



Friends of
Queen's Market

- Presentation to Capacity and Viability Study consultants on 1 August 2022.
- Friends of Queen's Market were represented by Halima, Saif, Jeremy, Lucy and Pauline.
- Present: Clive Kershaw Green Street Programme Manager, Darren Mackin Director of Community Wealth Building, Tom Randle Levitt Bernstein, Rosa Sulley PRD and Maayan Ashkenazi. Arcadis was not represented.

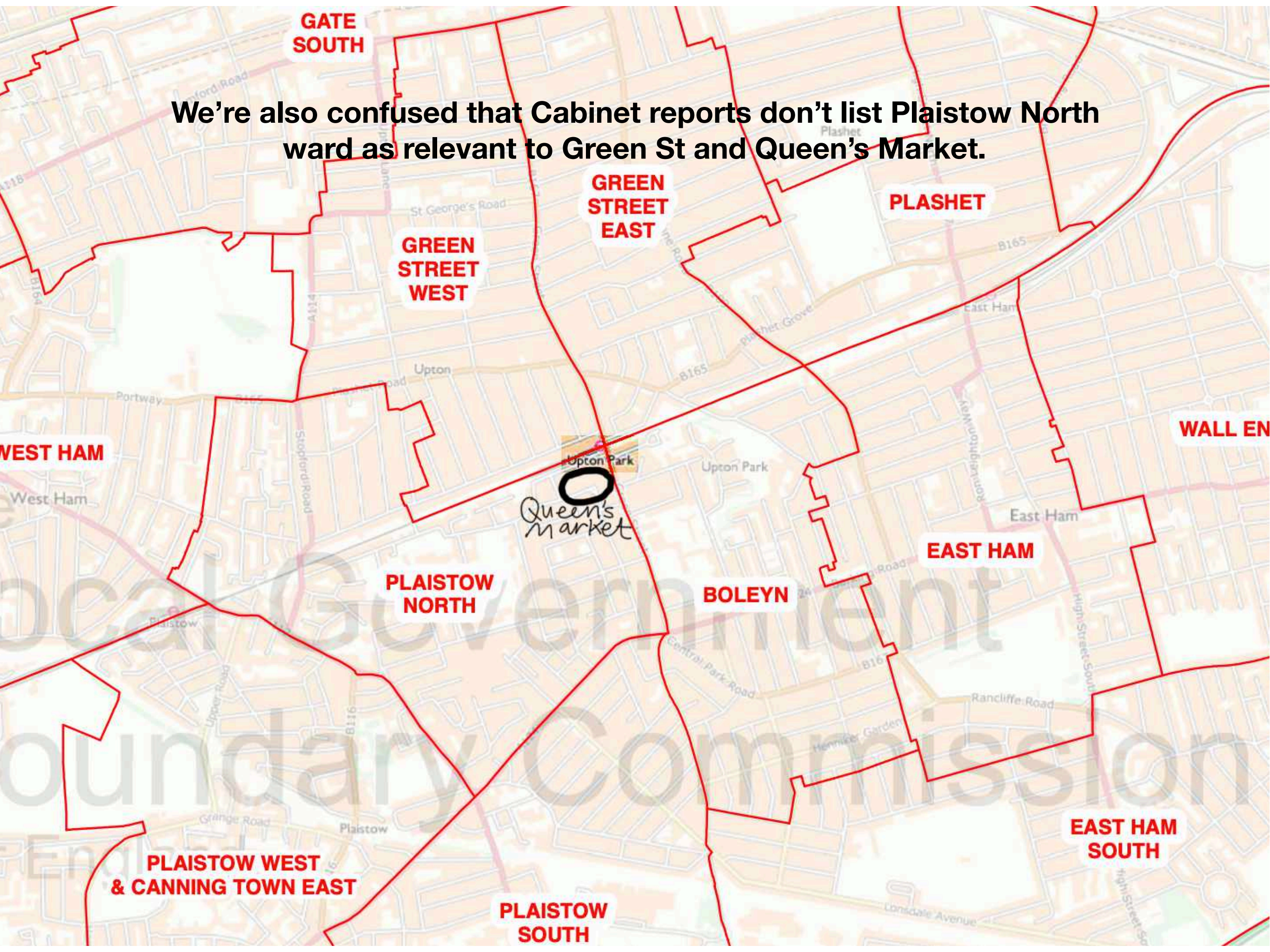
- We asked to present this information to you, the Capacity and Viability Study consultants, as we are not convinced that the information people want to give you is being heard within the current consultation. People who have been in the various workshops say it's more a process of having to listen than being listened to, and they also feel that the agenda is already decided.
- We are a community group working tirelessly for the past nearly 20 years to represent the interests of Queen's Market traders and shoppers. As we are well recognised by the Mayor and officers, we don't understand why we've been left out of the stakeholder groups. We find this concerning and a bit insulting, in fact. We don't understand why the thousands of shoppers living beyond a random 400m boundary are not considered to be stakeholders.

Key Stakeholder	Reasons for Working Group Membership	Rationale	Key Stakeholder representatives
Residents			
Hamara Ghar Residents	Registered social housing tenants who live in the Hamara Ghar building within the strategic site boundary. They will be impacted by all of the options.	On-site: Largest number of stakeholders who live on the site.	Three
Neighbouring Residents	Residents who live within 100m of the strategic site boundary. They are more likely to be impacted by some of the options. See Appendix A.	Off-site: Live close to the site, but only those directly adjacent to the site will be directly impacted.	Two
Green Street Residents	Residents who live within 100m to 400m of the strategic site boundary. They are less likely to be impacted by some of the options, but more likely to shop and use the facilities located within the site. See Appendix A.	Off-site: Live close to the site and would have valuable insight into how the options will impact wider Green Street residents.	Two
Businesses			
Queen's Market Leaseholders (retailers)	Commercial tenants who occupy premises located within the strategic site boundary. They will be impacted by all of the options.	On-site: Largest number of stakeholders who work at the site.	Three
Queen's Market Licenced Traders	Permanent licence holders have statutory rights to trade up to five days a week at the market. They will be impacted by all of the options.	On-site: Second largest number of stakeholders who work at the site.	Three
Green Street Traders (Retailers) Association	The strategic site is within the boundary of the designated District Retail Centre where these retailers trade.	Off-site: Any future investment in this site will have tangible benefits for the wider high street and its businesses.	Two

The baffling number of consultations and programmes. They are disconnected from each other and mostly introduced during Covid19, online, at a time when people in Newham were struggling. Nobody can be expected to understand their relationship or significance, and it's impossible to respond properly to all of them.

Good Growth
Capacity and Viability Study
Markets Strategy Review
High Streets
Green Street Programme
Characterisation Study
Towards a Better Newham Budget Proposal
Local Plan
Creative Newham
Resident Participation Framework
Health and Wellbeing Residents' survey
Co-Create Users Survey

We're also confused that Cabinet reports don't list Plaistow North ward as relevant to Green St and Queen's Market.



- In the face of general confusion, we decided to go back to first principles by way of a petition to ‘survey’ the public’s views. There are around 2,000 signatures to our paper and online petition at this time.
- You may say Good Growth is tackling some of these asks, but we have yet to see any real co-production -
[****evidenced by a live planning application for workspace, which nobody knows about****]

PETITION to Newham Council, Newham's Regeneration department and the Mayor of London.
Launched 5/3/22

NEWHAM COUNCIL - RESPECT AND PROTECT QUEEN'S MARKET

Queen's Market in Upton Park, East London, is very important to us - we want the market to grow and keep going into the future. We need Newham Council to look after it !

Why we value Queen's Market :

- Low-priced food
- Unique products
- 166 stall pitches
- It's historically over 120 years old, so it's part of our heritage
- Trusted traders
- Generations of experience
- A great place to start small businesses
- It's our social place where communities meet and feel safe
- It's an 'asset of community value'

GIVE US A REAL SAY IN THE MARKET'S FUTURE

Traders and shoppers want to be listened to. Stop the fake consultations.

- Stop raising shop rents immediately. Give shops secure leases immediately. Reduce stall rents.**
High rents are pushing traders out.
- Manage** the market responsibly *and* respectfully
- Use** the **£5 million** grant for **real** improvements to help people
- Mend** the roof properly for LONG-TERM use
- Repair** the drains
- Install** new toilets with an attendant
- Put down** a long-lasting floor
- Fill** the empty pitches

On Saturdays approx. **8900**
people visit the market
On Thursdays approx. **7500**

QUEEN'S MARKET

65% of customers are South Asian British
Urdu, Hindi, Punjabi, Gujarati, Bengali
*Newham wide ~36%
*Market Traders ~65%

25% of customers have African or Caribbean heritage
*Newham wide ~17%
*Market Traders ~10%

The majority customers are **Women**
60-70%
Weekends Weekdays
1/3 of people come in a group of two or more
– it is an important social space

There are **50** major supermarkets as competition in Newham

Nearly **40%** of traders interviewed believe expensive parking impacts their business, with some traders estimating loss of business revenue up to **1/3** since £2/hr fee increase

Traders are concerned about:
•Cleaning
•More advertising •Run down feel

Average longevity of trading **17.5 yrs**
longest continuous trading period **45 years**

Queen's Market has been trading since the late 1800s, and in its current location since 1904. The current shops and roof were built in the late 1970s. In 2015, Queen's Market was registered as an Asset of Community Value.

The market is ethnically super diverse; most traders believe that they could ask almost any other trader for a favour & traders regularly interact with other traders regardless of background or faith. This makes Queen's Market a unique site for social cohesion in London. This is vital, as lack of integration costs the UK economy **£6 billion** each year.

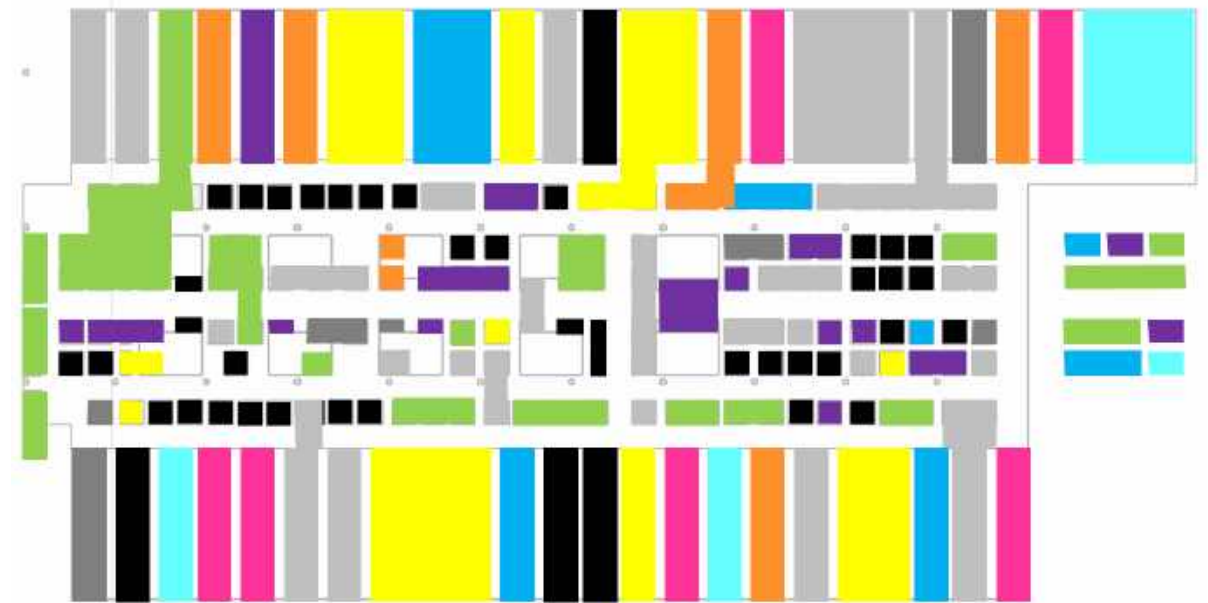
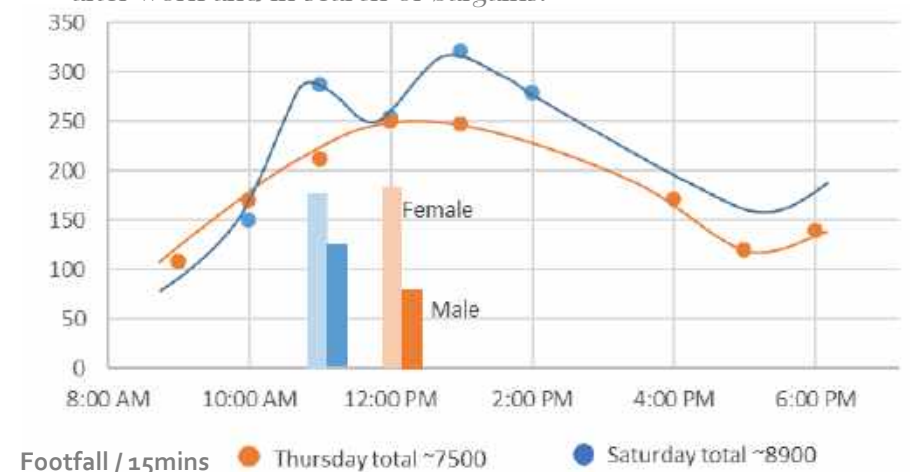


Diagram showing spatial distribution of traders selling different products; distribution is even with minor clusters. There are also significant holes driven by empty pitches. These gaps affect consumer behaviour and reduce proximity benefit, however they do provide respite locations for sociality within the market.

Peak customer visitation times are between 11 and 1pm. There is a slight increase around closing time with customers coming after work and in search of bargains.



By any standard, it is an extremely successful market. More recent statistics come from the important **Leeds University Markets4People study**, for example:

- 78% of shoppers do over half their food shopping here
- 51% buy things they can't buy elsewhere
- 75% come from Newham, 25% from further afield
- It drives footfall to Green Street (why are the market and Green Street always studied separately?)

The Leeds study is key to an understanding of the market. We were shocked when Nicola Elcock told us she had not read it, and believe that anyone who is involved in these discussions needs to read it.

The key point is the affordability of fresh healthy food.



2009



£5 at Queen's Market, Newham

9 oranges, 3 lemons, 9 bananas, 6 onions, 9 tomatoes,
1 large ginger root, 4 garlic, 11 red chillies



£5 same items at nearby Tesco

6 oranges, 1 lemon, 5 bananas, 6 onions, 6 tomatoes,
small piece ginger root, 1 clove garlic, 3 red chillies

2015



£6 at Queen's Market 16 July 2022



£6 at Tesco 16 July 2022

How are the low prices achieved? Partly through having the space for storage, so traders can buy and store in bulk.

Two traders talk about this. Video links below. *Please note these interviews were made for this presentation and are not to be used elsewhere without permission.*

Westley: How we keep our prices down
<https://youtu.be/wAsJeAhVVPY>

Ashok: Space, low prices and the stalls/kiosks combo
<https://youtu.be/7vuXyOnnF74>

THE SHOPS within the market play an important role in combination with the stalls:

- Selling larger or higher priced goods that are not possible to sell on a stall. This contributes to the wide variety of affordable goods on offer.
- Permanent displays, providing variety from stalls.
- Keeping trade going when the stall market is not there.
- The shops and kiosks with their own stall pitches are used for a combination of storage and display.
- Some kiosks come with stall pitches, for traders who need more space for display, and also need the security of a brick-built kiosk.

Further points about the Market's layout and workings.

- Different goods are found throughout the space, **not in 'zones'**.
- The **role of the canopies** is to provide shelter and bring the market out to the street, so market produce is visible from the main road. They could be re-designed and still have this role.
- The Queen's Market customer = shopping for families
- Need to buy in bulk, so some affordable car parking space is needed. But customers have been put off by high parking charges, with No-Cash, payment by phone. A problem never solved.

Commentary by Saif:

- I have lived here since I was a child. I am an artist and architectural designer. I have used the market in my work, doing projects about Queen's Market.
- The market is a street within a street, a highway that is covered to protect from the weather. It's been here 120 years. It's a reflection of the East End community. Provides for all the generations in a family: three generations of our family shop there. Crucial when in Newham 50% of children are in poverty. We look at Rathbone and East Ham market in comparison and see empty, dismantled markets.
- Families buy in bulk, saving money by doing so. They need a car to carry the amount of stuff. They're not making lots of small journeys and it makes sense to use the car in this way.
- Like markets around the globe, there is cooking, healing, learning, through the interaction with food. Some shops in QM are even supporting local farmers abroad. QM brings world food into an East London context. It's a specialist draw, people come for more variety, fresher, riper produce. Supermarket food is often unripe and unready: the market in fact ensures ripe produce is used and enjoyed and does not go to waste.
- You travel through a supermarket through the aisles of fish fingers, everything arranged in zones. Here it's different. You can meander - this is a more natural thing to do. Meandering is part of the experience. You can negotiate prices and interact with the trader in this way, like in world markets. You are not in a space controlled by an overarching 'owner'. The stalls operate together, but all have autonomy: there's variety. That's why people are drawn to markets.
- Making clothes is another less-known aspect and industry. There is a whole textile network in Newham, again, with connections across the globe.



● Photograph Saif Osmani

LEEDS UNIVERSITY MARKETS4PEOPLE study: some facts about the social role.

- The overwhelming majority of market users feel safe (93%), welcome (92%), less lonely (92%) and like they belong (84%)
- 92% strongly agree or agree that it is a community hub
- 79% of market users strongly agree or agree that they interacted with customers from other ethnic or cultural groups
- Longstanding and active customer base
- 69% of visitors are over 50 years old; 69% are women

We say the market's health and social benefits need to be quantified and factored into any economic study. (*We expected the financial consultants to be at this presentation, to discuss this point with.*)

Comments by Jeremy

Hi my name is Jeremy. I am an Occupational Therapist. I currently reside in Southend, but for 10-11 years I lived in Newham. I lived in Plaistow and went to Tollgate Primary School and Brampton Manor. My relationship with Queens Market began when I was a small child and my parents taking me to Queens Market to buy food and clothes. Fairly un-extraordinary I know, until I tell you that they came from Ghana in the late 80's and bought a house in Plaistow in the early 90's.

When you go out to town you can buy many ethnic and cultural products like yams, casava, plantains etc. But back then there was not many places to buy it, and Queens Market was one of the few places you could buy it. Every Saturday, my mum and sometimes my dad would get the 376 from Plaistow and travel to a place where there was many many people who looked like us to buy things they could not get from your Tesco's Sainsburys and even Kwick Save.

At the heart of Queen Market are the people. People who are from different backgrounds and are working people. Even though I have long left this area, there has barely been a year I have not been to Queens Market. Why I ask myself? Is it the food, the prices, the vibe? No, I believe it is because of the people.

Make sure the people are involved and play a part. They will be here for long after you have gone. Thank you

Commentary by Halima

I am a carer and I often come here with older women and see them getting so much from coming to the market, for their wellbeing. I use the market a lot myself, I buy my scarves here for example, and it's part of our lives. I'm very proud of it. It must be considered the most important thing here, it should not be undermined in any way, by adding other things to the site.

- What does IMPROVE mean?

We have been asking for basic improvements for decades. It's all there in our petition.

How about providing [wifi](#) and a cash machine?

And what does 'vibrant' mean? What does 'modernise' mean? What does 'heritage' mean?

ATM CASH MACHINES - GREEN STREET

1. Come out of Queens Market and Turn left on Green Street
2. Walk 2-3 minutes past Upton Park Tube station
3. You will see CASH MACHINES on both sides of the road.

Gb Forex
Cashpoint
Open now

HBL Bank
Cashpoint
375, 373 Green St - 020 7790
Open now

Nationwide Building
Society
Building society
020 Green St - 0245 260 0245
Closes soon - 4:30PM

Tesco Bank ATM
Cashpoint
TESCO METRO, Green St
Open 24 hours



YOU ARE HERE (QUEENS MARKET, GREEN STREET)

free cash
withdrawals



Keeping rents low is key: Low rent = low prices

Back in 2008 the GLA's reports on the St Modwen scheme recognised this:

“The London Plan requires that the spatial needs of small and medium sized enterprises (SMEs), and black and minority ethnic businesses be addressed.

“Rent levels should allow existing businesses to trade without proving unviable or requiring substantial costs to be passed onto the consumer. London's Food Strategy states that wide inequalities exist in terms of the proportion of family spending on food, where food spending for high income households accounts for 6% of total spending compared with 26% for low income households.

"Affordability should also consider the service charges. As set out in the Economic Development Strategy, a major issue for SMEs is the availability of affordable premises.”

Keeping rents low is key: Low rent = low prices (2)

Rents should be standardised and transparent.

Many traders were given licenses not protected by the 1954 Act. Some of those traders are currently being bullied to pay higher rents, and being threatened with eviction by council personnel.

The rent is £70 per sq ft for kiosks and £17 per sq ft for shops !

One Source, which manages the shops and stalls, is charging traders “whatever the last person agreed to pay”, whatever the circumstances. This behaviour is ‘outrageous’, according to legal advisors. It will harm the market because the stalls, kiosks and shops are part of the whole and rely on each other, as we have shown.



- **Fill the empty pitches** - is another big improvement needed. Management refuses to let stalls to people who want to trade. Clearly, empty stalls point to the possible argument that the market could be 'shrunk' and buildings erected on the site: this is where the Leeds study points to the valuable counter-argument that we need more fresh food stalls, not less.
- We have been told that the empty kiosks attract drug users who make use of these free, un-let, unsupervised spaces - so the current management's policy actively encourages **Anti-Social Behaviour**.

- It fair to ask people to judge the condition of the market before any improvements have been made, and then use those judgements to justify major change?

Between 2009 and 2013 the market improved to such an extent that international governments and London councils came to see. The managers at that time have recently reflected on some of the ways it was done :

- 1. Management were passionate about the market and wanted it to succeed.**
 - 2. Going out looking for new traders to create a variety of stalls.**
 - 3. A lot of time was spent talking to traders about their needs.**
 - 4. Diplomacy: willingness to listen and find ways to get buy-in for new ideas. They had lots of ideas for new ways to grow the market: online shopping, deliveries, a seating area – and more.**
 - 5. Events in the market: enthusiasm for ideas to bring more people and families into the market.**
 - 6. RENTS AT AN AFFORDABLE LEVEL. With good footfall in the market, the rents at that time were not disputed. Trade was good and traders saw that management were working in their interests.**
 - 7. Secure tenancies with proper terms of rent.**
-continues**

8. Compliance with Cleaner-Greener-Safer Newham:

Cleaner – starting with the full deep clean of the backed-up drains, an efficient cleaning programme was put in place that made a noticeable difference for customers and traders.

Greener – award-winning recycling measures were introduced.

- Cardboard was compacted and re-sold
- Used timber pallets were sold on
- Plastic boxes went to mushroom farmers
- Food waste went to Newham City Farm where it was composted or **fed to** the animals for free. A cart pulled by a shire horse called Blaise took away the food, which attracted a lot of interest in the recycling.
- It was “by-products” of the market, not waste, and created an income that could be ploughed back into the market.
- There was also plan for an incinerator to power all the lighting in the market and down Green Street !

Safer – Police visited the market office, spent time in the market, got to know traders - in time the petty thieves were driven away. continues

9. Painting of the inside was achieved with a very small budget and the work done by young people on the community payback programme.

10. A ring-fenced account for the market; a payment system that was easier for traders; get money in and spend the surplus; open book accounting. Over this period a deficit was converted to a surplus of £150,000.

11. Good morale attracts more customers, which creates good morale.

13. A plan to turn all markets into SMEs was proposed : the traders would operate and manage the market and this was a viable option.

14. Bottom line is storage – power supply – water supply – parking – toilets. If you've got all of those, you can make a market work.

15. Hard work and commitment.

Conclusions and the 'options'

- The regeneration mindset is narrow, as are regen economics. The Capacity/Viability study brief is about being 'cost-effective': where are other goals and values and different approaches to cost-effectiveness? Without these, you won't deliver for the market. Newham has the chance to pioneer a smarter, more enlightened approach to change.
- The Market is our Food Source
- Your engagement is always about telling people things, rather than listening and acting on what people say. We don't see people's many responses and comments recorded anywhere. Queen's Market should be an exemplar of how to engage with the ethnic communities of London. Hear the words of one participant on a working group: his experience is typical. <https://youtu.be/57aJSUmigPc>

Comments on the 'Options', from Pauline Rowe, secretary of Friends of Queen's Market:

- It looks like both your options add buildings at the expense of the shops and the compound. But the market can't afford to lose those trading and storage areas. So both options are a threat.
- The 'promise' of housing is unrealistic, as we know that developers always knock down the affordable numbers using 'viability'. Look at the Boleyn development, which out of 842 homes produced just 39 at London Affordable Rent, which is higher than social rented housing. We don't see how putting expensive housing on the site can possibly benefit either the market or the wider community.