



SUCCESS IN BUSINESS:

Street market case studies



FOREWORD

Welcome to *Success in Business: street market case studies*, which has been produced alongside the accompanying *Success in Business: a guide to financial management and marketing for small businesses*.

The National Market Traders Federation (NMTF) is delighted to be associated with this project and the Cross River Partnership Success in Business Programme. The NMTF represents the interests of 36,000 market traders to better the industry for traders and customers alike. The NMTF can provide advice, support and insurance tailored to traders' needs.

With ever-increasing competition from supermarkets and out-of-town shopping centres, we cannot compete head-on. Instead we must demonstrate to the shopping public the great attractions and benefits of market shopping – choice, quality, expertise and friendly service. Customer demands have changed and we need to continually adapt to the needs of UK shoppers. We need to sell to the public the kind of goods they want to buy and provide the environment and atmosphere they want to shop in.

This book was created with the aim to motivate traders and offer marketing tips and case studies to help transform the world of retail markets for the benefit of both traders and shoppers.

Joe Harrison
President of the NMTF

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KEY



Key Principle



Case study

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INTRODUCTION

London's street markets sell it all. They are an essential part of the capital's shopping experience. Trendy clothes, speciality foods, rare antiques, world music CDs, books, household supplies, accessories of all kinds and handmade objects... you name it, they have it.

Markets represent our oldest and most successful form of exchange, and are the reason why many towns exist. Some date back to medieval times and were established by royal charter. Nowadays there are more than 1,700 markets in the UK where shoppers spend £1.3billion a year (New Economics Foundation).

Many visit London's markets everyday and each person has a particular reason for doing so. Some may enjoy soaking up the atmosphere, while others are actively looking for a unique and unusual gift. Many do their everyday grocery shopping or else top up their essential household supplies with a small market shop. Most of all, people love markets because they offer value for money and are often the best place to find a great bargain.

The tradition of street markets is definitely alive in London and from the shoppers' point of view markets are usually a pleasant stroll between stalls.

Being a market trader is no easy job. It can be rewarding, and is a great way for an entrepreneur to start trading. With low costs and a direct relationship with customers, market trading is one of the best entry points into the world of business.

Many people feel that the traditional market is in steady decline. Some issues are specific to certain markets, but the majority occur across the country. Examples include lower footfall, lower sales, intense competition from supermarkets and high street chains, poor parking and infrastructure, or insufficient support from the local council and market traders association.



1. WHAT CAN BE DONE ABOUT THE STEADY DECLINE IN UK MARKETS?

There are two things that every successful market needs: traders and customers. This book shows you how some markets across the UK have faced up to declining numbers of both traders and customers.

The good news is that markets all over the country are tackling these recurring problems. This book was created in consultation with individual stallholders, traders, market managers and market traders associations to share best practice.

It explores things you can do as a market trader to address the problems and challenges that your business is facing, including a review of common difficulties, strategies, marketing tips and example case studies from a range of UK markets.

Some of the things that have been tried can be undertaken by traders, individually or in groups, by the market manager, while other things need work by local authorities and other official bodies. These case studies show what has and what hasn't worked in some markets as they adapt to survive.

Common issues and difficulties

The successful market trader needs products to sell, a good stall location and customers. Finding the right mix between these factors often proves challenging, especially when trading conditions are difficult.

During a series of interviews with street traders spread across London, as well as with market managers around the UK, we identified the following general issues:

- Declining footfall (the number of visitors walking through a market)
- Lower sales/takings
- Competition from supermarkets and high street chains, especially Sunday trading
- Lower profit margins due to high costs and pressure on prices
- Low-level street crime and harassment of potential customers
- High pitch rates
- Parking difficulties for shoppers and traders
- Lack of marketing and promotion of the market to customers and new traders
- Lack of awareness about market opening hours
- Lack of investment in market including:
 - poor/old infrastructure
 - lack of electricity
 - poor street cleaning and recycling
 - ageing and unattractive stalls and associated equipment

For most traders, the main problems are declining number of visitors, and the reduction in the money people are spending at the market. The other issues identified are seen as making the situation worse.

Despite all of these difficulties, some markets are doing well, while others aren't. What are successful traders or markets doing that sets them apart?



2. THINGS YOU CAN DO AS A TRADER

Suitability of your product and market

The key to a successful stall is to find the right products for your market, and the right market for your products.

Whether you trade from a single market or trade from different locations, as many traders do, you can increase your prospects of a sale by making sure that you are offering products that match what your customers want.

Many traders will naturally move towards markets or products appropriate to their business. However, reviewing how suitable your products are should be done on a regular basis to ensure you always have the best mix of products for your market. This involves knowing who buys from you, who your competition is, and thinking about how to sell as much stock as you can.

Are you in a market where people buy for the price, the quality or uniqueness of products, the individual service, or the more intangible aspects such as the atmosphere and social experience? Your stall should fit well within the market, and contribute to the reason why people visit.

Who buys from you and what do they want?

Visitors to a market are not a single type of person, but they will generally fall into different categories. You can increase your chances of selling to them by providing products and service appropriate to a majority, or for a specific section of your customers. At the end of the day, the more your products match your customers' needs and tastes, the more you will sell.

“Some stallholders do well, others don't. The big attraction is still the price. There are trends, of course, you have to adapt to the products in fashion, the colours, the styles, etc. But if you get the right gear with a little bit of what everybody wants, you should do well.”

Tim Vaughan
Blackbushe Market Manager



Who are your customers?

Define your customers in as many, relevant, ways as you can. Try thinking about what products might interest them in terms of:

- Their age and gender
- Where they come from. Are they:
 - tourists?
 - local people?
 - regular customers?
 - families?
 - workers?
- Will you get one chance, or more than once chance to sell to them? Is it mostly the same crowd, or does it change from day to day?
- Ethnicity. Are there specific products that the local or visiting ethnic population wants?
- Is your market in a:
 - wealthy area?
 - an area with social problems?
 - in an area 'upwardly' or 'downwardly' mobile?
 - are your customers very sensitive to price?
- What are your customers looking for and how much are they willing to pay?

Together, these details can help you forecast demand, recognise opportunities and understand why your customers buy from you, or don't buy from you.

With tourists, you get one chance to sell them something. Think about the practicalities: they will be looking for products they can easily take home such as gifts, accessories, small items, local products etc. You can cater to a group of customers, but do so in proportion to the numbers that visit your market.

What do they want?

If you have goods to sell that your customers want then you are going to be successful. But what do your customers want? What is their motivation? Why are they in the market? Are they:

- Regular customers looking for their weekly shop?
- Topping-up the essentials?
- Bargain hunters?
- Sporadic customers looking for a gift or speciality product?
- Impulse buyers?
- What type of products are customers looking for:
 - toiletries
 - fruit and veg
 - meat or fish
 - ethnic food
 - electricals
 - speciality products
 - clothes?



Once you understand your customers, you can begin to adapt your products and the way you sell them.

Selling products at unbeatable prices may sound like the best way to be a successful trader. You will generate sales, but perhaps not as much as you could. For instance, it may not be appropriate for a market where most customers are local people looking for great quality, and who can afford it.

On the other hand, there are areas where markets are the main source of affordable shopping, especially for fruit, vegetables and household products, for which prices are considerably lower. These are the markets where competitive prices will attract customers to your stall, but they will only come back if the quality doesn't let them down.

Being competitive

You will be in competition with supermarkets, shops and other stalls, so try to provide people with what your competition doesn't have, such as individual service, information about your products, and keen prices.

Reviewing the availability of what you are selling in the market is also very important. If your products are or have become widely available in your market, perhaps you are competing on price and making less profit or losing sales to other stalls as a result. Try thinking about:

- How many stalls sell products similar to you?
- Do any shops in the area sell similar products?
- Do your products have something different that makes them more attractive to customers such as good quality, excellent service or low price?

You could also think of alternative products you could bring in to have more diversity. You don't need to change all of your products, but perhaps gradually bring in some variety or novelty, and see how customers respond.

If you know that your customers are regular local buyers looking for low-priced household products, it allows you to introduce new or different products that your clients might like and be able to afford e.g. if you are selling domestic supplies why not introduce bargain garden tools in the spring?

On the other hand, if your clients are mostly one-time shoppers looking for special and original products within a reasonable price range, make sure you stand out from the crowd and offer them a variety of products that they will not find at the next stall.

Remember to keep up-to-date with what your competitors are doing. Every few weeks ask yourself:

- Have they introduced new products?
- Are they changing certain things about their stalls?
- How does your stall compare in terms of variety and prices?
- Do they promote themselves? How?

Marketing your stall: promoting yourself & attracting customers

Despite the general decline in footfall, some markets still have a good number of visitors. However, the customers don't purchase as much as they used to. Traders must give shoppers more reasons to visit their stall and spend money. Competing with supermarkets is the main difficulty: they sell more and more variety of products, and have access to very low wholesale prices. They have excellent facilities, parking and promotion. However, statistics are encouraging.

Your challenge is to make it as easy as possible for your customers to buy from you. One way is to highlight what supermarkets cannot provide, such as the social aspect of the market or specialist goods and products.

“ According to recent research the vast majority of shoppers would rather ditch supermarkets and head to independent shops or buy from farmers... more than 90% of British consumers buy their food at the supermarket but only 11% want to. ”

Oxfam survey on UK consumer buying habits March 2007





CASE STUDY: LOCAL MICRO-MARKET

This case study is for a small local community market that is happy to share its story, but not its name.

This is a market along a high street through a town in the south east of England. Over a period of decades this local market has declined in traders as their takings have fallen, despite being near a major local shopping destination which itself has a large footfall.

Despite, or perhaps because of its position close to a shopping destination the commodities market has lost traders and stabilised at less than half a dozen pitches. This is down from over 20 pitches only 15 years before.

The area has recently experienced an influx of students and then professionals. The surrounding areas are benefiting from this new consumer group, which has offered a new audience to the traditional market traders. Property prices are rising and schools improving, which in turn leads to more of this sector moving into the area.

General issues and challenges

There are a number of issues facing the market and the traders. These include:

- High pitch fees, especially on days with lower footfall such as Monday to Wednesday.
- Lack of nearby parking and unsympathetic parking enforcement, although this is not as much of a problem now as it has been. This seems to be a result of local resident pressure on the local authority rather than any action on the part of the market traders.

- A low number of traders. While the numbers are growing and takings are up this is from a small core of regular customers and impulse buys going to or from bars and cafes.
- The market is not itself a destination and only takes passing trade rather than attracting shoppers interested specifically in the market

Promoting the market and best practice tips

These issues and others have been addressed through a range of initiatives. The successful activities within and around the market include:

- New pitches are being opened up by traders looking to sell to the new affluent and aspirational local residents
- Products that are beginning to be sold include speciality breads and bakery products, ethnic clothes, photography, portraits and organic and local produce. All of these are unobtainable in the local supermarkets and nearby shops and offer an alternative shopping experience to customers

In addition, as the area becomes safer and richer the number of bars, restaurants and cafés is increasing. Weekend trade for the market is good as visitors to the bars and cafes will often stop off for speciality goods

For additional case studies log on to the companion website to this book by visiting:

www.redochre.org.uk/crp.php

The general look of your stall and presenting your goods effectively

You need to attract people with a pleasant display such as posters, visual props, special sales or products. You can offer shoppers variety but make sure that they can quickly see what you have to offer – it is easy for customers to feel overwhelmed in a street market and leave without buying anything.

People who shop in markets will tend to look for the kind of information that supermarkets and high street chains cannot provide. They are willing to trade the convenience of one-stop shopping for more information, service and advice about what they are purchasing. Give visitors details about your products, and make sure that you communicate how you select them, where they are from and how they work. Shoppers will notice if you promote the best range and quality of goods at the best price that you can.

A common saying is 'your [price] ticket is your calling card'. This means that a simple and eye catching price ticket will attract the right sort of customers to your stall. A poor ticket will not.

There are a few marketing techniques that you can use to increase the amount that people spend with you, and to encourage repeat visits:

- Discounts for multiple purchases, loyalty cards
- Develop relationships with your customers and offer good customer service
 - a satisfied customer will on average tell seven people
 - an unsatisfied customer will tell twelve people
- If you sell speciality products carry business cards with your contact details
- Consider collecting your customer contact details and using them for a mailing list or newsletter
- Talk to customers about other products they would like to buy that you don't offer. You can use this research to see if there is a trend or demand for a product emerging

Look at specialising

One of the best ways to sell more is to identify and specialise in a niche market. Instead of competing with shops and other stalls on similar products or price, you can choose a specific product area that is not currently served by competitors or surrounding retailers.

Can you think of people, needs, or products that are not catered for? For example, if your market is ethnically diverse, introducing an ethnic products stall may prove popular. If two or three stalls sell DVDs and CDs in your market perhaps it might be a good idea to think about concentrating on African language music or East European cinema, depending on who the local people are. Another possibility is finding a niche market that will complement what is already available, such as selling handmade jewellery in a fashion market, toys in a general market or vegan food in a farmer's market.

Traders can take advantage of the fact that they are best placed to do market research and get direct, first hand information and feedback about what people want, how much they are willing to pay and what they would like to see in the market that is not available.

In some cases, having a cluster of traders selling similar products actually helps attract customers because they know they will have variety, greater choice and more chances of finding what they want.

Duplication can sometimes be a good thing, and lead to 'speciality markets', where people go especially to buy specific products (speciality food, flowers, clothes etc). Think about your products and where they would sell best. Perhaps joining a speciality market, where people are looking for the type of product you sell will be more beneficial than trying to sell to people who are visiting the market looking for other goods.

“ It is vital you make your stall scream out to people – make it individual and unique. We aim to make visits to the market an experience, so the wackier and more far-out yours ideas are, the better! People will remember you if your stall is not just another average, traditional market stall. ”

Liverpool's Heritage Market's advice to stall holders

“Market traders are able to serve their different communities in large part because of the personal relationships they have with their customers. Our surveys demonstrated the flexibility of market traders in responding to diverse, immigrant communities, the elderly and the disabled. The surveys found that both street markets and farmers' markets are flexible and can therefore serve a diverse group of people. Market traders have responded to the diversity of their customers by offering more of a mix of indigenous and ethnic products.”

New Economics Foundation's Trading Places Study



This desire to interact with the trader is a fantastic opportunity for you to develop a relationship with and sell to your customers.

Good customer service

People visit markets for all sorts of reasons. The obvious answer is to buy something, but another common reason is for the social aspect of the market experience. People enjoy being able to ask questions of the traders and like to feel that they actually know about their products and have chosen them carefully.

Another way to look at this is: don't think about the effort put into getting money out of a customer on one visit. Instead think about all the money you could get from a happy customer that comes back again and again. This is sometimes called the 'Total Value Relationship'. If you lose a customer, you might have just lost £5, but if you obtain their custom you could gain £5 every week for 10 years.

Similarly, if many of your customers are families with young children, or elderly people, make sure your products are packed in a way that can be carried easily, or offer to hold their purchases until they have completed their shopping. This is particularly important if there is no nearby parking.

Local visitors or nearby workers, on the other hand, have the potential to become regular buyers. It is worth offering them extra service, discounts and developing a relationship with them. They will be more likely to come back after browsing and buying from your stall. They may mention you to their neighbours, co-workers, friends and families. Word-of-mouth is the best promotion for a street trader.

If a customer buys fruit regularly from your stall you could think about offering an ordering and delivery service. This can increase customer satisfaction and help make a long-term customer.

Perhaps there is a lot of development work in the area and some of your regular trade is shopping elsewhere. Think what you might sell to the workers on the building site instead. They will be there for a long time and can become regular customers in their own right.

If you have a problem that you can't fix yourself, then don't forget about it; think about working with someone who can.

There is plenty that individual traders can do, but there is a limit to the effect a single stallholder can have. By working with other traders, neighbouring businesses, your market manager or your local authority you can address some of the issues that are preventing people from shopping at your market.

Our case studies are great examples of how good managers are often behind the most successful markets. For instance, issues of footfall can be directly addressed by systematic and effective marketing and promotion of the market. A successful example of this is seen in



CASE STUDY: SMALL MARKET IN STEADY DECLINE

This small market south of London wishes to remain anonymous. In many ways it is a typical market selling general goods and produce to a mix of local residents and people who work in the town centre.

General issues and challenges

The market is located near a train station in a town just away from the town centre. It has a long history but the number of pitches taken by traders has decreased from over 40 to around 8-10 regulars and 2-4 casuals on most days. Until recently there has been skepticism from traders regarding any 'official' activity to revive the market due to what the traders view as half-hearted attempts by the local authority in the past. The market is experiencing problems due to:

- Out of town supermarkets with convenient parking
- Traffic planning in the town centre
- Lack of parking local to the market
- Generally reduced footfall
- Lack of differentiation within the market, as it continues on the whole part to sell commodities and groceries. As a result it is not sufficiently convenient or cost effective for the local residents
- Loss of traders due to loss of takings

Promoting the Market and Best Practice Tips

While the market had entered a cycle of steady and increasing speed of decline, a recent review of economic development policy within the local authority has led to a renewed interest in activities, promotions and initiatives to make the market viable again. Examples of these initiatives include:

- Short-term deals for new traders
- Specialist stallholders invited in to add diversity and interest
- Events days such as monthly or weekly speciality markets

These activities were undertaken only after consultation with traders and customers. The consultation was followed up quickly with real actions. Working with the trader groups, local residents, local businesses and the local authority (especially economic regeneration and planning) has gone some way to addressing the long-term decline in the market. There is still a lot of work to do, but it seems that in the last year there has been a slow down in the decrease of traders.

the Blackbushe Market case study where the market management spends over £100,000 per year on raising awareness of the market to the public.

The National Market Traders Federation points out that city roads are constantly changing, and that as a result people find it difficult to park their cars close to markets. They strongly suggest that parking information should be clearly displayed at the market, and that they are appropriately signposted from car parks, and train and bus stations.

Concerted pressure on a local authority can prompt a rethink of policies damaging to a market such as restrictive parking regulations, or over-zealous parking enforcement. As can be seen in the micro-market case study on page 12, local objections can have a positive effect on a market.

3. HOW TO DEAL WITH ISSUES THAT YOU CAN'T FIX YOURSELF



CASE STUDY: LARGE PRIVATE MARKET

Tim Vaughan

Blackbushe Sunday Market Manager

Blackbushe Sunday market, located in Surrey, is Europe's largest outdoor Sunday market with over 1,000 stalls offering a wide range of goods. Although they face similar issues to most other UK markets, they have found imaginative ways to encourage people to spend their money at Blackbushe.

General issues and challenges

With up to 20,000 shoppers visiting the market every Sunday, Blackbushe market is doing very well in terms of attendance. However, they face stiff competition from superstores, online retailers and other Sunday markets.

Twenty years ago, Blackbushe was the only Sunday market but when the law changed Sunday markets started increasing in number and supermarkets started opening all day Sunday. As with many other markets, customers are coming in large numbers, but they are not spending as much. Competition from the likes of Matalan and TK Maxx is fierce. In the last 10 years, high street chains have also been coming closer to the market level in terms of value. Promoting the market with bargains is simply not enough anymore to attract visitors.

Parking is not an issue as they have parking for 20,000 cars as well as coach parking. Fewer coaches than before are coming although they still get buses of tourists from France, Germany and the rest of continental Europe, because of their reputation as being the largest Sunday market in Europe.

Promoting the Market and Best Practice Tips

Blackbushe Sunday Market finds innovative ways to promote itself. They spend £100,000 a year on advertising in twenty newspapers (20) and five radio stations (5); they also keep their website updated and advertise on the internet.

According to Tim Vaughan, customers go to Blackbushe market because they know there will be a lot of stalls, and traders go because they know there will be a lot of customers.

Blackbushe market plays on the intangible benefits of the market: what they sell to visitors is the atmosphere, walking outdoor in the fresh air, and people getting a lot of assistance from traders who have carefully chosen their products and are knowledgeable about what they are selling. The large variety of choice, the individual service and the ability to negotiate with the traders and make deals is what allows Blackbushe to be sustainable and successful.

They have speciality markets at Christmas and Easter, which they advertise. It is hard to know whether the advertising or the markets reputation play a bigger part in attracting shoppers, but a combination of the two seems to be a successful strategy.

Tips for individual traders

According to Tim Vaughan, some stall holders do well while others don't. He compared market stalls to high street chains. Some have lots of clothes, and some designer stores present only a few items. Both styles of display can do well, but it is down to the individual stallholders to decide how they want to present their items, and to successfully promote their products.

Unsurprisingly, the big attraction is still the price. 'There are trends, of course. You have to adapt to the products in fashion, the colours, the styles, but if you get the right gear with a little bit of what everybody wants, you should do well. Having said that, in 20 years in the business, some have been doing well all that time selling the same products...'

What you can do as a group of traders with the market management and local authority

Many voices are stronger and more likely to be heard than a single voice. Consider organising or participating in your local traders forum, federation or association. Together you can lobby your market manager, council or local authority for investment in markets including:

- Better infrastructure such as:
 - Better road surfaces
 - Weather proofing
 - Access to utilities such as electricity
- Better cleaning and recycling
- Better and more visible signage to the market from nearby transport hubs or shopping destinations
- Increase overall convenience of shopping in markets
- Crime reduction
- Better transport links
- Availability of local parking
- 'Sensible' parking policy for traders and visitors
- Promotion of the market to traders and potential customers

Examples of successful and less successful collaborative working are shown in case studies in this book. In these, parking issues were addressed in three ways:

1. Successfully in York through a park and ride scheme (page 18)
2. Successfully in the Local Micro-market case study through pressure from the local community (page 12)
3. Less successfully in the Small Market case study through lobbying, perhaps through too little group pressure on the authority (page 15)

Market Managers have an important role to play in supporting the diversity of market stalls by selecting traders that offer different products to each other, and when they do sell similar items, ensuring that they are not next to each other. Many markets have a 'four or five' stall policy, where the same goods or product cannot be sold within five stalls.

Surrounding commerce and businesses

Markets usually make a positive contribution to their neighbourhood, the local economy and community life. The majority of surrounding retailers are happy with street markets because they bring in more visitors to an area, and therefore more customers. Whether it is a general street market, a speciality market or a farmers market, they complement retailers by developing the area as a shopping destination.

This is something you can take advantage of as a street trader. By knowing the area around your market you could develop relationships with surrounding businesses and retailers. Local retailers and restaurants can buy directly from you. Collaborating to attract people in your area and creating promotional opportunities will benefit all of you. You can also refer customers to each other, and provide practical additional information to your customers.

A simple thing you could try is to review your trading hours to cater for local workers. This may involve starting later and remaining open into the evenings perhaps once a week, in line with surrounding retailers.

“We select our traders very carefully to ensure a full and varied market. We try at all times to keep an even balance of trades on the market and would rather have an empty stall than overload the market with one particular trade.”

Tessa Darby
Wendy Fair Markets Director

“Some traders feel that farmers' markets take away from their trade, but the effect is the opposite. Specialist markets in general attract more visitors. They inject a dose of enthusiasm to regular markets. They are not rival, but complementary to other traders. They bring people who are willing to spend to the markets.”

Andrew Jones,
General Market Manager, York



Remember that your market manager and the local authority are here to help the market be successful. They are not here to hinder you, but they cannot help you if you don't tell them what you need.



CASE STUDY: SPECIALITY MARKETS

Andrew Jones

Market Manager for the City of York Council

Andrew Jones manages the multiple specialist, event and farmers street markets in York. He has experience of managing 12 markets in a central, traditional market location.

General issues and challenges

There is a general decline in the market industry. Although there are still good numbers of visitors to the different markets, they simply don't purchase as much as they used to. It is hard to compete with supermarkets, as they sell a greater variety of products. Additionally, markets are getting old and redevelopment is expensive.

Customers in York are a mix of tourists and local people, mostly elderly people who visit markets because that is what they are used to. Trying to attract younger visitors is proving difficult. Although many like the atmosphere of the markets, they don't spend money there, and go to supermarkets instead. York Council is also constantly under pressure to reduce the numbers of cars in town, but market visitors will not carry heavy bags if there is no parking available nearby. This creates difficulties and reduces the amount of money people spend at the markets, and is particularly problematic for older local people.

Markets are also competing for good traders. As markets grew more successful in the past more market open days were added, and more markets were opened. There is now a problem finding good traders because there are too few for the number and frequency of markets.

Promoting the Market and Best Practice Tips

York Markets have found a solution to the issues of accessibility by car. A coach is laid on by the Market to take people to the city centre markets and drop them back outside the restricted city centre once they have finished their shopping trip.

To attract local visitors and tourists, York operates a number of specialist markets. Their St. Nicholas Fayre and German Christmas are very successful at attracting shoppers and increasing takings. They also have an Easter market, Continental markets, Children Fair and Art festival.

York also introduced farmers markets, which take place regularly on Parliament Street in the city centre. Farmers, growers and producers from within a 40-mile radius of York city centre sell their produce direct to the public. However, some traders feel that farmers markets take away from their trade, but according to Andrew Jones, the effect is the opposite. Specialist markets attract more people. They inject a dose of enthusiasm to regular markets. They bring in people to the market who are willing to spend.

Markets in York attract traders by offering discounts on rent, and reducing the pitch prices for traders who bring another one along for the day.

Tips for individual traders

Traders that do well are those who are neatly presented. They will generally outperform others. A clear, attractive stall, rather than a pile of various items catches visitors' attention. The idea that more gear will generate more sales is misleading. Stock piled too high and too deep will not sell as well as nicely presented products.

Andrew Jones cited the example of a fresh fruit and vegetables stall, whose delivery arrives early in the morning, and whose stock is always neatly presented and fresh. By the end of the day, he has usually sold all his stock.

4. FURTHER INFORMATION AND USEFUL CONTACTS

Outdoor sales, markets and street trading: first steps

There's a certain amount of red tape involved in running market stalls. So here is a quick guide to the most important issues to consider.

To obtain a licence, you should contact your local authority's licensing department. You can get the details from the directory at the DirectGov website (www.direct.gov.uk/en/DI1/Directories/Localcouncils/index.htm).

Local authorities usually attach certain conditions to trading:

- Stallholders must prove that they have public liability insurance before trading
- There is often a minimum age for street traders and stallholders
- Food businesses are usually subject to inspection before trading

OTHER SOURCES OF OFFICIAL INFORMATION

National Market Traders Federation
For additional general advice on the law affecting market traders, you can get in touch with the National Market Traders' Federation (NMTF).
Hampton House
Hawshaw Lane
Hoyland
Barnsley S74 0HA
t 01226 749 021
f 01226 740 329
e enquiries@nmtf.co.uk
www.nmtf.co.uk

The National Association of British Market Authorities (NABMA)
www.nabma.com
This website is a good source of news on policy and markets around the country

Find a Market
www.findamarket.net
An online database of markets looking for traders

National Farmers' Retail & Markets Association
www.farma.org.uk

LOCAL AUTHORITIES MARKETS LINKS

Lambeth: Markets Office
53 Brixton Station Road
London SW9 8PQ
t 020 7926 2530
www.lambeth.gov.uk/Services/Business/Markets/MarketTrader.htm

Southwark: Street Trading
The Markets Office
SAST House
Dawes Street
London SE17 1EL
t 020 7525 6000
e streettrading@southwark.gov.uk
www.southwark.gov.uk/BusinessCentre/StreetTrading

Camden: Camden Street Market Team
5th Floor Reception
Camden Town Hall Extension
Argyle Street
London WC1H 8EQ
t 020 7974 6767
www.camden.gov.uk/ccm/content/leisure/around-camden/things-to-do/markets.en

Westminster: Street Trading Hotline
Licensing Service
14th Floor, Westminster City Council
Westminster City Hall
64 Victoria Street
London SW1E 6QP
Street trading Hotline
t 020 7641 7822
www.westminster.gov.uk/Business/businessandstreettradinglicences/streettraders.cfm

Combined Market Traders Insurance Association
9 St Edmunds Road
Gants Hill
Ilford
Essex IG1 3QL
t 020 8554 5273

Wendy Fair Markets (Traders Insurance)
St Martins House
17a High Street
Ruislip
Middlesex HA4 7AU
t 01895 632221

Hiller Brothers (Stall Hire)
64 Squirries Street
London E2 6AJ
t 020 7739 7468

Bakers (Stall Hire)
1a-2a Hewiston Street
London E3
t 020 8981 1894

BUSINESS SUPPORT

Success in Business Programme
www.redochre.org.uk/crp.php

London Development Agency
www.lda.gov.uk

Business Link
www.businesslink.gov.uk

LISTS OF LONDON MARKETS

General Information
www.pdf.londontown.com/London/General_Street_Markets/PDFFULL

www.talkingcities.co.uk/london_pages/shopping_markets.htm

www.londontourist.org/markets.html

www.streetsensation.co.uk/markets.htm

London's Markets
www.timeout.com/london/features/print/1968.html

London's Food Markets
www.timeout.com/london/features/print/1968.html

GENERAL BACKGROUND INFORMATION

Trading Places
The local economic impact of street produce and farmers' markets
www.neweconomics.org/gen/uploads/w2rrxb4htuk3t55fbvmhh5514122005114341.pdf

Impact of congestion charging on street markets
www.cfif.gov.uk/docs/2003/cc/specific/05.htm

FURTHER INFORMATION

For further case studies, useful links and contact information please visit the companion website to this book:
www.redochre.org.uk/crp.php



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