

Scrutiny Commission 2023

Markets, Shop Fronts & Street Trading
Pre/During/Post Covid Performance

June 2023

Who are we

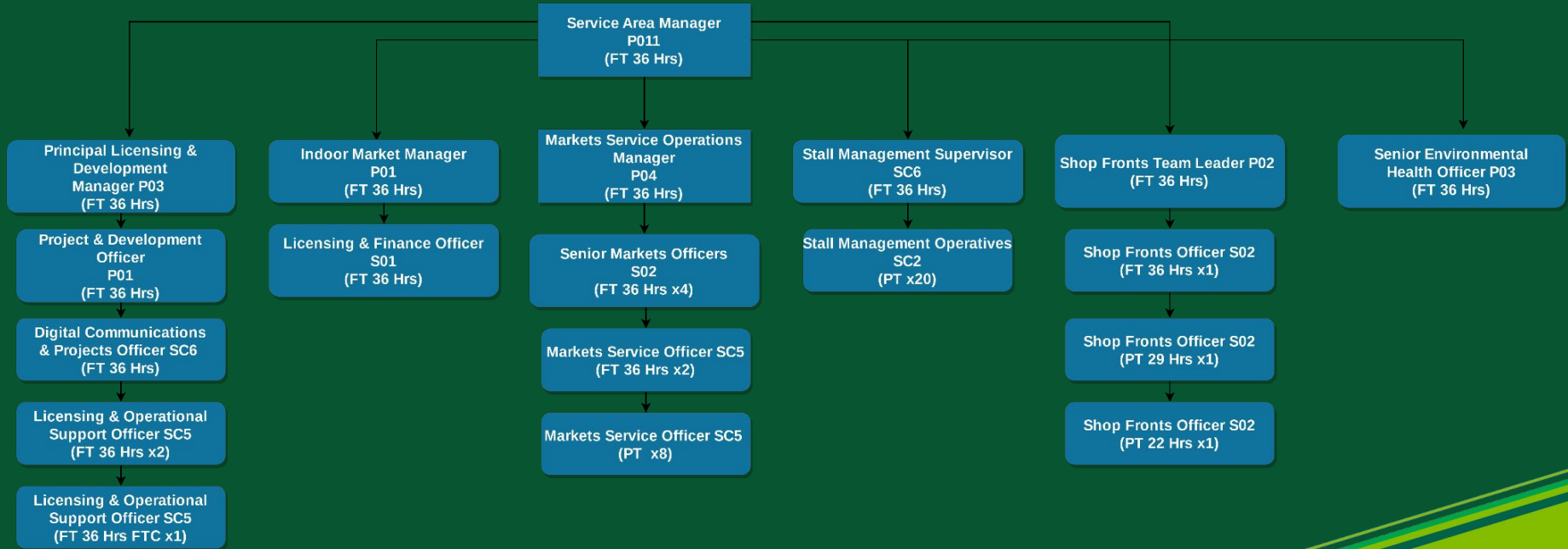
Responsibilities

- 51 Officers & Operatives
- 10 Street Markets
- 1 Indoor Market
- 32 Street Trading sites
- 507 Shop Front Trading sites
- Composed of different teams:
 - Markets & Street Trading
 - Indoor Market
 - Shop Fronts
 - Licensing and Development
 - Stall Management



Markets , Shop Fronts & Street Trading

Meet your Colleagues



Markets & Street Trading - what we do

Responsibilities

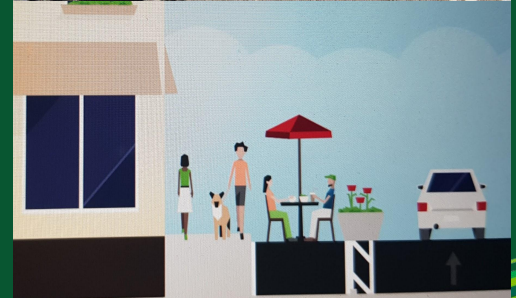
- Deliver best in class front line service
- Administer 1400 Licensed small and micro businesses
- Revenue 2016/17 = -£1.2m to 2022/23 = £1.6m
- Develop Incubation Hubs for start-ups, small and micro business
- Statutory responsibility to assess, grant, vary, issue, revoke and enforce on market and street trading licences
- Business development & support
- Day to day operational management of multi million pound commercial operations
- Low risk, high profit trading opportunities



Shop Fronts Trading Service - what we do

Responsibilities

- Administer 343 SF Licences
- 111 Pavement Licences
- Revenue 2017/18 = £70k to 2022/23 = £370k
- Bricks & Mortar business support and expertise
- Statutory responsibility to assess, grant, vary, issue and revoke shop front and pavement licences
- Enforcement of all trading licences
- Day to day operational management of the use of public highways for commercial activities
- Provide low cost, low risk commercial solutions for businesses to develop & grow in Hackney



Indoor Market Service - what we do

Responsibilities

- First of its kind opportunity providing, Low cost graduation opportunities from street trading to bricks and mortar fixed unit trading
- Statutory responsibility to assess, grant, vary, issue and revoke market and street trading licences
- Enforcement of all trading licences
- Business development & support
- Day to day operational management of million pound commercial operation
- Low risk, high profit trading opportunities



Stall Management - what we do

Responsibilities

- Set up of all of the boroughs street markets
- Right first time delivery to facilitate effective daily trading
- 1st point of contact with licence holders and public on trading days
- Ongoing stall management & support across trading day
- Dismantling of all of the boroughs street markets



Markets & Street Trading Service

Pre, During & Post Covid Performance

Hackney context: businesses and sectors

Total number of business units: 24,295 *(Source: ONS Inter-Departmental Business Register 2021)*

98% of businesses in Hackney are small and micro businesses. 90% are micro:

Size	Employees	Business count
Micro	0 - 9	21,970
Small	10 - 49	2,005
Medium	50 - 249	285
Large	250+	30

Number of high street businesses : Estimated up to 3,000 retail, leisure, and hospitality units in the borough (based on Hackney Council Business Rates records for 2020).

Hackney context: business numbers and sectors

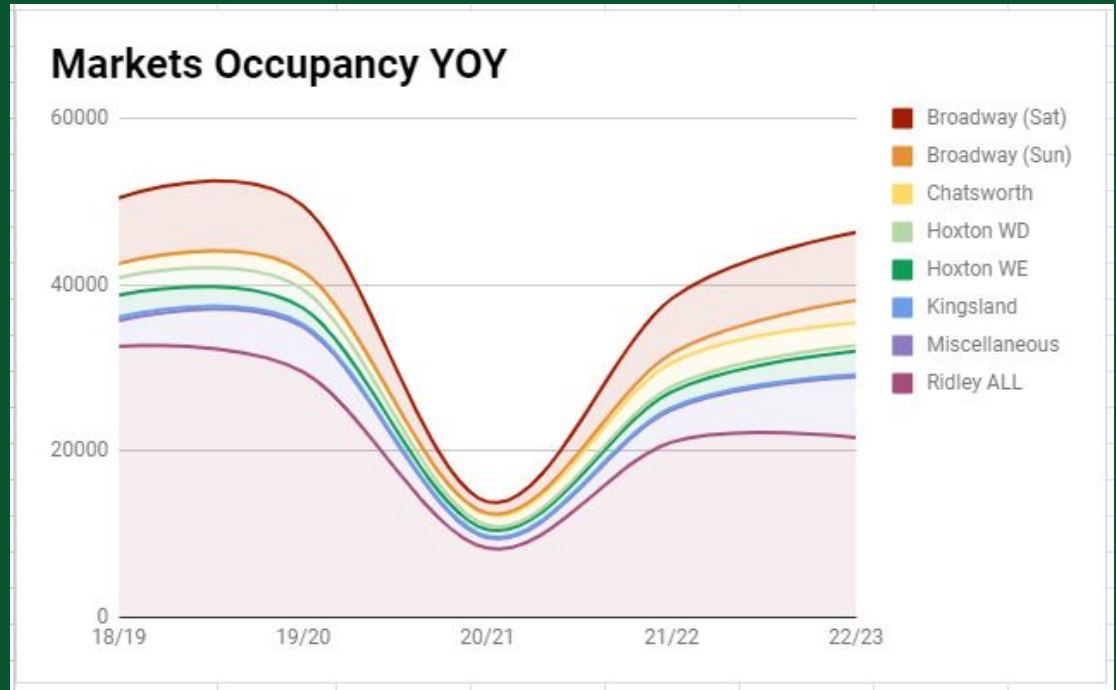
Sector	Business unit count	Sector	Business unit count
Agriculture, forestry & fishing	20	Information & communication	4,355
Mining, quarrying & utilities	80	Financial & insurance	375
Manufacturing	755	Property	1,570
Construction	1,505	Professional, scientific & technical	5,875
Motor trades	140	Business administration & support services	2,275
Wholesale	745	Education	440
Retail	2,015	Health	730
Transport & storage	435	Arts, entertainment, recreation & other services	1,755
Accommodation & food services	1,215		

(Source: [ONS Inter-Departmental Business Register 2021](#))

Occupancy

Occupancy Performance

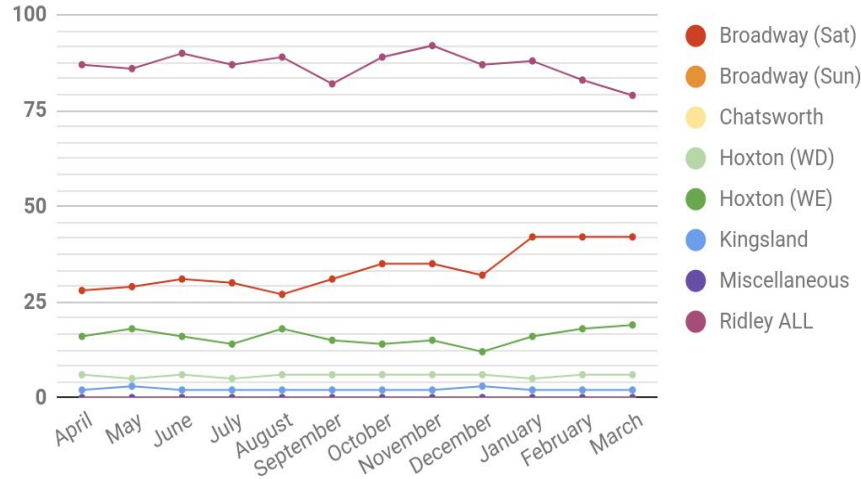
- 2017/2018= +3% / +1427 more pitches
- 2018/2019 = +15% / +6668 more pitches
- 2019/2020 = +2% / +931 more pitches
- 2020/2021 = -72% / -35,615 less pitches
- 2021/2022 = +176% / +24,448 more pitches
- 2022/2023 = +21% / +7939 more pitches



Permanent Licence Holders

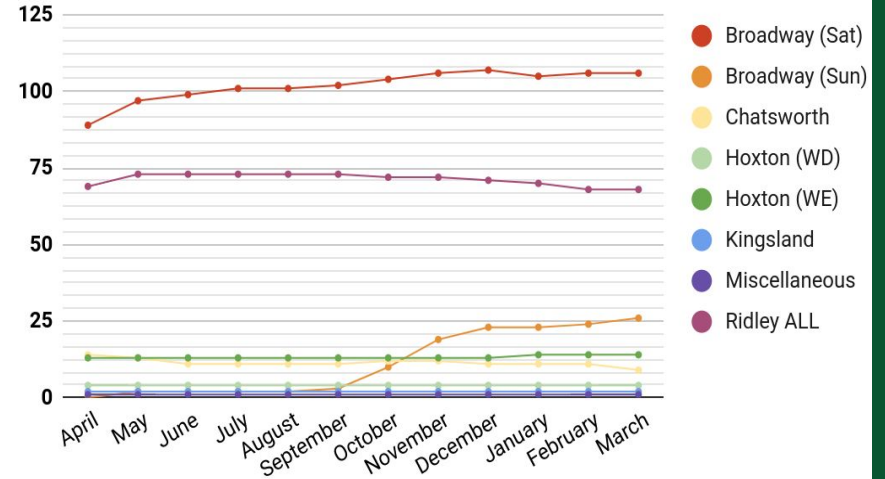
Temp 69% / Perm 31%

Permanent Licence Holders | 2019/2020



Temp 51% / Perm 49%

Permanent Licence Holders | 2022/2023



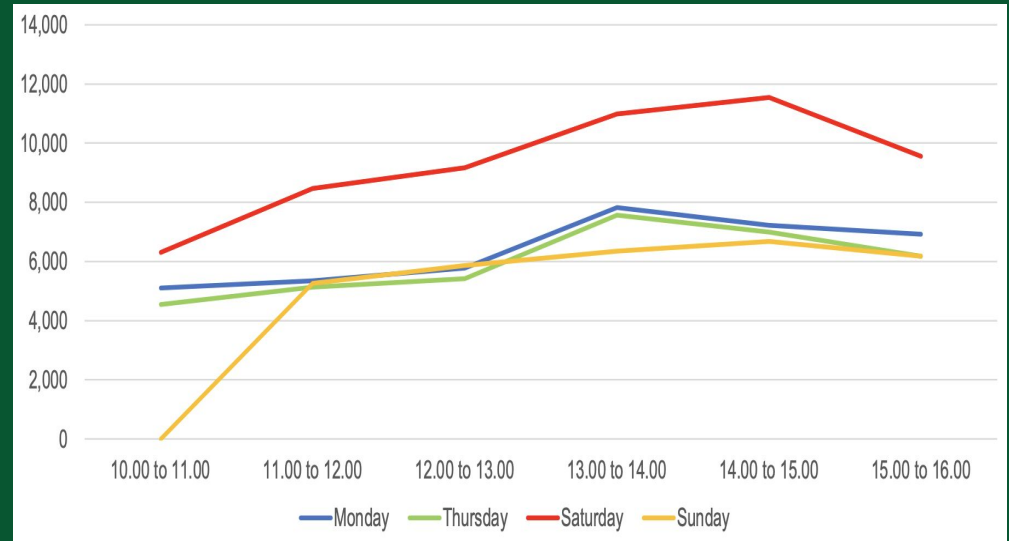
+58% Increase in demand for Permanent Licenses

Footfall - Examples

Pre Covid

Footfall Data

- Annual footfall of 2.1m Visitors per annum.
- All count points get progressively busier over the course of the morning peaking at lunch times and remaining busy. Band of footfall activity is mostly between 500 and 1,500.
- Most points peak from 13.00 to 14.00, although the market entrance peaks at 14.00 to 15.00
- Market entrance footfall is circa two thirds of peak footfall.
- Weekdays and Sundays are similar in regards footfall levels.
- Saturday levels are approx. +70 to 90% busier, they are busier across the day.



Footfall - Examples

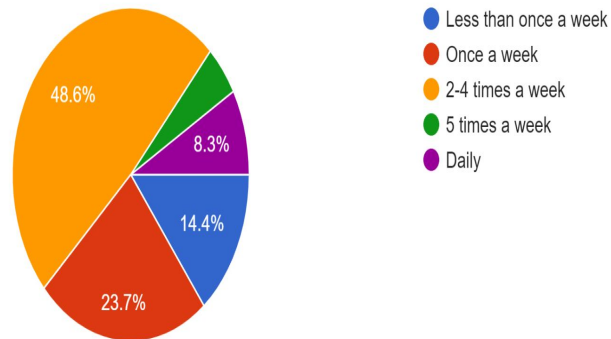
During Covid

Footfall Data

- Annual Footfall over 2020/21 was 236,132 per annum
- The Market operated throughout but in a covid secure manner with only $\frac{1}{3}$ of the traders trading due to restrictions.
- 48.6% of visitors were shopping 2-4 times a week over this period.
- 45.3% of visitors spend £10 or more each visit in this period.

How many times a week do you visit the market?

625 responses

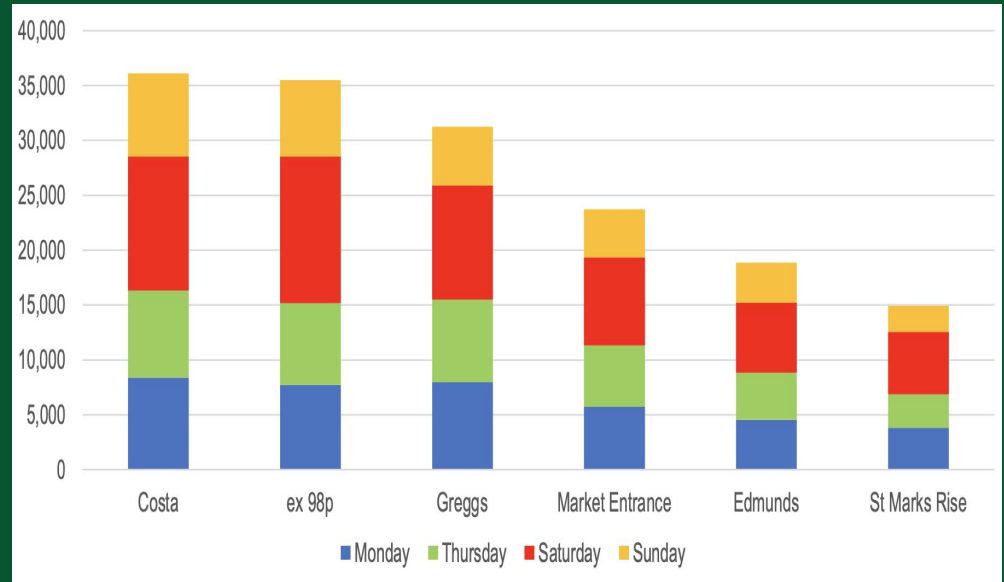


Footfall - Examples

Post Covid

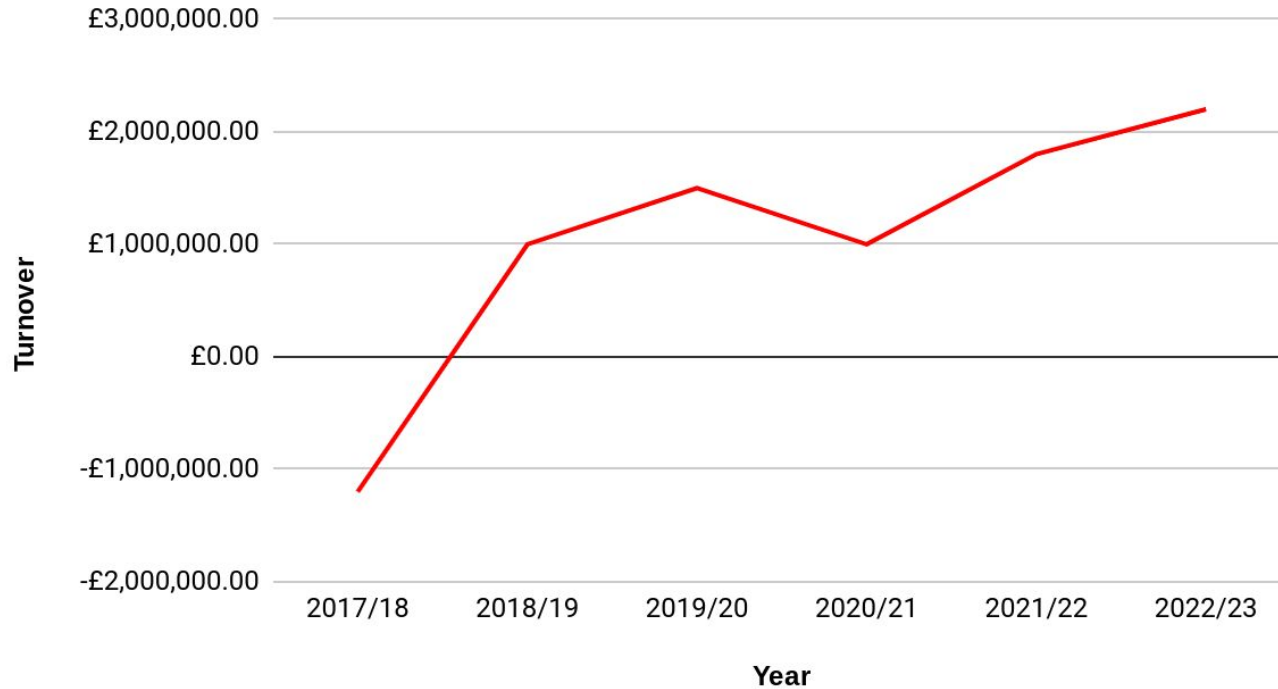
Occupancy Performance

- Indicative footfall counts and cctv footfall counting indicates annual footfall 2022/23 to be 2.15m visitors.
- That is an increase of 2.31% vs 2019/20 and 810% vs 2020/21
- Footfall continues to get progressively busier over the course of the morning peaking at lunch times and remaining busy.
- Friday & Saturday remain peak trading days
- Market entrance footfall is circa two thirds of peak footfall.
- Sunday footfall levels are quite consistent from 11 through to 16.00.
- There is clearly significant footfall available on Kingsland High Road on Sundays.



Turnover - whole Service

Annual Turnover | 2017-2023



Local Residents = Local Entrepreneurs



Markets & Street Trading Service

Rewards & Recognition

Leading The Way

From This....



To This....



Leading The Way

National Awards:

1. NABMA Best Markets Service UK & Ireland (2022)
2. NABMA Best Large Outdoor Market - Ridley Road (2022)
3. NMTF Chairman Shield Award - Best Market Management UK (2021)
4. NABMA Market Heroes Outstanding Achievement Award (2021)
5. NABMA Market Heroes - Youth Market Champions (2021)
6. NABMA Markets Manager of the Year (2020)
7. Market Innovation of the year (2019)

Hackney Stars Awards:

8. Best Customer Service (2019/20)
9. Manager of the Year (2019/20)
10. Team of the Year (2019/20)
11. Project of the Year (2020/21)

To add to the above, we also had traders with national awards in 2019 and 2022 for Young Market Trader Awards.



Worked with and recognised by

MAYOR OF LONDON

LONDON ASSEMBLY

LONDON
COUNCILS



NABMA
the voice of markets

Open
Markets
London



Alexandra
Rose
Charity



Department
for Work &
Pensions



BUSINESS
FOR LONDON
Building Better Businesses

jobcentreplus

GET SET

FOR GROWTH

ACCESSING MONEY AND MARKETS



Prince's Trust



UNIVERSITY OF LEEDS

Ixion



SOMERSET
County Council

Newham London

City of Westminster



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA



Portsmouth
CITY COUNCIL

Southwark
Council



Lewisham

Lambeth



TOWER HAMLETS



Camden



ISLINGTON



Cambridgeshire
County Council

Supporting low income families



Alexandra
Rose
Charity



- **10k** - Most rose vouchers processed over the covid period of any local authority.
- **First Council** - to amend policy, making it mandatory for all Fruit & Veg traders to join the scheme.
- **Number one** -for the volume of traders accepting the scheme in London.
- **Only** - 6 day a week Market in London that traded throughout the pandemic.
- **5k** - Highest volume of daily customers accessing any market in London over the pandemic.

“Thank you again for prioritising signing up traders to the Rose Vouchers Project during the last year, which gave families we support so much more choice where they could shop. It’s a real achievement that so many new traders have been signed up during such a challenging time. Please pass on our thanks to your team - we’re very grateful to all those working on the frontline that have helped support the delivery of the Rose Vouchers Project in Hackney. It is also great to hear the measures you have put in place to support traders wellbeing over the past year.

We look forward to continuing to work with you and the Hackney Markets team over the coming months and years. My colleague Eleanor will also be sharing the news on our website and across our social channels. All the best, Jonathan”

Jonathan Pauling, Chief executive , Alexandra Rose Charity

Benchmarking

MAYOR OF LONDON

LONDONASSEMBLY

The Mayor of London appointed a New London Markets Board in September 2022. The group of 19 sector experts, operators, business leaders, and entrepreneurs advise the Mayor on action to support and promote the capital's wholesale, street and covered markets in order to deliver a London markets strategy. Dan O'Sullivan, who acted as a special advisor over the pandemic, was appointed to the Board and has led on two successful Mayor of London Resilience Projects during both the pandemic and post pandemic recovery period.



Dan O'Sullivan


Service Area Manager, Hackney Markets, Hackney Council

Dan is a Multi Award Winning, experienced Senior Leader and well respected nationally. He is currently responsible for running Hackney Council's Markets, Shop Fronts & Street Trading Service providing comprehensive support and service to 1200 Markets & Street Trading license holders as well as over 500 bricks-and-mortar businesses across the borough. Under his leadership, the service has developed best practice in the UK in terms of brand management, social media and marketing, alongside business and trader development through their award-winning Trading Places programme.

Markets & Street Trading Service

Trader & Business Support

Development: Social Media

 **broadwaymarket**  

1,591 Posts 52.8 k Followers 2,087 Following

Broadway Market, E8
Shopping & retail
London's best collab between shops, market stalls, food & drink in the heart of Hackney
🌟 Sat | street market | 9-6pm
🌟 Sun | food & florist | 9-6pm

 **chatsworthroadmarket**  

374 Posts 5,001 Followers 2,399 Following

Chatsworth Road Market, E5
Shopping & retail
A market with a deep heritage, located on one of London's longest high streets.
🌟 Sunday, from 10am - 5pm.
👉 Become a trader (link below!)

linktr.ee/marketshackney

marketshackney 9+  

 252 Posts 4,411 Followers 1,932 Following

Hackney Markets
Public service
Your one-stop-shop for Hackney Markets 📍
@broadwaymarket @chatsworthroadmarket @hoxtonstmarket @kingslandmarket @ridleyroadmarket @cliftonfoodmarket 🍷

linktr.ee/marketshackney

 **ridleyroadmarket**  

502 Posts 2,820 Followers 626 Following

Ridley Road Market, E8
Going strong since 1880. Mon - Sat, 9:30am - 4pm. Closed bank holidays.
Please send queries to markets.service@hackney.gov.uk

hackney.gov.uk/ridley-road-market

 **hoxtonstmarket**  

572 Posts 2,144 Followers 790 Following

Hoxton Street Market, N1
Hackney's oldest street market, established in 1687. Monday to Friday, 10.30-4pm (2-3 traders) & Saturday, 10 - 4pm (full market).

hackney.gov.uk/hoxton-market

 **cliftonfoodmarket**  

39 Posts 501 Followers 155 Following

Clifton Food Market
A new and exciting street food market based on Clifton Street in Shoreditch, EC2A.
🌟 11-3pm, Mon-Fri
👉 Become a trader (link below!)

linktr.ee/marketshackney

 **kingslandmarket**  

189 Posts 1,595 Followers 1,461 Following

Kingsland Market, E8
Relaunched to honour its heritage as the go-to destination for second hand bargains, vintage antiques & collectables. Every Saturday, 9am to 5pm.

hackney.gov.uk/kingsland-market

Social Media Posts



Broadway Market



Chatsworth Road Market



Ridley Road Market



Hoxton Street Market

Social Media Posts



Events



A vibrant, colorful illustration for the Chatsworth Road Market Summer Fair. The central focus is a globe surrounded by various cultural and seasonal items: a red lantern, a pineapple, a beach umbrella, a deck chair, a bowl of food, a flag, sunglasses, and a star. The text 'CHATSWORTH ROAD E5' is in the top left, and 'HACKNEY MARKETS' is in the top right. Three banners across the globe read 'CHATSWORLD', 'SUMMER', and 'FAIR'. At the bottom, event details are listed.

CHATSWORTH ROAD E5 HACKNEY MARKETS

**CHATSWORLD
SUMMER
FAIR**

CHATSWORTH ROAD MARKET, E5 | SUNDAY 21 AUGUST | 10 AM - 5 PM

INTERNATIONAL STREET FOOD • FASHION • ACCESSORIES • HOMEWARE • GIFTS • ARTS & CRAFTS • FACE PAINTING • SWEET TREATS • BOARD GAMES • ICE CREAM • PHOTOBOOTH • FAIR RIDES • COMPETITION • GIVEAWAY • FREE KIDS ENTERTAINMENT • HOXTON RADIO...& MORE!



A poster for Hackney's Hoxton Summer Fair. At the top is a string of colorful, patterned pom-poms. Below them is a stylized logo of a bird with its wings forming the letter 'H'. The text 'HOXTON EST • ST • 1687 MARKET' is centered. The main title 'Hackney's Hoxton SUMMER FAIR' is written in a mix of cursive and bold sans-serif fonts. The date '23 JULY 2022' is prominently displayed. Below the date are social media icons and the text 'FOLLOW US ON @HOXTONMARKET'. At the bottom is the Hackney logo.

HOXTON EST • ST • 1687 MARKET

Hackney's Hoxton
SUMMER FAIR

23 JULY 2022

INTERNATIONAL STREET FOOD • FASHION • ACCESSORIES • HOMEWARE • GIFTS • ARTS AND CRAFTS • FRESH PRODUCE • FACE PAINTING • SWEET TREATS • ICE CREAM • PHOTOBOOTH • FAIR RIDES • COMPETITION • GIVEAWAY • HOXTON RADIO...& MORE!

FOLLOW US ON    @HOXTONMARKET

Hackney



A poster for the Chatsworth Road Market Christmas Market. The background is dark blue with white line art of Christmas trees and hanging ornaments. The text 'CHATSWORTH ROAD MARKET' is at the top, followed by 'CHRISTMAS MARKET' in large, bold letters. The date 'FRIDAY 16 DECEMBER' is below. A list of activities and items is provided, followed by the location and time 'CHATSWORTH ROAD, E5, 12 - 8PM'. At the bottom are the 'CHATSWORTH ROAD E5' and 'HACKNEY MARKETS' logos.

CHATSWORTH ROAD MARKET

CHRISTMAS MARKET

FRIDAY 16 DECEMBER

INTERNATIONAL STREET FOOD • FASHION • ACCESSORIES • HOMEWARE • GIFTS • ARTS & CRAFTS • FREE FACE PAINTING • FESTIVE TREATS • BOARD GAMES • CHRISTMAS STALLS • FREE PHOTOBOOTH • SANTA'S REINDEER • CHOIR • GIVEAWAYS • FREE KIDS ENTERTAINMENT & MORE!

CHATSWORTH ROAD, E5, 12 - 8PM

CHATSWORTH ROAD E5 HACKNEY MARKETS

Digital Events

INTERNATIONAL WOMEN'S DAY


HACKNEY MARKETS

“

It is great to see women come together and work together, I know I can always rely on the women friendships I have made to be there for me.

”

@BLUEHOURLONDON



INTERNATIONAL WOMEN'S DAY


HACKNEY MARKETS

“

I am normally by myself on the road - being on the market is a great chance to connect with other traders and feel more integrated into the rich trader community that Hackney has.

”

@TOPUPTRUCK



HACKNEY MARKETS

“

I like to be an out and loud gay Business owner role model.

”

@GOODORDERING

Pride Month
#YouMakeUsWe

HACKNEY MARKETS

“

Happy
Pride

”

FROM THE HACKNEY MARKETS TEAM

Pride Month
#YouMakeUsWe

Cultural Awareness



Market VS Supermarket



Hamper - Winners



Seasonal gift guides



New Trader Campaigns - Ad Design



HACKNEY MARKETS

PASSIONATE ABOUT SECOND-HAND AND VINTAGE GOODS? BECOME A MARKET TRADER.



HACKNEY MARKETS

LOOKING TO EXPAND YOUR BUSINESS? WE HAVE PITCHES AS LITTLE AS £12.50 A DAY.



HACKNEY MARKETS

Keen baker looking for a place to show off your skills?
Become a market trader.

bit.ly/market-trading-licence



HACKNEY MARKETS

Looking to expand your business further?
Come and trade in one of Hackney's markets

hackney.gov.uk/markets-apply-to-trade

[@MarketsHackney](https://www.instagram.com/MarketsHackney)



WANT TO MAKE A DIFFERENCE IN YOUR COMMUNITY? BECOME A MARKET TRADER.

HACKNEY MARKETS



HACKNEY MARKETS

START YOUR NEW BUSINESS WITH HACKNEY MARKETS FOR AS LITTLE AS £12.50 A DAY.



TRADE FOR AS LITTLE AS £44 A WEEK IN RIDLEY ROAD MARKET



IF YOU'RE A KEEN BAKER AND YOU'VE EVER THOUGHT ABOUT SELLING YOUR CREATIONS, THERE'S A SPACE FOR YOU IN HOXTON STREET MARKET



HACKNEY MARKETS

IF YOU SELL EGGS, MEAT, FISH, OR ANY OTHER PRODUCE, COME TRADE IN A HACKNEY MARKET.




HACKNEY MARKETS

IF YOU SELL EGGS, MEAT, FISH, OR ANY OTHER PRODUCE, COME TRADE IN A HACKNEY MARKET.




Digital Media


ridleyroadmarket Ridley Road Market



ridleyroadmarket Ridley Road Market



hoxtonstmarket Hoxton Street Market



Passionate about flowers and florestry? Become a market trader.

bit.ly/market-trading-licence **Hackney**

Are you an egg or dairy supplier looking for a new place to sell your stock? Become a market trader.

bit.ly/market-trading-licence **Hackney**

Keen baker looking for a place to show off your skills? Become a market trader.

bit.ly/market-trading-licence **Hackney**

View Insights **Promote Again**

Liked by **bigdee_ade_ajilogba** and 27 others

ridleyroadmarket The Ridley Road Market team is looking for a talented florist or greenthumb to sell their plants and flowers in the market... more

View all 3 comments

Liked by **hoxtonstmarket** and 20 others

ridleyroadmarket If you sell eggs or any sort of dairy product, consider applying for a pitch at Ridley Road Market... more

2 June

Liked by **ridleyroadmarket** and 26 others

hoxtonstmarket We are constantly looking for new talent to join the Hoxton Street Market team... more

27 May · See Translation

Chatsworth Road Market, E5 Sponsored · 



If you are a fishmonger and are looking for a new way to sell your goods, we've got a place for you at Chatsworth Road Market.

If you're interested, please follow the link or contact us at markets.service@hackney.gov.uk if you have any questions.

Savvy with seafood and have a flair for fish? Become a market trader.

bit.ly/market-trading-licence **Hackney**

HACKNEY.GOV.UK
Chatsworth Road Market

LEARN MORE

Newsletter + Hackney Life

HACKNEY
MARKETS

FEBRUARY | NO. 16

HACKNEY MARKETS TRADER NEWSFLASH



**This month's
items**

WELCOME MESSAGE

GREETINGS ONE AND ALL TO THE FIRST 2021 EDITION OF THE HACKNEY MARKETS TRADER NEWSFLASH. MUCH LIKE THE END OF 2020, THIS YEAR HAS STARTED EXTRAORDINARILY DIFFICULT FOR MARKET TRADERS ALL OVER THE COUNTRY. AS THE VACCINE ROLLOUT CONTINUES, WE ANTICIPATE THAT RESTRICTIONS WILL EVENTUALLY EASE AND WE WILL BE ABLE TO REOPEN OUR MARKETS IN FULL. IN THE MEANTIME, WE THANK YOU FOR YOUR PATIENCE AND WISH YOU ALL THE BEST.

- MATT'S UPDATE
- RENEWALS
- GOING BACK
- BROADWAY VIRTUAL MARKET
- AND THE WINNER IS...
- TRADER & CUST.
- SAFETY + COMFORT
- TRADING PLACES
- TIPS FOR IMPROVING WELLBEING

➔ Hackney



Urthly is a company committed to reducing London's carbon footprint by teaching businesses, communities, and councils practical and achievable ways to reduce their emissions. With a focus on Broadway Market, Urthly want to cut waste by half, create a community composting, waste, and refill station, and install a bubble barrier to catch plastic in the canal.

To help reduce the carbon footprint to align with a Carbon Zero 2030 target, Urthly hope to measure each business' footprint to identify the problem areas. Once these have been identified, Urthly will work with these businesses and the



Friends of the Earth Hackney & Tower Hamlets and Plastic Free Hackney will be hosting a stall at Ridley Road Market on Saturday February 8th.

community to help reach their goals. Eventually, a free online platform will be created containing information on how businesses can improve their carbon footprint.

A documentary will also be produced alongside the project with the aim of promoting sustainability and the importance of shopping locally.

Urthly ask that you are open and transparent with them as they undertake this project. They also ask if traders could help promote the crowdfunding campaign by advertising on social media and sharing with friends, family, and colleagues when it goes live. This funding is vital to ensure that the project goes forward. For more information, please visit www.urthly.co.uk or follow their Instagram: [urthlyoursourcd](https://www.instagram.com/urthlyoursourcd).

Pay them a visit to hear about the moves Hackney Markets are making to reduce single use plastics and sign their petition to get the Phase-Out of Plastic Pollution Bill passed into law (and get a free Hackney Markets tote bag for your trouble). Find out more about what you can do as a stall holder and a consumer to reduce your environmental footprint.

Petition: <https://bit.ly/2fMwEWG>

Plastic Pollution Bill:
<https://bit.ly/350otyn>

Inspirational traders

Women making their mark in the borough's markets

A START of this year's International Women's Day celebrations, which took place on 8 March, the Council has recognised some of the women trading in Hackney's markets. Women make up 23 per cent of business owners in the UK, but make up

the majority of the new businesses in markets. Hackney's markets play an important role – as a place to trade, meet others and share a sense of community. Unfortunately, the markets have been closed to many traders for

months, about what it's like to work in a Hackney market. It is more important than ever that market traders are supported. Here are four inspirational women traders who share their



IF YOU'VE EVER BEEN TO Hoxton Street on a weekday at lunchtime, you should've seen Miss, owner of CINC. CINC can usually be found with a long line of customers eager for chicken or salmon wrap or a box. She was inspired to share, inspire and inspire others about what it means about cooking. Here's why women looking to get their start in business should start to soon as possible. There is no need to wait for things to be perfect because you will learn and improve along the way.

PAULINA, a Ridley Road trader, has been a market trader for 20 years. She would normally be selling her range of leather accessories at Broadway Market, but like many traders, has had to learn how to sell on online social media outlets. Lauren's advice to women trying to start their own business is: "Think big, keep the energy going, but remember to set small achievable goals, so you don't get yourself up to bat. Be sure water is built in a size, but a tiny bit of it will."

LAUREN, owner of Blue Hour London, has been a market trader for four years. She would normally be selling her range of leather accessories at Broadway Market, but like many traders, has had to learn how to sell on online social media outlets. Lauren's advice to women trying to start their own business is: "Think big, keep the energy going, but remember to set small achievable goals, so you don't get yourself up to bat. Be sure water is built in a size, but a tiny bit of it will."

FOR WOKTISHA, founder of Woktisha, her business was created out of frustration with the lack of natural ingredients to help manage her growth. This has been a personal journey for Woktisha, who struggled with perimenopause in 2019. Creating her own business has allowed Woktisha to help demonstrate her skills and share her story. As well as all the traders who have not been able to trade since lockdown, she is eager to get back to the market.

Shop local, support Ridley Road Market

RIDLLEY Road Market traders have launched a new video to encourage more residents to shop there – claiming it's cheaper, more environmentally friendly and safer to do so.

Shoppers in the video compared the overall cost of buying fruit and vegetables from Ridley Road Market to buying them from a supermarket. They found that shopping in the market is better value



for money than shopping in stores. They also discovered a wider range of fruit and vegetables available. Shopping in Ridley Road avoids much of the plastic wrapping that comes

with shopping in the big supermarkets. In fact, the market has a recycling rate of 81.4 per cent on waste. Browsing in the open air, with measures still in place to limit crowds, also makes the market one of the most covid-safe ways for residents to get their supplies. View the video on [Instagram](https://www.instagram.com/ridleyroadmarket) and [@ridleyroadmarket](https://www.youtube.com/watch?v=...) on Instagram and [@ridleyroadmarket](https://www.youtube.com/watch?v=...) on Twitter.



Broadway Market hops up as food traders return

FROM AN Indonesian coconut curry to a snuggly wrapped Indian kati roll, hot food traders are returning to Broadway Market.

The outdoor street market reopened in August following the initial lockdown but minus its hot food stalls.

Safety measures are now in place and after a re-education of use of the space, the Council has launched an additional market day

dedicated to hot food sellers. A six-week trial every Friday until the end of November, then a six-week trial every Sunday until the end of the year, will be rolled out along with a survey to ask traders, diners and residents to have their say.

The new trading day will then be decided based on feedback. The new venture will allow hot food traders to get back to

business as well as providing an opportunity to expand if and when the Saturday market returns to normal.

The launch earlier this month saw 18 traders back at the helm. However, from the Jewish Deli, a long-standing presence in the market, said: "We're very pleased to be back at the market after not trading for six months on Saturdays and grateful to the Council for the offers in

getting us here.

"We're hopeful that it's going to move forward and people will come out more. It would be nice to try it out over lunchtime but it's just nice to be back at Broadway Market."

The usual Saturday market still remains strong and continues as usual. But for now – to get a serving of freshly prepared food, you



can visit the new food market every Friday. As with all Hackney's markets, the new food market will implement the Council's covid-secure six-point plan. For more information

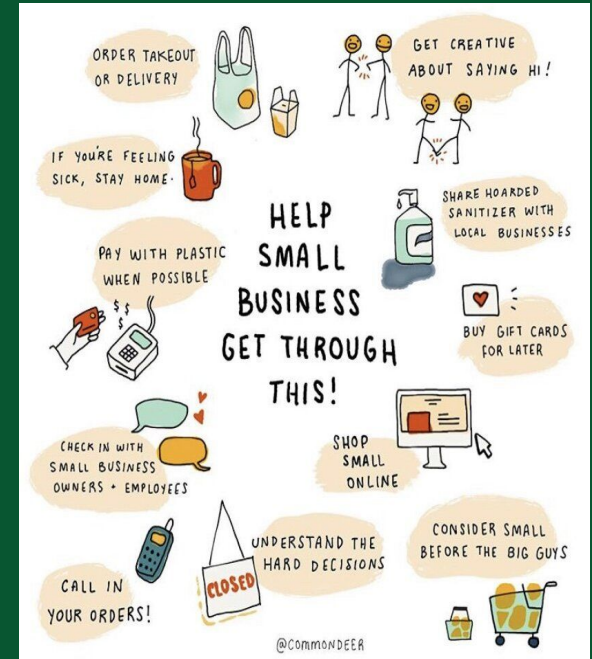
[hackney.gov.uk](https://www.hackney.gov.uk) or follow [@marketshackney](https://www.instagram.com/marketshackney) on Instagram, [Twitter](https://www.facebook.com/marketshackney) and [Facebook](https://www.facebook.com/marketshackney) to see what's going on.

➔ Hackney

Grants & Business Support

Specific support for market traders and outdoor dining:

- Outdoor dining provisions: The main support mechanism introduced through the Business & Planning Act 2020 saw the creation of Pavement Licences in London, which was a duplication of an existing process under different legislation, with a reduced fee of £100 and an expedited application process of 10 working days.
- Under the same act, Government also relaxed planning rules to allow Councils to implement additional markets and events without the need for consent or consultation.
- Some of this was a duplication of existing legislation that permitted us to do so already.
- The Service did not charge traders for storage or non trading for the first 9 months of the pandemic.
- Fee reductions were put in place once restrictions were eased for a further 6 months.
- Provided free business development courses during lockdown.
- Support given by the Markets Team to help traders submit business grants applications.
- Wellbeing and food poverty support and signposting, including a trader check in process
- Created virtual online markets through [my virtual neighbourhood](#) and other social media platforms.
- Worked with local organisations to create click and collect hubs and delivery services for traders and licenced businesses.
- Regular Online Briefings with Traders and Businesses regarding navigating and understanding Government advice and guidance.



Grants & Business Support

Support for market traders and outdoor dining:

- Creation of a simple covid risk assessment interview and 6 point plan document for all returning licence holders and businesses to ensure they were operating in a covid secure manner and were set up to navigate the restrictions during the pandemic.
- Engaged on and created a service specific roadmap for a phased reopening to ensure each site across the borough was set up to succeed and maximise opportunities for a positive economic recovery.
- Other tools were also created to support businesses such as an AI Fresco dining support pack for businesses and updated licence holder handbooks for both Markets and Street Trading and Shop Front and Pavement Licence Trading.



Grants & Business Support

The Council provided economic support to businesses through the pandemic via the distribution of Government Covid-19 business grants. Around £126m of grants were given to local businesses via:

- Discretionary Grant fund (£3.4m paid),
- Retail Hospitality and Leisure Grant (£38m),
- Small Business Grant (£30m),
- Local Restrictions Support Grants (£18m),
- Christmas Support Payment (£163k),
- Closed Business Lockdown Payment (£10.3m),
- Restart Grant (£17.5m), and the
- Additional Restrictions Grant (£8.8m to approximately 2060 business).

The grants were paid to businesses who pay business rates and primarily focused on hospitality, leisure, retail and accommodation sectors.

The discretionary grant funds also focused on the same business sectors (but included those businesses in these sectors who don't pay business rates) as well as businesses which supply the retail, accommodation, hospitality and leisure sectors, market traders, nurseries and childminders.

In addition, the discretionary grant funds also considered businesses in any sector provided they could adequately demonstrate that the pandemic had a negative financial impact on their business and they were experiencing financial hardship as a result.



Grants & Business Support

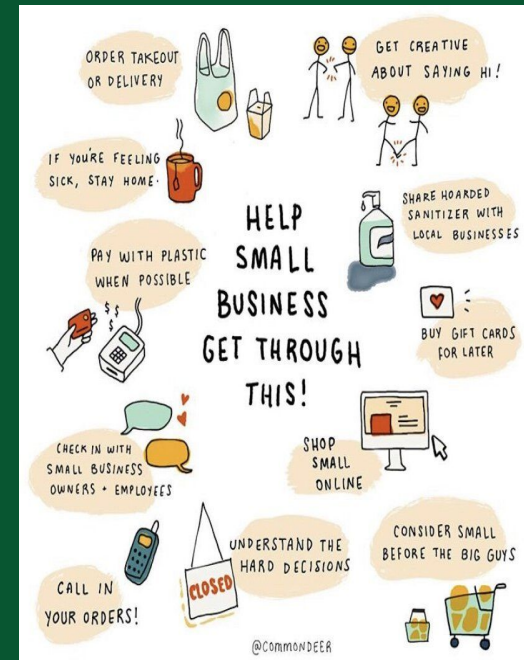
The Council used its discretion to allocate funding from the Covid-19 Additional Restrictions Grant (ARG) to provide longer term support to local micro and small businesses by establishing 5 business support programmes:

- **High Streets and Town Centres Fund:** A fund to support high street and town centre businesses to deliver projects and initiatives to make Hackney's high streets and town centres more attractive, accessible and inclusive, increase resident and business engagement, and drive spending and footfall in local independent businesses.
- **Hackney Central Impact and Ideas Fund:** A fund to support local businesses and organisations to shape the Hackney Central plan, while supporting them through the pandemic. The fund was set up to enable businesses to invest in their future success and increase their economic and environmental resilience, as well as improving and supporting Hackney Central town centre.
- **Adapt your Business Programme:** The programme provided grant funding to businesses to deliver projects to make adaptations to manage through the pandemic as well as improve their environmental performance. The programme will also provides 1-2-1 support and advice for local businesses from business advisors.
- **Allia business support:** Funding available for Hackney businesses to access Allia's business support programmes aimed at supporting small businesses to grow and helping ventures to create greater social and environmental innovation.



Grants & Business Support

- In our capacity as a commercial landlord, the Council supported its commercial tenants via 121 discussions arranging rent deferrals, reductions, and in some cases, writing off rent payments, in cases of financial hardship as a result of the pandemic.
- Throughout the pandemic the Council provided advice and support to businesses on the practicalities of trading throughout the pandemic and provided regular updates on Government regulations and the action required by businesses to comply with health and safety measures.
- The Council promoted local businesses and encouraged residents to shop locally and visit Hackney businesses via the 'Love Hackney, Shop Local' campaign (ongoing), the summer 2021 'Hello Again Hackney' campaign and other local and national shop local campaigns such as via the East End Trades Guild map and Small Business Saturday.
- In addition a pilot area town centre promotional campaign was developed in Stoke Newington, 'See You in Stokey'. The Council signed up to [My Virtual Neighbourhood](#) allowing local businesses to register on this at no cost to them.
- The Hackney Business Network continues to provide support to around 4500 businesses via regular newsletters, social media updates, signposting to business support, advice and funding opportunities, and virtual business forums.
- The markets Service created online platforms to run virtual markets for traders unable to trade in person and undertook well being check ins with all licence holders during this period every 8 weeks.
- The Markets service, alongside other Council services, liaised and engaged with businesses directly to offer business support and advice as required.



Markets, Shop Fronts & Street Trading Service

The Future

The Future

Business & Data Analysis

BUSINESS PERFORMANCE

Turnover and business performance has not fully recovered since the pandemic and optimism for the future is suppressed



28%

Turnover **higher** than before the pandemic



20%

Turnover **about the same** than before the pandemic



39%

Turnover **lower** than before the pandemic

19%

Performance **improved** over past 12 months

25%

Expect performance to **improve** in future

36%

Performance **remained stable** over past 12 months

38%

Expect performance to **remain stable** in the future

39%

Performance **decreased** over past 12 months

12%

Expect performance to **decrease** in future

Nationally, **18%** said their performance had improved, **50%** stayed the same, **20%** decreased and **12%** not sure (*ONS Business Survey, March 2023*)

Nationally, **24%** expect their performance to improve, **45%** stay the same, **12%** decrease and **19%** not sure (*ONS Business Survey, March 2023*)

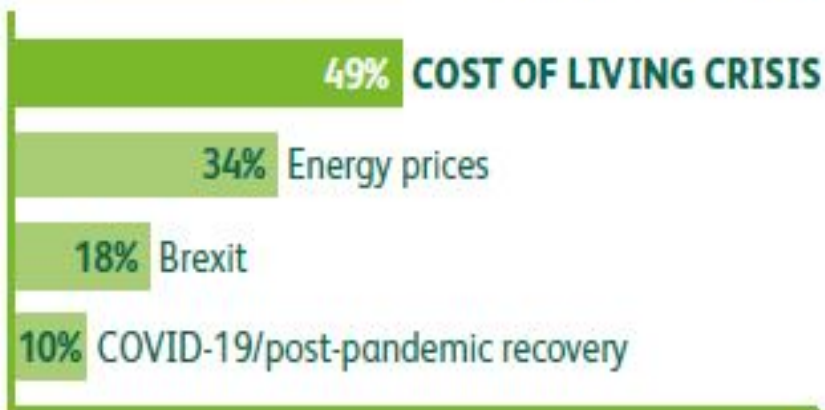
Throughout February 2023, the Service conducted a representative telephone survey of 1,274 businesses located across different sectors and areas of the borough.

The survey aimed to identify economic issues and opportunities, to support the growth of local businesses and the local economy.

The survey was representative of the size, sector and geography of the over 25,000 businesses in the area.

ECONOMIC CONDITIONS

Almost **9-in-10** businesses cited issues affecting their business, mainly the cost of living crisis, energy prices and to a lesser extent the on-going impacts of Brexit



Almost four fifths of businesses (**79%**) are at least **quite confident** they will continue operating throughout the current economic conditions, although a notable minority (**14%**) are **not confident**

The sectors experiencing the greatest issues are: **Accommodation and food services, Transport and Storage and Wholesale (each at 100% experiencing issues), Administrative and support services (96%), Education (96%) and Retail (92%)**

The Future

RECRUITMENT, SKILLS AND RETENTION

Over a third of businesses had a vacancy in the last 12 months and of these over half experienced recruitment challenges, and there are opportunities to increase the prevalence of training, while skills gaps and staff retention are minority issues

34% Vacancy in last 12 months



52%
Hard to fill
vacancies
for businesses
with vacancies



52%
Skills shortages when
recruiting for businesses
with vacancies



14%
Skills gaps in
existing workforce



14%
Difficulties
retaining staff



40%
Provides training
to staff (48% Nationally
Employer Pulse Survey 2021)



11%
Employs
apprentices
(12% Nationally *Employer Pulse Survey 2021*)

The Future

Business Sector & Size

BUSINESS SUPPORT

Over half of businesses said that grants would be most beneficial to their business, while businesses with 50+ employees are **less likely** than smaller businesses to request grants and **more likely** to want support around recruitment

All businesses



54%

Businesses said that grants would be **most beneficial** to their business

Businesses with 50+ employees



WORKING TOWARDS NET-ZERO

There are opportunities to support businesses to better understand and work towards becoming net zero, with only a minority of businesses currently engaged or committed



26%

Aware of Council's Climate Action Plan



4%

Commitment to become net-zero by 2030



13%

Committed to become net-zero beyond 2030 or with no specific date

Throughout this research, there are differences by business size and sector, amongst other variables.

In general, smaller businesses are more likely to experience the impact of the current economic circumstances, suggesting they are less resilient and adaptable. Similarly, certain sectors are struggling more than others and/or are uncertain about the future, with businesses operating in Accommodation and food services, Manufacturing, Construction and Retail sectors standing out most.

This suggests that interventions should be targeted to maximise impact.

Markets & Street Trading Strategy 2023-2028

HACKNEY
MARKETS

HACKNEY MARKETS SERVICE

Hackney Markets Strategy 2023-28



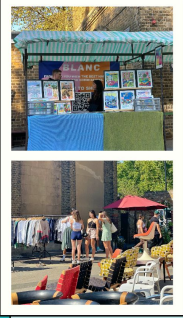
 Hackney

New Markets

BROADWAY MARKET SCHOOLYARD



LONDON FIELDS PRIMARY
SCHOOL, WESTGATE ST.
LONDON, E8 3RU



FREE ENTRY

STREET FOOD • VINTAGE FASHION • ANTIQUES • GIFTS • ARTS AND
CRAFTS • ALCOHOLIC DRINKS • COFFEE • SEATING & MORE!

QUALITY • ORIGINALITY • VARIETY
BROADWAY
MARKET

 @BROADWAYMARKET

9AM-6PM

Town Hall Market Every Sunday

Stoke Newington Church St,
London, N16 9ES

Cheese • Meat •
Coffee • Fruit & Veg •
Vintage Clothing •
Street Food + More!

10AM-4PM



**KINGSLAND
NIGHT
market**

EVERY **FRI** LATE NIGHT STREET FOOD MARKET
Kingsland Road, E8
(between Middleton Road and Richmond Road)

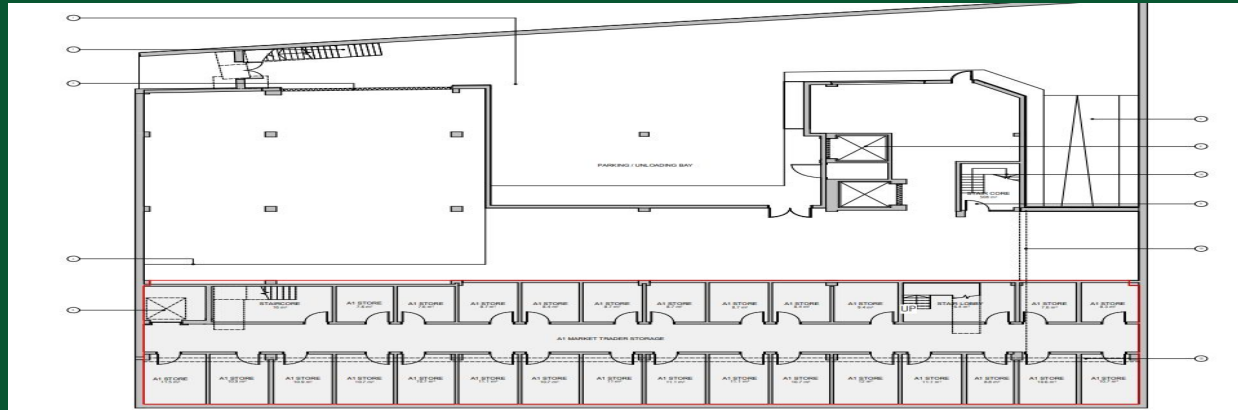
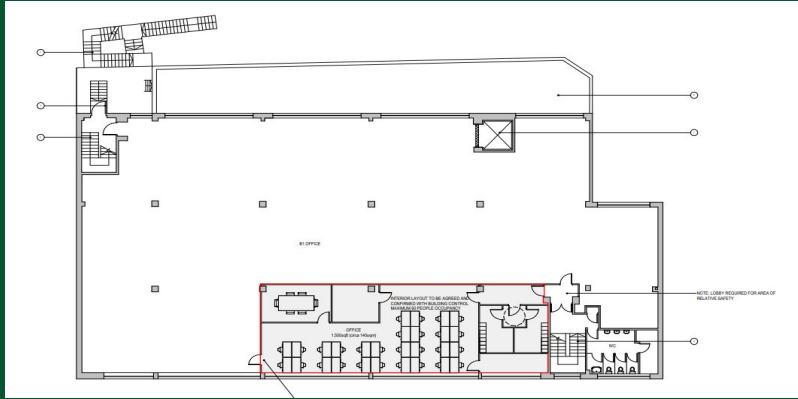
07 PM
-
02 AM

Ridley Road Indoor Market

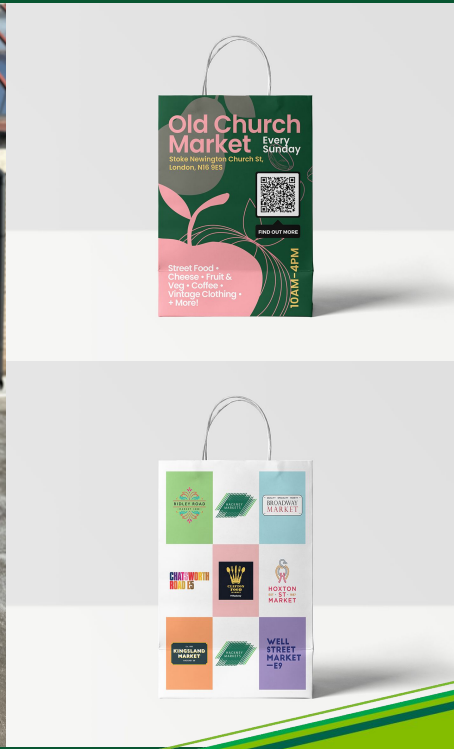
- **First** of its kind opportunity:
 - 15 year lease
 - 40 new retail/hospitality trading units
 - 23 storage units
 - 4 refrigerated storage units
- Day to day operational management of million pound commercial operation
- Statutory responsibility to assess, grant, vary, issue and revoke market and street trading licences
- Expected income:
 - Commercial £369k
 - Storage £174k
 - £1m turnover by end of year three



Ridley Road Indoor Market



Sustainable Packaging & Merchandising

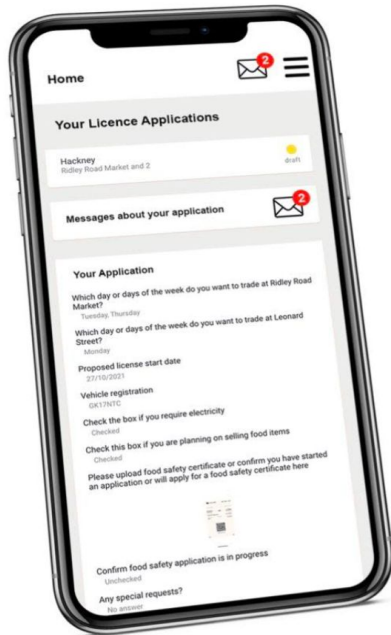


Open Markets Licensing Application

The Markets, Shop Fronts & Street Trading Team

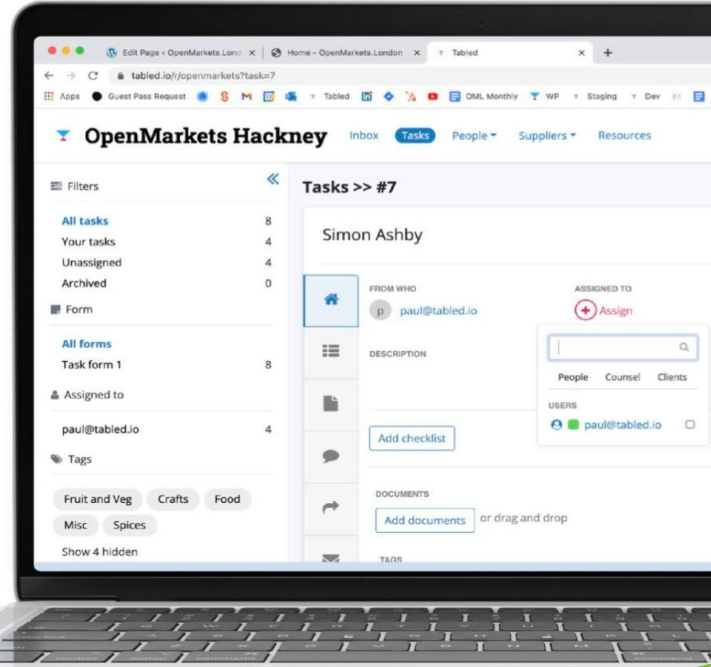
Introduction to Open Markets

Trader Application



- Securely send ID documents
- Easily take photo of documents with mobile camera
- Simple trader registration messaging
- Approval Workflow
- Database of Traders

Local Authority Licensing Case Management



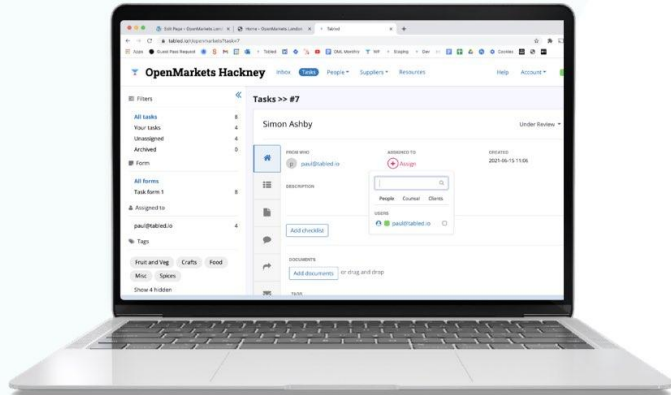
Introduction to Open Markets cont'd

Next Phase Under Development - Digital Licence Issuance

Secure Identity Credential Technology provides unique, tamper-proof and verifiable licence

Licence Fee Payments is in design phase

Government Issues Licence



Verified by Officials
Securely



Trader Holds Proof of
Licence in OpenMarkets
App

Applications

(Between January to March 2023)

No of applications received: 111 in comparison to 78 in 2022 (29% increase)

No of applications interviewed: 52

No. of applications approved: 39 have been licensed to trade with Hackney Markets

No. of licenses on waiting list: 6

No. of licenses rejected: 6

Number of local residents becoming traders: 21

New Night market locations: 2

- Old Street Market - Currently have 4 licensed traders to trade and 4 applications under review.
- Kingsland Market - Currently have 9 licensed traders and 8 applications under review

Open markets Vs Current Licensing System

Benefits for the Council

Time saving when reviewing applications / processing refunds

Messaging system on Open Markets app - Quicker response rate

Ability to advertise missing commodities/ Promote our Markets (more info to follow)

New payment system upcoming so we can process all applications end to end on one system

Feedback from traders

'It made the process of applying for a pitch easy. I particularly like the chat option' (Tamaki Takeda)

'A couple of teething problems to start off with but once it was approved everything has been fine. I don't think I would have been able to establish my business without Hackney Council.' (Mariam Ajama)

Improved Marketing Delivery

ROMAIN JIMENEZ | MISTER DUCK

WHAT DO YOU SELL?

Duck confit burgers and chips

HOW LONG HAVE YOU TRADED WITH HACKNEY?

8 years

WHY DID YOU WANT TO TRADE IN HACKNEY?

I like the area. Good footfall.

WHAT MARKET/S DO YOU TRADE AT?

Broadway Market

THREE REASONS WHY YOU ENJOY TRADING WITH HACKNEY?

- It's trendy
- Good footfall
- Individuality

WOULD YOU ENCOURAGE OTHERS TO TRADE IN HACKNEY?

Yes as it's a good business opportunity. Most customers use social media and spread the word of your business. There is also good footfall



Improved Marketing Delivery

EGIZIA GARGINI | TUSCANY AND TASTE LTD

WHAT DO YOU SELL?

Truffles and other delicacies from Tuscany

HOW LONG HAVE YOU TRADED WITH HACKNEY?

6 Months

WHAT MARKET/S DO YOU TRADE AT?

Broadway Market

WHY DID YOU WANT TO TRADE IN HACKNEY?

Because it is the best spot for our products!

THREE REASONS WHY YOU ENJOY TRADING WITH HACKNEY?

- Target
- Residential Area
- People in general are more aware of quality products

WOULD YOU ENCOURAGE OTHERS TO TRADE IN HACKNEY?

Yes because it is a great area for promoting quality products and helps companies to grow



Improved Marketing Delivery

HOWARD LESTER | THE JEWISH DELI

WHAT DO YOU SELL?

Salt beef, chicken schnitzel and other Jewish foods

HOW LONG HAVE YOU TRADED WITH HACKNEY?

19 years

WHY DID YOU WANT TO TRADE IN HACKNEY?

It's an area rich in Jewish history and is so ethnically diverse it offers an interesting and exciting area to be in and part of

WHAT MARKET/S DO YOU TRADE AT?

Broadway Market

THREE REASONS WHY YOU ENJOY TRADING WITH HACKNEY?

- Great public
- Great traders
- A great atmosphere to work within

WOULD YOU ENCOURAGE OTHERS TO TRADE IN HACKNEY?

Absolutely! Hackney markets team are great to work with they are invested in improving and maintaining the markets and standards. It's a fun area to be associated with



Improved Marketing Delivery

CHRIS WEBBER | DOWNLAND PRODUCE

WHAT DO YOU SELL?

Meat

HOW LONG HAVE YOU TRADED WITH HACKNEY?

5+ years

WHAT MARKET/S DO YOU TRADE AT?

- Broadway Market
- Chatsworth Road Market
- Ridley Road Market
- Town Hall Market

THREE REASONS WHY YOU ENJOY TRADING WITH HACKNEY?

- The quality of other traders
- It's safe
- It's busy

WOULD YOU ENCOURAGE OTHERS TO TRADE IN HACKNEY?

Yes



Improved Marketing Delivery



Improved Marketing Delivery



Improved Marketing Delivery



**KINGSLAND
NIGHT
market**

HACKNEY
MARKETS

EVERY
FRI

LATE NIGHT STREET FOOD MARKET
Kingsland Road, E8
(between Middleton Road and Richmond Road)

07 PM
-
02 AM

@kingslandmarket @marketshackney



**LATE NIGHT
Market**

EVERY FRIDAY

7PM-2AM

KINGSLAND ROAD, E8
(BETWEEN MIDDLETON ROAD AND RICHMOND ROAD)

@kingslandmarket @marketshackney



**KINGSLAND
NIGHT MARKET**

EVERY FRIDAY

7:00PM • **STREET** • **KINGSLAND**
2:00AM • **FOOD** • **ROAD, E8**

FIND OUT MORE BY FOLLOWING US ON INSTAGRAM:
@KINGSLANDMARKET & @MARKETSHACKNEY

Whats Next

Hackney Markets Service will be:

- Exploring new market locations. 2 night markets will be launched in Ashwin Street (Dalston) and Clifton Street (Shoreditch) as part of our 5 year strategy.
- Looking to develop the Open Markets platform further by working with developer and implementing a payment system and a Trader booking system. This will help the team eliminate the need to take card payments on market days and allow the reconciliation of payments to be a lot simpler.
- Creating digital licenses to remove paper licenses.
- Speaking with other local Councils to encourage them to use the system.

And that's all from us!

Useful links

- [Good Growth Development of Ridley Road Market](#)
- [Scrutiny Panel Report 2022](#)
- [Markets, Shop Fronts & Street Trading Rules of Governance](#)
- [Al Fresco Dining in Hackney](#)
- [Shop Front Trading Handbook](#)
- [Markets , Shop Fronts & Street Trading Handbook](#)
- [Ridley Road Usage & Attitudes Study](#)
- [Markets 4 People handbook](#)
- [Ridley Road - Best Large Outdoor market Award Winner 2022](#)
- [Covid Basket Spend & Footfall Study - Ridley Road Market](#)
- [Engagement Report & Findings: Broadway Market Trial Engagement & Recommendation Report \(July 2021\)](#)

Thank you
For listening