

The Community Value of Markets

Supporting Historic High Streets.

Sophie Watson

MARKETS AS SOCIAL SPACE

UNTIL THE JOSEPH ROWNTREE REPORT- MARKETS NOT THOUGHT OF AS SOCIAL SPACE- ALTHOUGH NOVELS AND CITY GUIDES ETC HAVE OFTEN REFERRED TO THEM.

MARKETS- A PUBLIC SPACE WHICH IS INVISIBLE AS SUCH- BUT FOR MANY PEOPLE IS THE ONLY PLACE THEY MIGHT GO WHERE THEY ENGAGE WITH OTHER PEOPLE BEYOND THEIR IMMEDIATE FAMILY OR FRIENDS.

MARKETS AS SOCIAL SPACE PARTICULARLY IMPORTANT FOR:

**MIXING OF PEOPLE WHO ARE DIFFERENT FROM ONE ANOTHER- EVEN IF
NOTHING IS SAID- 'RUBBING ALONG'**

OLDER PEOPLE

SINGLE PARENTS

PEOPLE FROM DIFFERENT ETHNIC COMMUNITIES

PEOPLE WHO ARE MARGINALISED BECAUSE OF DISABILITY ETC.

BUT OF COURSE ALSO FOR FAMILIES

COUPLES, SINGLE PEOPLE ETC- PARTICULARLY FARMERS MARKETS





SUPER MARKETS ARE RARELY SOCIAL SPACES

FOR SOME SHOPPERS- THE INTERACTION WITH TRADERS VERY IMPORTANT.

TRADERS TAKE ON PIVOTAL ROLE IN COMMUNITY- KNOW THE SHOPPERS

KEEP AN EYE OUT FOR THEM

MAKE PEOPLE LAUGH

MAKE A SPACE COME ALIVE WITH THEIR BANTER AND PITCHING



IN SUMMARY – MY FINDINGS;

MARKETS ARE SPACES OF SOCIAL INCLUSION

MIXING OF DIFFERENT PEOPLE

PUBLIC SPACE

ECONOMIC AND SOCIAL INNOVATION

HEALTHY EATING

URBAN REGENERATION

TOURISM AND CITY BRANDING



ESSENTIAL ATTRIBUTES FOR MARKETS AS SOCIAL SPACE

- **features to attract visitors to the site** – including a diverse range of products that made a good ‘fit’ with local community needs and ‘tastes’, and a sense of surprise or the unexpected to provide interest;
- **opportunities to linger** – café(s) or food van(s) on site or close by were key here; informal seating areas could also be important, but less critical;
- **good access to the site** – public transport was key, but opportunities to come by car and access to parking were also important for some visitors;
- **an active and engaged community of traders** – both to provide the retail offer but also to provide part of the social life of the site itself.

Bradford



OTHER IMPORTANT, BUT LESS ESSENTIAL, ATTRIBUTES WERE AS FOLLOWS:

- **a well laid out site** – with thought given to the layout of the stalls, linchpin stalls or features (the café often being one) and particular features such as roomy aisles for people to walk through easily, as well as protection from the weather in more open sites;
- **connection with other retail outlets** – to ensure that the market was embedded among local retail outlets.

Preston Market





Effective management of the site – including a leadership role from councils to provide a strategic direction for the market.

An important component of market strategy is responding to the socio-demographic profile of the locality, and ensuring that markets meet the needs of their population. At the economic level, this means encouraging into the market traders who meet the shopping needs and desires of the local community.





POSTAL EXPRESS

NET CAFE
ICE

13:00

ГРИНТИМА

Red shopping bag with Arabic text

AT THE PHYSICAL, INFRASTRUCTURAL AND LOCATIONAL LEVEL

A market strategy also needs to ensure that the market site is accessible, particularly to older people, people with disabilities and those with children, as well as providing a site that has good protection from the weather, seating, wide enough aisles and other attributes that attract customers to the market.

Ludlow



At The Site Level

A photograph of an outdoor market. In the foreground, a stall is covered with a red and white polka-dot tablecloth, displaying various items. A person is leaning over the stall, possibly a vendor or customer. In the background, many other people are walking through the market, and several white tents are set up. The sky is overcast.

A well-trained and responsive market manager can make a real difference to the effective running of the market, and therefore to its success as a social space.







Thinking creatively about markets as sites of economic innovation and inclusion of new groups and businesses.

QUEEN'S CRESCENT

Do you have a business idea? Would you like to try it out on a market?

Queen's Crescent Community Foundation is offering Camden residents the opportunity to develop their enterprise and retail skills with a series of **FREE** business growth workshops followed by a zero-cost stall to kickstart their new business.

Planning your future and learn how to make more money!

To find out more call 020 7267 4635 or email market@qcca.org.uk

Eligibility Criteria:

You must be

1. a resident of the London Borough of Camden
2. unemployed for a minimum of 6 months
3. over 16 years of age

www.qcca.org.uk

Love the area?

Local Policy Issues

A photograph of a busy outdoor market street. On the left, there are several stalls with various goods for sale, including clothing and shoes. A man in a dark jacket is walking towards the camera, carrying a blue bag. In the background, other pedestrians and market stalls are visible, along with multi-story buildings lining the street. The overall atmosphere is one of a vibrant, active community.

- **an active and engaged community of traders**
 - both to provide the retail offer but also to provide part of the social life of the site itself.
- **good access to the site** – public transport was key, but opportunities to come by car and access to parking were also important for some visitors.

In contrast, where a market is located in an ethnically mixed area, to attract a wide diversity of customers into the market, the provision of a variety of food products, goods and even eating places that serve ethnically diverse food is essential in making a market a successful social space.



MOST IMPORTANTLY

Market provision in any one locality needs to fit with the surrounding community needs.

Where a market is located in a predominantly low-income area, the provision of affordable, high-quality goods will draw large numbers of people into the site, and where there is good seating, cafés and high levels of accessibility, older people in particular will be encouraged to dwell for considerable lengths of time, as in Rotherham market.

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Therefore, for a market to work, both economically and socially, it is crucial that the strategy and vision for a market at the local level needs to be sensitive to the local conditions and needs of the community in which it is situated

