



Market Based Delivery and Servicing Plan for London Markets | 2017



CROSS RIVER
PARTNERSHIP

Executive Summary

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London Markets – a unique setting

Vibrant, colourful and energetic are words commonly associated with the street market environment. Few commercial settings can match the highly immersive sensory experience when entering these unique environments where visitors are met with an array of sights, sounds and effervescence of a street market full of life – not just in the transactional exchanges between market trader and customer, but through the banter, camaraderie and an equal measure of bickering between the traders in what could be best described as a place that is very much for people. These unique settings where traders are un-encumbered by brick and mortar enable them to forge relationships that go beyond traditional neighbourly pleasantries, encouraging them to work with each other to operate in a classic case of low cost flexible space that must respond rapidly to the demand for use of the environment – be that their own operating needs, private sector servicing, municipal servicing, parking, vehicle and pedestrian foot traffic.

The London Markets Delivery Service Plan Project

Cross River Partnership has commissioned this work on behalf of the Central London Sub Regional Transport Partnership, that it convenes and facilitates between the eight central London boroughs on behalf of Transport for London.

Delivery Service Plans are one of many tools that Cross River Partnership (and other public bodies) have been developing with organisations to understand their current delivery and servicing patterns in order to help them identify measures that could help businesses to achieve efficiencies in deliveries, improve safety and importantly - offset their environmental impact on their surrounding public realm and air quality.

PWLC Projects has been commissioned by Cross River Partnership to develop Delivery Service Plans specifically for the London street market context, recognising that street markets operate in unique settings, differing from the traditional retail / commercial sector. Three inner London markets – Lower Marsh, East Street and Chapel Market were chosen for this study, each with differing characteristics and a broad range of strengths and issues that would allow other markets across a wider spectrum to gain insight and value from.

The objective of this study is to document the operational issues faced by these markets and identify solutions that could help alleviate competing requirements for road space, delivery and servicing with an emphasis on helping street market operators and market traders to take steps to reduce their impact on air quality and achieve wider environmental public realm outcomes.

Challenges

Approximately 48% of the market traders surveyed currently use personal vehicles, 60% of which are transit vans or similar to get into the market because they need to bring in fresh stock and equipment, or pick up stock on their route in due to a limitation on available storage space. Looking across all three markets, this accounts for as

much as 216 trips in and out of central London per day. This figure merely scratches the surface of the actual delivery and servicing requirements of a street market as business deliveries as well as municipal servicing requirements – predominantly waste management all factor heavily in the overall vehicular trips into / out of the market environment.

With the market sector expanding strongly in central and inner London by 28% between 2008 – 2014*, the correlation between vehicle trips and its negative impact on air quality presents a significant challenge for Local Authorities / market operators and market traders alike.

Good Practice

Great or small, any contribution to improving air quality makes a difference and it was very encouraging to see that market traders and businesses are already forging relationships with each other and partaking in practices that result in less overall vehicular trips into the market. There were very many instances of good practice including sharing supplier deliveries, transport and storage facilities. In an exceptional instance, a market trader shared suppliers and storage with a business but went that step further and adopted the name of the local business in exchange for free marketing.

As different as the markets are, all three demonstrated similar operational issues and market operators may take comfort knowing that they are not alone in dealing with issues like waste management, parking, traffic, stall layout and competition with neighbouring businesses. Varying degrees of effort and investment have been made to help mitigate these issues with varying degrees of success – success and good practice that can be replicated through adopting, or trialling new ways of working and learning from each other's experiences.

Opportunities

Market traders abundantly understand the monetary benefits of shared procurement and storage but it was clear that many did not realise that they were making inadvertent contributions to improved air quality. Similarly, market traders are prone to working independently and more often than not, were procuring the same or similar items as neighbouring market stalls but from different suppliers.

There are a great number of opportunities that therefore exist to build upon the current good practice, where it is evident that these practices could be much more far reaching if market traders and operators are supported in identifying joint procurement activities and crucially - educated about the wider environmental benefits of delivery service planning.

Recommendations

Recommendations seek to address an overarching aim to reduce the amount of vehicle trips made into the market and across London in order improve air quality.

* Sustainable Urban Markets An Action Plan for London (Cross River Partnership 2012).

However, it's clear that there are many indirect benefits that can be realised through these interventions that are not immediately obvious. Outcomes such as better public realm, pedestrian permeability, improved road safety, sustainable transport, waste management and drainage improvements can all be realised through a mix of short, medium and long term interventions. It is of no coincidence that many of these outcomes are priority agenda items for partnership organisations like London Economic Action Partnership (LEAP), the Greater London Authority (GLA), Local Authorities, Transport for London (TfL) and others. The Mayor of London has committed to addressing air quality in London – most significantly with the £20m Air Quality Fund (MAQF), but also more recently with the announcement of the Ultra Low Emission Zone (ULEZ), which will be introduced from 8th April 2019.

A summary of all recommendations for the three markets is set out below:

Lower Marsh Market

Category	Measure
Sustainable Procurement	Build on and explore joint procurement activities for market traders expressing an interest in sharing suppliers.
	Build awareness of air quality and attract further interest in joint procurement activities from other market traders.
	Work with businesses to establish joint procurement activities with the market.
Consolidation Solutions	Encourage the use of consolidated delivery points.
	Investigate long term viability of 114-118 Lower Marsh opportunity for market office, food tastings, incubator, storage, kitchen / refrigeration and training space.
Market Layout Changes / Improvements	Maintenance of existing loading bay at northern end of Lower Marsh and provide more spaces near the Christian Aid building.
Waste Management	Explore further joint procurement of waste oil disposal supplier.
	Encourage recycling by traders by providing them with bag tags that can be collected and disposed into recycling consolidation area.
Cleaner Vehicles / Alternative Transport	Promote and provide Eco Driver Training
	Encourage 4 and 1 Travel Choice weeks for market traders to not use their vehicles for a day a week.
	Build awareness and encourage anti-idling.

Category	Measure
	Introduce electric charging points on Tanswell Street
	Hold more road closures on Lower Marsh to promote air quality and walking.
Buying Local	<p>Invite local businesses to join a 'framework directory' so that market traders can utilise their supply chains.</p> <p>Invest in cargo bikes to transport goods locally.</p> <p>Build awareness about 'foodmiles' and the wider impact of sourcing goods from afar.</p>

East Street Market

Category	Measure
Sustainable Procurement	<p>Build awareness about air quality and provide guidance on behaviour change through events, campaigns and practical activity.</p> <p>Explore opportunity to jointly procure shopping bags for use during customer sales, instead of market traders using blue rubbish sacks.</p> <p>Work with interested businesses to establish joint procurement activities with the market.</p>
Consolidation Solutions	<p>Encourage the use of consolidated delivery points.</p> <p>Investigate long-term viability of new storage areas and parking areas at the back of SAST House on Dawes Street.</p>
Waste Management	<p>Investigate the introduction of underground waste bins in existing trash compactor locations, or potentially new locations like the Nursery Row Park forecourt.</p>
Market Layout Changes / Improvements	<p>Review the double yellow line provision and location of market pitches / parking bays at the junctions of King and Queen St, Blackwood Road, Morcambe St, Portland St and Brandon St to improve sightlines for traffic and pedestrians.</p> <p>Explore opportunity to charge for electrical infrastructure.</p>

Category	Measure
Cleaner Vehicles / Alternative Transport	Promote and provide Eco Driver Training
	Encourage 4 and 1 Travel Choice weeks for market traders to not use their vehicles for a day a week.
	Build awareness and encourage anti-idling.
	Introduce electrical vehicle on one or more of the proposed new loading bay areas on Blackwood Road, King and Queen Street, Morcambe Street, Walworth Place or Brandon Street.
Buying Local	Invite local businesses to join a 'framework directory' so that market traders can utilise their supply chains.
	Invest in cargo bikes to transport goods locally.
	Build awareness about 'foodmiles' and the wider impact of sourcing goods from afar.

Chapel Market

Category	Measure
Sustainable Procurement	Build on and explore joint procurement activities for market traders expressing an interest in sharing suppliers.
	Build awareness of air quality and attract further interest in joint procurement activities from other market traders.
	Work with businesses to establish joint procurement activities with the market.
Consolidation Solutions	Encourage the use of consolidated delivery points.
	Investigate long term viability of new storage areas in Grant Road car park
Waste Management	Investigate the re-introduction of a waste consolidation area, ideally on Chapel Place, but look at options on Northwest Place.
Market Layout Changes / Improvements	Introduce more loading bay provision on Baron Street.
	Investigate new market pitch layout arrangements

Category	Measure
Cleaner Vehicles / Alternative Transport	Promote and provide Eco Driver Training
	Encourage 4 and 1 Travel Choice weeks for market traders to not use their vehicles for a day a week.
	Build awareness and encourage anti-idling.
	Introduce electric charging points on Baron Street.
Buying Local	Invite local businesses to join a 'framework directory' so that market traders can utilise their supply chains.
	Invest in cargo bikes to transport goods locally.
	Build awareness about 'foodmiles' and the wider impact of sourcing goods from afar.

A Call to Action

These initiatives will help to address London's air quality and market operators and traders alike will need to be encouraged and supported to make changes to their operations and behaviours so that they can contribute to the wider environmental goals of the city. It is clear that many market traders are using diesel vehicles that will be subject to toxicity charges (T-Charge) when the ULEZ is introduced. It is also clear from our interviews that more than anything else, market traders are concerned about costs – this presents a distinct opportunity to support market traders now so that they are ready for the ULEZ in 2019. Support is available and a number of grant opportunities have been made available to Local Authorities and Business Improvement Districts in the past and in the present – be that through the Mayor's High Street Fund, Pocket Park Fund, or Transport for London Local Implementation Plan (LIP) funding. These funding opportunities have evolved somewhat but are still available – albeit structured differently. The Mayor of London offers crowd-funding opportunities: Crowdfund London. TFL (LIP) funding for Air Quality is made available to Local Authorities as well as Department for Food and Rural Affairs (DEFRA) Air Quality funding – both of these are not directly available for BID's but opportunities exist for project proposals to be co-produced and applied for by the Local Authority.

Furthermore, TFL are in the process of changing the way they fund major projects through LIP with a renewed focus on 'Healthy Streets' – major projects need to meet a number of indicators – in reference to this work, primarily air quality but also other indicators such as encouraging walking and cycling, places to stop and rest and pedestrian permeability. This new way of working can help underpin any proposals made by Local Authorities or jointly between Local Authorities and BID's, potentially helping to fund any recommendations made in this document.

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1 | Introduction

1 Introduction

Background and Context

PWLC Projects has been commissioned by the Cross River Partnership to understand the operational issues faced by markets and identification of solutions that could help alleviate competing requirements for road space, delivery and servicing. The project focuses on three inner London markets: Lower Marsh Market, East Street Market and Chapel Market as examples of London markets that have their own unique set of best practice and operational issues and similarly, common strengths and challenges that can be replicated or shared by markets elsewhere.

Cross River Partnership has commissioned this work on behalf of the Central London Sub Regional Transport Partnership, that it convenes and facilitates between the eight central London boroughs on behalf of Transport for London.

This project follows on from Cross River Partnership's 2014 study; 'Sustainable Urban Markets – An Action Plan for London', recognising the growth of inner London Markets and the challenges presented by this growth across four core themes:

- Strategic, legal and regulatory
- Regeneration, high streets and town centres
- Enterprise and entrepreneurship
- Low carbon and sustainability

Low carbon and sustainability underpins the Cross River Partnership study, where a focus on supply chains and promoting sustainable supply are crucial to the wider London context in terms of reducing the impact of delivery and servicing on air quality. Projects to improve London's air quality are crucial to the life of inner city living. There is a need for robust and sustained activity from all sectors to keep the air clean and minimise exposure to airborne particulates and fumes that are a contributory factor respiratory disease and the progression of chronic illnesses.

Initiatives to tackle air quality have been working well – things like the significant investment in cycling and hybrid buses stand out from an assortment of activities that have taken place in the capital, but it's the smaller things, the everyday interventions that individuals can do that will make a difference. Market traders can and are a contributing factor to the impact on air quality in London and with the onset of the Ultra Low Emission Zone in 2020, it is an opportunity for market traders and operators to review their habits, operations and facilities to meet the ever growing need to keep our air clean.

1.1 Lower Marsh Market, London Borough of Lambeth

Lower Marsh is a historical shopping street at the heart of Waterloo, located between the junction of Baylis Road and Westminster Bridge Road, which has operated a street market more or less continually for over 150 years. It possesses an attractive array of buildings and a diverse mixture of local independent shops, approximately five minutes' walk from

Waterloo Station. A £2.2m investment package to upgrade the streetscape of Lower Marsh was made in 2012 to create a more pedestrian friendly environment that helped encourage growth of what was a struggling street market where specific improvements to the market included a new, rationalised active frontage facing pitch layout that runs along the entire north side of Lower Marsh, parking & loading restrictions and electrical market infrastructure. Since 2012, Lower Marsh Market has been operated through a subsidiary company overseen by We Are Waterloo, the local Business Improvement District (BID) under a leasing arrangement with Lambeth Council.

The aim of the market is to add value to the offer available on street rather than compete with local businesses. Lower Marsh Market is very popular with food market traders, with a small number of non-food – a reflection of the markets central location serving a large proportion of lunch time visitors mostly from nearby employment sites and retail units but also from further afield.

1.2 East Street Market, London Borough of Southwark

East Street Market is one of the oldest street markets in London having been officially run since 1880. It is vastly large, running from the junction with Walworth Road to Dawes Street and serves as a community asset, being run by Southwark Councils Market team and visited predominantly by local people to buy goods ranging from fresh fruit and vegetables to African clothing and materials. During peak periods, East Street Market is an energetic hive of activity with market traders, independent businesses, people and vehicles contributing to a uniquely vibrant atmosphere of competitive commerce and hustle. Market pitches line the length of East Street from its junction with Walworth Road to Dawes Street – much of which backs onto active frontage contributing to the challenges of business / market trader relationships and the public realm in a wider context where it grapples to accommodate all of its users, impacting the various functions of the street such as parking, loading, pedestrian desire lines, vehicular traffic etc. Despite concerns regarding the re-development of nearby housing estates gentrifying the markets customer base; on face value the market still appears to attract footfall and there is an energy to the market that permeates through the relationships traders have with each other, and Southwark Council market officers.

1.3 Chapel Market, London Borough of Islington

Chapel Market lies in the heart of the Angel Town Centre and is run by the Islington Street Trading team. The street has a range of both market stalls, shops, cafes, bars and restaurants, which line the street on both sides and include both major chain stores and small independent boutiques. It is a traditional daily street market selling a mixed range of goods and services. Despite being closed on Mondays, it attracts a number of local residents as well as a mix of local office workers during lunchtime on Tues - Fri. The stalls offer a variety of produce and non-food products ranging from flowers to mobile phone accessories. Recently a number of take away type street food market traders have joined Chapel Market selling sausages and burgers, Caribbean food, jacket potatoes, Spanish, Chinese food and also Falafels. Market pitches are laid out with their backs to active frontage – though this has been an issue for some businesses, others have recognised the opportunity the market presents in driving footfall and have found ways to encourage and support it. Similar to East Street Market, competing demands for space on Chapel Market is prevalent and is made even more challenging in dealing with such a diverse commodity mix and its consequent diverse production of waste.

2 | Methodology

2 Methodology

Interviews of market operators, businesses and market traders were conducted on Lower Marsh Market, East Street Market and Chapel Market over a period of 15 weeks, November 2016 – January 2017. Not all of the businesses and market traders were engaged with because of the seasonal restrictions. However, a proportionately large sample population of respondents were engaged with providing a full and representative collection of views and answers. For the purposes of getting an accurate overview of the current parking, delivery and servicing situation and bay usage on the three markets a number of full-day studies and observations were undertaken on both weekdays and weekends.

2.1 Business and Market Trader Survey / Interviews

2.1.1 Lower Marsh

- 60 businesses took part in our face-to-face surveys on Lower Marsh.
- 34 market traders took part in our face-to-face surveys on Lower Marsh.

2.1.2 East Street

- 40 businesses took part in our face-to-face surveys on East Street.
- 86 market traders took part in our face-to-face surveys on East Street.

2.1.3 Chapel Market

- 25 businesses took part in our face-to-face surveys on Chapel Street.
- 40 market traders took part in our face-to-face surveys on Chapel Street.

3 | Lower Marsh Market

3 Lower Marsh Market

3.1 Development and Plans

In 2012/13 Lower Marsh was given an investment boost of £2.2m to improve the public realm, transport, highways and market infrastructure by Lambeth Council using local s106 developer funds. The project was developed in partnership with local resident groups and the We Are Waterloo BID to create a more pedestrian friendly environment that helped encourage growth of what was a struggling street market where specific improvements to the market included a new, rationalised pitch layout, parking & loading restrictions and electrical market infrastructure.



Figure 1: Lower Marsh benefited from £2.2m streetscape upgrade

The old Waterloo Library site at 114-118 Lower Marsh is currently being let to Meanwhile Space. However, a permanent use in the future may potentially provide a ground floor market office/school that could provide:

- Shared kitchen facilities
- Water
- Toilets
- Office
- Tastings
- Incubator for new market traders
- Storage
- Training space

3.2 Lower Marsh Market operates Monday – Saturday during the following hours:

Day	Operating Times
Monday	8.00 – 18.00
Tuesday	8.00 – 18.00
Wednesday	8.00 – 15.00
Thursday	8.00 – 21.00 ¹
Friday	8.00 – 18.00
Saturday	8.00 – 18.00
Sunday	Closed

Set up times in the AM is between 8.30 – 10.30, with packing down in the PM variable between 14.30 – 17.30 except on Thursdays where set up and take down allowances of 1.5 hours are allowed before opening and closing.

The busiest periods for the market are the weekday lunchtime trade, 11.30 – 14.30. Typically, Monday is consistently the quietest weekday with Wednesday through Friday experiencing the busiest peaks (depending on weather).

The Saturday market is different still, with a more consistent patronage throughout the day.

Market pitch hire is currently:

Hot food:	£45 p/day
Produce / other food:	£20 p/day
Arts, craft & other:	£10 p/day
Local small charities	Free
Promotional	£150 per day

As mentioned in section 3, 34 Market Traders were interviewed as part of this study. The interviewed traders were more or less representative of the Lower Marsh Market commodity mix on a typical weekday. This mix is presented below:

¹ Set up and take down allowances 1.5 hours are allowed before opening and closing

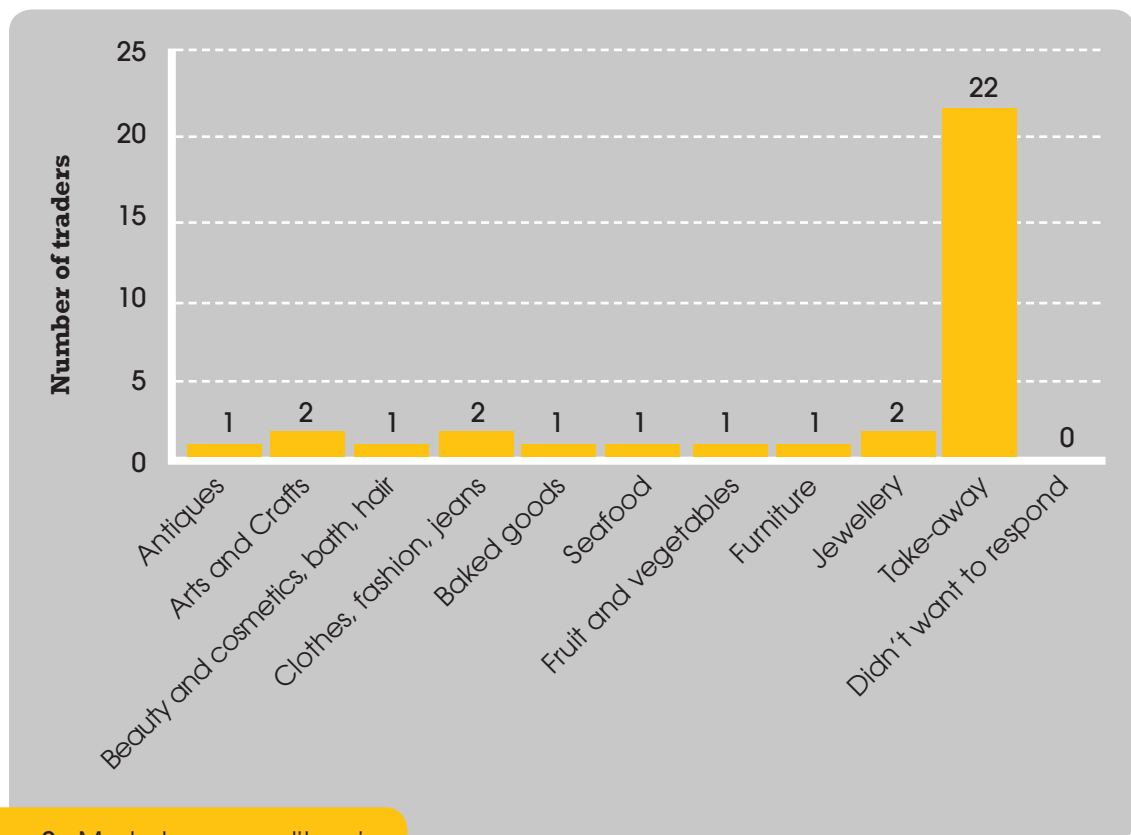
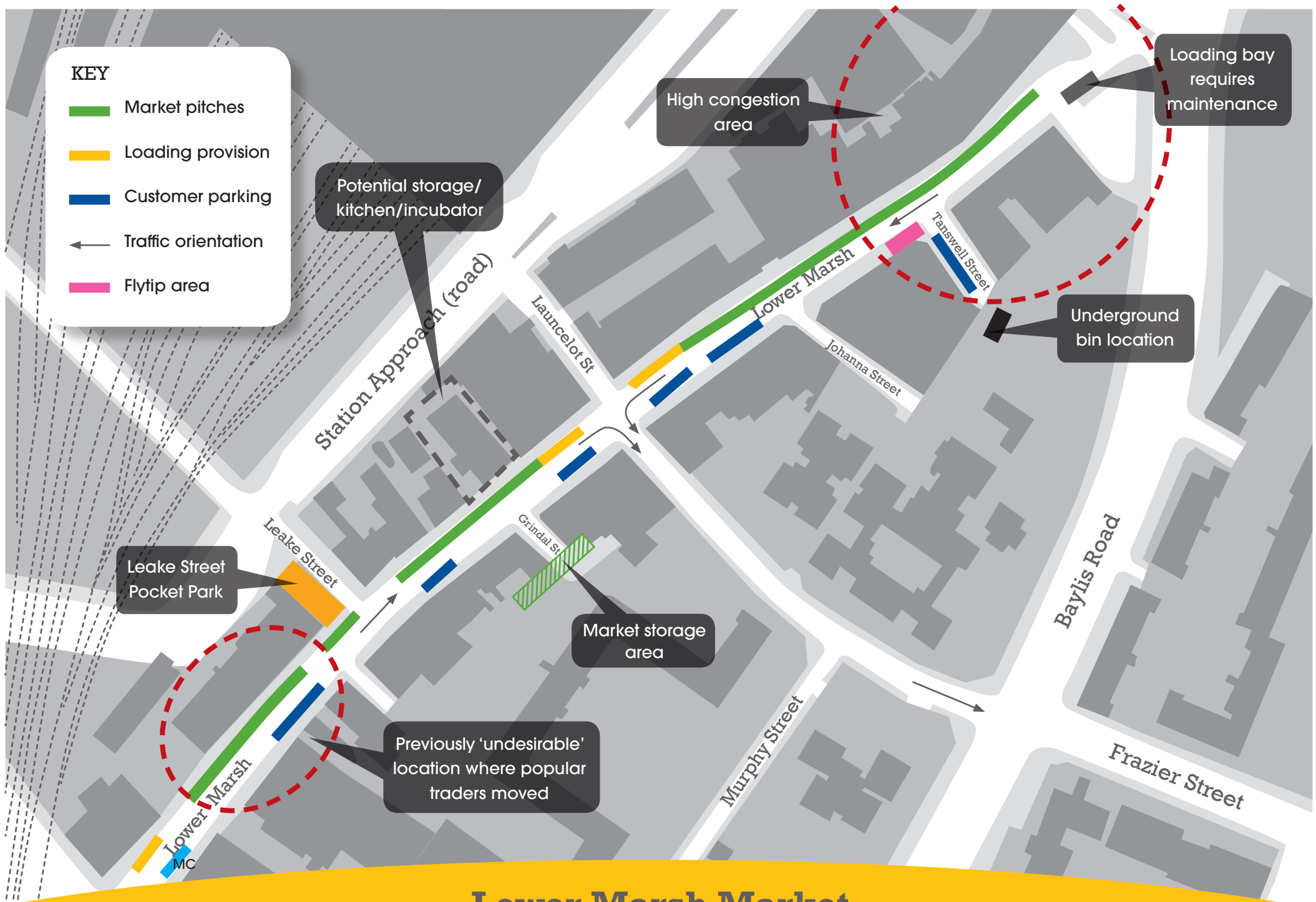


Figure 2: Market commodity mix

3.3 Market Facilities

Service / Facility	Cost / Fee
Market Canopy	Included in pitch fee
Electricity	£2.50 p/day
Storage – a single wheelie cage	£10 p/week
Toilets	None
Kitchen Facilities	None

Storage is limited to a small market shed at the end of Grindal Street (off Lower Marsh) that is owned by the Council, leased by a local business owner and then sub leased to Lower Marsh Market. The storage capacity is quite small, roughly 200m² and is generally full with market infrastructure and trader wheelie cages. There have been problems with theft from the shed – this is usually limited to Lower Marsh Market property though, rather than trader property. There are no shared kitchen facilities, toilets or water provision for market traders. At present the market storage area is full and the demand for space in there is high. This being the case, market traders seek alternative arrangements be that sharing storage cages, storing at home and driving their things in when required, storing in their vehicles, or sharing storage with local businesses, which four traders are doing at present.



Lower Marsh Market

3.4 Vehicular Traffic

Despite the market operating on most days, Lower Marsh still very much operates as a designated public carriageway for vehicular traffic with a 20mph speed limit. Traffic operates an inverse one-way system where traffic may enter Lower Marsh from either Baylis Road (north-east), or Westminster Bridge Road (south-west) but can only exit at its median point of Frazier Street, onto Baylis Road. However, an exception is made for pedal cycles that can travel in either directional flow along Lower Marsh. Many traders and businesses that were interviewed expressed concern about the inverse one-way system being confusing for motorists resulting in vehicles frequently contravening the one-way system when they get to the Frazier Street junction. Further to this, the Baylis Road end of Lower Marsh was observed as being disproportionately more congested than the rest of the street owing to the narrowness of the carriageway combined with the density of businesses and market stalls as well as being the highest pedestrian footfall area. Deliveries were an issue at this location – details of which are included more in Section 4.6.

3.5 Pedestrian Footfall

Lower Marsh is a pedestrian friendly environment that is designed to prioritise pedestrians and encouraged people to stop, eat, socialise and shop. The Lower Marsh Market is set up along the northern section of the Lower Marsh carriageway where approximately 200m of pitch space has been designated for market use at the following times:

Mon – Fri	8.30 – 18.30
Sat	8.30 – 13.30

The market stalls face the retail units from the edge of the kerbside, so as not to obstruct the view of active frontage and principally share the pedestrian footfall on the pavement. To further minimise any obstruction, Lower Marsh Market canopies are fitted with transparent backs to improve visibility of the retail offer. Much of the northern pavement of Lower Marsh was widened (in some instances to more than 3 meters wide) during the improvement works so even though there is plenty of space on a Friday lunch time it can be difficult for pedestrians wanting to get through the crowd of queuing customers. Lower Marsh has traditionally been busy at the northeast end of the street (between the junction of Baylis Road and Frazier Street) and for this reason most market traders have historically requested pitch space there. Despite this, We Are Waterloo has been successful in shuffling traders onto the (less busy) southwest side of Lower Marsh. Despite resistance from traders, the move was made, with WAW getting their best performing trader to move. This eventually resulted in higher footfall for this area, making it a desirable location for traders – with some traders even asking to be moved there. Further to this, Lower Marsh Market has also trialled a temporary road closure in the summer to facilitate pedestrian only market days.



Figure 3: Kerb facing market pitches don't obscure active frontage

The relationship between market traders and businesses has improved over the years since We Are Waterloo BID has held the lease for the market due to much attention being put into avoiding things like 'commodity clash' and arranging smoky food stalls outside clothing stores. Practices like restaurants supplying market traders with water, traders sourcing stock from local shops and traders supplying shops with their products are a positive example of the symbiotic relationship that market traders have with the businesses. Through our surveys with businesses only a small proportion of them, 7% said that they were not happy with the hot food market traders and actually, very many were supportive of the market and believed that it helped by encouraging footfall to the street.

3.6 Deliveries & Re-stocking

The majority of market traders, some 94% stated that they do all their restocking themselves and only 6% rely on external deliveries. Private vehicle was the most commonly used form of getting to the market where 59% of the market traders interviewed rely on private transport to deliver their goods to the market and get to work. All stated that they park in nearby streets where parking is available and about 11% of them need to go back to their vehicle during the day to re-stock on goods for their stall. Upon further investigation it was found that all of the market traders that drive in need to use their vehicles to restock. Importantly, 17 of them were food traders that said they needed to bring in fresh food, their cooking equipment/pots/pans etc as there were no kitchen facilities on site and little storage. The other 3 relied on transport to carry significant amounts of retail goods, or fresh produce in order to operate daily.

A third of the traders had to restock only once a week and 24% of them at least once every day. The goods themselves come from a variety of locations as demonstrated in the table below.

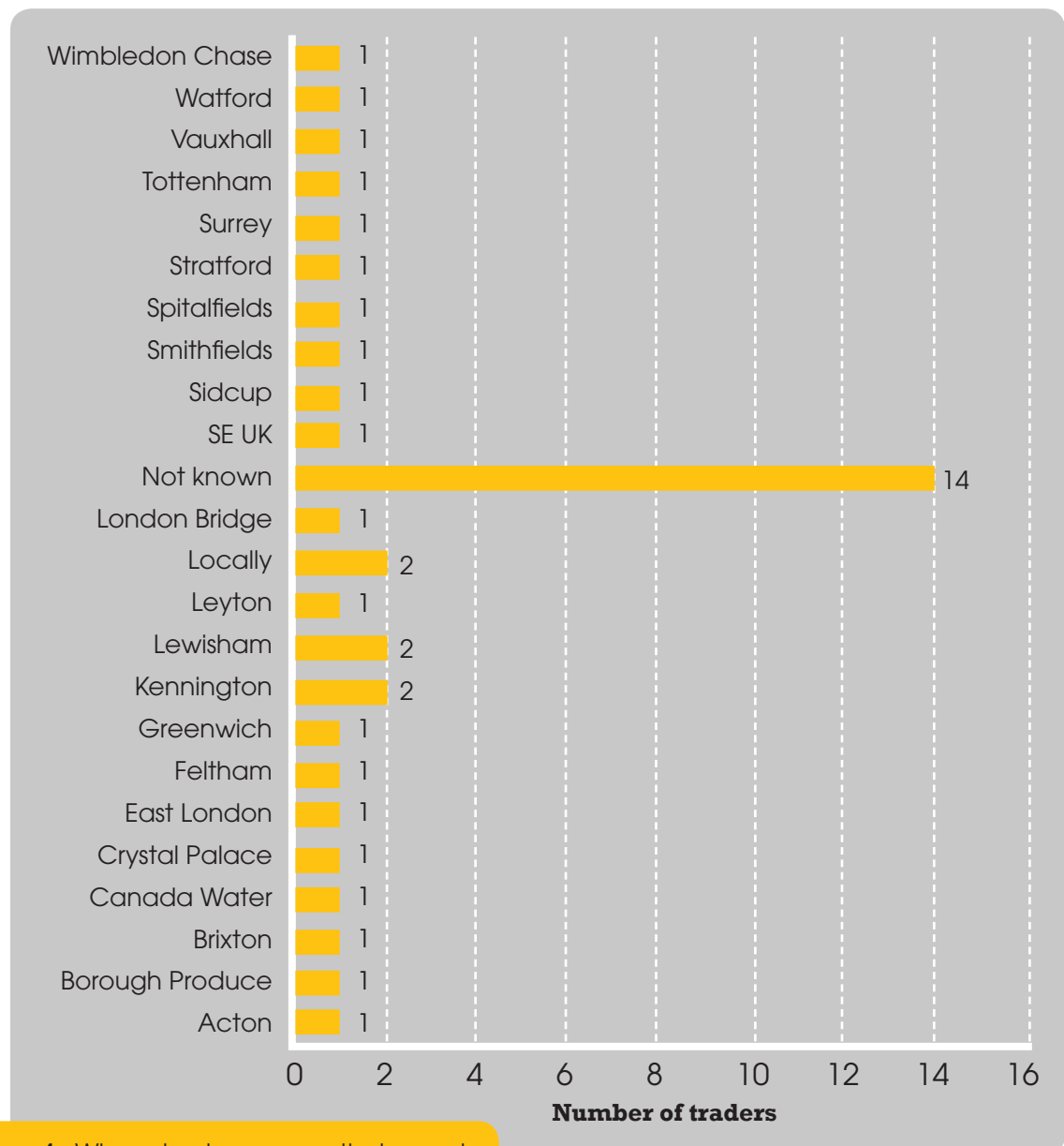


Figure 4: Where traders source their goods

If protracted across the whole of the market, it appears that the amount of trips into the market simply to commute and deliver stock to stalls is quite significant. If the market is at full capacity that likely accounts for 33 individual vehicle trips into Lower Marsh on a daily basis.

During the interview process, Market Traders were asked a series of questions about deliveries specifically in relation to reducing the quantity of them and procurement sharing options. The results of these are contained in figure 5 and 6.

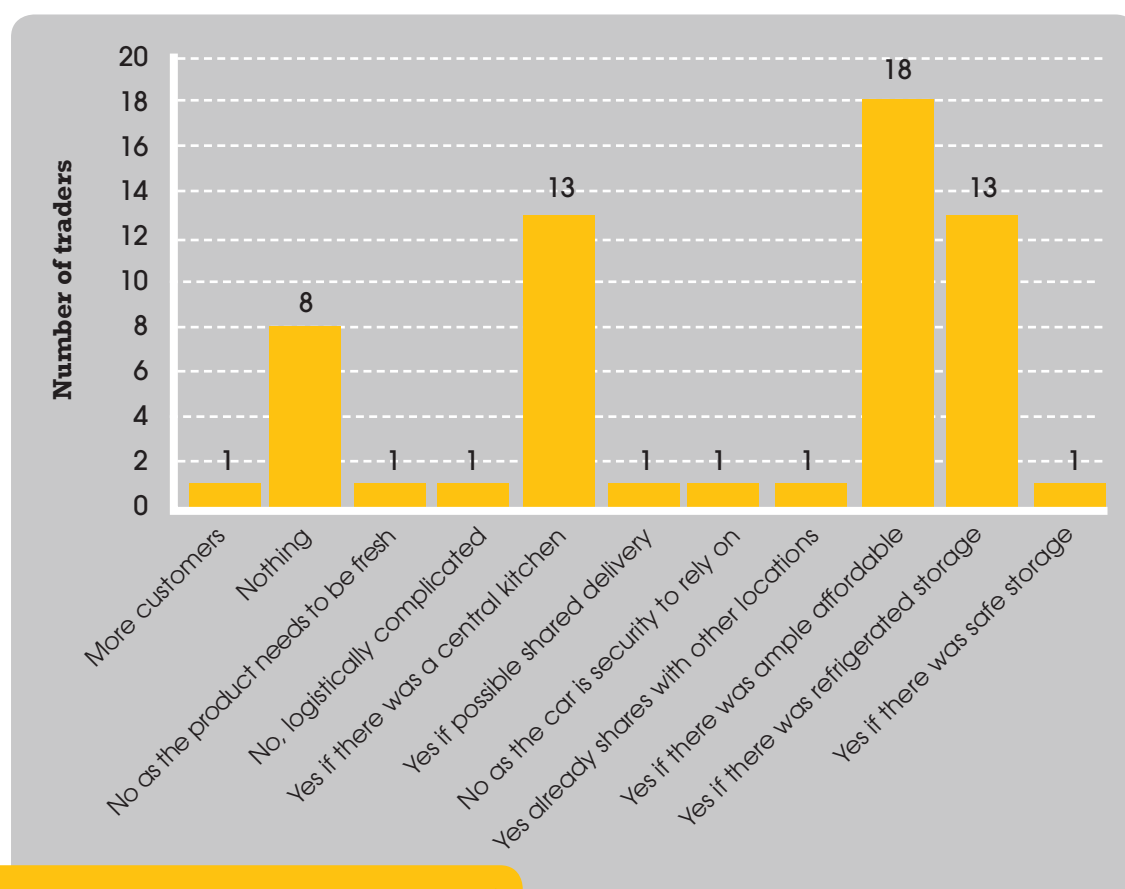


Figure 5: What would help with deliveries?

Some obvious answers were recorded from this question – with some of these issues having been touched on already through interviews with the Market Operator. Lower Marsh Market is dominated by food traders and any facilities that would help traders store and prepare food on site would significantly reduce the amount of trips into the street. Like any business operator, Market Traders are always trying to save money and their incentive to take public transport would likely increase in the future if more facilities were provided.

In terms of shared procurement, there were five instances recorded during the interviews of this happening on street already, these included:

- Fruit and vegetable stall and florist share deliveries to New Covent Garden Market each morning to source produce and flowers. This set up has been running for a number of years and is emblematic of how forming relationships in a market environment can be beneficial. The set up clearly saves both traders time, money and effort whilst without them likely realising how they are playing a much wider role in reducing London's carbon footprint.
- There was an instance of two market traders sharing gas deliveries – in that a supplier was visiting site and filling up gas cylinders for hot food traders. It's important to note that this was based on a survey of 34 market traders and that the actual numbers for this shared procurement are actually number five. A total of 15 market traders use gas, so there is potential here for further shared procurement.

- A stall advised that they were already sharing deliveries across London, in that they held market pitches in two other markets.
- Another good example of sharing included a couple of hot food traders that shared storage AND produce deliveries with a café on Lower Marsh. This type of business to market trader relationship is rare, but it is positive to see that it does happen and could present further opportunities in a street market with well established market traders and willing businesses.

Outside of the interviews, it was also established that another market trader was sourcing their quiches through the same supplier as a local café. Furthermore, one of the businesses surveyed advised that they have gone 100% electric for their fleet of five vehicles that are shared among six shops all over London, reducing their carbon footprint and easing congestion.

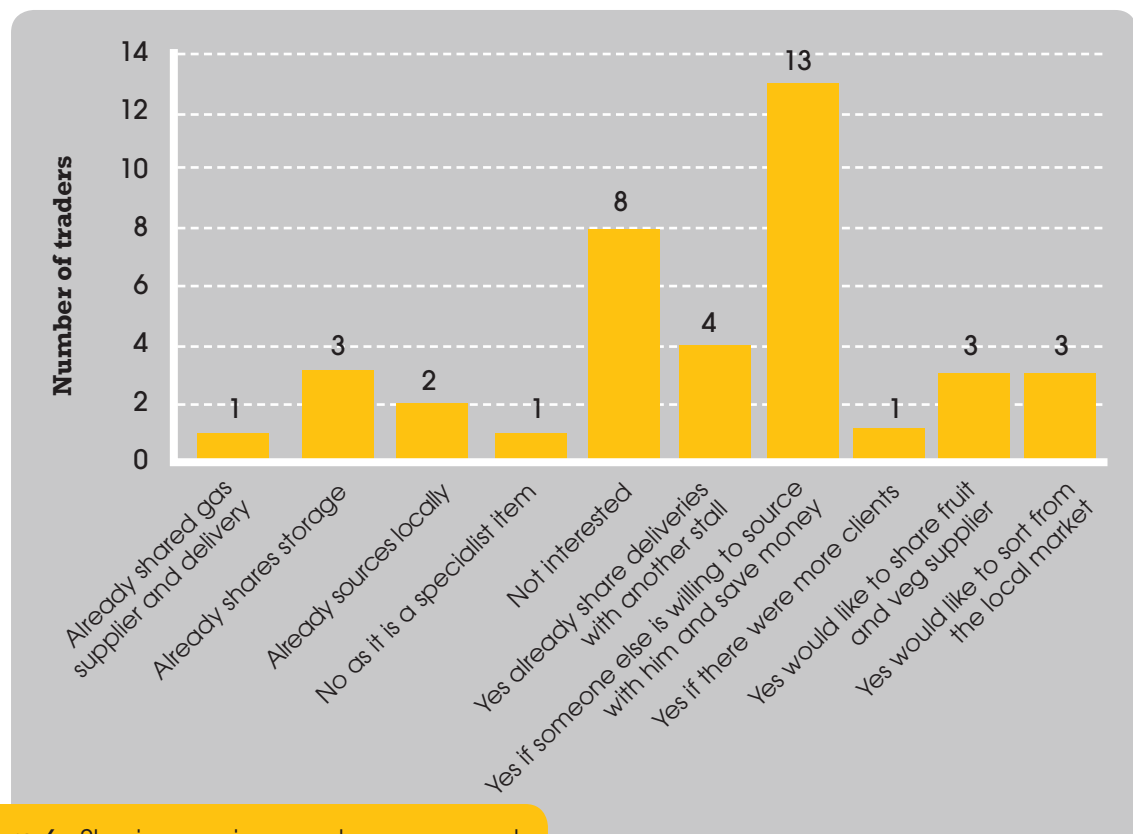


Figure 6: Sharing services and procurement

As shown in the above table, 13 market traders appear willing to engage in joint procurement if it could save them some money. Of the 13, eleven were food traders – many of which shared common products that could very easily be shared with other market traders. Shared consumables included:

- Serviettes
- Kitchen roll
- Latex gloves
- Rubbish bags

- Plastic / paper bags for take-away
- Take-away containers
- Cups
- Utensils

Food products such as chicken, meat, seafood, fruit and vegetables would be more challenging given that market traders currently (on the most part) source themselves and prepare food at home. If food deliveries were to be undertaken jointly, they would likely need to be delivered to Lower Marsh – and be delivered at an optimum time so as not to require refrigeration (meat, chicken and seafood) before the trader can pick up the product and go home.

Shared procurement is not without its challenges, but its encouraging to see that there is a willingness to share and that is even further reinforced by 85% of businesses either already in some form of shared procurement, or interested in doing it.

3.7 Parking

Some parking and loading provision is available in Lower Marsh, this includes:

Parking Bay	Quantity
Short term customer parking bays (30mins)	14
Disabled bays	1
Motorcycle Bays	10m
Loading Bays	49m

In addition to this, the 200m of market pitch provision along the northern length of Lower Marsh can be used for parking outside of the following times:

Mon – Fri	8.30 – 18.30
Sat	8.30 – 13.30

Despite this restriction, vehicles are able to legally load / unload in the market pitch provision during market operating hours subject to space being available. However, Market Traders are not able to park long term on Lower Marsh and if they want to park nearby, they need to pay and display, or apply for a 'Waterloo Business' parking permit. Parking enforcement is very rigid in Lower Marsh and surrounding streets – illegally parked vehicles will get ticketed so generally the parking restrictions are adhered to.

As 59% of the market traders interviewed rely on private transport to deliver their goods to the market and get to work, their view is that there needs to be trader parking supplied, or some subsidised parking permits made available by Lambeth Council. These were by far the most consistent responses obtained from market traders about how to improve parking and loading in Lower Marsh.

Before the improvement works in 2012 Lower Marsh was congested with market trader and business vehicles owing to a reduced cost 'trader' permit that was in place initially for market traders on Lower Marsh, but then extended to businesses as well. One of the main objectives of the improvements was to reduce the amount of vehicles on street. Going back on this objective would harm the use of the street and likely just encourage market traders to use their vehicles even more.

The majority - 91% of the traders had set up their stalls by 10AM, with 40% ready before 9AM. Only 17% reported to having occasional issues getting ready on time because of parked vehicles in market pitches, two of whom facing the difficulties at least once a week. Packing down was more uniform, seeing 83% of the traders leaving the street around 3PM and 5-6 traders packing down between 3PM and 6PM. The figures corroborate the findings of the parking capacity study, where Lower Marsh experiences its highest levels of parking on street at around 10am and then again at 4pm. This is demonstrably due to the market set up and pack down.

About a fifth of traders would welcome both longer loading allowance and increased customer parking times to help improve trading and custom. Finally, about a third of the traders agree with 25% of businesses and would like to see additional loading bays at the northeast end of Lower Marsh, specifically near the Christian Aid building to ease the pressure on deliveries and during setup times. Through the parking capacity survey it was found that the single loading bay located outside 48 Lower Marsh was more or less full 100% of the time by a single white delivery van. Upon inspection and checking with the Local Authority it was found that the bay is not sufficiently line marked, therefore parking officers were unable to enforce the bay legally by issuing tickets for overstay. This is a cause for concern for deliveries, given that this location experiences the most congestion, but can be very simply remedied.

3.8 Waste Management

Waste is generally managed quite well on Lower Marsh where Lambeth Council's timed collection from between 7.00 – 8.00 and 17.30 – 18.30 is more or less adhered to. In parallel to this, We Are Waterloo has commissioned a recycling collection contract with First Mile, which 78% of businesses on Lower Marsh have signed up to. This joint procurement is the single most effective example of best practice on Lower Marsh, where businesses save money, whilst their carbon footprint is minimised through reduced waste collection trips.

In addition to this, there are two underground bins (general waste / recycling) sited behind Johanna Primary School that were installed as a part of the improvement works in 2012 to replace a trash compactor that was sited at the gateway into Lower Marsh (in front of 48 Lower Marsh). The bins are an example of good practice, where:

- Their location is away from the general public and active frontage
- The school gets free waste collection for providing the site
- The bins appear as normal sized street bins above ground are completely sealed minimising vermin issues

- The bins allow for both general waste and recycling
- Minimal trips - they only need to be emptied twice a week because they hold 5t each



Figure 7: Underground bins located in Tanswell Street of Lower Marsh

These bins allow the street sweeper to go around the market and collect market waste and then place into them into the underground bins. With this in place, market traders are still instructed (within their terms and conditions) to take all of their own waste and recycling home. This doesn't necessarily happen in practice:

- Many traders will fly-tip their refuse next to public bins for the Council to collect during the timed collection.
- It is believed that some traders continue to dispose of fat and waste water into road drainage, however this is difficult to prove and enforce against.

Even though market traders fly tip, they do so in a considerate manner by leaving waste next to bins knowing that they will be picked up during the timed collection. These proxy consolidation areas are generally located at the junction of Lower Marsh and Tanswell Street and the junction of Lower Marsh and Grindal Street. It is generally fine up till 14.00, but when the street sweeper moves off site at 14.00 it creates an eye sore on street between until the timed collection. This results in an excess amount of waste on street and as much of the general waste contains food it stains the pavement areas around the bins.



Figure 8: Popular fly-tipping area outside Christian Aid

In terms of the waste generated, our surveys indicated that traders were generating quite a lot of waste Figure 9. It was clear from our initial interviews with We Are Waterloo that Market Traders did not recycle – this was made further evident by the fact that most classed all of their waste as 'general'. In total, they generated 36 bags of general waste on a daily basis, extrapolated over a week the numbers appear to be very high at 180 bags. Three market traders advised that they collect their waste oil over a week and have a specialist oil collection contract with Cater Oils that frequent the market once a week to collect and dispose of it. The other two traders who have waste oil take it home with them to dispose of.

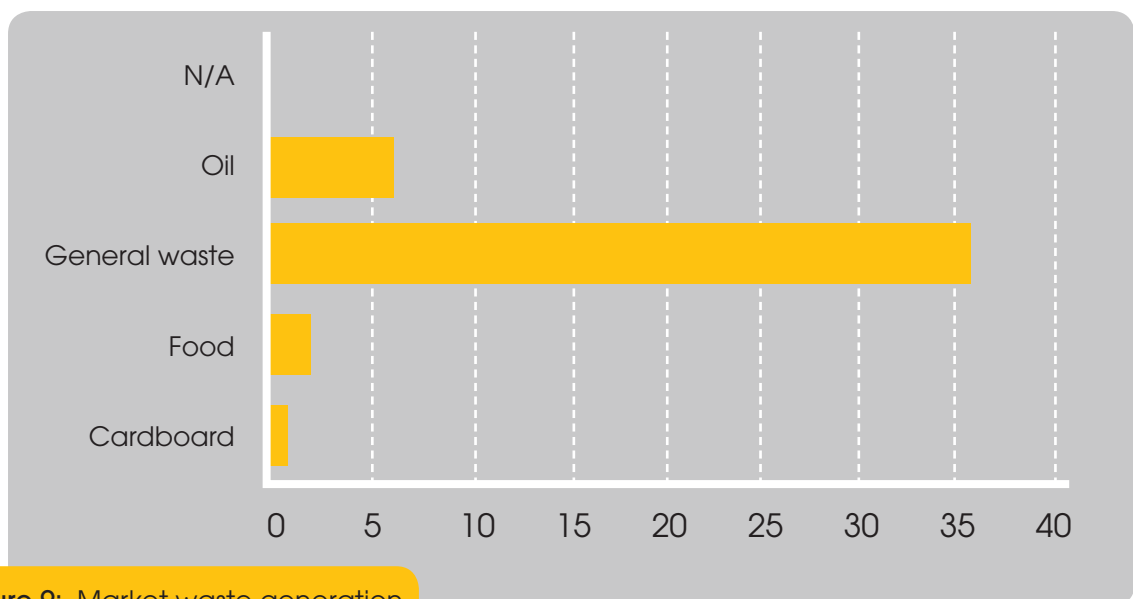


Figure 9: Market waste generation

Lastly, the market is provided a street sweeper on Lower Marsh that works under a special arrangement that is over and above regular sweeping services across Lambeth. Generally, this operative does a very good job making sure to empty the bins on street and disposing of the waste in two underground refuse bins.

Other general points noted included:

- A clear way of identifying trader waste to be able to differentiate it from resident or local businesses fly tipping
- We Are Waterloo BID would consider using First Mile to support the market traders to collect more recycling, but would need this to be reflected in the licence fee from Lambeth

Gully Cleansing: Lambeth Council have a commitment to clear all gullies every 6 months, though the market operator has not noticed this happening. Gully cleansing is made more difficult by some market traders pouring waste water containing fat down the drains.

WAW offer their own cleaning service with a private contractor to clear 'grot spots' generally these areas being next to bins where market traders are fly-tipping, or under hot food market pitches.

3.9 Existing Good Practices

- Market stalls face the retail units so as not to obstruct active frontages and principally share footfall on the pavement.
- We Are Waterloo BID have been successful in shuffling traders around to increase demand of perceived undesirable locations.
- Two market traders jointly procure fresh produce and flowers at Covent Garden Market.
- Five market traders get their gas cylinders replenished by the same supplier.
- Two hot food traders share storage and produce deliveries with a business on Lower Marsh.
- One market trader sources their quiches using the same supplier as a local café on Lower Marsh.
- One market trader has multiple pitches across London and optimises their deliveries to reduce cost and environmental impact.
- 85% of businesses are either already in some form of joint procurement, or are interested in doing it.

- 78% of businesses are signed up to a joint recycling contract with First Mile, resulting in less trips overall by multiple recycling collections.
- Three hot food traders use the same supplier to collect and dispose of their waste oil.
- Lower Marsh has a consolidated waste area with underground bins and a street sweeper under special arrangement that clears market waste into the bins up till 14.00.
- We Are Waterloo BID are piloting a food sharing application called 'OLIO', which could lead to less food waste therefore less refuse collections.
- We Are Waterloo BID complement Lambeth Council's street cleaning with their own 'grot spot' cleaning – generally at locations where market traders have been fly tipping, or under hot food pitches.
- A business on Lower Marsh has switched its fleet of 5 vehicles to electric where they share these across their six London locations, reducing their overheads and carbon footprint.

3.10 Summary

Lower Marsh Market is well managed having its own dedicated team that does a good job of managing the operations, marketing and development of the market. Having established links with businesses, We Are Waterloo is better able to reach a balance between market trader and business relationships, which is made significantly easier with a public realm that helps facilitate this. Although not without its problems, the Lower Marsh pitch layout is retail frontage facing, allowing shops and markets to share customer footfall along the northern section of the street. Operationally, Lower Marsh Market never stagnates – trials to shuffle market traders to make quieter areas of the market more desirable should be lauded for helping distribute footfall on the street more evenly, benefitting businesses and traders as well as minimising areas of congestion.

Waste is managed relatively well on Lower Marsh where there is an official waste consolidation area and a couple of 'unofficial' ones. The use of underground bins, a dedicated sweeper, joint recycling contract for businesses and a proactive market operator all contribute to keeping Lower Marsh as clean and tidy as possible, whilst minimising the amount of trips made into the street on a daily basis. Lower Marsh is not without its issues though – more needs to be done to resolve fly tipping by traders and businesses as well as disposing of waste water and oil.

Many market traders and businesses within Lower Marsh are exhibiting good practice in the way that they undertake their procurement, delivery and servicing. Although not all expressed interest in shared procurement possibilities in the future, if a contract for common goods was initiated and demonstrated value for money it would be difficult for market traders not to be convinced to join.

3.11 Recommendations

Sustainable Procurement

Joint procurement can be a quick intervention for market traders to collaborate on and although small, cumulatively can make a positive contribution to air quality. Market Traders are already sharing procurement of items like flowers, fruit and vegetables, foodstuffs and dry goods, but there is a massive opportunity to do more – common goods like bags, serviettes, kitchen roll, latex gloves, rubbish bags, take-away containers, cups and eating utensils are all products multiple market traders use. Joint procurement also has an indirect impact on public realm, pedestrian permeability and road safety, where a reduction in vehicles in the market creates an improved space for people and creates opportunities for the operators to flexibly manage. A summary of Sustainable Procurement recommendations for Lower Marsh Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Sustainable Procurement	Investigate joint procurement of common items for the 13 interested market traders including serviettes, kitchen roll, latex gloves, rubbish bags, plastic / paper bags for takeaway, take away containers, cups, utensils and some fresh produce items could be sourced with single contracts helping traders to save money whilst also reducing the number of vehicular trips they need to make into the across London and potentially into the market.	Reduced number of as much as 24 vehicle trips or shortened journeys in / out of market per week.	Better Air Quality, Improved Pedestrian Permeability, Improved Public Realm, Improved Road Safety
	Although out of scope for this study, 51 businesses were already in some form of joint procurement, or interested in doing so. Any efforts to establish shared contracts between businesses and market traders would greatly contribute to reducing trips into the market.	Reduced number of as much as 49 vehicle trips or shortened journeys in / out of market per week.	
	Investigate joint procurement of gas cylinder replenishment to occur during off-peak times in the market on either a Monday or Tuesday. This will help greatly to reduce the impact of trips into the market.	Reduced number of as much as 14 vehicle trips or shortened journeys in / out of market per week.	
	A 'procurement champion' could lead on facilitating these contracts and also educate market traders on the obvious financial benefits of shared procurement, but also the number of contributions each	Pledges can be translated into measurable targets for market traders and result	

Category	Measure	Measurable Benefit	Outcomes
	<p>and every intervention has on air quality. A stall could be set up in the market seeking 'pledges' from market traders and advice given to educate them about air quality in the market and provide guidance to facilitate behaviour change. Behaviour change interventions could include: The market stall could be complemented by air diffusion tests, leaflets and links to highlight other sustainable offers from Cross River Partnership – directly relevant ones for market traders could include:</p> <p>deliverBEST deliverBEST helps businesses identify and implement actions to reduce the impact of their deliveries on air quality and traffic congestion while achieving business efficiencies and cost savings. The online Business Efficiency and Savings Tool recommends relevant actions for each business which they can implement on their own or with the support of the deliverBEST team's bespoke support service. Start the conversation at deliverBEST. deliverBEST has been developed by Cross River Partnership through its Mayors Air Quality Fund-supported Clean Air Better Business programme, and URBACT III programme Freight TAILS.</p> <p>Low Emission Supplier Directory Whether it be joint procurement, or using sustainable suppliers businesses have benefitted financially and reduced unnecessary trips by delivery vehicles and support suppliers who take air quality seriously. As an example of best practice, Victoria BID created a 'Low Emission Supplier Directory': http://www.victoriabid.co.uk/work/zero-and-low-emission-suppliers-directory/ to help their businesses identify suppliers who operate zero and low emission fleets. If joint contracts for market supplies could be established, there is no reason why tender packs for the supplies could not include a sustainability requirement in delivery fleets.</p>	<p>in discounted pitch rates for 'sustainable traders' - this could in turn be promoted by the market operator - something that the customer base will appreciate.</p>	

Consolidated Solutions

Consolidation areas – whether for storage, deliveries or waste are crucial operational facilities for a market environment. Notwithstanding the operational benefit of these areas, they also play an important role in improving air quality, public realm, pedestrian permeability and road safety. If market traders are provided storage, refrigeration, kitchen / washing up facilities and delivery points their reliance on making regular vehicular trips into and out of the market is reduced, resulting in less emissions and a better, safer street environment. Many market traders were found to be sharing existing storage areas, but storage facilities don't necessarily need to be dedicated sheds or cabins – many traders were sharing space with businesses. Some of these relationships had evolved so much so that in one market a business and market trader shared the same name but were totally separate entities run by different people. The market trader not only shared deliveries and storage with the business, but was allowed to adapt the business name and branding in exchange for free marketing. A summary of Consolidation Solutions recommendations for Lower Marsh Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Consolidation Solutions	<p>Personal deliveries or deliveries intended for market use</p> <p>Consolidating and redirecting personal deliveries away from central London workplaces using Click & Collect services improves efficiencies and reduces the number of vans on our streets, helping improving air quality and reduce traffic congestion.</p> <p>The location of alternative Click & Collect parcel collection points across London are mapped at Click & Collect, making it easy for online shoppers to identify their most convenient collection point. The website, developed by Cross River Partnership, also provides free deliveries and free trial memberships for the paid-for services.</p>	Reduced number of deliveries into market per week.	Better Air Quality, Improved Pedestrian Permeability, Improved Public Realm, Improved Road Safety
	<p>Storage space – particularly refrigerated storage and a central kitchen were the things that most traders thought would help them to reduce their deliveries and / or promote the use of public transport.</p> <p>With the possibility of 114 – 118 Lower Marsh being developed, there is an opportunity to achieve this, while also providing a market office, food tastings, incubator for new market traders, more storage and training space.</p>	Reduced number of as much as 160 vehicle trips or shortened journeys per week*	

* Based on 20 market traders currently using a vehicle to get into Lower Marsh, reducing their use to twice a week instead of 5 times a week.

Market Layout Changes / Improvements

Lower Marsh Market has been successful in shuffling their market layout around where they moved one of their top performing market traders to an undesirable location and saw increased footfall to this area as a result of the move. Despite initial reluctance to the move, the market traders have now established themselves to the point where they don't want to set up anywhere else and businesses and market traders alike have benefitted immensely from increased footfall. Dispersal of footfall helps to address congestion – leading to improved pedestrian permeability, road safety and greater opportunities to use the public realm more flexibly. Flexible uses such as waste consolidation and / or loading areas should be a key focus here for markets in the medium to long term – with an emphasis on reducing trips into the market to improve air quality. This can also be further reinforced by simple improvements to traffic and parking enforcement or larger scale changes such as retail facing pitch layouts that work to harmonise relationships in the street and create a better retail destination for visitors that could see what the street truly has to offer from market traders and businesses. A summary of Market Layout Changes / Improvements recommendations for Lower Marsh Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Market Layout Changes / Improvements	Loading bays at the northern end of Lower Marsh could simply be improved with line marking maintenance in addition to new loading bay spaces being provided for near the Christian Aid building to ease loading congestion on Lower Marsh and facilitate better and safer pedestrian movement across the public realm.	Not measurable	Better Air Quality, Improved Pedestrian Permeability, Improved Public Realm, Improved Road Safety

Waste Management

Operationally, waste management presents a significant environmental and logistical challenge for market operators. Encouraging market traders to co-operate with waste management strategies like recycling and disposal of contaminated waste are compounded by the limited amount of public space that is available on street markets to sustain a street environment that is kept tidy and free of loose waste. However, waste management, if done effectively has the potential to offer a significant impact in terms of producing positive outcomes in terms of air quality, green infrastructure, public realm, drainage, road safety, waste consolidation and pedestrian permeability. Market traders, operators / Local Authorities and businesses can all play a crucial part in making simple changes in their behaviours, or operations to contribute towards these positive outcomes. A summary of Waste Management recommendations for Lower Marsh Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Waste Management	Build on an existing contract in the street where at least 3 market traders are using the same supplier to collect and dispose of waste oil. Opportunity to use this supplier should be encouraged to drive down cost and for collections to occur during off-peak times in the market on either a Monday or Tuesday. This will help greatly to minimise the amount of waste oil being disposed of incorrectly - either with general waste, or down road gullies.	Reduce number (undefined) of times Local Authority would need to make to clear blocked gullies. Reduce up to 4 vehicle trips into / out of the market by supplier on a weekly basis by co-ordinating collections.	Better Air Quality, Improved Pedestrian Permeability, Improved Public Realm, Improved Road Safety, Drainage Improvement, Waste Consolidation
	There is an opportunity for market traders to recycle more generally, where many of the issues on street now could be minimised by offering market traders coloured disposal bags, or tags that they could separate their general waste from recyclables. Market traders don't need to consolidate their waste – rather, Lambeth (or market) operatives already collect waste / recyclables and simply dispose into the underground bins that are already in situ. This type of intervention is easily achieved – the local authority is already picking up waste left by market traders. Market traders really only need to make a slight change in their behaviour by separating recycling from general waste to make a significant contribution to the environment.	Increased number of recycled waste - which could be quantified by undertaking a before and after analysis.	

Cleaner Vehicles and Alternative Transport

Until such time that more storage capacity is identified in markets, many market traders will need vehicles to continue to deliver and store goods on a daily basis. With the Ultra Low Emission Zone coming in 2020, market traders need to start thinking about whether they continue to drive in on a daily basis to trade. Although ideal, it doesn't mean that all market traders should invest in a new ultra low, or zero emission vehicle. But steps to reduce the amount of trips into the market need to be made – things like anti-idling, using sustainable suppliers, economical driving courses or making alternative sustainable travel choices are small interventions but if every market trader did just one of these things, their collective actions would contribute significantly to air quality. A summary of Cleaner Vehicles and Alternative Transport recommendations for Lower Marsh Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Vehicles and Alternative Transport	Sustainable Market Trader measure: Eco Driver Training – if market traders are driving in regularly, efficient driving skills help to reduce fuel usage, cut costs and lower emissions. As part of the Cross River Partnerships Cleaner Air Better Businesses programme, subsidised training was made available to businesses, but this is something that could potentially be expanded to markets in the future.	Eco Driver Training take up could included as a part of a 'Sustainable Market Trader' pledge and quantified based on take up and successful completion of training.	Better Air Quality, Improved Public Realm
	Sustainable Market Trader measure: 4 and 1 Travel Choice - market traders could be encouraged reduce the use of their vehicle from 5 days to 4 in order to reduce the amount of trips they make into the market. This could be encouraged with additional storage space or discounted pitch fees.	Reduced number of as much as 40 vehicle trips into / out of the market per week*.	
	Sustainable Market Trader measure: Anti-idling conditions - market traders should be encouraged to not leave their engines idling during set up, delivery or pack down. Anti-idling days could be facilitated to guarantee spot checks on market traders as well as encouraging other vehicle users.	Awareness raising - not measureable.	
	Build on a local businesses commitment to an electric car fleet by introducing an electric vehicle charging points on Tanswell Street. With the introduction if the Toxicity Charge, it might encourage market traders to use electric vehicles in future.	Increased number of (undefined) electric vehicles in Lower Marsh.	
	Build upon the success of temporary road closure in summer but promote is as an Air Quality Awareness day. Lambeth Council wants to engage with BID's to run similar 'Very Important Pedestrian' days where they are looking to close roads and encourage walking - a co-ordinated activity with the Council will help raise awareness further.	Awareness raising - not measurable.	

* Based on 20 market traders currently using a vehicle to get into Lower Marsh, reducing their use to twice a week instead of 5 times a week.

Buying Local

Market traders source their goods from a variety of locations – most within the M25 but in some cases as far as Zimbabwe and South Korea. Buying locally not only helps local communities thrive, but negates the need to travel long distances to collect goods that could otherwise be sourced locally - some local suppliers might even deliver direct to individuals and others at the same time. All of which can contribute to reducing emissions and improving air quality. A summary of Buying Local recommendations for Lower Marsh Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Buy Local	A listing of local suppliers could be compiled, building upon Victoria BID's 'Low Emission Supplier Directory' to help market traders develop partnerships with local suppliers and foster stronger ties with the local community. This could be achieved by inviting local suppliers to a 'framework' directory where businesses could offer access to their wholesale supply chains and help drive economies of scale while also reducing the number of deliveries made, or trips taken to obtain supplies.	Reduced number of (undefined) vehicle trips or shortened journeys in / out of market per week.	Better Air Quality, Sustainable Transport
	Subject to the success of a framework directory, invest in cargo bikes to help market traders make short journeys around Waterloo to pick up and drop off supplies.	Eliminate (undefined) number of short vehicle trips in and around Waterloo.	
	Sustainable Market Trader measure: Promote Food Miles to help market traders understand the impact of sourcing food locally and their affect on air quality.	Awareness raising - not measurable.	

All of the recommendations contained in this section seek to address an overarching aim to reduce the amount of vehicle trips made into the market and across London in order improve air quality. However, it's clear that there are many indirect benefits that can be realised through these interventions that are not immediately obvious. Outcomes such as better public realm, pedestrian permeability, improved road safety, sustainable transport, waste management and drainage improvements can all be realised through a mix of short, medium and long term interventions. It is of no coincidence that many of these outcomes are priority agenda items for partnership organisations like London Economic Action Partnership (LEAP), the Greater London Authority (GLA), Local Authorities, Transport for London (TfL) and others. The Mayor

of London has committed to addressing air quality in London – most significantly with the £20m Air Quality Fund (MAQF), but also more recently with the announcement of the Ultra Low Emission Zone (ULEZ), which will be introduced from 8th April 2019. These initiatives will help to address London's air quality and market operators and traders alike will need to be encouraged and supported to make changes to their operations and behaviours so that they can contribute to the wider environmental goals of the city. It is clear that many market traders are using diesel vehicles that will be subject to toxicity charges (T-Charge) when the ULEZ is introduced. It is also clear from our interviews that more than anything else, market traders are concerned about costs – this presents a distinct opportunity to support market traders now so that they are ready for the ULEZ in 2019. Support is available and a number of grant opportunities have been made available to Local Authorities and Business Improvement Districts in the past and in the present – be that through the Mayor's High Street Fund, Pocket Park Fund, or Transport for London Local Implementation Plan (LIP) funding. These funding opportunities have evolved somewhat but are still available – albeit structured differently. The Mayor of London offers crowd-funding opportunities: Crowdfund London. TFL (LIP) funding for Air Quality is made available to Local Authorities as well as Department for Food and Rural Affairs (DEFRA) Air Quality funding – both of these are not directly available for BID's but opportunities exist for project proposals to be co-produced and applied for by the Local Authority. Specifically, Lambeth Council intends to carry out a Low-Emission Neighbourhood feasibility for Waterloo and there is clearly an opportunity for We Are Waterloo to engage in this process going forward.

Furthermore, TFL are in the process of changing the way they fund major projects through LIP with a renewed focus on 'Healthy Streets' – major projects need to meet a number of indicators – in reference to this work, primarily air quality but also other indicators such as encouraging walking and cycling, places to stop and rest and pedestrian permeability. This new way of working can help underpin any proposals made by Local Authorities or jointly between Local Authorities and BID's, potentially helping to fund any recommendations made in this document.

4 | East Street Market

4 East Street Market

4.1 Development and Plans

In Jan / Feb 2016 a trial to centralise sections of the market layout was conducted at the Walworth Road 'gateway' end and at the junction of King and Queen Street. The trials ran for a couple of days each to test how effective a new layout might impact on market stall operations, relationships with businesses, pedestrian permeability and general site access. The principles of this trial were very good and some of the feedback received quite positive, but overall the trials were mostly met with resistance from market traders and the public alike. No further pitch layout trials are planned, however Southwark Council has extended the size of existing stalls which help market traders stay within their designated pitch areas.

Furthermore, the electrical infrastructure will be subject to an upgrade in the future that will be a very much welcome improvement over the existing, which is prone to outages and faults.

Southwark Council has GLA funding of £510,000 plus their own match funding under the Mayor's High Street Fund. Improvements will include:

- East Street Market entrances – to create a more prominent welcome to East Street Market the council are working with We Made That to deliver a series of improvements at the two main entrances. The improvements range from new signage, public art, improved lighting and shop front enhancements.
- East Street Market stalls and branding – the council are investing in new market stalls, gazebos and barrows to brighten up the market and strengthen its identity as one of the oldest street markets in London. New branding has been developed which will be rolled out along the stretch of the market. This branding will celebrate the diversity and history whilst creating a more inviting place for shoppers.

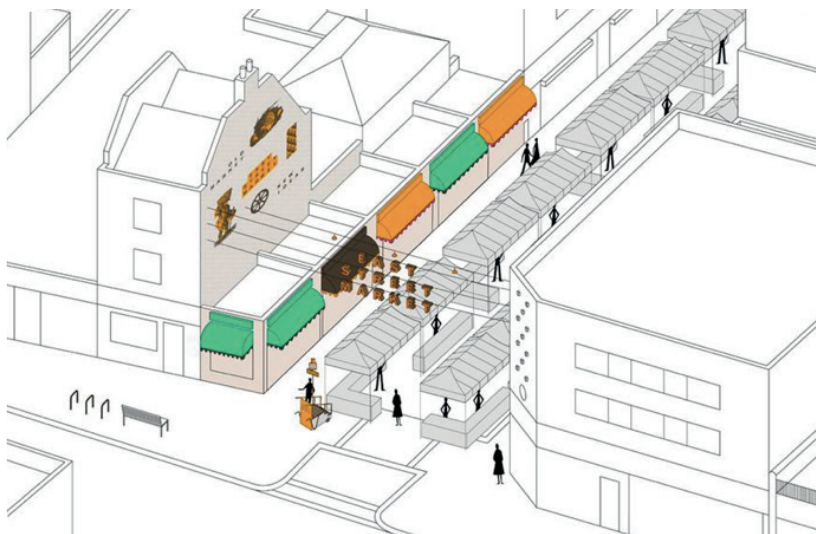


Figure 10: : Aspiration for Walworth Road entrance, credit: We Made That

Further forward into 2018/19, s106 funding is likely to be made available for the development of the Nursery Row Park 'forecourt'. The space is largely under used and proposals put forward by 'We Made That' highlight this area as a place for creating a potential social hub providing infrastructure for market stalls, temporary uses and festivals.

4.2 East Street Market operates everyday of the week except Monday during the following hours:

Day	Operating Times
Monday	Closed
Tuesday	7.00 – 17.00
Wednesday	7.00 – 17.00
Thursday	7.00 – 17.00
Friday	7.00 – 17.00
Saturday	7.00 – 18.30
Sunday	7.00 – 14.00

In terms of setting up, Fruit Traders come in first 6am – 6.30am, everyone else from 7am with the market needing to be fully set up by 9.30am.

The traders around market pack down between 17.00 and 18.30. Interviews with the market traders corroborated that they generally keep to the opening time hours, with pack down slightly more sporadic occurring from anywhere between 14.30 and 18.30. However, given that this study was completed in the winter months, seasonal variations apply with the summer months likely showing consistently later pack down times.

The busiest days for the market are Tuesday and Saturdays, with lunch-time between 12.00 – 14.00 and also at 15.00 during the school run (again, seasonal variations apply).

Market pitch hire is currently:

Permanent Trading Licence	£300 p/month for a 6 day licence
Daily Licence	£20 - £32 p/day depending on day of week
Trader Incentives	Free additional pitch on Sunday and Wednesday.

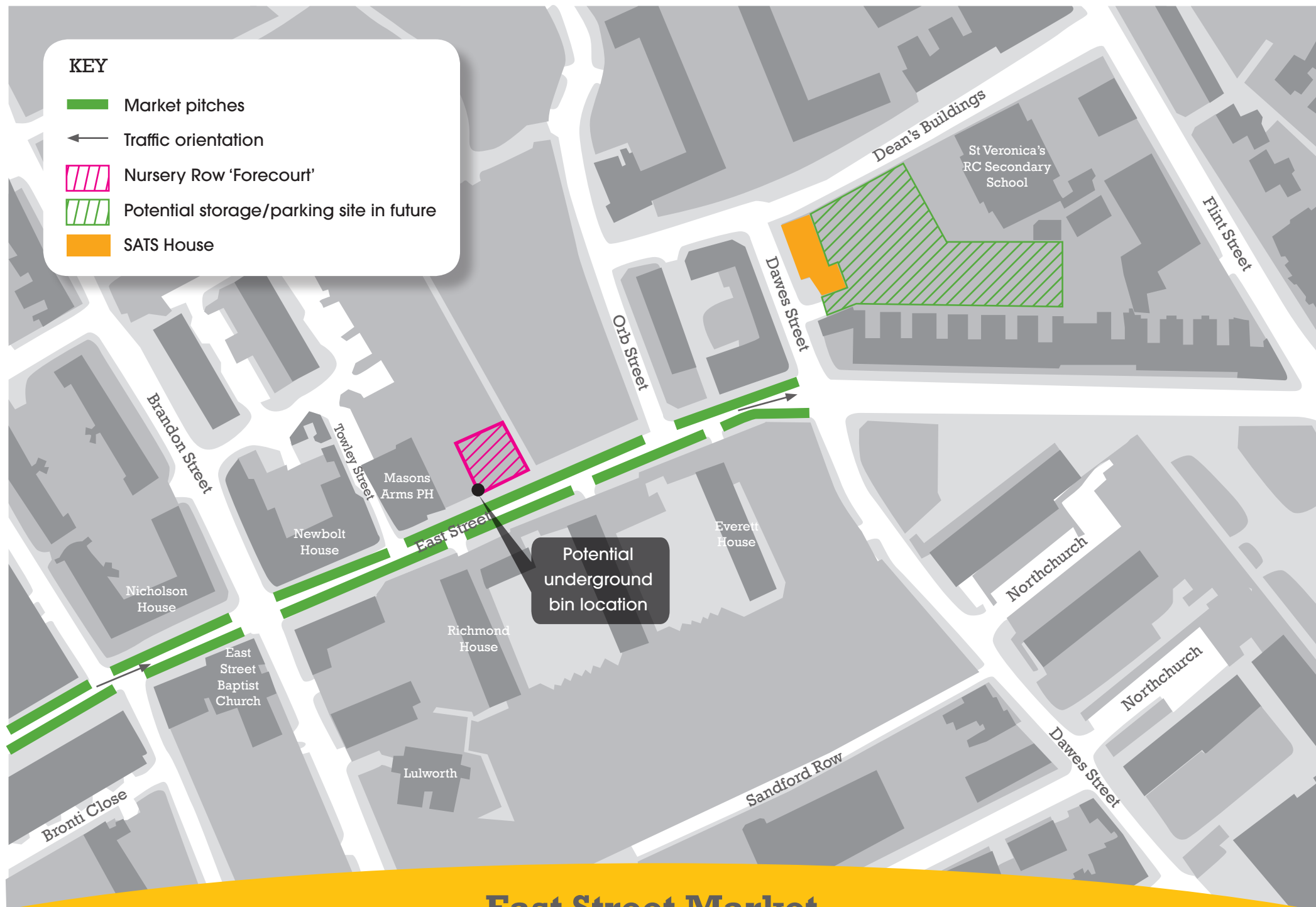
86 market traders were interviewed during the survey. There is a strong mix of traders on the street, most popular being clothes and fashion stalls, followed by accessories and fruit and vegetable stalls. There was only a single food stall on the market, though we had been advised that more hot food traders come during the summer months.



East Street Market

KEY

- Market pitches
- Traffic orientation
- Nursery Row 'Forecourt'
- Potential storage/parking site in future
- SATS House



East Street Market

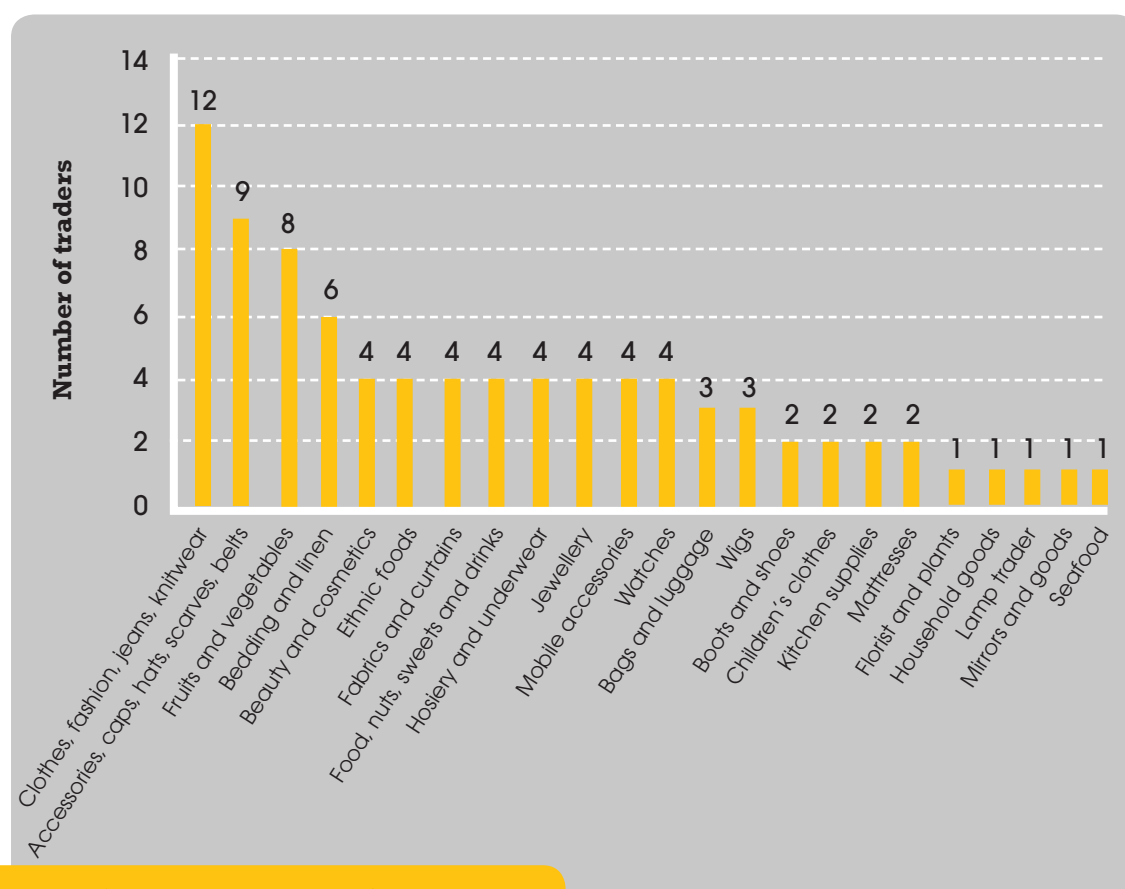


Figure 11: Commodity mix East Street Market

4.3 Market Facilities

Service / Facility	Cost / Fee
Market Canopy supply / set up (third party)	£8.00
Electricity	Included in licence
Storage – Southwark Garages (barrow stores)	£308 - £1,240 p/a
Toilets	Free
Kitchen Facilities	None

Canopies / Market stalls are supplied and set up by a third party (non-Council) operative who hires a team of local people that are based out of a leased Council owned car park at the back of SAST House on Dawes Street. The gentleman who runs the service charges £8 per stall / set up.

Across all markets surveyed, East Street by far has the most storage capacity for market



Figure 12: Market area behind SAST House that is owned by Southwark and leased until 2021.

traders than any other. Although less than 50% of market traders have access to the barrow stores that Southwark Garages operate, the sheer quantity of traders operating on East Street Market on a daily basis makes this even more impressive. Despite this, there is still a shortfall in capacity and it's clear that on observation, a few market traders are using their vehicles as storage facilities on the highway, using daily trader permits in the M2 parking bays across the area (see section 5.0). Many traders also operate across a range of markets so a barrow store would not be of any use to them.

Electricity is inclusive of the market licence and traders are able to use it reasonably, with the approval of the Southwark Markets. Electrical infrastructure is dated and problematic with the Borough electrician needing to attend site more than once a week to make ad-hoc repairs to deal with overloading. This is not an uncommon problem where many of London's markets haven't had any investment into electrical infrastructure for decades. Southwark are faced with a dilemma – repair the existing infrastructure, or develop a longer-term strategy to implement wider benefits to the market that the electrical infrastructure then becomes an integral part of. Centralising the market layout either temporarily, or permanently won't be convincingly achievable without electrical infrastructure being placed in locations that support any future improvements. However, the electrical infrastructure will be subject to an upgrade in the future that will be a very much welcome improvement over the existing.

4.4 Vehicular Traffic

East Street operates as a designated public carriageway for vehicular traffic with a 20mph speed limit. The traffic management order allows entry into East Street from Walworth Road (one-way) up to its junction with King and Queen Street, though during market operating times it is unofficially closed. Cars, transit vans etc. cannot gain

access, but through observation and from information gathered during interviews it was noted that motorised scooters would navigate (at speed) down the center of the street during trading hours creating dangerous conflict scenarios from time to time.

Traffic is only permitted to turn west from Blackwood St and Morecambe St towards Walworth Road, but must legally turn right into King and Queen Street making this area of East Street perceptibly dangerous for pedestrians. Furthermore, the areas of conflict that were most concerning concentrated on vehicles wishing to travel north / south from Blackwood St and Morcambe St where views coming out of Blackwood Street were particularly restrictive due to market pitches

The junction of Portland Street and East Street were equally hazardous, with traffic travelling in both directions along Brandon and Portland St at greater speeds it is not immediately clear to pedestrians that fast moving traffic exists, equally its motorists and cyclists are not encouraged enough to slow down when they reach the junction of East Street.

The one-way system from Portland Street / towards Dawes Street is relatively safer, where the build up of market stalls and pedestrians starts to dissipate and benefits from not having many shop fronts and the activity that is associated with them.

4.5 Pedestrian Footfall

East Street is the largest and busiest out of the three market streets observed during the study and for much of it is lined with shop frontages giving an impression of dense urban activity – particularly at the Walworth Road end of the street. The market itself is divided into distinctive sections, largely predicated on the aforementioned shop frontages, as well as the public realm. Through observation, the section between Walworth Road and Portland Street attracted the most footfall, where the majority of foot traffic entered from Walworth Road and the rest entering through the side street connections. From the Portland St/ junction to Dawes are very few active frontages along this section

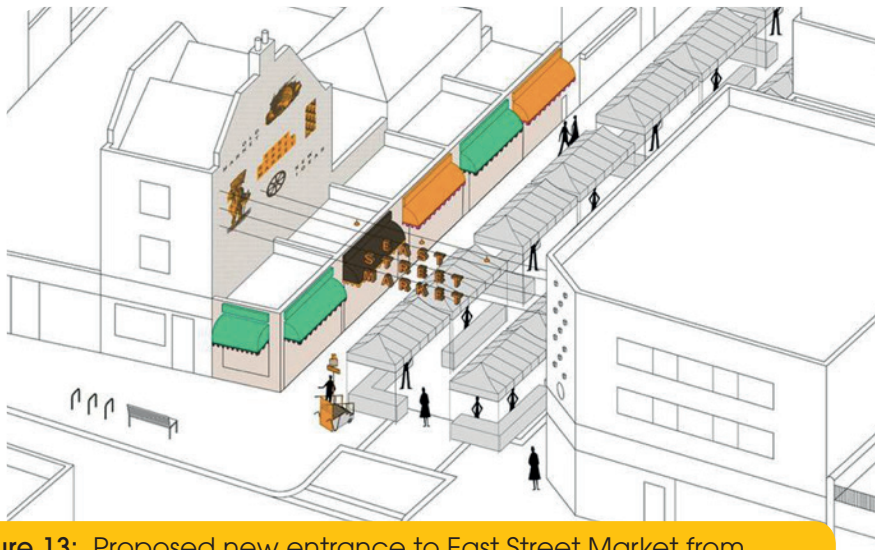


Figure 13: Proposed new entrance to East Street Market from Walworth Road, credit We Made That

and is largely built up with residential housing on either side of the road. At the time of observation during the winter months The market here generally sees less foot traffic and traders here generally set up about an hour later than the rest and close two hours earlier. The public realm opens up considerably between Brandon St and Orb St where the Nursery Row Park is located which allows market traders more flexibility in terms of the set up and breakdown times. The 'forecourt' to the park is largely under used and proposals put forward by 'We Made That' highlight this area as a place for creating a potential social hub providing infrastructure for market stalls, temporary uses and festivals. This element of the work will not be funded through the High Street Regeneration fund but it is understood that there may be funding made available in 18/19 through a section 106 programme.

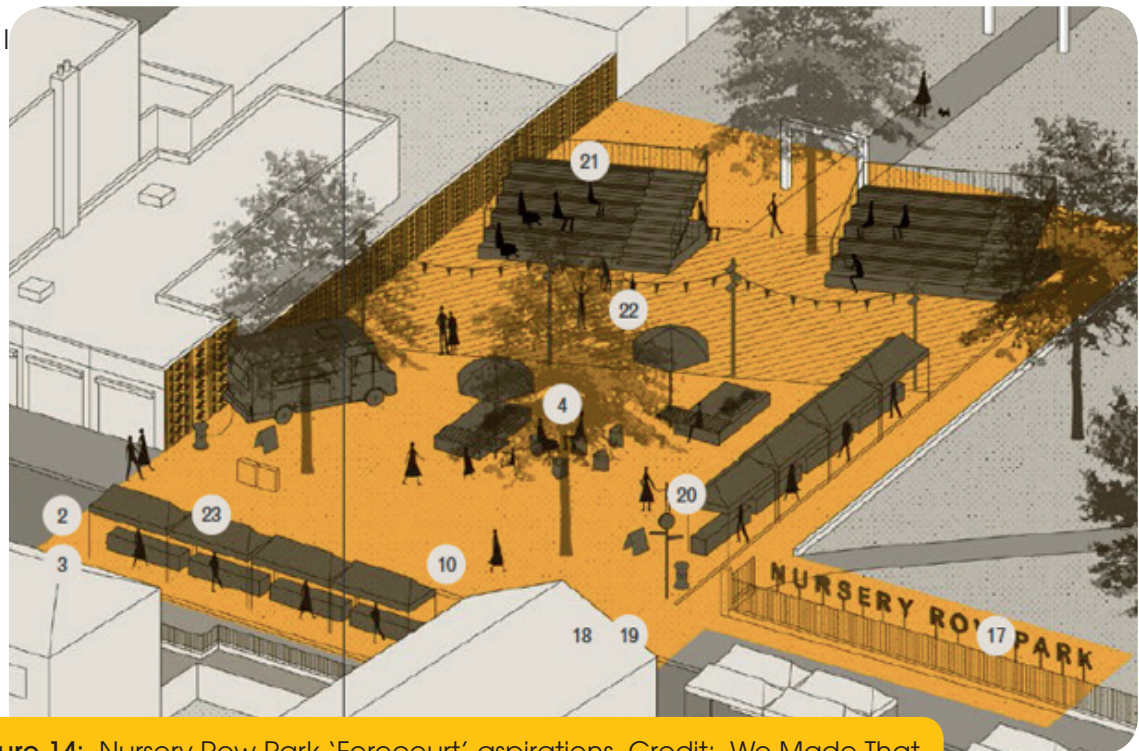


Figure 14: Nursery Row Park 'Forecourt' aspirations. Credit: We Made That

backs to shop frontages (where shop frontages exist) principally to:

- Make use of the electrical infrastructure columns that are located on the footway along the kerb edge.
- To allow for vehicular access (particularly for emergency access) on the East Street carriageway.
- To allow for vehicle loading and unloading for businesses and market traders during market set up and close down.

Although sound in principle, the layout does have some issues. Stalls set up with their backs to shop fronts obscure active frontage and narrows the footway. In a low proportion of instances, pavement widths at the back of the stalls were quite narrow.

To alleviate this, Southwark Council recently extended the size of their market pitches to minimise overspill and re-formalised their positioning allowing for better spacing so that active frontages could be better seen. As a follow up intervention, High Street Funding will be used to provide standardised market gazebos that will be the same dimensions as the pitch markings that will help to make the market more consistent as well as opening up space for active frontage.

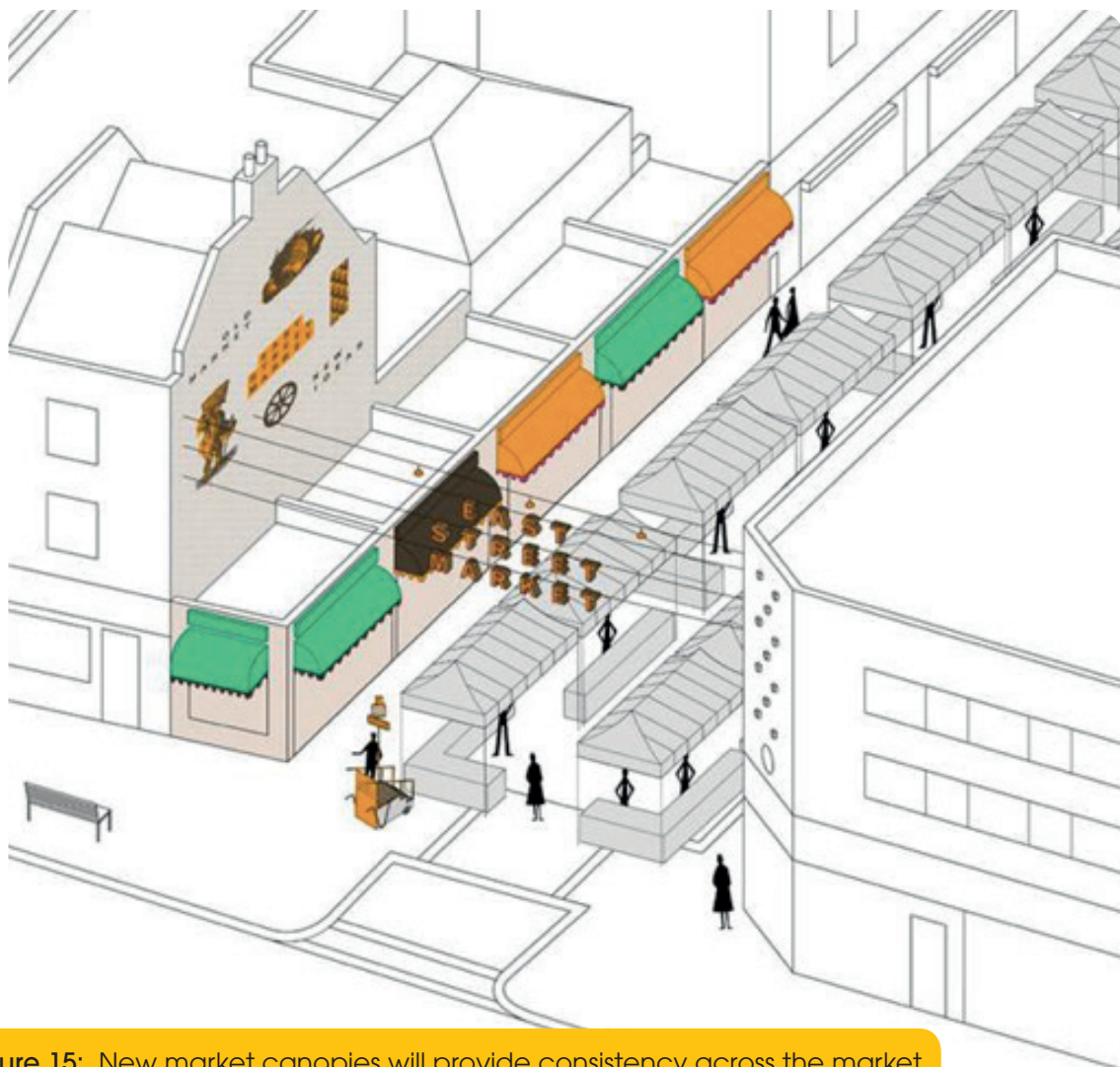


Figure 15: New market canopies will provide consistency across the market

In wider parts of the market, where the building lines recede further back, fruit and vegetable stalls are open and accessible from all sides. Market pitches have been marked out clearly for traders so that they can adhere to a layout that encourages pedestrian permeability and movement, but more often than not areas on both the footway and carriageway outside this designated space get clogged with market goods, refuse and where shops are present, their goods on display. Refuse is a significant problem, not just for pedestrian permeability, but for number of reasons, which is detailed more in section 7.10.

Again, due to the wider nature of the public realm towards the Dawes St end there is

more space available for movement and the shopping experience is generally more relaxed and safer to navigate.

4.6 Deliveries and Restocking

93% of traders restocked themselves and only 7% rely on deliveries. They sourced their goods from a variety of places – some as close as East London and some as far as South Korea. Despite some very distant suppliers, most market traders sourced goods within the London area as seen in the graph (Figure 16) below.

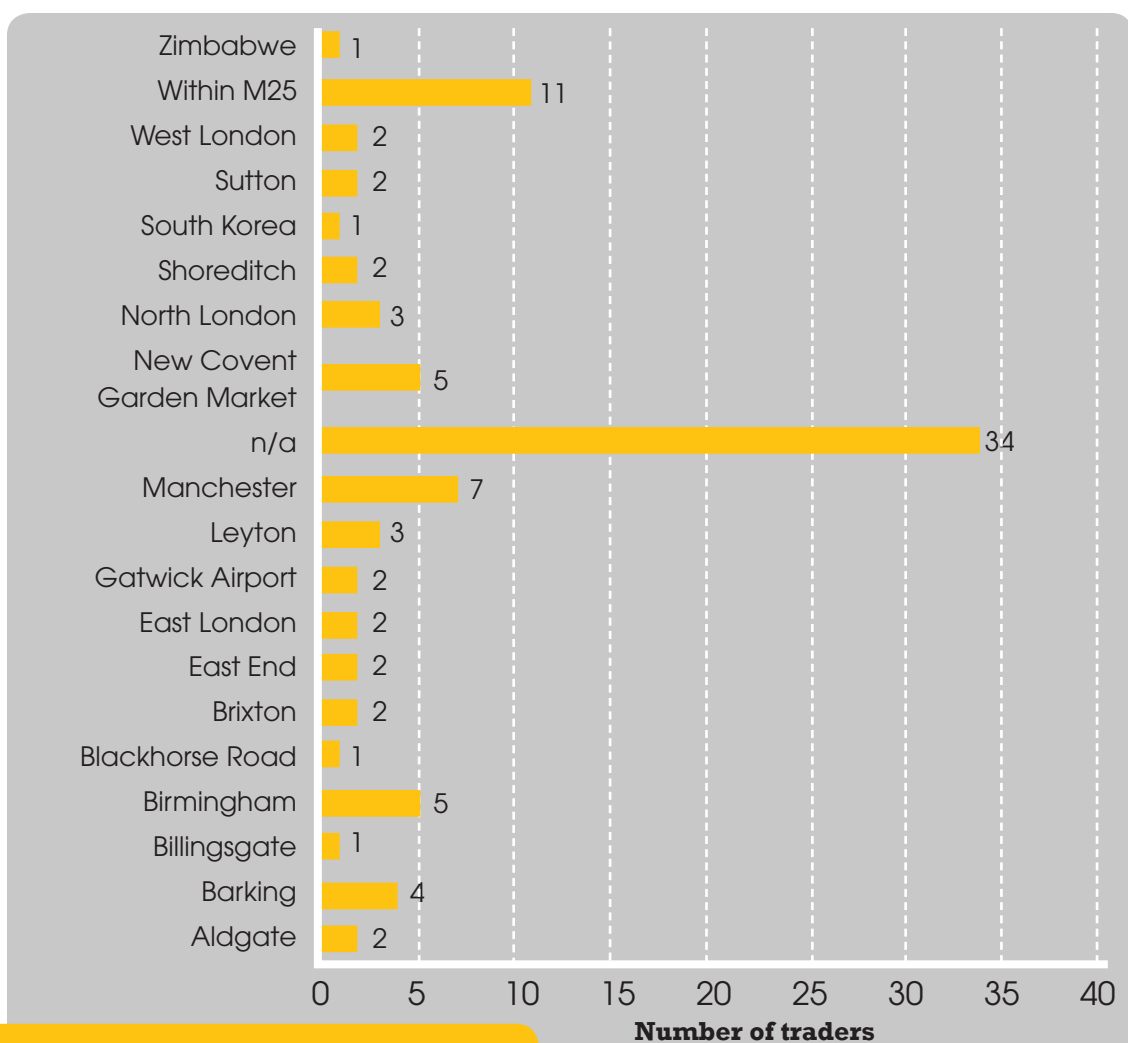


Figure 16: Where traders source their goods

65% of the market trader interviewed indicated that they used a vehicle to drive into East Street for their trading days. 40% of these traders of them doubled their vehicles as transport and mobile storage facilities that could be used for restocking their stalls at given periods throughout the day. This corroborates with observations on site, where 35% of parked vehicles were vans / transit vans. However, at the time of our observation it was noted that a number of development works were being carried out and it is likely that some of these vans were contractor vehicles. Market traders

interviewed stated quite simply that they needed their vehicle to transport goods, store and commute into the market. The Southwark Market office then subsequently advised that many traders are working on multiple markets across London so having a mobile storage facility is preferred by some.

Even though such a large proportion of market traders were driving into the market everyday, very few of them (28%) actually needed to use their vehicle to re-stock once or more during the day. This figure is evidence that many traders are coming into the market, setting up their stalls and then parking their vehicles in the area for the day. It stands to reason that some wouldn't necessarily need to use their vans so frequently if more safe storage was provided.



Figure 17: Trader parking on King and Queen St

During the interview process, market traders were asked a series of questions about deliveries specifically in relation to reducing the quantity of them and procurement sharing options. The results of which are contained in Figure 18.

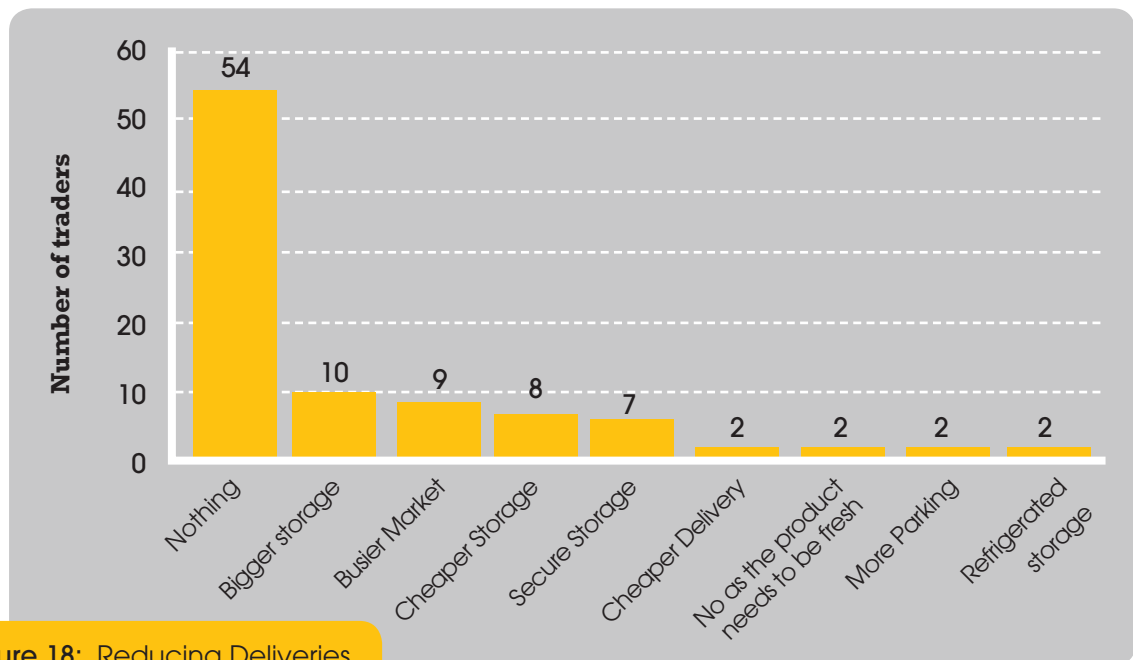


Figure 18: Reducing Deliveries

The majority of market traders were reluctant to share many ideas about how to reduce the amount of deliveries that they were making. Although some suggestions were made to prompt them about better storage options, many still opted to respond with nothing.

In terms of shared procurement, again market traders were not very interested in collaborating with other traders – some even stated that they did not like the idea of others knowing who their suppliers are from a competition point of view. Going back to the commodity mix of East Street it's almost understandable that market traders would find it difficult to engage in joint procurement options for the sake of the fact that products sourced are quite varied, and unlike Lower Marsh they have very little in so far as 'common goods' that could easily be sourced jointly in a food-centric market. Things like paper, or plastic bags might be the only product that market traders have in common so it's understandable that there might be a reluctance to engage.

Despite this, there were some areas of good practice, these included:

- One market trader sells curtains and has stalls in 4 other markets across London. This trader delivers to all of these sites at the same time.
- Two traders share the same storage for their jeans
- Two traders share the same Caribbean food supplier.

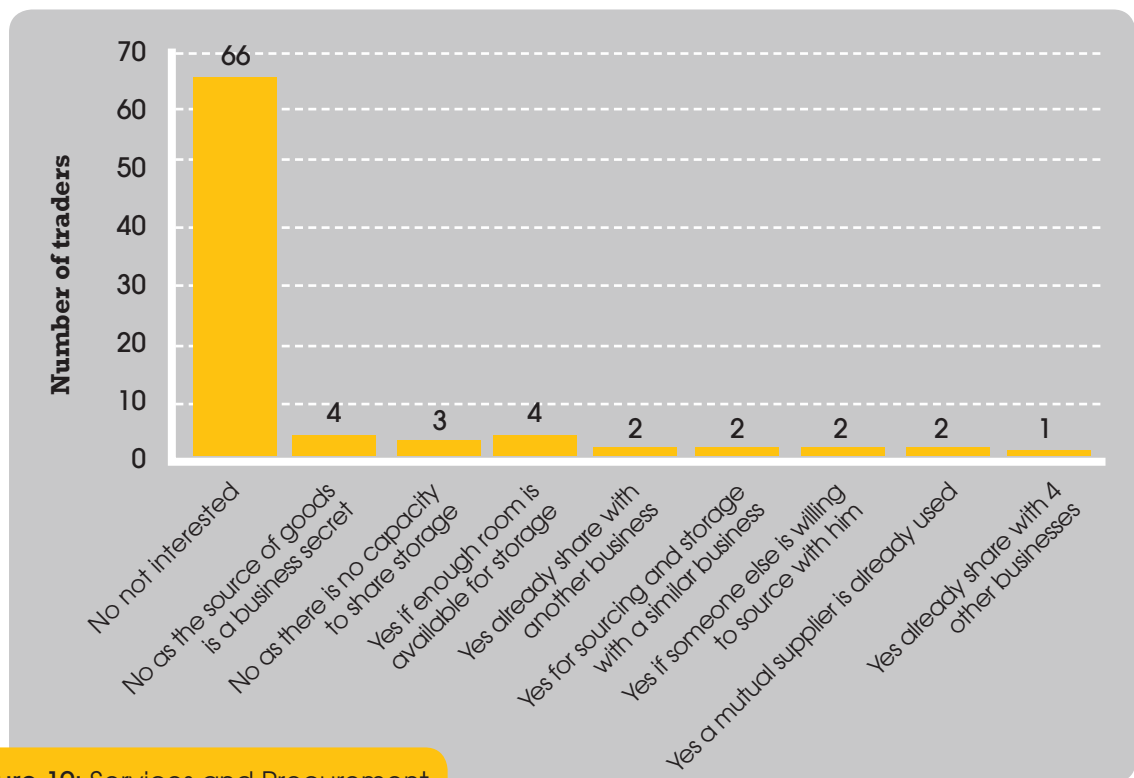


Figure 19: Services and Procurement

Some businesses were receptive to shared procurement opportunities, where a number of good practices were already taking place and a willingness to do more was exhibited. There were already 11 instances of shared procurement – the most effective one was where three butchers and two take away stores share the same meat supplier, receiving their weekly deliveries every Monday. Though this arrangement might have been borne out from the fact that the businesses were family related, practices could be widened out to other symbiotic (non-family) relationships quite as easily. Eight businesses said that they would be interested in engaging into a shared recycling contract if it would save them money. Even though others said that they weren't interested in this type of activity, if some work could be done into negotiating an alliance contract with recycling, or general waste contractors that were evidently more cost effective, it would be difficult for businesses to not want to engage.

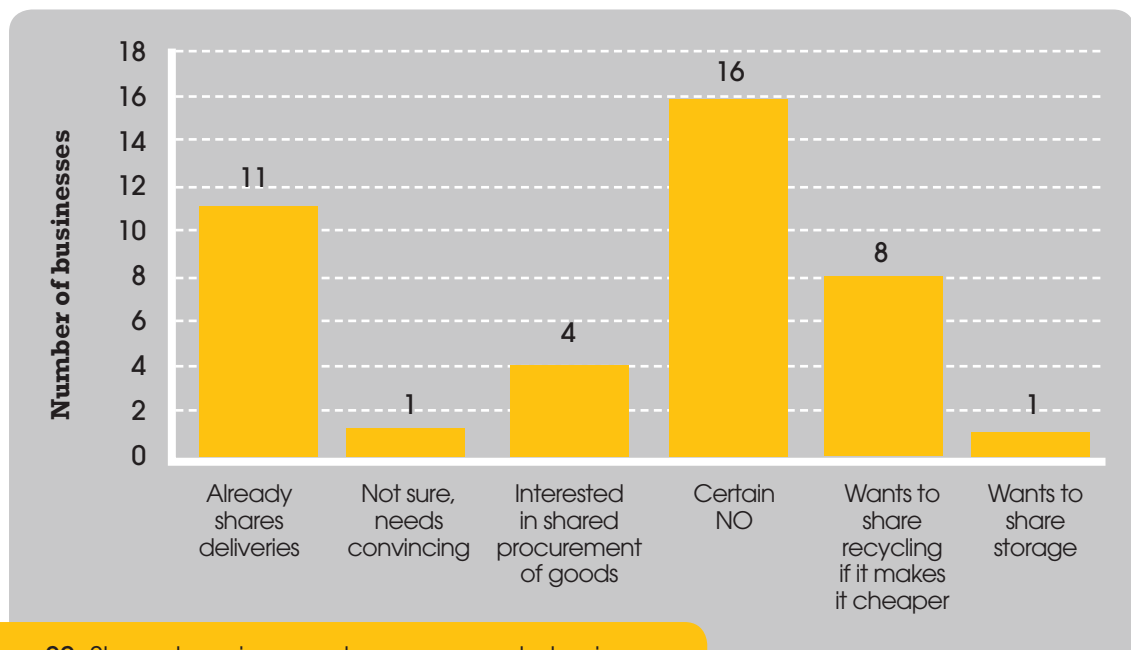


Figure 20: Shared services and procurement - businesses

4.7 Parking

Parking on East Street during market operating hours is not allowed between the hours of 6.00 – 18.30 Tuesday – Sunday. On the Monday parking is restricted to M2 permit holders only, or pay and display parking for a maximum stay of 2 hours.

Market traders are offered a discounted M2 daily permit for £4 to park in any bay that has an M2 designation and are permitted to stay over the maximum 2 hours for the whole day. In terms of proximity to East Street, 40 such bays exist on the connecting streets including Walworth Place, King and Queen Street, Blackwood Street, Morecambe Street, Brandon Street and Dawes Street that were frequented by market traders. Observations concluded that occupancy rates averaged around 80% throughout the day with dips during the pack down periods from 14.00. Southwark Council should be commended for offering a cost effective parking solution for market traders. However, the repercussion of this is that the East Street side streets are filled with transit vans, which contributes to congestion and obscures sight lines. In one example it was clear that a broken down transit van was left outside of the Robert Browning Primary School, which had been using the £4 M2 daily permits to stay (see Fig 17). It was evident that the van had been used effectively as a semi-permanent storage facility.

A number of 'unofficial' parking bays were also observed during the monitoring. These included:

- The double yellow lines on the west side of Walworth Place leading onto East Street (behind a legitimate M2 parking bay) were damaged allowing vehicles to park here unenforced (Fig 21). This issue has since been rectified where the road way has been resurfaced and line markings made fully enforceable.

- Parking on Peabody Estate land at the junction of East Street / King and Queen Street where vehicles were parking legally on the privately owned forecourt, but illegally crossing over the footway to do so.



Figure 21: All day parking on double yellow lines in Walworth Place opposite trash compactor that has fly-tipping and recyclables left next to it.

In terms of market trader responses on how parking and loading could be eased, most cited the need for more parking, cheaper parking, designated trader parking bays and designated loading bays. Similarly, businesses also said that they would like designated business bays and loading bays, but also some more customer parking. There is scope to change existing bays from M2 to 'loading only', these are located in the problem areas mentioned previously:

- 4 bays King and Queen Street
- 2 bays on Walworth Place in front of the compactor
- 2 bays on Blackwood Road
- 2 bays on Brandon Street

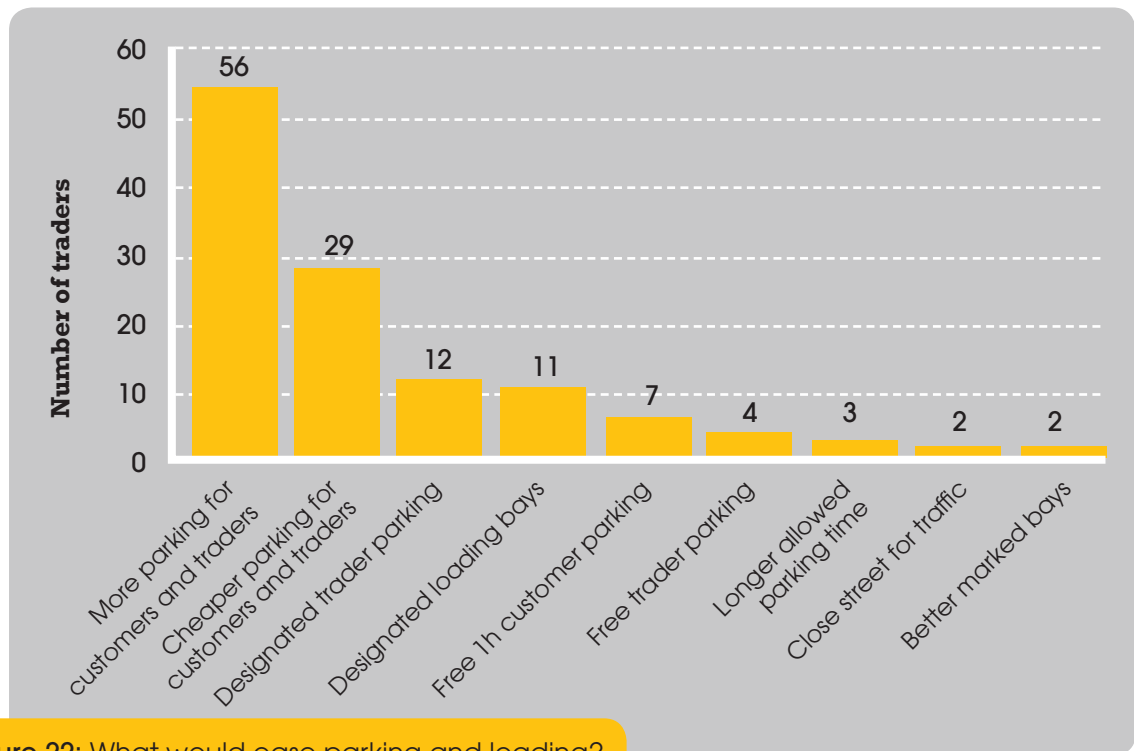


Figure 22: What would ease parking and loading?

4.8 Waste Management

East Street has a constant presence of two street sweepers on site during the market hours. They distribute about 200 council branded blue sacks to market traders in the morning so that they can use them during the day. During our interviews, they advised that they produce the following quantities:

Type	Quantity	Unit Type
Card and Paper	75	Bag
Card and Paper	14	Cage
General Waste	91	Bag
Waste Water	3	Bucket
Food Waste	13	Boxes

Upon discussion with Southwark, it was highlighted that they were collecting anywhere between 3 – 12 of the blue bags at the end of the day. Anecdotally, it was stated that rather being used for their intended purpose, market traders were using the bags as carrier bags for their customers. So although many market traders stated that they are producing 75 bags of card and paper and 91 general waste bags it stands to reason that much of the refuse is likely be loose, in boxes or other bags. Upon collection by the on street sweepers, rubbish is then taken to either one of the two trash compactors location on Walworth Place and Portland Street.

It was observed during the survey that the market traders produce far more rubbish than the two sweepers can collect and mostly excess cardboard and plastic is piled up by the stalls and not removed until the end of the day when the street cleaning crew comes in from 17.00 – 19.00 (Tues – Sat) and 16.00 – 18.00 (Sun). Although this is a major cause for concern in terms of waste piles littering the street, it does give Southwark a chance to recycle much of the card / plastic that might have alternatively been contaminated in the trash compactors.

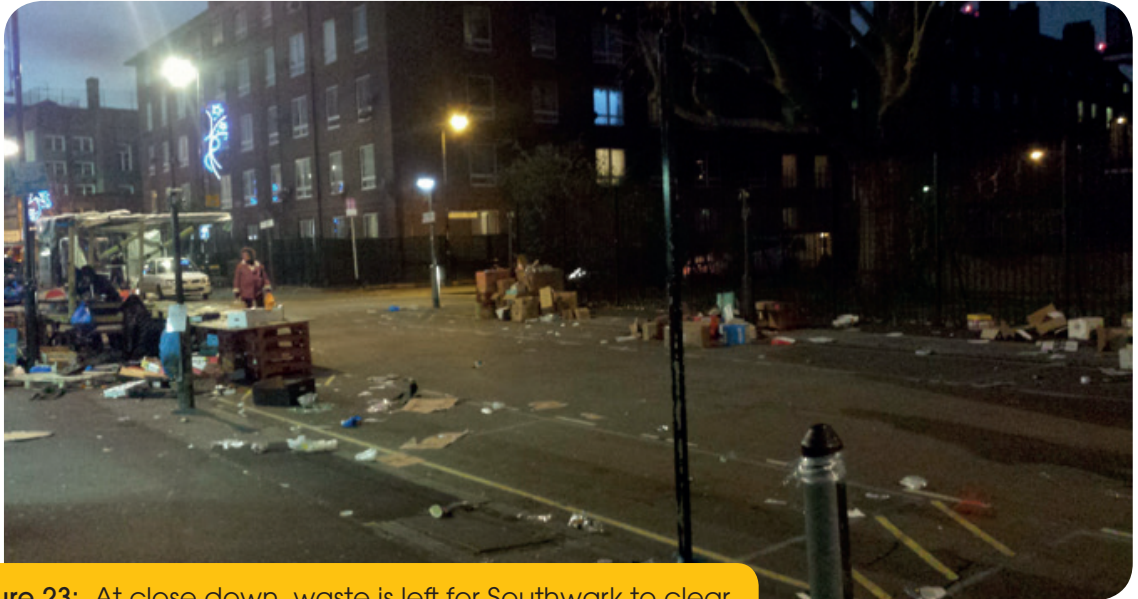


Figure 23: At close down, waste is left for Southwark to clear.

The crew consists of:

Staff:

- 9 cleaners
- 3 drivers

Vehicles:

- 1 x 7.5t caged vehicle
- 1 x skip lorry
- 1 x mechanical broom
- 1 x refuse collection vehicle (dustcart)

During the 17.00 – 19.00 window a lot of businesses also put out their rubbish so the collection of it coincides with street sweeping. The combined business waste and piles of market waste that is left when the trader's leave is considerable and creates quite an incredible sight. This is exacerbated by the fact that many of the shops close later in the evening than the 17.00 – 19.00 sweep and fly tip waste on street overnight. This then requires Southwark to undertake another AM collection between 6.00 – 7.00 before the market opens again.



Figure 24: East Street after the AM collection / clean

Southwark are abundantly aware of this issue and have tried various ways in which to resolve it, but have struggled to enforce fly tipping by businesses on a permanent basis. Enforcement operations use a combination of on site monitoring and CCTV has been carried out in the past and present, but is limited due to resourcing constraints. Further to this, all businesses are required to have waste contracts in order to operate in the area. However, most of these contracts are limited to 1-2 bags per collection and, anecdotally some businesses can have up to 20 bags of refuse.

This isn't just a problem in East Street Market – businesses taking advantage of timed collections / sweeps is an issue in Brixton Market and likely others that local authorities have had a challenging time resolving.

4.9 Existing Good Practices

- Market traders are incentivised to operate during off peak periods with free additional pitch spaces on Sundays and Wednesdays.
- Most market traders source their goods within the London area.
- One market trader has multiple pitches across London and optimises their deliveries to reduce cost and environmental impact.
- Two market traders share storage for their jeans.
- Two market traders share the same Caribbean food supplier.
- A number businesses were sharing deliveries, of note 5 were receiving deliveries from a single meat supplier every Monday.

4.10 Summary

There are some exciting times ahead for East Street Market with the High Street Fund programme as well as developer funded projects in the area. Despite there being a general concern about patronage numbers dropping, the market is still a very busy place. Though East Street itself is large, the physical form of the public realm is not conducive to the mix and sheer number of businesses and market traders. Demand for space impacts the form and function of the street where all of the competing elements struggle to compromise on the limited space available. The Southwark Markets and the Cleansing and Refuse teams do a remarkable job of operating the market, but there are clearly issues around waste management, parking and storage that should be seen as opportunities that might not quickly address the main areas of concern, but should be seen as longer-term goals to help facilitate improved operational control of the market and a contribution to the reduction of the environmental impact to East Street and the wider London context.

There are very few examples of market traders exhibiting good practice in the way that they undertake their procurement, delivery and servicing. Few expressed a desire / interest in shared procurement possibilities in the future, but if a contract for common goods was initiated and demonstrated value for money it would be difficult for market traders not to be convinced to join. Furthermore, quite a few businesses expressed a desire to jointly procure goods if they could save some money so opportunities do exist in terms of creating better economies of scale on joint contracts.

4.11 Recommendations

Sustainable Procurement

Joint procurement can be a quick intervention for market traders to collaborate on and although small, cumulatively can make a positive contribution to air quality. Market Traders are already sharing procurement of items like flowers, fruit and vegetables, foodstuffs and dry goods, but there is a massive opportunity to do more – common goods like bags, serviettes, kitchen roll, latex gloves, rubbish bags, take-away containers, cups and eating utensils are all products multiple market traders use. Joint procurement also has an indirect impact on public realm, pedestrian permeability and road safety, where a reduction in vehicles in the market creates an improved space for people and creates opportunities for the operators to flexibly manage. A summary of Sustainable Procurement recommendations for East Street Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Sustainable Procurement	Market traders on East Street showed a lack of awareness about Air Quality. A concerted effort to engage, promote and build awareness about air quality is clearly needed and can be achieved through a number of "Sustainable Trader	Pledges can be translated into measurable targets for market traders and result in discounted pitch	Better Air Quality, Improved Pedestrian Permeability, Improved

Category	Measure	Measurable Benefit	Outcomes
	<p>Measures'. Initially, a Procurement Champion could be commissioned to set up a stall in the market to educate traders about air quality and provide guidance to facilitate behaviour change. The market stall could be complemented by air diffusion tests, leaflets and links to highlight other sustainable offers from Cross River Partnership – directly relevant ones for market traders could include:</p> <p>deliverBEST deliverBEST helps businesses identify and implement actions to reduce the impact of their deliveries on air quality and traffic congestion while achieving business efficiencies and cost savings. The online Business Efficiency and Savings Tool recommends relevant actions for each business which they can implement on their own or with the support of the deliverBEST team's bespoke support service. Start the conversation at deliverBEST. deliverBEST has been developed by Cross River Partnership through its Mayors Air Quality Fund-supported Clean Air Better Business programme, and URBACT III programme Freight TAILS.</p> <p>Low Emission Supplier Directory Whether it be joint procurement, or using sustainable suppliers businesses have benefitted financially and reduced unnecessary trips by delivery vehicles and support suppliers who take air quality seriously. As an example of best practice, Victoria BID created a Low Emission Supplier Directory to help their businesses identify suppliers who operate zero and low emission fleets. If joint contracts for market supplies could be established, there is no reason why tender packs for the supplies could not include a sustainability requirement in delivery fleets.</p>	<p>rates for 'sustainable traders' - this could in turn be promoted by the market operator - something that the customer base will appreciate.</p>	<p>Public Realm, Improved Road Safety</p>

Category	Measure	Measurable Benefit	Outcomes
	As a number of traders are using the Council distributed blue rubbish sacks as carry bags for customers, it would be sensible to work with market traders on a joint procurement contract for paper and plastic bags in order to prevent this from happening, but also to save money for those who legitimately source their own bags and reduce the need to make individual trips to bag suppliers, thereby reducing the impact on air quality.	Reduced number of (undefined) vehicle trips or shortened journeys in / out of market per week.	
	Although out of scope for this study, 19 businesses were interested in jointly procuring a recycling contract to reduce their costs. It's proven that this type of procurement works in Lower Marsh and the primary environmental benefits of recycling coupled with a reduction in waste contractors needing to collect on street will have a positive impact to reducing East Streets overall environmental impact.	Reduced number of as much as 36 vehicle trips or shortened journeys in / out of market per week.	

Consolidated Solutions

Consolidation areas – whether for storage, deliveries or waste are crucial operational facilities for a market environment. Notwithstanding the operational benefit of these areas, they also play an important role in improving air quality, public realm, pedestrian permeability and road safety. If market traders are provided storage, refrigeration, kitchen / washing up facilities and delivery points their reliance on making regular vehicular trips into and out of the market is reduced, resulting in less emissions and a better, safer street environment. Many market traders were found to be sharing existing storage areas, but storage facilities don't necessarily need to be dedicated sheds or cabins – many traders were sharing space with businesses. Some of these relationships had evolved so much so that in one market a business and market trader shared the same name but were totally separate entities run by different people. The market trader not only shared deliveries and storage with the business, but was allowed to adapt the business name and branding in exchange for free marketing. A summary of Consolidation Solutions recommendations for East Street Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Consolidation Solutions	<p>Personal deliveries or deliveries intended for market use</p> <p>Consolidating and redirecting personal deliveries away from central London workplaces using Click & Collect services improves efficiencies and reduces the number of vans on our streets, helping improving air quality and reduce traffic congestion.</p> <p>The location of alternative Click & Collect parcel collection points across London are mapped at Click & Collect, making it easy for online shoppers to identify their most convenient collection point.</p> <p>The website, developed by Cross River Partnership, also provides free deliveries and free trial memberships for the paid-for services.</p>	Reduced number of deliveries into market per week.	Better Air Quality, Improved Pedestrian Permeability, Improved Public Realm, Improved Road Safety
	<p>Parking and storage is the number one issue on East Street and presents the most challenging aspect to improving the market, public realm and reducing the impact of deliveries. Market traders simply need storage and if it's not available they will continue to utilise their vehicles. If they continue to use vehicles and congest the streets in and around the market. The space behind SAST House on Dawes Street could provide a long-term solution to this. The land is owned by the Council and leased to an individual that provides market set up services to market traders. Subject to negotiate the lease any future use of this space as a storage, delivery consolidation and / or parking area would need some form of investment, and a tightly prescribed operating plan to ensure that it is run in a regulated way that cannot be taken advantage of. Should sufficient funding and commitment from Southwark be obtained, the benefits could include::</p> <ul style="list-style-type: none"> • Paid storage site for market traders that could mitigate the need for traders to 		

Category	Measure	Measurable Benefit	Outcomes
	<ul style="list-style-type: none"> drive into the market so frequently. Reduced parking on street, freeing up space on side street connections for possibly more pitches, customer parking or better public realm opportunities. Electric trolleys that could be used to transport goods from store to stall. Some, but limited parking to market traders that deliver stock to site that could be restricted to weekly allowances. 	Reduced number of as much as 336 vehicle trips into / out of the market per week*.	

* Based on 56 market traders currently using a vehicle to get into East Street, reducing their use to twice a week instead of 5 times a week.

Market Layout Changes / Improvements

Other markets have been successful in shuffling their market layout around where they moved one of their top performing market traders to an undesirable location and saw increased footfall to this area as a result of the move. Despite initial reluctance to the move, the market traders have now established themselves to the point where they don't want to set up anywhere else and businesses and market traders alike have benefitted immensely from increased footfall. Dispersal of footfall helps to address congestion – leading to improved pedestrian permeability, road safety and greater opportunities to use the public realm more flexibly. Flexible uses such as waste consolidation and / or loading areas should be a key focus here for markets in the medium to long term – with an emphasis on reducing trips into the market to improve air quality. This can also be further reinforced by simple improvements to traffic and parking enforcement or larger scale changes such as retail facing pitch layouts that work to harmonise relationships in the street and create a better retail destination for visitors that could see what the street truly has to offer from market traders and businesses. A summary of Market Layout Changes / Improvements recommendations for East Street Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Market Layout Changes / Improvements	<p>Blocking access with some form of street furniture to the Peabody Estate forecourt area that is being parked on should be instigated to prevent it regularly occurring. Southwark highways have powers under the Highway Act to do this. Enforcement of single yellow lines outside the toilets on Portland Street.</p> <p>Introduce time restricted loading bays in the area at the following locations (see map):</p>	10 x loading bay provision for all market traders so that parking bays are not perpetually occupied by the same vehicle all day.	

Category	Measure	Measurable Benefit	Outcomes
	<ul style="list-style-type: none"> • 4 bays King and Queen Street • 2 bays on Walworth Place in front of the compactor • 2 bays on Blackwood Road • 2 bays on Brandon Street 		
	<p>Review the double yellow line provision and location of market pitches / parking bays at the junctions of King and Queen St, Blackwood Road, Morcambe St, Portland St and Brandon St to improve sightlines for traffic and pedestrians. Possible changes are annotated in the Map of East St. Although this opportunity does not contribute to the environmental impact of the market, it will help to reduce potential conflicts at these locations and generally improve the public realm.</p>	<p>Reduction in accidents or near accidents and pedestrian safety. Additional income of up to £12,480 per year.</p>	
	<p>Use of the electrical infrastructure is currently free as a part of the market trading licence and traders can use any amount of electricity they want per day. However, the quality of the infrastructure is so poor it needs constant maintenance to ensure continuity of the market. It is evident that the infrastructure needs upgrading and repositioning, but in the medium term Southwark could look into charging for electricity to build up funding for future investment. If Southwark were to charge just a £1 a day as a minimum it could still generate £12,480 of income (based on 40 traders using electricity per day) in a year. By investing in the infrastructure, the amount of call outs made and consequently the amount of trips into the market could be reduced over time – making a small, but valuable contribution to reducing the negative impact on air quality.</p>	<p>Reduced amount of (undefined) trips by the Borough electrician into the market.</p>	

Waste Management

Operationally, waste management presents a significant environmental and logistical challenge for market operators. Encouraging market traders to co-operate with waste management strategies like recycling and disposal of contaminated waste are compounded by the limited amount of public space that is available on street markets to sustain a street environment that is kept tidy and free of loose waste. However, waste management, if done effectively has the potential to offer a significant impact in terms of producing positive outcomes in terms of air quality, green infrastructure, public realm, drainage, road safety, waste consolidation and pedestrian permeability. Market traders, operators / Local Authorities and businesses can all play a crucial part in making simple changes in their behaviours, or operations to contribute towards these positive outcomes. A summary of Waste Management recommendations for East Street Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Waste Management	<p>Phase out the trash compactors in favour of underground bins. The two bins (general waste / recycling) in Lower Marsh appear to be working successfully, where they only need to be emptied twice a week. As East Street is much busier, it's likely that they would need to be emptied more often, but if two sites were identified for the bins, the amount of trips that London Borough of Southwark cleansing teams make into the market could potentially be reduced. The bins appear as normal receptacles on street, but underground are 5m x 5m cubes that hold 5t of refuse each. For this reason, underground space needs to be identified that has little, or no underground services in order to minimise costs and make it possible to install the bins. It is estimated that it would cost about £40,000 to supply and install general waste and recycling underground bins.</p> <ul style="list-style-type: none"> The impact of these bins would be significant – once refuse or recyclables are placed into a trash compactor, it becomes contaminated and goes to landfill. The underground bins will have receptacles for general waste, or recycling that will simply give the sweepers the option to recycle where 	Reduced number of as much as 4 skip lorry trips into / out of the market per week.*	Better Air Quality, Improved Pedestrian Permeability, Improved Public Realm, Improved Road Safety, Waste Consolidation

Category	Measure	Measurable Benefit	Outcomes
	<p>they never had previously.</p> <ul style="list-style-type: none"> • Market traders would need to be encouraged to separate their general from recyclables – this should be encouraged anyway but given that the compactors don't allow for separation, they are not incentivised to do so. • Public realm would be greatly improved and a reduction in vehicle trips to the market will contribute to reducing negative impacts on air quality. <p>Some potential locations for bin locations are annotated in Map of East St</p> <p>The improvement plans for Nursery Row Park forecourt align well with market shuffling opportunities and the underground bins. By making this area a focal point, the longer-term sustainability of the market is enhanced by attracting new people and customers to East Street. Despite the likely short-term pain of change, making other areas of the market destination points improves the market for all traders. In terms of the underground bins, park areas are generally clear of underground services, so an opportunity might be to locate a couple of the underground bins here and cover the costs of installation through the s106 funding and possibly match grant funding from external sources. If this is to be a focal point and have provision for more market stalls – some of which will likely be food, then placing bins here would be a strategic measure to accommodate future growth.</p>		

Cleaner Vehicles and Alternative Transport

Until such time that more storage capacity is identified in markets, many market traders will need vehicles to continue to deliver and store goods on a daily basis. With the Ultra Low Emission Zone coming in 2020, market traders need to start thinking about whether they continue to drive in on a daily basis to trade. Although ideal, it doesn't mean that all market traders should invest in a new ultra low, or zero emission vehicle. But steps to reduce the amount of trips into the market need to be made – things like anti-idling, using sustainable suppliers, economical driving courses or making alternative sustainable travel choices are small interventions but if every market trader did just one of these things, their collective actions would contribute significantly to air quality. A summary of Cleaner Vehicles and Alternative Transport recommendations for East Street Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Cleaner Vehicles and Alternative Transport	Sustainable Market Trader measure: Eco Driver Training – if market traders are driving in regularly, efficient driving skills help to reduce fuel usage, cut costs and lower emissions. As part of the Cross River Partnerships Cleaner Air Better Businesses programme, subsidised training was made available to businesses, but this is something that could potentially be expanded to markets in the future.	Eco Driver Training take up could be included as a part of a 'Sustainable Market Trader' pledge and quantified based on take up and successful completion of training.	Better Air Quality, Improved Public Realm, Sustainable Transport
	Sustainable Market Trader measure: 4 and 1 Travel Choice - market traders could be encouraged reduce the use of their vehicle from 5 days to 4 in order to reduce the amount of trips they make into the market. This could be encouraged with additional storage space or discounted pitch fees.	Reduced number of up to 112 vehicle trips into / out of the market per week*.	
	Sustainable Market Trader measure: Anti-idling conditions - market traders should be encouraged to not leave their engines idling during set up, delivery or pack down. Anti-idling days could be facilitated to guarantee spot checks on market traders as well as encouraging other vehicle users.	Awareness raising - not measureable.	
	Introduce electrical vehicle on one or more of the proposed new loading bay areas on Blackwood Road, King and Queen Street, Morcombe Street,	Increased number of (undefined) electric vehicles in East Street.	

Category	Measure	Measurable Benefit	Outcomes
	Walworth Place or Brandon Street. With the introduction of the Toxicity Charge, it might encourage market traders to use electric vehicles in future.		

* Based on 56 vehicle users reducing use from currently five days a week to four days a week.

Buying Local

Across all three markets surveyed, traders source their goods from a variety of locations – most within the M25 but in some cases as far as Zimbabwe and South Korea. Buying locally not only helps local communities thrive, but negates the need to travel long distances to collect goods that could otherwise be sourced locally – some local suppliers might even deliver direct to individuals and others at the same time. All of which can contribute to reducing emissions and improving air quality. A summary of Buying Local recommendations for East Street Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Buy Local	A listing of local suppliers could be compiled, building upon Victoria BID's Low Emission Supplier Directory to help market traders develop partnerships with local suppliers and foster stronger ties with the local community. This could be achieved by inviting local suppliers to a 'framework' directory where businesses could offer access to their wholesale supply chains and help drive economies of scale while also reducing the number of deliveries made, or trips taken to obtain supplies.	Reduced number of (undefined) vehicle trips or shortened journeys in / out of market per week.	Better Air Quality, Sustainable Transport
	Subject to the success of a framework directory, invest in cargo bikes to help market traders make short journeys around Waterloo to pick up and drop off supplies.	Eliminate (undefined) number of short vehicle trips in and around Waterloo.	
	Sustainable Market Trader measure: Promote Food Miles to help market traders understand the impact of sourcing food locally and their affect on air quality.	Awareness raising - not measurable.	

All of the recommendations contained in this section seek to address an overarching aim to reduce the amount of vehicle trips made into the market and across London in order to improve air quality. However, it's clear that there are many indirect benefits that can be realised through these interventions that are not immediately obvious. Outcomes such as better public realm, pedestrian permeability, improved road safety, sustainable transport, waste management and drainage improvements can all be realised through a mix of short, medium and long term interventions. It is of no coincidence that many of these outcomes are priority agenda items for partnership organisations like London Economic Action Partnership (LEAP), the Greater London Authority (GLA), Local Authorities, Transport for London (TfL) and others. The Mayor of London has committed to addressing air quality in London – most significantly with the £20m Air Quality Fund (MAQF), but also more recently with the announcement of the Ultra Low Emission Zone (ULEZ), which will be introduced from 8th April 2019. These initiatives will help to address London's air quality and market operators and traders alike will need to be encouraged and supported to make changes to their operations and behaviours so that they can contribute to the wider environmental goals of the city. It is clear that many market traders are using diesel vehicles that will be subject to toxicity charges (T-Charge) when the ULEZ is introduced. It is also clear from our interviews that more than anything else, market traders are concerned about costs – this presents a distinct opportunity to support market traders now so that they are ready for the ULEZ in 2019. Support is available and a number of grant opportunities have been made available to Local Authorities and Business Improvement Districts in the past and in the present – be that through the Mayor's High Street Fund, Pocket Park Fund, or Transport for London Local Implementation Plan (LIP) funding. These funding opportunities have evolved somewhat but are still available – albeit structured differently. The Mayor of London offers crowd-funding opportunities: Crowdfund London. TfL (LIP) funding for Air Quality is made available to Local Authorities as well as Department for Food and Rural Affairs (DEFRA) Air Quality funding – both of these are not directly available for BID's but opportunities exist for project proposals to be co-produced and applied for by the Local Authority.

Furthermore, TfL are in the process of changing the way they fund major projects through LIP with a renewed focus on 'Healthy Streets' – major projects need to meet a number of indicators – in reference to this work, primarily air quality but also other indicators such as encouraging walking and cycling, places to stop and rest and pedestrian permeability. This new way of working can help underpin any proposals made by Local Authorities or jointly between Local Authorities and BID's, potentially helping to fund any recommendations made in this document.

5 | Chapel Market

5 Chapel Market

- 5.1** London Borough of Islington has recently ceased a waste consolidation area on Chapel Place due to waste being cross contaminated making recycling impossible as well as dumping in and around the bins. Since then they have been trialling daily collections using a co-mingle vehicle that collects both commercial and market waste twice during the market trading hours between 11.30 and 14.30 since September 2016. During these visits, the team distributes council branded sacks for mixed waste to each trader at the beginning of the day and collect full sacks during the market hours. Furthermore, if required, market traders are provided with a cage for cardboard and plastic waste – this has dramatically increased the amount of cardboard that is being recycled. They also collect loose rubbish from the street where and when necessary. Attempts to encourage food waste disposal have been commendable, but flawed in that Islington Council has struggled to gain full co-operation during their trial from market traders. These traders are provided with a wheelie bin and plastic liner to dispose food waste into, but many of them simply do not use the liners, making it difficult to pick up and dispose of them effectively during collection times.



Figure 25: Chapel Place waste consolidation area Apr 2015

- 5.2** In terms of future interventions there was nothing funded in the pipeline, but there was an aspiration for larger pitches, trialling a layout in the centre of the market, initiating a craft market, providing food and seating and having uniform market stalls.
- 5.3** Chapel Market operates Tuesday – Sunday during the following hours:

Day	Operating Times
Monday	Closed
Tuesday	9.00 – 18.00
Wednesday	9.00 – 18.00
Thursday	9.00 – 18.00
Friday	9.00 – 18.00
Saturday	9.00 – 18.00
Sunday	8.30 – 16.00

Set up time in the AM is between 6.00 - 9.00 (all vehicles have to be out of the market by 9.45). Packing down in the PM is between 16.00 and 19.00, when street cleansing starts.

The busiest periods for the market are the lunch hours on weekdays – especially on Fridays due to the food traders. On Saturday though the market attracts more local people and weekend shoppers and on Sunday people who come to visit the Farmers Market.

Market pitch hire is currently:

Full licence:

Hot food:	£75 p/week
Other:	£65 p/week

Casual licence:

Tuesday-Friday:	£10 p/day
Saturday:	£20 p/day
Sunday:	£15 p/day

As mentioned in section 3, 40 Market Traders were interviewed as part of this study. The interviewed traders were more or less representative of the Chapel Market commodity mix on a typical weekday. This mix is presented below:

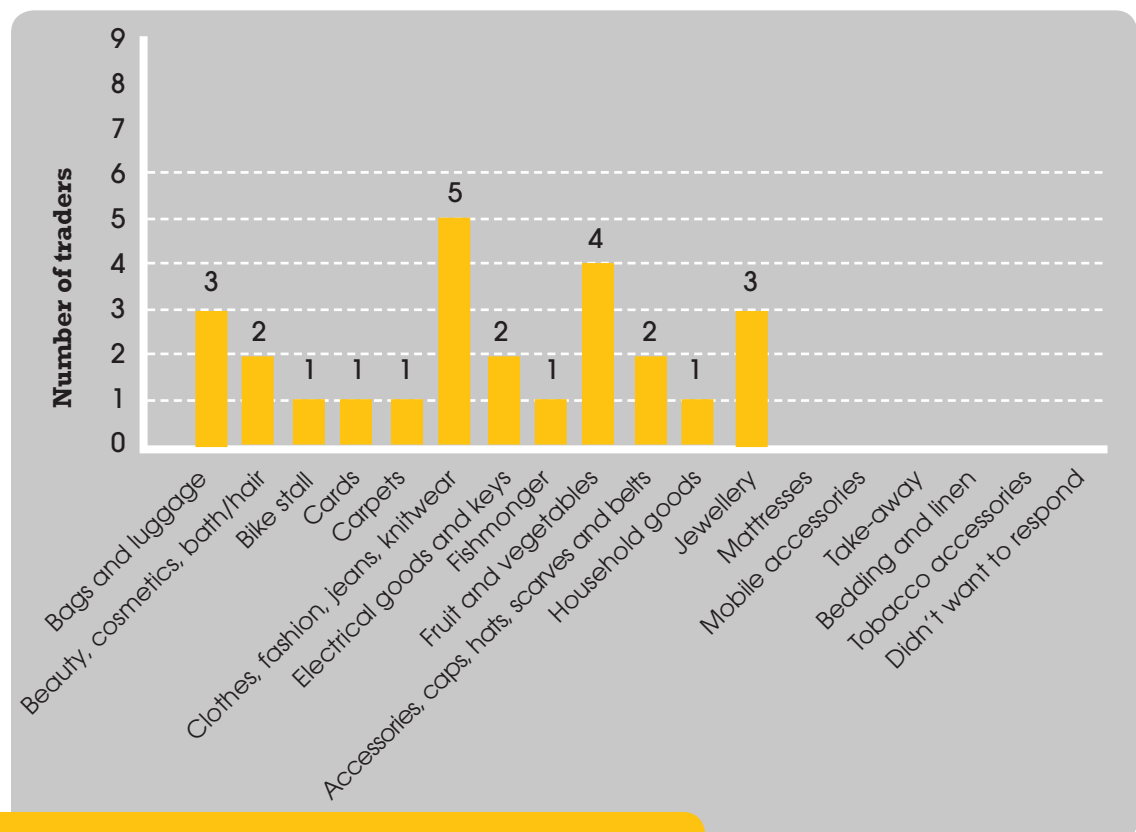


Figure 26: Commodity mix of market traders interviewed

KEY

- Market pitches
- Traffic orientation
- Possible loading bay provision
- Previous waste consolidation area
- Potential waste consolidation area
- Market pitch storage
- Trader parking
- Market trader storage

Tolpuddle Street

Liverpool Road

White Conduit Street

Chapel Market

Grant Street

Baron Street

White Lion Street

Penton Street

High congestion area

Chapel Market

5.4 Market Facilities

Service / Facility	Cost / Fee
Market Canopy	Not provided
Electricity	Inclusive of licence fee
Storage	
Islington Valuation Dept	Depending on the size of the unit
Toilets	Free
Kitchen Facilities	None

There are a number of storage units or garages on a side street just off White Conduit Street behind Sainsbury's car park. This facility is owned by Sainsburys, leased to the Islington Council Valuation Department and sub leased to market traders. The garages are considerably large where the 18 units have a combined capacity of about 600m² and are fully leased to market traders for storage. There are no shared kitchen facilities or water provision for market traders, but there are very well kept public toilets nearby that traders and public can use. High rents and a lack of spare units are a few of the comments that traders mentioned during the interviews. Demand in the storage facility is high, where market traders make alternative arrangements to overcome storage issues. Some share storage units between 3 or 4 of them, store at home and drive their things in when required, store in their vehicles, or share storage space with local businesses, which five traders are doing at present. Overall 53% of traders interviewed share storage to cope with relatively high rental fees and lack of available space.

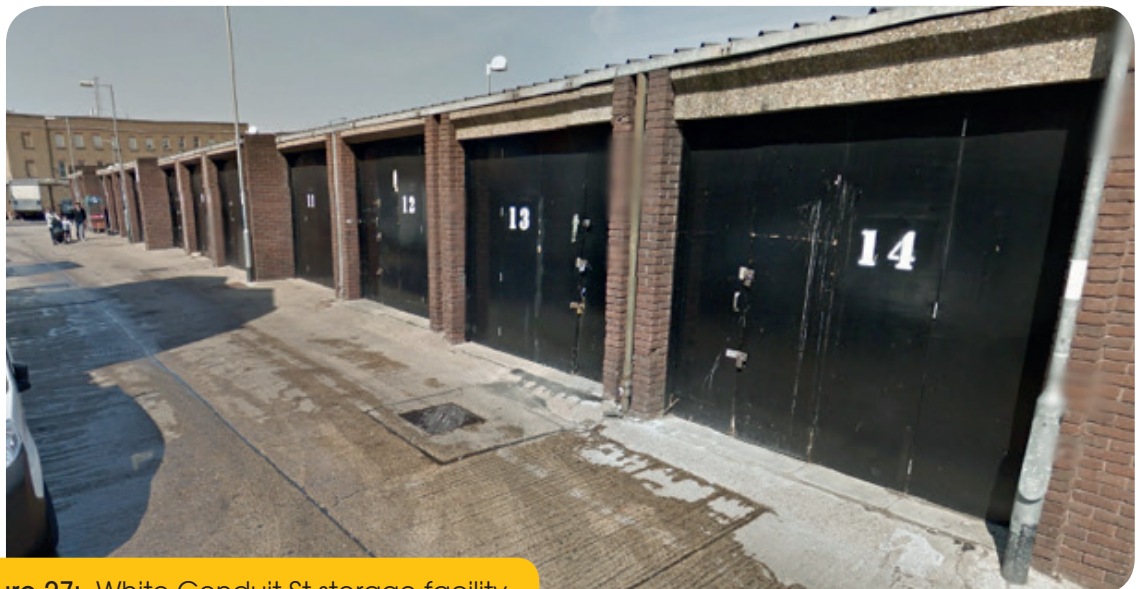


Figure 27: White Conduit St storage facility

5.5 Vehicular Traffic

Despite being a market street Chapel Market is a designated public carriageway for vehicular traffic with a 20mph speed limit. Entry for motor-vehicles is only forbidden on Sundays between 7.00 and 16.00, with an exception to enter the street for loading from 7.00-10.00 and from 14.00-16.00. Vehicle traffic is an issue that was flagged up numerous times during the interviews as the already congested street sees a variety of scooters, motorbikes and cyclists (and the occasional car) perceptibly speeding down the centre part of the street during trading hours, creating dangerous conflict situations and from time to time damaging goods.

Chapel Market operates a westerly one-way system from Liverpool Road to Penton Street. As well as Liverpool Road, traffic may also enter via White Conduit Street and Baron Street, but must exit out of Penton Road. However, during the study it was noted on several occasions that pedal cycles, scooters and some larger motor vehicles entered Chapel Market from Baron Street or White Conduit Street and contravened the one-way system turning towards Liverpool Road. Many traders and businesses that were interviewed expressed concern about the road being legally open for motorists during trading hours, resulting in numerous dangerous situations and damage to stalls and goods. Moreover, the Liverpool Road end of Chapel Market was observed as being overall more congested than the rest of the street owing to the narrowness of the carriageway combined with the density of businesses and market stalls as well as being the highest pedestrian footfall area. Deliveries were an issue at this location – details of which are included more in Section 6.8.

Lastly, the junction of Baron Street and Chapel Market is dangerous, where there are currently a number of food stalls opposite the junction of Baron Street. The food stalls are very popular and at peak times there can be an overflow of customers queuing for food. Observations on site indicated that this presents a risk for those customers.



Figure 28: Customers queuing for food at the junction of Baron Street

5.6 Pedestrian Footfall

Chapel Market, similar to the other two market streets observed during the study is lined with shops and divided into distinctive sections by the side streets. Running the full length of Chapel Market, starting from Liverpool Road to Penton Street, the most popular area of the market in terms of footfall is between Liverpool Rd and Baron St. Other side streets such as Northwest Place, Chapel Place and White Conduit St act as brakes between the long line of stalls that line the street. Market stalls face to the centre of the street, creating three distinctive “alleys” that visitors can use. The “alley” or “tunnel” effect is magnified by the lack of consistency in stall transparency. Some are open and have no backs, some are like mini Kiosks only facing the central passageway blocking not only views and sightlines to the shops but also to the market itself which was an issue for 12% of the businesses that were interviewed. There isn’t much room or gaps between the stalls, so moving from the shop front “alley” to the centre and to the other side is made difficult if pedestrian are using a wheelchair, pushing a trolley or a baby buggy. The most challenging parts of the street in terms of permeability where access is nearly impossible is towards the Liverpool Road end of the market. Further to this, electrical bollards lining the market that sometimes block the few remaining gaps between stalls, depending how the market is set up can also be a barrier to access.



Figure 29: Liverpool Road end of Chapel Market

Furthermore, the congestion situation is exacerbated by not having a central recycling/waste collection area, where traders leave their waste by the stalls and the piles of refuse tend to overflow to the side “alleys” that run past shop fronts. This again is made worse by the piles of rubbish left around the few bins that can be found on street.



Figure 30: Alley running along the back of market pitch

The general attitude towards the market was positive with a few of the businesses sharing storage and deliveries with market traders and a few businesses having their own complementary stalls on the market. Only 8% complained about commodity clash and weren't really fond of having a market outside their shop and blocking their display windows.

5.7 Deliveries and Restocking

The majority of market traders, some 92% stated that they do all their restocking themselves and only 8% rely on external deliveries. Private vehicle was the most commonly used form of getting to the market where 80% of the market traders interviewed relied on private transport to deliver their goods to the market and get to work. All stated that they park in nearby streets where parking is available and about 18% of them need to go back to their vehicle during the day to re-stock on goods for their stall. Upon further investigation it was found that all but three of the market traders that drive in need to use their vehicles to restock. Importantly, 5 of them were food traders that said they needed to bring in fresh food, their cooking equipment/pots/pans etc as there were no kitchen facilities on site and little storage. The other 7 relied on transport to carry significant amounts of retail goods, or fresh produce in order to operate daily.

About 60% of the traders had to restock only once a week and 38% of them at least once every day. The goods themselves come from a variety of locations as demonstrated in the table below.

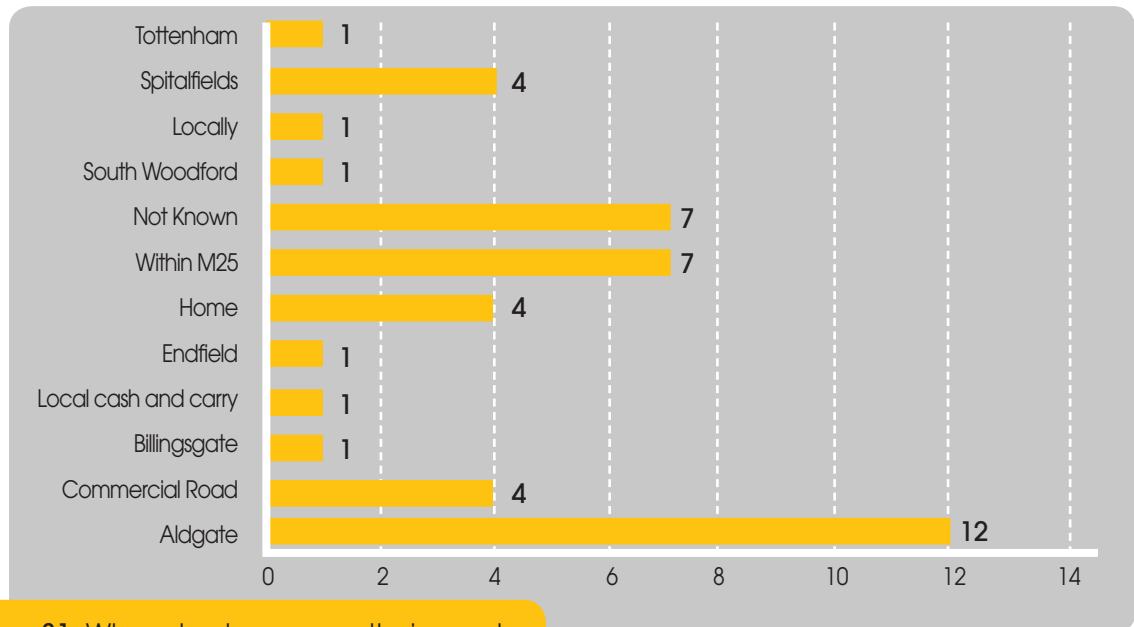


Figure 31: Where traders source their goods

During the interview process, Market Traders were asked a series of questions about deliveries specifically in relation to reducing the quantity of them and procurement sharing options. The results of these are contained in figure(s) 32 and 33.

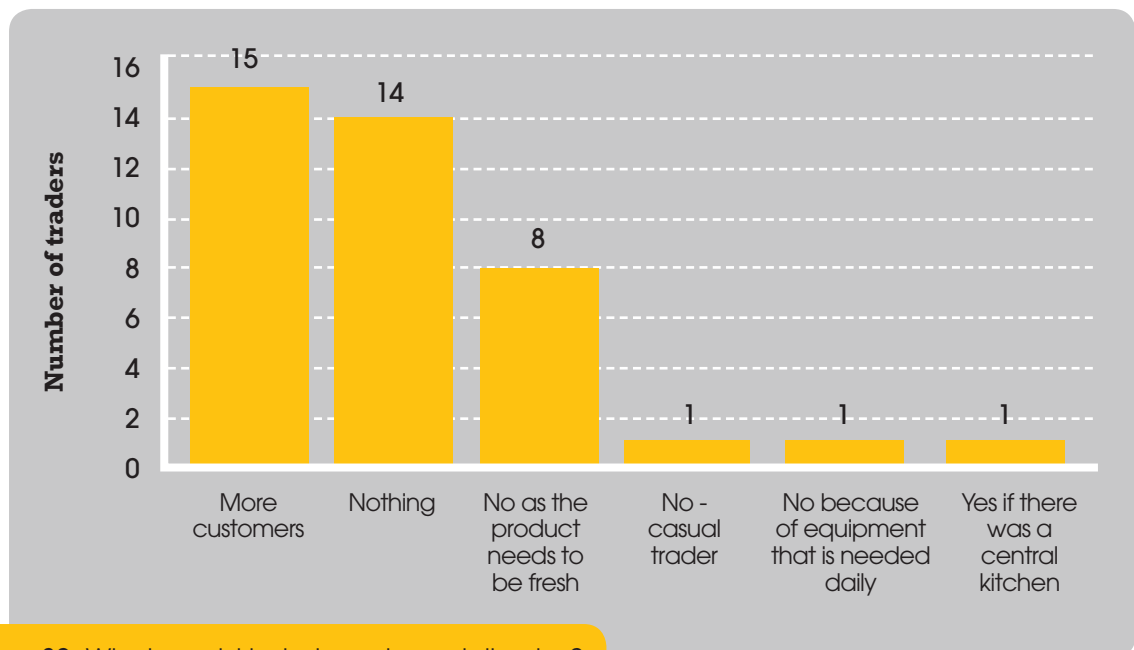


Figure 32: What would help to reduce deliveries?

Some obvious answers were recorded from this question – with some of these issues having been touched on already through interviews with the Market Operator. Chapel Market has an equal mix of traders, not a single commodity group stands out, but a proportion of them – take-away food traders would significantly benefit from facilities that would help them prepare food on site. Besides the take-away food traders, traders that sell fresh food, fruit and vegetables would benefit from temperature controlled storage, which would in turn significantly reduce the amount of trips into the street. Like any business operator, market traders are always trying to save money and their incentive to take public transport would likely increase in the future if more facilities were provided.

In terms of shared procurement, there were eight instances recorded during the interviews of this happening on street already, these included:

- Smoking Aces take-away stall shares storage space with a local restaurant selling pies and mash. More specifically Smocking Aces rents a fridge space, where they can store their food in a controlled environment. This is a really good example of a local (and in theory) competing business helping a food trader to develop their market stall for the benefit of bringing more potential customers into the street
- More common is an example of traders sharing storage with each other. As highlighted before, the main reason being high rents and lack of space. One of those is a knitwear stall sharing storage unit with a trader selling Christmas trees.
- There were a further 9 traders sharing storage units with each other, but they were not very specific about the details and with whom they share the storage with.
- Mobile accessories stall and tobacco accessories stall share both storage and deliveries.
- Another example of sharing a delivery is between a carpet stall and jumper stall. As the goods are sourced from the same location, both share an appointed person who is sourcing goods from the wholesaler.
- Mercer and Co. take-away stall shares deliveries and storage with Mercer and Co. restaurant/bar. This may be the most excellent example of shared procurement and symbiotic relationship between a business and a trader on the street. Despite sharing the same brand name, they are totally separate businesses run by different people. The market trader was allowed to adapt the business name and branding in exchange for free marketing.
- More positively, another trader selling Spanish paella already sources most of the ingredients from the local street and market. Meat is bought from the local butcher, fish from a fish stall and fruit and vegetables from other market traders.
- Finally some businesses have fully embraced the market and decided to use the opportunity to promote themselves and make extra revenue from the lunchtime sales. The Delhi Grill market stall and a few businesses both source from the same butcher and suppliers.

Outside of the interviews, it was also established there are other businesses that source from the same butcher as Delhi Grill stall and business as well, but don't yet share deliveries with each other.

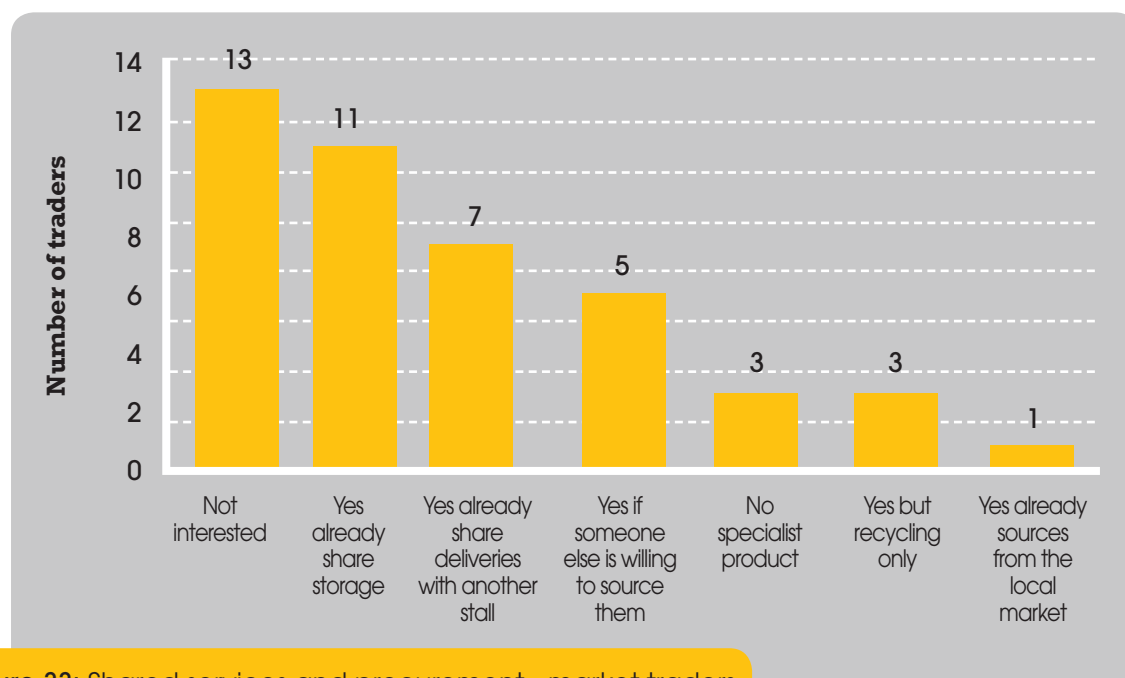


Figure 33: Shared services and procurement - market traders

As shown in the above table, 7 market traders already undertake joint deliveries with one another. A further 5 market traders appear to be open for joint procurement if it could save them some money. These 12 traders represent a mix of commodities including:

Clothes / Knitwear	3
Take-away / Food	4
Carpets	1
Tobacco	1
Mobile Accessories	1

Amongst these traders, shared consumables included:

- Customer bags / packaging
- Serviettes
- Kitchen roll
- Latex gloves
- Rubbish bags
- Plastic / paper bags for take-away
- Take-away containers
- Cups
- Utensils

Shared procurement is not without its challenges, but it's encouraging to see that there is a willingness to share and that is even further reinforced by 68% of businesses either already in some form of shared procurement, or interested in doing it.

5.8 Parking

Despite there being no designated public parking and loading bays available on Chapel Market during the trading hours, there are opportunities to park on nearby streets or in private car parks. Furthermore, traders can apply for a paid parking permit through the Market Traders Association (MTA) in one of the designated trader car parks. There are two of these designated parking areas that MTA manages, first one being on the piece of private road owned by Sainsbury's by the storage units and a second one on Grant Street.

On the Chapel Market though, parking is not permitted during the following times:

Mon – Sat	8.30 – 18.30
Sun	7.00 – 16.00

Despite this restriction, vehicles are able to legally load / unload in the market pitch provision during market operating hours subject to space being available. However, Market Traders are not able to park long term on Chapel Market and if they want to park nearby, they need to pay and display. Parking enforcement activity was not clear or visible on Chapel Market and surrounding streets – illegal parking was observed on every day of the parking capacity study and generally, parking restrictions were not adhered to. This is not to say that regular parking enforcement does not take place – this was clearly evidenced by the fact that market traders advised that there is a presence from time to time.

As 80% of the market traders interviewed rely on private transport to deliver their goods to the market and get to work, their view is that there needs to be free parking supplied, or some subsidised parking permits made available by Islington Council. These were by far the most consistent responses obtained from market traders and businesses about how to improve parking and loading on Chapel Market. Furthermore, the most interesting suggestion was to introduce a scratch card type temporary parking permit system for delivery drivers, unless designated loading bays are introduced.

The majority - 83% of the traders set up their stalls by 9.00, with 55% ready before 9.00. Packing down was less uniform, seeing 43% of the traders leaving the street between 14.30 and 16.30 and 43% around 17.00 and 6 traders packing down between about 17.00-18.00. The figures corroborate the findings of the parking capacity study, where the MTA run trader parking bays and bays on side streets experienced the highest levels of occupancy between around 9.30 and 4.30. This is demonstrably due to the traders arriving to the market, staying in the bays and packing down in the evenings.

All-in-all, 38% of the traders think the parking in the area should be cheaper and 28% and 13% respectively believe that free customer or trader parking should be provided. A further 25% think that the street should be closed for traffic during market hours. A total of 13% of traders believe that there should be more customer parking and 10% would like to see designated loading bays.

5.9 Waste Management

Chapel Place used to act as a waste consolidation area, but has since been discontinued due to waste being cross contaminated making recycling impossible as well as dumping in and around the bins.

London Borough of Islington has since introduced collections using a co-mingle vehicle that collects both commercial and market waste twice during the market trading hours between 11.30 and 14.30 since September 2016 as a trial. During these visits, the team distributes council branded sacks for mixed waste to each trader at the beginning of the day and collect full sacks during the market hours. Furthermore, if required, market traders are provided with a cage for cardboard and plastic waste. They also collect loose rubbish from the street where and when necessary. Attempts to encourage food waste disposal have been commendable, but flawed in that Islington has struggled to gain full co-operation during their trial from market traders. These traders are provided with a wheelie bin and plastic liner to dispose food waste into, but many of them simply do not use the liners, making it difficult to pick up and dispose of them effectively during collection times.

It was observed during the survey that the market traders produce far more rubbish than the teams collect during the day. Mostly excess cardboard, wooden crates, polystyrene and plastic packaging is crammed into the allocated recycling cages. Once the market closes, the Islington Refuse team comes back at around 19.00 to both clear the market of waste and also give the street a clean. In addition to this regime, a Monday morning street wash is carried out after a busy weekend.

It was clear from the interviews and observations carried out that the current waste collection and cleaning arrangement was not working. The allocated cages for bulk rubbish and recyclables filled in way too quickly and caused overspill to the street nearby. Furthermore, a lack of public waste bins magnified the waste issue. According to the traders and businesses engaged, the current system is drastically different from an old setup where there was a central recycling centre. It was felt that the streets are more littered now and unsightly than before. In conclusion that although the Council should be absolutely commended for their commitment to recycling and waste disposal, the three trips into the market equate to an additional 14 trips a week to the street compared to the old arrangement with central recycling area.

Chapel Place in its current guise is underused as a space but there are prospective plans to use this area as a consolidated waste area for cardboard that will be collected in cages and emptied twice daily. The cages would then be stored away in the evening. Furthermore, observations on site indicate that the substructure of the highway would have a plethora of underground services and drainage connections that would require costly diversions to enable underground bin installation. Furthermore, utilising existing pitches as proxy waste consolidation areas would be challenging given the amount of additional street sweeper resource required to ensure that waste is kept within these areas – not to mention that it would be unsightly and difficult to agree a location given that the Chapel Market retail frontages are all active.

In terms of the waste generated, our surveys indicated that traders were generating quite a lot of waste (Fig 34). It was clear from our initial interviews with Islington market team that traders were made to recycle, by providing them with a waste bag and a cage to separate general waste from recyclables. In total, they generated 34.5 bags of general waste on a daily basis, extrapolated over a week the numbers appear to be very high at 207 bags. One of the take-away food traders advised that rather than throwing his leftover food away, he distributes it for free to those in need and this helps to be both socially and environmentally responsible. None of the take-away food traders admitted to recycling their waste oil.

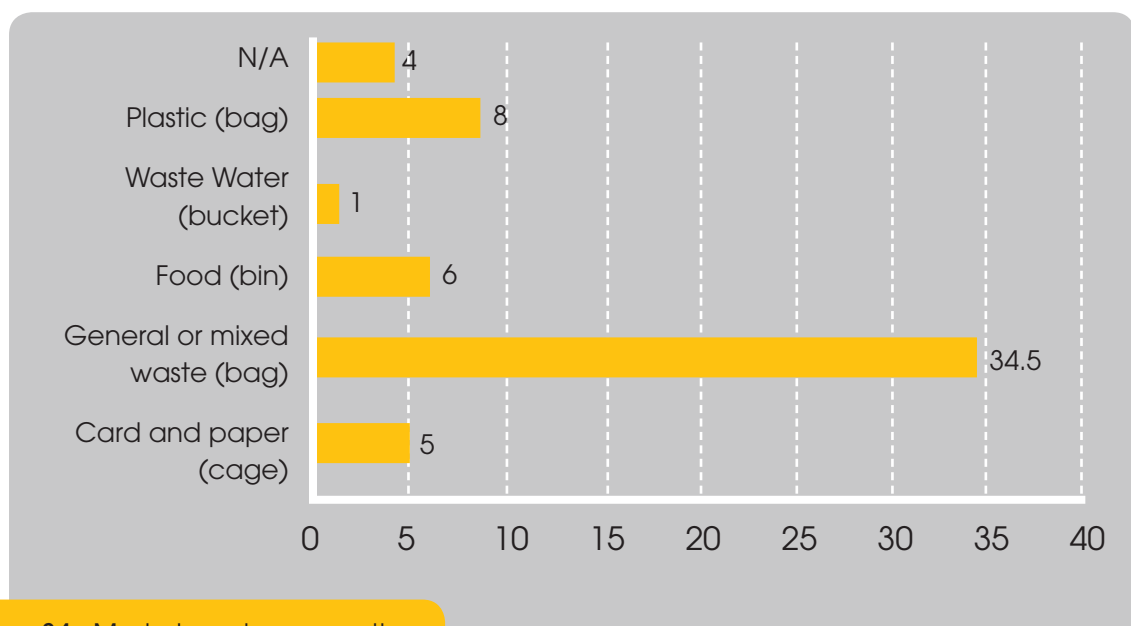


Figure 34: Market waste generation

5.10 Existing Good Practice

- A take-away stall shares storage space with a local restaurant selling pies and mash.
- Knitwear stall is sharing storage unit with trader selling Christmas trees.
- There are further 9 traders sharing storage units with each other.
- Mobile accessories stall and tobacco accessories stall share both storage and deliveries.
- Carpet stall and jumper stall source their goods from the same location, both share an appointed person who is sourcing goods from the wholesaler.
- A take-away stall shares deliveries and storage with a restaurant/bar. The market trader was allowed to adapt the business name and branding in exchange for free marketing.

- A trader selling Spanish paella already sources most of the ingredients from the local street and market. Leftover food is distributed for free to those in need and it helps to be both socially and environmentally responsible.
- A business embraces the market by setting up a stall to help promote its business during lunchtime.
- 64% of businesses are either already in some form of joint procurement, or are interested in doing it.
- Because of a lack of storage space, some local businesses are renting out their spare storage space to market traders.

5.11 Summary

Chapel Market has a really positive atmosphere and though there are some issues in relation to the pitch layout blocking active frontage, there is generally a good relationship between businesses and market traders. Many traders have already shown to partake in good practices like sharing storage and deliveries that make small, but important positive impacts on the market and to the wider London context. Of all the markets, Chapel Market has some of the more innovative shared practices between market traders and businesses where the perceived value of each other is recognised and exploited through clever marketing – be that Mercer and Co. or sharing storage and refrigeration (Smoking Aces). Opportunities to expand on these practices exist and for this reason, some short / medium term activities are proposed below to take these forward.

Chapel Market is the most mixed in terms of commodities and because of this, has the most challenges in terms of managing the various forms of waste that is generated by the eclectic mix of market traders. Islington Council should be commended for their approach to waste and adapting their collection methods to increase recycling. As well as prospective plans for waste consolidation on Chapel Place for cardboard recycling, further interventions could be employed to help reduce the impact of Council waste management vehicles entering and exiting Chapel Market at multiple times during the day. Some recommendations are highlighted below.

5.12 Recommendations

Sustainable Procurement

Joint procurement can be a quick intervention for market traders to collaborate on and although small, cumulatively can make a positive contribution to air quality. Market Traders are already sharing procurement of items like flowers, fruit and vegetables, foodstuffs and dry goods, but there is a massive opportunity to do more – common goods like bags, serviettes, kitchen roll, latex gloves, rubbish bags, take-away containers, cups and eating utensils are all products multiple market traders use. Joint

procurement also has an indirect impact on public realm, pedestrian permeability and road safety, where a reduction in vehicles in the market creates an improved space for people and creates opportunities for the operators to flexibly manage. A summary of Sustainable Procurement recommendations for Chapel Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Sustainable Procurement	Investigate joint procurement of common items for the 11 interested market traders including serviettes, kitchen roll, latex gloves, rubbish bags, plastic / paper bags for takeaway, take away containers, cups, utensils, gas and some fresh produce items could be sourced with single contracts helping traders to save money whilst also reducing the number of vehicular trips they need to make into the across London and potentially into the market.	Reduced number of as much as 22 vehicle trips or shortened journeys in / out of market per week.	Better Air Quality, Improved Pedestrian Permeability, Improved Public Realm, Improved Road Safety
	Although out of scope for this study, 16 businesses were interested in jointly procuring goods, or recycling to reduce their costs. Any efforts to establish shared contracts between businesses and market traders would greatly contribute to reducing trips into the market.	Reduced number of as much as 30 vehicle trips or shortened journeys in / out of market per week.	
	A 'procurement champion' could lead on facilitating these contracts and also educate market traders on the obvious financial benefits of shared procurement, but also the number of contributions each and every intervention has on air quality. A stall could be set up in the market seeking 'pledges' from market traders and advice given to educate them about air quality in the market and provide guidance to facilitate behaviour change. Behaviour change interventions could include: The market stall could be complemented by air diffusion tests, leaflets and links to highlight other sustainable offers from Cross River Partnership – directly relevant ones for market traders could include:	Pledges can be translated into measurable targets for market traders and result in discounted pitch rates for 'sustainable traders' - this could in turn be promoted by the market operator - something that the customer base will appreciate.	

Category	Measure	Measurable Benefit	Outcomes
	<p>deliverBEST deliverBEST helps businesses identify and implement actions to reduce the impact of their deliveries on air quality and traffic congestion while achieving business efficiencies and cost savings. The online Business Efficiency and Savings Tool recommends relevant actions for each business which they can implement on their own or with the support of the deliverBEST team's bespoke support service. Start the conversation at deliverBEST. deliverBEST has been developed by Cross River Partnership through its Mayors Air Quality Fund-supported Clean Air Better Business programme, and URBACT III programme Freight TAILS.</p> <p>Low Emission Supplier Directory Whether it be joint procurement, or using sustainable suppliers businesses have benefitted financially and reduced unnecessary trips by delivery vehicles and support suppliers who take air quality seriously. As an example of best practice, Victoria BID created a Low Emission Supplier Directory to help their businesses identify suppliers who operate zero and low emission fleets. If joint contracts for market supplies could be established, there is no reason why tender packs for the supplies could not include a sustainability requirement in delivery fleets.</p>		

Consolidated Solutions

Consolidation areas – whether for storage, deliveries or waste are crucial operational facilities for a market environment. Notwithstanding the operational benefit of these areas, they also play an important role in improving air quality, public realm, pedestrian permeability and road safety. If market traders are provided storage, refrigeration, kitchen / washing up facilities and delivery points their reliance on making regular vehicular trips into and out of the market is reduced, resulting in less emissions and a better, safer street environment. Many market traders were found to be sharing existing

storage areas, but storage facilities don't necessarily need to be dedicated sheds or cabins – many traders were sharing space with businesses. Some of these relationships had evolved so much so that in one market a business and market trader shared the same name but were totally separate entities run by different people. The market trader not only shared deliveries and storage with the business, but was allowed to adapt the business name and branding in exchange for free marketing. A summary of Consolidation Solutions recommendations for Chapel Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Consolidation Solutions	<p>Personal deliveries or deliveries intended for market use</p> <p>Consolidating and redirecting personal deliveries away from central London workplaces using Click & Collect services improves efficiencies and reduces the number of vans on our streets, helping improving air quality and reduce traffic congestion.</p> <p>The location of alternative Click & Collect parcel collection points across London are mapped at Click & Collect, making it easy for online shoppers to identify their most convenient collection point. The website, developed by Cross River Partnership, also provides free deliveries and free trial memberships for the paid-for services.</p>	Reduced number of deliveries into market per week.	<p>Better Air Quality, Improved Pedestrian Permeability, Improved Public Realm, Improved Road Safety</p>
	<p>Storage space – particularly refrigerated storage was a commonly presented facility that market traders thought would help them to reduce their deliveries and / or promote the use of public transport. There are no existing structures in place to accommodate this, but the logical area for development would either be one of the existing 18 storage facilities, or the Grant Road car park area.</p>	Reduced number of as much as 128 vehicle trips into / out of the market per week*.	

* Based on 32 market traders currently using a vehicle to get into Chapel Market, reducing their use to twice a week instead of 5 times a week.

Market Layout Changes / Improvements

Other markets have been successful in shuffling their market layout around where they moved one of their top performing market traders to an undesirable location and saw increased footfall to this area as a result of the move. Despite initial reluctance to the move, the market traders have now established themselves to the point where they don't want to set up anywhere else and businesses and market traders alike have benefitted immensely from increased footfall. Dispersal of footfall helps to address congestion – leading to improved pedestrian permeability, road safety and greater opportunities to use the public realm more flexibly. Flexible uses such as waste consolidation and / or loading areas should be a key focus here for markets in the medium to long term – with an emphasis on reducing trips into the market to improve air quality. This can also be further reinforced by simple improvements to traffic and parking enforcement or larger scale changes such as retail facing pitch layouts that work to harmonise relationships in the street and create a better retail destination for visitors that could see what the street truly has to offer from market traders and businesses. A summary of Market Layout Changes / Improvements recommendations for Chapel Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Market Layout Changes / Improvements	Introduce some loading bay provision near the Baron Street junction (see Map Chapel Market) in order to ease congestions and meet delivery demand for market traders and businesses.	Not measurable	Better Air Quality, Improved Pedestrian Permeability, Improved Public Realm, Improved Road Safety
	<p>London Borough of Islington might also consider a market pitch layout trial. The rationale behind the trial includes:</p> <ul style="list-style-type: none"> • The Liverpool Road end of the market is far too dense and with this, creates issues with fly tipping, pedestrian permeability and restricted access for vehicles. • By moving some of the very top performing market traders to between Baron Street and Penton Street, there is an opportunity to make this wider area (in terms of space) of the market a place that is desirable for both market traders and customers. • It's worked on other markets – if customers desire a certain product they will go to find it as evidenced by the increased footfall numbers at the previously undesirable location in (for example) Lower Marsh and the insistence of those traders remaining in 	<p>Reduced fly-tipping</p> <p>Increased pedestrian access</p> <p>Improved retail frontage visibility</p> <p>Less congestion</p>	

Category	Measure	Measurable Benefit	Outcomes
	<p>that location despite being apathetic to the shuffle initially. Supermarkets have employed this strategy for decades, shuffling products around their stores knowing fully that customers after certain products will find them eventually, but might happen to come across something else they might need in the process.</p> <ul style="list-style-type: none"> • The shuffle will change the function of the street - as footfall disperses more evenly across the entire market, there are more opportunities to space pitches out more evenly so as to create an environment that is more beneficial to businesses that have been obscured by market traders while also opening up the street for possible locations of dedicated loading bays. • If Chapel Market remains open to vehicular traffic, the trial can also include a layout that allows pitches only on one side of the street where the carriageway is particularly narrow – this will allow for vehicles passing through while also giving businesses on one side of the street some breathing room from market pitches. The stalls could switch sides of the market on alternate days to give business on both sides an opportunity to highlight their active frontages. This approach, while different from Islington's aspiration to trial a centre layout for the market is more practical in terms of access and the current positioning of electrical infrastructure. • If none of the above are initiated, London Borough of Islington might want to trial a 'no pitch zone' opposite the Baron Street junction to prevent vehicle / pedestrian conflicts at this location. 		

Waste Management

Operationally, waste management presents a significant environmental and logistical challenge for market operators. Encouraging market traders to co-operate with waste management strategies like recycling and disposal of contaminated waste are compounded by the limited amount of public space that is available on street markets to sustain a street environment that is kept tidy and free of loose waste. However, waste management, if done effectively has the potential to offer a significant impact in terms of producing positive outcomes in terms of air quality, green infrastructure, public realm, drainage, road safety, waste consolidation and pedestrian permeability. Market traders, operators / Local Authorities and businesses can all play a crucial part in making simple changes in their behaviours, or operations to contribute towards these positive outcomes. A summary of Waste Management recommendations for Chapel Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Waste Management	Help traders and businesses establish a joint supplier contract to collect and dispose of waste oil. Opportunity to use a single supplier should be encouraged to drive down cost and for collections to occur during off-peak times in the market on either a Monday or Tuesday. This will help greatly to minimise the amount of waste oil being disposed of incorrectly - either with general waste, or down road gullies.	Reduce number (undefined) of times Local Authority would need to make to clear blocked gullies. Reduce number of (undefined) vehicle trips into / out of the market by supplier on a weekly basis by co-ordinating collections.	Better Air Quality, Improved Pedestrian Permeability, Improved Public Realm, Improved Road Safety, Drainage Improvement, Waste Consolidation
	Chapel Market needs a consolidated waste area to reduce the amount of trips Islington Council makes into the street to collect market waste. Plans exist to potentially start using Chapel Place again for cardboard collections, which will clearly help to improve things. However, some additional solutions could also include: - Northwest Place – a waste consolidation area could be placed in Northwest Place, which is out of the way from the public and a logical point of access for market traders as this site is used to store market stalls. However, in order to work, there would be a requirement for a street sweeper to collect and drop refuse and recyclables to the area, which could be collected	Reduce number of as much as 8 trips made into / out of Chapel Market per week*.	

Category	Measure	Measurable Benefit	Outcomes
	<p>by the Council at the end of each operating day.</p> <p>- Chapel Place – unless the Council is willing to invest in costly statutory diversions to install underground bins (that would again still need to be managed on site by a sweeper) a possible solution here is to build an enclosed space for non-recyclables against the flank wall of either 31 or 33 Chapel Market. There is a risk that this would not be acceptable to residents above these units, but there is an opportunity to reduce the impact of the waste enclosure by developing the rest of Chapel Place into a pocket park.</p> <p>- Given the variety of goods on offer and thereby variety of waste its made all the more challenging for London Borough of Islington to manage waste on the market. Consolidated waste collection areas are crucial to not only the day to day operation of the market, but also contribute to better, cleaner public realm and a reduction in vehicle trips into the market to collect waste, thereby improving air quality.</p>		

*Based on current three daily collections changing to once a day.

Cleaner Vehicles and Alternative Transport

Until such time that more storage capacity is identified in markets, many market traders will need vehicles to continue to deliver and store goods on a daily basis. With the Ultra Low Emission Zone coming in 2020, market traders need to start thinking about whether they continue to drive in on a daily basis to trade. Although ideal, it doesn't mean that all market traders should invest in a new ultra low, or zero emission vehicle. But steps to reduce the amount of trips into the market need to be made – things like anti-idling, using sustainable suppliers, economical driving courses or making alternative sustainable travel choices are small interventions but if every market trader did just one of these things, their collective actions would contribute significantly to air quality. A summary of Cleaner Vehicles and Alternative Transport recommendations for Chapel Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Cleaner Vehicles and Alternative Transport	Sustainable Market Trader measure: Eco Driver Training – if market traders are driving in regularly, efficient driving skills help to reduce fuel usage, cut costs and lower emissions. As part of the Cross River Partnerships Cleaner Air Better Businesses programme, subsidised training was made available to businesses, but this is something that could potentially be expanded to markets in the future.	Eco Driver Training take up could be included as a part of a 'Sustainable Market Trader' pledge and quantified based on take up and successful completion of training.	Better Air Quality, Improved Public Realm, Sustainable Transport
	Sustainable Market Trader measure: 4 and 1 Travel Choice - market traders could be encouraged reduce the use of their vehicle from 5 days to 4 in order to reduce the amount of trips they make into the market. This could be encouraged with additional storage space or discounted pitch fees.	Reduced number of as much as 64 vehicle trips into / out of the market per week*.	
	Sustainable Market Trader measure: Anti-idling conditions - market traders should be encouraged to not leave their engines idling during set up, delivery or pack down. Anti-idling days could be facilitated to guarantee spot checks on market traders as well as encouraging other vehicle users.	Awareness raising - not measureable. Increased number of (undefined) electric vehicles in Chapel Market.	
	Introduce electrical vehicle on one or more of the proposed new loading bay areas on Baron Street. With the introduction of the Toxicity Charge, it might encourage market traders to use electric vehicles in future.		

* Based on 32 vehicle users reducing use from currently five days a week to four days a week.

Buying Local

Across all three markets surveyed, traders source their goods from a variety of locations – most within the M25 but in some cases as far as Zimbabwe and South Korea. Buying locally not only helps local communities thrive, but negates the need to travel long distances to collect goods that could otherwise be sourced locally - some local suppliers might even deliver direct to individuals and others at the same time. All of which can contribute to reducing emissions and improving air quality. A summary of Buying Local recommendations for Chapel Market is detailed below:

Category	Measure	Measurable Benefit	Outcomes
Buy Local	A listing of local suppliers could be compiled, building upon Victoria BID's Low Emission Supplier Directory (as an example of best practice) to help market traders develop partnerships with local suppliers and foster stronger ties with the local community. This could be achieved by inviting local suppliers to a 'framework' directory where businesses could offer access to their wholesale supply chains and help drive economies of scale while also reducing the number of deliveries made, or trips taken to obtain supplies.	Reduced number of (undefined) vehicle trips or shortened journeys in / out of market per week.	Better Air Quality, Sustainable Transport
	Subject to the success of a framework directory, invest in cargo bikes to help market traders make short journeys around the wider Angel / Islington area to pick up and drop off supplies.	Eliminate (undefined) number of short vehicle trips in and around Waterloo.	
	Sustainable Market Trader measure: Promote Food Miles to help market traders understand the impact of sourcing food locally and their affect on air quality.	Awareness raising - not measurable.	

All of the recommendations contained in this section seek to address an overarching aim to reduce the amount of vehicle trips made into the market and across London in order improve air quality. However, it's clear that there are many indirect benefits that can be realised through these interventions that are not immediately obvious. Outcomes such as better public realm, pedestrian permeability, improved road safety, sustainable transport, waste management and drainage improvements can all be realised through a mix of short, medium and long term interventions. It is of no coincidence that many of these outcomes are priority agenda items for partnership organisations like London Economic Action Partnership (LEAP), the Greater London Authority (GLA), Local Authorities, Transport for London (TfL) and others. The Mayor of London has committed to addressing air quality in London – most significantly with the £20m Air Quality Fund (MAQF), but also more recently with the announcement of the Ultra Low Emission Zone (ULEZ), which will be introduced from 8th April 2019. These initiatives will help to address London's air quality and market operators and traders alike will need to be encouraged and supported to make changes to their operations and behaviours so that they can contribute to the wider environmental goals of the city. It is clear that many market traders are using diesel vehicles that will be subject to toxicity charges (T-Charge) when the ULEZ is introduced. It is also clear from our interviews that more than anything else, market traders are concerned about costs

– this presents a distinct opportunity to support market traders now so that they are ready for the ULEZ in 2019. Support is available and a number of grant opportunities have been made available to Local Authorities and Business Improvement Districts in the past and in the present – be that through the Mayor’s High Street Fund, Pocket Park Fund, or Transport for London Local Implementation Plan (LIP) funding. These funding opportunities have evolved somewhat but are still available – albeit structured differently. The Mayor of London offers crowd-funding opportunities: Crowdfund London. TFL (LIP) funding for Air Quality is made available to Local Authorities as well as Department for Food and Rural Affairs (DEFRA) Air Quality funding – both of these are not directly available for BID’s but opportunities exist for project proposals to be co-produced and applied for by the Local Authority.

Furthermore, TFL are in the process of changing the way they fund major projects through LIP with a renewed focus on ‘Healthy Streets’ – major projects need to meet a number of indicators – in reference to this work, primarily air quality but also other indicators such as encouraging walking and cycling, places to stop and rest and pedestrian permeability. This new way of working can help underpin any proposals made by Local Authorities or jointly between Local Authorities and BID’s, potentially helping to fund any recommendations made in this document.

Appendix A

APPENDIX A | Lower Marsh

Good Practice and Opportunities

Category	Measure	Good Practice	Short Term Opportunity	Med Term Opportunity	Long Term Opportunity	Benefit(s)	Market Trader Benefit	Business Benefit
Site Layout & Pedestrian movement	Retail unit facing layout	✓				Footfall for Business & Market Traders	✓	✓
	Stall Shuffling to drive demand on low footfall areas	✓				Footfall for Business & Market Traders	✓	✓
						Create new desirable parts of market	✓	✓
						Spread footfall evenly across market reducing areas of congestion	✓	✓
Joint Procurement & Deliveries	Two traders jointly procure from Covent Garden Market		✓			Reduce up to 5 round trips a week	✓	
	Five traders get gas cylinders replenished by same supplier		✓			Reduce up to 3 trips into market a week	✓	
	Two traders share deliveries and storage with business		✓			Reduce up to 3 trips into market a week	✓	✓
	One trader shares deliveries with business		✓			Reduce up to 2 trips into market a week	✓	✓
	One market trader delivers to x 3 pitches around London		✓			Reduced trips around London in wider context	✓	
	85% of businesses in joint procurement, or interested in it		✓			Reduced trips into market per week	✓	✓
	Investigate joint procurement options for 13 market traders and interested businesses			✓		Reduced trips into market per week	✓	✓

Category	Measure	Good Practice	Short Term Opportunity	Med Term Opportunity	Long Term Opportunity	Benefit(s)	Market Trader Benefit	Business Benefit
Waste Management	78% of businesses use same recycling contract	✓				Reduced trips into market per week		✓
	Three hot food traders use same supplier to collect waste oil	✓				Reduced trips into market per week	✓	
	Consolidated waste area and dedicated street sweeper	✓				Reduced fly tipping	✓	✓
						Reduced trips by waste lorry into market per week	✓	✓
						More recycling	✓	
	Food sharing application OLIO	✓				Less food waste collections per week	✓	✓
	Grot Spot cleaning	✓				Cleaner street, better public realm	✓	✓
	Expand waste oil and gas replenishment contract for all market traders		✓			Reduced trips into market per week	✓	
						No pouring waste down drains	✓	✓
	Coloured disposal bags for market traders		✓			Encourage recycling and identify from fly tipping	✓	
Loading / Restocking	One business has switched vehicle fleet (5) to electric	✓				Reduced impact of emissions		✓
						Ease congestion	✓	✓
						More loading opportunities for businesses and traders	✓	✓
Storage	Storage / Kitchen facility at 114 - 118 Lower Marsh				✓	Significantly reduced trips into market per week	✓	

Appendix B

APPENDIX B | East Street

Good Practice and Opportunities

Category	Measure	Good Practice	Short Term Opportunity	Med Term Opportunity	Long Term Opportunity	Benefit(s)	Market Trader Benefit	Business Benefit
Site Layout & Pedestrian movement	Free additional pitch space on off peak day incentives	✓				Footfall in areas that are less desirable	✓	✓
	Stall Shuffling to drive demand on low footfall areas			✓		Footfall for Business & Market Traders	✓	✓
						Create new desirable parts of market	✓	✓
						Spread footfall evenly across market reducing areas of congestion	✓	✓
Joint Procurement & Deliveries	Two traders share storage for their jeans	✓				Reduced trips into the market	✓	
	Two traders share the same Caribbean food supplier	✓				Reduce up to 3 trips into market a week	✓	
	Five businesses were receiving meat from same supplier	✓				Reduce up to 5 trips into the market a week		✓
	One market trader delivers to x 3 pitches around London	✓				Reduced trips around London in wider context	✓	
	Investigate joint procurement for plastic and paper bags for market traders and businesses.		✓			Reduced need to collect, or deliver to market	✓	✓
	Investigate joint procurement options for market traders and interested businesses - focussing on recycling and saving money.		✓			Reduced trips into market per week	✓	✓

Category	Measure	Good Practice	Short Term Opportunity	Med Term Opportunity	Long Term Opportunity	Benefit(s)	Market Trader Benefit	Business Benefit
Waste Management	Consolidated waste area with underground bins			✓		Reduced fly tipping	✓	✓
						Reduced trips by waste lorry into market per week	✓	✓
						More recycling	✓	
Loading / Restocking	Introduce new loading bays at 4 locations			✓		Reduced impact of emmissions	✓	✓
						Ease congestion	✓	✓
						More loading opportunities for businesses and traders	✓	✓
Parking	Enforce illegal crossing over to Peabody Estate forecourt		✓			Reduced illegal parking / clutter on street	✓	✓
	Review double yellow line provision at various locations.					Enhanced safety at junctions.	✓	✓
Storage & Market Facilities	Investigate charging fees for electrical infrastructure			✓		Revenue source to contribute to maintenance costs.	✓	
	Create a market facility for storage, parking, delivery consolidation area behind SAST House.					Significant reduced trips into market, revenue generating.	✓	

Appendix C

APPENDIX C | Chapel Market

Good Practice and Opportunities

Category	Measure	Good Practice	Short Term Opportunity	Med Term Opportunity	Long Term Opportunity	Benefit(s)	Market Trader Benefit	Business Benefit
Site Layout & Pedestrian movement	Free additional pitch space on off peak day incentives	✓				Footfall in areas that are less desirable	✓	✓
	Stall Shuffling to drive demand on low footfall areas			✓		Footfall for Business & Market Traders	✓	✓
						Create new desirable parts of market	✓	✓
						Spread footfall evenly across market reducing areas of congestion	✓	✓
Joint Procurement & Deliveries	One trader shares fridge / storage with business	✓				Reduced trips into the market	✓	✓
	Ten traders are sharing storage units with each other.	✓				Reduce 5-10 trips into market a week	✓	
	Two traders sharing storage & deliveries	✓				Reduce up to 2 trips into the market a week	✓	
	One market trader delivers to x 3 pitches around London	✓				Reduced trips around London in wider context	✓	
	One market trader shares deliveries with business and adapted the business name in exchange for free marketing.	✓				Reduced trips into the market	✓	✓
	A trader sources local only and distributes left over food for free to those in need.	✓				Reduced trips and food	✓	✓

Category	Measure	Good Practice	Short Term Opportunity	Med Term Opportunity	Long Term Opportunity	Benefit(s)	Market Trader Benefit	Business Benefit
Joint Procurement & Deliveries (contd)	Investigate shared procurement options for 12 market traders and interested businesses		✓			Reduced trips into the market	✓	✓
Waste Management	Consolidated waste area			✓		Reduced fly tipping	✓	✓
						Reduced trips by waste lorry into market per week	✓	✓
						More recycling	✓	
	Investigate waste oil and gas replenishment contract for all market traders		✓			Reduced trips into the market	✓	✓
						No pouring waste down drains	✓	✓
Loading / Restocking	Introduce new loading bays near Baron St junction			✓		Reduced impact of emissions	✓	✓
						Ease congestion	✓	✓
						More loading opportunities for businesses and traders	✓	✓
Parking	Review double yellow line provision at Baron St junction			✓		Enhanced safety at junctions.	✓	✓
Storage & Market Facilities	Create a market facility for storage, parking, delivery consolidation at Grant Rd carpark				✓	Significant reduced trips into market, revenue generating.	✓	

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