Markets strategy questionnaire

All Hackney markets are governed by policies and procedures set out in the Markets Strategy. A new five year strategy is being developed and we need your feedback on our seven key priorities. These include:

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.

We want to hear from you and value your input. Please have your say before Monday 1 August 2016.
For more information on each of the key priorities, please refer to the market strategy consultation booklet.

About you

Your postcode
I am a (select all which apply)

- [ ] Hackney resident
- [ ] Hackney market trader
- [ ] Hackney business owner
- [ ] Visitor / I do not live in Hackney

Other

Name (optional)

Name of organisation (if a business owner)

Email (optional)
Customer care standards and performance (traders only)

1. To what extent do you agree or disagree with the following statement: the Council should recognise the hard work completed by traders and markets by entering into industry awards.
   - [ ] Strongly agree  [ ] Agree  [ ] Neither agree nor disagree  [ ] Disagree  [ ] Strongly disagree

2. To what extent do you agree or disagree with the Council’s proposals to allow traders to operate cross-borough by streamlining the registration process and join the London Wide Traders Card Scheme?
   - [ ] Strongly agree  [ ] Agree  [ ] Neither agree nor disagree  [ ] Disagree  [ ] Strongly disagree

3. Do you see the benefits of being involved in workshops and focus groups?
   - [ ] Yes  [ ] No  [ ] Don’t know

4. To what extent do you agree or disagree with the following statements, the Council should:
   - [ ] Strongly agree  [ ] Agree  [ ] Neither agree nor disagree  [ ] Disagree  [ ] Strongly disagree
     - Develop a suite of key performance indicators. A report will be submitted to the Street Markets Advisory Board on a bi-annual basis
     - Commission a case study every five years to analyse performance
     - Introduce online services for markets traders

Customer care standards

5. What additional facilities would you like to see introduced to the markets, subject to funding?
   - [ ] Café van with seating  [ ] Drop and collect service  [ ] Secure shopping storage
   - [ ] Contactless card payments  [ ] Market seating areas  [ ] Trolley park
   - [ ] Other

6. Do you think it is important market trader’s sign up to the ‘real deal’ and display a quality rating on their stall?
   - [ ] Yes  [ ] No  [ ] Don’t know

7. The Council is considering changes to the operational times of some markets to promote a more flexible approach to meet consumer needs. We would like to hear your views on the days and times the following markets should open.

Table 1:

<table>
<thead>
<tr>
<th>Market</th>
<th>Operational hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Monday</td>
</tr>
<tr>
<td>Broadway</td>
<td>Closed</td>
</tr>
<tr>
<td>Chatsworth Rd</td>
<td>Closed</td>
</tr>
<tr>
<td>Hoxton St</td>
<td>07:30 - 18:00</td>
</tr>
<tr>
<td>Kingsland Waste</td>
<td>Closed</td>
</tr>
<tr>
<td>Ridley Rd*</td>
<td>06:00 to 18:00</td>
</tr>
<tr>
<td>Well Street</td>
<td>07:30 to 18:00</td>
</tr>
</tbody>
</table>

*06:00 to 19:00 every day during December.
We welcome any feedback or comments regarding Market opening times in table 1, please provide your views in the box below:

Environment and regeneration

8 We love our markets and want develop and regenerate Well Street and Kingsland Waste Markets. Do you have any ideas on how we can improve these markets?

9 How important do you think it is the Council develop new miscellaneous trading sites, subject to funding?

- Very important
- Important
- Neither important
- Unimportant
- Very unimportant

10 To what extent do you agree or disagree with the Council’s plans to increase recycling by expanding our waste minimisation project to all markets?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Marketing

11 To what extent do you agree or disagree with the Council’s proposals to develop a marketing strategy for each market?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

12 How important do you think it is the Council continues to promote markets by participating in the nationally recognised Love Your Local Market campaign?

- Very important
- Important
- Neither important
- Unimportant
- Very unimportant

13 To what extent do you agree or disagree with the following statement. In addition to the Council’s website pages, all Hackney markets should set up (with the help of the council) and run their own websites and social media accounts?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
Equality

14 To what extent do you agree or disagree with the Council’s idea to introduce a borough wide market licence for teenagers, to encourage entrepreneurialism?

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

15 To what extent do you agree or disagree with the Council’s suggestions to work with the Department for Work and Pensions (DWP) to offer self-employment opportunities?

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

16 To what extent do you agree or disagree with the Council’s commodities policy, which includes:

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>taking into account surrounding shops when allocating pitch space</td>
<td>☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>developing a fair and transparent policy, allowing for reasonable competition and new business</td>
<td>☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

17 To what extent do you agree or disagree with the council’s plans to review equal opportunities in each market and carry out quality audits every five years?

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

Enforcement

18 To what extent do you agree or disagree with the following statements:

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The markets service should monitor service delivery to ensure high customer service</td>
<td>☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market traders do not need to display food hygiene rating on their stall</td>
<td>☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market traders serving food should have hand washing facilities</td>
<td>☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market traders do not need to display a ‘Buy with Confidence’ card (or some similar) on their stall, to demonstrate their goods are genuine</td>
<td>☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Entrepreneurism

19 To what extent do you agree or disagree with the Council’s plans to actively engage with traders to encourage new business and entrepreneurship in the markets?

☐ Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

Any other comments

20 If you have any other comments on the Markets Strategy, please write them in the box below:
**Equality monitoring**

**Why do we monitor?**
To help us continually improve our services. You can help us find out who we’re reaching by providing the following details. It is your choice whether you answer these questions. Your replies will not be used in a way that identifies you however they will help us to understand how community needs may vary; and helps us make informed decisions on how we develop services and target resources.

<table>
<thead>
<tr>
<th>Age: What is your age group?</th>
<th>Under 16</th>
<th>16-17</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65-84</th>
<th>85+</th>
</tr>
</thead>
</table>

**Caring responsibilities:** A carer is someone who spends a significant proportion of their time providing unpaid support to a family member, partner or friend who is ill, frail disabled or has mental health or substance misuse problems.

Do you regularly provide unpaid support caring for someone?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

**Disability:** Do you consider yourself to be disabled?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

Under the Equality Act you are disabled if you have a physical or mental impairment that has a ‘substantial’ and ‘long-term’ negative effect on your ability to do normal daily activities.

**Ethnicity:** Are you:

<table>
<thead>
<tr>
<th>Asian or Asian British</th>
<th>White or White British</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed background</td>
<td>Other, please state if you wish</td>
</tr>
<tr>
<td>Other ethnic group</td>
<td></td>
</tr>
<tr>
<td>Black or Black British</td>
<td></td>
</tr>
</tbody>
</table>

**Gender:**

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
</table>

If you prefer to use your own term please provide this here

<table>
<thead>
<tr>
<th>Yes it’s different</th>
<th>No it’s the same</th>
</tr>
</thead>
</table>

**Religion or belief:** Are you or do you have:

<table>
<thead>
<tr>
<th>Atheist/no religious belief</th>
<th>Buddhist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charedi</td>
<td>Christian</td>
</tr>
<tr>
<td>Hindu</td>
<td>Jewish</td>
</tr>
<tr>
<td>Muslim</td>
<td>Secular beliefs</td>
</tr>
<tr>
<td>Sikh</td>
<td>Other, please state if you wish</td>
</tr>
</tbody>
</table>

**Sexual orientation:** Are you:

<table>
<thead>
<tr>
<th>Bisexual</th>
<th>Heterosexual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lesbian or gay woman</td>
<td>Other, please state if you wish</td>
</tr>
<tr>
<td>Gay man</td>
<td></td>
</tr>
</tbody>
</table>
If you would like this document in any of the following formats or in another language not listed above, please complete and send the form to the address below.

In large print ☐  In Braille ☐  On Disk ☐  On audio tape ☐  In another language, please state:  

Name:  
Address:  
Telephone:  

If you would like to view the proposed Market strategy 2015-20 report, please visit: consultation.hackney.gov.uk/public-realm/markets to download a copy.

Thank you for taking part in this survey

The Market Strategy consultation closes on Monday 1 August 2016 and the results will be featured in local media. The Market strategy will then be subject to approval by the Council’s Cabinet before being published and used to guide all markets related policies.

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