

Results of the 2016 local consultation

Introduction

The Berwick Street market survey was circulated via multiple different channels, including:

- Letters to residents on Berwick Street, Ingestre Court, St Peters Street and Hopkins Street;
- Businesses at properties on Berwick Street;
- Invited people to respond through the council website;
- Promotion through Soho Society communication channels;
- Targeted communication to large businesses and landlords.

As a result of the survey we received around 250 responses from a range of stakeholders including workers, residents and visitors.

What products and commodities would you like to see on the market?

The following items appeared to be popular among responders:

Fruit and Vegetables	Dairy	Meat
Fish	Bakery	Flowers
Clothing	Household/Convenience	Music related products
Gifts		

Responders also emphasised that they would like these products to be fresh, good quality, cheap and locally sourced.

One type of product was controversial amongst responders and this was street food. This product was popular amongst workers whereas it divided opinion amongst residents and some competing business owners. The main concerns with street food were the smells, that queuing would block the street, and that they can undercut the prices of local businesses due to low rents. Although there were concerns about street food many of the responders main reason for going to the market was for their lunch break to purchase street food.

Included below is a word cloud containing the most frequently used words in response to the products and commodities people wanted to see on the market. To display this information in a clearer way fruit, vegetables and street food have been removed as these skewed the results.

How could an operator improve the look and feel of the market?

A large number of responders felt that the market should reflect the heritage of Berwick Street market and that the market should reflect the character of the street.

The general view about how the look and feel could be improved is as follows:

Clean	Tidy	More stalls
Tables for lunch	Signage	Pedestrian friendly

What do you currently like about the market?

The responders generally liked the following about the market:

Community feel	Fruit and vegetables	Heritage and history
Price/affordability	Friendly	Convenience
Atmosphere		

How could the market be improved?

The main theme from responders is that they feel the market needs to increase the quantity but also the variety in the stalls that currently operate on the market.

Another key point that was raised by multiple responders was that the market would benefit from themed events and markets or specialist weekend markets like farmers markets.

Other areas for improvement include

Cleaner market	Weather-proof stalls	Freshness of produce
Events	Variety in stalls	Number of stalls
Traditional stalls	Signage	Affordability
Supporting start-ups		

What hours would you like the market to run?

There is no overall consensus with this question. People have suggested multiple options for this question.

Some interesting points include:

- Some people would like the market to continue into the evening, potentially as some sort of special event market.
- Residents generally do not want the market to start earlier as it can be quite noisy during set up.
- There is a view that they would like stalls to remain on the market during the core hours to ensure the market is full.

Would you be supportive of a market on Sunday from 10am (set up) to 6pm (breakdown)?

There is no real consensus with regards to a Sunday market. The following views have come out from this question:

- Yes, it would create the opportunity to run speciality markets like a farmers market.
- No, the weekend is the only break residents get from the noisy building work.
- Yes, would be good for a resident focused market.

Do you have any other comments to support the operator in developing a vision for the market?

- Soho lacks low-cost supermarkets so the market can provide this service to residents.

- Operators will need to carry out further research to determine the needs of Soho.
- Make it easier for the market to support start-up businesses.

Visual analysis of question 1

