

# Stockwell Square Market Questionnaire Findings Report



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Compliance Team  
Communities, Housing &  
Environment Delivery Cluster  
London Borough of Lambeth

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## Introduction

Following the publication of the “New Stockwell Square Consultation Findings Report” in June 2013, Lambeth Council has been working with the Stockwell Partnership, a local community development trust<sup>1</sup> and the Stockwell Cross Steering Group<sup>2</sup> to develop a process in relation to the prioritisation and delivery of its findings.

One of the key elements highlighted in the New Stockwell Square Consultation Findings Report, was the support for a market to be placed in the newly established Stockwell Square on Binfield Road. Although the consultation communicated the general view of the local community, there was the requirement to establish further details prior to the launch of the new market e.g.

- The type of market that was required (i.e. farmers market, Street-food, Second-hand, a mixed commodity market, etc).
- The frequency of the market (i.e. weekly, fortnightly, monthly, etc)
- The trading hours of the market

It was recognised that the only way that we could obtain this information was to go back to local citizens and visitors and ask them for their views. It was envisaged that such an approach would invoke a sense of ownership as well as the efficacious integration of a market in the local community; as opposed to citizens and local businesses developing a negative perception that a Council initiative had been imposed upon the area (which in the case of local businesses could be perceived as additional competition during a challenging period for the high street).

This information would also be crucial in the future development of a Market Service Specification; which would confirm the ability of a potential Market Operator to deliver the community’s vision for its market.

Lambeth Council’s Delivery Cluster, Enforcement & Business Compliance Team and the Stockwell Partnership jointly developed a questionnaire that over the course of five weeks (6<sup>th</sup> October to 13<sup>th</sup> November 2014), local residents and business were personally engaged to submit their views on the operational days and hours of their local market as well as the commodities market would offer. There was also an online questionnaire that ran in conjunction with the engagement process that provided a further opportunity for locals to express their views. The survey was promoted on the Council’s website, the Stockwell Partnership Website, the Mumsnet website, Stockwell Partnership’s enews mailing list and Twitter.

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<sup>1</sup> For more information on the **Stockwell Partnership** visit their website- [www.stockwell.org.uk](http://www.stockwell.org.uk)

<sup>2</sup> **The Stockwell Cross Steering Group** comprises of local residents, Councillors, DSDHA Architects, Hyde Housing Association and Lambeth Council Officers.

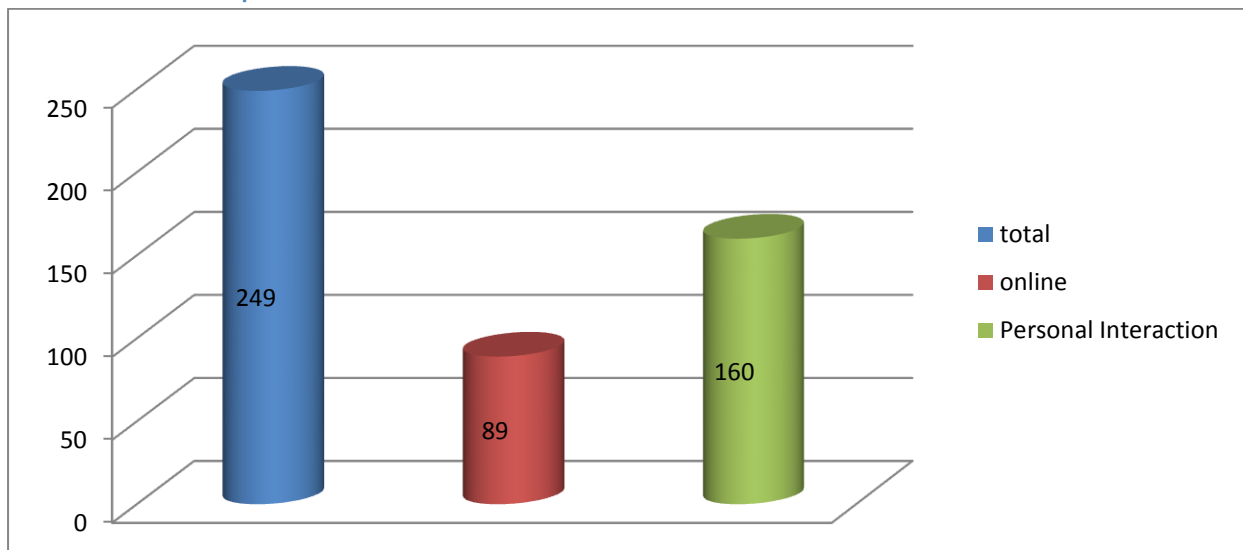
Lambeth's Enforcement & Business Compliance Team, the Stockwell Partnership and the Stockwell Cross Steering Group are keen to ensure that our citizens are placed at the centre of local services as per the Council's Cooperative ambitions and adopted Street Market Strategy.

This report seeks to summarise the findings of the Stockwell Street Market Survey and deliver recommendations for further discussion.

Trevor Virtue  
Markets Development Officer  
Lambeth Council  
December 2014

## Findings

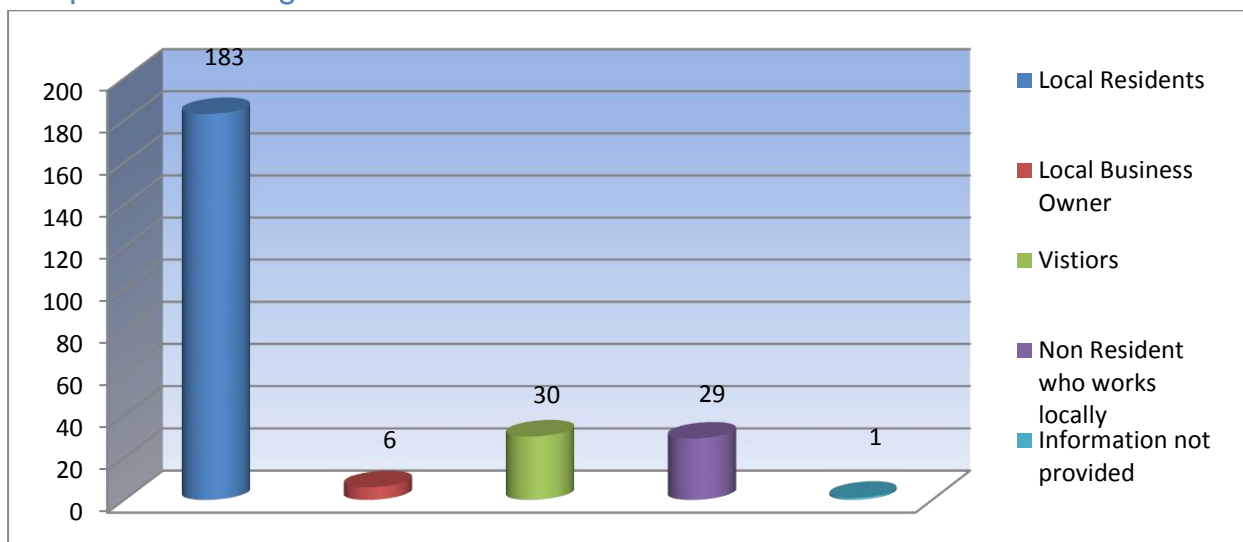
### Number of Respondents



With 249 people responding to the survey, this has been viewed as a very healthy response that further endorses the enthusiasm and drive that the local community have with regard to this initiative.

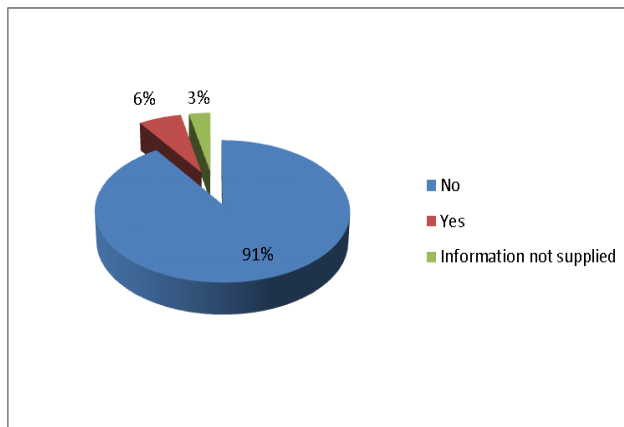
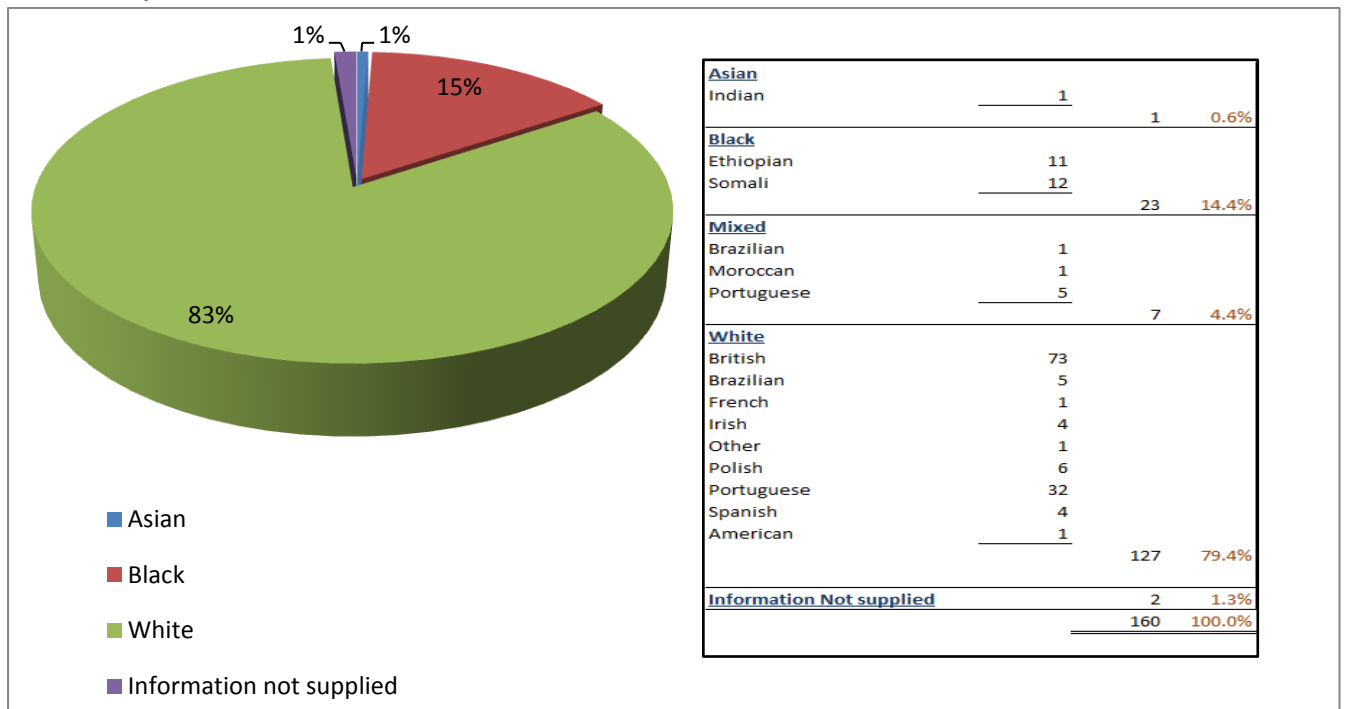
With 160 responses (65%), being received via personal interaction, this ensured that the survey was fully inclusive (the views of those without online access being taken into consideration).

### Respondent Categories



A significant proportion (73%) of responses came from local residents 24% from a combination of visitors and non-residents who work in the area and 6 % from local business owners.

## Who Responded

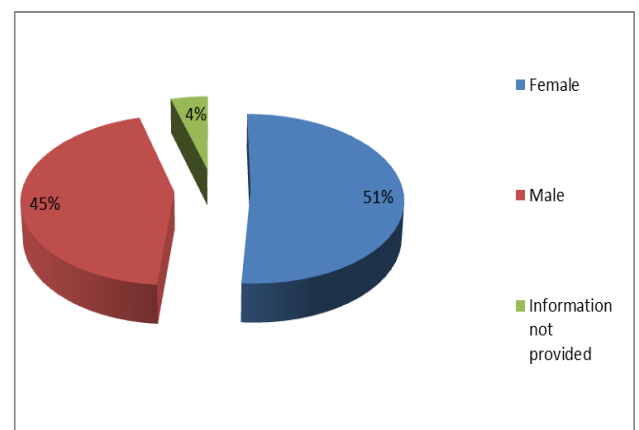


### Do you consider yourself to have a disability?

No	145	90.6%
Yes	10	6.3%
Information not supplied	5	3.1%
	160	100.0%

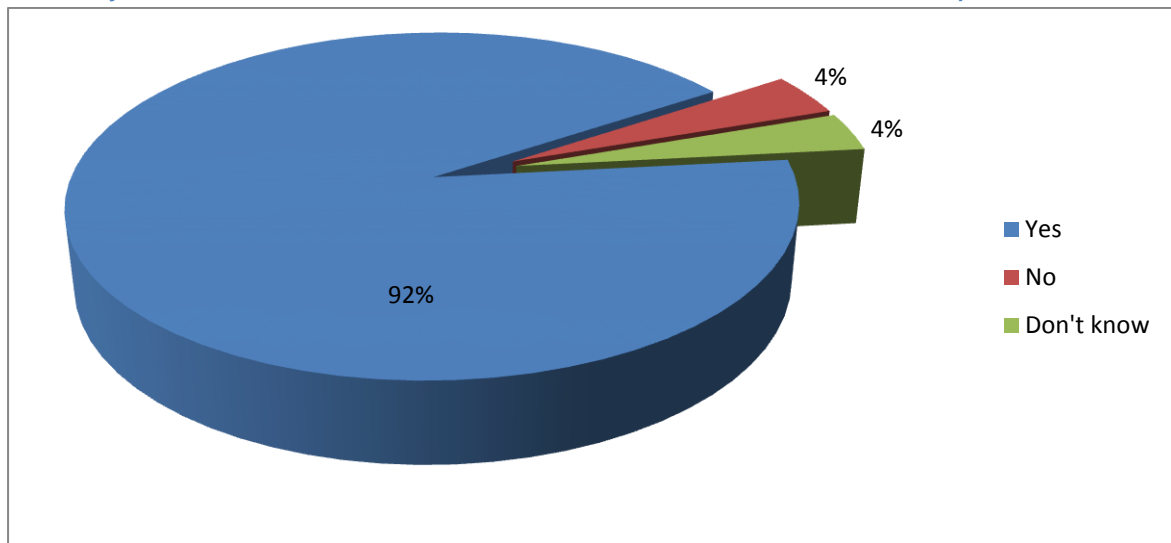
### Gender

Female	82	51.3%
Male	71	44.4%
Information not provided	7	4.4%
	160	100.0%



Unfortunately, equalities information could only be drawn from manual (face to face), respondents.

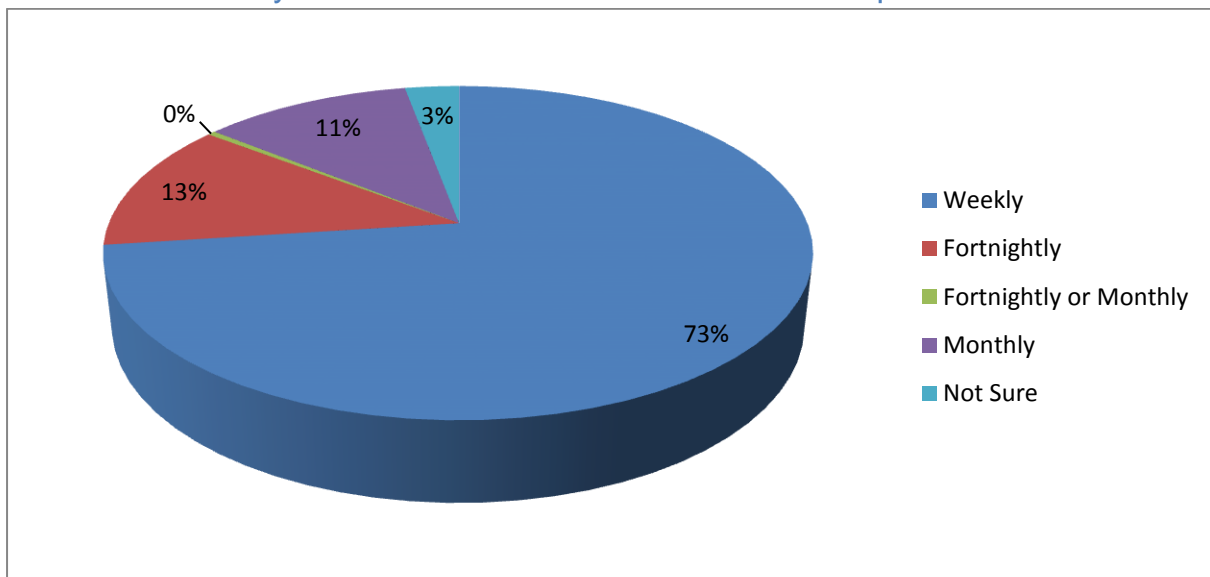
### Would you like to see a market at the weekend in Stockwell Square?



A significant number of respondents (231 or 92%) indicated that they would like to see a weekend market in Stockwell Square.

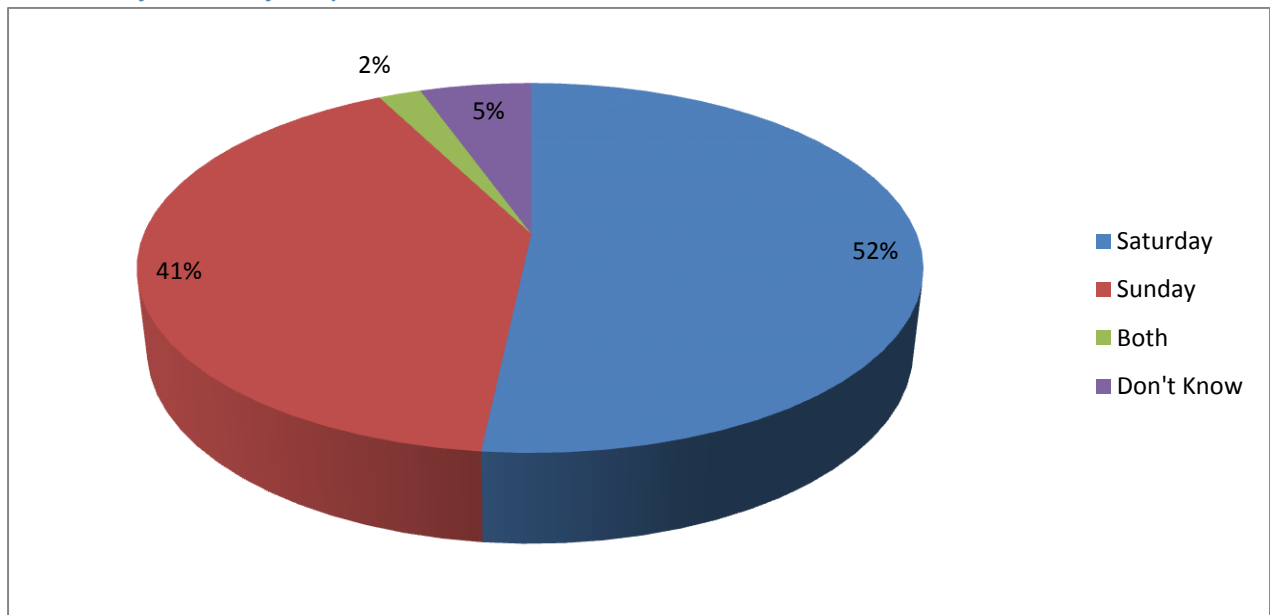
Note: The market could only be possible during a weekend as this was the only period that full traffic restrictions could be implemented.

### How often would you like to see a market in Stockwell Square?



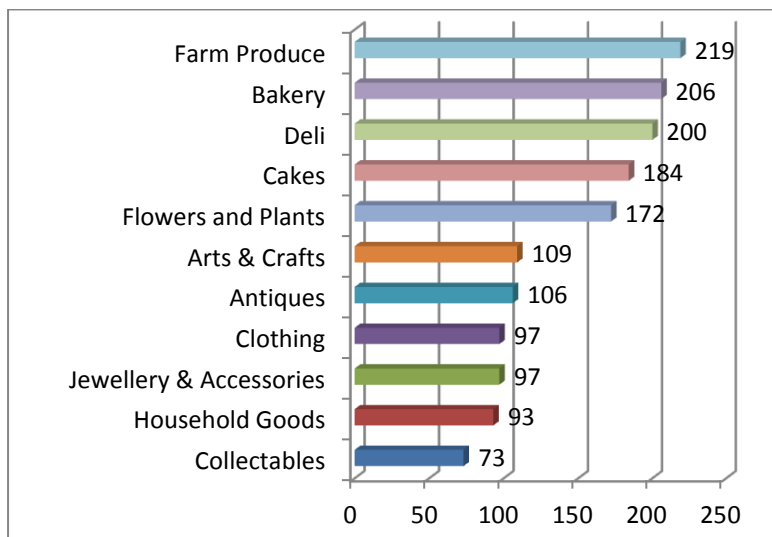
73% (175) of respondents opted for a weekly market, followed by 13% (30) opting for a fortnightly market with only 11% (27) respondents indicated that they would prefer a monthly market.

### What day would you prefer for the market to be on?



52 % (123) of respondents indicated that they would prefer a Saturday market and 41% (97) indicated that they would prefer Sunday.

### What type of Goods and Services would you like to see in Stockwell's local market?



<b>Farm Produce</b>	<b>14.1%</b>
<b>Bakery</b>	<b>13.2%</b>
<b>Deli</b>	<b>12.9%</b>
<b>Cakes</b>	<b>11.8%</b>
<b>Flowers and Plants</b>	<b>11.1%</b>
<b>Arts &amp; Crafts</b>	<b>7.0%</b>
<b>Antiques</b>	<b>6.8%</b>
<b>Jewellery &amp; Accessories</b>	<b>6.2%</b>
<b>Clothing</b>	<b>6.2%</b>
<b>Household Goods</b>	<b>6.0%</b>
<b>Collectables</b>	<b>4.7%</b>

The majority of respondents opted for Farm Produce, Bakery, Deli Food, Cakes and Flower/Plants to form the basis of their local market.



Other commodities mentioned by respondents included:



#### Other Significant Comments

**"Bakery stall is a priority, the neighbourhood lacks it"**

**"Organic vegetables to be included in Farm produce"**

**"Yes to the market as long as it does not make a mess and is not too big"**

**"Frequency of the market should be based upon needs"**

**"WOULD BE BETTER IN LARKHALL PARK"**

**"Sunday would be a good day for the market not to conflict with Oval or Venn Street Markets."**

**"I'd rather see a café"**

## Conclusion

With 92% of 249 respondents reaffirming their support for a market in Stockwell Square, it can be viewed that the Stockwell Square Market Questionnaire was extremely positive.

The questionnaire delivered on its requirement to communicate the views of the local community in relation to their local market in terms of its frequency, operating hours and commodities. This information will be used to develop a market specification document (a key element of the market tendering process), that will incorporate the aspirations of the local community.

There has been significant progress made with regard to community using the square and the delivery of the market, this includes:

- The Authority's Transportation Team working with Transport for London to secure a road closure for Binfield Road
- The inclusion of Binfield Road in the Council's Street Trading Designation Process, to be followed by the submission of a planning application
- Stockwell Partnership developing the "Stockwell Winterfest" event to take place in the new square on the 13<sup>th</sup> December 2014

## Risks

Below, is a list of potential risks in relation to the sustainability of this initiative and measures that can be implemented to negate them:

### Is the balance right?

Despite a very positive response from the market's questionnaire, the implementation of a market can reveal challenges that were not formally identified. To mitigate such issues, it is recommended that we initiate pilot markets in April / May 2015. This measure will present all parties with the opportunity to review the market and make changes where necessary ahead of a full launch in the summer of 2015.

### **A reduction in the use of the market**

The Council's cooperative ambitions ensure that communities are at the heart of their market strategy. It is essential that the market reflects a developing dynamic rather than simply a regulated entity. This can be achieved by:

- Incorporating into any Market Licence Agreement the requirement for the Market Operator to undertake market research amongst their customers. This will ensure that customer suggestions and views are regularly updated and will be reflected in the market.
- That the Market Operator bases the majority of the market's offers on the upper quartile of preferred commodities expressed in this summary; allowing the rotation of less popular commodities identified. The popularity of an offer can be monitored by collecting data from traders, thus ensuring that the market remains relevant and popular among local and visiting customers.

### **The market being perceived as competition by local outlets, with the potential to put them out of business**

The Council seeks to introduce a local amenity to compliment the high street offer rather than compete against it. There is scope to specify that a percentage of the market offer should come from local outlets and where possible those outlets could be invited to join the market at a special rate. This measure will ensure that outlets have the opportunity not only to be part of the market, but also promote their goods and services which will have the potential to contribute to the overall economic regeneration of the area.

### **Management of Waste**

Any Market Operator selected will have a "Waste Strategy" built into their Licence Agreement. Such a strategy will outline that waste must be contained during the market and the area cleaned and brought up to a minimum of Grade B standard (predominantly free from litter).

### **Antisocial Behaviour**

Markets have a vital role to play with regard to the development of community led use of the public realm. Markets as an activity within a local space will often act as a catalyst for further inclusive activities (i.e. Winterfest), that then leads to a community "buy in" & natural surveillance. As stated earlier in this paper, the Delivery arm of the Communities, Housing and Environment Cluster, Enforcement & Business Compliance Team has developed a strategy and processes in relation to market development to reflect the council's shifting role

from that of a regulatory body to working collaboratively with our citizens, local businesses, partnership organisations and other stakeholders to deliver on Cooperative Council objectives.

The Enforcement & Business Compliance Unit has also piloted schemes where traders on isolated pitches have provided vital intelligence that has been used to focus enforcement by Police and Council Officers. Examples of this approach include:

- Streatham Green (Mitcham Lane), where a licensed coffee vendor would contact Officers directly informing them of any anti-social activity in the area
- The South Bank Street Trading Scheme, where licensed refreshment vendors have been placed in areas linked with unlicensed street trading. This approach not only allows intelligence to be shared, but also provides a legitimately licensed alternative to unregulated vendors in this high profile area

## Moving Forward

The Council's Enforcement & Business Compliance Section will continue to work with the Stockwell Partnership and Stockwell Cross Steering Group to deliver this exciting initiative. Next steps will include the delivery of an Operator Specification and selection process in the first quarter of 2015 as outlined below:

<u>Provisional Stockwell Square Market Delivery Schedule</u>	
Milestone	Estimated Completion
Production of the Stockwell Market Tender Specification	7th Feb 2015
Publication of an open invitation to tender	20th Feb 2015
Stockwell Market Tender Reviews	31st Mar 2015
Delivery of Pilot Markets	April/ May 2015
Review of Pilot Markets	May 2015
Delivery of Full Markets	June 2015

