



Global city, strong neighbourhoods, thriving community

# Street Markets Consultation: Consultation Response Report

Evaluation and Performance Team



City of Westminster

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## 1. Introduction

This report summarises the responses to an extensive public consultation on a draft strategy for Westminster City Council's six street markets and a review of fees and charges.

Within the City of Westminster there are eight regular street markets with approximately 300 pitches located across three areas operating Monday to Saturday. Markets are facing unprecedented change on many fronts and in London at a faster pace than elsewhere.

The forthcoming strategy will provide a strong framework for markets with a focus on a local approach in each location.

This strategy aims to ensure that markets:

- a) Have a distinctive character which reinforces their history, independence and authenticity and celebrates what people love about their neighbourhoods
- b) Act as a social hub offering an opportunity to meet people and build community spirit, a place to buy and sell goods
- c) Expand their offer in relation to the products sold, offering a wider selection of goods with regular new products and events to keep customers coming back
- d) Further develop links with incubator spaces, for training partnerships as well as enterprise programmes to give new businesses a test platform for trading
- e) Offer a space for local people to access in-season food as part of their daily and/or weekly shop at an affordable price
- f) Build towards a sustainable existence by addressing areas including biodegradable packaging, increased recycling, reduced plastic and reusable energy
- g) Operate a street trading licencing approach which aligns to a clear market strategy and is compliant with the City of Westminster Act
- h) Are resilient to change where there are regeneration programmes or area changes that may impact the market location.

The aims of the public consultation were to understand:

- What is important to customers from the opening hours, to items sold
- How residents use the markets and how we can support more of them to become traders
- What additional facilities and support traders may need to improve their trading conditions and increase income
- Which of the fees and charges increases proposed were preferred by the traders
- Views across neighbourhoods based on the themes of: business support, marketing and promotion, enforcement and regulation (fees and charges, traders only), products sold, sustainability and stakeholder engagement (involving residents with their markets) to understand views on the suggestions contained in the draft strategy.

The consultation excluded isolated pitch sites (including kiosks) and farmers' markets in the borough although views were included in the consultation where they arose from these groups.

The street markets covered by the consultation are listed below:

- Berwick Street
- Church Street
- Maida Hill

- Rupert Street
- Strutton Ground
- Tachbrook Street

## 2. Executive Summary

The public consultation on street markets opened on 6 August and ran for 12 weeks until 29 October. The council chose a consultation period of 12 weeks to enable a broad range of views to be gathered. The 12 week duration allowed for those who may have been away in August to take part during September and October.

The consultation communications programme covered online, print and face-to-face channels to encourage maximum participation from different groups. Prior to this, a number of pre-consultation events took place with traders to ensure they were aware of the impending fees and charges review and how they could give their views.

Approval to run a statutory consultation on the proposals to change market fees and charges was given by Westminster City Council's Licencing Committee on 4 July 2018.

### 2.1 Communications Programme

In order to widely publicise the consultation, a range of online and offline communications channels were used.

These included:

- Consultation brochure
- Letters to traders (hand delivered)
- Emails to traders
- Emails to residents' groups, housing associations and an extensive list of stakeholders around each market
- Posters and flyers
- Content in council e-newsletters sent to residents and businesses
- Trader surgeries at each market
- Drop-in sessions at each market
- Pull up banners to promote drop-in sessions on the day they took place
- Media / press programme
- Promotion on social media

#### Consultation brochure

This provided a summary of the draft strategy. Printed copies were distributed to libraries, community centres, provided at the drop-in sessions and on request, while online versions were shared widely via the Open Forum website, social media and council e-newsletters.

#### Materials

A full list of printed consultation material is detailed below:

- Consultation brochure
- Poster with dates and times for drop-in sessions and survey link
- Flyer with dates and times for drop-in sessions and survey link
- Questionnaire

## **Website**

All information about the consultation was hosted on the Open Forum website. This site hosts all Westminster City Council's consultations.

All of the above printed material was also made available in libraries, community centres and at the drop-in sessions.

## **2.2 Consultation Programme**

The consultation programme covered both online, printed and face-to face channels in order to encourage a broad range of responses from different groups including market traders, local residents, local workers, visitors to the market, business owners/representatives and organisations such as Residents Associations and Amenity groups.

### **Early Engagement**

Before the consultation began, Westminster City Council undertook a number of trader surgeries to ensure traders knew that the fees and charges review was taking place and how they could get involved. This also helped the Cabinet Member and Licensing Teams to understand traders' circumstances and how the increases may affect them.

### **Consultation Questionnaire**

The consultation questionnaire consisted of mainly closed questions in order to understand agreement/disagreement with the ideas contained in the draft strategy for markets. Closed questions used a scale from strongly agree to strongly disagree. There was an opportunity for open comments on the plans within the survey.

Survey themes included:

- Support with starting a market stall or increasing income
- How customers use our markets
- Involving residents with their local market
- Goods for sale
- Operational and regulatory issues (Traders survey only)
- Ensuring our markets reduce their impact on the environment

The consultation questionnaire was accessible online via the Open Forum website and other pages on the council website. Additionally, paper copies of the questionnaire were made available at all drop-in sessions, in libraries, community centres and on the street for traders when needed. They could also be requested by phone as and when needed. Completed hard copies could be returned to Westminster City Council via Freepost or could be handed in at one of the drop-ins. The consultation brochure and questionnaire could also be requested in other languages and large print.

The questionnaire website link was included on the consultation brochure, posters and flyers distributed close to each market and in online newsletters as well as on social media throughout the consultation.

### On-Street Survey

As well as hosting the survey online and having paper copies available, the council employed a fieldwork agency to collect survey responses in and around the markets - with customers and others passing by.

### Email and Phone Number

A dedicated email address ([marketsconsultation@westminster.gov.uk](mailto:marketsconsultation@westminster.gov.uk)) and phone number were provided to allow members of the public to request paper copies of the questionnaire, ask questions and put forward their views and comments.

### Drop-In Sessions

Five drop-in sessions were held during the consultation period. A range of materials were displayed at each session, including banners, copies of the draft strategy, a range of exercises for respondents to take part in on flip charts – such as offering comments or voting for idea and plans, copies of the consultation brochure and questionnaire. Additionally, council officers from Licensing, Markets and Economy were on hand to discuss the proposals, address concerns, answer questions and receive feedback from attendees. The dates and locations of these drop-ins are detailed below:

Strutton Ground	Maida Hill	Church Street	Tachbrook Street	Berwick Street and Rupert Street
Wednesday 12 September	Wednesday 19 September	Tuesday 2 October	Tuesday 9 October	Tuesday 16 October
11am to 7pm	11am to 7pm	10.30am to 6.30pm	11am to 7pm	11am to 7pm
The Abbey Centre, SW1P 3BU	The Yaa Centre, W9 2AN	Church Street Library, NW8 8EU	St James the Less Church, SW1V 2PS	Soho Centre, Westminster Kingsway College, W1F 0HS

### Other meetings

In addition to these drop-ins, during the creation of the draft strategy (for consultation) meetings took place with several organisations and individuals to learn from best practice in other locations including market operators, retail specialists, enterprise programme providers, market associations and other local authorities.

## 2.3 Consultation Response

A broad range of responses were received across different audiences and mainly via the consultation questionnaire – which was hosted online, as well as taking place on-street at the markets. Paper copies of the questionnaire were also available on request.

- There were 838 responses to the consultation survey – 339 via the online and paper survey and 499 on-street surveys.
- Around 60 people attended the drop-in sessions
- 73 licensed traders responded to the survey, along with 35 market workers and casual traders.
- Of the non-trader responses, 210 have commented on Tachbrook Street, 173 on Church Street, 140 on Strutton Ground, 127 on Berwick Street, 108 on Maida Hill and 95 on Rupert Street.
- The largest proportion of responses have come from residents (335), followed by workers (264), regular visitors to the area (126), business owners/representatives (22), five organisation /stakeholder groups and 25 other respondents.

The consultation was not designed to be a representative questionnaire of the local population. However, as the council received over 800 responses to the consultation questionnaire, we are confident we have captured all the major issues which need to be considered in relation to the Street Markets Strategy.

In addition, responses were also received via the following channels:

### **Email responses**

11 emails were received during the consultation to the market's consultation inbox, from a mixture of residents, traders and stakeholders.

### **Drop-ins attendance**

Around 60 people attended the five drop-in sessions held during the consultation period.

## 2.4 Analysis Methodology

Some of the questions in the consultation questionnaire allowed the respondent to tick multiple answers. Therefore, in some of the analysis the sum of the response to a question may be higher than 100%. In other cases, the total response to a single answer question may add up to slightly over 100% due to rounding of decimal points. Questions are based on the total number of respondents per question, as not all respondents answered every question.

All the open ended questions in the consultation questionnaire were coded into themes to allow the responses to be quantified. This encompassed reading every response to these questions and creation of a code frame.

## 2.5 Key Findings from the Consultation Questionnaire

### Non-traders

Responses to the survey have generally been fairly positive, with a majority of non-trader respondents agreeing with the various proposals and plans for markets.

There is strong support for:

- Sustainability - the vast majority of respondents want to see reduced plastic and packaging (87%) and more recycling facilities (82%)
- More opportunities for young people in Westminster to trade at markets - four in five (80%) agree that they would like to see this
- Local community having more input into the market(s) - 79% agree
- Three quarters (75%) would like to find out more about markets online or via social media and the same proportion would like the markets to be promoted more at Christmas and during other national holiday periods
- Around three quarters (73%) would like there to be more seating at the markets

### Traders

Traders were asked a number of questions about the markets – some of which were also asked of non-traders. All fees and charges data is excluded from these findings and can be found in the Licensing Committee Markets Fee Post Consultation Report.

There is strong support for:

- Sustainability of the markets is important to traders with the vast majority wanting to see reduced plastic and packaging (84%) and more recycling facilities (82%)
- Around three quarters (77%) would like there to be more seating at the markets
- The local community having more input into the market(s) – 77%
- The markets playing a bigger role in the community – 74%

There is also support for:

- More opportunities for young people in Westminster to trade at markets – 69%
- Preference being given to first time traders and residents in Westminster – 66%

### Qualitative Feedback

Included in the survey and during the drop-in sessions, respondents were able to offer open comments about the markets. Below are some of the common themes which came up in the open comments.

- **Demand for varied produce and traders** - not just street food (e.g. butchers, fishmongers, antiques, specialist markets)
- **Issues with rubbish/litter in and around the markets** – including food left on the street to rot, slippery surfaces, smells and lack of cleaning up
- **Lack of facilities** – such as toilets, storage and electricity
- **Poor quality of goods** – some feel there are too many cheap/poor quality goods for sale, especially at Church Street

- **Lack of seating** – suggestions for covered and temporary seating were offered and also comments to make the markets more attractive to spend time at
- **Develop a sense of community** – suggestions include having community events and engaging local businesses and organisations in the markets, no gentrification of markets
- **Keep the markets affordable for traders** – mention of impact of regeneration works and supporting traders to keep their overheads down
- **Reducing anti-social behaviour** – especially around Maida Hill
- **General positive comments** – markets are an asset to the community, mix of backgrounds and culture.

## 2.6 Next steps

Post consultation, the next phase will look for approval of the changes to fees and charges and deliver a Markets Strategy.

### Markets Strategy

The strategy will be published in March 2019 and will include:

- An overarching strategy to be implemented between 2019 and 2022 with projects continuing to be delivered before and after this period where there is both demand and funding. A strategy where common themes are in place across all markets.
- Local, tailored plans for each market as a collection of projects and business-as-usual activities, developed from specific feedback on each market and drop-in sessions with residents, businesses, customers and traders.

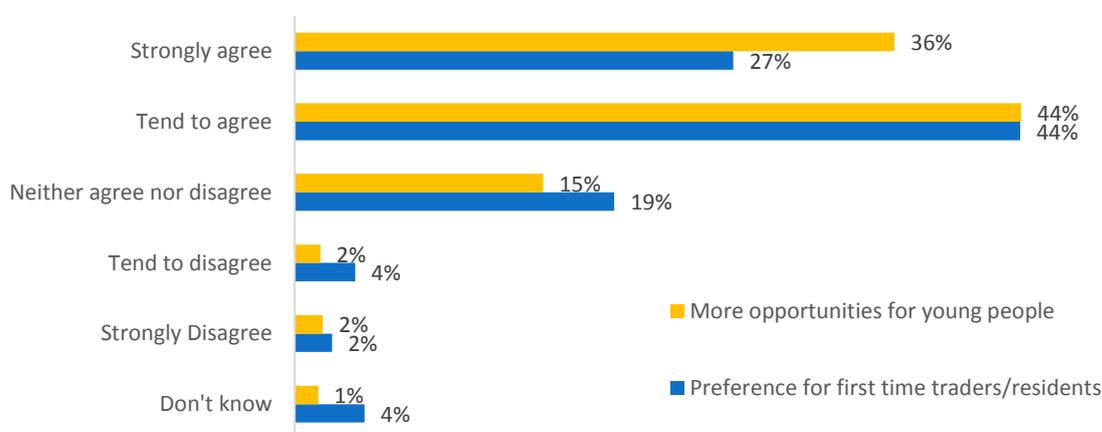
### 3. Questionnaire Response Analysis – Non Traders

This section details the response received to the consultation questionnaire among those who are not market traders. 717 responses were received from non-traders. Analysis is reported in the order of the questionnaire.

#### 3.1 Support with starting a market stall or increasing income

Overall a majority of respondents agree (71%) they would like to see preference given to first time traders and residents in Westminster. Four in five agree (80%) they would like there to be more opportunities for young people to trade at markets.

**Q. To what extent do you agree with the following statements about support for market traders?**



#### Analysis by respondent type

Residents are slightly less likely to agree with these statements than workers and visitors.

**Q. To what extent do you agree with the following statements about support for market traders?  
I would like to see preference given to first time traders and residents in Westminster.**

	Total	Resident	Worker	Visitor
<i>No. of responses</i>	<b>708</b>	331	264	121
Strongly agree	<b>27%</b>	31%	21%	30%
Tend to agree	<b>44%</b>	37%	54%	43%
Neither agree nor disagree	<b>19%</b>	21%	17%	17%
Tend to disagree	<b>4%</b>	5%	3%	4%
Strongly disagree	<b>2%</b>	2%	2%	1%
Don't know/not applicable	<b>4%</b>	4%	3%	5%
<b>Agree</b>	<b>71%</b>	<b>67%</b>	<b>75%</b>	<b>73%</b>
<b>Disagree</b>	<b>6%</b>	<b>8%</b>	<b>5%</b>	<b>5%</b>

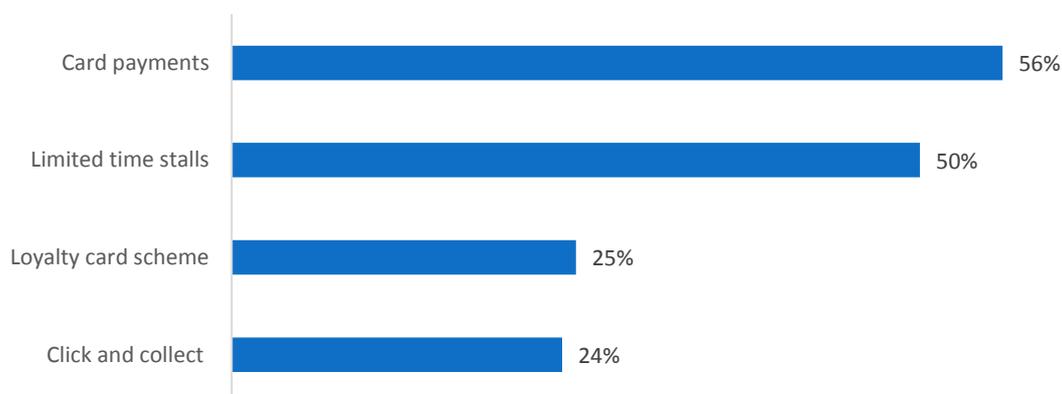
**Q. I would like there to be more opportunities for young people in Westminster to trade at markets**

	Total	Resident	Worker	Visitor
No. of responses	705	328	264	121
Strongly agree	36%	42%	32%	36%
Tend to agree	44%	36%	53%	43%
Neither agree nor disagree	15%	17%	12%	17%
Tend to disagree	2%	3%	1%	1%
Strongly disagree	2%	2%	0%	2%
Don't know/not applicable	2%	1%	1%	2%
<b>Agree</b>	<b>80%</b>	<b>77%</b>	<b>86%</b>	<b>79%</b>
<b>Disagree</b>	<b>3%</b>	<b>5%</b>	<b>2%</b>	<b>3%</b>

### 3.2 Customers using markets

Respondents were asked what might encourage them to use markets more frequently and also whether they think markets could be involved more in the community.

**Q. Which if any of the following, would encourage you to visit markets more frequently? Please tick all that apply.**



#### Analysis by respondent type

Across respondent types there is a fairly high proportion who feel that traders taking card payments would encourage them to visit the markets more frequently. There is also support for having stalls which operate for a limited time. Fewer respondents feel being able to order products for collection or having a loyalty card scheme would encourage them to use markets more.

**Q. Which if any of the following, would encourage you to visit markets more frequently? Please tick all that apply.**

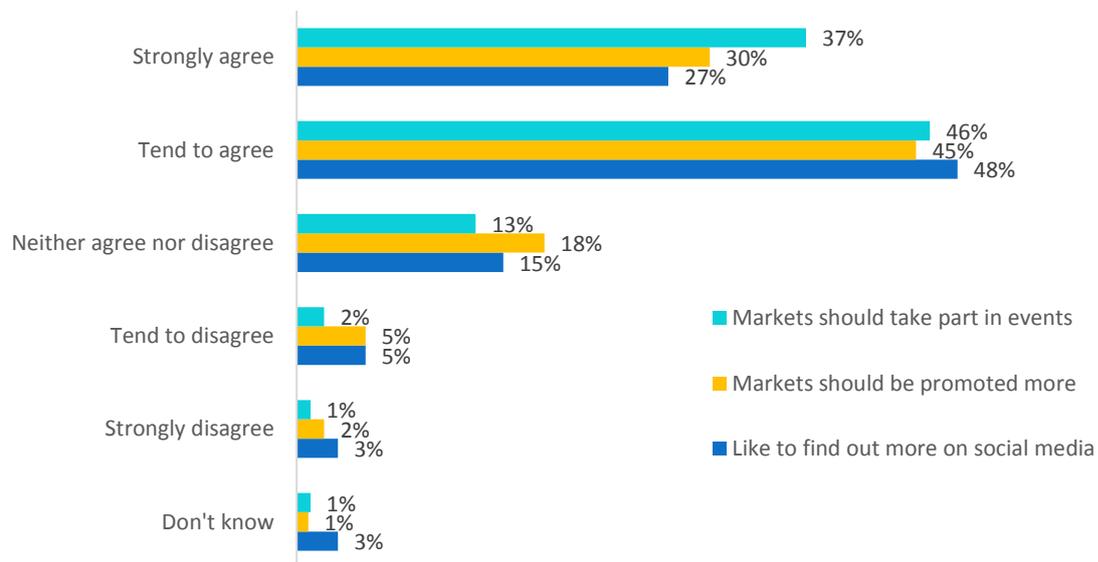
	Total	Resident	Worker	Visitor
<i>No. of responses</i>	487	205	200	83
If traders took card payments	56%	52%	61%	59%
If there were stalls which operated for a limited time – for example guest stalls, pop-up stalls, limited edition stalls or something you could only find at the market that week	50%	60%	46%	47%
If there was a loyalty card or points card system for the individual markets or across all Westminster markets	25%	26%	28%	29%
Being able to order products online from the market and collect it there	24%	31%	17%	27%

Respondents were asked their views on markets and social media and whether markets should be more involved in the community and other events happening through the year.

Three quarters of respondents (75%) feel they would like to hear more about the markets online or via social media and the same proportion would like markets to be promoted more during Christmas and other holiday periods.

Markets being more involved in events throughout the year, such as neighbourhood fayres, arts and cultural events is supported by a large majority of respondents (83%).

**Q. To what extent do you agree or disagree with the following statements...**



### Analysis by respondent type

Among different groups, residents are slightly less likely to want to find out about markets on social media, with workers most supportive of this. Workers and visitors are most likely to want markets to be promoted at Christmas and take part in events throughout the year.

**Q. To what extent do you agree or disagree with the following statements...Q. I would like to be able to find out more about the markets online or via social media**

	<b>Total</b>	Resident	Worker	Visitor
<i>No. of responses</i>	610	247	244	111
Strongly agree	27%	29%	25%	31%
Tend to agree	48%	40%	57%	41%
Neither agree nor disagree	15%	19%	10%	18%
Tend to disagree	5%	5%	5%	5%
Strongly disagree	3%	5%	1%	2%
Don't know/not applicable	3%	3%	1%	3%
<b>Agree</b>	<b>75%</b>	<b>68%</b>	<b>82%</b>	<b>72%</b>
<b>Disagree</b>	<b>8%</b>	<b>10%</b>	<b>7%</b>	<b>7%</b>

**Q. I think the markets should be promoted more at Christmas and during other national holiday periods**

	<b>Total</b>	Resident	Worker	Visitor
<i>No. of responses</i>	612	249	244	111
Strongly agree	30%	33%	25%	33%
Tend to agree	45%	38%	53%	42%
Neither agree nor disagree	18%	20%	17%	16%
Tend to disagree	5%	6%	4%	5%
Strongly disagree	2%	2%	1%	3%
Don't know/not applicable	1%	0%	1%	0%
<b>Agree</b>	<b>75%</b>	<b>72%</b>	<b>78%</b>	<b>76%</b>
<b>Disagree</b>	<b>6%</b>	<b>8%</b>	<b>5%</b>	<b>8%</b>

**Q. I think the markets should take part in events throughout the year, such as neighbourhood fayres, arts and cultural events**

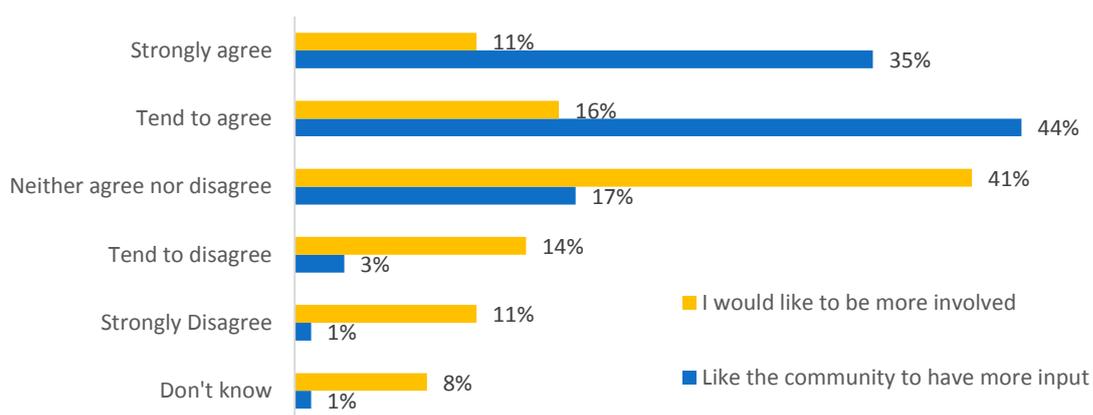
	Total	Resident	Worker	Visitor
No. of responses	613	251	244	111
Strongly agree	37%	41%	32%	41%
Tend to agree	46%	41%	51%	44%
Neither agree nor disagree	13%	13%	14%	12%
Tend to disagree	2%	4%	2%	3%
Strongly disagree	1%	1%	0%	0%
Don't know/not applicable	1%	0%	0%	0%
<b>Agree</b>	<b>83%</b>	<b>81%</b>	<b>84%</b>	<b>86%</b>
<b>Disagree</b>	<b>3%</b>	<b>5%</b>	<b>2%</b>	<b>3%</b>

### 3.3 Involving residents with their local market

Four in five respondents would like the local community to have more input into the markets, on areas such as goods for sale, opening hours and specialist days. This is highest among residents (84%).

With regard to personal involvement in the markets, two in five residents (38%) said they would like to be involved, this compares to around a quarter of all respondents (27%).

**Q. I would like the local community to have more input into the market(s) in for example: what's sold, hours open, specialist days etc.**



## Analysis by respondent type

**Q. I would like the local community to have more input into the market(s) in for example: what's sold, hours open, specialist days etc.**

	<b>Total</b>	Resident	Worker	Visitor
<i>No. of responses</i>	695	328	264	111
Strongly agree	35%	45%	22%	32%
Tend to agree	44%	39%	52%	48%
Neither agree nor disagree	17%	13%	22%	15%
Tend to disagree	3%	2%	3%	2%
Strongly disagree	1%	1%	0%	0%
Don't know/not applicable	1%	1%	0%	4%
<b>Agree</b>	<b>79%</b>	<b>84%</b>	<b>74%</b>	<b>79%</b>
<b>Disagree</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>

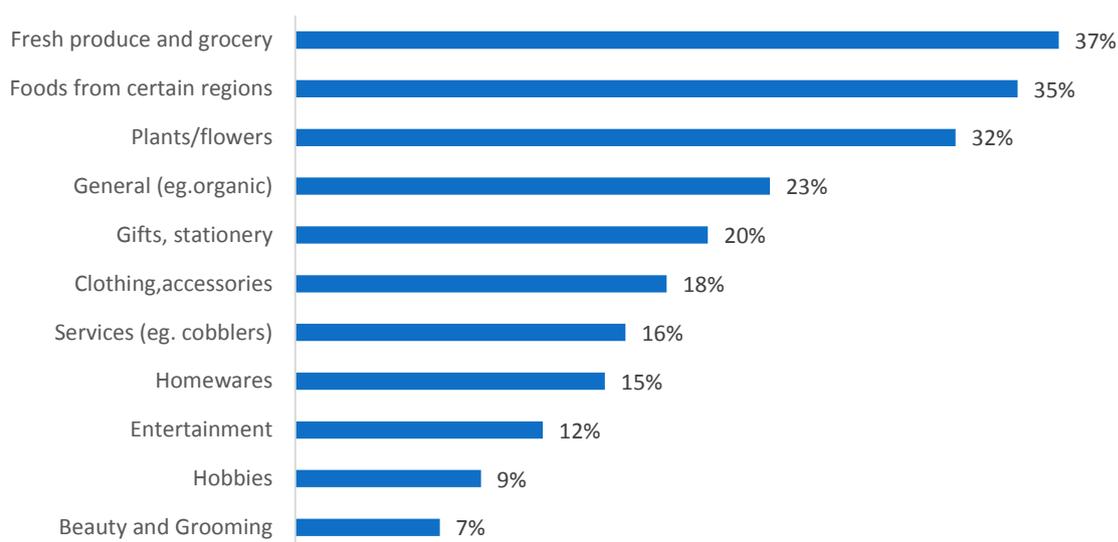
**Q. I would like to be more involved in the future of the market(s)**

	<b>Total</b>	Resident	Worker	Visitor
<i>No. of responses</i>	691	324	264	109
Strongly agree	11%	17%	7%	7%
Tend to agree	16%	21%	14%	12%
Neither agree nor disagree	41%	38%	46%	41%
Tend to disagree	14%	10%	16%	17%
Strongly disagree	11%	7%	11%	18%
Don't know/not applicable	8%	8%	5%	5%
<b>Agree</b>	<b>27%</b>	<b>38%</b>	<b>21%</b>	<b>19%</b>
<b>Disagree</b>	<b>25%</b>	<b>16%</b>	<b>28%</b>	<b>35%</b>

### 3.4 Goods for sale

Respondents were asked what goods they would like to see for sale at markets. The most popular choices were; fresh produce and grocery, foods from certain regions or countries and plants and flowers.

**Q. What, if any, goods would you like to see at the markets which are not available at the moment?**



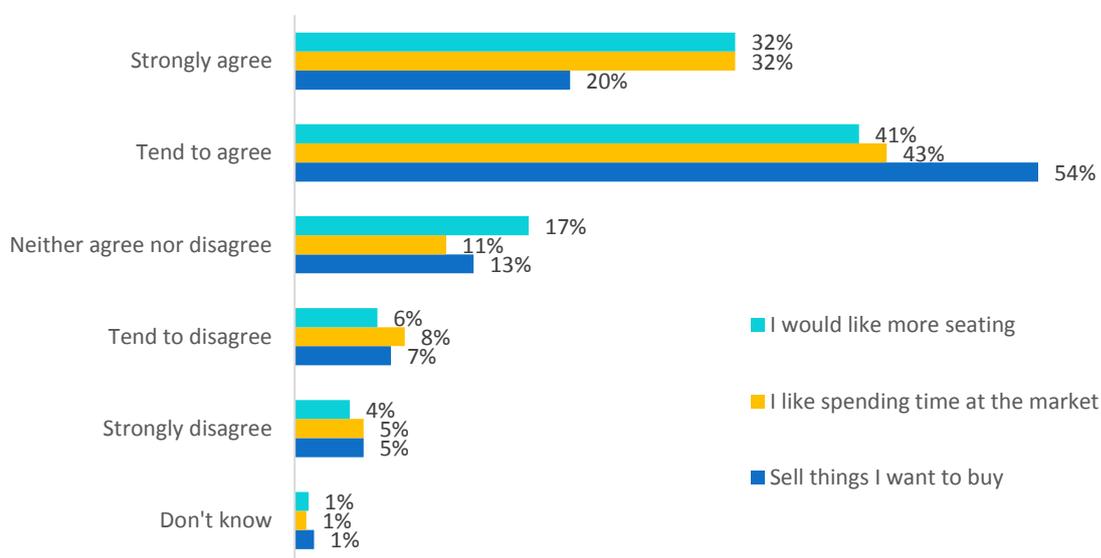
#### Analysis by respondent type.

Residents are considerably more likely to say they want to have fresh produce and grocery (58%) and plants and flowers (53%) for sale at markets.

	TOTAL	Resident	Worker	Visitor
<i>Number of responses</i>	685	310	238	110
Fresh produce and grocery	37%	58%	27%	29%
Food from certain regions or countries	35%	48%	30%	35%
Plants/flowers	32%	53%	21%	34%
General (e.g., organic, upcycled, vintage)	23%	37%	16%	16%
Gifts stationary, arts and crafts	20%	33%	13%	23%
Clothing and accessories	18%	26%	14%	18%
Services (e.g., cobblers, key cutting)	16%	27%	10%	16%
Home wares (e.g., fabrics, décor, appliances)	15%	24%	11%	15%
Entertainment (e.g., books, dvds, games)	12%	16%	8%	14%
Hobbies, sports and leisure	9%	13%	6%	15%
Beauty and grooming	7%	11%	5%	5%

### 3.5 Spending time at the market as a customer

Non-traders were asked for their views on how they feel about spending time at markets. Three quarters feel markets sell what they want or need (74%), agree they enjoy spending time at the markets and browsing (75%) and would like more seating at the markets (73%).



#### Analysis by respondent type

Residents are less likely to feel the markets sell things they want or need than other groups. They are also less likely to say they enjoy spending time at markets browsing. They are also less likely to want seating at markets.

**Q. To what extent do you agree or disagree with the following statements about products for sale at markets and spending time at the markets... They sell things I want to buy or that I need**

	Total	Resident	Worker	Visitor
<i>No. of responses</i>	707	330	264	122
Strongly agree	20%	23%	13%	24%
Tend to agree	54%	41%	68%	53%
Neither agree nor disagree	13%	14%	13%	13%
Tend to disagree	7%	13%	3%	7%
Strongly disagree	5%	9%	3%	3%
Don't know/not applicable	1%	0%	0%	2%
<b>Agree</b>	<b>74%</b>	<b>64%</b>	<b>81%</b>	<b>76%</b>
<b>Disagree</b>	<b>12%</b>	<b>22%</b>	<b>6%</b>	<b>9%</b>

**Q. I like to spend time enjoying the atmosphere or browsing different products at the market.**

	<b>Total</b>	Resident	Worker	Visitor
<i>No. of responses</i>	703	326	264	121
Strongly agree	32%	35%	24%	39%
Tend to agree	43%	34%	51%	43%
Neither agree nor disagree	11%	10%	16%	7%
Tend to disagree	8%	11%	6%	7%
Strongly disagree	5%	10%	3%	3%
Don't know/not applicable	1%	0%	2%	2%
<b>Agree</b>	<b>75%</b>	<b>69%</b>	<b>74%</b>	<b>82%</b>
<b>Disagree</b>	<b>13%</b>	<b>20%</b>	<b>9%</b>	<b>9%</b>

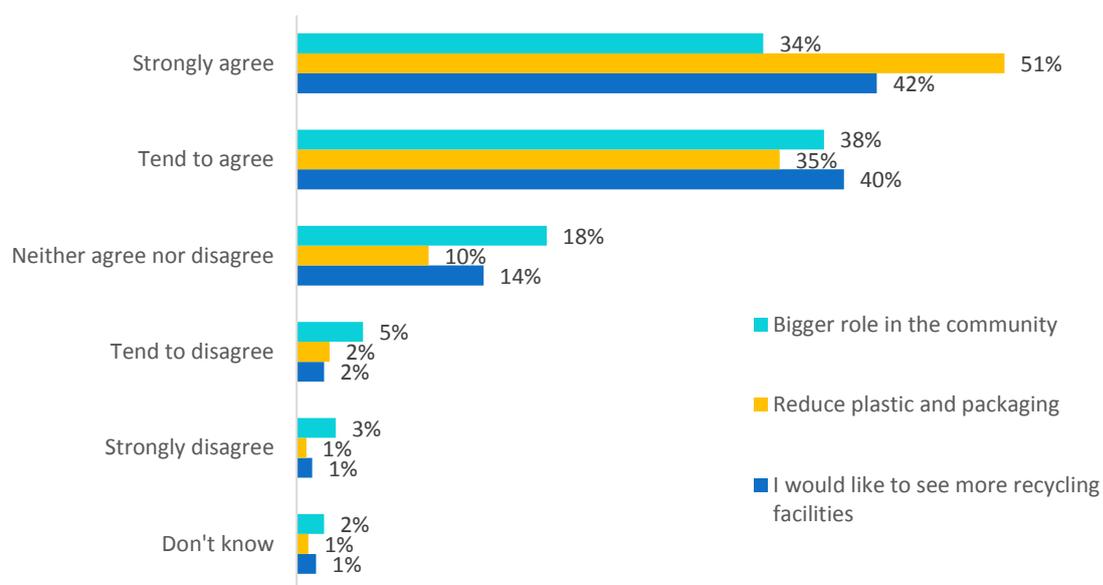
**Q. I would like there to be more seating at the market(s) for example to eat food, talk to friends and neighbours.**

	<b>Total</b>	Resident	Worker	Visitor
<i>No. of responses</i>	707	330	264	122
Strongly agree	32%	29%	28%	40%
Tend to agree	41%	35%	52%	38%
Neither agree nor disagree	17%	21%	15%	15%
Tend to disagree	6%	8%	3%	6%
Strongly disagree	4%	6%	1%	1%
Don't know/not applicable	1%	1%	0%	1%
<b>Agree</b>	<b>73%</b>	<b>64%</b>	<b>80%</b>	<b>78%</b>
<b>Disagree</b>	<b>10%</b>	<b>14%</b>	<b>5%</b>	<b>7%</b>

### 3.6 Ensuring our markets reduce their impact on the environment

Sustainability of the markets is important with the vast majority of respondents agreeing they want to see reduced plastic and packaging (87%) and more recycling facilities (82%). Over two thirds (72%) would also like to see the market taking a bigger role in the community, for example via a community garden or kitchen.

**Q. To what extent do you agree or disagree with the following statements about markets...**



#### Analysis by respondent type

Across respondent types, sustainability remains highly important.

**Q. I would like to see more recycling facilities at the markets and on the street.**

	Total	Resident	Worker	Visitor
<i>No. of responses</i>	707	329	264	121
Strongly agree	42%	48%	35%	42%
Tend to agree	40%	37%	47%	36%
Neither agree nor disagree	14%	11%	16%	16%
Tend to disagree	2%	2%	1%	4%
Strongly disagree	1%	2%	0%	1%
Don't know/not applicable	1%	0%	2%	2%
<b>Agree</b>	<b>82%</b>	<b>85%</b>	<b>82%</b>	<b>78%</b>
<b>Disagree</b>	<b>3%</b>	<b>5%</b>	<b>1%</b>	<b>5%</b>

**Q. It is important to me that there is reduced plastic and packaging at the markets**

	<b>Total</b>	Resident	Worker	Visitor
<i>No. of responses</i>	710	332	264	122
Strongly agree	51%	58%	44%	50%
Tend to agree	35%	30%	42%	37%
Neither agree nor disagree	10%	7%	12%	12%
Tend to disagree	2%	4%	1%	2%
Strongly disagree	1%	1%	0%	0%
Don't know/not applicable	1%	1%	1%	0%
<b>Agree</b>	<b>87%</b>	<b>88%</b>	<b>86%</b>	<b>87%</b>
<b>Disagree</b>	<b>3%</b>	<b>5%</b>	<b>2%</b>	<b>2%</b>

**Q. I am interested in the market playing a bigger role in the community for example by introducing a community garden or kitchen available to everyone.**

	<b>Total</b>	Resident	Worker	Visitor
<i>No. of responses</i>	705	328	264	122
Strongly agree	34%	38%	30%	30%
Tend to agree	38%	32%	45%	39%
Neither agree nor disagree	18%	17%	20%	22%
Tend to disagree	5%	8%	3%	4%
Strongly disagree	3%	4%	1%	3%
Don't know/not applicable	2%	2%	1%	3%
<b>Agree</b>	<b>72%</b>	<b>70%</b>	<b>75%</b>	<b>70%</b>
<b>Disagree</b>	<b>8%</b>	<b>12%</b>	<b>4%</b>	<b>7%</b>

### 3.7 Communications Channels

The top sources of communication about the consultation were word of mouth 55% and e-newsletter 23%, followed by the Westminster Reporter and the council website.

**Q. How did you find out about this consultation?**

Channel	%
<i>Base</i>	710
Word of mouth	55%
E-newsletter	23%
Westminster Reporter	11%
Westminster City Council website	10%
Social media (e.g. Twitter/Facebook)	8%
Letter from the council	7%
Community forum/group	7%
Other	6%
Newspaper	4%
TV news	2%
Open Forum website	2%
Radio news	1%

### 3.8 Further comments

Respondents were asked if they would like to make any further comments on street markets. Overall 197 made a further comment (27% of all respondents). The topics which received the greatest number of comments centred on demand for varied goods and services at the markets (27%), issues with cleanliness and hygiene (15%) and facilities at the markets such as electricity, water supply, Wi-Fi (12%).

**Q. Are there any further elements of the proposed market strategy you would like to comment on?**

Comment	%
<i>Number of responses</i>	197
Demand for varied produce and shops (e.g. butchers, fishmongers, antiques, specialist markets)	27%
Cleanliness and hygiene – clean up dirt/rubbish around the market	15%
Facilities - eg. refrigeration, motorised, electricity supply, water supply, Wi-Fi	12%
General positive comment	9%
Poor quality goods	9%
Add seating/ make it more attractive (trees/plants)	9%
Greater emphasis on developing sense of community – eg. among residents/community events and projects/stalls	8%
Trading times/ hours	8%
Public toilet facility	7%
Group stalls selling same products	6%
Keep it affordable for traders	6%
Keep it affordable for customers	6%
Noise and smell	6%

Poor management by the council/more support from council needed	5%
Reduce anti-social behaviour	5%
Focus on sustainable/environmentally friendly market	5%
Trader hygiene and sanitation	3%
Stalls layout/position	3%
Birds and seagull issue	2%
Trader and customer car park	2%
Disabled facilities	1%
Other comment	17%

### 3.9 Demographics

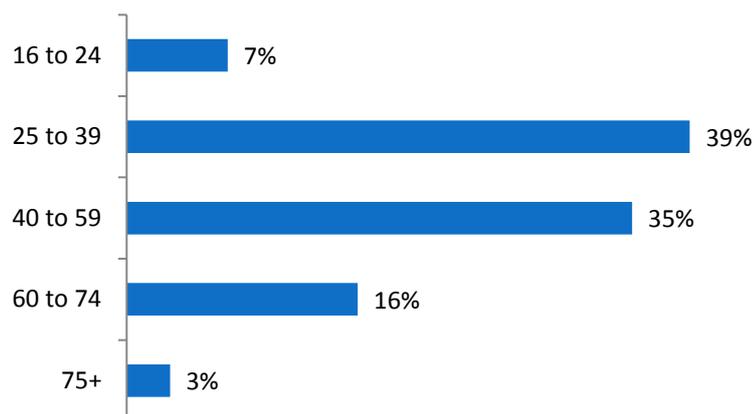
There was good representation from both genders across the respondent groups.

#### Q. Are you...

	TOTAL	Resident	Worker	Visitor
<i>Number of responses</i>	<b>607</b>	244	244	111
Male	<b>52%</b>	40%	61%	56%
Female	<b>48%</b>	60%	39%	44%

The consultation received a good spread of response by age as detailed below.

#### Q. How old are you?



Number of responses: 605

## 4. Questionnaire Response Analysis – Traders

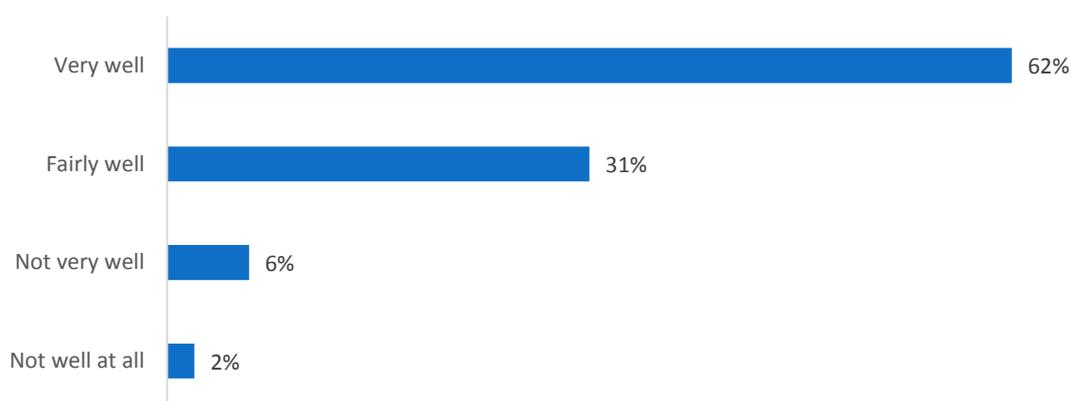
The consultation questionnaire asked respondents to comment on market trading times, their opinions on support for traders, goods for sale and how to reduce markets' impact on the environment. All fees and charges responses can be found in the Licensing Committee Markets Fee Post Consultation Report.

108 market traders (including 73 Licensed Traders and 35 market workers/casual traders) responded to the questionnaire. This section details their response. Analysis is reported in the order of the questionnaire.

### 4.1 Market Trading Times

Overall the vast majority of market traders (93%) feel trading times at their market work fairly or very well.

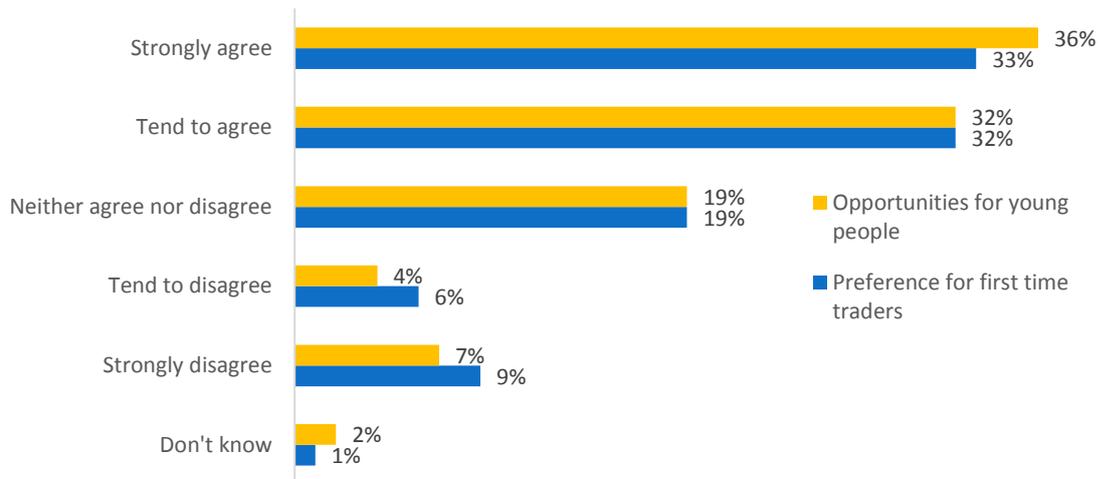
*Q. How well do you feel the current trading times at the market work for your business?*



### 4.2 Support with starting a market stall or increasing income

Two thirds of market traders (66%) agree they would like to see preference given to first time traders and residents in Westminster. Over two thirds of market traders (69%) agree they would like to see more opportunities for young people to trade in Westminster.

**Q. To what extent do you agree or disagree with the following statements about support for traders?**



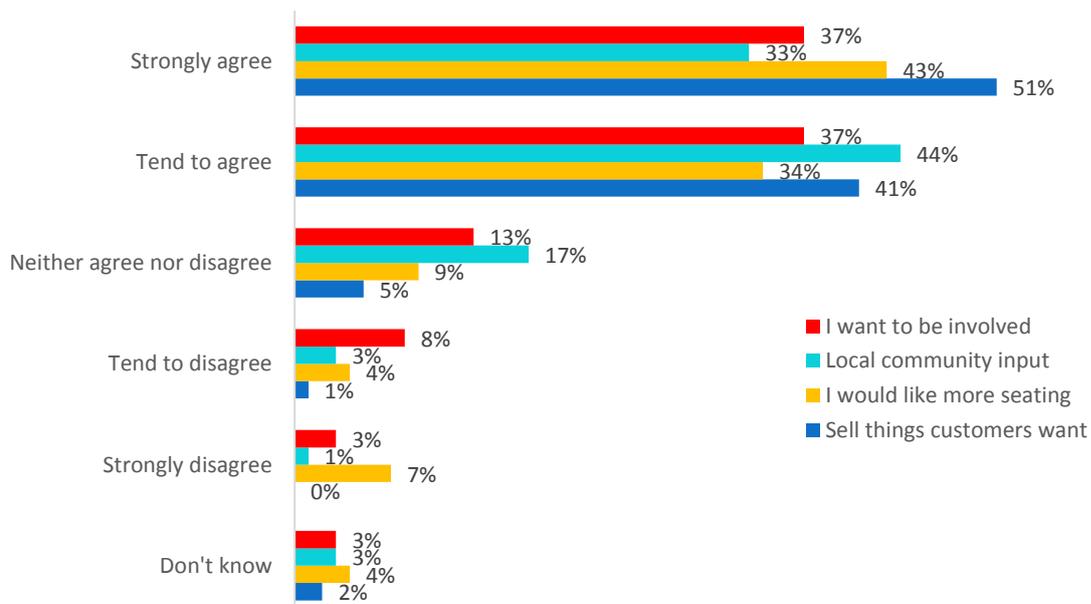
### 4.3 Customers using markets

Over nine in ten market traders (93%) feel the markets sell things customers want. Three quarters of market traders (77%) would like there to be more seating at markets.

Three quarters of market traders (77%) agree the local community should be more involved in the markets with regard to opening times, what is sold etc.

Three quarters of market traders say they would like to be more involved in the future of the market (74%).

**Q. To what extent do you agree or disagree with the following statements?**



#### 4.4 Goods for sale

The most popular choices for goods which traders would like to see for sale at markets align with the views of customers – fresh produce, foods from certain regions and plants/flowers.

**Q. What, if any, goods would you like to see at the markets which are not available at the moment?**

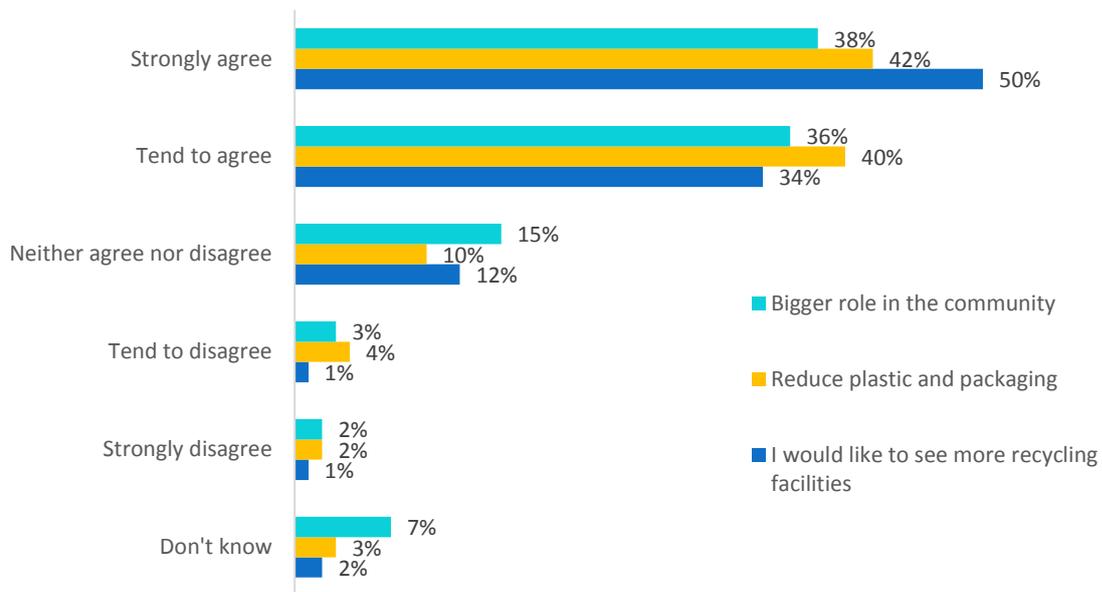
Goods	%
<i>Number of responses</i>	63
Fresh produce and grocery	38%
Food from certain regions or countries	29%
Plants/flowers	25%
Services (e.g., cobblers, key cutting)	16%
Home wares (e.g., fabrics, décor, appliances)	16%
Gifts stationary, arts and crafts	13%
Entertainment (e.g., books, dvds, games)	13%
Hobbies, sports and leisure	11%
Beauty and grooming	10%
General (e.g., organic, upcycled, vintage)	8%
Clothing and accessories	0%

#### 4.5 Ensuring our markets reduce their impact on the environment

As with non-traders, market traders feel sustainability is important. Over four in five (84%) would like there to be more recycling facilities at markets and would like to see reduced plastic and packaging (81%).

Three quarters of traders (74%) think the markets could be more involved in the community via a community kitchen or garden.

**Q. To what extent do you agree or disagree with the following statements about markets...**



Number of responses: 108

#### 4.6 Further comments

At the end of the survey market traders were given the opportunity to offer further comments on the consultation. 27 made a further comment (25% of all respondents). The topics which received the greatest number of comments centred on parking, toilets and facilities.

**Q. Are there any further elements of the proposed market strategy you would like to comment on?**

Comments	%
No. of responses	27
Parking	26%
Toilet facilities	22%
Facilities (water, electricity, lighting, Wi-Fi)	22%
Products being sold	11%
Advertising	11%
Trading fees	7%
Pitch bookings	7%
Other comment	26%

## 4.7 Communications channels

The top source of information about the consultation were word of mouth, letters from the council, followed by e-newsletters.

### ***Q. How did you find out about this consultation?***

<b>Channel</b>	<b>%</b>
<i>Base</i>	76
Word of mouth	75%
Letter from the council	33%
E-newsletter	25%
Community forum/group	13%
Newspaper	12%
Westminster Reporter	12%
TV news	11%
Westminster City Council website	8%
Radio news	7%
Open Forum website	5%
Social media (e.g. Twitter/Facebook)	0%
Other	0%

## 5. Individual Market Responses

This section details findings by each market among non-traders. To understand where views differ from the overall response, the data from all responses has also been reported in the tables.

### 5.1 Berwick Street Market

127 respondents commented on Berwick Street Market. Half of those who responded about Berwick Street were Westminster residents, around a quarter of responses came from workers and a further quarter from visitors to the market.

A majority of those who commented on the market visit it at least once a month (70%), with over a third saying they visit the market at least once a week.

The below tables shows the results for Berwick Street and all responses for comparison.

Support with starting a market stall or increasing income		All responses	Berwick St
		%	%
I would like to see preference given to first time traders and residents in Westminster	Agree	71%	57%
	Disagree	6%	11%
	<i>Base</i>	<i>708</i>	<i>125</i>
I would like there to be more opportunities for young people in Westminster to trade at markets	Agree	80%	77%
	Disagree	3%	7%
	<i>Base</i>	<i>705</i>	<i>124</i>

Customers using markets		All responses	Berwick St
		%	%
Being able to order products online from the market and collect it there	Agree	24%	22%
If there were stalls which operated for a limited time	Agree	50%	52%
If traders took card payments	Agree	56%	66%
If there was a loyalty card or points card system	Agree	25%	33%
I would like to be able to find out more about the markets online or via social media	<i>Base</i>	<i>487</i>	<i>73</i>
	Agree	75%	72%
	Disagree	8%	7%
I think the markets should be promoted more at Christmas and during other national holiday periods	<i>Base</i>	<i>610</i>	<i>101</i>
	Agree	75%	67%
	Disagree	6%	15%
	<i>Base</i>	<i>612</i>	<i>101</i>

I think the markets should take part in events throughout the year, such as neighbourhood fayres, arts and cultural events	Agree	83%	79%
	Disagree	3%	3%
	<i>Base</i>	<i>613</i>	<i>99</i>

### Involving residents with their local market

#### All responses

#### Berwick St

%

%

I would like the local community to have more input into the market(s) in for example: what's sold, hours open, specialist days etc	Agree	79%	77%
	Disagree	3%	3%
	<i>Base</i>	<i>695</i>	<i>119</i>
I would like to be more involved in the future of the market(s)	Agree	27%	38%
	Disagree	25%	19%
	<i>Base</i>	<i>691</i>	<i>120</i>

### Goods for sale

#### All responses

#### Berwick St

%

%

Fresh produce and grocery	37%	59%
Plants/flowers	32%	55%
Food from certain regions or countries	35%	53%
General (eg. organic, upcycled, vintage)	23%	39%
Gifts stationery, arts and crafts	20%	33%
Services (eg. cobblers, key cutting)	16%	29%
Clothing and accessories	18%	23%
Home wares (eg. fabrics, decor, appliances)	15%	23%
Entertainment (eg. books, dvds, games)	12%	18%
Hobbies, sports and leisure	9%	14%
Beauty and grooming	7%	12%
<i>Base</i>	<i>685</i>	<i>120</i>

### Spending time as a customer

#### All responses

#### Berwick St

%

%

They sell things I want to buy or that I need	Agree	74%	65%
	Disagree	12%	14%
	<i>Base</i>	<i>707</i>	<i>125</i>
I like to spend time enjoying the atmosphere or browsing different products at the market	Agree	75%	74%
	Disagree	13%	12%
	<i>Base</i>	<i>703</i>	<i>125</i>
I would like there to be more seating at the market(s) for example to eat food, talk to friends and neighbours	Agree	73%	64%
	Disagree	10%	18%
	<i>Base</i>	<i>707</i>	<i>124</i>

Ensuring our markets reduce their impact on the environment	All responses		Berwick St
		%	%
I would like to see more recycling facilities at the markets and on the street	Agree	82%	84%
	Disagree	3%	3%
	<i>Base</i>	<i>707</i>	<i>125</i>
It is important to me that there is reduced plastic and packaging at the markets	Agree	87%	88%
	Disagree	3%	2%
	<i>Base</i>	<i>710</i>	<i>125</i>
I am interested in the market playing a bigger role in the community	Agree	72%	69%
	Disagree	8%	9%
	<i>Base</i>	<i>705</i>	<i>123</i>

Demographic Data	All responses		Berwick St
		%	%
Gender	Male	52%	51%
	Female	48%	49%
	<i>Base</i>	<i>607</i>	<i>98</i>
Age	16-24	7%	14%
	25-39	39%	25%
	40-59	35%	41%
	60-74	16%	17%
	75+	3%	4%
	<i>Base</i>	<i>605</i>	<i>96</i>

### Berwick and Rupert Street Drop-In Session

Venue and date: Soho Centre, Tuesday 16<sup>th</sup> October 11am – 7pm

Around 15 people attended the session. Most of the comments were focused on Berwick Street Market. Suggestions for products included having a variety of stalls - fish, bakery, amenity stalls, DIY, organic stalls, a genuine mix not only hot food, farmers' market, good quality fruit and veg.

With regard to how local people can be involved in the market suggestions included; deciding the mix (not all hot food, artisan food, clothing etc), the 'new' market needs to develop an offer that meets the needs of locals/workers/visitors etc.

Suggestions on events and opportunities the market has to be involved with things happening locally included; art – vegetable sculptures, the Soho Fete, the Soho Society, Plan for Soho, Christmas tree and turn up on the lights event, Christmas market in the evening.

Suggestions to support traders included; toilets, taps, storage, create a website and a local kitchen for people to produce food/produce (part of the 'community kitchen concept'), parking, nappy changing, signposts, incentives to invest.

## 5.2 Church Street Market

173 respondents commented on Church Street Market. Two thirds (67%) of those who responded about Church Street were Westminster residents, around a fifth of responses came from workers and a further fifth from visitors to the market.

A majority of those who commented on the market visit it at least once a month (75%), with two in five saying they visit the market at least once a week. The below tables shows the results for Church Street and all responses for comparison.

<b>Support with starting a market stall or increasing income</b>		<b>All responses</b>	<b>Church St</b>
		<b>%</b>	<b>%</b>
I would like to see preference given to first time traders and residents in Westminster	Agree	71%	72%
	Disagree	6%	8%
	<i>Base</i>	<i>708</i>	<i>172</i>
I would like there to be more opportunities for young people in Westminster to trade at markets	Agree	80%	78%
	Disagree	3%	5%
	<i>Base</i>	<i>705</i>	<i>171</i>
<b>Customers using markets</b>		<b>All responses</b>	<b>Church St</b>
		<b>%</b>	<b>%</b>
Being able to order products online from the market and collect it there	Agree	24%	45%
If there were stalls which operated for a limited time	Agree	50%	59%
If traders took card payments	Agree	56%	74%
If there was a loyalty card or points card system	Agree	25%	28%
	<i>Base</i>	<i>487</i>	<i>114</i>

I would like to be able to find out more about the markets online or via social media	Agree	75%	76%
	Disagree	8%	7%
	<i>Base</i>	610	131
I think the markets should be promoted more at Christmas and during other national holiday periods	Agree	75%	69%
	Disagree	6%	11%
	<i>Base</i>	612	132
I think the markets should take part in events throughout the year, such as neighbourhood fayres, arts and cultural events	Agree	83%	86%
	Disagree	3%	5%
	<i>Base</i>	613	133

Involving residents with their local market	All responses		Church St
		%	%
I would like the local community to have more input into the market(s) in for example: what's sold, hours open, specialist days etc	Agree	79%	83%
	Disagree	3%	4%
	<i>Base</i>	695	166
I would like to be more involved in the future of the market(s)	Agree	27%	29%
	Disagree	25%	26%
	<i>Base</i>	691	164

Goods for sale	All responses		Church St
		%	%
Fresh produce and grocery		37%	43%
Plants/flowers		32%	45%
Food from certain regions or countries		35%	44%
General (eg. organic, upcycled, vintage)		23%	33%
Gifts stationery, arts and crafts		20%	29%
Services (eg. cobblers, key cutting)		16%	30%
Clothing and accessories		18%	25%
Home wares (eg. fabrics, decor, appliances)		15%	19%
Entertainment (eg. books, dvds, games)		12%	17%
Hobbies, sports and leisure		9%	15%
Beauty and grooming		7%	10%
<i>Base</i>		685	155

Spending time as a customer		All responses	Church St
		%	%
They sell things I want to buy or that I need	Agree	74%	71%
	Disagree	12%	17%
	<i>Base</i>	<i>707</i>	<i>171</i>
I like to spend time enjoying the atmosphere or browsing different products at the market	Agree	75%	73%
	Disagree	13%	18%
	<i>Base</i>	<i>703</i>	<i>167</i>
I would like there to be more seating at the market(s) for example to eat food, talk to friends and neighbours	Agree	73%	70%
	Disagree	10%	10%
	<i>Base</i>	<i>707</i>	<i>170</i>

Ensuring our markets reduce their impact on the environment		All responses	Church St
		%	%
I would like to see more recycling facilities at the markets and on the street	Agree	82%	89%
	Disagree	3%	4%
	<i>Base</i>	<i>707</i>	<i>170</i>
It is important to me that there is reduced plastic and packaging at the markets	Agree	87%	85%
	Disagree	3%	7%
	<i>Base</i>	<i>710</i>	<i>171</i>
I am interested in the market playing a bigger role in the community	Agree	72%	69%
	Disagree	8%	12%
	<i>Base</i>	<i>705</i>	<i>170</i>

Demographic Data		All responses	Church St
		%	%
Gender	Male	52%	39%
	Female	48%	61%
	<i>Base</i>	<i>607</i>	<i>133</i>
Age	16-24	7%	3%
	25-39	39%	22%
	40-59	35%	44%
	60-74	16%	26%
	75+	3%	4%
	<i>Base</i>	<i>605</i>	<i>133</i>

### Church Street Drop-In Session Summary

Venue and date: Church Street Library, Tuesday 2<sup>nd</sup> October 10.30am – 6.30pm

Around 6 people attended the drop-in. Officers also went to the market to speak to local people. Respondents would like to see; managed toilets, good lighting, parking for visitors and traders,

entertainment, and creating a destination and good café seating - to be taken in at night when shops close.

Respondents offered a range of ideas on how the markets can be more sustainable in future, such as every stall should have bins and recycle to avoid litter, introduce paper bags, recycle food and veg waste.

They also offered ideas on how the market can take part in community events and festivals such as a culture day – selling foods from around the world, Eid-daytime event, ‘Love My Market’ activities, late night opening, especially around Christmas.

### 5.3 Maida Hill Market

108 respondents commented on Maida Hill Market. Nearly four in five (78%) of those who responded about Maida Hill were Westminster residents, around a fifth of responses came from workers.

A majority of those who commented on the market visit it at least once a month (80%), with half saying they visit the market at least once a week.

The below tables shows the results for Maida Hill and all responses for comparison.

Support with starting a market stall or increasing income		All responses	Maida Hill
		%	%
I would like to see preference given to first time traders and residents in Westminster	Agree	71%	76%
	Disagree	6%	5%
	<i>Base</i>	<i>708</i>	<i>106</i>
I would like there to be more opportunities for young people in Westminster to trade at markets	Agree	80%	87%
	Disagree	3%	2%
	<i>Base</i>	<i>705</i>	<i>106</i>

Customers using markets		All responses	Maida Hill
		%	%
Being able to order products online from the market and collect it there	Agree	24%	44%
If there were stalls which operated for a limited time	Agree	50%	48%
If traders took card payments	Agree	56%	36%
If there was a loyalty card or points card system	Agree	25%	30%
	<i>Base</i>	<i>487</i>	<i>73</i>
I would like to be able to find out more about the markets online or via social media	Agree	75%	81%
	Disagree	8%	7%
	<i>Base</i>	<i>610</i>	<i>89</i>

I think the markets should be promoted more at Christmas and during other national holiday periods	Agree	75%	83%
	Disagree	6%	2%
	<i>Base</i>	612	89
I think the markets should take part in events throughout the year, such as neighbourhood fayres, arts and cultural events	Agree	83%	91%
	Disagree	3%	6%
	<i>Base</i>	613	90

#### Involving residents with their local market

#### All responses

#### Maida Hill

%

%

I would like the local community to have more input into the market(s) in for example: what's sold, hours open, specialist days etc	Agree	79%	90%
	Disagree	3%	1%
	<i>Base</i>	695	104
I would like to be more involved in the future of the market(s)	Agree	27%	32%
	Disagree	25%	23%
	<i>Base</i>	691	104

#### Goods for sale

#### All responses

#### Maida Hill

%

%

Fresh produce and grocery	37%	45%
Plants/flowers	32%	41%
Food from certain regions or countries	35%	36%
General (eg. organic, upcycled, vintage)	23%	32%
Gifts stationery, arts and crafts	20%	35%
Services (eg. cobblers, key cutting)	16%	20%
Clothing and accessories	18%	26%
Home wares (eg. fabrics, decor, appliances)	15%	16%
Entertainment (eg. books, dvds, games)	12%	17%
Hobbies, sports and leisure	9%	11%
Beauty and grooming	7%	15%
<i>Base</i>	685	105

#### Spending time as a customer

#### All responses

#### Maida Hill

%

%

They sell things I want to buy or that I need	Agree	74%	61%
	Disagree	12%	28%
	<i>Base</i>	707	106
I like to spend time enjoying the atmosphere or browsing different products at the market	Agree	75%	73%
	Disagree	13%	19%
	<i>Base</i>	703	107
	Agree	73%	79%
	Disagree	10%	7%

I would like there to be more seating at the market(s) for example to eat food, talk to friends and neighbours	<i>Base</i>	<i>707</i>	<i>107</i>
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Ensuring our markets reduce their impact on the environment		All responses	Maida Hill
		%	%
I would like to see more recycling facilities at the markets and on the street	Agree	82%	90%
	Disagree	3%	1%
	<i>Base</i>	<i>707</i>	<i>107</i>
It is important to me that there is reduced plastic and packaging at the markets	Agree	87%	91%
	Disagree	3%	2%
	<i>Base</i>	<i>710</i>	<i>107</i>
I am interested in the market playing a bigger role in the community	Agree	72%	86%
	Disagree	8%	8%
	<i>Base</i>	<i>705</i>	<i>107</i>

Demographic Data		All responses	Maida Hill
		%	%
Gender	Male	52%	44%
	Female	48%	56%
	<i>Base</i>	<i>607</i>	<i>91</i>
Age	16-24	7%	4%
	25-39	39%	43%
	40-59	35%	40%
	60-74	16%	9%
	75+	3%	5%
	<i>Base</i>	<i>605</i>	<i>86</i>

### Maida Hill Drop-In Session Summary

Venue and date: Yaa Centre, Wednesday 19<sup>th</sup> September 11am – 7pm

Three people attended the session. Officers went to the market to speak to local people. The feedback included wanting to see more variation at the stalls. Some mentioned wanting to see more clothes stalls and shoes stalls in particular. Others said that they would like to see the Community Market back.

Many complained about the market being run down and the poor atmosphere in the square with people behaving antisocially by drinking, smoking and being loud at night.

Some said that there are too many shops that sell fresh produce alongside Harrow Road – they think that this won't help fresh produce traders in managing to make their stalls successful. Some mentioned wanting a covered area for the market and for sitting down.

## 5.4 Rupert Street Market

95 respondents commented on Rupert Street Market. A third of all those who responded about Rupert Street were Westminster residents, around two in five responses came from workers and a fifth from visitors to the market.

A majority of those who commented on the market visit it at least once a month (76%), with over a quarter (27%) saying they visit the market at least once a week.

The below tables shows the results for Rupert Street and all responses for comparison.

Support with starting a market stall or increasing income		All responses	Rupert Street
		%	%
I would like to see preference given to first time traders and residents in Westminster	Agree	71%	76%
	Disagree	6%	4%
	<i>Base</i>	708	95
I would like there to be more opportunities for young people in Westminster to trade at markets	Agree	80%	82%
	Disagree	3%	2%
	<i>Base</i>	705	95

Customers using markets		All responses	Rupert Street
		%	%
Being able to order products online from the market and collect it there	Agree	24%	20%
If there were stalls which operated for a limited time	Agree	50%	49%
If traders took card payments	Agree	56%	65%
If there was a loyalty card or points card system	Agree	25%	34%
	<i>Base</i>	487	74
I would like to be able to find out more about the markets online or via social media	Agree	75%	70%
	Disagree	8%	11%
	<i>Base</i>	610	84
I think the markets should be promoted more at Christmas and during other national holiday periods	Agree	75%	82%
	Disagree	6%	7%
	<i>Base</i>	612	84
I think the markets should take part in events throughout the year, such as neighbourhood fayres, arts and cultural events	Agree	83%	91%
	Disagree	3%	1%
	<i>Base</i>	613	84

Involving residents with their local market	All responses		Rupert Street
		%	%
I would like the local community to have more input into the market(s) in for example: what's sold, hours open, specialist days etc	Agree	79%	86%
	Disagree	3%	3%
	<i>Base</i>	695	92
I would like to be more involved in the future of the market(s)	Agree	27%	22%
	Disagree	25%	45%
	<i>Base</i>	691	92

Goods for sale	All responses		Rupert Street
		%	%
Fresh produce and grocery		37%	42%
Plants/flowers		32%	41%
Food from certain regions or countries		35%	37%
General (eg. organic, upcycled, vintage)		23%	26%
Gifts stationery, arts and crafts		20%	17%
Services (eg. cobblers, key cutting)		16%	14%
Clothing and accessories		18%	20%
Home wares (eg. fabrics, decor, appliances)		15%	19%
Entertainment (eg. books, dvds, games)		12%	13%
Hobbies, sports and leisure		9%	7%
Beauty and grooming		7%	9%
<i>Base</i>		685	92

Spending time as a customer	All responses		Rupert Street
		%	%
They sell things I want to buy or that I need	Agree	74%	80%
	Disagree	12%	7%
	<i>Base</i>	707	95
I like to spend time enjoying the atmosphere or browsing different products at the market	Agree	75%	80%
	Disagree	13%	10%
	<i>Base</i>	703	95
I would like there to be more seating at the market(s) for example to eat food, talk to friends and neighbours	Agree	73%	86%
	Disagree	10%	10%
	<i>Base</i>	707	95

Ensuring our markets reduce their impact on the environment		All responses	Rupert Street
		%	%
I would like to see more recycling facilities at the markets and on the street	Agree	82%	90%
	Disagree	3%	2%
	<i>Base</i>	<i>707</i>	<i>95</i>
It is important to me that there is reduced plastic and packaging at the markets	Agree	87%	95%
	Disagree	3%	1%
	<i>Base</i>	<i>710</i>	<i>95</i>
I am interested in the market playing a bigger role in the community	Agree	72%	80%
	Disagree	8%	10%
	<i>Base</i>	<i>705</i>	<i>95</i>

Demographic Data		All responses	Rupert Street
		%	%
Gender	Male	52%	51%
	Female	48%	49%
	<i>Base</i>	<i>607</i>	<i>83</i>
Age	16-24	7%	10%
	25-39	39%	31%
	40-59	35%	40%
	60-74	16%	19%
	75+	3%	0%
	<i>Base</i>	<i>605</i>	<i>83</i>

### Berwick and Rupert Street Drop-In Session Summary

Venue and date: Soho Centre, Tuesday 16<sup>th</sup> October 11am – 7pm

Around 15 people attended the session. Most of the comments were focused on Berwick Street Market. Suggestions for products included having a variety of stalls - fish, bakery, amenity stalls, DIY, organic stalls, a genuine mix not only hot food, farmers market, good quality fruit and veg.

With regard to how local people can be involved in the market suggestions included; deciding the mix (not all hot food, artisan food, clothing etc), the 'new' market needs to develop an offer that meets the needs of locals/workers/visitors etc.

Suggestions on events and opportunities the market has to be involved with things happening locally included; art – vegetable sculptures, the Soho Fete, the Soho Society, Plan for Soho, Christmas tree and turn up on the lights event, Christmas market in the evening.

Suggestions to support traders included; toilets, taps, storage, create a website and a local kitchen for people to produce food/produce (part of the 'community kitchen concept'), parking, nappy changing, signposts, incentives to invest.

## 5.5 Strutton Ground Market

140 respondents commented on Strutton Ground Market. Around two in five (43%) of all those who responded about Strutton Ground were Westminster residents, nearly half of responses came from workers.

A majority of those who commented on the market visit it at least once a month (90%), with over a three in five saying they visit the market at least once a week.

The below tables shows the results for Strutton Ground and all responses for comparison.

Support with starting a market stall or increasing income		All responses	Strutton Ground
		%	%
I would like to see preference given to first time traders and residents in Westminster	Agree	71%	<b>76%</b>
	Disagree	6%	7%
	<i>Base</i>	<i>708</i>	<i>138</i>
I would like there to be more opportunities for young people in Westminster to trade at markets	Agree	80%	78%
	Disagree	3%	5%
	<i>Base</i>	<i>705</i>	<i>138</i>

Customers using markets		All responses	Strutton Ground
		%	%
Being able to order products online from the market and collect it there	Agree	24%	8%
If there were stalls which operated for a limited time	Agree	50%	36%
If traders took card payments	Agree	56%	67%
If there was a loyalty card or points card system	Agree	25%	25%
	<i>Base</i>	<i>487</i>	<i>84</i>
I would like to be able to find out more about the markets online or via social media	Agree	75%	79%
	Disagree	8%	5%
	<i>Base</i>	<i>610</i>	<i>116</i>
I think the markets should be promoted more at Christmas and during other national holiday periods	Agree	75%	71%
	Disagree	6%	6%
	<i>Base</i>	<i>612</i>	<i>116</i>
I think the markets should take part in events throughout the year, such as neighbourhood fayres, arts and cultural events	Agree	83%	78%
	Disagree	3%	5%
	<i>Base</i>	<i>613</i>	<i>115</i>

Involving residents with their local market		All responses	Strutton Ground
		%	%
I would like the local community to have more input into the market(s) in for example: what's sold, hours open, specialist days etc	Agree	79%	77%
	Disagree	3%	4%
	<i>Base</i>	695	137
I would like to be more involved in the future of the market(s)	Agree	27%	43%
	Disagree	25%	17%
	<i>Base</i>	691	137

Goods for sale		All responses	Strutton Ground
		%	%
Fresh produce and grocery		37%	41%
Plants/flowers		32%	39%
Food from certain regions or countries		35%	26%
General (eg. organic, upcycled, vintage)		23%	27%
Gifts stationery, arts and crafts		20%	23%
Services (eg. cobblers, key cutting)		16%	20%
Clothing and accessories		18%	27%
Home wares (eg. fabrics, decor, appliances)		15%	24%
Entertainment (eg. books, dvds, games)		12%	14%
Hobbies, sports and leisure		9%	8%
Beauty and grooming		7%	8%
<i>Base</i>		685	133

Spending time as a customer		All responses	Strutton Ground
		%	%
They sell things I want to buy or that I need	Agree	74%	76%
	Disagree	12%	12%
	<i>Base</i>	707	138
I like to spend time enjoying the atmosphere or browsing different products at the market	Agree	75%	73%
	Disagree	13%	9%
	<i>Base</i>	703	138
I would like there to be more seating at the market(s) for example to eat food, talk to friends and neighbours	Agree	73%	64%
	Disagree	10%	9%
	<i>Base</i>	707	137

Ensuring our markets reduce their impact on the environment		All responses	Strutton Ground
		%	%
I would like to see more recycling facilities at the markets and on the street	Agree	82%	73%
	Disagree	3%	6%
	<i>Base</i>	<i>707</i>	<i>138</i>
It is important to me that there is reduced plastic and packaging at the markets	Agree	87%	77%
	Disagree	3%	7%
	<i>Base</i>	<i>710</i>	<i>138</i>
I am interested in the market playing a bigger role in the community	Agree	72%	68%
	Disagree	8%	12%
	<i>Base</i>	<i>705</i>	<i>137</i>

Demographic Data		All responses	Strutton Ground
		%	%
Gender	Male	52%	48%
	Female	48%	52%
	<i>Base</i>	<i>607</i>	<i>114</i>
Age	16-24	7%	4%
	25-39	39%	47%
	40-59	35%	35%
	60-74	16%	13%
	75+	3%	1%
	<i>Base</i>	<i>605</i>	<i>114</i>

### Strutton Ground Drop-In Session Summary

Venue and date: The Abbey Centre, Wednesday 12<sup>th</sup> September 11am – 7pm

The Strutton Ground drop-in session was a quiet session in which around 12 participants attended. These consisted of mainly residents, one business and one interested ex market trader.

Public toilets were suggested as a facility which the market could benefit from. A number of suggestions for stalls were offered including; antiques, more varied stalls – such as niche clothing and jewellery, halal food.

A number of suggestions were offered on how the market could be more sustainable including; don't give away plastic bags, reduce take-away container use, having fewer cars and vans and discourage traders from non-eco materials.

## 5.6 Tachbrook Street Market

211 respondents commented on Tachbrook Street Market. Around half (48%) of all those who responded about Tachbrook Street were Westminster residents, and most other respondents were workers.

A majority of those who commented on the market visit it at least once a month (92%), with nearly half (46%) saying they visit the market at least once a week.

The below tables shows the results for Tachbrook Street and all responses for comparison.

Support with starting a market stall or increasing income		All responses	Tachbrook Street
		%	%
I would like to see preference given to first time traders and residents in Westminster	Agree	71%	66%
	Disagree	6%	5%
	<i>Base</i>	<i>708</i>	<i>209</i>
I would like there to be more opportunities for young people in Westminster to trade at markets	Agree	80%	75%
	Disagree	3%	3%
	<i>Base</i>	<i>705</i>	<i>209</i>
Customers using markets		All responses	Tachbrook Street
		%	%
Being able to order products online from the market and collect it there	Agree	24%	14%
If there were stalls which operated for a limited time	Agree	50%	59%
If traders took card payments	Agree	56%	51%
If there was a loyalty card or points card system	Agree	25%	25%
	<i>Base</i>	<i>487</i>	<i>138</i>
I would like to be able to find out more about the markets online or via social media	Agree	75%	70%
	Disagree	8%	9%
	<i>Base</i>	<i>610</i>	<i>178</i>
I think the markets should be promoted more at Christmas and during other national holiday periods	Agree	75%	74%
	Disagree	6%	4%
	<i>Base</i>	<i>612</i>	<i>179</i>
I think the markets should take part in events throughout the year, such as neighbourhood fayres, arts and cultural events	Agree	83%	77%
	Disagree	3%	2%
	<i>Base</i>	<i>613</i>	<i>180</i>

Involving residents with their local market		All responses	Tachbrook Street
		%	%
I would like the local community to have more input into the market(s) in for example: what's sold, hours open, specialist days etc	Agree	79%	68%
	Disagree	3%	2%
	<i>Base</i>	695	208
I would like to be more involved in the future of the market(s)	Agree	27%	23%
	Disagree	25%	18%
	<i>Base</i>	691	205

Goods for sale		All responses	Tachbrook Street
		%	%
Fresh produce and grocery		37%	47%
Plants/flowers		32%	33%
Food from certain regions or countries		35%	42%
General (eg. organic, upcycled, vintage)		23%	26%
Gifts stationery, arts and crafts		20%	22%
Services (eg. cobblers, key cutting)		16%	18%
Clothing and accessories		18%	17%
Home wares (eg. fabrics, decor, appliances)		15%	17%
Entertainment (eg. books, dvds, games)		12%	10%
Hobbies, sports and leisure		9%	9%
Beauty and grooming		7%	7%
<i>Base</i>		685	205

Spending time as a customer		All responses	Tachbrook Street
		%	%
They sell things I want to buy or that I need	Agree	74%	77%
	Disagree	12%	9%
	<i>Base</i>	707	209
I like to spend time enjoying the atmosphere or browsing different products at the market	Agree	75%	71%
	Disagree	13%	13%
	<i>Base</i>	703	208
I would like there to be more seating at the market(s) for example to eat food, talk to friends and neighbours	Agree	73%	70%
	Disagree	10%	11%
	<i>Base</i>	707	209

Ensuring our markets reduce their impact on the environment		All responses	Tachbrook Street
		%	%
I would like to see more recycling facilities at the markets and on the street	Agree	82%	74%
	Disagree	3%	3%
	<i>Base</i>	<i>707</i>	<i>209</i>
It is important to me that there is reduced plastic and packaging at the markets	Agree	87%	84%
	Disagree	3%	3%
	<i>Base</i>	<i>710</i>	<i>211</i>
I am interested in the market playing a bigger role in the community	Agree	72%	66%
	Disagree	8%	8%
	<i>Base</i>	<i>705</i>	<i>208</i>

Demographic Data		All responses	Tachbrook Street
		%	%
Gender	Male	52%	61%
	Female	48%	38%
	<i>Base</i>	<i>607</i>	<i>177</i>
Age	16-24	7%	7%
	25-39	39%	49%
	40-59	35%	22%
	60-74	16%	19%
	75+	3%	3%
	<i>Base</i>	<i>605</i>	<i>178</i>

### Tachbrook Street Drop-In Session Summary

Venue and date: St James the Less Church - Tuesday 9<sup>th</sup> October 11am – 7pm

Around 25 people attended the drop-in session, most of whom were local residents. Suggestions to improve the market included having seating at the market to cater for lunchtime visitors, Wi-Fi at the market, better variety of stalls and more pedestrianisation of the close surrounding area.

Ideas to make the markets more sustainable included reducing gas burning for hot food stalls, recycling bins for traders and customers, using mains electricity, e.g. from lamp posts or car charging points, instead of generators.

A trader who attended the session offered a number of ideas on how the council can support traders in future including; more special parking/loading facilities for market traders, better signage directing public from Victoria and Vauxhall Bridge Road to the market, advertising and fliers for pop up events. This trader also suggested traders have health and safety training (e.g., fire, gas, fire extinguisher). They also suggested a number of ways the market can be more sustainable and improvements for the market and immediate surrounding areas including; enforcing the use of eco-friendly packaging/utensils, educating customers about bringing their own bags or food boxes,

sitting area for customers without passing on the duty of maintaining it to the traders, proper maintenance of the public toilet.

## 6. Email and Letter Responses

In addition to feedback through the online and paper questionnaires, traders and non-traders could respond to the consultations in letters and emails to Westminster City Council and via [marketsconsultation@westminster.gov.uk](mailto:marketsconsultation@westminster.gov.uk).

11 emails were received via the markets consultation mailbox which were read and have been coded for themes. The most common themes concerned maintenance of markets – regarding issues such as cleanliness - and concern over pitch fees.

Theme	No. of mentions
Maintenance - hygiene / sanitation/ waste	6
Concerns around pitch fees/rent	5
Lack of space for Storage/Parking/movement	4
Lack of variety of goods sold	3
General positive comment	3
Market is not how it used to be	3
Other stall suggestions	3
Lack of toilets	2
Promote/advertise the market	2
Lack of job opportunities	2

Two letters were received from the Labour Group of Westminster City Council and Shaftesbury Plc, a property company with a large portfolio around Berwick Street market.