into consideration. The Select Committee expressed its concern that the top-slicing of income for upgrading the physical environment of the markets was unfair if other places in the borough that did not have a market could receive upgrades in the physical environment from another budget.

5.13 The Select Committee was informed that, in respect of waste

disposal, there had been issues concerning shop-based businesses in Deptford High Street abusing market waste disposal facilities and that increased enforcement was planned to ensure that waste was properly disposed of. The Select Committee was told that the waste licences were enforced, but that perhaps not all shop traders were sufficiently clear about the type of licence they required. John Pye reported that businesses caught using the waste disposal bins supplied for the markets were given Fixed Penalty Notices (FPNs).

5.14 The Select Committee felt that in theory the new street works permit scheme should bring better enforcement of the utility companies' work. However, Members expressed the view that they would not like to see a 'tick-box' exercise that would state that the work had been completed, without checking that pavements had not been replaced with tarmac.

5.15 The Select Committee felt that effort should be concentrated on improving the permanent aspects of Deptford market, including street furniture. It was noted that the Council had considered permanent, standardised market stalls in the past, but had decided against this due to potential problems related to storage and maintenance. Permanently erected stalls when unused might also lead to community safety and anti-social behaviour problems.

5.16 Parking and the CPZ in Deptford was a prevalent issue. The Select Committee were told that the CPZ was considered to be contributing to a reduction and shift in footfall in Deptford High Street market. On Saturday there was free parking after 1.30pm, and shoppers seemed to be waiting until after 1.30pm to come and use the market. This was leading to stalls staying open later in the evening to make up for the loss of trading before 1.30pm and was having a knock-on effect in terms of the cleaning operation in the evening. There was also an issue with signage at car parks inside the CPZ area, with drivers assuming that they were also free after 1.30pm on Saturdays which was not the case.

5.17 Officers estimated that £16,000 in income would be lost this year due to traders resigning 11 pitches in Deptford. One member of the Select Committee had received several complaints from traders about the issue of the CPZ in Deptford and its effect on business. The Select Committee, in response to a question on whether the recession or the CPZ was behind the fall in revenue in Deptford, were told that the CPZ was probably one of a number of contributing factors affecting business on Deptford High Street market.

6. Meetings with the market traders

6.1 Meetings were arranged with Deptford, Catford and Lewisham market traders to hear their views. The meetings took place in the week commencing Monday 11 January 2010.

Meeting with Deptford market traders – Monday 11 January

6.2 Councillors Sue Luxton and Alan Till, alongside John Pye and Lucy Diable met with Deptford market traders to discuss issues related to the market they serve (notes at Appendix C).

6.3 The biggest issue for the traders in Deptford was the parking/CPZ/traffic issues around the market. The main areas of concern were:

- the signage at Frankham Street notifying people of the CPZ zone
- the issue of access into Frankham Street (the street is not open to 2-way traffic which would make it easier for drivers/potential customers)
- the CPZ itself and the negative effect they believed it to be having on business in Deptford market.

6.4 Traders reported that:

- Greenwich operated a parking system that allowed a free maximum two-hour stay near the Millennium Dome, that would benefit Lewisham if adopted
- the development plans would cause problems with the market such as a temporary disruption in pitch location which would affect trade, even more so in difficult economic conditions
- Reginald Road - even though it was in the CPZ, it was often half empty as not many residents along that road had cars (therefore the traders felt that the whole road need not be a CPZ).

6.5 As a result of the urgency of the issues raised by the Deptford market traders, it was agreed that a meeting would be arranged with the Deputy Mayor, senior transport/regeneration officers and representatives of Deptford market traders to discuss the issues of parking, the CPZ, the development of Deptford town centre and the impact on Deptford market.

6.6 Other issues that were raised included street drinkers sitting on/near the Anchor in Deptford and the resulting anti-social behaviour which was having a detrimental effect on the market; the issue of shops allegedly sub-letting their forecourts and whether the rules were being enforced in how the shops were using their forecourts for trading; and the lack of signage at the train station and the Docklands

Light Railway (DLR) station showing customers how to get to Deptford market. It was also felt that consideration should be given to bus advertisements promoting Deptford market and advertisements or announcements at DLR/BR stations.

6.7 Other issues raised were the gritting of Douglas Way and the market being out of action during the heavy snow in January; the possibility of setting up a 'bric-a-brac' section at the end of Douglas Way to complement the existing second hand section in the square; and the lack of storage for goods in the Deptford area. Some traders expressed their support for Deptford market to remain Council-managed and not transferred to private market operators.

Meeting with Catford market traders – Tuesday 12 January

6.8 Councillors Sue Luxton and Alan Till, alongside John Pye and Lucy Diable, met with Catford market traders to discuss issues related to the market they serve (notes at Appendix C).

6.9 The major issue for traders in Catford was parking for traders and customers. The major problems were:

- the difficulty in unloading and collecting goods from Catford Broadway
- traders had six spaces to park in the 'lorry park', but did not like to park there due to the lack of security for their goods
- cars parking on Catford Broadway creating traffic build up and making it difficult to unload/re-load vans
- permits for traders to park in the Broadway – the Council should consider having bays earmarked for traders on Catford Broadway for them to load/unload their goods.

6.10 Other issues raised included the Council's plans to take over the Catford Centre, and the implications this could have for the development of Catford market; the issue of anti-social behaviour in and around the market, especially from street drinkers; the extent to which the Closed-Circuit Television (CCTV) in the area was helping to stop anti-social behaviour in Catford market; publicity and signage for Catford market; uneven paving in the market; storage at Catford market; having a dedicated inspector for Catford market; and the amount of fast-food outlets in the area which was affecting the look and feel of the area.

6.11 Traders also put forward proposals to improve the markets, such as extending the operating hours to take advantage of the potential for 'commuter' customers in the morning and evening rush hours; a

'bric-a-brac' / second hand market; offering opportunities to niche and cottage industry businesses; and creating a café pavement eating culture with small niche fast food units.

Meeting with Lewisham market traders – Thursday 14 January

6.12 Councillors Sue Luxton and Alan Till, alongside John Pye and Lucy Diable, met with Lewisham market traders to discuss issues related to the market they serve.

6.13 The major issue that concerned the traders was anti-social behaviour around Lewisham market and the shopping centre, primarily:

- lack of visibility of police around Lewisham shopping centre and Lewisham market
- fewer daylight hours in the winter months deterring potential customers who are wary of the anti-social behaviour in the area
- the issue of schoolchildren and anti-social behaviour in the town centre with pupils gathering after school, particularly near the bus stops.

The Committee was informed that Council officers had met with local police officers regarding anti-social behaviour in Lewisham central, and proposals had been made for improving relations between traders and the local Safer Neighbourhood Team (SNT).

6.14 Other issues that were raised at the meeting included the CCTV in the area, refuse collection/environmental issues, publicity and signage, storage, toilets in the area, product mix, the Lewisham Gateway development, a canopy for the market and the no-entry sign in the High Street/Lewis Grove.

Follow-up meetings:

Meeting with the Deputy Mayor

6.15 On 25 January 2010, Councillors Luxton and Till met with the Deputy Mayor, senior council regeneration directorate officers, Deptford town development officers, market service officers and Deptford market trader representatives to discuss the parking/CPZ/traffic issues in Deptford and the effect on Lewisham market.

6.16 The result of that meeting was an agreement to lift a section of the CPZ parking restrictions on one half of Reginald Street commencing on Saturday the 30 January 2010 as a short-term fix to alleviate the problems in parking the traders had outlined.

Anti-social behaviour meeting in Lewisham with the police

6.17 Following concerns at the level of youth violence and anti-social behaviour that occurred in central Lewisham, during the weeks prior to Christmas. Lewisham Borough Business Against Crime (LBBAC) convened a meeting of stakeholders to discuss and re-examine the strategy for the town centre to deal with issues which poses a potential danger to the business environment in Lewisham town centre.

6.18 Three issues relating to the review that are to be explored further are:

- improving the lighting in the market area as this may help deter some behaviour and also perhaps help to make identification of offenders easier
- reviewing the degree to which gaps between market stalls and the presence of market trader vehicles on the market create 'shelters' from CCTV observation and what might be done to reduce this if necessary
- increasing town centre retailers and market traders' engagement with local schools about the impact of anti-social behaviour and also the benefits to young people that a successful town centre can have.

Future stakeholder meetings are planned in the future.

7. Questionnaires

Street markets survey, Traders questionnaire and Farmers markets questionnaire

7.1 As part of the review, a street market review survey was placed on Lewisham Council's website, with the online questionnaire running from Friday 8 January to Friday 5 February 2010.

7.2 There were also 'market survey' events held in Lewisham market on Saturday 16 January, Deptford market on Saturday 23 January and Catford market on Thursday 28 January 2010. Councillors, Market Team officers and Overview & Scrutiny officers engaged with the public, encouraging them to complete hard copies of the questionnaire.

7.3 178 questionnaires were completed in total, 71 online and 107 from the market survey stall events.

7.4 The questionnaire was a short series of questions about the public's use of Lewisham markets, what they thought about the range of products, price competitiveness and quality of Lewisham markets and what would encourage them to visit the markets. There were also questions on the public view of the safety of markets and CCTV.

7.5 The public questionnaire was based on a market survey used by the Market Team to capture the public's opinion on the markets, with some slight modifications.

7.6 The traders questionnaire was a series of questions designed to capture traders' views on the markets and what they feel are the big issues that are affecting the markets and their viability, as well as some questions on the Lewisham regeneration developments. Twenty eight traders responded to the questionnaire.

7.7 The farmers markets questionnaire was sent to those who trade at the farmers markets in Lewisham. London Farmers Markets sent questionnaires to those who use the farmers market in Blackheath; and Glendales sent copies of the questionnaire to their traders for the farmers markets in Manor House Gardens, Hilly Fields and Telegraph Hills Park. Nine traders responded to the questionnaire.

7.8 Full details of the public questionnaire results are available at Appendix D. The questionnaires for the traders in Lewisham markets and farmers markets are available at Appendix E.

Public survey

- 32.2% of respondents visited Lewisham (Monday -Saturday) once a week. 18.8% of respondents visited Lewisham market most days. 29.9% of respondents visited Deptford market, once a week and 18.8% visited most days. 55% of respondents never visited Lewisham market (Sunday). 41.6% of respondents never visited Catford market

- 83.1% of respondents visited the markets from less than 5 miles. 15.1% came from 5-10 miles away
- 48% of respondents walked to the markets. 23.4% came by bus, and 20.5% came by car. Less than 3% of respondents came by bicycle
- 47.3% of respondents said that a wider range of products would attract them to Lewisham (Mon-Sat) market. 42.9% of respondents said that a wider range of products would attract them to Lewisham (Sunday) market. 50% of respondents said that a wider range of products would attract them to Catford market. However, 27.9% of respondents said that more parking would attract them to Deptford market. 27.9% of respondents also said that a wider range of products would attract them to Deptford market
- 51.9% of respondents (Lewisham Mon-Sat), 48% of respondents (Lewisham Sunday) and 57.1% of respondents (Catford) said that products were relatively cheaper in comparison to High Street shops. However 45.6% of Deptford respondents said that the products were a lot cheaper than High Street shops
- 42% of respondents said that Lewisham (Monday–Saturday) market had good quality products. 45% of respondents said that Deptford market had good quality products. 41.2% of respondents said that Catford market had good quality products. However, 28% of respondents said that Lewisham (Sunday) had very good quality products. 43.8% of respondents for Lewisham (Mon-Sat) and 42.1% of respondents for Deptford market said these markets had a good choice of products
- 42.3% of respondents for Lewisham (Sunday) and 38.9% of respondents for Catford said these markets had average choice of products.

Some of the products respondents would like to see at the markets were:

- organic products
- clothes/fashion
- second hand bric-a-brac
- shoes
- toys
- kids clothes
- local produce/farm produce

- books
- butcher
- more choice of clothes
- more range of fruit and vegetables
- the vast majority of respondents felt safe in the markets – 90% for Lewisham (Sunday), 88.5% for Lewisham (Mon-Sun), 82.7% (Deptford) and 81.6% (Catford) respectively
- the vast majority of respondents who did not feel safe, felt more police would make them feel safer in the markets
- in respect of CCTV, 41.4% of respondents did not know CCTV was in place in the markets. However, 31.8% of respondents felt the CCTV made them feel safer.

Traders questionnaire

- 59% of respondents held pitches in Deptford market (some traders worked in more than one market in the borough) 75% held a permanent licence (some held permanent and casual licences for different markets)
- Catford traders felt that the day-to-day running of the markets was good, and had a good relationship with inspectors. They were also able to attract loyal customers to the market. However a couple of respondents felt that the lack of traders/trade was effecting the market
- Deptford traders also felt they had a good working relationship with the inspectors and attracted loyal customers
- Lewisham traders felt, as well as a good relationship with the inspectors and loyal customers, there was a wide variety of produce, good transport links and quality produce at reasonable prices
- in respect of comparing Lewisham markets to other markets, traders felt Lewisham and Catford could fare well, as they were near shopping centres that could attract other customers. Catford had problems because of a lack of traders compared to other markets, Deptford market was seen as having a good atmosphere in comparison to other markets, but had issues in respect of parking that meant some traders felt it did not fare as well with other markets they worked. Other markets in areas such as Sutton, Bromley, Dagenham and Kempton Park were deemed successful because they encouraged a wide variety of traders
- in respect of physical improvements to the markets, Catford traders

felt signage and advertising, alongside improvements in parking for traders were areas that would help the market. Deptford traders felt that improvements in parking for traders and customers, plus improvements in signage for the market would benefit the market the most. Other improvements that would benefit the markets would be refuse facilities and making it more attractive in general. Lewisham traders felt signage, recycling and a cleaner environment would benefit the market

- Catford and Deptford traders felt that the major challenges to the markets were parking issues for customers and traders and attracting customers. Lewisham traders felt that competition from supermarkets was a major issue. In respect of improvement to the markets specifically for traders, Catford traders felt a dedicated market inspector and more advertising would be beneficial. Deptford traders felt that the most significant issue was the need for greater provision of parking spaces, with a preference for these to be free. Lewisham traders felt that cheaper rents and measures controlling parking by non-traders near the stalls would help the market
- traders from all markets felt that busier, more attractive markets would benefit local businesses
- for local residents, traders felt more parking and more community policing would benefit them, and encourage them to visit the market
- Catford and Deptford traders felt that free parking for shoppers would benefit the markets
- free parking and more advertising were cited by traders as ways to attract more people to come to the markets
- 54% of respondents felt the markets could have a wider range of products, with the most popular products suggested being ladies fashion, clothes for children and stalls selling sweets
- 70% of respondents said that they did not know how the markets were promoted. In terms of suggestions to improve the markets, the most popular suggestions were advertising in local newspapers, radio, and on the sides of buses and increased and improved signage for the markets
- 54% of respondents felt safe in the markets. For traders that did not feel safe, they said that more community policing and dealing with street drinking more would make them feel safer
- 62.5% of traders knew about the regeneration developments

planned for Lewisham, Deptford and Catford. The response was generally that it was positive and would attract more people to the markets, but some were wary that if parking issues such as in Deptford were not dealt with, the impact would be minimal.

Farmers markets questionnaire

- most farmers markets traders serviced a number of markets, not just those in Lewisham
- traders felt that the mix of stalls, good quality of products, and loyal/regular customers meant the farmers markets were working well
- traders chose to sell at farmers markets rather than traditional markets because of the quality goods that are sold there, and the prevalence of other farmers creating a pleasant atmosphere
- the vast majority of traders would like the farmers markets to remain separate from the traditional markets
- traders felt that the Blackheath market was one of the best farmers markets due to the good footfall and free parking
- some suggestions by traders to attract more customers to the farmers markets were a coffee stall, more hot food, some music, more advertising and a cash machine
- 66% of respondents were aware of how the farmers markets were promoted, and further suggestions for promotion in the future were more advertising and signage/banners for the markets. All respondents felt safe on the farmers markets.

8. Key findings

The Select Committee:

- 8.1** Found that concerns needed to be addressed regarding the effect that parking and traffic restrictions, such as the CPZ in Deptford, was having on the viability of Deptford market. Concerns were raised by traders, customers and officers about the effect of local parking on Deptford market.
- 8.2** Notes that traders in Catford market were concerned about the lack of parking facilities for their vehicles on or near the market.
- 8.3** Believes that the Trading Standards and Markets Team need to be kept informed of any Regeneration Development projects in Deptford, Lewisham and Catford from the outset and at every stage, so the interests of the markets can be represented effectively.
- 8.4** Believes that the Trading Standards and Markets Team need to be fully informed about the progress of plans now that the Catford Centre has been purchased by the Council.
- 8.5** Believes that the maintaining or enhancing the vitality and viability of Lewisham should be an intrinsic part of any regeneration projects taking place in the town centres.
- 8.6** Notes the maintenance of the paving and roads in the markets are a concern for Councillors and traders alike.
- 8.7** Concludes that the historical nature of Deptford needs to be preserved and protected as part of the regeneration of the area.
- 8.8** Concludes that the promotion of the markets needs to be reviewed to ensure that the best value is being obtained from the resources available to promote the market. More legal advice needs to be obtained so ensure that Lewisham makes the most of its resources in respect of promotion and publicity for the markets. In addition, any town centre advertising campaigns should include promotion of the markets.
- 8.9** Concludes that the markets are restricted in the amount of resources available for the maintenance and upkeep of street furniture, in a way other areas of the borough arguably are not. Therefore the Council need to look at how this can be addressed to ensure that the market areas are not at a disadvantage.
- 8.10** Concludes that the perception of a lack of police presence in and around the markets needs to be addressed quickly. Better engagement between the police, their local SNT units and the market representatives would begin the process of addressing anti-social behaviour in and around the markets, that both residents and customers alike have highlighted as an issue.

8.11 Concludes that the issue of street drinking in and around the markets is a factor for encouraging the notion by a minority of customers that the markets are not as safe as they could be. Drinking control zones need to be looked at where they are not already in place, especially in Deptford.

8.12 Notes the perception by some that the markets can feel unsafe to shop and visit in the late afternoon/early evening, especially in the winter months, due to the lighting.

8.13 Concludes that now is a good time to consider introducing an effective recycling policy for the markets, especially with the contract of the waste compacter in Lewisham market nearing its end . There also seems to be a willingness from some traders to embrace recycling in the markets.

8.14 Concludes that the storage for market traders in all our markets – in terms of secure premises and in the medium-to-long term permanent premises – needs to be addressed as it is an ongoing concern for officers and traders alike.

8.15 Concludes that the policy of licensing shops in Deptford to use their forecourts for additional income needs to be reviewed so a balance be struck between the shops and the market to ensure the prosperity of both. In addition, enforcement of current conditions needs to be effective although the difficulties of doing so are appreciated.

8.16 Concludes that the feasibility of a market in west Lewisham needs to be looked at. The Select Committee is encouraged that the Markets Team have already been pro-active in looking at locations in Forest Hill that could accommodate a market.

9. Conclusions and recommendations

Highways and parking

1. The Committee acknowledges that a balance needs to be struck between on the one hand encouraging residents and visitors to the borough to use public transport, and on the other the need to provide sufficient free parking around Deptford market to encourage customers to visit the market rather than go elsewhere, and to allow traders to park their vehicles.
2. The Controlled Parking Zone (CPZ) in Deptford is reviewed so that more free parking in Reginald Road, Frankham Street and around Deptford market is made available for customers and traders, while taking into account the needs of local residents. There needs to be consistency between the CPZ and any other parking controls. Any regeneration plans for Deptford High Street or the area around it need to ensure sufficient provision is made for parking for the market, for both traders and customers.
3. There should be a feasibility study to consider whether Catford market traders could be provided with a 'permit' to allow them to park in the Catford Broadway, or within the facilities available at the Catford Centre.

Regeneration

4. The regeneration of Catford, Deptford and Lewisham should ensure that the markets are an integral part of the development and their importance is reflected in the plans.
5. If there is a development-related issue or planning application either in or within the vicinity of the markets, the Markets Teams should be consulted as a matter of course, in addition to the town centre management team.
6. Investigate the potential of administering the Catford market and the Catford Centre stalls together now the centre has been purchased by the Council.

Planning, streetscape and environment

7. The Local Development Framework should ensure that the social, economic and cultural importance of the markets is addressed and preserved or enhanced by any development projects.
8. Highways need to respond promptly to maintenance of roads and

Conclusions and recommendations

pavements in and around the markets when requests are made from the Markets Team and/or Market Inspectors.

9. Create a programme of maintenance to improve the streetscape in Deptford.

10. There needs to be a Historic Buildings Survey for Deptford to record the historic nature of buildings so that the Council can:

- a) improve planning and development control
- b) enforce policy in respect of historic buildings.

11. More work needs to be carried out in raising awareness among business owners of historic buildings in the borough and planning restrictions in conservation areas.

Publicity, signage and funding

12. Investigate whether 'Section 106 funding' (of the Town & Country Planning Act 1990) from any planning applications could be used to improve the signage and street furniture of the markets.

13. Investigate whether the improvements and upkeep of market street furniture could be funded by sources other than the 'operating cost' from the markets, governed by the London Local Authorities Act 1990.

14. There needs to be more signage in Catford, Deptford and Lewisham to promote the markets, and where feasible, publicity at local bus-stops, on buses and at the local train and DLR stations.

15. Further legal advice is needed to clarify the extent to which the 'reasonable operating cost' of the markets can include publicity and promotion.

Anti-Social Behaviour (ASB), street drinking and policing

16. Look at the feasibility of a drinking control zone in Deptford to combat street drinking and anti-social behaviour in and around Deptford market.

17. The Committee noted the concerns raised by market traders and residents of the impact that the proliferation of betting shops in Deptford was having on the area, and the perceived increase in loitering and ASB by street drinkers. The committee noted its concern that under the Gambling Act 2005, the Council's Licensing Committee

has very limited grounds on which to refuse applications for new betting shops. The committee recommends that the Mayor writes to the Licensing Minister to express our concerns, and desire for a change in law to give local communities a greater say in the matter.

18. Liaise with the police to ensure sufficient presence of Safer Neighbourhood Teams in and around the markets to make customers and traders feel safe.

19. Lighting in the markets should be improved, to make it feel safer to traders, customers and local residents. The Committee noted that CCTV in the markets was not having a discernable impact on people's perception in respect of their fear of crime.

Refuse collection, toilets and storage

20. With the contract for the Compacter in Lewisham market now approaching renewal, the opportunity has arisen to investigate the feasibility of introducing recycling in the markets.

21. Ensure that a waste audit for the markets is carried out.

22. Investigate whether additional toilet facilities can be provided for the markets, particularly for Deptford while the regeneration of Deptford is ongoing.

23. There needs to be sufficient storage space available to market traders, and ensure that permanent storage facilities for the markets is available once the regeneration work has been completed in Catford, Deptford and Lewisham.

Forecourts

24. Environment enforcement reviews the forecourts licensing policy in Deptford, so it does not operate to the detriment of Deptford market and its traders, whilst continuing to recognise the legitimate business interests of local shops.

New market

25. As there is no market in west Lewisham at present, the Council should be looking to establish a market in Forest Hill/Sydenham.

10. Bibliography

- 1.** London Assembly Economic Development, Culture, Sport and Tourism Committee, 'London Street Markets', January 2008.
- 2.** House of Commons Communities and Local Government Select Committee, 'Market Failure 'Can The Traditional Markets Survive' July 2009.
- 3.** London Assembly, Planning and Housing Committee, 'Cultivating the Capital: Food Growing and the Planning System in London, January 2010.
- 4.** Minutes of the Sustainable Development Select Committee, 9 December 2009.
- 5.** Minutes of the Sustainable Development Select Committee, 3 February 2010.

Appendix A

Recommendations from the Greater London Assembly reports on street markets

- we recommend that Transport for London (TfL) and the London Borough of Tower Hamlets take immediate action, working closely with the traders at Whitechapel market, to resolve problems so the market continues to thrive, and to report back to the Committee on progress made by March 2008
- Petticoat Lane market (Wentworth Street) is unusual in being located just within the Congestion Charging Zone. In these unusual circumstances, we recommend that the Congestion Charging Zone boundary be redrawn so that the market does not fall within the zone thereby eliminating the problem of the market's traders having to pay the congestion charge just to unload their vans
- the Mayor should develop a '100 London Markets' strategy, along the lines of his 100 Public Spaces programme. This should be drawn up in consultation with professional and representative bodies, as well as London's retail market traders and customers. We expect to see significant progress towards an agreed strategy within a year of this report's publication
- the objectives of the 100 London Markets strategy should be to:
 - a. protect London's market spaces by adopting and implementing planning policies to protect them from the threat of redevelopment, and to promote the establishment of new markets
 - b. ensure that London's retail markets have first class facilities and management
 - c. take all necessary steps to make London's retail markets financially viable and sustainable
 - d. promote London's markets to residents and visitors through Visit London in particular
- the Mayor should within six months commission research to evaluate the effectiveness and impact of existing planning policies, including the use of Section 106 agreements, across London and feed the findings into the forthcoming supplementary planning guidance on town centres
- the Greater London Authority (GLA) should also use the research as a basis for developing best practice advice to local authorities, including those involved in projects as part of the 100 London Markets strategy
- the London Development Agency (LDA) should develop a programme for delivering business support to market traders which

is coordinated with projects under the 100 London Markets strategy. It should draw up this programme in consultation with the National Market Traders' Federation, building on lessons learned from its own programmes so far and drawing on good practice from outside London

- the London Development Agency (LDA) and Visit London should use the 100 London Markets scheme as a vehicle for promoting London's markets to tourists, using its website and supporting the development of marketing and promotional materials (such as branded reusable cloth bags). The London Development Agency (LDA) and Visit London should develop a strategy to promote markets in the run-up to the London 2012 Olympic and Paralympic Games. We ask them to report back to the Committee within six months noting the action they have taken towards this aim.

Appendix B

Recommendations from the House of Commons Communities and Local Government Select Committee Review – ‘Can the Traditional Market Survive’

Background

- the situation as regards traditional retail markets in England today is complex. There is evidence of prolonged decline coinciding with the growth of supermarkets. But there is also evidence of continuing success for some in all types of market. There is scope for optimism for the future provided that local authorities and other key stakeholders are willing and able to rise to the challenges that markets will continue to face.

The benefits of traditional retail markets

- specialist markets can add a further dimension to the five benefits identified earlier: economic, social, regeneration, health and the environment
- we see no reason why farmers’ markets should not retain their identity within a larger ‘ordinary’ market, and can see advantages for both types of markets in terms of increasing footfall and creating more of an event feel. We recommend, therefore, that local authorities actively consider the benefits of co-location, though we accept that this may not always be appropriate.
- we acknowledge that the use of market charters to regulate market numbers is a complex issue, but believe that it is one that locally-elected councils are best placed to adjudicate on. We would though recommend that councils treat farmers’ markets applications sympathetically given the potential benefits they can offer whether in proximity to existing markets or in isolation. We also recommend that account be taken of the status of the organisation wishing to run a farmers’ market, and that consideration be given to reducing fees in the event that the organisation is a not-for-profit organisation with clearly articulated social goals.

Realising the potential of traditional retail markets in metropolitan centres

- we recommend that local authorities develop a strategic plan for the development of their markets that encompasses the eight separate qualities we have identified: integration with the town centre and local communities; good management; investment; promotion; a unique selling point; location; partnership working; and lessons from elsewhere in Europe. We further recommend, drawing particularly on the continental approach, that English local authorities consider the advantages of longer-term contracts with private operators if they choose to outsource their market operation, and recognise the

importance of long-term commitment—including financial commitment—to their markets. We also see merit in local authorities exploring with NABMA and the NMTF the feasibility of creating broader roles for market trader organisations in terms of managing and promoting their markets, as a means of encouraging innovation in the future development of markets. Finally, we suspect that continental markets have much to offer in terms of managing public space and creating market events and suggest that local authorities consider the merits of market twinning, perhaps as part of a wider town twinning arrangement

- we do not underestimate the size of the challenge facing local authorities seeking to sustain their markets in the current austere economic climate. From the evidence we have received, it seems to us that there are two big challenges: finance and management
- we commend those councils such as Bradford, Bolton and Leicester who have already taken steps to increase and sustain investment in their markets. The challenge now is for more councils with markets in their locality to find the additional investment required to modernise and then sustain their markets in the context of a prolonged period of retrenchment. Ring-fencing market profit for reinvestment in the market, as Bradford have done in recent years, is clearly one option that more councils ought to consider. In addition, by considering markets as part of the wider town centre management agenda and in terms of their ability to deliver a number of strategic benefits, councils may find it easier both to release their own resources for markets, and to obtain financial support from other local and regional partners—for example regional development agencies (regeneration agenda), primary care trusts (the health agenda) and third sector partners (the social cohesion agenda). We recommend that local authorities think laterally and innovatively along these lines
- we recommend that local authorities with profitable but ‘tired’ markets consider prudential borrowing as a means of revitalising their markets
- a third area that local authorities should, in our view, explore further is joint financial sharing with local market trader organisations, with the proviso that the latter in return gain a more strategic role in the managing of their markets
- we commend those councils who have already identified market champions and urge other councils with markets to adopt a similar model. (Paragraph 90)
- we commend the LGA for establishing a market champion and recommend that it work with local councils and NABMA to develop

the post so it has a clear and prominent role that adds real value to local council efforts to improve market management

- we recommend that councils review their market management structure and give careful consideration to the most appropriate organisation for them that recognises the need to realise the wider economic and non-economic benefits of markets and gives due weight to the public and private sector alternatives on offer
- we are persuaded that there is a strong case for London authorities to be given greater powers in respect of their street markets
- we recommend that London local authorities and CLG, whose support will be necessary to ensure that legislative change comes into effect, work together to change the relevant provisions of the London Local Authorities Act 1990 and other relevant legislation specific to individual London boroughs. In doing so, however, they should be mindful of the need to include a requirement to work in partnership with market trader organisations on the development of London street markets. Where local authorities gain additional powers in relation to market rents, stall location and management structures, it should be incumbent upon them clearly to articulate their strategic vision for the future of their street markets, and the benefits that will ensue for both traders and the wider community, before they put these powers into practice.

Realising the potential of retail markets in medium and small towns

- councils need to have a clear strategic vision of how they intend to secure the long-term sustainability of their markets
- we encourage those local authorities who retain a market to review very carefully the other options available to them before they elect to close it down. One option, as in the previous section, would be to create a market champion on the council, possibly aligned with the town centre management function. Smaller councils should also explore the feasibility of sharing a market champion to oversee markets in more than one locality
- given the vital importance—when one or two key stalls can make all the difference—of attracting the right mix of stalls and market traders, smaller local authorities should also place particular emphasis on employing a market operator capable of building up a sustainable market
- the suggestion from a number of our witnesses, which we think is a good one, was that local councils might need to look to the private sector to find such a person

- given that a ‘toby’ can run more than one market, we recommend that the local councils of neighbouring market towns consider a cost-saving joint-employment arrangement
- local authorities should also consider carefully the location of their markets, particularly in the light of the AMT study
- small decisions can make a big impact, and a heartfelt plea from much of our market trader evidence was that councils needed to include them in consultation when they were considering changes to the market environment—a plea which we endorse
- we see one further option that councils with local markets should explore, namely the potential for greater partnership working, including non-council streams of funding, to further joint goals. We believe that lower tier authorities, possibly in conjunction with upper tier authorities, can—on a smaller scale—pursue the same wider objectives (healthy eating, community cohesion etc) as metropolitan councils.

The industry

- we commend the key market industry organisations for the work they have done in recent years to establish a coordinated approach to tackling strategic market industry issues. We recommend that the industry look in particular at how they can provide further best practice guidance and support to lower tier councils operating smaller, local markets and who are more likely to lack specialist market knowledge.

The way ahead for central government

- we welcome the Government’s decision to include markets within its strategic planning guidance and, in particular, the advice to local governments to retain and enhance existing markets
- we urge the Government to emphasise the wider non-economic benefits that markets can bring and to encourage local authorities also to take them into account when making planning decisions, both in the PPS document, and in the future iterations of the accompanying good practice guidance
- it should not be central government’s role to intervene in the future of individual markets. Markets are nothing if not local, and it is for local authorities to be the key source of public support. The future of the industry is best served by an active partnership between the key industry organisations, including market trader organisations, and local authorities

- we are concerned however that there is a lack of clarity within central government as to who has overall responsibility for markets, as opposed to an interest in certain aspects of them
- there are actions that the Government could take, beyond production of strategic planning guidance, better to fulfil its proper strategic role in relation to markets
- we are not convinced that there is a sufficiently strong case to appoint a Markets Minister
- we do nevertheless see a need for a clear central government focus for markets, and recommend that the lead should lie with CLG in recognition both of the wider community aspects of markets and the key role of local government
- we further recommend that CLG lead an inter-departmental working group to ensure that departments make best use of markets as a vehicle to further wider Government objectives as set out in this report.

Appendix C

Notes from meeting with market traders

Meeting with Deptford traders 2pm, Monday 11 January (Wearside)

- In attendance: Councillor (Cllr.) Sue Luxton, Chair of the Sustainable Development Select Committee
- Cllr. Alan Till, Member of Sustainable Development Select Committee (and Chair of Licensing Committee)
- John Pye, Trading Standards and Markets Manager
- Lucy Diable, Principal Markets Officer
- Nigel Parslow, Markets Officer
- Traders: Alfie Lockyer, Spokesperson for Deptford Traders
- John Price
- Phil Hamlin
- Victoria Haigh
- Brett Wilcox
- Richie Daley
- Brian Gibbons
- Haki Hassan

Cllr. Luxton welcomed everyone to the meeting and explained that Councillors were also meeting with traders from Catford and Lewisham to garner their views as part of the Sustainable Development Select Committee review on street trading.

The traders introduced themselves and gave a little information about how long they had been on the market, and what produce they sold.

Issues raised

1. Parking, Controlled Parking Zone (CPZ) and traffic issues:

Traders raised issues in relation to:

- a) the signage at Frankham Street notifying people of the CPZ zone
- b) the issue of access into Frankham Street and not being 2-way traffic, making it easier for drivers/potential customers
- c) The CPZ itself and the negative effect they believed it to be having on business in Deptford market.

The CPZ for Deptford town centre was introduced in June 2009 and a review of the CPZ is currently being conducted.

Lucy Diable said that the development work in Deptford around Frankham Street Boulevard and the CPZ are both issues in respect of the market's profitability. It has caused a change a pattern in trade. Morning trade on the Saturday market has seen a reduction in footfall due to the CPZ operating up to 1.30pm, and more car customers seemingly waiting until the CPZ finishes before coming to the market to shop. If there is bad weather on a Saturday, this has a greater effect on footfall as customers won't come to the market in the afternoon either. It is also leading to some traders keeping their pitches open longer to make up for lost sales in the morning, and this has a knock-on effect on the clean-up operation/refuse collection in the evening. Ultimately, they need to pack up effectively shortens 'earning' period – traders cannot catch up with loss of morning business.

The loss of income for Deptford market since the CPZ has been in place is approximately £16,000 and it is also affecting the amount of traders on the market. Pitch charges would have to be increased as a reflection of this.

One proposal is to have free parking on the market trading days (Wednesdays, Fridays and Saturdays). Other options suggested were to allow a 2 hour free parking 'window' and shift Saturday free parking to morning.

Cllr. Luxton noted that CPZ's are usually introduced in Lewisham after a consultation, and only when the majority of those consulted are in favour. They have to be self-financing, so the permits have to cover the costs of the initial set up and ongoing enforcement, but the Council does make some money on the penalty notices.

Traders' views on parking, CPZ's and traffic issues were:

- the issues of parking and the flow of traffic in Frankham Street make car drivers get frustrated and not want to park/come to the market
- the CPZ has caused a lot of harm to the market quickly
- many customers use cars for larger purchases so the parking/CPZ issue is having a negative effect attracting those customers
- Greenwich operate a different parking system that allows for a free max 2 hour stay near the Millennium Dome that could be incorporated in Lewisham
- the development causes problems with the market such as

temporary disruption in pitch location which affects trade, even more so in difficult economic conditions

- Reginald Road - even though it is in the CPZ, it was often half empty as not many residents along that road had cars, therefore the traders felt that it didn't all need to be CPZ.

Nigel Parslow said that the issue of parking can affect casual traders, as permanent traders are eligible for parking permits, at a fee.

One of the traders has co-ordinated a petition against the CPZ in Deptford, and it will be presented, as petitions are, at the next council meeting on 27 January.

It was AGREED that a meeting would be arranged before the Sustainable Development Select Committee meeting on 3 February with the Deputy Mayor, senior transport/regeneration officers and representatives of Deptford market traders to discuss the issues of parking, the CPZ, the development of Deptford town centre and the impact on Deptford market.

Action: Scrutiny Manager

2. Street drinking:

Traders raised the issue of street drinkers sitting on/near the Anchor in Deptford and the anti-social behaviour (ASB), which was having a detrimental effect on the market. Traders also raised the issue of the plethora of betting shops that are in the area, that encourage street drinkers and those committing ASB to loiter in the area. They also mentioned seating in Giffin Street encourages street drinking in the area. The traders also said that there seemed to be a lack of police officers in the area, though they recognised that Safer Neighbourhood Teams (SNTs) patrolled the area.

Councillor Till told the meeting that the Government had revised the licensing laws that meant there was no longer a limit to how many licensed betting shops could be in one area.

Councillor Luxton queried whether there was a street drinking zone in Deptford which should be stopping street drinking.

Action: Scrutiny Manager to check.

3. Environmental enforcement:

Traders raised the issue of shops sub-letting their forecourts, and

whether the rules were being enforced in how the shops managed this. Traders also raised their concerns about the number of licensed forecourts in the high street especially selling similar goods to market traders, their alleged selling on the street and selling goods not stocked in the shop.

ACTION: The Scrutiny Manager to ask Environmental enforcement for the income from shops' forecourts in the Deptford market area.

4. Publicity and signage:

Traders said that some signage should be placed near to the market and at the train/DLR station to show that customers have reached Deptford market. There could be consideration for bus advertisements for the promotion of Deptford and the market.

5. Other issues:

a) Gritting of Douglas Way and the market: Traders raised the issue of the lack of gritting in Douglas Way and Deptford market which made it difficult for the market traders and customers.

b) Food/produce selection: John Pye mentioned that suggestions from officers, and the consultant's report, have supplied a number of proposals for improving the markets in Lewisham, such as a 'bric-a-brac' market in Catford market. In terms of Deptford, the only suggestion from the consultants was in respect of improving the food offer. Lucy Diable said that she was trying to set up a 'bric-a-brac' section at the end of Douglas Way to complement the existing second hand section in the square.

c) Storage: Traders raised the issue of the lack of storage for their goods in the Deptford area. The storage area at present is only temporary and no permanent storage area has been agreed.

d) Market management: Some traders expressed their support for Deptford market to remain council-managed and not transferred to private market operators.

Meeting with Catford traders 2pm, Tuesday 12 January (Wearside)

In attendance: Councillor (Cllr.) Sue Luxton, Chair of the Sustainable Development Select Committee

Cllr. Alan Till, Member of Sustainable Development Select Committee
(and Chair of Licensing Committee)

John Pye, Trading Standards and Markets Manager

Lucy Diable, Principal Markets Officer

Traders: Helen Oginni

Cheryl Barrett

Jean Prince

Marlene Barrett

Cllr. Luxton welcomed everyone to the meeting and explained that Councillors had met with traders from Deptford, and would also meet with traders from Lewisham to garner their views as part of the Sustainable Development Select Committee review on street trading.

The traders introduced themselves and gave a little information about how long they had been on the market, and what produce they sold.

Issues raised

6. Parking around Catford market

Traders raised issues in relation to:

- a) Parking for traders and customers
- b) The difficulty for unloading and collection of goods on the Catford Broadway
- c) Traders had 6 spaces to park in the 'lorry park', but traders did not like to park there due to the lack of security for their goods
- d) Cars parking on the Catford Broadway which clogs up the traffic and makes it difficult to unload/re-load vans
- e) Permits for traders to park in the Broadway
- f) Council should consider having bays earmarked for traders on the Catford Broadway for them to load/unload their goods.

7. Catford centre:

Traders were informed that the Council had plans to take over the Catford centre, and this could have implications for the development of Catford market. It was also clarified that the Council currently does not manage stalls in the Catford centre. One of the traders expressed a reluctance to be managed by a private market operator.

8. Anti-Social Behaviour (ASB):

Traders raised the issue of ASB in and around the market, especially from street drinkers. The CCTV in the area was queried and whether it was helping to stop ASB in Catford market.

Some traders also raised the issue of school children causing ASB during the week.

9. Publicity and signage:

Traders said that some signage for Catford market would be helpful as a lot of residents and commuters do not know the market is situated in the Broadway. They also thought that there should be some publicity for Catford.

10. Bringing more customers to Catford market:

John Pye mentioned that suggestions from officers, and the consultant's report, have supplied a number of proposals to improve the markets. In respect of Catford market, it proposed changes to the operating hours to take advantage of the potential for 'commuter' customers in the morning and evening rush hours. It also proposed a 'bric-a-brac' / 2nd hand market in Catford market. Another suggestion was to offer opportunities to 'niche and cottage industry' businesses and create a café pavement eating culture with small 'niche' fast food units.

The issue of refuse collection if there was a 2nd hand market was raised.

Traders asked about whether it was possible to make Catford market a 6-7 day market. They were told that this would need to go to Licensing (Supplementary) Committee. Currently temporary designations are used to allow trading on extra days.

11. Other issues:

a) Paving:

Traders said that there was a lot of uneven paving in the market that were leaving puddles and was not good for stock.

b) Storage:

Traders said that storage was a big problem with Catford market.

c) Market Inspectors:

An idea was to give Market Inspectors a stall at the market like at East Street market, and Catford market should have a dedicated inspector as opposed to a shared inspector.

d) Food outlets:

Traders said that the number of fast-food outlets in the area need to be looked at as it affected the look and feel of the area.

**Meeting with Lewisham traders
2pm, Thursday 14 January (Lewisham Library)**

In attendance: Councillor (Cllr.) Sue Luxton, Chair of the Sustainable Development Select Committee

Cllr. Alan Till, Member of Sustainable Development Select Committee (and Chair of Licensing Committee)

John Pye, Trading Standards and Markets Manager

Lucy Diable, Principal Markets Officer

Sue Harden, Markets Administration Officer

Traders: Rachel Shonde

Sahgi Toorgulshagi

Abdul Shokurzade

Jean Hogg

Tommy Everson

Don Adlington

Kenneth Jeal

Mike Penny

Malcolm Pulsford

Cllr. Luxton welcomed everyone to the meeting and explained that Councillors had already met with Deptford and Catford traders to garner their views as part of the Sustainable Development Select Committee review on street trading.

The traders introduced themselves and gave a little information about how long they had been on the market, and what produce they sold

Issues raised

12. Anti-Social Behaviour (ASB) in and around Lewisham market and Shopping Centre:

Traders raised issues in relation to:

g) ASB taking place primarily in and around Lewisham Shopping Centre and Lewisham market

h) Lack of visibility of police around Lewisham Shopping Centre and Lewisham market

i) As it gets dark earlier in the winter months – could deter potential customers who are wary of the ASB in the area

j) Issue of school children and ASB in the town centre. Pupils gather after school, particularly near the bus stops.

John Pye said he and Lucy Diable had recently met with Sergeant David Laurie about policing issues, and he stressed the importance of reporting incidents to the police so they can investigate criminal activity.

The idea that the contact details of the SNT be given to all traders so they can contact them about crime in the area was discussed as a possible way forward. It was also suggested that an SNT Sergeant meet with the traders, and such a meeting can be facilitated by the Markets Team.

13. CCTV:

The CCTV at the market did not seem to be deterring crime or ASB, and it was not sure that the cameras could pick up enough information to be viable, plus bad lighting around the market did not help.

Lucy Diable said that one proposal that was raised in their meeting with the police was that school children from local schools could participate in work experience on stalls to help them engage with the market traders and in turn the shopping centre.

One trader suggested the introduction of Connexions, youth workers and other initiatives like Street Pastors to engage with the young people in the area.

14. Refuse collection/environmental issues:

One trader raised the issue of the lack of refuse collection around the market, in spite of increasing pitch charges to traders over the years, especially issues in respect of the dustcart and the compactor. Lucy Diable explained the issues around the contingency arrangements for the use of the dustcart in Deptford if the compactor breaks down.

The traders discussed the issue of recycling in Lewisham market.

Councillor Luxton said that it would be a good time to revisit the issue

of the compactor and recycling given that the contract was coming to an end.

15. Publicity and signage:

Traders said that publicity that stretched further than Lewisham should be considered as a lot of customers come to the market from surrounding boroughs.

They also said that there should be some signage showing customers where the market is situated.

16. Storage and vehicles:

The traders said that there was limited storage for their produce and Lewisham Shopping Centre could not provide additional storage. They also said that vehicles should be 'off-road' to make the market look tidier.

Councillor Till said that the storage issue was a prominent issue for all the markets.

17. Other issues:

e) Toilets:

Traders said that there should be a toilet on-site for traders and/or customers as the only toilets at present are in the shopping centre.

f) Product mix:

Traders said that the market should stay essentially a fruit-and-vegetable market as that is how it had built its reputation as a good market that provided value-for-money produce. One of the traders also suggested that the Council might think about setting up a 'food court' area.

g) Lewisham Gateway Development:

John Pye told the meeting that the market had been considered as part of the development of the centre and was seen as important to the town centre.

h) The long-standing issue of a canopy for the market was raised.

i) The issue of the High St./Lewis Grove and the no entry sign was raised and whether permits for traders could be issued so they could use the entrance without being penalised.

Appendix D

Public consultation and online questionnaire – full results

Which of Lewisham’s markets do you use on a regular basis?							
Answer Options	Most Days	Once a Week	Once a Fortnight	Once a Month	Rarely	Never	Response Count
Lewisham (Mon-Sat)	27	46	9	20	26	15	143
Lewisham (Sun)	0	7	3	9	15	42	76
Deptford/Douglas Way	27	43	12	13	15	34	144
Catford	11	10	4	4	23	37	89

How far do you come to visit the market(s)?		
Answer Options	Response Percent	Response Count
Up to 5 miles	83.1%	143
5 to 10 miles	15.1%	26
10 to 15 miles	1.2%	2
15 to 20 miles	0.6%	1
Over 20 miles	0.0%	0
answered question	172	skipped question 6

How do you usually get to the market(s)?		
Answer Options	Response Percent	Response Count
Walk	48.0%	82
Drive/ Ride	20.5%	35
Bus	23.4%	40
Train (inc. DLR)	4.7%	8
Taxi	0.6%	1
Other (please specify)	2.9%	5
Other (please specify)	8	
answered question	171	skipped question 7

Appendix D

Public consultation and online questionnaire – full results

What would attract you to the visit market more often?									
Answer Options	A wider range of Products	Attractions for children	Better transport facilities	More parking	Longer opening hours	Special Events	Street Entertainment	Other	Response Count
Lewisham (Mon-Sat)	35	3	2	10	8	4	5	7	74
Lewisham (Sun)	15	0	0	2	2	9	1	6	35
Deptford/Douglas Way	24	3	6	24	12	7	4	6	86
Catford	18	0	0	3	2	4	3	6	36
Other (please specify)		19							
answered question	135		skipped question 43						

In comparison with High-street shops, how would you class the value of products in the market?						
Answer Options	A lot cheaper	Relatively cheaper	About the same	More expensive	Very expensive	Response Count
Lewisham (Mon-Sat)	43	54	4	2	1	104
Lewisham (Sun)	9	12	2	1	1	25
Deptford/Douglas Way	47	43	8	4	1	103
Catford	9	20	2	3	1	35
answered question	161					

And what about the quality of the goods you buy?						
Answer Options	Very good	Good	Average	Poor	Vey poor	Response Count
Lewisham (Mon-Sat)	27	42	20	7	4	100
Lewisham (Sun)	7	6	6	4	2	25
Deptford/Douglas Way	21	46	24	6	4	101
Catford	6	14	7	5	2	34
answered question	162	skipped question 16				

Appendix D

What are your views on the choice of products on offer at any given time?

Answer Options	Very good choice	Good choice	Average choice	Poor choice choice	Vey poor Count	Response
Lewisham (Mon-Sat)	25	46	27	6	1	105
Lewisham (Sun)	4	5	11	5	1	26
Deptford/Douglas Way	26	45	24	9	3	107
Catford	6	7	14	5	4	36
answered question	163		skipped question	15		

What other products would you like to see available at the market? (If you would like to see more of an existing product also give details.)

Lewisham (Mon – Sat)

- organic produce, free range eggs, some specialist foods, including more ‘world’ variety
- more high quality food choices
- a butcher
- high quality meat, fish, cheese, bread
- organic produce, locally produced food
- the range of products is fine but better quality
- more local produce, crafts
- more farm produce; specialty stalls: meat; cheese
- more variety of food
- far less fruit & veg stalls cloths electrial goods etc
- deli (olives, etc.), fresh bread, organic and/or locally grown fruits and vegetables, locally produced food (honey, jams, cakes, etc.)
- more fabric and haberdashery
- farmers market type food, better meat, better bread
- furniture-clothes-books-toys-
- plants, potted and cut flowers, more local produce, organic, better quality produce, Local produce, especially fruit from Kent!!
- more food options - similar to spittalfields/camden
- bakery with fresh artisan bread
- more choices of clothes, households items and fruits/vegs
- ladies Clothes
- bigger variety of fruit
- more plants and material
- more clothing

Lewisham (Sunday)

- organic produce, free range eggs, some specialist foods, including more 'world' variety
- butcher
- farmers market-style stalls similar to Greenwich market
- more farm produce; specialty stalls: meat; cheese
- more variety of food
- as above, one Sunday dedicated to each but not a general free for all, eg 1st Sunday for crafts.
- assortment of products
- deli (olives, etc.), fresh bread, organic and/or locally grown fruits and vegetables, locally produced food (honey, jams, cakes, etc.)
- French market, flower market, organic farmers market, local produce
- more food options – similar to Spitalfields/Camden
- bread/olives, craft goods

Deptford/Douglas Way

MARKET MANAGERS

- second hand fashion, craft, organic produce
- Some food/snack stalls other than the hotdog one - I miss the old olive stall
Higher quality goods, better food and produce, and maybe some creative stalls. Most of the clothing and homeware stores seem rubbish. Sometimes the produce is very good value, other times it is just cheap. The flower stall run by Brett is consistently great though. We love it!
- more perishable fresh food shops e.g. baked goods, fine wines, specialty stalls
- more foods (other than fruit/veg)
- larger flea market
- " " "
- as above
- same
- flower market too, local products
- make up, cake stall, proper coffee stall
- quality clothes
- more fruits/vegs/flowers & range of quality clothing & secondhand selections
- kids Clothes
- Craft Market, 2nd hand books
- bigger variety of fruit
- arts and crafts
- more variety
- Kenyan goods
- toys, pictures, furniture
- clothes, children's goods
- information stall
- crafts, better fruits, international foods, furniture, home furnishings
- organic food artworks
- electrical and household goods

Appendix D

- more plants and material
- quality kids clothes
- computer hardware/software
- deli products
- pet food
- toys
- more hot food
- variety of cheeses
- clocks, clothes
- more Trinidadian food
- Turkish food
- video shop
- organic food and breads
- china store
- Jams, local food, bread
- sunglasses
- more variety of shops to complement stalls
- cooked food/international food
- craft goods
- Irish products
- food stalls, garden accessories
- books

Catford

- organic produce, free range eggs, some specialist foods, including more 'world' variety
- more farm produce; specialty stalls: meat; cheese
- better quality adult clothes
- good quality selections of what Lewisham market has on offer
- butternut squash
- more food stalls
- bread/olives, craft goods
- health food products
- cultural products
- egg stall
- adult clothes
- bakery stall
- Asian food
- fruit and vegetables

Do you feel safe when you are at the market?

Answer Options	Yes	No	Response Count
Lewisham (Mon-Sat)	92	12	104
Lewisham (Sun)	27	3	30
Deptford/Douglas Way	91	19	110
Catford	31	7	38
answered question	161	skipped question	17

If you answered 'No' to Question 10, what would you like to see improved to make you feel safer?

More security
 A clean High St.
 more security /police patrols
 Clean up the area -make it more people friendly, get rid of the drunks etc
 Catford regeneration
 More police
 More market officials
 More police
 More Police
 More police
 More police
 More police
 More police presence
 More police
 Uniform canopies
 More police
 Improved environment
 More police other than PCSOs
 More CCTV
 Not enough police
 More PCSOs

Does CCTV coverage in the market areas make you feel safe?

Answer Options	Response Percent	Response Count
Yes	31.8%	50
No	26.8%	42
Didn't know it was in place	41.4%	65
answered question	157	skipped question
		21

Appendix E

Questionnaire for traders and farmers' markets

Street trading review – questionnaire for traders

Lewisham Council's Sustainable Development Select Committee are conducting a 'Street trading review' as part of its work for this year.

The review will be focusing on the following:

- look and feel of our markets
- running a viable market
- promoting our markets
- product mix and unique selling points

Responses will be used to help develop the recommendations and will be included in the review's report.

Therefore the Select Committee would like to hear your views about street trading in Lewisham to inform their review.

Please answer the questions below, and return the questionnaire to the Market Inspectors (consultation will run from 8 January-5 February 2010).

If you need more space, please write on additional sheets.

1. Which markets (inside and outside the borough) do you serve?
(please answer the questions in relation to the market or markets in Lewisham you serve. If you would like to comment on other markets in Lewisham you do not serve, please stipulate you are doing so)

2. Are you a permanent or casual licence holder?

3. What do you believe is working well in the markets in Catford, Deptford and Lewisham (circle as appropriate)?

4. How do you feel the markets in Catford, Deptford and Lewisham (circle as appropriate) compare to other markets that you work in or know of? In your answer below, can you state:

- the location of the market/s you are comparing the Lewisham markets to
- reasons for your answer

5. How could the market environment benefit from physical improvements (e.g. street furniture, refuse/recycling, signage, access/parking, pitch management)?

6. What do you believe are the challenges that the markets in Catford,

Deptford and Lewisham (circle as appropriate) are currently faced with?

7. a) What general improvements – both physical and non-physical – do you think can be made to the markets?

7. b) What specific improvements can be made to the market to help:

- traders?

- local businesses?

- local residents?

- shoppers

8. What do you feel would make more people visit and shop in our markets?

9. Do you feel that there should be more range in the products provided at the markets? YES/NO (circle as appropriate)

b) If YES, do you have any suggestions? (this could also be the mix of products available as well as products not currently provided)

10. Do you know how the markets are promoted? YES/NO (circle as appropriate?)

If, yes, how do you feel about the way the markets are currently being promoted?

11. How do you think the markets in the Borough of Lewisham could best be promoted?

Do you feel safe when you are in Catford, Deptford and Lewisham markets (circle as appropriate)

YES/NO (circle as appropriate)

If 'No', what would you like to see improved to make you feel safer?

Are you aware of the regeneration plans for Lewisham town centre and Deptford town centre?

What impact do you think the regeneration plans for Lewisham town centre and Deptford town centre would have on the markets in Catford, Lewisham and Deptford?

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY.
THE CONSULTATION RESULTS AND THE STREET TRADING REVIEW REPORT WILL BE AVAILABLE ON LEWISHAM'S WEBSITE (www.lewisham.gov.uk) ONCE THE REVIEW HAS BEEN COMPLETED.

Section 1 - Monitoring form

It is important to help us check that our we are catering to everyone's needs. The information in this form is for monitoring purposes only and will only be used to help improve our services.

Are you:

Male Female

Are you:

18-24 25-29 30-34 35-39 40-44

45-49 50-54 55-59 60-64 65+

Ethnicity:

- White – English/Welsh/Scottish/Northern Irish/British
- Mixed/multiple ethnic groups – White and Asian
- Asian/Asian British – Any other Asian background
write in details
- White – Irish
- Mixed/multiple ethnic groups – Any other mixed/multiple ethnic
background - write in details
- Black/African/Caribbean/Black/British - Caribbean
- White – Gypsy or Irish Traveller
- Asian/Asian British – Indian
- Black/African/Caribbean/Black British - African
- White – Any other White background - write in details
- Asian/Asian British – Pakistani
- Black/African/Caribbean/Black British – Any other
Black/African/Caribbean background - write in details
- Mixed/multiple ethnic groups – White and Black Caribbean
- Asian/Asian British – Bangladeshi

- Other Ethnic group - Arab
- Mixed/multiple ethnic groups – White and Black African
- Asian/Asian British – Chinese
- Other Ethnic group - Any other ethnic group - write in details

Do you consider yourself to have a disability?

Yes No

Please give us more details

Are you a Lewisham resident?

Yes No

Street trading review – questionnaire for traders at the Blackheath farmers market

Lewisham Council's Sustainable Development Select Committee are conducting a 'Street trading review' as part of its work for this year.

The review will be focusing on the following:

- look and feel of our markets
- running a viable market
- promoting our markets
- product mix and unique selling points

Responses will be used to help develop the recommendations and will be included in the review's report.

Therefore the Select Committee would like to hear your views about street trading in Lewisham, especially on Blackheath farmers market, to inform their review.

Please answer the questions below, and return the questionnaire to:

Roger Raymond
Scrutiny Manager
Overview and Scrutiny
2nd Floor, Civic Suite
Lewisham Town Hall
Catford SE6 4RU

If you need more space, please write on additional sheets.

1. Which farmers' market do you serve – just Blackheath?
2. What do you believe is working well in the farmers' market in Blackheath?
3. Why do you choose to sell your goods at Blackheath farmers' market rather than a traditional street market?
4. Do you feel farmers' markets and Lewisham's existing street markets should remain separate and distinct, or is there room for more overlap?
5. Would you be interested in receiving more information about having stalls at Lewisham's street markets? If so, please provide contact details below.
6. How do you feel the farmers' market in Blackheath compares to other markets that you work in or know of? In your answer below, can

you state:

- the location of the market/s you are comparing the Lewisham farmers' market to
- reasons for your answer

7 Do you feel that there should be more range in the products provided at the farmers' markets in Blackheath?

YES/NO (circle as appropriate)

b) If YES, do you have any suggestions? (This could also be the mix of products available as well as products not currently provided)

8. What do you feel is missing from the farmers' markets in Blackheath that would make more people visit and shop there?

9. Do you know how the farmers' market in Blackheath is promoted? (YES/NO) (circle as appropriate)

If yes, how do you feel about the way the markets are currently being promoted?

10. Do you have any suggestions about how best to attract more people to come to the farmers' markets in general?

11. Do you feel safe when you are in the farmers' markets in Blackheath?

(circle as appropriate)

YES/NO (circle as appropriate)

If 'No', what would you like to see improved to make you feel safer?

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY.
THE CONSULTATION RESULTS AND THE STREET TRADING REVIEW
REPORT WILL BE AVAILABLE ON LEWISHAM'S WEBSITE
(www.lewisham.gov.uk) ONCE THE REVIEW HAS BEEN COMPLETED.

Section 1 - Monitoring form

It is important to help us check that our we are catering to everyone's needs. The information in this form is for monitoring purposes only and will only be used to help improve our services.

Are you:

Male Female

Are you:

18-24 25-29 30-34 35-39 40-44
45-49 50-54 55-59 60-64 65+

Ethnicity:

- White – English/Welsh/Scottish/Northern Irish/British
- Mixed/multiple ethnic groups – White and Asian
- Asian/Asian British – Any other Asian background
write in details
- White – Irish
- Mixed/multiple ethnic groups – Any other mixed/multiple ethnic
background - write in details
- Black/African/Caribbean/Black/British - Caribbean
- White – Gypsy or Irish Traveller
- Asian/Asian British – Indian
- Black/African/Caribbean/Black British - African
- White – Any other White background - write in details
- Asian/Asian British – Pakistani
- Black/African/Caribbean/Black British – Any other
Black/African/Caribbean background - write in details
- Mixed/multiple ethnic groups – White and Black Caribbean

- Asian/Asian British – Bangladeshi
- Other Ethnic group - Arab
- Mixed/multiple ethnic groups – White and Black African
- Asian/Asian British – Chinese
- Other Ethnic group - Any other ethnic group - write in details

Street trading review – questionnaire for traders at the farmers markets

Lewisham Council's Sustainable Development Select Committee are conducting a 'Street trading review' as part of its work for this year.

The review will be focusing on the following:

- look and feel of our markets
- running a viable market
- promoting our markets
- product mix and unique selling points

Responses will be used to help develop the recommendations and will be included in the review's report.

Therefore the Select Committee would like to hear your views about street trading in Lewisham to inform their review.

Please answer the questions below, and return the questionnaire to:

Roger Raymond
Scrutiny Manager
Overview and Scrutiny
2nd Floor, Civic Suite
Lewisham Town Hall
Catford SE6 4RU

Please stipulate what market or markets you are referring when you answer. If you need more space, please write on additional sheets.

1. Which farmers' market do you serve?

Blackheath/Manor House Gardens/Hilly Fields/Telegraph Hill Park/Deptford Park (circle as appropriate)

2. What do you believe is working well in the farmers' markets in Blackheath/Manor House Gardens/Hilly Fields/Telegraph Hill Park/Deptford Park (circle as appropriate)?

3. Why do you choose to sell your goods at a farmers' market rather than a traditional street market?

4. Do you feel farmers' markets and Lewisham's existing street markets should remain separate and distinct, or is there room for more overlap?

5. Would you be interested in receiving more information about having

stalls at Lewisham's street markets? If so, please provide contact details below.

6. How do you feel the farmers' markets in Blackheath/Manor House Gardens/Hilly Fields/Telegraph Hill Park/Deptford Park (circle as appropriate) compare to other markets that you work in or know of? In your answer below, can you state:

- the location of the market/s you are comparing the Lewisham farmers' markets to
- reasons for your answer

7. Do you feel that there should be more range in the products provided at the farmers' markets in Blackheath/Manor House Gardens/Hilly Fields/Telegraph Hill Park/Deptford Park (circle as appropriate)?

YES/NO (circle as appropriate)

b) If YES, do you have any suggestions? (This could also be the mix of products available as well as products not currently provided)

8. What do you feel is missing from the farmers' markets in Blackheath/Manor House Gardens/Hilly Fields/Telegraph Hill Park/Deptford Park (circle as appropriate) that would make more people visit and shop in our markets?

9. Do you know how the farmers' markets are promoted? (YES/NO) (circle as appropriate)

If yes, how do you feel about the way the markets are currently being promoted?

10. Do you have any suggestions about how best to attract more people to come to the farmers' markets in general?

11. Do you feel safe when you are in the farmers' markets in Blackheath/Manor House Gardens/Hilly Fields/Telegraph Hill Park/Deptford Park (circle as appropriate)

(circle as appropriate)

YES/NO (circle as appropriate)

If 'No', what would you like to see improved to make you feel safer?

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY. THE CONSULTATION RESULTS AND THE STREET TRADING REVIEW REPORT WILL BE AVAILABLE ON LEWISHAM'S WEBSITE (www.lewisham.gov.uk) ONCE THE REVIEW HAS BEEN COMPLETED.

Section 1 - Monitoring form

It is important to help us check that our we are catering to everyone’s needs. The information in this form is for monitoring purposes only and will only be used to help improve our services.

Are you:

Male Female

Are you:

18-24 25-29 30-34 35-39 40-44
45-49 50-54 55-59 60-64 65+

Ethnicity:

- White – English/Welsh/Scottish/Northern Irish/British
- Mixed/multiple ethnic groups – White and Asian
- Asian/Asian British – Any other Asian background
write in details
- White – Irish
- Mixed/multiple ethnic groups – Any other mixed/multiple ethnic
background - write in details
- Black/African/Caribbean/Black/British - Caribbean
- White – Gypsy or Irish Traveller
- Asian/Asian British – Indian
- Black/African/Caribbean/Black British - African
- White – Any other White background - write in details
- Asian/Asian British – Pakistani
- Black/African/Caribbean/Black British – Any other
Black/African/Caribbean background - write in details
- Mixed/multiple ethnic groups – White and Black Caribbean

- Asian/Asian British – Bangladeshi
- Other Ethnic group - Arab
- Mixed/multiple ethnic groups – White and Black African
- Asian/Asian British – Chinese
- Other Ethnic group - Any other ethnic group - write in details

Appendix F

Glossary of terms

Anti-Social Behaviour	ASB
Closed-Circuit Television	CCTV
Controlled Parking Zones	CPZ
Department for Communities and Local Government	CLG
Docklands Light Railway	DLR
Fixed Penalty Notices	FPNs
Greater London Authority	GLA
London Development Agency	LDA
Metropolitan Police Service	MPS
Safer Neighbourhood Team	SNT
Sustainable Development Select Committee	SDSC
Transport for London	TfL

Appendix G

Acknowledgements

John Pye	Trading Standards and Markets Manager
Lucy Diable	Principal Markets Officer
Liz Bannister	Senior Town Centre Manager
Sue Harden	Markets Administrator
Nigel Parslow	Markets Officer
Roger Raymond	Scrutiny Manager
Olga Cole	Senior Committee Officer
Councillor Robin Cross	
Councillor Alan Till	
Councillor Philip Peake	
Councillor Brian Robson	
Alfie Lockyer	Spokesperson, Deptford Market Traders
John Price	Deptford Market Trader
Phil Hamlin	Deptford Market Trader
Victoria Haigh	Deptford Market Trader
Brett Wilcox	Deptford Market Trader
Richie Daley	Deptford Market Trader
Brian Gibbons	Deptford Market Trader
Haki Hassan	Deptford Market Trader
Helen Oginni	Catford Market Trader
Cheryl Barrett	Catford Market Trader
Jean Prince	Catford Market Trader
Marlene Barrett	Catford Market Trader
Don Adlington	Spokesperson, Lewisham Market Trader
Rachel Shonde	Lewisham Market Trader
Sahji Toorgulshagi	Lewisham Market Trader
Abdul Shokurzade	Lewisham Market Trader
Jean Hogg	Lewisham Market Trader
Tommy Everson	Lewisham Market Trader
Kenneth Jeal	Lewisham Market Trader
Mike Penny	Lewisham Market Trader
Malcolm Pulsford	Lewisham Market Trader

If you have difficulty understanding this document in English please call the number below.

Për të marrë informacion mbi këtë dokument, ju lutemi telefononi numrin e mëposhtëm.

Albanian

Pour plus d'informations sur ce document, veuillez appeler le numéro ci-dessous.

French

更多有关本文件的信息，请拨打如下电话。

Mandarin

Sidii aad u hesho macluumaad ku saabsan dokumentigaan fadlan soo wac lambarka hoos ku qoran.

Somali

இப் பத்திரத்திலுள்ள தகவல் தேவையானால் தயவுசெய்து கீழேயுள்ள எண்ணில் தொடர்புகொள்ளவும்.

Tamil

Bu doküman hakkında bilgi için lütfen aşağıdaki numarayı arayınız.

Turkish

Để biết thêm thông tin về tài liệu này, quý vị hãy gọi số điện thoại sau.

Vietnamese

020 7253 7700

Also call this number for other formats, including Braille, large print, audio tape, BSL or computer disc.

Email: lewisham@pearllinguistics.com Typetalk: 18001 020 7253 7700