

Traditional markets as community hubs for sustainable and inclusive economies

Dr Sara Gonzalez, Markets4People, University of Leeds

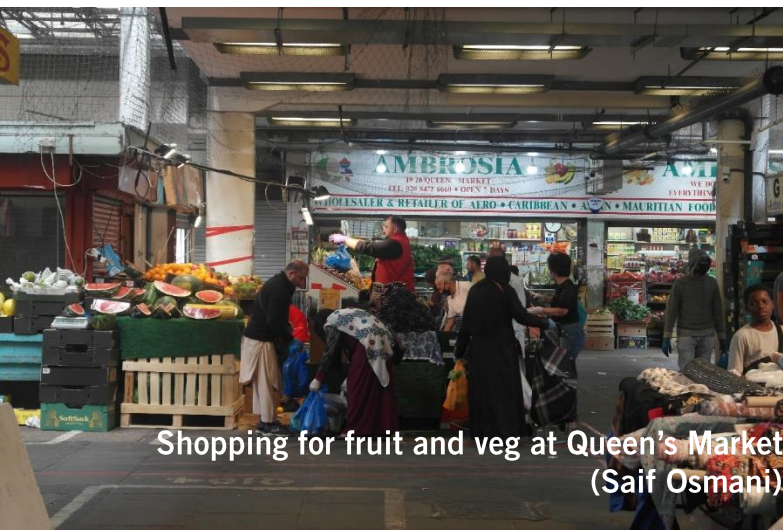
**With Dr Myfanwy Taylor, Dr Paul Waley, Rosie Wilkinson
and Dr Andy Newing**



**Economic
and Social
Research Council**



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Shopping for fruit and veg at Queen's Market (Saif Osmani)



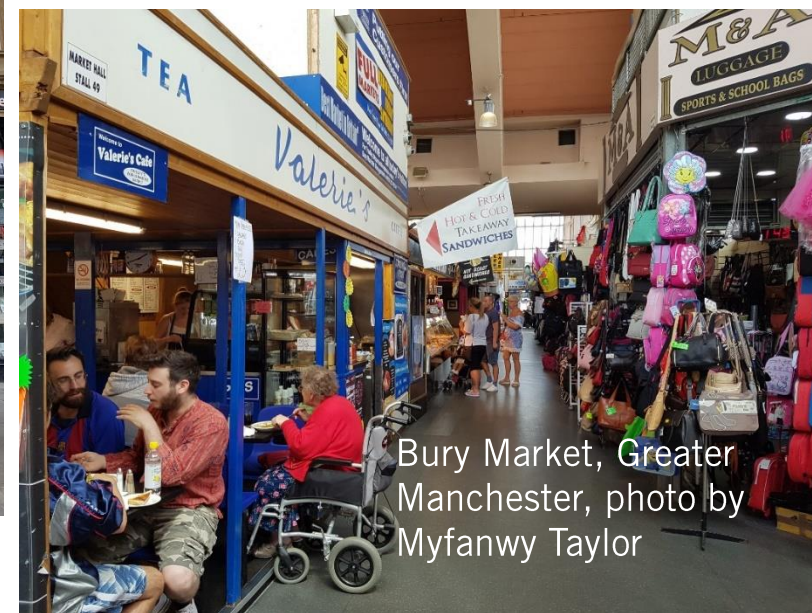
Borough market, Halifax, Myfanwy Taylor



Kirkgate Market, Leeds, photo by Sara Gonzalez



Church Street Market, London. Sara Gonzalez



Bury Market, Greater Manchester, photo by Myfanwy Taylor

What are “traditional retail markets” in the UK?

Markets are indoor or outdoor spaces, regulated or unregulated, where people gather to sell and buy a variety of products and services.

They are one of the oldest forms of exchange and trade and are found all over the world in very different formats serving millions of people. They are distinct from the more corporate supermarkets and shopping centres.

In the UK, they tend to serve low income, ethnic minorities and migrants and older groups of customers and are different to farmers markets which tend to serve middle to high income groups.

They are “retail” because members of the public can shop directly while “wholesale” markets serve other businesses

They sell a variety of goods and services apart from food: mobile phones, clothing, toys, household goods (carpets, furniture, cleaning products), hairdressers, nail bars, clothing alterations as well as hot food and cafes

Around 80% of these markets owned and managed by public local authorities

MARKETS 4

PEOPLE

The Markets4People research project

Overall aim: to develop new evidence, tools and insights for **understanding and enhancing the community value of traditional retail markets.**

- Led by University of Leeds; in collaboration with NMTF and NEF and supported by a wider steering group (including NABMA)
- 30 interviews with key actors shaping the national debate on markets
- Six workshops with operators, traders and campaigners
- Three case studies (Bury Market, Newcastle Grainger, Queen's Market): 30 interview with key local actors, 1500 user survey and 6 focus groups with customers
- Attendance at numerous market sector activities; ongoing engagement with local authorities.
- Funding ends October 2021.



Bury Market (Myfanwy Taylor).

The team: Sara González (Principal Investigator), Myfanwy Taylor, Rosie Wilkinson, Paul Waley, Sophie Watson (Open University), Lisa Buckner, Andy Newing, Graham Clarke, Frances Northrop (NEF), Chris Savage/Shanaaz Carroll (NMTF). + CLES and Power to People + Steering group

MARKETS 4 PEOPLE

Bury market: shopping destination and community hub

Drs Paul Waley, Myfanwy Taylor, Sara González, Andy Newing, Lisa Buckner* and Rosie Wilkinson
School of Geography, University of Leeds. *School of Sociology and Social Policy, University of Leeds



Easter at Bury Market. (Bury Council)

MARKETS 4 PEOPLE

Grainger Market: a community asset at the heart of Newcastle upon Tyne

It's a bit like that Cheers song, 'where everybody knows your name'.

Drs Sara González, Myfanwy Taylor, Andy Newing, Lisa Buckner* and Rosie Wilkinson
School of Geography, University of Leeds. *School of Sociology and Social Policy, University of Leeds



Inside Grainger Market, Newcastle upon Tyne. (Myfanwy Taylor)

MARKETS 4 PEOPLE

Queen's Market: a successful and specialised market serving diverse communities in Newham and beyond

Drs Myfanwy Taylor, Sophie Watson**, Sara González, Lisa Buckner*, Andy Newing and Rosie Wilkinson
*School of Sociology and Social Policy, University of Leeds.
** School of Social Sciences & Global Studies, The Open University



Queen's Market, Newham, London. (Saif Osmani)

This presentation builds on findings described in more detail in three case study reports available at <https://trmcommunityvalue.leeds.ac.uk/resources/our-findings/>

Research design

Three case study markets, representing some of the UK's exemplary traditional retail markets.

Criteria for selection: size; evidence of economic, social and cultural value; diverse customer base; interest/support of operator and traders.

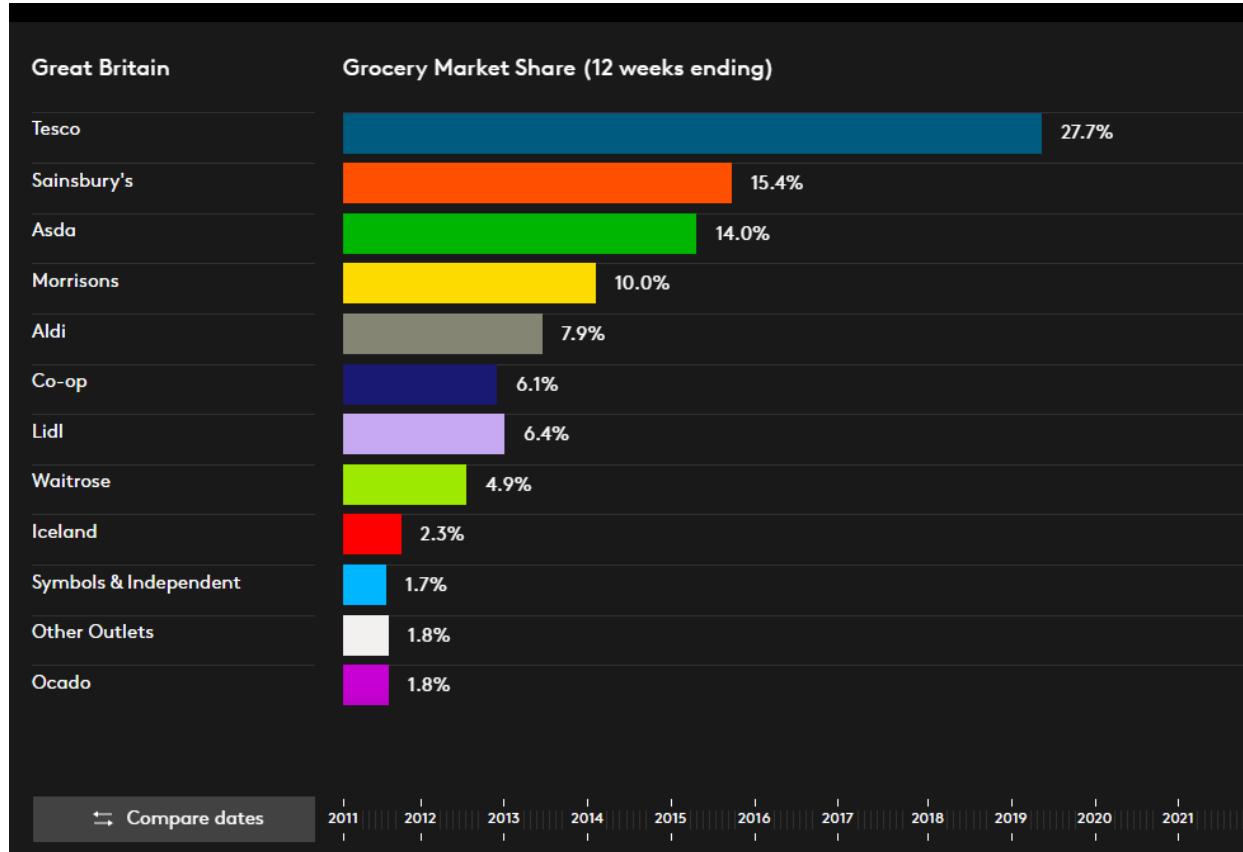
Rigorous selection process, involving background research, informal interviews and visits.

At each market:

- 10-15 min user survey with a representative sample of 500 users (March/April 2019)
- Two focus groups with selected marginalised/vulnerable user groups (July 2019)
- Approx. 10 interviews with key local actors (2019)
- Dialogue with local council and traders/community about the implications of the research (ongoing).



Markets can be part of a fairer and more sustainable food system



Kantar World Panel. Grocery market share
<https://www.kantarworldpanel.com/en/grocery-market-share/great-britain/snapshot>

The case for local food:
building better local food systems
to benefit society and nature



Develop a growth plan to deliver a **10%** retail market share for non-multiples



1. Serving the disadvantaged and the vulnerable



77.5% have visited for over 20 years

83.2% visit at least once a week

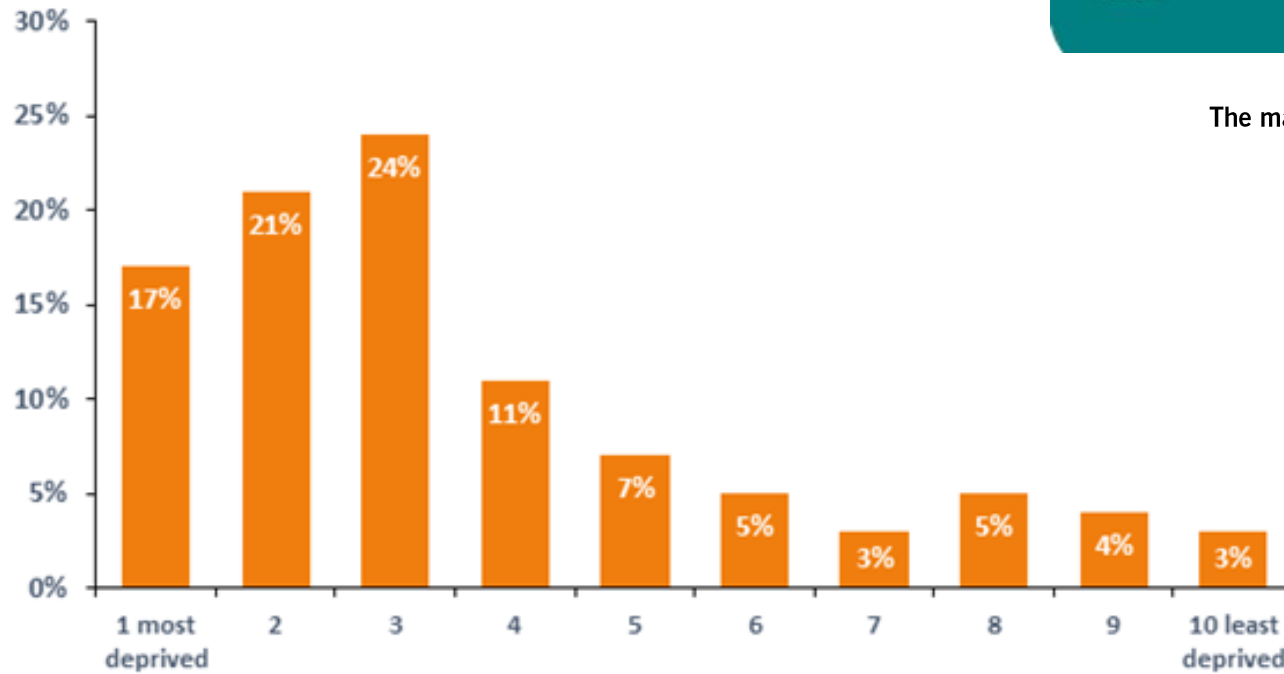
78.4% feel less lonely when they visit

71.4% share news with traders

80% bump into people they know

53.2% arrange to meet people they know

The market for 70+ users

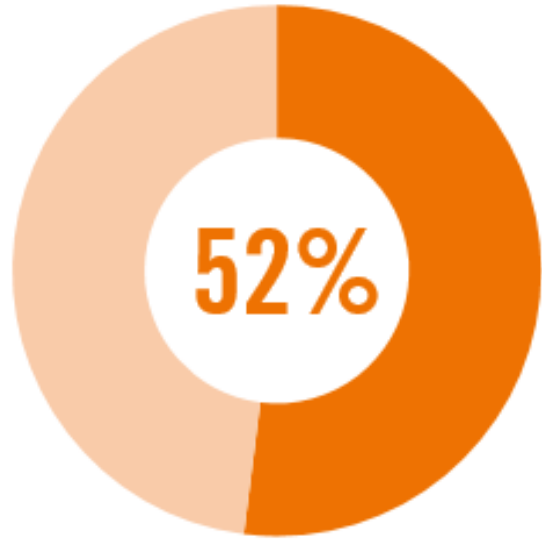


Percentage of survey market users according to Index of Multiple Deprivation Index

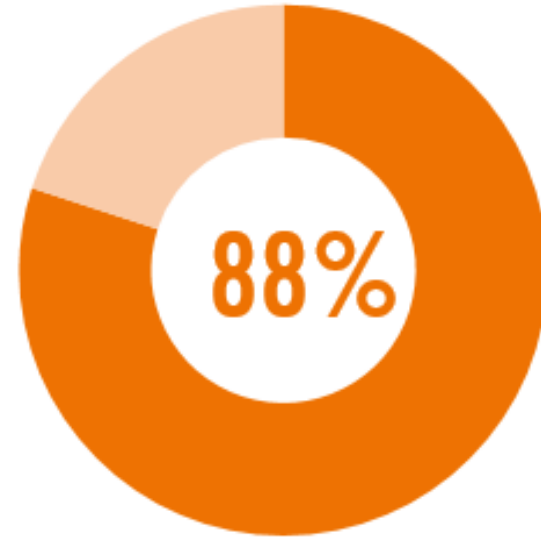
[Older people] come in because they can't afford to put their heating on, so they'll come in here, buy a cup of tea and they can sit for hours in the warm. ... They're not particularly going to buy anything specific, but it's just spend a couple of hours chatting or whatever. (Focus Group 1 Newcastle Grainger)

2. Providing affordable and good quality staples

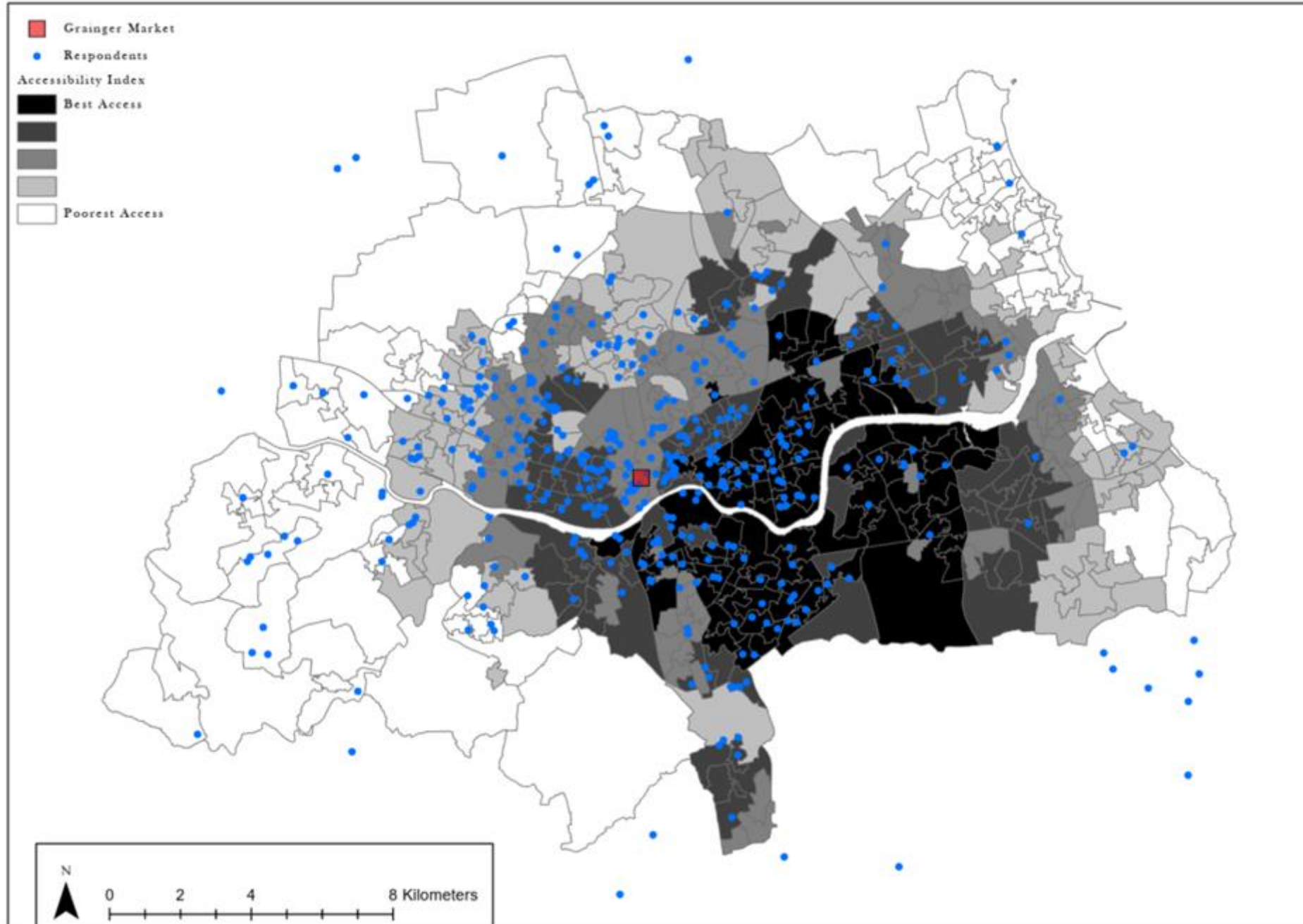




52% of users do half or more of their food and drinks shopping at the market



88% of users' main reason to visit the market is shopping for food and drinks



Grocery retail accessibility scores for Newcastle and Gateshead, derived from a Hansen-style accessibility index. Map by Dr Andy Newing



Rose  VOUCHERS
for
fruit & veg

**accepted
here**

**EAST
STREET
MARKET**

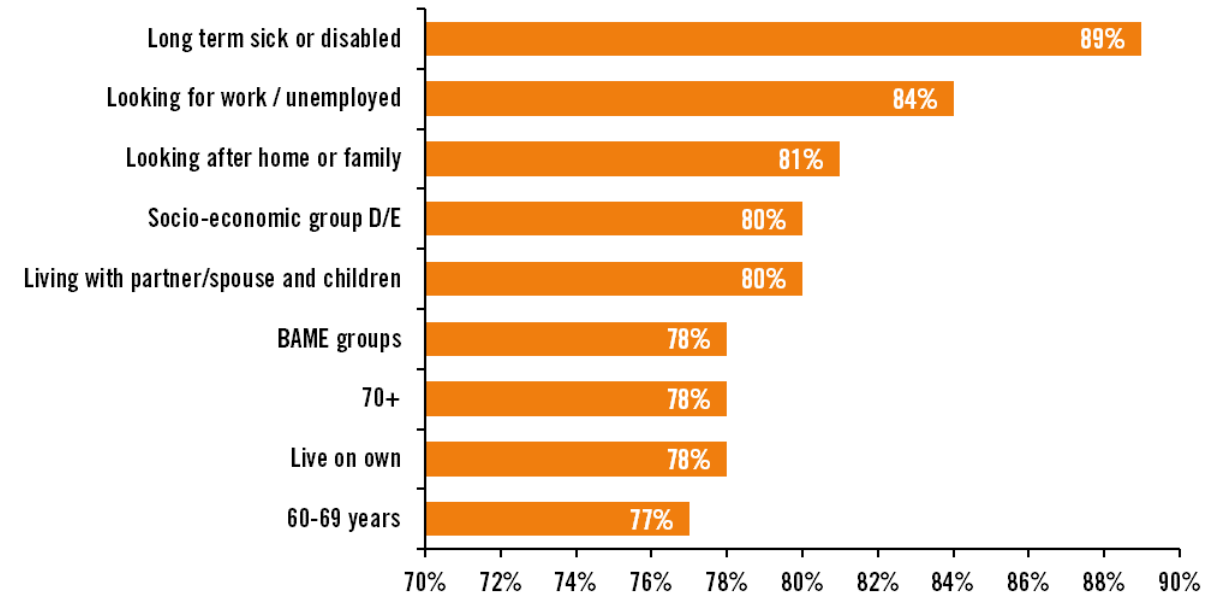
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3. Creating and facilitating meaningful social interactions



It's just kind of social life. It's not that I go there only for food and clothes (F2, FG1).

Personally, there's a lot of my family who are elderly and my mum's disabled, and she finds she can go there, she can do her shopping, she can have her lunch, go and have a chat with her friends and she can be there a good couple of hours and she's got a whole day out just under one roof (F1, FG2).



Percentages of market users most likely to strongly agree or agree that 'At the market ... I feel less lonely'

4. Building up an inclusive local and sustainable economy



The latest data shows that there were 1,173 markets in the UK, employing an estimated 57,000 people with a collective turnover of over £3.1 billion in the financial year 2017/18. Through the increased footfall, supply chains and other indirect effects, markets are estimated to have a multiplier effect of around 3 which would suggest that retail markets are worth almost £10b to the UK economy.





£20

Average spend on
food and drink at
the market

£24

Average spend on
other goods and
services at the market



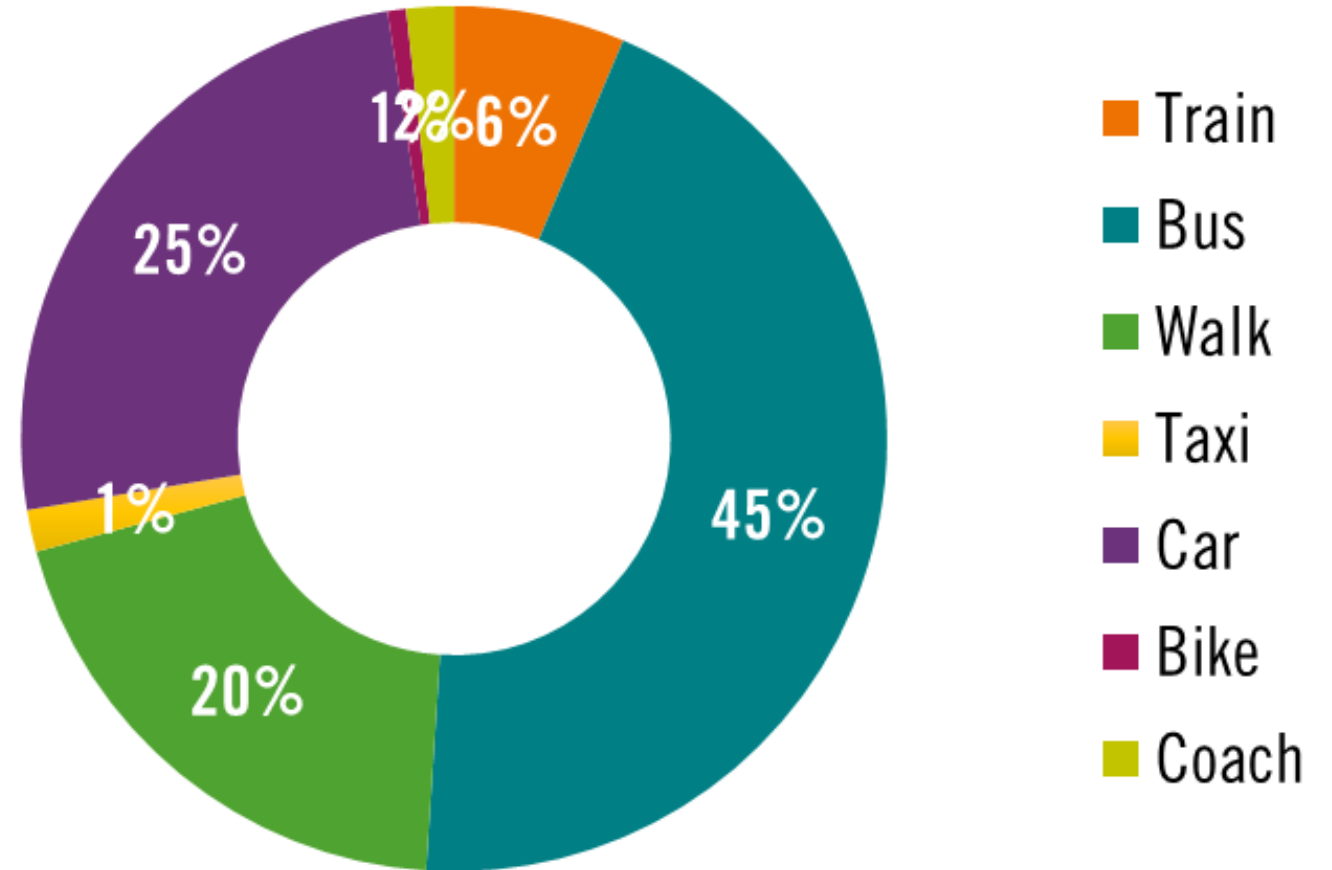
£16

Average spend
outside the market

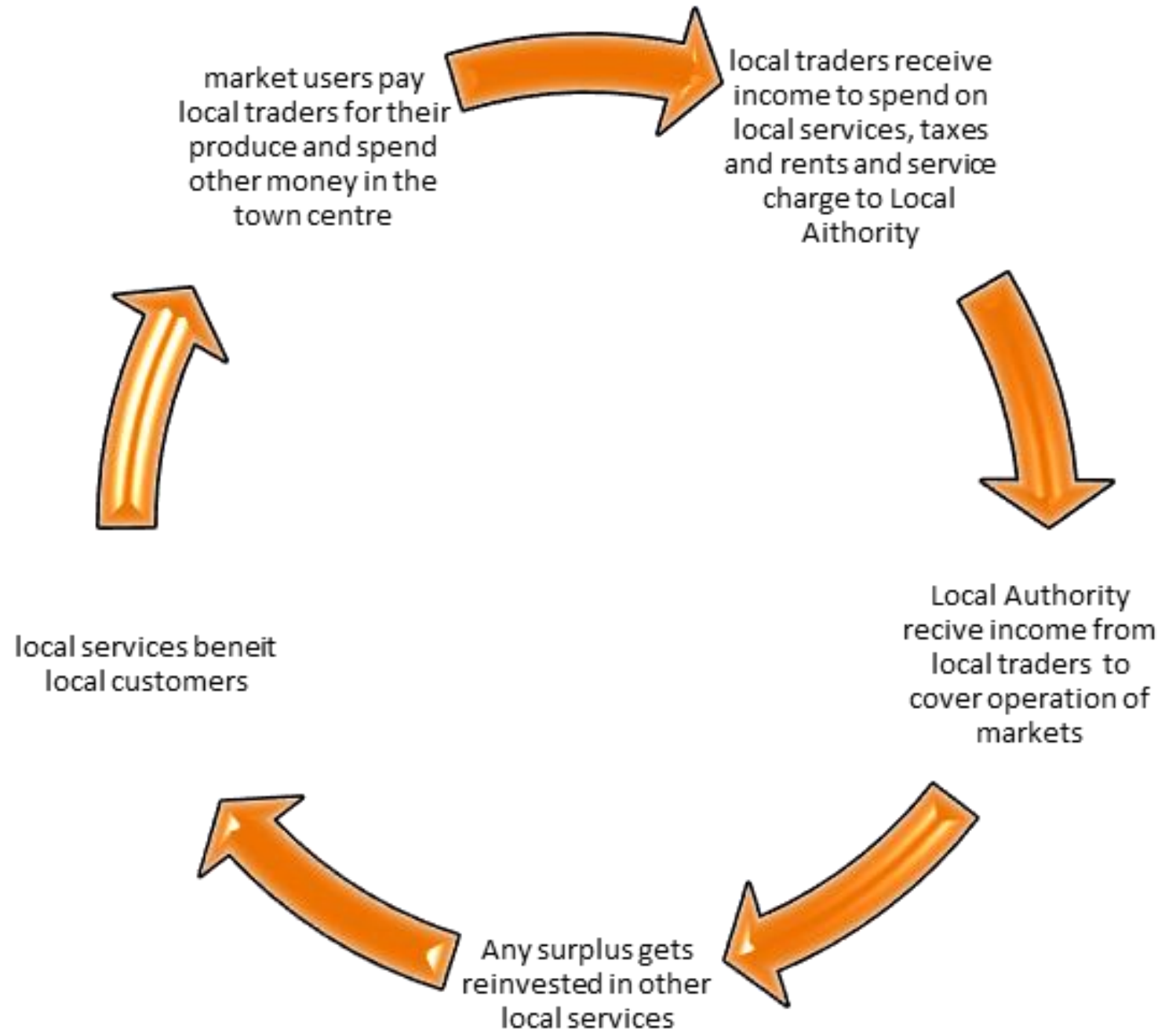
£60

Average spend in and
around the market

Sustainable travel destination



A circular economy of community wealth building



5. Investing, caring and valuing traditional retail markets



6. Collaborative governance and community -led approaches to running markets



Barriers to adopting this vision

- **Traditional markets in the UK have generally been undervalued and underinvested in**
- **Governance of markets tends to be fragmented – no linkages between local authority departments or across a city**
- **Little understanding of markets' potential in terms of public health, social care or food justice**
- **The future of markets often cast as a gentrified leisure and foodie destination**

What can we all do?

- **Shop in your local market!**
- **If you work in a local authority** with a market, reach out to make connections across various strategies to increment its community potential. Watch out for our forthcoming handbook for operators on best practice for markets as community hubs
- **If you work in a food organisation**, find out if there are good links with the markets in the area and if not try to make them.
- **If you have a food initiative with a market**, publicise it, get in touch with market industry organization to disseminate good practice (NABMA and NMTF) and let US know too (it would be great to compile and publicise best practice in one place)
- **Set up your own market!** Watch out for our forthcoming handbook on how to set up a trader and community-led market



<https://trmcommunityvalue.leeds.ac.uk/>

@markets4people

s.gonzalez@leeds.ac.uk