



HACKNEY MARKETS

Have your say
on markets

Overview

We love our markets, the heritage, variety and service they provide to our local communities. We recognise the need to develop our markets and aim to support their stable growth and future success.

Hackney Council is proposing a new Market Strategy for 2015-20. This provides an overview of our plans for the development and improvement of our markets. The new recommendations for Hackney's markets support the Mayor's objectives as laid out in the Council's Corporate Plan for 2015-18. We aim to create new opportunities for local residents, improve the customer experience and provide support for traders to grow their businesses.

The strategy was developed following the London Retail Group studies into our local markets in 2009 and 2013 with the assistance of market traders, local residents and businesses. The information collated helped to shape the recommendations which will now provide a strong policy structure to guide the Council's market operations.

A summary of the proposed changes

A new five year strategy is being developed based on our seven key priorities:

1. Customer care and standards – a review of consumer needs and facilities.
2. Environment and regeneration – to revive Kingsland Waste and Well Street markets with a renewed focus on developing new market sites and miscellaneous street trading areas.
3. Marketing – introduce an annual marketing strategy for all markets, embark on a shop local campaign and continue with 'Love Your Local Market' celebrations.
4. Equality – to create a teenage market for younger people, undertake a study to understand the equalities position of each market and develop market equality audits.
5. Enforcement – to improve the customer experience and enforce high standards across all markets, particularly on food trading, preventing the sale of counterfeit merchandise and ensuring the markets are pleasant places to shop.
6. Performance – to develop measures to monitor performance and carry out yearly reviews of markets, subject to funding.
7. Entrepreneurism – to achieve a self-sustaining market service by 2016/17.

Consultation summary

The Market Strategy was approved for consultation at the Council's Cabinet meeting earlier this year in January 2016. Subject to consultation, it will supersede the current Market Strategy 2010-15. If you would like view the proposed Market Strategy 2015-20 report, please visit consultation.hackney.gov.uk/markets-strategy to download a copy.

We want to hear from you and value your input. Please have your say before Monday 1 August 2016.

Why we are consulting?

- We want to tell you about the changes being proposed by the new Market Strategy as it is designed to drive the overall market service forward. It is therefore important for both residents and traders alike to be given the opportunity to participate.
- We would like hear your views about how we are planning to improve market services.
- We also want to hear about your market experiences, whether positive or negative to understand how our current policies and processes are working.
- It is important to carry out a consultation to communicate new proposals made under Local London Authorities Act 1990 (as amended).
- We would like you to share your ideas, as we value your input.



Performance

Managing our performance

The Council recognises that effective management of Hackney's markets requires performance measurement across the service. The aim of this priority is to ensure that markets are being managed effectively and to understand how we are making an impact in the community.

Setting standards and supporting traders

We want operational standards to be consistent across all our markets. In recognition of the hard work shown by market traders the council plans to enter into industry awards such as NABMA's (National Association of British Market Authorities) annual market awards. To support traders, with additional flexibility to trade throughout London, we are looking into joining the London Wide Traders Card Scheme.

Engaging our traders

We are looking to explore different techniques to engage traders including focus groups and FUSE Workshops (From Unemployment to Self-Employment) which aims to encourage unemployed people to become market traders. Tools such as www.stallfinder.com can be used to list stallholders and events in our markets to make it easier for residents to find them. Please see Table 1 for our social media links.

Developing key performance indicators – for the attention of traders

We plan to develop a suite of key performance indicators (KPIs) in order to consistently measure performance. A report of these KPIs will be reviewed at the Street Markets Advisory Board on a bi-annual basis. The board brings together traders, senior management, elected Members and other key stakeholders to discuss service improvements. A case study of all markets will be commissioned every five years. This will allow us to continually find new ways to improve the overall market service. The council is also looking to introduce a simplified, customer-focussed online service for market applications and payments.

“We want to provide traders with funding opportunities”

“We hope to create more opportunities for residents to trade within the markets”

“We hope to provide market traders with more opportunities for business”

“We hope to improve the market environment in which our residents shop and provide more options”



Guidance on the questionnaire – seven key priorities

Customer care and standards

Caring for customers better

We are looking at ways to improve market facilities. The options being considered include café vans with seating areas, a drop and collect service allowing collection of items from a central location and cashless/card payments on stalls.

Customer confidence in market products

We have a zero tolerance policy on counterfeit and illegal goods and are members of the national 'real deal' scheme which aims to deliver customer confidence in all market products. The Council wants to promote good hygiene especially in relation to food by encouraging market traders serving food to display quality ratings. In instances where food other than fruit and vegetables are being sold, we want to encourage traders to explore improvements to hygiene standards such as hand wash basins.

We are reviewing different aspects of the market service such as changes to the operational times of some markets to promote a more flexible approach in order to meet consumer needs. The suggestions are evening or late night trading, Sunday trading and extending hours/days of operation.

Environment and regeneration

It is important that we create the right environment for our market traders to thrive.

Regeneration of Kingsland Waste and Well Street markets

The Council has plans to regenerate and improve both Kingsland Waste and Well Street markets, subject to funding. Did you know that Kingsland Waste is Hackney's only bric-a-brac market selling anything from rugs to a photo frame, and Tesco's humble beginnings can be traced to a market stall on Well Street? We want all our markets to reach their full potential and would like your feedback to help us achieve this.

Development of miscellaneous trading sites

The Council is looking into developing new miscellaneous trading sites that we have identified as having potential for street trading activity.

Waste minimisation project

The Council plans to continue engaging with market traders on reducing waste, maximising the recycling of waste, and continuing to lower the operational cost of waste.



“The council wants residents to shop confidently with markets offering good quality products and adhering to the best hygiene standards”

“The council wants to support traders in maintaining customer confidence in their products”



Marketing

Raising awareness of what Hackney’s markets have to offer is key to sustaining our markets, supporting our traders and keeping our residents informed.

Engaging our community in market campaigns

The Council plans to have market-focussed campaigns each year. This includes ‘Shop Local Campaign’ which encourages residents to support their local markets and continuing to support the ‘Love Your Local Market’ campaign which celebrates market success. We hope this will bring different members of the community together and take pride in what our markets offer. Residents can also find out more about market events on www.destinationhackney.co.uk

Encouraging traders and markets to use social media

The Council recognises that using social media can raise the profile and drive growth in of all our markets. Following the success some of our markets already have through social media, we are proposing for all our traders and markets to actively promote their business in the same way.

Table 1 – Social media accounts for Hackney Markets

Market*	Twitter		Facebook		Instagram	
	Followers	Username	Likes	Username	Followers	Username
Broadway Market	25000	@Broadway_Mkt	1,951	Broadway Market	10,600	broadway-market
Chatsworth Road Market	10,000	@chatsworthroad	4,651	Chatsworth Road	295	Chatsworth Road
Hoxton Street Market	3,189	@Hoxton-StMarket	1,403	Hoxton Street Market	563	hoxtonstreet
Kingsland Waste	101	@Kingsland-Waste	0	none	none	none
Ridley Road Market	none	none	110	Ridley Road Market, Dalston	none	none
Well Street Market	1,296	@WellStMarket	909	Well Street Market	none	none

*As of March 2016

“We want our markets to reflect the diversity within our community”

“We want traders to operate their business within a transparent environment”



Equalities

Exploring employment opportunities for all

The Council wishes to explore different ways to attract traders and offer employment opportunities within our markets which may not have been considered or readily available in the past. We are looking into licensing teenage markets and traders in the borough to encourage entrepreneurialism amongst young people; investing in new talent and contributing to the local economy. We hope that our work with the Department for Work and Pensions will encourage our local residents to consider market trading.

Changes to our commodities policy

We are reviewing our commodities regulations, so that they are more in keeping with individual markets and their brand, and developing fair and transparent balance of trade policies that encourage competition within overall market development.

Developing equalities objective for our markets

Equality is very important to the Council. Hackney is a diverse borough and our markets reflect this, both from a trader and shopper perspective. The Council aims to work with all our markets to develop objectives to deliver improved equality opportunities. We plan to conduct a study to gain a better understanding of equalities opportunities for each market every five years.

“We want to help trader and markets to promote their business and support its growth”

“We want our residents to know all about what is on offer at the markets and engage with you through events and promote pride in all your local markets”



“We want to engage our traders in discussions about the market service with a view of making improvements together”

“We want our residents to know that we are assessing performance across the market service and looking for ways to make improvements”

Enforcement

Working with traders and associations

The Council works closely with traders and associations to establish a Partnership Working Group on the improvement of the overall market experience. We aim to continue to build on this to carry out our market objectives.

Entrepreneurism

Self-funding markets

We held a consultation on fees and charges from 14 December 2015 to 15 February 2016. The Council is currently analysing the results which will be communicated in due course.

Encouraging new business and entrepreneurship

We care about our local economy of which the markets play an important role. Following your feedback we want to provide new opportunities to grow our markets. This includes engaging in the London Enterprise Panel, a scheme run by the Mayor of London in partnership with local councils to support employment. The council plans to work with the New Enterprise Allowance which provides funding and support for new businesses and has allowed stall holders to set up their own business. By advertising these options on www.hackney.gov.uk/markets, we hope to support traders and encourage market entrepreneurs.

Have your say

The Council wants to ensure that it engages with the community and all stakeholders throughout this consultation process. This consultation closes on Monday 1 August 2016.

Drop in sessions

We are holding drop in sessions at our markets and at other locations. You can join us at the following sessions to find out more about the strategy, ask questions and give your feedback in person.

Location	Stalls sessions	Time
Broadway Market	Saturday 28 May	12.00-15.00
	Saturday 16 July	12.00-15.00
Chatsworth Road	Sunday 29 May	12.00-15.00
	Sunday 3 July	12.00-15.00
Hoxton Market	Friday 27 May	12.00-15.00
	Saturday 9 July	12.00-15.00
	Saturday 23 July	12.00-15.00
Kingsland Waste	Saturday 23 July	10:45-11.00
Ridley Road Market	Thursday 26 May	12.00-15.00
	Saturday 2 July	12.00-15.00
	Friday 15 July	12.00-15.00

Location	Stalls sessions	Time
Hackney Service Centre 1 Hillman Street Hackney E8 1DY	Friday 17 June	10.00-14.00
	Tuesday 5 July	14.00-13.00
	Monday 25 July	09.00-13.00
Ridley Road Market Office Unit 2B (1) Kingsland Shopping Centre Kingsland High Street E8 2LX	Friday 20 May	09.00-11.00
	Thursday 9 June	09.00-11.00
	Saturday 2 July	09.00-11.00

Miscellaneous site visits

During the consultation, we will also carry out visits to our miscellaneous market sites and inform traders prior to these visits.

“We want to meet our residents needs by being more flexible and providing better facilities”

“We want to support our traders to meet their customer needs and recognise their hard work”



How to have your say

Please complete the attached questionnaire, fold it and return it to us in the freepost envelope provided by Monday 1 August 2016.

You can also complete your questionnaire online or contact us, using the details below:



Visit: consultation.hackney.gov.uk/public-realm/markets
 Email: consult.markets@hackney.gov.uk
 Call: 020 8356 8313
 Write: Markets Service
 Market Strategy Consultation
 Freepost RTES-SACS-HLRA
 PO Box 39055
 London
 E8 1WT

How we use your feedback

We will not be able to reply to you individually but we will consider your comments before making a decision about the proposals. Please note that we can only accept one response per person. You do not need to give your personal details but doing so will help us to analyse the results of the consultation more thoroughly and will allow us to inform you of the final decision. Under Local Government (Access to Information) Act 1985, all replies will be available for public inspection so we cannot guarantee your response will remain confidential.

What happens next?

All representations will be considered and a formal decision to implement any revised recommendations. The proposed recommendations will then be finalised, residents and traders will be notified through a statutory notice in Hackney Today, and provided 28 days' notice from the publication date of the newspaper before any amendments to recommendations take effect.

If you would like to find out what this document says please tick the appropriate box, put your name, address and phone number at the bottom of this page and return it to the address below.

Bengali

এই দলিলে কি লেখা আছে সে সম্পর্কে যদি আপনি জানতে চান তাহলে অনুগ্রহ করে উপযুক্ত বাক্সে টিক দিন, এই পাতার নীচে আপনার নাম, ঠিকানা ও ফোন নম্বর লিখুন এবং এটি নীচের ঠিকানায় ফেরত পাঠান।

Somali

Haddii aad jeclaan lahayd in aad ogaato waxa dokumeentigani sheegayo fadlan calaamadi godka ku haboon, ku qor magacaaga, cinwaanka iyo telefoon lambarkaaga boggan dhankiisa hoose ka dibna ku celi cinwaanka hoose.

French

Si vous désirez connaître le contenu de ce document, veuillez cocher la case appropriée et indiquer votre nom, adresse et numéro de téléphone au bas de cette page et la renvoyer à l'adresse indiquée ci-dessous.

Spanish

Si desea saber de lo que trata este documento, marque la casilla correspondiente, escriba su nombre, dirección y número de teléfono al final de esta página y envíela a la siguiente dirección.

Kurdish

Ger hun dixwazin bizanibin ku ev dokument çî dibêje, ji kerema xwe qutîka minasib îşaret bikin, nav, navnîşan û hejmara telefona xwe li jêrê rûpel binivîsin û wê ji navnîşana jêrîn re bişînin.

Turkish

Bu dökümanda ne anlatıldığını öğrenmek istiyorsanız, lütfen uygun kutuyu işaretleyerek, adınızı, adresinizi ve telefon numaranızı bu sayfanın alt kısmına yazıp, aşağıdaki adrese gönderin.

Polish

Jeśli chcesz dowiedzieć się, jaka jest treść tego dokumentu, zaznacz odpowiednie pole, wpisz swoje nazwisko, adres i nr telefonu w dolnej części niniejszej strony i przeslij na poniższy adres.

Vietnamese

Nếu bạn muốn biết tài liệu này nói gì hãy đánh dấu vào hộp thích hợp, điền tên, địa chỉ và số điện thoại của bạn vào cuối trang này và gửi lại theo địa chỉ dưới đây.

Urdu

اگر آپ یہ جاننا چاہتے ہیں کہ دستاویز میں کیا لکھا ہے تو ازراہ کرم مناسب باکس میں صحیح کا نشان لگائیے اور اپنا نام، پتہ اور فون نمبر اس صفحہ کے نیچے لکھئے اور اسے نیچے دیئے گئے پتہ پر واپس بھیج دیجئے۔

Chinese

如果你想知道這分文件的詳細內容，請在方框內打鉤，在本頁下面寫下你的名字、地址和電話號碼並寄到下面的地址。

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