

Ridley Road Market: survey results

As part of the design process, we want to ensure that all the users of the market have the opportunity to voice their opinions on what changes should be made to improve the market, attract more visitors, and encourage shoppers to stay longer.

So far, we have consulted with:

Key Stakeholders

- Market traders
- Shops and businesses on Ridley Road and in Kingsland Shopping Centre
- Residents of Ridley Road and adjacent roads.
- Ward Councillors and the Cabinet Member for Neighbourhoods

Dates for consultations have been:

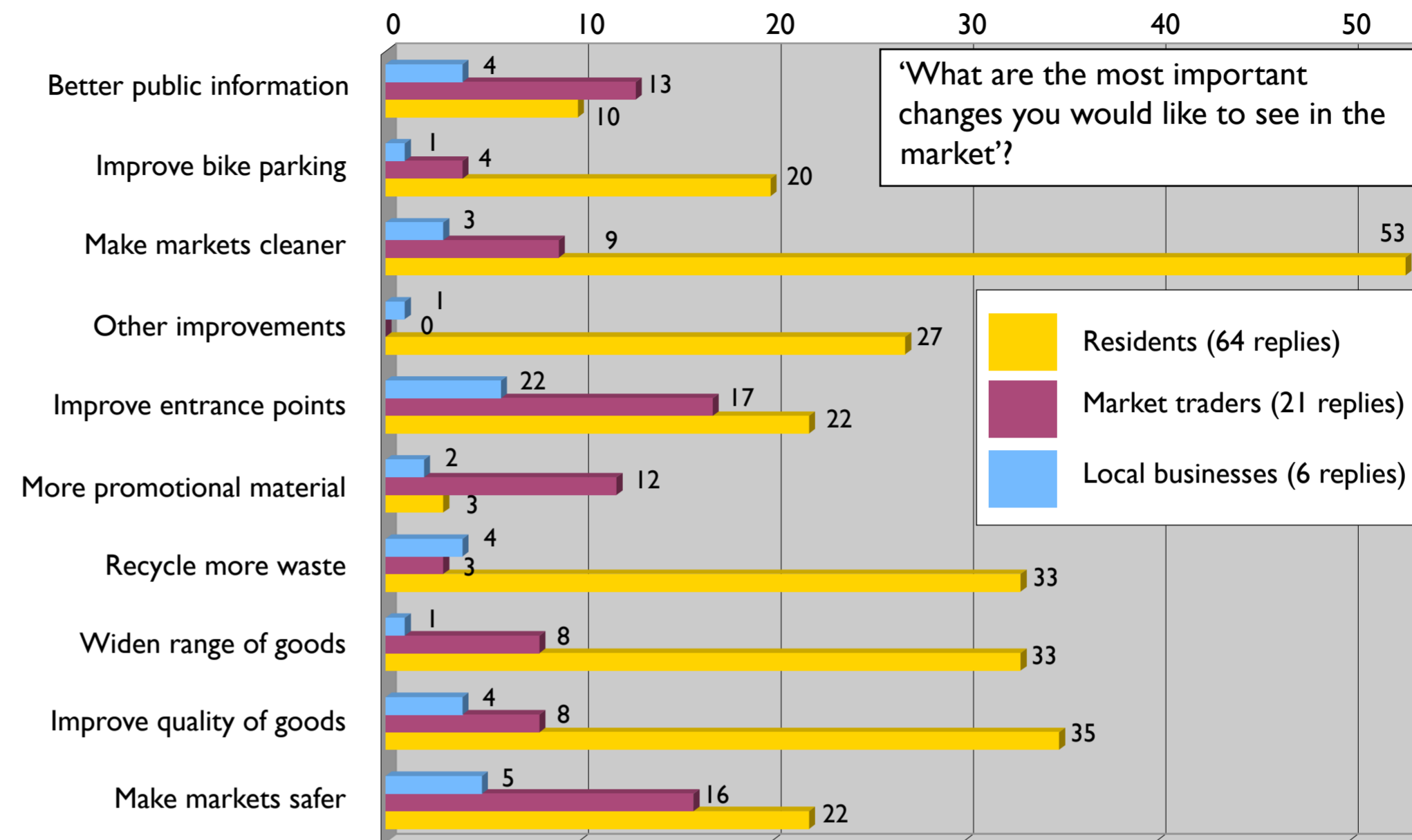
- Meetings with key stakeholders: May 2009 - ongoing
- Postal questionnaire: June / July 2009
- Information on the Council web site: June 2009 - ongoing
- Exhibition of options: September 2009 (this exhibition)

Results of postal questionnaires

Over 770 postal questionnaires were sent to local residents, market traders and local businesses for responses over the period 27 June – 20th July 2009.

A total of 91 completed questionnaires were received: 21 from market traders, 64 from local residents and 6 from local businesses.

Results of postal questionnaire - summary



Residents' views

Likes:

- The market's independence and sense of belonging to the community
- Good value
- Convenient and easy to get to
- Atmosphere

Reasons for visiting:

- Fruit and vegetables
- General household goods
- To browse
- Value for money

Key priorities for residents were:

- Make market cleaner and more recycling
- Improve the quality and range of goods
- Provision for speciality market areas and new flower stalls and/or food zones

- Lunchtime food areas
- Introduce street trees
- Improve road and footway surfaces
- Retention of market atmosphere
- Improve toilet facilities

Dislikes:

- Dirt and rubbish
- Overcrowding
- Current toilet facilities
- Out of hours anti-social activities

Reasons for not visiting:

- Lack of cleanliness
- Low quality of some goods and meat products
- Limited choice of goods

Additional written comments:

- Poor hygiene standards, and bad drainage
- Unsatisfactory parking situation on Colvestone Crescent

Market traders' views

Key priorities for traders:

- Enhance entrances into market
- Improve signage and promotion of the market
- Make market safer
- Provide pitches of all one size
- Improve road and footway surfaces

- Enhance lighting and power to stalls
- Provision of new flower stalls and/or food area
- Improve toilet facilities
- Improve communication with Council
- Mixed views on merits of specialist market
- Improve storage and stall types

Local businesses' views

Key priorities for businesses:

- Enhance entrances into market
- Improve signage and promotion of the market
- The shop canopies are attractive but need upgrading
- Make market safer

- In favour of a speciality market, new flower stalls and/or food area
- Ensure ease of street cleaning and recycling
- Discourage antisocial behaviour
- Introduce street trees