

Appendix 3

Results of Consultation on Markets Strategy

450 questionnaires were distributed to traders, councillors, a small number of local residents (in the Walworth area) and internal and external agencies. Of the 450 questionnaires distributed, 41 were returned this equates to a 9.1% response rate.

Respondents felt the single most important issues facing Southwark's markets were:-

- Lack of trade, inability to keep traders, lack of promotion, awareness
- Impact of regeneration and the immediate environment (realm),
- developments in retail environments, supermarkets, people shop elsewhere
- Access – lack of parking or high cost of parking
- Poor management – lack of trust, ineffective, disinterested management

Respondents perceived this being tackled through making markets safe, welcoming and happy places to shop and work with bargains to be found. Parking issues need to be addressed. Step up advertising and promotion of markets which could be delivered by partnership working and investment.

Over half of those (24) who responded to the survey agreed with the vision, 3 disagreed and a large number (14) did not have an opinion. For those who disagreed with the vision felt that there should be more local focus on markets and a stronger focus on the history of markets.

Overall findings and general themes are:-

- Focus on existing markets, making current markets viable and well visited. 65% of respondents felt that working on creating localised market action plans before creating any new markets was a priority, 5 respondents felt free or low cost parking would encourage more shoppers onto the markets.

“Let's give existing markets a chance to thrive before we introduce new ones. I also believe the 5 away rule is a very viable way of working as every trader has a happy and healthy distance from other traders and competition”. (Respondent 6)

- 14.6% of respondents clearly felt there were issues around management. Professional management wanted - management and officers who understand markets and traders.
- There was strong dissatisfaction surrounding communication between management and traders. There is a clear need for greater

improvements in communication. Many traders feel their work experience is not taken into account.

“To converse properly and listen to traders.....” (Respondent 3)

“Establish committees for each market and meet with representatives from these market committees on a regular basis” (Respondent 31)

- New areas of funding to be investigated. New ways to attract and retain and support new traders.
- There were also very strong trader responses against the full privatisation of markets.(15)
- A large number of traders responding had a clear view to retain the current 5 stall clashing rule.(18).