



## CHATSWORTH ROAD STREET MARKET – AN OVERVIEW

### Background

The market has been brought to life again following demand from local people and a consultation exercise carried out by Chatsworth Road Traders & Residents Association (CRTRA) across the local area in 2009. A summary of the consultation report is included below.

### SUMMARY FROM “SETTING OUT OUR STALL” REPORT PRODUCED BY CRTRA SEPTEMBER 2009

#### Outline of survey findings

- Response: 863 survey responses were received in total.
- Support: 96% of respondents said they thought a new market would be positive for the area.
- Concerns: 65% of respondents said they had no concerns about a new market.

35% of respondents said they had concerns about a new market.

#### **Concerns focussed on:**

parking and traffic; stalls competing with shops; a market being ‘elitist’ and excluding sections of the community; a market bringing unwanted change; litter & noise; a market being ‘tatty’ and lacking quality control; stalls simply replicating the existing shops; crime increasing. The ‘concern rate’ was higher in the area nearest Chatsworth Road.

**Wants:** respondents frequently said they wanted a variety of stalls; a market where you could do a ‘weekly shop’; an eco-friendly approach; affordable prices; fresh, organic & locally grown produce; an emphasis on quality; an inclusive market that reflected the community’s amazing diversity; a market offering ‘something different’; a sense that the market was for ‘local people’.

- Market day: 90% of respondents wanted a weekend market.
- Demand: 78% of respondents said they would use a new market every week.

#### Outline of market proposals

The Association proposes that a new weekly street market, with mixed goods and produce, could be held on or near Chatsworth Road, either on Saturdays or Sundays, in accordance with the aspirations of the local community, as identified in the recent public consultation process.

Road closure: is not currently being proposed due to concerns at the impact this would have on local traffic flow.

**An ‘on-street’ market:** a new market could potentially allow traffic to continue as usual by following the model of the old market: i.e. traders running stalls along each side of the public highway, serving onto the pavements, with traffic continuing to run between the stalls. The former market bays remain set into the pavements, used as Pay & Display bays.

**Buses:** this 'on-street' version of a market could operate between the junctions of Dunlace Road and Rushmore Road to avoid impacting on the 242 bus route. The single decker 308 bus route could potentially continue along Chatsworth Road with other traffic, though this needs careful further research.

**An 'off-street' market:** alternatively, an 'off-street' market may be possible, and more practicable, if a suitable site, or sites, could be identified – e.g. using a school playground or disused off-street yard. By not taking place on the public highway this alternative version of a market would not be subject to as many regulatory considerations and costs.

A mixed market for a mixed community: it is the Association's view that any new market should reflect the extraordinary diversity of the local community and offer a mixed range of affordable and quality goods, catering for different ages, incomes, ethnicities and cultures. It should offer a wider range of goods than already available on the street, complementing existing shops, rather than replicating or competing with them. Getting this balance right will be a major challenge.

**Community-led vision:** it is the Association's view that a new market should be run with strong ongoing input from a community organisation to ensure that local concerns and aspirations are appropriately addressed in market management – e.g. in relation to stall selection.

**Council management of market:** the degree of community input may well depend on which market model is followed. If an 'on-street' market model is followed, taking place on the public highway, the market would be managed and regulated by Hackney Council, in accordance with legal requirements. If an 'off-street' market model is followed, away from the public highway, there is greater potential for direct community input.

**Stalls:** in either market model, stall frames would need to be bought or hired, and then stored, ideally at a location near to the high street. Toilet facilities: the disused public toilets at the south end of Chatsworth Road could potentially be renovated and then re-opened on market days.

**Street cleaning:** would need to be arranged, both in terms of cleaning during the market, and collecting waste afterwards. This is a major part of any new market's operation and would not be provided free of charge by the Council. i.e. the market's own operation would have to pay for the clean-up.

**Local traffic flow and availability of parking:** are major considerations in an 'on-street' market, though perhaps less so with an 'off-street' market. Detailed planning would have to be given over to minimising any negative impact. Litter & noise, and public health & safety: would have to be addressed in detail, especially in an 'on-street' market where traders and pedestrians would be operating in close proximity to road traffic.

This report formed the basis of the plans for moving the market forward with London Borough of Hackney (LBH).

**About the trial markets**

The first stage in bringing back the market was to hold three trial market days at the end of 2010 – markets took place on Sunday 7 November, 5 and 12 December. Trading hours were 11am – 3pm. 25 traders took part in the trial and three different street layouts were used to see if one worked better than the others (an agreed layout for future markets is yet to be discussed).

**Stalls mix**

While CRTRA advised LBH of the stall mix residents wished to see on the market, the final stall selection was based on applications received by LBH.

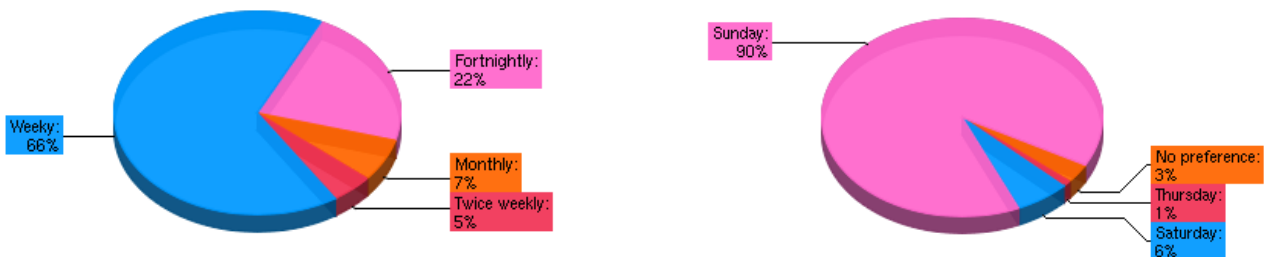
As the market takes place on a public highway, LBH are responsible for delivering the market from a legislative point of view – stall licensing, checking people have public liability insurance, market inspectors present on the day etc.

While CRTRA received interest from over 100 potential stallholders; deadlines were short to complete the paperwork, and with only three markets lined up many people did not want to undertake the financial outlay or they couldn't acquire stock in time.

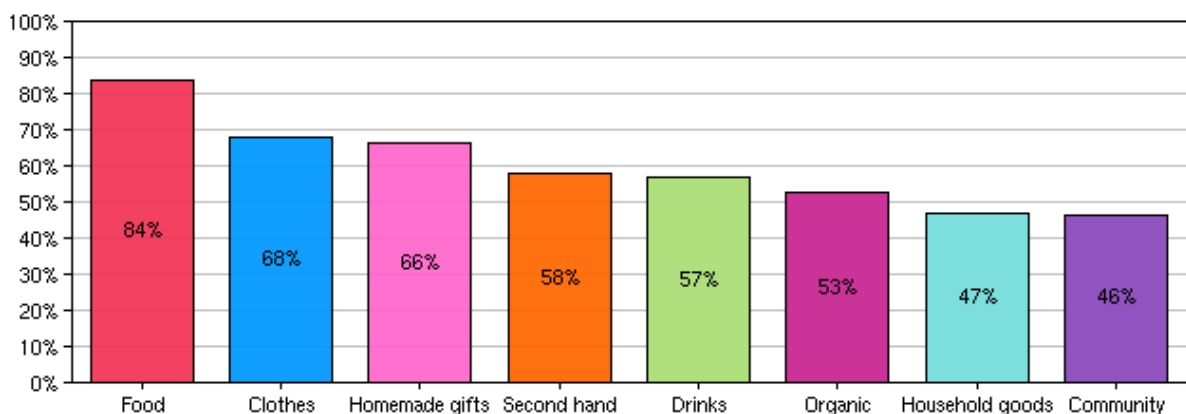
**Feedback from visitors**

Visitors to the market completed almost 200 questionnaires and a summary is below.

*Most visitors wanted to see the market take place weekly or fortnightly with the preferred day being Sunday.*



*Over 80% of visitors would like to see food stalls following closely by clothing.*





We will be including the feedback (along with stallholder comments and emails received) in our own report to LBH.

### **Future markets**

Now the trial markets have taken place, LBH will undertake a public consultation exercise in view of how the market was received (both by market traders, shop keepers and visitors) and ask residents and traders for their feedback. We expect this to take three months. At this stage, we do not know when the next market will take place or when this consultation will start.

### **Stallholder applications**

If you have not received information from us already, please send an email to [stallholders@chatsworthroade5.co.uk](mailto:stallholders@chatsworthroade5.co.uk) with your contact details and what you would like to sell. This does not form part of the application process and is for information only.

We will send you an information pack (or pick one up tonight) with an overview of LBH's application process and their contact details. At this stage, all costs in relation to stalls, licensing etc is tbc for 2011.

### **About Chatsworth Road Traders & Residents Association**

CRTRA is a not-for-profit organisation run entirely by volunteers. It aims to offer a voice to local traders and residents and is committed to promoting Chatsworth Road as a vibrant high street; as a safe and enjoyable public space and as the community hub for a large and highly diverse residential area.

CRTRA would welcome more volunteers so speak to one of the group tonight if you would like to get involved. Current active members are:

(Cllr) Ian Rathbone – interim chair	Euan Mills – resident (and developer of the neighbourhood plan) long term strategy
Remy Zentar, L'Epicerie 56 – treasurer	Kate Paterson - resident
Diane Cunningham – secretary	Omar Bahar, Carnival Cards
Anthony Matthews – resident	Simon le Maistre – resident (and online content)
Catherine Ford – resident (former secretary)*	Venetia Strangways-Booth, Venetia's coffee shop

(\*) not here this evening

All current volunteers can be contacted by email on [info@chatsworthroade5.co.uk](mailto:info@chatsworthroade5.co.uk) or you can call in at one of the local shops and leave a message.