

London Borough of Tower Hamlets Markets Improvement Plan 2022 - 2027

Consultation Summary by Market

March 2022



Engagement Survey

The following data was compiled from the survey carried out during the engagement with 700 businesses, residents and market traders via a survey during spring/summer 2021. NB: not all respondents completed all questions, hence some imperfect percentages

SECTION 1 - TRADER RESPONSES

WHITECHAPEL	
Response	<p>35 traders responded</p> <p>21% of total trader responses</p> <p>Joint top in number of responses, alongside Roman Road</p>
Trading habits	<p>Permanent 74%, Temporary 26%</p> <p>83% trade at least 5 days a week, with weekdays being more popular.</p>
Customers	<p>17% recognise 25% or less of their customers</p> <p>34% recognise 26-50% of their customers</p> <p>37% recognise 51-75% of their customers</p> <p>11% recognise over 76% of their customers</p>
Thoughts on the future	<p>20% feel very hopeful</p> <p>46% feel hopeful</p> <p>23% feel neutral</p> <p>6% feel very unhopeful</p>
Potential changes. How might they impact income?	<p>Alter Stall Layout - a very split field</p> <p>17% say they'd have a lot less income</p> <p>14% say they'd have a little less income</p> <p>23% say there would be no impact on their income</p> <p>11% say they'd have a little more income</p> <p>26% say they'd have a lot more income</p>
	<p>More Days Trading</p>

	<p>40% say there would be no impact on their income 29% say they'd have a little more income 6% say they'd have a lot more income</p>
	<p>Fewer Days Trading</p> <p>40% say they'd have a lot less income 14% say they'd have a little less income 20% say there would be no impact on their income 3% say they'd have a lot more income</p>
	<p>Longer Days Trading</p> <p>6% say they'd have a little less income 31% say there would be no impact on their income 23% say they'd have a little more income 14% say they'd have a lot more income</p>
	<p>Shorter Days Trading</p> <p>34% say they'd have a lot less income 17% say they'd have a little less income 17% say there would be no impact on their income 3% say they'd have a lot more income</p>
	<p>Special Events - most popular for income generation</p> <p>3% say they'd have a little less income 17% say there would be no impact on their income 49% say they'd have a little more income 23% say they'd have a lot more income</p>
	<p>New Evening Markets</p> <p>6% say they'd have a lot less income 3% say they'd have a little less income 34% say there would be no impact on their income 17% say they'd have a little more income 14% say they'd have a lot more income</p>
	<p>Bike Racks - least impact on income</p>

	<p>3% say they'd have a little less income 57% say there would be no impact on their income 3% say they'd have a little more income 6% say they'd have a lot more income</p> <p>Eco Initiatives</p> <p>43% say there would be no impact on their income 17% say they'd have a little more income 6% say they'd have a lot more income</p>
<p>Benefits to trading at this market (open question)</p>	<p>Equal numbers of traders (9%) mentioned;</p> <ul style="list-style-type: none"> - this is their own local market - that it has customers from one particular culture which is good for their products - that it has good transport links. <p>Equal numbers of traders (6%) mentioned;</p> <ul style="list-style-type: none"> - they have nice regular customers - the footfall is good - there are good shops/attractions locally <p>26% mentioned they earn their sole income here 6% said there are no benefits to trading here.</p>
<p>Challenges to trading at this market (open question)</p>	<p>Biggest 3 issues are lack of toilets (46%), lack of storage (37%) and lack of parking (31%) including concerns around loading.</p> <p>Other common issues include the lack of protection from bad wind/rain (14%), the lack of electricity (9%), having to set up and take down the stall each time (6%) and crime/lack of police/security (6%).</p> <p>The following were raised by one person each (3%)</p> <ul style="list-style-type: none"> - Bad drainage - Not enough meetings with markets team - No water - Footfall reduced - Pitch size / encroaching neighbours - Competition between traders
<p>Products to add to the market?</p>	<p>Food came top, 17%, with a call for more variety in food. 9% also asked for more street food.</p> <p>Cards and Stationery was the next most popular ask, 14%, followed by Flowers at 11%.</p> <p>9% of traders want to see new, different things that add variety. 9% would like to see more shoes.</p>

	<p>6% said nothing needs to be added.</p> <p>One or two people (3-6%) asked for the following:</p> <ul style="list-style-type: none"> - Bike parts, household items, books, men's clothes, bedding, toys, electronics, clothes in general, western clothes, jewellery and asian commodities.
Products they want to see less of at the market?	<p>29% want to see fewer scarves! And another 14% want to see a reduction in women's fashion.</p> <p>14% also think Veg is too well supplied.</p> <p>Each of the following were mentioned by one person each (3%):</p> <ul style="list-style-type: none"> - Fish (smelly), jewellery, cultural fashion.

WATNEY	
Response	<p>7 traders</p> <p>4% of total responses</p>
Trading habits	<p>Permanent 86%, Temporary 14%</p> <p>71% trade all 6 days.</p>
Customers	<p>14% recognise 25% or less of their customers</p> <p>14% recognise 26-50% of their customers</p> <p>57% recognise 51-75% of their customers</p> <p>14% recognise over 76% of their customers</p>
Thoughts on the future	<p>57% feel hopeful</p> <p>14% feel neutral</p> <p>14% feel unhopeful</p> <p>14% feel very unhopeful</p>
Potential changes. How might they impact income?	<p>Alter Stall Layout - negative</p> <p>28% say they'd have a lot less income</p> <p>28% say they'd have a little less income</p> <p>43% say there would be no impact on their income</p>

	<p>More Days Trading - prob not worth doing</p> <p>43% say there would be no impact on their income</p> <p>28% say they'd have a little more income</p> <p>28% say they'd have a lot more income</p>
	<p>Fewer Days Trading - negative</p> <p>57% say they'd have a lot less income</p> <p>14% say they'd have a little less income</p> <p>28% say there would be no impact on their income</p>
	<p>Longer Days Trading - prob not worth it</p> <p>43% say there would be no impact on their income</p> <p>57% say they'd have a little more income</p>
	<p>Shorter Days Trading - negative</p> <p>28% say they'd have a lot less income</p> <p>43% say they'd have a little less income</p> <p>28% say there would be no impact on their income</p>
	<p>Special Events - most popular for income generation</p> <p>28% say there would be no impact on their income</p> <p>57% say they'd have a little more income</p> <p>14% say they'd have a lot more income</p>
	<p>New Evening Markets - joint 2nd least impact</p> <p>86% say there would be no impact on their income</p> <p>14% say they'd have a little more income</p>
	<p>Bike Racks - least impactful</p> <p>100% say there would be no impact on their income</p>
	<p>Eco Initiatives - joint 2nd least impact</p> <p>86% say there would be no impact on their income</p> <p>14% say they'd have a little more income</p>
Benefits to trading at this market	One or two comments each about the good footfall, that traders live in the area, and the customers are nice.

(open question)	
Challenges to trading at this market (open question)	<p>The main challenge was noted by 57% of the responses - the bad weather and need for a roof on the market.</p> <p>Other challenges mentioned by one person each were:</p> <p>No toilets, no parking, bad lighting, general undesirable area, antisocial behaviour, pitch size too regulated, having to set up daily, competition of F&V, that it's no longer a cheap enterprise.</p>
Products to add to the market?	<p>Food was the dominant response with 3 people mentioning this - however of these 1 was unspecific, 1 asked for street food and 1 asked for F&V. (see below)</p> <p>Also 1 comment each mentioning flowers, variety, antiques and home decor. 1 person also said nothing else was needed.</p>
Products they want to see less of at the market?	<p>2 comments mentioned Veg.</p> <p>1 other mentioned clothes and another said it's fine as it is.</p>

BRICK LANE	
Response	<p>12 traders</p> <p>7% of total responses</p>
Trading habits	<p>Permanent 42%, Temporary 58%</p> <p>83% trade every sunday. 33% trade every monday.</p>
Customers	<p>50% recognise 25% or less of their customers</p> <p>16% recognise 26-50% of their customers</p> <p>33% recognise 51-75% of their customers</p>
Thoughts on the future	<p>42% feel very hopeful</p> <p>33% feel hopeful</p> <p>16% feel neutral</p> <p>8% feel unhopeful</p>
Potential changes. How	Alter Stall Layout

<p>might they impact income?</p>	<p>50% say they'd have a lot less income 8% say they'd have a little less income 25% say there would be no impact on their income 8% say they'd have a little more income 8% say they'd have a lot more income</p>
	<p>More Days Trading 8% say they'd have a lot less income 42% say there would be no impact on their income 25% say they'd have a little more income 25% say they'd have a lot more income</p>
	<p>Fewer Days Trading 58% say they'd have a lot less income 42% say there would be no impact on their income</p>
	<p>Longer Days Trading 33% say there would be no impact on their income 16% say they'd have a little more income 50% say they'd have a lot more income</p>
	<p>Shorter Days Trading 66% say they'd have a lot less income 16% say they'd have a little less income 16% say there would be no impact on their income</p>
	<p>Special Events 33% say there would be no impact on their income 33% say they'd have a little more income 33% say they'd have a lot more income</p>
	<p>New Evening Markets 8% say they'd have a little less income 42% say there would be no impact on their income 8% say they'd have a little more income 42% say they'd have a lot more income</p>

	<p>Bike Racks - least impact on income</p> <p>16% say they'd have a lot less income</p> <p>16% say they'd have a little less income</p> <p>58% say there would be no impact on their income</p> <p>8% say they'd have a lot more income</p> <hr/> <p>Eco Initiatives</p> <p>8% say they'd have a lot less income</p> <p>50% say there would be no impact on their income</p> <p>25% say they'd have a little more income</p> <p>16% say they'd have a lot more income</p>
<p>Benefits to trading at this market</p> <p>(open question)</p>	<p>The most common theme here was the fame of the market and therefore access to tourists which was mentioned by 50% of respondents. 33% also enjoy the community amongst the customers.</p> <p>One person each mentioned that;</p> <ul style="list-style-type: none"> - The market is close to home - The footfall is good - The market is their whole livelihood - Loading is easy compared to other markets
<p>Challenges to trading at this market</p> <p>(open question)</p>	<p>The 3 key problems here seem to be parking, traffic/loading and crime - each reported by 25% of respondents.</p> <p>16% were concerned about short trading hours, and another 16% about the lack of toilets.</p> <p>A few challenges were mentioned by one person each; pitch size too small, curation of the market (new goods joining second hand) and trader behaviour (not turning up, not unloading quickly from cars)</p>
<p>Products to add to the market?</p>	<p>Main request was for more food traders, both in fresh food and street food category, with 33% of traders mentioning this, one asking specifically for good quality traders and another for fresh produce. Another asked for burgers and wings. See below for converse.</p> <p>One trader asked for more unique products, another asked for more second hand sellers.</p>
<p>Products they want to see less of at the market?</p>	<p>Only 33% had a response here. One trader asked for removal of poor quality street food vendors. Another asked for fewer port products (sense that this is too much competition).</p> <p>One trader asked for less tourist aimed plastic products, and another mentioned there is too much vintage.</p>

CHRISP STREET	
Response	21 traders responded 13% of total responses
Trading habits	Permanent 76%, Temporary 24% 71% trade at least 5 days a week, with Mondays being most popular and Saturdays the least.
Customers	19% recognise 25% or less of their customers 24% % recognise 26-50% of their customers 29% recognise 51-75% of their customers 29% recognise over 76% of their customers
Thoughts on the future	14% feel very hopeful 24% feel hopeful 29% feel neutral 24% feel unhopeful 5% feel very unhopeful
Potential changes. How might they impact income?	Alter Stall Layout 33% say they'd have a lot less income 29% say they'd have a little less income 29% say there would be no impact on their income 5% say they'd have a little more income 5% say they'd have a lot more income
	More Days Trading 19% say they'd have a lot less income 14% say they'd have a little less income 29% say there would be no impact on their income 29% say they'd have a little more income
	Fewer Days Trading 24% say they'd have a lot less income 29% say they'd have a little less income 4% say there would be no impact on their income

	<p>14% say they'd have a little more income</p>
	<p>Longer Days Trading</p> <p>14% say they'd have a lot less income</p> <p>10% say they'd have a little less income</p> <p>43% say there would be no impact on their income</p> <p>19% say they'd have a little more income</p>
	<p>Shorter Days Trading</p> <p>19% say they'd have a lot less income</p> <p>43% say they'd have a little less income</p> <p>19% say there would be no impact on their income</p> <p>5% say they'd have a little more income</p>
	<p>Special Events</p> <p>19% say they'd have a lot less income</p> <p>5% say they'd have a little less income</p> <p>29% say there would be no impact on their income</p> <p>29% say they'd have a little more income</p> <p>5 say they'd have a lot more income</p>
	<p>New Evening Markets</p> <p>14% say they'd have a lot less income</p> <p>24% say they'd have a little less income</p> <p>14% say there would be no impact on their income</p> <p>29% say they'd have a little more income</p> <p>5% say they'd have a lot more income</p>
	<p>Bike Racks - least impact on income</p> <p>10% say they'd have a lot less income</p> <p>10% say they'd have a little less income</p> <p>43% say there would be no impact on their income</p> <p>24% say they'd have a little more income</p> <p>5% say they'd have a lot more income</p>
	<p>Eco Initiatives</p>

	<p>10% say they'd have a lot less income</p> <p>5% say they'd have a little less income</p> <p>43% say there would be no impact on their income</p> <p>29% say they'd have a little more income</p>
<p>Benefits to trading at this market</p> <p>(open question)</p>	<p>24% are local traders. 14% mention they have local storage.</p> <p>10% are glad to have mainly Bengali customers and another 10% feel the footfall is good. One trader mentioned the nice community locally, another thinks it runs like a private market (good thing!). One is happy to have a roof and another feels secure here.</p> <p>One thinks there are no benefits to be had from trading here.</p>
<p>Challenges to trading at this market</p> <p>(open question)</p>	<p>The 2 biggest challenges reported are crime / lack of security presence (19% commented) and then local competition (19%) - either from many stalls selling the same products (F&V?) or from local shops.</p> <p>14% of traders think the toilets need to be kept better, and 14% find parking challenging.</p> <p>There was one comment for each of the following:</p> <ul style="list-style-type: none"> - Fences at the market - Wind can be very bad - Price is very high - Run down street - No new customers coming in
<p>Products to add to the market?</p>	<p>Household products 33%</p> <p>Flowers / Gardening 29%</p> <p>Hot food 19%</p> <p>10% each for food products and toys</p> <p>5% each for "anything different", Underwear, DIY, Menswear, Nothing else.</p>
<p>Products they want to see less of at the market?</p>	<p>29% want to see less F&V</p> <p>14% said nothing needs to be less</p> <p>10% mentioned clothes</p> <p>5% said Jewellery</p> <p>A few requests for a limit per commodity suitable to the market size and footfall (2-4)</p>

COLUMBIA ROAD

Response	11 traders responded 7% of total responses
Trading habits	100% permanent All trade every sunday
Customers	27% recognise 25% or less of their customers 55% recognise 26-50% of their customers 18% recognise 51-75% of their customers
Thoughts on the future	36% feel very hopeful 45% feel hopeful 9% feel neutral 9% feel unhopeful
Potential changes. How might they impact income?	Alter Stall Layout - see other question re covid layout 36% say they'd have a lot less income 18% say they'd have a little less income 45% say there would be no impact on their income
	More Days Trading 63% say they would have a lot less income 9% say there would be no impact on their income 18% say they'd have a little more income
	Fewer Days Trading A one day market so irrelevant question
	Longer Days Trading 9% say they'd have a lot less income 9% say they'd have a little less income 36% say there would be no impact on their income 36% say they'd have a little more income 9% say they'd have a lot more income
	Shorter Days Trading 55% say they'd have a lot less income

	<p>18% say there would be no impact on their income 18% say they would have a little more</p> <p>Special Events</p> <p>54% say they'd have a lot less income 27% say they'd have a little less income 18% say there would be no impact on their income</p> <p>New Evening Markets</p> <p>63% say they'd have a lot less income 9% say they'd have a little less income 18% say there would be no impact on their income 9% say they'd have a little more income</p> <p>Bike Racks - least impact on income</p> <p>18% say they'd have a lot less income 18% say they'd have a little less income 63% say there would be no impact on their income</p> <p>Eco Initiatives</p> <p>18% say they'd have a lot less income 27% say they'd have a little less income 45% say there would be no impact on their income 9% say they'd have a lot more income</p>
<p>Benefits to trading at this market (open question)</p>	<p>Most comments mention the speciality of the market (27%), it's fame (36%) and good footfall (27%).</p> <p>1 or 2 people each mentioned how unique it is, the quality of the stalls, the friendliness of the traders, that the new layout has helped and that the market is profitable for them.</p>
<p>Challenges to trading at this market (open question)</p>	<p>73% mention parking for customers and traders.</p> <p>18% say loading and unloading is tricky (esp in lorries!!)</p> <p>1 person each mentioned: short trading day, lack of electric, lack of lighting, small pitch size, that the shops think they run the street but the market is the reason they have a shopping street.</p>
<p>Products to add to the market?</p>	<p>As this is purely a flower market, this question not relevant.</p>

Products they want to see less of at the market?	As this is purely a flower market, this question not relevant.
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ROMAN ROAD	
Response	<p>36 traders</p> <p>21% of total responses</p> <p>Joint top in number of responses, alongside Whitechapel</p>
Trading habits	<p>Permanent 83%, Temporary 17%</p> <p>Open Tuesday Thursday Saturday. 44% trade every day.</p>
Customers	<p>3% recognise 25% or less of their customers</p> <p>11% recognise 26-50% of their customers</p> <p>42% recognise 51-75% of their customers</p> <p>42% recognise over 76% of their customers</p>
Thoughts on the future	<p>6% feel very hopeful</p> <p>19% feel hopeful</p> <p>8% feel neutral</p> <p>28% feel unhopeful</p> <p>25% feel very unhopeful</p>
Potential changes. How might they impact income?	<p>Alter Stall Layout</p> <p>19% say they'd have a lot less income</p> <p>11% say they'd have a little less income</p> <p>42% say there would be no impact on their income</p> <p>17% say they'd have a little more income</p> <p>3% say they'd have a lot more income</p>
	<p>More Days Trading</p> <p>17% say they'd have a lot less income</p> <p>3% say they'd have a little less income</p> <p>58% say there would be no impact on their income</p> <p>14% say they'd have a little more income</p>

	<p>3% say they'd have a lot more income</p>
	<p>Fewer Days Trading</p> <p>11% say they'd have a lot less income</p> <p>17% say they'd have a little less income</p> <p>58% say there would be no impact on their income</p> <p>3% say they'd have a little more income</p> <p>3% say they'd have a lot more income</p>
	<p>Longer Days Trading</p> <p>6% say they'd have a lot less income</p> <p>81% say there would be no impact on their income</p> <p>6% say they'd have a little more income</p>
	<p>Shorter Days Trading</p> <p>8% say they'd have a lot less income</p> <p>19% say they'd have a little less income</p> <p>61% say there would be no impact on their income</p> <p>3% say they'd have a little more income</p>
	<p>Special Events</p> <p>6% say they'd have a lot less income</p> <p>3% say they'd have a little less income</p> <p>33% say there would be no impact on their income</p> <p>44% say they'd have a little more income</p> <p>8% say they'd have a lot more income</p>
	<p>New Evening Markets</p> <p>8% say they'd have a lot less income</p> <p>22% say there would be no impact on their income</p> <p>19% say they'd have a little more income</p> <p>6% say they'd have a lot more income</p>
	<p>Bike Racks - least impact on income</p> <p>3% say they'd have a lot less income</p> <p>3% say they'd have a little less income</p>

	<p>83% say there would be no impact on their income 3% say they'd have a little more income</p> <hr/> <p>Eco Initiatives</p> <p>3% say they'd have a lot less income 6% say they'd have a little less income 72% say there would be no impact on their income 11% say they'd have a little more income</p>
<p>Benefits to trading at this market (open question)</p>	<p>Local customers 31% Cheap rent 22% No benefits 17% Traders live local to the market 11% Friendly traders 8% Early finish / short day 8% Reputation is good 6% 1 person (3%) each mentioned: Security, environment, ok parking, storage, demand is good, closed road market (but see below!), spacious, good access from out of london.</p>
<p>Challenges to trading at this market (open question)</p>	<p>Biggest problem is parking for traders and particularly that it is paid parking for customers, preventing regular out of towners coming in - 50% of responders mentioned parking. Inadequate toilets mentioned by 42% Drop in footfall 25% Cars speeding through 14% Lack of advertising - 11% Loss of variety in stalls - 11% Loss of non local trade - 8% Problems with inspectors (arrive late or not at all, disrespectful) 8% Reduction in quality of stalls - 8% Empty pitches, loss of traders, no casuals - 8% No electric 6% Other roads closed locally disrupting access 6% Expensive rent 6% One person mentioned each of the following:</p>

	Lack of rubbish disposal, too much competition from other shopping places/online, wind protection insufficient, vehicles parked in pitches, bad reputation and kids loitering.
Products to add to the market?	Variety and new products was the top request 31% F&V and general Food both had 11% Flowers/plants 8% 6% each asked for; cards, toys, household, beauty, childrenswear. 6% also said nothing was needed. One person each mentioned, pet goods, sweets, menswear and footwear.
Products they want to see less of at the market?	61% asked for less womens clothes. 8% suggested nothing needed to be reduced. 6% asked for less second hand goods. One person mentioned that the low quality products sold on the floor needed to go.

ROMAN ROAD SQUARE	
Response	2 traders replied 1% of total responses Too low to consider as % so below find a summary
Trading habits	Both permanent traders One trades 5 days, one trades 3 days.
Customers	1 recognises 26-50% of their customers 1 recognises 51-75% of their customers
Thoughts on the future	Both feel hopeful
Potential changes. How might they impact income?	Alter Stall Layout One says they would have a little less income, the other a lot less.
	More Days Trading One thinks this would have no impact on income, the other that it would earn them a little more

	<p>Fewer Days Trading both say they'd have a little less income</p>
	<p>Longer Days Trading both say they'd have a little more income</p>
	<p>Shorter Days Trading Both say they'd have a little less income</p>
	<p>Special Events Both say they'd have a little more income</p>
	<p>New Evening Markets Both think this would have no impact on income</p>
	<p>Bike Racks - least impact on income One says they'd have a little more income, the other thinks it would have no impact</p>
	<p>Eco Initiatives One says they'd have a little more income, the other thinks it would have no impact</p>
<p>Benefits to trading at this market (open question)</p>	<p>One lives locally, the other mentions being well known in the area and an established business.</p>
<p>Challenges to trading at this market (open question)</p>	<p>One says it's quiet. The other mentions how open it is so the weather has a big impact</p>
<p>Products to add to the market?</p>	<p>One asks for olives, meat and cheese. The other also asks for quality food and higher end products to bring in new trade</p>
<p>Products they want to see less of at the market?</p>	<p>One said "nothing" and the other asked for less "cheap plastic rubbish"</p>

SCLATER STREET	
Response	<p>1 traders</p> <p>0.6% of total responses</p> <p>Lowest response</p> <p>Too low for % so below a summary of the response</p>
Trading habits	Temporary, trades 5 days a week
Customers	Recognises 26-50% of their customers
Thoughts on the future	Didn't answer.
Potential changes. How might they impact income?	<p>Alter Stall Layout</p> <p>Little less income</p>
	<p>More Days Trading</p> <p>No impact</p>
	<p>Fewer Days Trading</p> <p>Little less income</p>
	<p>Longer Days Trading</p> <p>No impact</p>
	<p>Shorter Days Trading</p> <p>Lot less income</p>
	<p>Special Events - most popular for income generation</p> <p>Little more income</p>
	<p>New Evening Markets</p> <p>Little more income</p>
	<p>Bike Racks - least impact on income</p> <p>Little more income</p>
	<p>Eco Initiatives</p> <p>Little more income</p>

Benefits to trading at this market (open question)	Close to brick lane
Challenges to trading at this market (open question)	Business not as usual, sales have slowed
Products to add to the market?	F&V
Products they want to see less of at the market?	Nothing

BETHNAL GREEN	
Response	24 traders 14% of total responses
Trading habits	Permanent 88%, Temporary 12% 46% trade at least 5 days a week
Customers	13% recognise 25% or less of their customers 38% recognise 26-50% of their customers 38% recognise 51-75% of their customers 8% recognise over 76% of their customers
Thoughts on the future	13% feel very hopeful 8% feel hopeful 33% feel neutral 25% feel unhopeful 8% feel very unhopeful
Potential changes. How might they impact income?	Alter Stall Layout 21% say they'd have a lot less income 13% say they'd have a little less income

	<p>29% say there would be no impact on their income 25% say they'd have a little more income 8% say they'd have a lot more income</p>
	<p>More Days Trading</p> <p>17% say they'd have a lot less income 17% say they'd have a little less income 50% say there would be no impact on their income 13% say they'd have a little more income</p>
	<p>Fewer Days Trading</p> <p>17% say they'd have a lot less income 25% say they'd have a little less income 50% say there would be no impact on their income</p>
	<p>Longer Days Trading</p> <p>13% say they'd have a lot less income 66% say there would be no impact on their income 17% say they'd have a little more income</p>
	<p>Shorter Days Trading</p> <p>25% say they'd have a lot less income 21% say they'd have a little less income 50% say there would be no impact on their income</p>
	<p>Special Events - most popular for income generation</p> <p>8% say they'd have a lot less income 4% say they'd have a little less income 29% say there would be no impact on their income 42% say they'd have a little more income 13% say they'd have a lot more income</p>
	<p>New Evening Markets</p> <p>21% say they'd have a lot less income 58% say there would be no impact on their income 8% say they'd have a little more income</p>

	<p>4% say they'd have a lot more income</p> <hr/> <p>Bike Racks</p> <p>17% say they'd have a lot less income 8% say they'd have a little less income 63% say there would be no impact on their income 8% say they'd have a little more income</p> <hr/> <p>Eco Initiatives</p> <p>13% say they'd have a lot less income 4% say they'd have a little less income 54% say there would be no impact on their income 17% say they'd have a little more income</p>
<p>Benefits to trading at this market (open question)</p>	<p>42% like the customers - local regulars 29% said they live close to the market 13% think the footfall is good, and 13% think its cheap rent 8% are happy that they are close to the high street, and think there is a good atmosphere. 8% also think there are no benefits. 1 person each mentioned that the market is well known, that it is spacious and that the public transport access is good.</p>
<p>Challenges to trading at this market (open question)</p>	<p>54% say parking is a challenge - for traders and public, the availability of it and the price 50% find the lack of toilets a challenge 29% refer to the office/inspectors as "harrassing" traders. 21% mention crime 17% say there are fewer and fewer traders 8% mention; the lack of advertising, that the market is quiet, and that there are often vehicles parked on their pitches One person each mentioned; bikes/scooters on the pavements, no electric, no water, small space, bad weather.</p>
<p>Products to add to the market?</p>	<p>Variety is asked for by 29% Kidswear 21% "Anything" 17% - "just fill up the stalls" 13% want food, also Shoes,</p>

	<p>8% mention Menswear, flowers, homewares</p> <p>1 person each mentioned “nothing needed”, arts/crafts, cards, key cutting, pet stuff.</p>
Products they want to see less of at the market?	<p>Ladies fashion 54%</p> <p>F&V 13%</p> <p>8% jewellery</p> <p>1 person said “nothing”</p>

PETTICOAT LANE WEEKDAYS	
Response	<p>5 traders</p> <p>3% of total responses</p> <p>Not enough to make a % - find a general summary below</p>
Trading habits	<p>Permanent 2, Temporary 3</p> <p>3 trade at least 3 days a week of which only 1 trades 5 days. 1 is an ad hoc only trader. Note 4 out of the 5 also trade at weekends, but it’s not possible to separate the feedback about which market.</p>
Customers	<p>2 recognise 25% or less of their customers</p> <p>2 recognise 51-75% of their customers</p> <p>1 recognises over 76% of their customers</p>
Thoughts on the future	<p>1 feels neutral</p> <p>2 feel unhopeful and 1 feels very unhopeful</p> <p>1 didn’t answer</p>
Potential changes. How might they impact income?	<p>Alter Stall Layout</p> <p>1 said they’d have a lot less income</p> <p>1 said they’d have a little less income</p> <p>1 said there would be no impact on their income</p> <p>1 said they’d have a little more income</p>
	<p>More Days Trading</p> <p>2 say there would be no impact on their income</p>

	<p>2 say they'd have a little more income</p> <hr/> <p>Fewer Days Trading</p> <p>3 say they'd have a little less income</p> <p>1 says there would be no impact on their income</p> <hr/> <p>Longer Days Trading</p> <p>1 said they'd have a little less income</p> <p>2 say there would be no impact on their income</p> <p>1 said they'd have a little more income</p> <hr/> <p>Shorter Days Trading</p> <p>3 say they'd have a little less income</p> <p>1 said there would be no impact on their income</p> <hr/> <p>Special Events</p> <p>1 says they'd have a little less income</p> <p>2 said there would be no impact on their income</p> <p>1 said they'd have a lot more income</p> <hr/> <p>New Evening Markets</p> <p>2 say there would be no impact on their income</p> <p>2 say they'd have a little more income</p> <hr/> <p>Bike Racks</p> <p>2 say there would be no impact on their income</p> <p>2 say they'd have a little more income</p> <hr/> <p>Eco Initiatives</p> <p>1 says they'd have a little less income</p> <p>2 say there would be no impact on their income</p>
<p>Benefits to trading at this market</p> <p>(open question)</p>	<p>2 mention tourists</p> <p>1 mentions regular customers</p>
<p>Challenges to trading at this market</p>	<p>3 say the market is quiet after reopening following covid - tourists and office workers were main footfall</p>

(open question)	1 says no parking and no toilets
Products to add to the market?	F&V Toys
Products they want to see less of at the market?	Fashion mentioned by 2

PETTICOAT LANE WEEKENDS	
Response	15 traders 9% of total responses
Trading habits	Permanent 73%, Temporary 27% All traders trade every Sunday.
Customers	7% recognise 25% or less of their customers 27% recognises 26-50% of their customers 20% recognise 51-75% of their customers 47% recognises over 76% of their customers
Thoughts on the future	7% feels neutral 33% feel unhopeful 47% feels very unhopeful
Potential changes. How might they impact income?	Alter Stall Layout 13% said they'd have a little less income 60% said there would be no impact on their income 7% said they'd have a little more income
	More Days Trading 7% say they would have a little less income 80% say there would be no impact on their income
	Fewer Days Trading

	<p>1 day market so irrelevant question</p> <hr/> <p>Longer Days Trading</p> <p>7% say they would have a little less income</p> <p>80% say there would be no impact on their income</p> <hr/> <p>Shorter Days Trading</p> <p>33% say they would have a little less income</p> <p>53% say there would be no impact on their income</p> <hr/> <p>Special Events</p> <p>7% say they would have a little less income</p> <p>66% say there would be no impact on their income</p> <p>13% say they would have a little more income</p> <hr/> <p>New Evening Markets</p> <p>66% say there would be no impact on their income</p> <p>20% say they would have a little more income</p> <hr/> <p>Bike Racks</p> <p>7% say they would have a little less income</p> <p>73% say there would be no impact on their income</p> <hr/> <p>Eco Initiatives</p> <p>80% say there would be no impact on their income</p> <p>7% say they would have a little more income</p>
<p>Benefits to trading at this market</p> <p>(open question)</p>	<p>60% say there are no benefits</p> <p>13% say regular customers</p> <p>1 mentions friendly traders, 1 mentions the reputation of the market</p>
<p>Challenges to trading at this market</p> <p>(open question)</p>	<p>66% mention no toilets, and also no parking / the cost of parking - this is their main reasoning behind lack of customers. They include Ulez and C Charge in this also.</p> <p>60% say the footfall is very down</p> <p>33% say it's expensive to trade - both rent and the costs of doing business</p> <p>20% say the quality is much reduced on the market</p> <p>1 person each mentions the following:</p>

	Harassment (by who?), H&S issues, Inspectors being disrespectful, cars and bikes speeding in the market, less traders, no advertising.
Products to add to the market?	<p>Flowers / plants 20%</p> <p>f&V 20%</p> <p>13% hot food</p> <p>13% variety</p> <p>13% nothing</p> <p>1 mention each for the following:</p> <p>Quality, kidswear, “anything!”, menswear, fragrance, bric a brac, high fashion, spices.</p>
Products they want to see less of at the market?	<p>33% say ladies fashion</p> <p>20% each say bad quality / cheap stuff and also secondhand stuff</p> <p>1 mention each for food and “nothing”.</p>

SECTION 2 - SHOPPER / VISITOR RESPONSES

WHITECHAPEL	
Response	100 (no of) Shoppers
Transport	<p>23 % travel by Rail/tube/DLR etc</p> <p>16 % travel by Bus</p> <p>22 % travel by Bike</p> <p>68 % travel by Walking</p> <p>7 % travel by Driving</p> <p>0 % travel by Electric vehicle</p> <p>0 % travel by Taxi</p>
Purchasing	<p>71 % buy fresh food</p> <p>9 % buy prepared food</p> <p>23 % buy street food</p> <p>19 % buy clothes</p> <p>6 % buy jewellery</p> <p>2 % buy beauty</p> <p>7 % buy electrics</p> <p>2 % buy media</p> <p>6 % buy stationery</p> <p>5 % buy horticulture</p> <p>1 % buy pet goods</p> <p>23 % buy household goods</p> <p>6 % buy toys</p> <p>1 % buy sports goods</p> <p>2 % buy motor goods</p> <p>10 % buy DIY goods</p> <p>10 % buy other things/ misc</p>
	<p>49 respondents (49%) identified that there were missing / underrepresented products at the market.</p> <p>32% of shoppers requested more variety of produce/diversity in the market. 10% of shoppers specifically requested more 'artisan' produce such as meats, cheeses, deli items and handmade craft products. 6% of shoppers specifically</p>

	<p>requested a bakery.</p> <p>6% of shoppers requested improved street food offer and 4% requested a tea/coffee stall.</p> <p>6% of shoppers specifically requested improve quality in the market offer.</p> <p>6% of shoppers felt that a plant/flower offer was missing.</p> <p>3% requested more household products, electrical and toys, 2% wanted books, 2% wanted bric-a-brac and 2% wanted a wider variety of clothing. One shopper also requested a night-time offer.</p> <p>14% of shoppers specifically noted that nothing was missing.</p>
Why shop there?	<p>43 % shop there because of the good value for money</p> <p>18 % shop there because of the quality of the goods</p> <p>20 % shop there because of the range of the goods</p> <p>62 % shop there because the location is convenient to them</p> <p>23 % shop there because the days/ hours are convenient for them</p> <p>8 % shop there because they have a favourite stall to visit</p> <p>22 % shop there because of the community value of the market</p> <p>1 % shop there because it has good online reviews and imagery</p>

BETHNAL GREEN	
Response	90 (no of) Shoppers
Transport	<p>22 % travel by Rail/tube/DLR etc</p> <p>14 % travel by Bus</p> <p>17 % travel by Bike</p> <p>68 % travel by Walking</p> <p>29 % travel by Driving</p> <p>2 % travel by Electric vehicle</p> <p>0 % travel by Taxi</p>
Purchasing	<p>57 % buy fresh food</p> <p>22 % buy prepared food</p> <p>10 % buy street food</p> <p>29 % buy clothes</p>

	<p>14 % buy jewellery</p> <p>11 % buy beauty</p> <p>13 % buy electrics</p> <p>4 % buy media</p> <p>12 % buy stationery</p> <p>17 % buy horticulture</p> <p>20 % buy pet goods</p> <p>40 % buy household goods</p> <p>8 % buy toys</p> <p>2 % buy sports goods</p> <p>1 % buy motor goods</p> <p>16 % buy DIY goods</p> <p>3 % buy other things/ misc</p> <hr/> <p>42 respondents (47%) identified that there were missing / underrepresented products at the market.</p> <p>10% of shoppers would like to see more street food. 10% of shoppers would also like to see a wider variety of fresh, healthy produce including artisan foods, fresh fruit and veg and a bakery.</p> <p>7% of shoppers would like to see more homewares, including handmade crafts, furniture and electronics.</p> <p>6% of shoppers would like to be able to buy plants/flowers at the market. 6% of shoppers would like to see a wide range of clothing and footwear.</p> <p>2% of shoppers requested a better variety of products in general and 2% requested better quality on offer in general.</p> <p>Each of these were asked for once:</p> <p>Fish, dairy-free milk, pet shop and clearer displayed prices.</p> <p>7% of shoppers specifically noted that nothing was missing.</p>
<p>Why shop there?</p>	<p>46 % shop there because of the good value for money</p> <p>36 % shop there because of the quality of the goods</p> <p>30 % shop there because of the range of the goods</p> <p>66 % shop there because the location is convenient to them</p> <p>32 % shop there because the days/ hours are convenient for them</p> <p>12 % shop there because they have a favourite stall to visit</p> <p>28 % shop there because of the community value of the market</p> <p>0 % shop there because it has good online reviews and imagery</p>

BRICK LANE SUNDAYS	
Response	79 (no of) Shoppers
Transport	18 % travel by Rail/tube/DLR etc 23 % travel by Bus 22 % travel by Bike 72 % travel by Walking 11 % travel by Driving 1 % travel by Electric vehicle 1 % travel by Taxi
Purchasing	39 % buy fresh food 34 % buy prepared food 75 % buy street food 43 % buy clothes 22 % buy jewellery 10 % buy beauty 6 % buy electrics 13 % buy media 14 % buy stationery 8 % buy horticulture 1 % buy pet goods 18 % buy household goods 13 % buy toys 3 % buy sports goods 5 % buy motor goods 14 % buy DIY goods 15 % buy other things/ misc

	<p>32 respondents (41%) identified that there were missing / underrepresented products at the market.</p> <p>10% of shoppers wanted more fresh food on offer, including fruit & veg and deli items.</p> <p>9% requested more household goods including bric-a-brac, antiques and DIY stalls</p> <p>5% of shopper wanted more clothe stalls and more variety of clothing</p> <p>4% requested more refreshments e.g. coffee/tea, beers.</p> <p>4% requested plants/flowers</p> <p>3% of shoppers requested a bakery.</p> <p>3% would like to see more art.</p> <p>Each of these were asked for once:</p> <p>Beauty products, cheaper stalls in general and less touristy products.</p> <p>19% of shoppers specifically noted that nothing was missing</p>
<p>Why shop there?</p>	<p>38 % shop there because of the good value for money</p> <p>41 % shop there because of the quality of the goods</p> <p>43 % shop there because of the range of the goods</p> <p>60 % shop there because the location is convenient to them</p> <p>20 % shop there because the days/ hours are convenient for them</p> <p>28 % shop there because they have a favourite stall to visit</p> <p>58 % shop there because of the community value of the market</p> <p>4 % shop there because it has good online reviews and imagery</p>

CHRISP STREET	
<p>Response</p>	<p>82 (no of) Shoppers</p>
<p>Transport</p>	<p>12 % travel by Rail/tube/DLR etc</p> <p>15 % travel by Bus</p> <p>9 % travel by Bike</p> <p>71 % travel by Walking</p> <p>18 % travel by Driving</p> <p>1 % travel by Electric vehicle</p>

	0 % travel by Taxi
Purchasing	<p>73 % buy fresh food</p> <p>15 % buy prepared food</p> <p>40 % buy street food</p> <p>26 % buy clothes</p> <p>5 % buy jewellery</p> <p>17 % buy beauty</p> <p>5 % buy electrics</p> <p>1 % buy media</p> <p>13 % buy stationery</p> <p>7 % buy horticulture</p> <p>10 % buy pet goods</p> <p>39 % buy household goods</p> <p>15 % buy toys</p> <p>1 % buy sports goods</p> <p>0 % buy motor goods</p> <p>12 % buy DIY goods</p> <p>5 % buy other things/ misc</p>
	<p>46 respondents (56%) identified that there were missing / underrepresented products at the market.</p> <p>12% of shoppers specifically requested better quality products at the market.</p> <p>28% would like to see more high-quality fresh and prepared foods such as artisanal ‘farmers market’ style items, as well as better fruit and veg and more variety.</p> <p>15% felt there should be more street food.</p> <p>15% felt there should be a better range of clothing.</p> <p>9% would like to see more flowers / gardening supplies.</p> <p>9% would like to see more music/art/ craft / gift stalls.</p> <p>Each of these were asked for once or twice:</p> <p>Antiques/ flea market, toys, books, area to sit.</p> <p>9% of shoppers specifically noted that nothing was missing.</p>
Why shop there?	<p>56 % shop there because of the good value for money</p> <p>21 % shop there because of the quality of the goods</p>

	<p>26 % shop there because of the range of the goods</p> <p>72 % shop there because the location is convenient to them</p> <p>26 % shop there because the days/ hours are convenient for them</p> <p>12 % shop there because they have a favourite stall to visit</p> <p>29 % shop there because of the community value of the market</p> <p>0 % shop there because it has good online reviews and imagery</p>
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COLUMBIA ROAD	
Response	144 (no of) Shoppers
Transport	<p>10 % travel by Rail/tube/DLR etc</p> <p>19 % travel by Bus</p> <p>26 % travel by Bike</p> <p>70 % travel by Walking</p> <p>14 % travel by Driving</p> <p>1 % travel by Electric vehicle</p> <p>1 % travel by Taxi</p>
Purchasing	<p>17 % buy fresh food</p> <p>13 % buy prepared food</p> <p>26 % buy street food</p> <p>8 % buy clothes</p> <p>3 % buy jewellery</p> <p>2 % buy beauty</p> <p>0 % buy electrics</p> <p>1 % buy media</p> <p>8 % buy stationery</p> <p>85 % buy horticulture</p> <p>1 % buy pet goods</p> <p>8 % buy household goods</p> <p>6 % buy toys</p> <p>0 % buy sports goods</p>

	<p>0 % buy motor goods</p> <p>0 % buy DIY goods</p> <p>10 % buy other things/ misc</p> <hr/> <p>26 respondents (18%) identified that there were missing / underrepresented products at the market.</p> <p>8% mentioned they would like to see more food on offer. 2% specifically requested more street food on offer and 4% would like to see more fresh food (including fruit&veg bakery & fish).</p> <p>3% of shoppers requested more stalls selling plant pots and plant food. 4% of shoppers requested garden furniture and gardening tools.</p> <p>2% of shoppers noted the busyness of the market and felt a better lay out was needed.</p> <p>1% of shoppers noted that they would like more community groups represented at the market and UK growers.</p> <p>Each of these were asked for once:</p> <p>More herbs, gifts/homeware, dog products, crafts and better parking.</p> <p>27% of shoppers specifically noted that nothing was missing.</p>
Why shop there?	<p>50 % shop there because of the good value for money</p> <p>65 % shop there because of the quality of the goods</p> <p>38 % shop there because of the range of the goods</p> <p>42 % shop there because the location is convenient to them</p> <p>8 % shop there because the days/ hours are convenient for them</p> <p>20 % shop there because they have a favourite stall to visit</p> <p>56 % shop there because of the community value of the market</p> <p>2 % shop there because it has good online reviews and imagery</p>

ROMAN ROAD	
Response	117 (no of) Shoppers
Transport	<p>3 % travel by Rail/tube/DLR etc</p> <p>14 % travel by Bus</p> <p>15 % travel by Bike</p> <p>81 % travel by Walking</p>

	<p>19 % travel by Driving</p> <p>1 % travel by Electric vehicle</p> <p>1 % travel by Taxi</p>
Purchasing	<p>58 % buy fresh food</p> <p>18 % buy prepared food</p> <p>43 % buy street food</p> <p>62 % buy clothes</p> <p>24 % buy jewellery</p> <p>21 % buy beauty</p> <p>7 % buy electrics</p> <p>3 % buy media</p> <p>16 % buy stationery</p> <p>29 % buy horticulture</p> <p>10 % buy pet goods</p> <p>48 % buy household goods</p> <p>9 % buy toys</p> <p>3 % buy sports goods</p> <p>3 % buy motor goods</p> <p>18 % buy DIY goods</p> <p>6 % buy other things/ misc</p>
	<p>64 respondents (55%) identified that there were missing / underrepresented products at the market.</p> <p>23% of shoppers requested a higher quality of products on offer.</p> <p>18% of shoppers wanted to see more fresh food stalls, with the vast majority requesting more fruit and veg. The quality of produce was identified as being important with a more artisanal selection as well as a fishmonger/butcher.</p> <p>Similarly, 9% requested a better prepared food offer, the majority requesting higher-quality, artisanal deli-style products.</p> <p>9% of shoppers wanted to see more street food.</p> <p>11% of shoppers wanted to see more variety in clothing on offer, with the majority wanting to see more high-quality clothing.</p> <p>7% of shoppers wanted to see more plants/flowers.</p> <p>8% of shoppers would like to see more household items, including haberdashery, furniture, home décor and zero waste products.</p> <p>5% of shoppers would like to see local crafts/ artisan makers such as gifts,</p>

	<p>handmade items, crafts and art.</p> <p>Each of these were asked for once or twice:</p> <p>Sports goods, bicycle products, pay&display parking and beauty products.</p> <p>9% of shoppers specifically noted that nothing was missing.</p>
Why shop there?	<p>58 % shop there because of the good value for money</p> <p>21 % shop there because of the quality of the goods</p> <p>24 % shop there because of the range of the goods</p> <p>72 % shop there because the location is convenient to them</p> <p>24 % shop there because the days/ hours are convenient for them</p> <p>19 % shop there because they have a favourite stall to visit</p> <p>44 % shop there because of the community value of the market</p> <p>3 % shop there because it has good online reviews and imagery</p>

ROMAN ROAD SQUARE / GLOBE TOWN	
Response	33 (no of) Shoppers
Transport	<p>0 % travel by Rail/tube/DLR etc</p> <p>3 % travel by Bus</p> <p>15 % travel by Bike</p> <p>88 % travel by Walking</p> <p>9 % travel by Driving</p> <p>3 % travel by Electric vehicle</p> <p>3 % travel by Taxi</p>
Purchasing	<p>100 % buy fresh food</p> <p>15 % buy prepared food</p> <p>9 % buy street food</p> <p>6 % buy clothes</p> <p>6 % buy jewellery</p> <p>9 % buy beauty</p> <p>18 % buy electrics</p>

	<p>6 % buy media 18 % buy stationery 52 % buy horticulture 6 % buy pet goods 27 % buy household goods 12 % buy toys 6 % buy sports goods 6 % buy motor goods 12 % buy DIY goods 0 % buy other things/ misc</p> <p>14 respondents (42%) identified that there were missing / underrepresented products at the market.</p> <p>48% of shoppers would like to see more food available, with 18% specifically requesting more street food, and 21% requesting more deli-style food including breads.</p> <p>12% identified that they would like more flowers/plants.</p> <p>9% identified more household stalls such as second hand goods and crafts.</p> <p>Each of these were asked for once: Clothing, pet food, more stalls in general, a redesign of the market and better parking.</p> <p>9% of shoppers specifically noted that nothing was missing.</p>
<p>Why shop there?</p>	<p>67 % shop there because of the good value for money 58 % shop there because of the quality of the goods 12 % shop there because of the range of the goods 82 % shop there because the location is convenient to them 39 % shop there because the days/ hours are convenient for them 45 % shop there because they have a favourite stall to visit 39 % shop there because of the community value of the market 0 % shop there because it has good online reviews and imagery</p>

<p>Petticoat Lane (weekdays) Gornston & Bell Lane food courts</p>	
<p>Response</p>	<p>8 (no of) Shoppers</p>

Transport	<p>0 % travel by Rail/tube/DLR etc</p> <p>25 % travel by Bus</p> <p>25 % travel by Bike</p> <p>75 % travel by Walking</p> <p>13 % travel by Driving</p> <p>0 % travel by Electric vehicle</p> <p>0 % travel by Taxi</p>
Purchasing	<p>25 % buy fresh food</p> <p>13 % buy prepared food</p> <p>63 % buy street food</p> <p>38 % buy clothes</p> <p>0 % buy jewellery</p> <p>0 % buy beauty</p> <p>0 % buy electrics</p> <p>13 % buy media</p> <p>0 % buy stationery</p> <p>0 % buy horticulture</p> <p>0 % buy pet goods</p> <p>13 % buy household goods</p> <p>0 % buy toys</p> <p>0 % buy sports goods</p> <p>0 % buy motor goods</p> <p>13 % buy DIY goods</p> <p>13 % buy other things/ misc</p> <p>5 respondents (63%) identified that there were missing / underrepresented products at the market.</p> <p>38% of shoppers requested more fresh food.</p> <p>Each of these were asked for once:</p> <p>Zero-waste shop, better quality, 'other items' and coffee.</p> <p>25% of shoppers specifically noted that nothing was missing.</p>
Why shop there?	<p>38 % shop there because of the good value for money</p> <p>13 % shop there because of the quality of the goods</p>

	<p>50 % shop there because of the range of the goods</p> <p>50 % shop there because the location is convenient to them</p> <p>38 % shop there because the days/ hours are convenient for them</p> <p>0 % shop there because they have a favourite stall to visit</p> <p>38 % shop there because of the community value of the market</p> <p>0 % shop there because it has good online reviews and imagery</p>
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Petticoat Lane weekends	
Response	8 (no of) Shoppers
Transport	<p>25 % travel by Rail/tube/DLR etc</p> <p>13 % travel by Bus</p> <p>13 % travel by Bike</p> <p>75 % travel by Walking</p> <p>0 % travel by Driving</p> <p>0 % travel by Electric vehicle</p> <p>0 % travel by Taxi</p>
Purchasing	<p>13 % buy fresh food</p> <p>13 % buy prepared food</p> <p>50 % buy street food</p> <p>50 % buy clothes</p> <p>13 % buy jewellery</p> <p>0 % buy beauty</p> <p>13 % buy electrics</p> <p>0 % buy media</p> <p>13 % buy stationery</p> <p>0 % buy horticulture</p> <p>0 % buy pet goods</p> <p>25 % buy household goods</p> <p>0 % buy toys</p> <p>0 % buy sports goods</p>

	<p>0 % buy motor goods</p> <p>13 % buy DIY goods</p> <p>13 % buy other things/ misc</p>
	<p>5 respondents (63%) identified that there were missing / underrepresented products at the market.</p> <p>25% of shoppers requested more fresh/farmers market style produce.</p> <p>Each of these were asked for once:</p> <p>Better coffee, bric-a-brac, better quality clothes & vintage clothes, better quality goods in general.</p> <p>One shopper said that there was a good range of clothing.</p>
Why shop there?	<p>38 % shop there because of the good value for money</p> <p>25 % shop there because of the quality of the goods</p> <p>50 % shop there because of the range of the goods</p> <p>63 % shop there because the location is convenient to them</p> <p>50 % shop there because the days/ hours are convenient for them</p> <p>13 % shop there because they have a favourite stall to visit</p> <p>38 % shop there because of the community value of the market</p> <p>0 % shop there because it has good online reviews and imagery</p>

Slater Street food court (weekdays)	
Response	1 (no of) Shoppers
Transport	<p>0 % travel by Rail/tube/DLR etc</p> <p>0 % travel by Bus</p> <p>0 % travel by Bike</p> <p>100 % travel by Walking</p> <p>0 % travel by Driving</p> <p>0 % travel by Electric vehicle</p> <p>0 % travel by Taxi</p>
Purchasing	<p>100 % buy fresh food</p> <p>0 % buy prepared food</p>

	<p>0 % buy street food</p> <p>0 % buy clothes</p> <p>0 % buy jewellery</p> <p>0 % buy beauty</p> <p>0 % buy electrics</p> <p>0 % buy media</p> <p>0 % buy stationery</p> <p>0 % buy horticulture</p> <p>0 % buy pet goods</p> <p>0 % buy household goods</p> <p>0 % buy toys</p> <p>0 % buy sports goods</p> <p>0 % buy motor goods</p> <p>0 % buy DIY goods</p> <p>0 % buy other things/ misc</p>
	<p>Only one respondent (the only respondent) identified that there were missing / underrepresented products at the market. They requested more fresh food.</p>
Why shop there?	<p>0 % shop there because of the good value for money</p> <p>0 % shop there because of the quality of the goods</p> <p>0 % shop there because of the range of the goods</p> <p>100 % shop there because the location is convenient to them</p> <p>0 % shop there because the days/ hours are convenient for them</p> <p>0 % shop there because they have a favourite stall to visit</p> <p>0 % shop there because of the community value of the market</p> <p>0 % shop there because it has good online reviews and imagery</p>

WATNEY STREET	
Response	47 (no of) Shoppers
Transport	<p>19 % travel by Rail/tube/DLR etc</p> <p>17 % travel by Bus</p>

	<p>11 % travel by Bike 77 % travel by Walking 13 % travel by Driving 4 % travel by Electric vehicle 2 % travel by Taxi</p>
<p>Purchasing</p>	<p>79 % buy fresh food 13 % buy prepared food 13 % buy street food 21 % buy clothes 2 % buy jewellery 2 % buy beauty 9 % buy electrics 0 % buy media 15 % buy stationery 15 % buy horticulture 0 % buy pet goods 45 % buy household goods 6 % buy toys 2 % buy sports goods 2 % buy motor goods 11 % buy DIY goods 11 % buy other things/ misc</p>
	<p>20 respondents (43%) identified that there were missing / underrepresented products at the market.</p> <p>17% identified that prepared goods were missing from the markets, specifically baked goods/bakery.</p> <p>11% percent identified that fresh food products were missing (e.g. more variety of herbs and vegetables, fresh fish, artisan foods)</p> <p>6% identified a lack of street food, with some requesting more halal food and others requesting less halal food.</p> <p>Each of these were asked for once:</p> <p>Haberdashery, more clothes, flowers, crafts, pet supplies, better quality in general</p> <p>15% of shoppers specifically noted that nothing was missing.</p>

Why shop there?	51 % shop there because of the good value for money 23 % shop there because of the quality of the goods 15 % shop there because of the range of the goods 60 % shop there because the location is convenient to them 30 % shop there because the days/ hours are convenient for them 2 % shop there because they have a favourite stall to visit 19 % shop there because of the community value of the market 0 % shop there because it has good online reviews and imagery
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SECTION 3 - BUSINESS RESPONSES

NB: No responses from Roman Road Square adjacent businesses - we can assume they are covered in Roman Road responses.

Bethnal Green	
Response	20 Businesses responded 15% of total business responses
Benefits of market proximity	45% say helps footfall/ brings customers 20% say no benefit One person each mentions buzzing atmosphere, shops getting business from the traders themselves, that it keeps prices competitive.
Challenges of market proximity	30% say (the footpath is) overcrowded 25% say that parking / deliveries are impeded 15% say the market block views of the shops 10% say it looks messy and another 10% say that there isn't enough regulation. 1 person each mentions the following: It makes it hard to cross the road, the quality is bad, it's too noisy, it increases litter, undercuts the shops, support ties to the stalls are too low. 1 person says there are no challenges.
Do they use the market? How?	60% shop at the market Almost all buy fresh food A lot buy clothes. 3 or less people buy prepared food, street food, jewellery, electrical, stationery, pet goods, horticulture, household and DIY products.
Why do they use the market?	Reasons in level of frequency: Value Location Community Quality Range Hours

	No one had a favourite stall
How much do they spend at the other Businesses on the street on an average visit?	<p>10% spend £0</p> <p>15% spend £10 or less</p> <p>25% spend £11-£50</p> <p>5% aren't sure</p> <p>The rest don't shop locally.</p>
How much do they spend at the Market on an average visit?	<p>5% spend £0</p> <p>10% spend £10 or less</p> <p>15% spend £11-£50</p> <p>5% spend £51-£100</p> <p>5% aren't sure</p> <p>The rest don't shop locally.</p>
What products would they like to see more of in the market?	<p>25% mentioned clothes - individually asking for more modern, fashionable and quality items.</p> <p>15% said quality food and also household goods</p> <p>10% mentioned variety</p> <p>1 mention each for: pet stuff, toys, garden stuff, electronics and locally made items.</p> <p>One comment mentioned having a crafts stall/mini market at Derbyshire Pocket Park.</p>
What products would they like to see less of in the market?	<p>15% mention f&v / food.</p> <p>One comment each for "cheap odd bits and bobs", cheap clothes, old fashioned things.</p> <p>One comment about the chinese herbal medicine seller undercutting the shop on the street which also sells these niche products.</p>
<p>Potential changes. How might they impact income?</p> <p>Full list:</p> <p>Change in products</p> <p>Layout of stalls</p> <p>More days</p> <p>Fewer Days</p>	<p>30-45% marked "no impact" on each option</p> <p>0-3 people thought each of these items would have a negative effect on the success of their business.</p> <p>On the potential changes that might improve business, these were the most notable responses:</p> <ul style="list-style-type: none"> - Special events 45% - Better waste management 40% - Eco initiatives, storage for traders, stall layout, 35% each - Products, type of physical stall, evening markets and bike racks 30% <p>All other items had 10-20% support.</p>

<p>Longer days</p> <p>Shorter Days</p> <p>Better waste management</p> <p>Storage for traders kit</p> <p>Public seating</p> <p>Public wifi</p> <p>Type of physical stalls</p> <p>Special Events</p> <p>Evening Markets</p> <p>Bike Racks</p> <p>Eco initiatives</p> <p>Online market presence</p>	
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SCLATER STREET	
Response	<p>2 Businesses responded</p> <p>1.5% of total business responses</p> <p>Not enough to express answers as %, see summary below of each question response.</p>
Benefits of market proximity	One says it is an opportunity to feed people
Challenges of market proximity	One says it is very competitive
Do they use the market? How?	<p>Both do buying:</p> <p>Fresh food, street food and DIY products.</p>
Why do they use the market?	<p>Reasons given:</p> <p>Value</p> <p>Quality</p>
How much do they spend at the other Businesses on the street on an average visit?	<p>One didn't answer</p> <p>The other said £51-£100</p>

How much do they spend at the Market on an average visit?	One didn't answer The other said £51-£100
What products would they like to see more of in the market?	Fresh food
What products would they like to see less of in the market?	Nothing mentioned
<p>Potential changes. How might they impact income?</p> <p>Full list:</p> <p>Change in products</p> <p>Layout of stalls</p> <p>More days</p> <p>Fewer Days</p> <p>Longer days</p> <p>Shorter Days</p> <p>Better waste management</p> <p>Storage for traders kit</p> <p>Public seating</p> <p>Public wifi</p> <p>Type of physical stalls</p> <p>Special Events</p> <p>Evening Markets</p> <p>Bike Racks</p> <p>Eco initiatives</p> <p>Online market presence</p>	<p>One didn't answer.</p> <p>The other said all the measures would improve their business a little or a lot.</p>

BRICK LANE	
Response	11 Businesses responded

	8% of total business responses
Benefits of market proximity	73% say helps footfall/ brings customers 27% it does not benefit their business
Challenges of market proximity	45% say the market stalls block the view and access to shops 1 person each mentions: overcrowding, less people coming into shops post covid as the market gives another option, prices are cheaper than shops, customers are eating in market not shopping, rubbish is worse on market day, can't put out own tables on street because of the market. 1 person says there are no challenges.
Do they use the market? How?	72% say they shop at the market They buy in equal amounts (3-4 people each): Food - fresh, prepared and street Jewellery and clothes Plants
Why do they use the market?	Reasons in level of frequency: Location Community 1 or 2 mentions of value, range, hours and a favourite stall
How much do they spend at the other Businesses on the street on an average visit?	36% spend £10 or less 27% spend £11-£51
How much do they spend at the Market on an average visit?	36% spend £10 or less 18% spend £11-£51
What products would they like to see more of in the market?	2 votes each for bric a brac/collectables, jewellery, locally sourced, plants. 1 vote each for designer maker goods, lifestyle goods, ceramics, art, shoes
What products would they like to see less of in the market?	3 people mention clothes - one specifically saying cheap clothes 2 mention food - one is "fast food" 1 mention each for new goods, bric a brac and fur coats.
Potential changes. How	Most popular idea is seating with 63% thinking this would have a positive

might they impact income?	impact on their business.
Full list:	Other popular ideas with 45% thinking they would have a positive impact were;
Change in products	Changing the layout
Layout of stalls	Longer trading day
More days	Better waste management
Fewer Days	Events
Longer days	Evening markets
Shorter Days	Online presence
Better waste management	More days and Shorter days were thought to have most negative impact on businesses
Storage for traders kit	
Public seating	
Public wifi	
Type of physical stalls	
Special Events	
Evening Markets	
Bike Racks	
Eco initiatives	
Online market presence	

CHRISP STREET	
Response	14 Businesses responded 10% of total business responses
Benefits of market proximity	57% say it brings footfall One comment for community building, one that staff can shop there and one for “nothing”
Challenges of market proximity	2 comments each for rubbish, parking issues and “none”. 1 comment each for restricted access, need to keep pricing competitive, rundown street and expensive rent.
Do they use the market? How?	71% shop at the market

	<p>All of these people buy fresh food.</p> <p>Half buy prepared food.</p> <p>Less than half buy clothes, jewellery, beauty, stationery, household, DIY</p> <p>1 buys street food, electrics, pets, toys</p>
Why do they use the market?	<p>Mainly for the value and location.</p> <p>Other factors in order of frequency; quality, range, hours, fave stall, community.</p>
How much do they spend at the other Businesses on the street on an average visit?	<p>7% spend nothing</p> <p>29% spend under £10 or less</p> <p>14% spend £11-50</p> <p>7% spend £51-100</p> <p>7% aren't sure what they spend</p>
How much do they spend at the Market on an average visit?	<p>14% spend nothing</p> <p>21% spend £10 or less</p> <p>14% spend £11-50</p> <p>7% aren't sure what they spend</p>
What products would they like to see more of in the market?	<p>One mention for each of the following:</p> <p>Quality products, beauty, street food, fresh produce, “anything” and “nothing”.</p> <p>Worth noting that several answers were about making the shops on the street more diverse and higher quality, more quality chain stores.</p>
What products would they like to see less of in the market?	<p>29% ask for less fruit and veg</p> <p>One mention for less street food and one for less cheap/low quality products.</p>
<p>Potential changes. How might they impact income?</p> <p>Full list:</p> <p>Change in products</p> <p>Layout of stalls</p> <p>More days</p> <p>Fewer Days</p>	<p>Businesses mainly thought that better waste management and special events would have the greatest positive impact on their businesses. Closely followed by public wifi and seating.</p> <p>The idea of changing market days/ hours was thought to have most negative impact.</p>

<p>Longer days</p> <p>Shorter Days</p> <p>Better waste management</p> <p>Storage for traders kit</p> <p>Public seating</p> <p>Public wifi</p> <p>Type of physical stalls</p> <p>Special Events</p> <p>Evening Markets</p> <p>Bike Racks</p> <p>Eco initiatives</p> <p>Online market presence</p>	
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Whitechapel	
Response	<p>18 Businesses responded</p> <p>13% of total business responses</p>
Benefits of market proximity	<p>All but one response say that the market helps footfall in Whitechapel. 94%</p> <p>One person thinks they get more street rubbish collections because of the market.</p>
Challenges of market proximity	<p>One comment for food waste rubbish/rodents.</p> <p>One comment around business rubbish being moved by traders and then the businesses get fined.</p> <p>One for parking.</p> <p>One around fair pricing and competition.</p> <p>One says markets are not well maintained and also there is no upheld standard across the vendors.</p> <p>One says the shop fronts get covered.</p>
Do they use the market? How?	<p>All but one of the businesses said they shop at the market.</p> <p>61% buy fresh food</p> <p>50% buy clothes</p> <p>39% buy jewellery and also household</p>

	<p>33% buy DIY</p> <p>22% buy street food</p> <p>3 or less people said they buy prepared food, beauty electrics, media, stationery, horticulture, pets, sports, toys, motor,</p>
Why do they use the market?	<p>These responses were fuller than most at other markets which suggests that this market is actually rated more highly by the businesses, despite the challenges in their relationship.</p> <p>61% said value, 50% said location.</p> <p>Quality, range, hours, a favourite stall and community were all similarly rates with 22-33% of people mentioning these.</p> <p>Online presence was not mentioned.</p>
How much do they spend at the other Businesses on the street on an average visit?	<p>1 person said they spend nothing on a visit</p> <p>22% spend under £10</p> <p>33% spend £11-50</p> <p>16% spend £51-100</p> <p>1 isn't sure what they spend</p>
How much do they spend at the Market on an average visit?	<p>1 spends nothing</p> <p>39% spend less than £10</p> <p>11% spend £11-50</p>
What products would they like to see more of in the market?	<p>Hot food was the most requested item (22%) but food overall was the most mentioned thing with 78% of people mentioning food of some sort including, artisan food, dairy, bakery, fruit and veg, English food, continental food, ethnic food, arabic food.</p> <p>17% said the market needs variety, and one asked for unique items. One said nothing was needed.</p> <p>One mention each was for the following; Recognised brands, clothes, vintage, vinyl, flowers, cloth.</p>
What products would they like to see less of in the market?	<p>Joint top requests were for less F&V and less clothes with 17% each</p> <p>One person each mentioned the following; beauty, furniture (?), scarves, chinese products and that there is too much repetition of many goods.</p> <p>2 people asked for fewer mobile phone products - but these are in the station units/ high street out of markets' control.</p> <p>1 person said the market is undercutting his business with a key cutting stall.</p>

<p>Potential changes. How might they impact income?</p> <p>Full list:</p> <p>Change in products</p> <p>Layout of stalls</p> <p>More days</p> <p>Fewer Days</p> <p>Longer days</p> <p>Shorter Days</p> <p>Better waste management</p> <p>Storage for traders kit</p> <p>Public seating</p> <p>Public wifi</p> <p>Type of physical stalls</p> <p>Special Events</p> <p>Evening Markets</p> <p>Bike Racks</p> <p>Eco initiatives</p> <p>Online market presence</p>	<p>Better waste management would have the most successful impact on businesses with 72% feeling positive.</p> <p>Close behind was special events and eco initiatives (both 56%), storage for traders kit (50%), and then more days trading and change to the type of stall structure (both 44%).</p> <p>Evening markets, bike racks and seating are all also thought of positively.</p> <p>The only change to trading days /hours that might be well received by businesses is more days trading, all others were ambivalent or thought to reduce business success.</p> <p>Wifi had more people ambivalent than thinking it would improve business.</p>
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<p>Columbia Road</p>	
<p>Response</p>	<p>18 Businesses responded</p> <p>13% of total business responses</p>
<p>Benefits of market proximity</p>	<p>Most say footfall. 89%</p> <p>One says the market being on just one side of the road is better for business.</p>
<p>Challenges of market</p>	<p>3 say the covid one way system and queues to come onto the street stop</p>

proximity	<p>people coming into their shop.</p> <p>2 Disruption to street with lorries at pack down time when shops are still trading</p> <p>Rubbish after market closes</p> <p>2 say Parking</p> <p>Council van parked across the street to stop traffic coming in. Apparently in winter it runs its engine. Asked for a gate / bollards instead.</p>
Do they use the market? How?	83% shop there
Why do they use the market?	<p>44% value</p> <p>44% quality</p> <p>44% location</p> <p>44% community</p> <p>17% range</p> <p>28% Fave stall</p> <p>11% Hours</p>
How much do they spend at the other Businesses on the street on an average visit?	No data
How much do they spend at the Market on an average visit?	56% spend £11-50 per market visit
What products would they like to see more of in the market?	No one wants to see any new products outside of flowers and plants.
What products would they like to see less of in the market?	One wants to see less Food & Drink, one less shoe shops and one less coffee bars. These seem to be related to shops rather than stalls so out of our purview.
<p>Potential changes. How might they impact income?</p> <p>Full list:</p> <p>Change in products</p> <p>Layout of stalls</p>	<p>83% think a longer day would yield them more success and 72% think additional trading days would also bring more success.</p> <p>66% are positive about the idea of special events and evening markets.</p>

<p>More days</p> <p>Fewer Days</p> <p>Longer days</p> <p>Shorter Days</p> <p>Better waste management</p> <p>Storage for traders kit</p> <p>Public seating</p> <p>Public wifi</p> <p>Type of physical stalls</p> <p>Special Events</p> <p>Evening Markets</p> <p>Bike Racks</p> <p>Eco initiatives</p> <p>Online market presence</p>	
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Roman Road	
Response	35 Businesses responded 26% of total business responses
Benefits of market proximity	Most say footfall. 60%
Challenges of market proximity	34% say parking 23% say no challenges 2 comments each for cleanliness and crime/safety.
Do they use the market? How?	23% shop there
Why do they use the market?	Mainly Location, 2-3 responses for each other option. Lots didnt answer this.
What products would they like to see more of in the market?	Food stalls. Mainly fresh food, some hot food. No major consensus of type. Better quality, more variety. Not very specific.

<p>What products would they like to see less of in the market?</p>	<p>Ladies Clothes Less lower quality</p>
<p>Potential changes. How might they impact income?</p> <p>Full list:</p> <p>Change in products</p> <p>Layout of stalls</p> <p>More days</p> <p>Fewer Days</p> <p>Longer days</p> <p>Shorter Days</p> <p>Better waste management</p> <p>Storage for traders kit</p> <p>Public seating</p> <p>Public wifi</p> <p>Type of physical stalls</p> <p>Special Events</p> <p>Evening Markets</p> <p>Bike Racks</p> <p>Eco initiatives</p> <p>Online market presence</p>	<p>Better waste management</p> <p>Special Events</p> <p>Split field on longer / shorter / more / fewer trading days.</p> <p>Lots didnt answer all these.</p>