

Hoxton Street Market Improvements Consultation

Report

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INTRODUCTION

This report presents the findings of the consultation on Hoxton Street Market. The consultation ran from 7 March to 15 May 2011.

BACKGROUND

Street markets across the borough are a crucial part of the local economy, enriching the character of the borough for both residents and visitors.

Hoxton Street market has suffered from a decline in trading activity over recent years, as has been the case for many street markets across London. Whilst other parts of Hoxton have seen some growth in the number visitors and business activity, including a fairly recent increase in trading in shops and bars in Hoxton Street, the market has not shared in this growth.

In addition there is a strong local customer base for the market with a large resident population, as well as a Hackney Community College, St Leonard Hospital and Geoffrey Museum all nearby. The new East London Line stations at Hoxton and Haggerston also provide an opportunity to attract visitors from further a field.

Hoxton Square and other parts of Shoreditch are well established centres for visitors and the market could benefit from the large numbers of people that regularly visit the area.

Over a third of the existing stalls trade in clothing, for which the market has a long history. There is a limited choice and variety in other commodities with a particular lack of food stalls.

Council's strategy identified the potential for the market to contribute more to the local economy and attract customers from the rich mix of residents and visitors to the area.

The Council would like to reinvigorate the market by bringing in new traders and expanding the range of goods on offer, encouraging more shoppers, a vibrant retail mix and good value for customers.

The aim of this consultation was to engage and seek views from market traders, residents in Hoxton and visitors on a range of options for improving Hoxton Market by bringing in new traders and expanding the sorts of goods on offer to encourage more shoppers, a vibrant retail mix and good value for customers.

The proposals put forward were to:

- Reinvigorated Saturday Market: attract more customers to the market on a Saturday by increasing the number of traders and focussing on fashion, including clothes, footwear, accessories and jewellery as a main feature of the market.
- New Friday Market: establish a new Friday market targeting a range of traders but focussing on ready to eat food as a feature.
- Pedestrianisation: extend to Fridays the current pedestrianisation of the street on Saturdays.
- Vintage & antiques: dedicate a section of the market to vintage clothing and antiques and items and antiques this commodity on either Fridays or Saturdays

- Quality, fresh and ready to eat: have more ready to eat stalls on the proposed Friday Market as well as extending the market into the early evening (up to 8pm).
- Speciality Markets: host occasional specialist markets to attract more customers.

CONSULTATION APPROACH

The public consultation started on 7 March 2011 and ran until 1 May 2011 initially, however, based on the feedback from Hoxton Market traders and local businesses it was further extended until 15 May 2011.

The consultation was launched online and with an advert feature in the Hackney Today 7 March 2011 (issue 251), the Council's newspaper that reaches 105,000 addresses in the borough. A press release was also sent to local media and ethnic press.

The consultation was also featured on the front page of the Council's website for some part of the consultation period.

A consultation leaflet and was produced summarising some of the key proposals and a questionnaire was included.

The information including an electronic survey was also available on Hackney's consultation web page: www.consultationfinder.com/hackney and on the Markets web page: www.hackney.gov.uk/hoxton-market

A5 flyers promoting the consultation were sent out to over 1000 homes, businesses and traders in the Hoxton area.

The following workshop/consultation drop-in events were promoted and held:

- Consultation drop-in stall at Hoxton Market on Saturday 12 March 2011.
- Consultation workshop at the Town Hall on Thursday 30 March 2011.
- Consultation drop-in events at St Anne's Community Hall (Hoxton) on 18 April and 9 May 2011.

SUMMARY OF RESULTS

The public consultation received 180 responses of which 91 were received via online completions, and 89 were paper completions.

Interpretation of the data

Percentages in a particular chart will not always add up to 100%. This may be due to rounding, or because each respondent is allowed to give more than one answer to the question. It is also worth noting that the results are subject to sampling tolerances, and not all differences between sub-groups will be statistically significant. We need to exercise appropriate caution where a small group of respondents has been analysed.

The questionnaire consisted of 7 questions, see appendix A at the end of the report for details of the questions asked.

RESULTS ANALYSIS

PROFILE OF RESPONDENTS

The majority of respondents 69.2% were Hackney residents, 3.5% were Hoxton Street Market Traders and 13.4% said that they were local business owners. 5.8% of respondents said that they were an occasional Hoxton Street Market visitors (not living in Hackney) and the least responses 1.2% were from local organisations.

For those that chose the other option, the majority indicated that they were employees of Hoxton Hall.

Are you?		
Answer Options	Response Percent	Response Count
A Hackney resident	69.2%	119
A Hoxton Street Market trader	3.5%	6
A local business owner	13.4%	23
A local organisation	1.2%	2
An occasional Hoxton Street Market visitor (but not living in Hackney)	5.8%	10
Other (please specify)	7.0%	12

Table 1: Base (172)

Postcode analysis

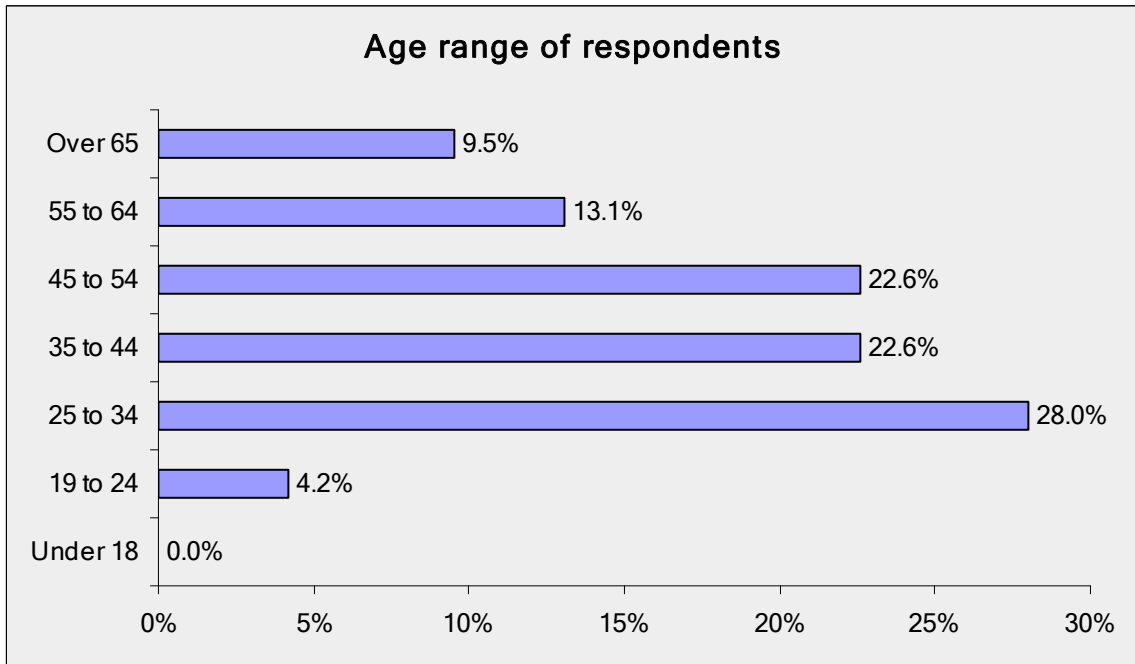
Respondents were asked to provide their full postcode. Overwhelming majority of respondents were from N1 which is the postal code location of Hoxton Street Market.

Age analysis

As illustrated in the chart below, the highest percentage of respondents 28% said they were aged between 25 to 34; which is slightly above the proportion of the borough as a whole¹. The next highest age groups were those aged 35 to 44 and 45 to 54 (22.6%) respectively. This was followed by those aged 55 to 64 which represented 13.1% of the

¹ Around 22.5% of Hackney's population is aged 25 to 34; 17.3% aged 35 to 44 and 11.3% aged 45 to 54; 6.6% aged 55 to 64 and about 8.4% aged over 65 (Hackney's Population, Borough Profile, Office of National Statistics Population Estimates, 2009).

total sample.



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Chart 2: Base (168)

Gender analysis

Slightly higher percentage of females (52%) responded to the consultation compared to males (48%).

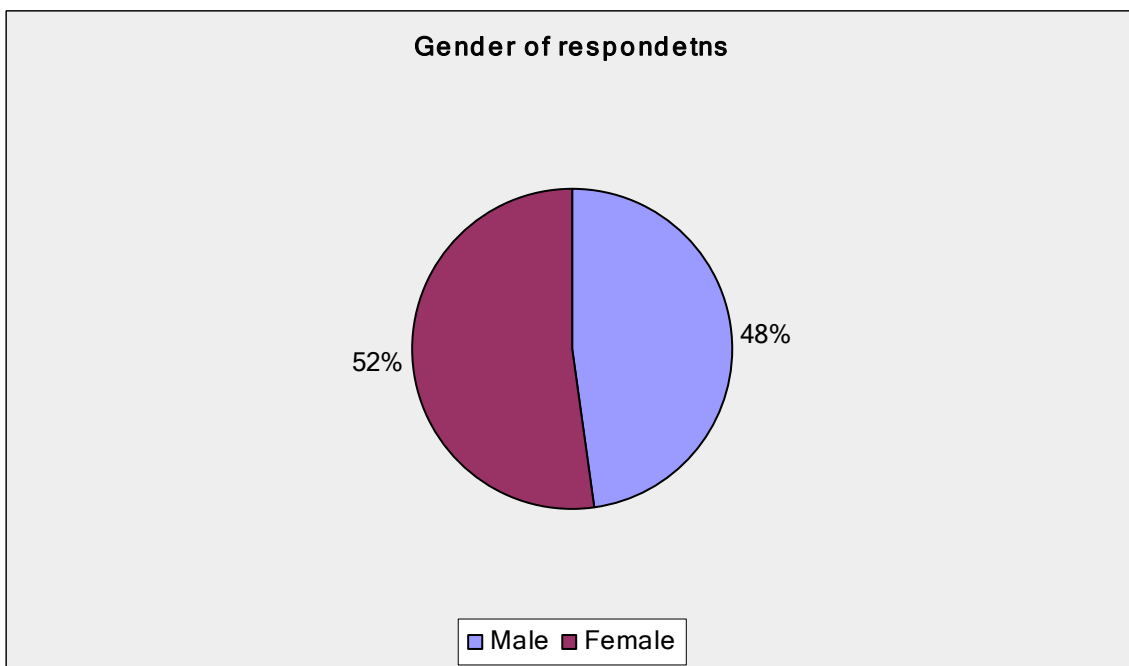


Chart 3: Base (165)

Around 49% of Hackney's population is Male and 51% is Female. (Hackney's Population, Borough Profile, Office of National Statistics Population Estimates, 2009).

Ethnicity analysis

61.1% of the respondents gave their ethnicity as White British; followed by White Other (14.4%). The remaining respondents are from various ethnic minority communities as shown in the table below.

Which option best describes your ethnic background?		
Answer Options	Response Percent	Response Count
White British	61.1%	102
White Other	14.4%	24
Black or Black British	10.2%	17
Asian or Asian British	1.2%	2
Chinese	1.8%	3
Vietnamese	0.0%	0
Mixed background	5.4%	9
Other (please specify)	6.0%	10

Table 4: Base (167)

Disability analysis

87.2% of respondents said they did not have a disability, whilst 12.8% respondents answered 'yes' to having a disability.

Frequency of visit to Hoxton Street Market

Just over a third of respondents (34.9%) visit Hoxton Market most days with slightly smaller percentage (27.2%) visit once a week. This illustrates that Hoxton Market is visited quite frequently amongst the survey respondents. A smaller percentage of respondents visit Hoxton Market less often (6.5%).

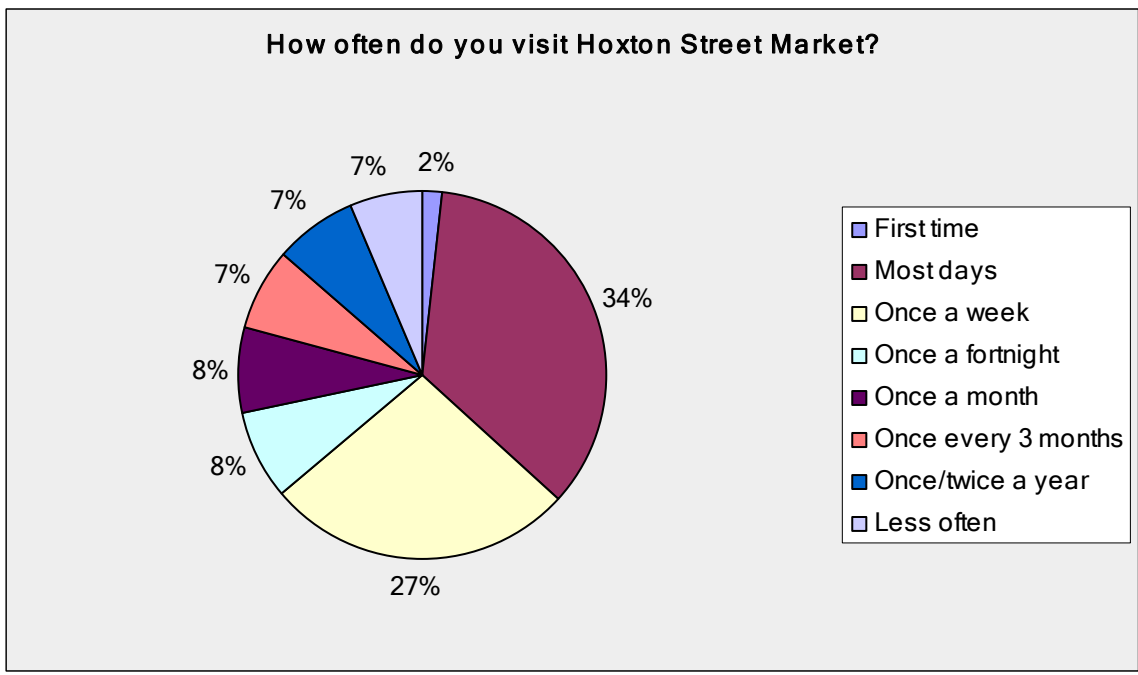


Chart 5: Base (169)

Proposals for Hoxton Market

Respondents were asked to comments on a range of proposals as illustrated in the table below.

To what extent do you agree with the following statements regarding the proposals for Hoxton Market?							
Answer Options	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	Response Count
Establish a regular market on Fridays	80	57	14	5	7	2	165
Closing Hoxton Street to traffic on Fridays	69	42	27	11	14	3	166
Having an extended market until early evening each Friday (as a trial)	70	57	16	9	10	3	165
More stalls selling ready to eat food in the market	70	47	18	12	15	2	164
Build on the market's heritage as a clothing market on Saturdays	88	50	17	6	4	1	166
Attract vintage and antique stalls as a new feature to the market	90	46	16	9	4	2	167
Invite occasional continental, seasonal and other feature markets as special events	114	43	4	2	3	1	167

Table 6: Base (167)

Overall, survey results indicate that the majority of respondents agree/strongly agree with the proposals listed. The following response rate shows support for proposals:

- 83% were in favour of establishing a regular market.
- 67% support closing Hoxton Street to traffic on Fridays.
- 77% support an extended market until early evening each Friday (as a trial).
- 72% were in favour of more stalls selling ready to eat food in the market.
- 83% support building on the market's heritage as a clothing market on Saturdays.
- 82% support attracting vintage and antique stalls as a new feature to the market.
- 94% want occasional continental seasonal and other feature markets to be invited as special events.

Any other comments on the proposals

Respondents were further asked whether they had any other comments on the proposal outlined in Table 6. This was an open question which resulted in 87 responses and these are themed and summarised in the following table:

Comments	frequency of response
Art/culture projects	1
Balance east end feel with upmarket style	5
Base on Broadway market	1
Clothing market	1
Do not base change on Broadway market	5
Food market	1
No gentrification	3
Identified niche market	1
Improve product quality	7
Improve product variety (2-3 stalls of one type only)	9
More crafts	1
To many food outlets to sustain food stalls	2
Occasional themes(Continental, seasonal markets, art, international)	3
Second hand market	1
Stall for local fashion students	1
Toy stalls	1
Vintage household items	1
Address drinking/drugs issue on street	2
Improve/open local park	1
Leave road access open	1
New Stalls	1
Provide electricity for market	1
Regeneration	4
Rubbish clearance	1
Speed restrictions	1
Toilets	1
Better marketing	3
Build Sat. market first	1
Change retailers balance in area	7

Events	2
Extend market area	1
Extended hours	1
Friday evenings	1
Friday markets bad for local retailers	1
Stalls should face the pavement	1
Local business priority	1
No late night food stalls	1
Parking allowances	9
Reduce fees	1
Regeneration before extensions	1
late night market will attract late night drinkers.	1
Traffic free morning markets	1
Trials	1
Work with retailers in area	1

Analysis of the above data shows improving product quality and variety and parking allowances appear to be amongst the most occurring comments and issues expressed by respondents.

Other products respondents want to see added to Hoxton Market

Respondents were asked if they want to see any other products added to Hoxton Market. This was an open question which resulted in 91 responses and these are categorised into following themes:

Comments	Frequency of response
Antiques	3
Art	6
Clothing	16
Cosmetics/Hair care	1
Fabrics	1
Flowers	4
Food /Dry/Fish	36
Footwear	1
Fruit & Vegetable	26
Household Goods	6
Jewellery	2
Music/books	11
Soft Furnishing	4
Toys	3
Vintage	7
Organic/farmers/local	24

The response in the above table shows that respondents want to see a variety of products added to Hoxton Market. There is also strong desire for Food related products including organics products.

Ideas to improve Hoxton Market

Respondents were also given an opportunity to give their ideas and comment on how Hoxton Street Market could be improved. This was an open question which resulted in 88 responses and these are summarised into following themes:

Comments	Frequency of response
Appeal to market wider than locals	1
Friday Craft/clothing market	1
Identified niche market	1
Improve product quality	2
Improve range & quality of food	2
Less supermarket products	1
Local products	4
Markets for locals	5
More focused product selection in stall	1
New stalls	5
No more food stalls	2
Stall for local artists free (art/music/performers/activity promotion stall(museum/charity etc))	14
Add southern gate	1
Address drinking/drugs issue on street	2
Barriers on market days	4
Centre point	1
Improve shop frontages	1
Improve/open local park	7
level surface across Street	3
Regeneration	8
Rubbish clearance	2
Seating areas(pavement and shop front)	4
Signage	2
Trees	1
Allow more shop front trading	1
Annual events	1
Better marketing	6
Discount new stalls	1
Encourage better stall presentation	1
Encourage shop owner to have stalls	1
Extend market area	2
Extend trading days	1
Hoxton hall part of market	2
Incentives	1
Late night Saturday	1
Make it easier to get Trading Licenses	1
Night food market	1
Parking allowances	16
Reduce fees	4
Sunday Market	2
Vans of stall holders out of market during week	1

Few of the comments from respondents:

“Remove parking restrictions on Saturdays to make it easier for people to park and use the market”

“look at farmers markets, monthly organic markets”

“Improve the quality of the goods sold generally and the appearance of the market, stalls and traders”

“Make it more vibrant. Music, art, street performers, gardening etc”

The above data and comments indicate a wide variety of ideas and views expressed by respondents. Greater Parking flexibility and more art/music performance related activities were amongst the most occurring responses.

Conclusion

Overall, consultation participants are supportive of proposed improvements to Hoxton Street Market. Analysis of open comments shows that respondents want Hoxton Street Market to provide a wider variety of products as well as wanting the area to be more vibrant with greater arts, music related activities and festivals. Key concerns expressed relates to restriction on parking which was said to be impacting on people wanting to visit and shop at Hoxton Market.