

Greater Cambridge Market Economic Social Impact Assessment

September 2025

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Executive Summary

The aim of this Economic Social Impact Assessment is to better understand and quantify the economic and social contribution that the Traditional Retail Markets (TRMs) in the Cambridge City and South Cambridgeshire District Council areas make to their local communities, as well as to businesses, culture, sustainability and place identity.

This has been achieved through a substantial amount of primary and secondary research. Primary research has focused on engagement with stakeholders including: market traders and operators, local residents, market shoppers, community groups, and local businesses. This was conducted in order to understand how they use and are impacted by the TRMs.

Secondary research has included a review of the relevant local planning, policy and regulatory context and any implications for the TRMs as well as best practice case studies.

The findings evidence that the TRMs provide:

- Jobs and apprenticeship opportunities
- Local character
- Community benefits and social interaction
- Access to local produce and products not available elsewhere

However, the review has also highlighted the following challenges:

- the sustainability of market trading as a business is fragile
- market traders are important sources of local produce, but are themselves struggling to source local ingredients
- for the markets to contribute towards climate change objectives, they need improved recycling facilities
- markets and local businesses are not realising the potential benefits of working closer together to drive footfall (eg joint events and cross-promotion)

Recommendations for how these challenges can be addressed include:

- Celebrate the community value of the TRMs
- Celebrate the business opportunities offered by market trading and explore ways to improve the sustainability of market trading as a business
- Support and develop existing South Cambridgeshire TRMs and consider additional TRMs, particularly in the Southwest corner of the region where there is currently a gap
- Recognise and maximise TRMs' potential contribution to sustainable food strategies, environmental and waste management policies
- Include, in the emerging Greater Cambridge Local Plan, specific policies relating to markets
- Develop suitable policies for markets which could be incorporated into new and refreshed Neighbourhood Plans.
- Ensure markets are considered as part of any new development.
- Develop an overarching markets strategy for Greater Cambridgeshire

- Ensure that markets are considered as part of any multidisciplinary project teams overseeing strategy development
- Explore opportunities for partnership working with local businesses
- Explore options for a bus service to take customers to South Cambridgeshire markets

Table of Contents

1. Introduction
2. Study approach
3. Markets database and audits
4. Social value
5. Economic value
6. Planning and policy
7. Operator support (South Cambridgeshire only)
8. Recommendations
9. Conclusions
10. Appendices

One:	Maps
Two:	Market Audits
Three:	Themes and Questions

1. Introduction

- 1.1. In March 2024, Place Partnership and team were appointed to create an Economic Social Impact Assessment (ESIA) of the Traditional Retail Markets (“TRMs”) in Cambridge City and South Cambridgeshire (the “Subregion”).
- 1.2. The aim of the ESIA is to understand the economic and social contribution the TRMs make to their local communities, as well as to businesses, culture, sustainability and place identity. The ESIA also identifies some of the challenges local TRMs face and the support they require in order to maximise future potential.
- 1.3. The specific objectives of this report are to:
 - 1.3.1. Analyse the wider economic and social benefits of the TRMs in the Subregion through:
 - their contribution to the strategic objectives of both Cambridge City Council (CCC) and South Cambridgeshire District Council (SCDC)
 - an assessment of how different stakeholder groups use and are impacted by the TRMs (Social Value)
 - 1.3.2 Review the planning, policy and regulatory context, to identify ways in which the TRMs could be better supported

2. Study approach

The ESIA has been informed by both primary and secondary research.

2.1 Primary research:

- 2.1.1 An audit of markets in Cambridge City and South Cambridgeshire District: Our team of market and data experts also created a database of the TRMs in the Subregion, and visited a number on the day of operation in order to conduct a visual audit and compare against agreed criteria (total 14 visits).
- 2.1.2 Consultation with:
 - Local residents
 - Market shoppers – including both residents and visitors
 - Market traders
 - Market operators
 - Local charities and community groups
 - Local businesses
 - Other stakeholders

- 2.2 **Secondary research** included assessment of the consideration given to TRMs within the Subregion's Local and Neighbourhood Plans and consideration of relevant research and recommendations for TRMs contained within other council strategies.

3. Markets database and audits

- 3.1 The team created a list of the TRMs which fall under the jurisdiction of CCC and SCDC (see Table 01 overleaf).

For the purposes of this project, TRMs are defined as regular markets (i.e. at least monthly and at least six times per year) and with a focus on selling goods and services rather than musical/cultural activities. See below for detail on how the markets were categorised.

Primary sources of information included the www.visitsouthcambs.co.uk website together with www.cambridge.gov.uk/markets and www.information-britain.co.uk. Facebook was then used to verify and source additional information.

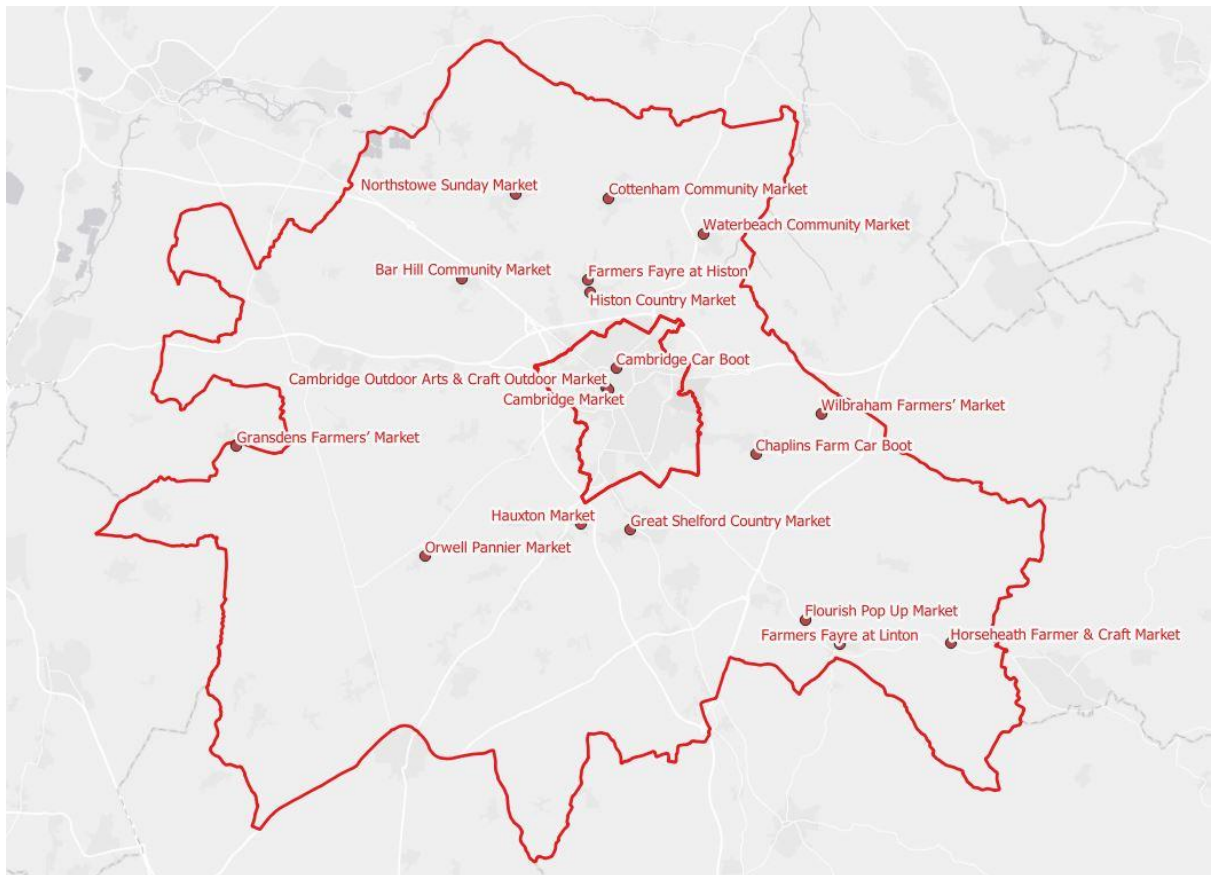
- 3.2 With the reduction in frequency of the Great Shelford Village Market which, since Autumn 2024, operates on an event only basis rather than monthly, there are now:
- 17 TRMs in South Cambridgeshire
 - 3 TRMs in Cambridge City

Table 01 - TRMs which fall under the jurisdiction of CCC and SCDC

Market Name	Market Category	ONS Classification	Indoor/Outdoor	Frequency	Approx no traders *
South Cambridgeshire					
Bar Hill Community Market	Community Market	Rural town and fringe	Indoor	Monthly	12-17
Caxton Farmers Market	Community Market	Rural hamlets and isolated dwellings	Indoor	Monthly, Apr to Dec (except Nov)	N/A
Cottenham Community Market	Community Market	Rural town and fringe	Indoor	Monthly	10
Flourish Pop Up Market (Hildersham)	Community Market	Rural village	Outdoor	Monthly	4-10
Fulbourn Car Boot (Chaplins Farm)	Car Boot	Urban city and town	Outdoor	Weekly, Mar to Dec	50
Gransdens Farmers' Market	Community Market	Rural village	Indoor and Outdoor	Monthly (except Dec, Jan and Feb)	35-40
Great Shelford Country Market	Community Market	Urban city and town	Indoor	Weekly	8
Great Wilbraham Farmers' Market	Community Market	Rural village	Indoor and Outdoor	Monthly (except Jan-Mar & Jul-Aug)	25-35
Hauxton Market	Community Market	Rural village	Indoor	Monthly	10
Farmers Fayre at Histon	Community Market	Urban city and town	Indoor and Outdoor	Monthly	29
Histon Country Market	Community Market	Urban city and town	Indoor	Weekly	N/A
Horseheath Farmer & Craft Market	Community Market	Rural village	Indoor and Outdoor	Monthly (except Jan, Feb, Jul and Aug)	7
Farmers Fayre at Linton	Community Market	Rural town and fringe	Indoor and Outdoor	Monthly	15
Longstanton Market	Community Market	Rural town and fringe	Outdoor	Monthly (except Jan, Aug and Dec)	N/A
Northstowe Sunday Market	Community Market	Rural town and fringe	Indoor and Outdoor	Monthly	N/A
Orwell Pannier Market	Community Market	Rural village	Indoor	Monthly (except Jan and Aug)	25
Waterbeach Community Market	General Retail	Rural town and fringe	Outdoor (and lock-ups)	Monthly	50
Cambridge City					
Cambridge Car Boot	Car Boot	Urban city and town	Outdoor	Weekly	75
Cambridge Market	General Retail	Urban city and town	Outdoor	Daily	100
Cambridge Outdoor Arts & Craft Market	Arts & Crafts	Urban city and town	Outdoor	Weekly	28 licensed and 25 casual traders

* trader numbers, where available, taken from Operator Surveys and/or Market Visits

3.3 The locations of the TRMs in the Subregion have been mapped below:



Map 01 TRMs in the Subregion

As can be seen, there are three markets clustered around and near Histon and Impington. From comments by a long-standing customer, and Impington resident, we can deduce the potential reasons why:

- “It's accessible to a particular (relatively affluent) demographic.”
- “It's a very big and active village. It's important to people here to shop local.”

The other TRMs are fairly evenly dispersed across the Subregion (with the exception of the Southwest corner) across areas with differing household income and ethnicity. Further maps are included in Appendix One which demonstrate this.

3.4 Data was also collected on markets in the wider Cambridgeshire and Peterborough Combined Authority. These have been included in Appendix One for the purposes of evaluating the spread of markets in the area. Many of these, including Ely, Peterborough, Huntingdon, St Neots and St Ives Markets have been established by Royal Charter. These prevent other markets from operating within a radius of $6\frac{2}{3}$ miles. Our research has not identified any of the existing CCC or SCDC TRMs as being within $6\frac{2}{3}$ miles of these “Charter Markets”, however, this is something which must be considered when planning any new TRMs.

3.5 Market categories

3.5.1 The TRMs within the Subregion are diverse in terms of location and product mix although there is also a significant degree of overlap. Categorising the TRMs is therefore a subjective exercise, and a degree of flexibility is required.

3.5.2 It is also worth highlighting what might be described as ‘misnomers’ – so-called ‘Farmers Markets’ which have perhaps moved away from their original focus of promoting/selling local food produce to incorporate more arts and crafts products. Others such as Waterbeach ‘Community Market’ are actually more similar to General Retail markets, as they offer a broader range of household products, as well as local food produce.

3.5.3 The TRMs within the Subregion have been categorised into four main types:

- **Community Markets** – which account for the majority of the list. Offering a mix of local high-quality arts & crafts and food products, most operate infrequently (monthly during the summer) from village hall locations. Most are run by local volunteers and targeted at a more localised catchment.
- **General Retail** – typically larger scale and selling a broader range of products such as clothing and household goods alongside hot food and produce e.g. Cambridge Market and Waterbeach.
- **Arts & Crafts** – a strong bias towards arts and crafts e.g. Cambridge Outdoor Arts & Craft Market.
- **Car Boots** – a wide range of products on offer, but sold by individuals (rather than traders set up as businesses) from the boot of their car.

3.5.4 The ONS Urban-Rural Output Area Classification has also been used¹. This categorises small geographical areas in England and Wales based on population density and settlement patterns, grouping them into urban (major conurbations, minor conurbations, cities & towns) or rural (town & fringe, villages, hamlets & isolated dwellings) for statistical and policy use.

¹

<https://www.ons.gov.uk/methodology/geography/geographicalproducts/ruralurbanclassifications/2011ruralurbanclassification>

3.6 Market audits

3.6.1 The following TRMs were visited by members of the team who also conducted visual audits - see summary in Table 02 below and full results at Appendix Two. It is important to note that these are snapshot, subjective observations, giving first impressions from a customer point of view.

Table 02 – Summary of TRM Audits:

Market	Date of Visit	Summary of Observations
Cambridge City	Wed 24 April Sun 7 July Sun 1 Sept Thurs 12 Sept	• Daily market of approx. 100 stalls with regularly changing offer • Fixed stalls plus seating area • Mix of food and beverage (F&B), produce and hard goods/services
Cambridge Car Boot	Sun 7 July	• Relatively large (approx. 75 stalls), vibrant market selling mix of bric-a-brac, antiques, household goods, plants etc • Generally appeared to be cheaper than South Cambridgeshire markets although not much visible pricing
Cottenham Community Market	Sun 7 July	• Visited the first time the market was held • Small but good quality and nice mix of produce, crafts and services (e.g. mindfulness and art group)
Fulbourn Car Boot	Sun 9 June	• Reasonable sized car boot (approx. 50 cars) • Mainly individuals selling second hand plus a couple of businesses • The only South Cambridgeshire market with an obvious mixed trader ethnicity
Great Shelford Country Market (Community Market)	Wed 24 April	• Small craft market run by local co-operative • All female traders • Approx. 40 customers
Hauxton Community Market	Sun 16 June	• Small market • Not busy
Histon Community Market	Sat 20 July	• Reasonable size and quality market although many traders were away on the date of visit • Majority produce including selling direct from farmers • Customers appear to be “intentional shoppers” who have made a conscious decision not to shop at supermarkets
Horseheath Community Market	Sat 8 June	• Tiny market, few stalls and very few customers • Evidence of community engagement
Linton Community Market	Sat 6 July	• Majority produce, with some crafts • Advertised as a Farmers Market but included traders from Essex, Somerset etc • Friendly traders, seemed to be regular customers
Orwell Panier (Royston) Community Market	Sat 6 July	• Busy market, with wide variety of age groups • Mix of produce and crafts • Supporting local guides group
Waterbeach General Retail Market	Sun 16 June	• Former army barracks – unusual location for a market • Fairly large (approx. 30 stalls) • More of a general market – including a repair cafe

3.6.2 General observations from visits to TRMs within the area covered by SCDC:

- mainly small-medium sized markets which are unlikely to be a large draw but popular with local residents. Nevertheless, the Shopper Surveys (see Section 4.8.4) did identify visitors from Suffolk (to Great Wilbraham Community Market) and Norfolk (to Histon Community Market)
- feature a high percentage of produce, particularly Histon and Linton (70%), and quality hand made goods
- goods sold at the markets generally fall within the medium to high price range – eg coffee £6, sourdough up to £5 (exceptions are Waterbeach and Fulborn Car Boot)
- appear to attract either older customers (over 60) or young families (exceptions include Waterbeach and Cottenham)
- the markets appear to provide an important social function
- markets had litter bins but no recycling facilities
- marketing was mainly limited to local banners and Facebook
- some traders trade at multiple TRMs but each market also has its own individual atmosphere and trader mix

3.6.3 General observations from visits to City Market:

- the fixed stall type can make the market appear less full than it is, and provides little flexibility with the space
- layout - consideration needs to be given to the customer experience and way finding
- back of house - bin store, compacter and baler are very prominent
- currently no obvious links to local community groups and/or charities (used to be higher pre-Covid)
- brief look at social media for the market shows that whilst there are regular posts which are generating reasonable levels of engagement, there is more which could be done to showcase the personality of individual traders, drive footfall (e.g. through special promotions) etc

4. Social value

4.1 What is social value?

The Institute for Social Value (formerly Social Value UK) defines social value as “a broader understanding of value. It moves beyond using money as the main indicator of value, instead putting the emphasis on engaging people to understand the impact of decisions on their lives. The people’s perspective is critical... Social value measurement tries to understand and record the relative importance we place on the wellbeing changes we experience. It helps to inform better decision-making to increase positive change, and decrease the negative.”²

² <https://socialvalueuk.org/what-is-social-value/>

4.2 The social value process

The purpose of this Social Value Framework is to identify the wider social, health and wellbeing impacts of TRMs in the Subregion, as experienced by a range of stakeholder groups. We have used social value methodology to explore the markets' contribution to wider economic, social and environmental outcomes through the councils' strategic objectives.

Social value explores the nature of stakeholder experience (positive or negative), and the relative importance of those experiences over a specific time frame. In this project we have asked stakeholders about their experiences over the last two calendar years (January 2022 to December 2023).

4.3 Strategic objectives

The following are key relevant CCC and SCDC strategies which provided the themes for assessing the social value of the TRMs:

Table 03 – Relevant CCC and SCDC Strategies:

Council	Strategy	Impact of markets
CCC	One Cambridge Fair for All	How do markets contribute to economic prosperity, social and environmental justice?
CCC	Community Wealth Building Strategy	Do markets create and maintain sustainable businesses? How do they contribute to their local economies? Do they encourage community cohesion?
Greater Cambridge	Cultural Infrastructure Strategy (draft)	How do markets contribute to the local character?
CCC	Sustainable Food Policy	Do markets help to promote sustainable food?
SCDC	Support for local businesses and economies	How do markets benefit from or contribute to local economies?
Greater Cambridge	Draft Destination Management Plan	How do markets contribute to the local character? Do they attract visitors and tourists?
CCC SCDC	Climate Change Strategy Climate Change and Environment Strategy Zero Carbon Strategy and Zero Carbon and Doubling Nature Action Plan	Markets may reduce food miles by sourcing local produce but do they contribute to CO2 emissions through vehicle use? Opportunities to reduce waste and increase recycling.

4.4 Identification of stakeholder groups

Stakeholders are those who are impacted by the operation of the TRMs. The following stakeholder groups for this project were agreed with CCC and SCDC:

Table 04 – Agreed stakeholder groups:

Stakeholder group	Impact
Market traders	A key stakeholder group for whom the markets represent business income
Local businesses	Local businesses may benefit from additional footfall, but the market may compete for sales
Community groups	Community groups may benefit from the markets through increased awareness etc
Shoppers	Shoppers may be able to buy products from the market that they couldn't get elsewhere
Residents	Negative aspects for local residents may include increased traffic congestion
Environment	Markets often provide positive environmental impacts through the selling of sustainable food produce and reduced food miles, but may contribute negatively through increased carbon emissions from vehicle travel

4.5 Identification of outcomes

Working closely with the Institute for Social Value the team identified specific potential outcomes for each stakeholder group that link with the identified strategic objectives, as well as outputs to be measured:

Table 05 – Outcomes and outputs:

Stakeholders	Outcomes	Outputs/ indicators
Market traders	More sustainable businesses, or business growth.	1. Jobs and businesses created/safeguarded/growth
	Potential outcome from council funding/support	2. Turnover
	Potential outcome from council provision of skills and training	3. Benefit from funding/support
	Additional non-financial benefits	4. Benefit from skills and training
	Contribution to overall character of the locality	5. Attractors other than financial
	Markets are accessible and welcoming	6. Proportion of traders who feel market adds to character
Local businesses	Business sustainability	7. Proportion of traders who feel market is accessible and welcoming
	Increase in sense of being part of the community	8. Additional/lower footfall/spend to local businesses
Community groups	A better way of contacting and informing the community	9. Local market adds character, helps build sense of community
	Increased membership and/or activity	
	Better ability to fundraise	
		10. Benefit from participating in the market

Shoppers	Increase in sense of belonging	11. Benefit from social interaction
	Making a contribution to protecting the local environment	12. Supporting sustainable food production 13. Quality of market produce better than supermarket
	Making a contribution to supporting the local economy	14. Supporting local traders/local economy
	For visiting shoppers: overall experience enhanced by the market	15. Importance of market as an attractor
Residents	Better access to local produce/quality goods	16. Proportion of residents who buy local produce/goods not available elsewhere
	Increased sense of belonging	17. Proportion of residents who feel welcome/less lonely at markets
	Making a contribution to supporting the local economy	18. Supporting local traders/local economy
	Additional congestion from markets	19. Proportion of residents who feel that the markets add congestion (South Cambridgeshire markets only)
Environment	Food miles	20. Access to local suppliers for goods
	Carbon emissions	21. Shoppers & Residents: travel mode; supporting local food production; and importance of shopping locally
	Waste reduction	22. Traders: satisfaction with recycling facilities

4.6 Engagement methods

The outcomes were then tested with the stakeholders through a variety of engagement methods:

Table 06 – Engagement methods:

Stakeholders	Method	Dates	No of participants
City Market Traders	Online Focus Group	2 Oct	4 *
South Cambridgeshire Market Traders	Online Focus Group	12 Oct	1 *
All Market Traders	Online Survey	October	28
Cambridge BID Businesses	Online Survey	Nov - Jan	3
South Cambridgeshire Businesses	Face to Face	Oct	2 [¥]
Community Groups	Online Survey	15-23 Oct	33
City Market Shoppers	Face to Face Survey	Sun 1 Sept Thurs 12 Sept	17 16
	Online reviews		
South Cambridgeshire Market Shoppers	Face to Face Survey	Sat 12 Oct (Gt W) Sat 19 Oct (Hist)	12 21
Residents	Online Survey	18 Nov – 3 Feb	822

* unfortunately, many of the traders who had signed up for the focus groups had to pull out at the last minute

¥ few of the South Cambridgeshire markets are in locations with large numbers of other local businesses

4.7 Themes/questions

The themes which were discussed in the focus groups and the full survey questions for each of the stakeholder groups are included in Appendix Three.

4.8 Results

Stakeholder engagement provided valuable qualitative feedback about the social value of the TRMs. However, with the exception of the Resident Survey, the small sample sizes mean that caution needs to be exercised with any quantitative results.

4.8.1 Market traders

Through the Operator Survey, our research identified that there are between 450-550 market traders across all the TRMs in the Subregion.

- 28 traders completed the online trader survey
- 5 (18% of respondents) trade at more than one market

For the purposes of this report, the response from the trader at All Saints Garden Arts & Craft Market has been included with those from traders at City Market.

Table 07 – Trader responses:

Which of the following do you trade at? (tick all that apply)	
Market	No traders
All Saints Garden Arts & Craft	1
Bar Hill	0
Cambridge City	16
Caxton	0
Cottenham	0
Gransden	2
Great Shelford	0
Great Wilbraham	5
Hauxton	3
Hildersham	0
Histon	1
Horseheath	0
Linton	1
Longstanton	1
Northstowe	0
Orwell Panier	1
Other	1
Waterbeach	4

Trader Demographics:

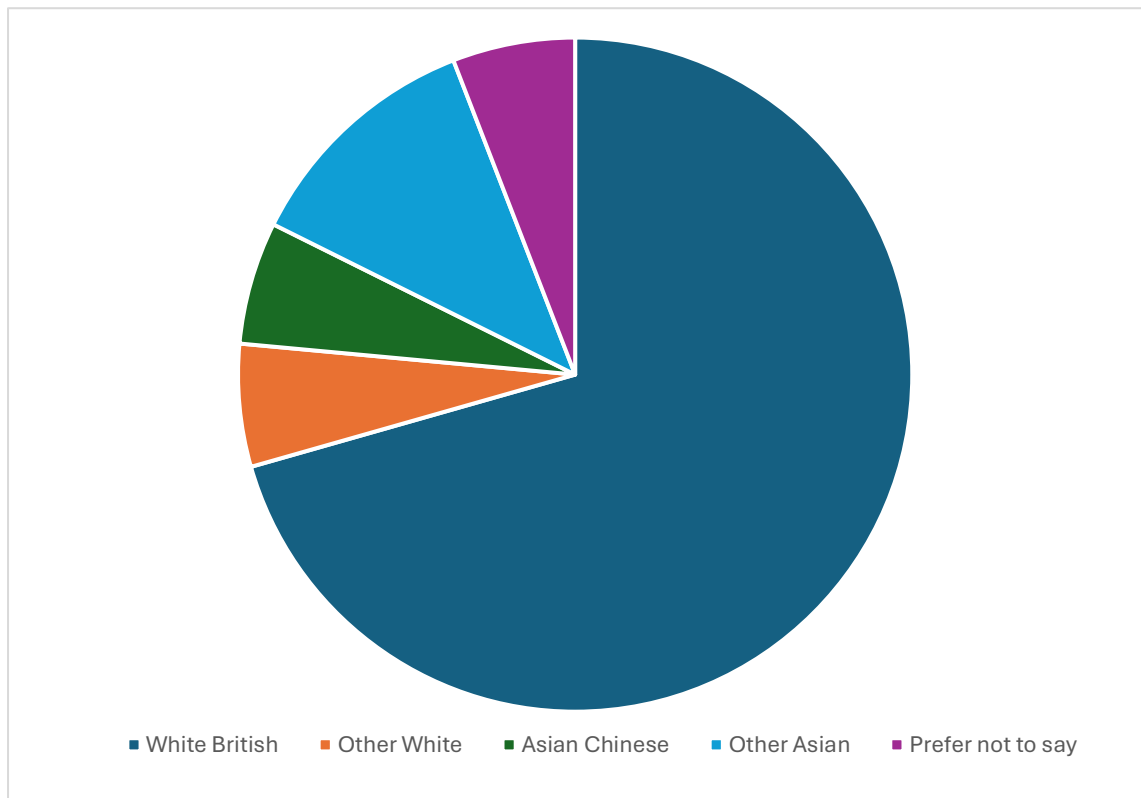


Fig 01: City Market Trader Responders - Ethnicity

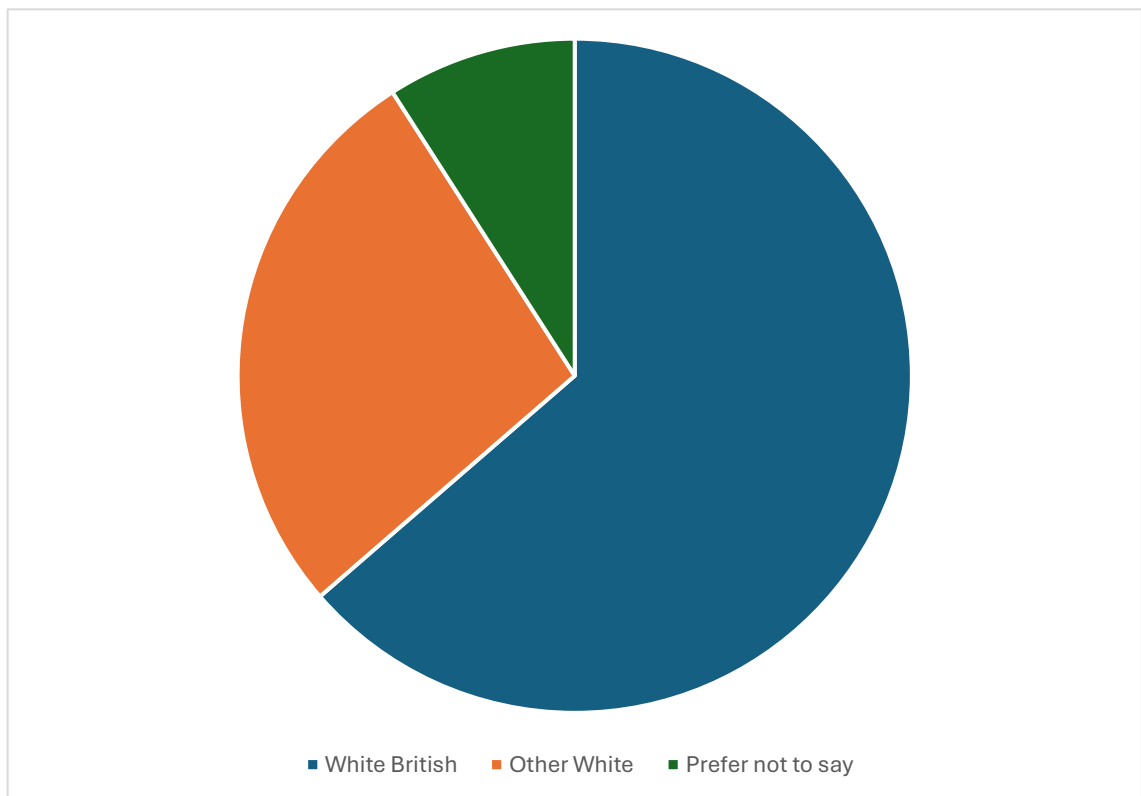


Fig 02: South Cambridgeshire Markets Trader Responders - Ethnicity

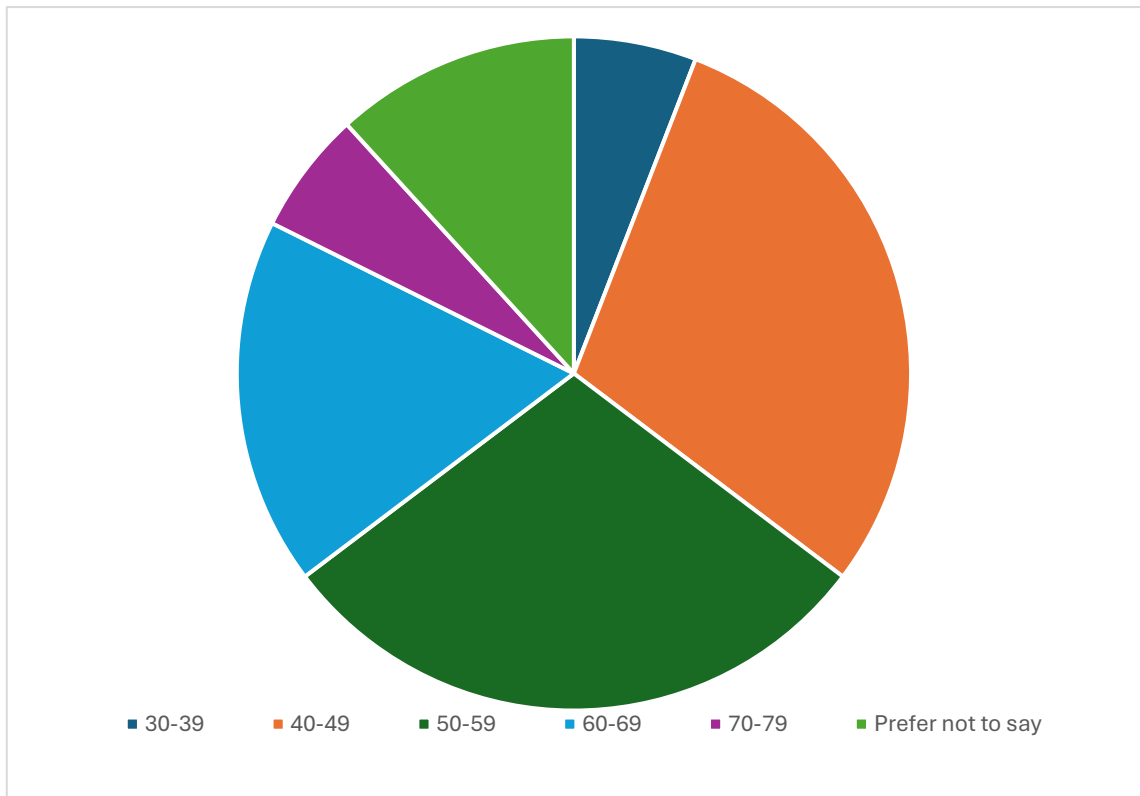


Fig 03: City Market Trader Responders – Age Range

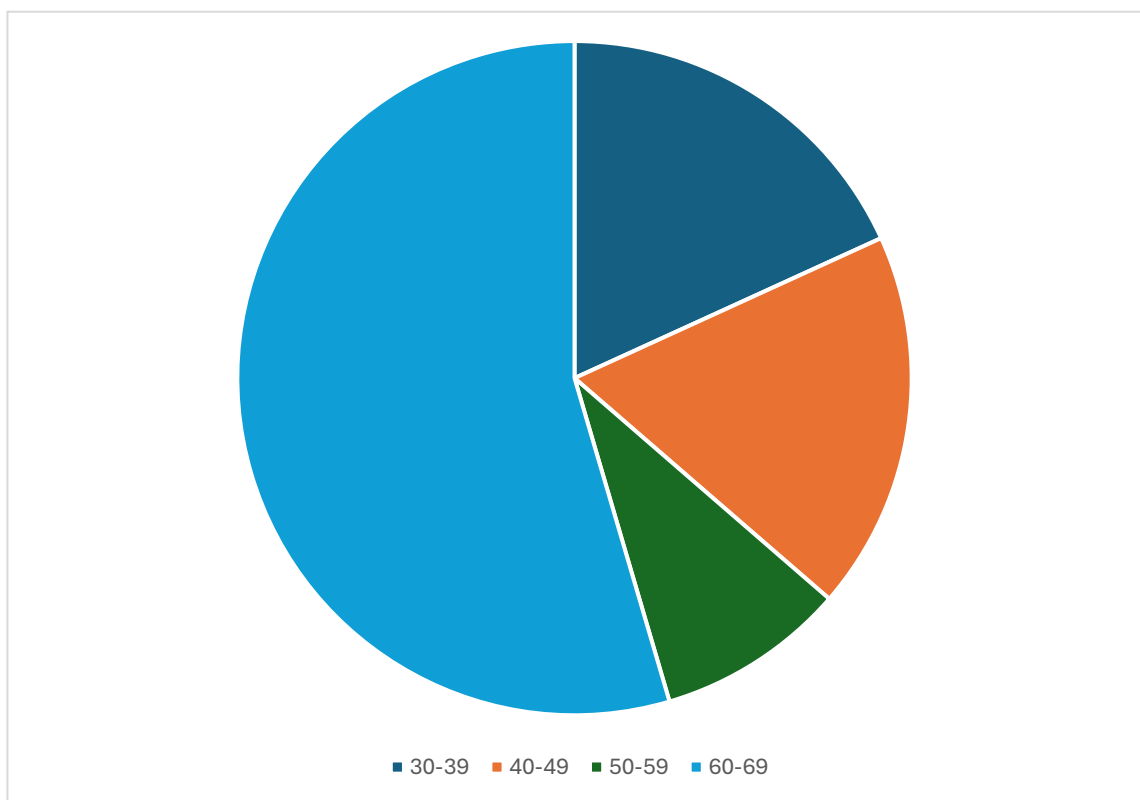


Fig 04: South Cambridgeshire Markets Trader Responders – Age Range

Output 1: Jobs and businesses created/safeguarded/growth

- Only 24% of City and 33% of South Cambridgeshire traders who responded to the survey said that their annual income had increased over the previous 2 years
- However, a significant number (53% City and 45% South Cambridgeshire) are confident that it will increase over the next 12 months
- “The vintage/second-hand clothing market is growing year on year, I was already very established when this trend started, it is the drive of my business. Quality is dropping so rapidly in mainstream shops, so as long as I’m able to keep my level of product I’m confident that I will see growth.” (City Market trader)
- Only one responder in each of City and South Cambridgeshire is considering closing their market stall in the next 12 months
- 9 City traders responded that they also employ additional staff, with 5 employing more than 2 additional
- 2 South Cambridgeshire traders reported that they also employ additional staff, one of whom employs 2 staff
- 3 City traders responded that they employ 4 apprentices between them
- 36% said they are likely to take on more employees/apprentices in the next 12 months
- No South Cambridgeshire traders have apprentices and none are likely to take on any additional employees in the next 12 months
- 24% of City and 36% of South Cambridgeshire responders are considering expanding to additional local markets in the next 12 months
- 18% of City and 36% of South Cambridgeshire responders are considering expanding to retail premises or online in the next 12 months
- Concerns raised by City traders include:
 - Rising costs - rent and cost of materials
 - Uncertainty about the redevelopment
 - Growth of hot food stalls
- Concerns raised by South Cambridgeshire traders include:
 - Operating and materials cost
 - Advertising of the market

Output 2: Turnover

- Annual market income of City traders who responded to the survey ranges between £15,000 and £130,000
- Annual market income of South Cambridgeshire traders who responded to the survey ranges between £600 and £3,000
- This suggests that for City traders the market stall is their main source of income, whereas for South Cambridgeshire traders, the market is more of a hobby and/or means to increase social interaction. This view was reinforced by the South Cambridgeshire operators who attended the focus group and noted that for most of their traders, trading at the markets is a passion rather than a job.

Output 3: Benefit from council funding/support

- 24% of City and 36% of South Cambridgeshire traders requested more marketing support from the councils
- One South Cambridgeshire trader requested free transport for local customers to get to and from the market and another requested business grants to help expansion
- Other requests from City traders include power, water and more cleaning

Output 4: Benefit from council skills and training

- 18% of City traders and one South Cambridgeshire trader requested training from the council
- Course suggestions included social media training (NB: traders were not asked about their awareness of the NWES training already offered)

Output 5: Attractors other than financial

(sample answers to the question “What attracts you to trading at the market?”)

- “Meeting our customers as our gifts are often personalised we can talk to them to get it just right.”
- “Meeting local communities, engaging with local makers and being part of the places that inspire my art.”
- “Selling my products on the local market enables me to sell directly to the public. By engaging with my clients and other small business owners, I feel more connected to the community. I wouldn't be able to afford to rent a shop therefore market is essential for my business to stay operational”
- “I enjoy the face to face speaking with our customers that have the same passion for food and cooking. The excitement they show for good fresh produce they can't get anywhere else.”
- “I love to be outdoors and the less structured construct of being able to choose your trading days versus a shop. I also believe that you are able to attract a broader demographic as a market trader because of the lack of a set shopfront, that equates to a set type of product. Open minded and smart people shop at markets, because they find it interesting and know that it is owned and run by local people.”

Output 6: Contribution to overall character of the locality

- 100% of City and 82% of South Cambridgeshire traders feel that their role as a market trader contributes to the character of the place (“Strongly” and “Somewhat” agree)

Output 7: Markets are accessible and welcoming

- 76% of City and 100% of South Cambridgeshire traders feel that their market is an accessible and welcoming place (“Strongly” and “Somewhat” agree)

4.8.2 Local Businesses

- Three City businesses completed the online survey (distributed via the BID to all members)
- One business in Histon and one in Great Wilbraham were asked some (but not all) of the questions face-to-face

Output 8: Additional/lower footfall/spend to local businesses

- Two City businesses agree that the market brings additional footfall
- However, only one City and one South Cambridgeshire business believes that the markets benefit their business financially
- “Allowing food businesses to operate from market stalls has a huge negative impact on the food businesses in the area who are paying comparatively high rents and rates. It is grossly unfair and detrimental competition.” (City business)
- “Sometimes I sell more newspapers when the market is on but I don’t think the market is frequent enough to impact my business.” (Great Wilbraham business)

NB: shoppers and residents said they visit and spend money at other businesses after going to the market (see Section 4.8.4 and 4.8.5 below), indicating that perceptions may differ from reality.

Output 9: Local market adds character, helps build sense of community

- Two City businesses agreed that the market adds character
- One City business agreed that the market helps build a sense of community
- “I organise the late-night Christmas shopping every year and I always extend the invite to them (the market), the pubs do something special it would be great if we could have more traders doing Christmas things, but they don’t even answer my message. I’ve been doing that for six years.” (Histon business)

4.8.3 Community groups

An online survey was distributed to local community groups via the South Cambridgeshire Communities Team. 33 responses were received from local charities or volunteer/community groups

Table 08 – Community group responses:

Do you have any connection to a market(s) in either South Cambridgeshire or Cambridge City? If yes, please indicate which	
Great Wilbraham Community Market	5
Cambridge City	2
Histon	1
Caxton	1
Great Shelford	1
Waterbeach	1
Other (Meldreth Christmas Craft Market)	1
In what capacity are you connected to the market(s)?	
Fundraise at market	3
Other (eg serve coffee/tea)	3
Sell goods/services	2
Raise awareness and spread information	2
Advertise charity/group (leaflets/posters)	2
Recruit volunteers	0
For groups which are not connected to a TRM, please indicate why not:	
No capacity	10
Isn't one in our local area	5
Would not provide any benefit	4
Not aware of local market	1
Tried before but didn't work	1
Other	2

Output 10: Benefit from participating in the market

- 70% of charity/community group responders agree that the market benefits their charity/group financially
- 70% also agree that it benefits them in spreading awareness, and 60% that it benefits in other ways (e.g. complementing objectives)
- “Our presence at the market has considerably helped our profile as a long running local society. We are very grateful to have access to it. It has promoted a sense of community ownership that we value.”
- The Cambridge Regional College Supported Learning Department separately detailed their involvement with City market, particularly the “invaluable hands-on experience”.

4.8.4 Shoppers

Face-to-face surveys were conducted with shoppers at Cambridge City, Great Wilbraham and Histon Markets in order to capture in-depth feedback and ensure that the views of visitors as well as residents were considered.

Table 09: Shopper responses:

Cambridge City	Sunday 1 Sept	Thurs 12 Sept
Local residents (CB postcodes)	65%	31% (NB – two others work in city centre)
Average time spent in the market (residents only)	41 mins	21 mins
How regularly do you come to the market? (residents only)	Most Sundays (45% also visit in the week)	At least once per week (most up to 4x per week)
Average spend	Residents: £31.15 Visitors: £16.87	Residents: £13.20 Visitors: £10.25
What attracts you most to the market?	Residents: produce Visitors: hot food, chance to browse, ambience/culture	
How did you travel to the market?	Walk = 31% Cycle = 17% Car = 14% Public transport = 7%	
South Cambridgeshire	Gt Wilbraham	Histon
Local residents	83%	72%
Average time spent in the market (residents only)	60 mins	25 mins
How regularly do you come to the market? (residents only)	Most responders visit every market day	Most responders visit every month
Average spend	Residents and Visitors: £20	Residents: £37.70 Visitors: £52.50
What attracts you most to the market?	Produce and crafts	
How did you travel to the market?	Walk = 50% Car = 50%	Walk = 28% Cycle = 7% Car = 56% Public transport = 7%

Output 11: Benefit from additional social interaction (sample comments):

City:

- “I have many friends (*among the traders*) we know each other by name” (F Resident 70-79)
- “The market feels alive, I love the atmosphere... I regularly run into someone I know at the market which is quite nice...” (F Resident 60-69)
- “I’m excited that it’s a daily market! It improves my morale and mood and makes me happy to see it!” (M Visitor 25-29)

South Cambridgeshire:

- “Socially, this market is a big positive, it helps us keep in touch, otherwise we might not see each other” (Mixed Gender Resident Group 70-79)
- “I have been talking to a trader about growing pea shoots – you don’t just go and pay, you learn something off somebody and get to know what their job involves” (M Resident 70-79)
- “It helps children to try new things and get out of the house” (Family Resident 40-49)

These views were shared by the operators of Great Wilbraham and Gransdens Markets who reported that their markets are a social hub, particularly for older people and young families.

- “The social glue that we create is worth 3 times the money!”
- “People meet and chat, come out of their houses, get fresh air. Kids try food they’ve not had before...”

Outputs 12 and 13: Supporting sustainable food production, quality of market produce better than supermarket

- 80% City and 100% of South Cambridgeshire shoppers rated the quality of the produce as at least 4/5
- 70% City and 78% South Cambridgeshire shoppers said the produce they buy at the market, they wouldn’t be able to get elsewhere, both in terms of type and quality
- “I prefer getting my vegetables here than from the supermarket, it’s travelled less, is more natural, and doesn’t use as many chemicals...” (F Resident 50-59)

Output 14: Supporting local traders/local economy

- 82% of City shoppers and 100% of South Cambridgeshire shoppers said that buying local produce was “Very” or “Fairly” important to them
- 82% of City shoppers and 71% of Histon Market shoppers said they would also visit other businesses in the town/village

Output 15: Importance of the market as an attractor to the area

- 100% City shoppers and 90% of South Cambridgeshire shoppers agreed that the market adds to the character of the area
- In addition, City Market is listed as number 12 in the top Best England Flea & Street Markets (2024) and only the second outside of London (behind Bury Market). Online reviews highlight a number of positives about the market, in particular its:
 - vibrant atmosphere
 - historic significance
 - eclectic mix of vendors
 - lively and friendly environment
 - daily changing offer

4.8.5 Resident Survey

- 822 residents responded to the online survey
- A map showing where respondents live is included in Appendix One
- 95.9% of all respondents “sometimes” visit the markets in the Subregion (see below)

Table 10 – Resident responses:

Market	% Responders
Cambridge City	50.9
All Saints Garden	29.5
Great Shelford	3.8
Histon	2.7
Waterbeach	1.2
Northstowe	1.1
Cottenham	1
Gransden	0.7
Linton	0.5
Longstanton	0.5
Orwell	0.5
Bar Hill	0.5
Great Wilbraham	0.4
Hauxton	0.3
Caxton	0.3
Horseheath	0.1
Hildersham	0.1

- 91.1% of respondents reported that they visit Cambridge City Market most often

City Market

- 23.5% of responders visit City Market several times per month. 43.1% visit at least weekly.

Table 11- Resident responses - City Market:

Which days of the week do you typically visit the market?	%
Monday	7.6
Tuesday	10.9
Wednesday	13.4
Thursday	11.6
Friday	13
Saturday	22.4
Sunday	16.2
How long do you typically spend at the market?	%
1-30 mins	66.6
31-60	26.7
Over one hour	5
Over two hours	1.7
How do you usually travel to the market?	%
Cycle	39.6
Walk	32.5
Car	13.9
Bus	12.5
Other	1.5

South Cambridgeshire Markets

- 38% of responders who visit a South Cambridgeshire Market do so monthly

Table 12- Resident responses – South Cambridgeshire Markets:

How long do you typically spend at the market?	%
1-30 mins	39
31-60	38
Over one hour	18
Over two hours	4
How do you usually travel to the market?	%
Cycle	53
Walk	20
Car	15
Bus	0.7
Other	0.4

Output 16: Proportion of residents who buy local produce/goods not available elsewhere

- Produce is the main reason why resident responders visit both City and South Cambridgeshire Markets
- 61.3% of responders who shop at City Market say they buy things there which they couldn't buy elsewhere
- Specific mentions for City Market:
 - street food and international cuisine
 - the ability to buy directly from growers and producers, enjoying the personal interaction and supporting local businesses
 - crafts, second-hand books, and handmade items - shoppers appreciate the uniqueness and variety of goods available
- 64.3% of responders who shop at a South Cambridgeshire Market say they buy things there which they couldn't get elsewhere
- Specific mentions for South Cambridgeshire markets:
 - artisanal foods
 - crafts and handmade items
 - speciality items

Output 17: Proportion of residents who feel welcome/less lonely at markets

- 73.3% of responders who visit City Market said they “Strongly” or “Somewhat” agree that they feel welcome there, 34.1% said they feel less lonely.
- 75.7% of responders who visit a South Cambridgeshire Market said they “Strongly” or “Somewhat” agree that they feel welcome there, 44.3% said they feel less lonely.

Output 18: Supporting local traders/local economy

- 95.7% of responders who visit City Market said that locally made or sourced produce is “Very” or “Somewhat” important to them. 91.8% said that they also visit other shops and businesses in the area and 82.8% “Strongly” or “Somewhat” agree that they are proud to support local businesses
- 98.5% of responders who visit a South Cambridgeshire Market said that locally made or sourced produce is “Very” or “Somewhat” important to them. 77.1% said that they also visit other shops and businesses in the area and 87.2% “Strongly” or “Somewhat” agree that they are proud to support local businesses

Output 19: Do the markets generate additional congestion (South Cambridgeshire only)

- 70% of responders said no additional and only 8.6% said yes

4.8.6 Environment

Environmental impacts were explored through the experiences of the various stakeholders

Output 20: Access to local suppliers for goods

- 18% of City and 36% of South Cambridgeshire traders “Somewhat” or “Strongly” agreed that it is easy to find local suppliers for their goods. However, 47% of City and 36% “Somewhat” or “Strongly” disagreed with the statement.

Output 21: Shoppers: travel mode; supporting local food production; and importance of shopping locally

- See Outputs 12, 13, 14, 16 and 18 above
- 55% of City and 42% of South Cambridgeshire market shoppers surveyed travel “sustainably” (cycle, walk or public transport)
- 84.6% of responders to the Resident Survey who travel to City Market do so sustainably
- 73.7% of responders to the Resident Survey who travel to a South Cambridgeshire Market do so sustainably

Output 22: Traders: satisfaction with recycling facilities

- 41% City traders reported that they are satisfied with the recycling facilities at the market
- 36% South Cambridgeshire traders reported that they are satisfied with the recycling facilities at the markets, despite there being no obvious evidence of any being available

4.9 Summary of outcomes

The TRMs in the Subregion clearly contribute to the delivery of CCC and SCDC's strategies as listed in Table 03.

In particular, as the research above has evidenced, the TRMs provide:

- Jobs and apprenticeship opportunities (particularly City Market)
- Local character
- Community benefits and social interaction
- Access to local produce and products not available elsewhere

Nevertheless, the TRMs face many challenges. The key ones identified as outcomes of this research are listed below:

4.9.1 The sustainability of market trading as a business is fragile.

The key social value outcome for traders is whether the TRMs represent a sustainable business for them. At the focus group, City Market traders said that, while income had remained fairly static over the last two years, costs had increased, both through rent rises and cost of materials. Although one market trader who operates a coffee stall reported an increase in income as a result of an influx of building workers into the city, as set out above less than a quarter of City Market traders saw their income increase over the past two years.

Although the income levels for South Cambridgeshire traders indicate that for the majority, they attend the market(s) as a hobby, and to receive the benefits of social interaction etc, only a third of these experienced an increase in income over the past two years.

It will be important therefore to support all of these markets going forwards to ensure that their businesses can be sustainable (see Recommendations Section 8).

4.9.2 Market traders are important sources of local produce, but are themselves struggling to source local ingredients

Less than a quarter of City traders and a third of South Cambridgeshire traders reported that it is easy for them to find local suppliers for their goods.

At the focus group, City traders said that they try to use local suppliers where possible but, for traders selling fresh fruit and vegetables, this is almost impossible in winter. One trader reported that it is no longer possible to get strawberries from the Cambridge area.

4.9.3 For the markets to contribute towards climate change objectives, they need improved recycling facilities

Less than half of City traders and a third of South Cambridgeshire traders said that they were satisfied with the recycling facilities at the TRMs.

4.9.4 **Markets and local businesses are not realising the potential benefits of their relationship**

Feedback from residents and visitors is that the TRMs clearly are an attractor to the area. The majority of shoppers and residents said that they also visit other local businesses when shopping at the markets. However, local businesses do not perceive the markets to offer them any financial benefit.

5. Economic value

5.1 **City Market**

The Cambridge City Market Manager reported that the market generates income for CCC, with occupancy above the national average, but is operated for wider social value alongside economic returns. The plans to redevelop the market as part of the Civic Quarter project are subject to a business plan which provides a deeper analysis of the full economic value of the market.

5.2 **South Cambridgeshire Markets**

We estimate that the TRMs in South Cambridgeshire are worth at least £18,000 in direct annual income to the community. This has been calculated using the following information gained from the responses to the Operator Survey:

Table 13: Economic Value of South Cambridgeshire Markets:

Market	Estimated Annual Market Profit
Bar Hill	£300
Gransden	£6,000
Great Shelford	£2,000
Great Wilbraham	£6,200
Histon and Linton	£2,500
Orwell	£600
Waterbeach	£500
TOTAL	£18,100

The local community groups and charities which fundraise at the markets generate income in addition to this figure.

5.3 **Local Multiplier**

In addition, the evidence obtained through this study, although limited, indicates that the TRMs contribute a significant amount to their local economies above the direct income generated.

Over 500 market traders, all local, independent businesses generate profits, as well as jobs and apprenticeships. The income received by CCC from City Market helps to support provision of services for the local community.

In addition, market shoppers spend up to £200 per market visit in local businesses in Cambridge, and £40 in South Cambridgeshire. This also directly benefits the local economy.

An additional economic multiplier benefit is traders' use of local suppliers for their goods (although this is limited). A detailed survey of traders and their supply chains would be required to get an accurate estimate of the value of this multiplier, but it is evident from this study that buying goods produced locally and supporting local traders is very important to the majority of residents and shoppers in both Cambridge City and South Cambridgeshire.

6. Planning and policy

We reviewed existing planning policy in the Subregion and also identified a number of examples of good practice elsewhere.

6.1 Planning

Markets can be supported by planning policies that recognise their contribution (as evidenced by this report) to:

- economic prosperity, particularly in relation to business incubation, town centre diversity, and the cultural and visitor economies
- place shaping, as a focal point in town centres and part of the public realm
- wider social and cultural outcomes, and community wellbeing
- environmental and health outcomes, such as reducing food miles, and improving access to fresh food

The importance of markets is recognised in the National Planning Policy Framework³, which provides that planning policies should 'retain and enhance existing markets and, where appropriate, re-introduce or create new ones' (Paragraph 90, part c). However, the planning system is one aspect of a co-ordinated range of policy, management and investment actions required to effectively support markets. The last national guidance, published in 2010, highlighted the importance of partnership working and recommended creating 'market forums'⁴. This was something explicitly recognised in the more recent London Plan and the establishment of the London Markets Board - a vehicle for policy and investment decisions, which aimed to mainstream markets proposals within wider high street and town centre strategies.

³ https://assets.publishing.service.gov.uk/media/67aafe8f3b41f783cca46251/NPPF_December_2024.pdf

⁴ <https://assets.publishing.service.gov.uk/media/5a78ebc4ed915d07d35b3788/1712975.pdf>

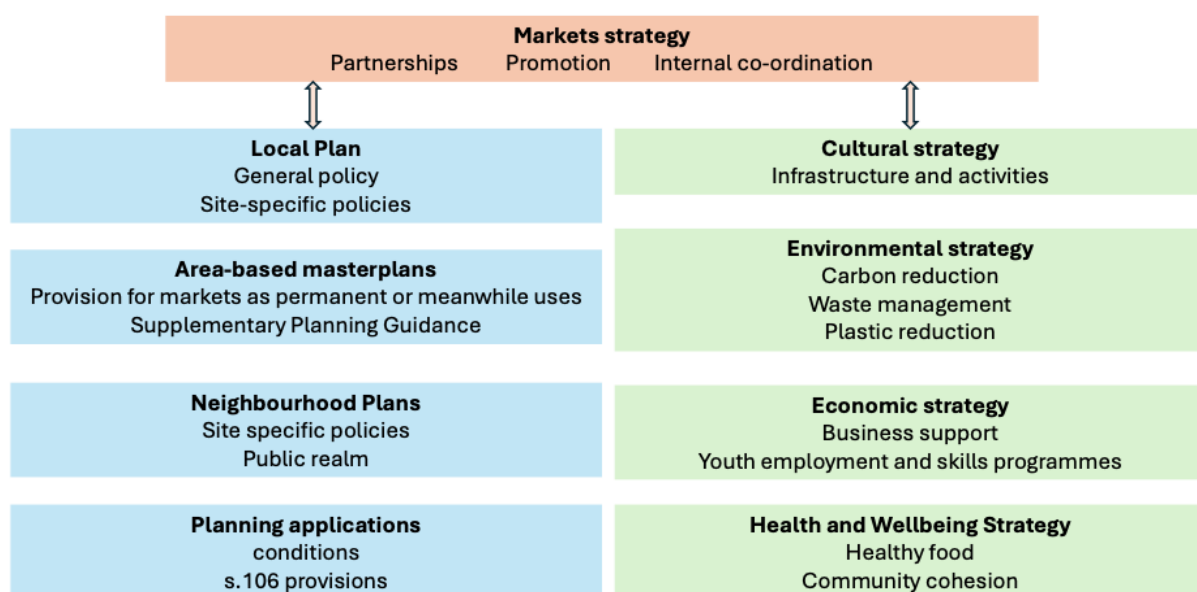


Fig 05: The relationship between Strategy, Planning and Markets

6.1.1 Good practice example – Royal Borough of Kensington and Chelsea (RBKC)

The Kensington and Chelsea Local Plan 2024 recognises the significance of markets through a number of policies and links to other strategies, and also acknowledges the important role that Business Improvement Districts play in supporting the local retail sector.

The Local Plan has a specific policy on street markets (Policy TC6) which recognises their contribution to the borough’s retail offer and their role increasing footfall. It aims to protect existing markets and, importantly, storage provision, and to support the development of new markets and/or the expansion of existing markets where they form part of the council’s broader retail strategy.

The Local Plan also recognises the contribution of markets, such as Portobello Rd, to the distinctive character of areas within the borough (Chapter 6, Conservation and Design). Policy TR3 supports proposals for markets on the public highway, subject to access and waste management requirements, and provided they have no adverse impact on existing shops and residential amenity.

The Local Plan has a series of policies for the borough’s high streets, which include support for markets in Kensington High St, Portobello and Golborne Rd, Notting Hill Gate, Westbourne Grove and Knightsbridge. Markets are explicitly linked to public realm improvements and the council’s cultural strategy.

Newcombe House, the location of Notting Hill Farmer’s Market, has been allocated for redevelopment for mixed residential and commercial use, but includes a requirement to provide a dedicated space for a Farmer’s Market to return and operate.

The Local Plan is complemented by a Markets Plan⁵, which aims to increase the number of markets in the borough. Key objectives are for the markets to act as incubators for new businesses, creating new employment, volunteering and educational opportunities, particularly for young people, and as engaging and accessible spaces. They will also provide opportunities for borough-based charities to trade or promote their services.

Specific actions include identifying five sites on Portobello Road and Golborne Road to be allocated on rotation for local people to test new businesses, a youth programme for market stall businesses, and developing supplier networks between traders and local businesses to enable market traders to supply shops with their quality produce, or share deliveries of key supplies from other businesses.

Other actions include encouraging better waste management practices and reduced use of plastic, promoting stalls who support eco-friendly initiatives, reducing paper transactions and providing additional lock up storage to cut down trader vehicle movements.

The Plan proposes creating a new internal standing working group bringing together the Council's Highways, Licencing, Planning and Property teams with the Street Trading team to work with the Portobello and Golborne Management Committee and Market Streets Action Group to overcome market and isolated trader site issues.

6.1.2 Good practice example – London Borough of Hackney

Hackney Local Plan 2033 includes a policy (LP40), directed towards the protection and promotion of specific street markets: Ridley Road, Hoxton Street, Broadway Market, Kingsland, Well Street and Chatsworth Road. Development resulting in the permanent loss of markets or pitches will be refused unless appropriate comparable replacement provision is made. New or expanded markets must be located within the borough's designated centres and must be accompanied by a Management Plan.

The Local Plan also sets out place policies that include consideration of markets: Dalston (Policy PP2) includes the Ridley Road Market Improvement Area as a site allocation, specifying that the market must be retained, with infill development opportunities to further enhance the retail offer.

Hoxton Street and Chatsworth Rd, together with their street markets, are designated as a Local Centre, with policies protecting retail uses.

The Hackney Markets and Street Trading Strategy 2023-2028 aims to foster markets through promotion (targeted in particular to younger people), business support and investment. Inclusivity is an important theme, with the creation of an experimental licence that will facilitate the ability of the borough's homeless and

⁵ https://consult.rbkc.gov.uk/communities/portobello-road/user_uploads/markets-plan-2022-27.pdf

residents with no fixed abode to acquire a licence with a nominal daily pitch fee to generate a legitimate income – thus also reducing the number of illegal traders.

The borough's market trading terms and conditions include a requirement for biodegradable packaging and bags, and the borough is exploring ways to reduce single use plastics and to promote public transport to market visitors.

6.1.3 Other Local Plans

Other Local Plans acknowledge the role of markets, however, in the team's view, they are not particularly well- connected and lack the comprehensive framework shown by Hackney and RBKC.

For example, The East Cambridgeshire Local Plan 2015 (as amended 2023) notes the dual function of Ely Market as a shopping destination and a civic square with weekly markets. Policy ELY 6: Ely Market Square states that 'the District Council will support proposals that improve the character and appearance of the Market Square and its function as a market and activity hub for Ely.' The Council has set up the East Cambridgeshire Trading Company to run Ely Markets, as well as other council services. There are three main and three 'mini' markets per week, with a farmers' market twice a month.

The Ely Masterplan (published by the Cambridge-Peterborough Combined Authority) notes that a 2017 study revealed that Ely Markets generated a turnover of more than £5m per year, with market customers going on to spend a further £10m in the wider Ely economy. However, the only other specific reference to markets is that free public Wi-Fi has been transformative in allowing market traders to take contactless payments.

6.1.4 Cambridge City and South Cambridgeshire Local Plans

CCC and SCDC currently have separate Local Plans, both adopted in 2018. There are no market specific policies in either Local Plan.

Work is currently underway on a new joint Greater Cambridge Local Plan, which presents an opportunity to consider whether specific market related policies could be included. It is anticipated that a draft consultation plan (Regulation 18) will be issued in late 2025.

The evidence in this Economic and Social Impact Assessment has shown that TRMs can contribute to achieving the ambitions set out in the First Proposals document (see Table 14 overleaf).

Table 14 – Markets contribution to Local Plan

Local Plan ambition	How markets can contribute
A Greater Cambridge transition to net zero carbon by 2050 (including a 15% reduction in car use)	By sourcing local produce, markets can reduce food miles. Markets could contribute to an increase in car use unless they are accessible by public transport.
Ensuring that everyone benefits from the development of new homes and jobs	Markets are a good source of employment for local people (including apprentices) and provide valuable business start-up and growth opportunities
Sustain the unique character of Cambridge and South Cambridgeshire....creating a place where people want to live, work and play	Markets contribute to the character of the places in Greater Cambridge, appreciated by local communities and visitors alike.
Encourage a flourishing and mixed economy in Greater Cambridge which includes a wide range of jobs	Markets provide start-up and small business opportunities, contributing to economic diversity.
Plan for....cultural facilities; in the right places and built at the right times to serve our growing communities.	Markets form part of the wider cultural offer, and there is an opportunity to consider them as part of planned cultural facilities.

Whilst there is no specific mention of markets in the First Proposals document, markets could play an important role in achieving a variety of employment opportunities and helping town and village centres to adapt to changing shopping habits, through place-specific policies. Planning for new settlements identified in the document, offers an opportunity to create space and support for TRMs, both as meanwhile uses and permanent fixtures.

The First Proposals document includes a proposed policy on affordable workspaces; these could include spaces (both indoor and outdoor) for markets, which often provide or share space with designer-makers, charities, voluntary and community organisations and social enterprises.

6.1.5 Neighbourhood Plans

Neighbourhood Plans have the same status as Local Plans, and so have the potential to support TRMs through site-specific and thematic policies. However, there are few examples where markets are explicitly mentioned in Neighbourhood Plans, and the policies tend to relate to public realm and/or parking.

Exceptions to this include the Central Milton Keynes Business Neighbourhood Plan (2015), which included specific proposals to create a covered market hall to

complement and enhance the outdoor market, and offer permanent stall holders grow-on space.

Winsford (Cheshire West) contains an indoor market which currently operates three days per week. Winsford's Neighbourhood Plan contains a number of specific references to the market:

- An objective to improve the integration and quality of the market and provide it with a long-term sustainable future
- A policy TTC4 for the Town and District Council to work with the market to develop a strategy for its future, including consideration of alternative (better) locations and encouraging additional complementary markets without undermining the sustainability of the existing market
- A town centre strategy that 'ensures that the market is positively integrated into the Town Centre'. Potential 'quick wins' include showcasing the market from the main shopping precinct and improving signage/wayfinding.
- Design principles for town centre sites that include positively integrating the market by making it more visible and creating direct and good quality pedestrian routes to it.

The award-winning Thame (Oxfordshire) Neighbourhood Plan includes in its vision that 'Thame must maintain its markets, festivals and events', with a recognition that Thame Market, together with the Showground and other local events, is an important part of the visitor economy. However, there are no specific policies in relation to protecting or supporting the market except to acknowledge the additional pressure on parking on market days.

Tenterden Neighbourhood Plan acknowledges the role of markets in contributing to the character and the economic vitality of the town centre, and includes a policy to retain and enhance existing markets.

6.1.6 South Cambridgeshire Neighbourhood Plans

There are eight adopted Neighbourhood Plans in South Cambridgeshire. Table 15 overleaf summarises the plans and any relevant provisions for the TRMs in the area:

Table 15 – Neighbourhood Plans:

Neighbourhood Plan	Markets	Relevant policy in NP
Cottenham NP 2017-2031	Cottenham Community Market	None
Histon and Impington NP 2020-2031	Histon Farmers Fayre Histon Country Market	None
Waterbeach NDP 2020-2031	Waterbeach Community Market	No market-specific policies but emphasis on the Village Heart, with a community aspiration that the Green and Gault area is made a more sociable place by enabling residents to meet and socialise in the vicinity of shops, pubs and green area.
Gamlingay NP 2020-2035	None in the area	Mentions C2 service (subsidised by Cambridgeshire County Council), a weekly return journey to St Neots market on a Thursday.
West Wickham NP 2021-2031	None in the area	Community aspirations: Majority support in the village to improve facilities, eg a café, social opportunities for older residents, a youth club and a bar.
Foxton NP 2020-2031	None in the area	None
Fulbourn NP 2019-2031	None in the area	None
Great Abington former Land Settlement Association Estate NP 2018-2031	None in the area	None

Planning provisions are most effective when they are cascaded through the planning policy hierarchy via the Local Plan, Masterplans, Supplementary Planning Documents and Neighbourhood Plans. Site allocations can include specific reference to maintaining, expanding or introducing street markets, and specific development objectives for markets can be captured through planning conditions and S.106 agreements. There are significant opportunities to establish or relocate markets as meanwhile uses in regeneration areas and new settlements. The latter represent a key opportunity in the future urban expansion within the Greater Cambridge area.

6.1.7 Lessons from Northstowe

Northstowe is a new town of 10,000 homes, the first phase of which was granted planning permission in 2014 for 1,500 homes. A development framework plan for the whole new settlement was agreed at the same time. Phase 2, which will deliver 3,500 homes, was granted outline planning permission in 2017. Phase 2 includes a market hall and market plaza.

The Northstowe Area Action Plan (South Cambridgeshire), adopted in 2007, includes the following policy, which covers both placemaking and management elements:

The potential for a market to be held in the town centre will be explored. It will have a larger town square as a key focal point for entertainment and gathering. The Town Square should be vested in the Town Council to ensure its availability for public events.

The Northstowe Market was initially established as part of Phase 1, and has experienced some teething problems. It is anticipated that a permanent location for the market will form part of the Phase 2 development, the details of which have yet to be agreed.

We interviewed members of the SDCD Planning team to explore some of the issues encountered in setting up the market.

The outline planning permission for Phase 2 required, as a condition, an economic development strategy, a key element of which was the establishment of an Economic Leadership Group to oversee delivery. At the time of writing the Group has not yet been established. The view of the Planning Officers was that a more effective approach would be to specify the requirement for an Economic Leadership Group within a S.106 agreement, with trigger mechanisms to ensure implementation.

6.2 Policy

Planning policies are insufficient on their own to safeguard and support markets. The examples of LB Hackney and RBKC illustrate how various plans and strategies can be integrated through an overarching markets strategy to achieve a range of wider economic, wellbeing and environmental objectives. These two good practice examples also apply two important principles of previous national guidance:

- Support markets through partnerships, particularly BIDs, business support, youth development programmes and promotion (see Recommendations section); and
- Co-ordinate support for markets internally, e.g. through cross-disciplinary project teams.

There is the opportunity to incorporate TRMs into all CCC and SCDC strategies and delivery plans.

For example:

- Cultural Infrastructure Strategy:
 - TRMs provide meanwhile and permanent event spaces
 - TRMs provide trading options for artists
- Climate & Nature Strategy:
 - Provide green business support for operators and traders
 - Provide electric vehicle charging points for customers and traders
- Communities Team:
 - Community activities including: repair cafes, bike marking, promotion of health initiatives
 - Open dialogue between the TRMs and local social enterprises (e.g. Cambridge Sustainable Food)

7. Operator support (South Cambridgeshire only)

The operator focus group, attended by representatives from both the Great Wilbraham and Gransden markets raised some questions about the regulation and the future of the South Cambridgeshire TRMs.

7.1 Regulation

The operators reported that they were concerned about the lack of regulation regarding the management of the markets. Because they are predominantly volunteers, they have not been trained in areas such as health and safety, risk assessments etc, and yet they would likely be liable if an incident were to occur. The proposed introduction of Martyn's Law in particular, requiring premises and events to take steps to reduce the risk of harm from terrorism and to take practicable steps to mitigate the impact of a terrorist attack, raises concerns about what they would be expected and able to do.

More advice and training in these areas were requested by some of the operators.

7.2 Operator capacity and sustainability

As above, the majority of South Cambridgeshire markets are run by volunteers. This is working at their current level. However, if there are aspirations to grow the markets, to encourage them to work closer with SCDC and local businesses on initiatives including recycling etc then this model is not sustainable.

7.3 Operator survey feedback

- Whilst a number of operators mentioned the marketing already provided by SCDC, eight out of the nine operators who responded to the survey requested even more marketing support and encouragement of residents to shop locally
- Four out of the nine responders requested better public transport for customers to get to the market
- None of the operators were aware of any potential grant funding
- None of the operators are members of NABMA (National Association of British Market Authorities)

8. Recommendations

8.1 Celebrate the community value of the Subregion's TRMs

This research has clearly shown that, in common with many other TRMs around the country, the TRMs in the Subregion provide wide-ranging benefits for the communities they serve, as well as contributing to many council goals and objectives. Celebrating and communicating this value can help to make the case for further investment into their long-term future.

Community value can be further increased by encouraging partnership working with local community organisations to identify opportunities for co-location and additional activities.

In addition to the results of the research conducted as part of this project, evidence from other sources demonstrates the community benefits of TRMs. For example, children from a rural nursery in Shepreth, Cambridgeshire recently visited City Market⁶:

‘Our visit to the bustling market was an excellent opportunity for our children to interact with local vendors and experience the vibrant atmosphere of a community gathering,’ says owner and manager Rob Fox, who previously ran a market stall there himself and has kept in touch with many of the stallholders. ‘We are based on the border of Hertfordshire and Cambridgeshire in a very white populated area and I wanted the children to be exposed to people from other countries and cultures. Also, we rely on supermarket deliveries, and children do not often experience going to the shops with their parents and buying things.’

8.2 Celebrate the business opportunities offered by market trading and explore ways to improve the sustainability of market trading as a business

The TRMs in the Subregion provide income for over 500 individual traders, plus employees and apprentices. Markets are also important to the local economy because they offer a low-cost, low-risk business opportunity, particularly for start-ups. Having tested their products at a market, businesses are then in a better position to expand into a high street retail unit. One such example is Tea Apothecary, which recently opened a shop in Cambridge after two years in City Market⁷.

However, the market businesses need further support if they are to continue to grow and maximise their potential. For example, the successful business support and training already provided through Norfolk & Waveney Enterprise Services (NWES) could be continued and offered to more market traders. Similarly, the apprenticeship scheme funded by the Cambridgeshire and Peterborough Combined Authority⁸ should be promoted to all traders.

⁶ <https://www.nurseryworld.co.uk/content/features/we-ve-explored-a-market>

⁷ <https://www.cambridge-news.co.uk/whats-on/food-drink-news/new-cambridge-tea-shop-open-29751875>

⁸ <https://www.growthworkswithskills.com/employer-hub/apprenticeships/all-info/>

8.3 **Support and develop existing South Cambridgeshire TRMs and consider additional TRMs**

The feedback from South Cambridgeshire TRM operators highlights that many of them are working at capacity, particularly where they are volunteers.

Potential future support includes:

- Health and safety and regulatory training
- Investigate options for administrative support (parish councils, SCDC, paid third party support)
- Increased marketing, including offline (eg leaflets)
- SCDC membership of NABMA and dissemination of information and best practice
- Provide opportunities for South Cambridgeshire TRM operators to network and share ideas

Some of the TRMs, such as Waterbeach, have the potential to grow and this should be explored further. They could be managed, for example, by setting up the market as a Community Interest Company (CIC) as has been successfully achieved at Radcliffe Market in North Manchester.

There is also the opportunity to introduce new TRMs in areas where there currently aren't any, particularly the Southwest corner of South Cambridgeshire (e.g. Gamblingay), as long as they are not within 6 ²/₃ miles of any existing Charter Markets.

8.4 **Recognise and maximise TRMs' potential contribution to sustainable food strategies, environmental and waste management policies**

Given the high value placed by residents on the local produce they are able to buy at the TRMs, these businesses particularly need to be supported, in order to find ways to make high quality produce more accessible and affordable. It will be important to work with organisations such as Cambridge Sustainable Food as well as local farmers to explore the availability of local suppliers for ingredients. Opportunities for "closing the loop" with local food project organisations, such as Hope Against Poverty, could also be investigated.

It is also important for South Cambridgeshire Climate Team to work with the market operators and traders to explore ways to reduce carbon emissions and improve waste management. Other potential environment initiatives include introducing electric vehicle charging and bicycle marking at the markets to encourage greener travel.

8.5 **Planning and Policy Recommendations**

8.5.1 Include, in the emerging Greater Cambridge Local Plan, specific policies relating to markets, such as:

- A policy which recognises the contribution of markets to the economic vitality of city, town and rural centres

- Reference to the role of markets in new settlements, both as meanwhile and permanent uses
 - Inclusion of markets in site allocations, where relevant.
- 8.5.2 Develop suitable policies for markets which could be incorporated into new and refreshed Neighbourhood Plans.
- 8.5.3 Ensure markets are considered as part of any new development. Learning the lessons from Northstowe, a requirement for Meanwhile Uses and/or market strategy should form part of the first stage discussions with developers. This could then be progressed under the terms of the S.106 agreement, or planning conditions, including consideration for seed funding for a new Market Manager as part of the deal.
- 8.5.4 Develop an overarching markets strategy for Greater Cambridgeshire, encompassing business support, skills development, social value and environmental management, and explicitly linking market development to other relevant plans and strategies, such as the emerging Cultural Infrastructure Strategy.
- 8.5.6 Ensure that markets are considered as part of any multidisciplinary project teams overseeing strategy development.
- 8.6 **Explore opportunities for partnership working with local businesses**
- It is important to communicate the results of the Resident and Shopper surveys, and particularly highlight the high percentage of market customers who also visit local shops and businesses. Opportunities for joint events and cross-promotions could be explored through the Cambridge Business Improvement District, and by encouraging South Cambridgeshire market operators to build closer relationships with local businesses.
- 8.7 **Explore options for a bus service to take customers to South Cambridgeshire markets**

9. Conclusions

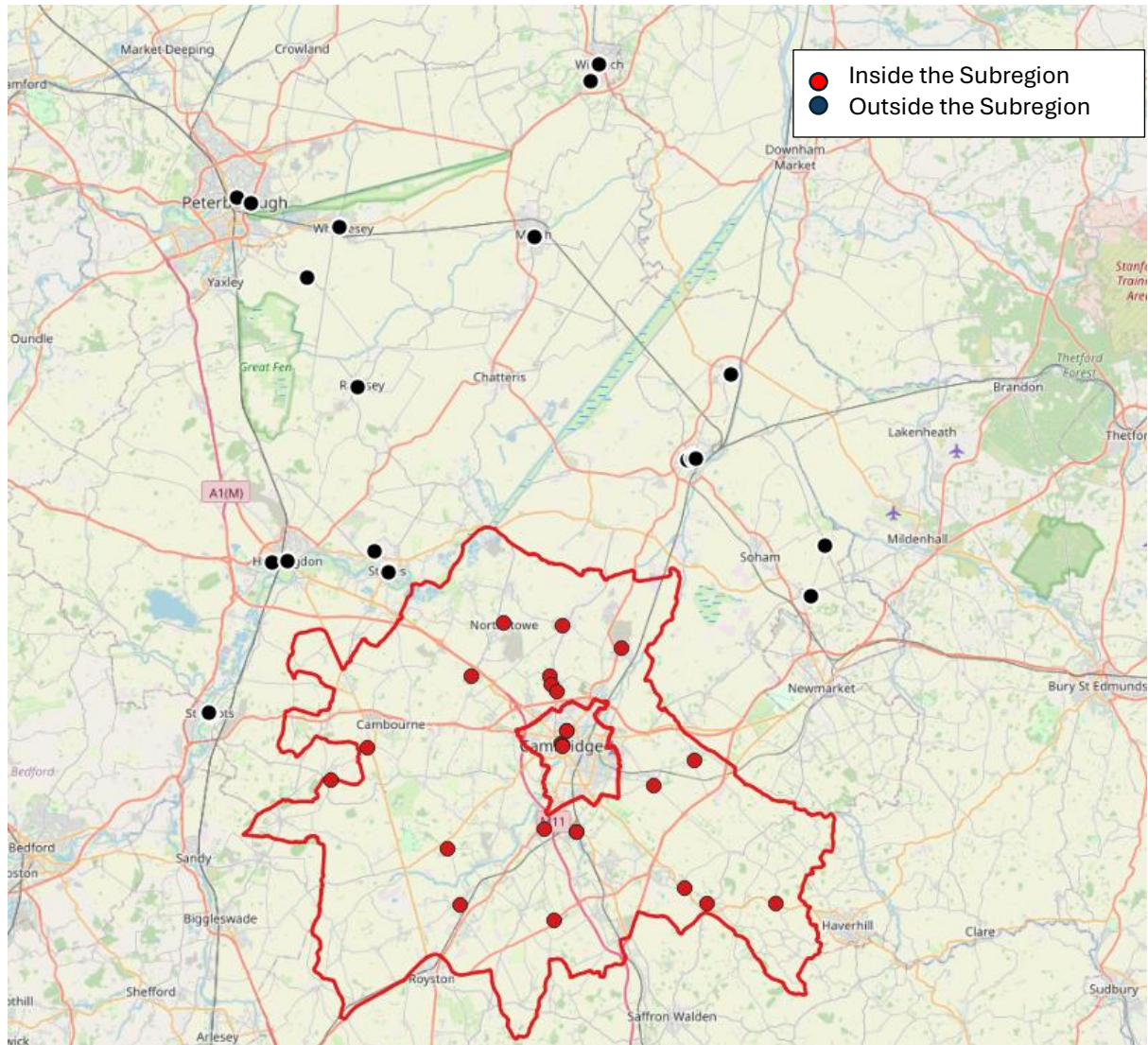
This study has aimed to demonstrate the holistic economic, social and cultural value of the TRMs across the Subregion. By engaging with a wide range of stakeholders, we have evidenced that the TRMs have an important role in the community, providing residents with access to healthier, local produce, as well as providing significant mental and physical health benefits through the social value they create. The TRMs are also important attractors for visitors, helping to give character and create an experience.

The TRMs are significant local employers and foundation for local businesses from which they can grow. They also provide a platform for charities and community groups to generate their own income, and help drive footfall to other local businesses, although this impact is not often directly understood.

However, it has also shown that the TRMs face a number of challenges, and require ongoing support, as outlined in the Recommendations above, if they are to thrive and maximise their potential. This will be best delivered through a combination of practical support and policy implementation.

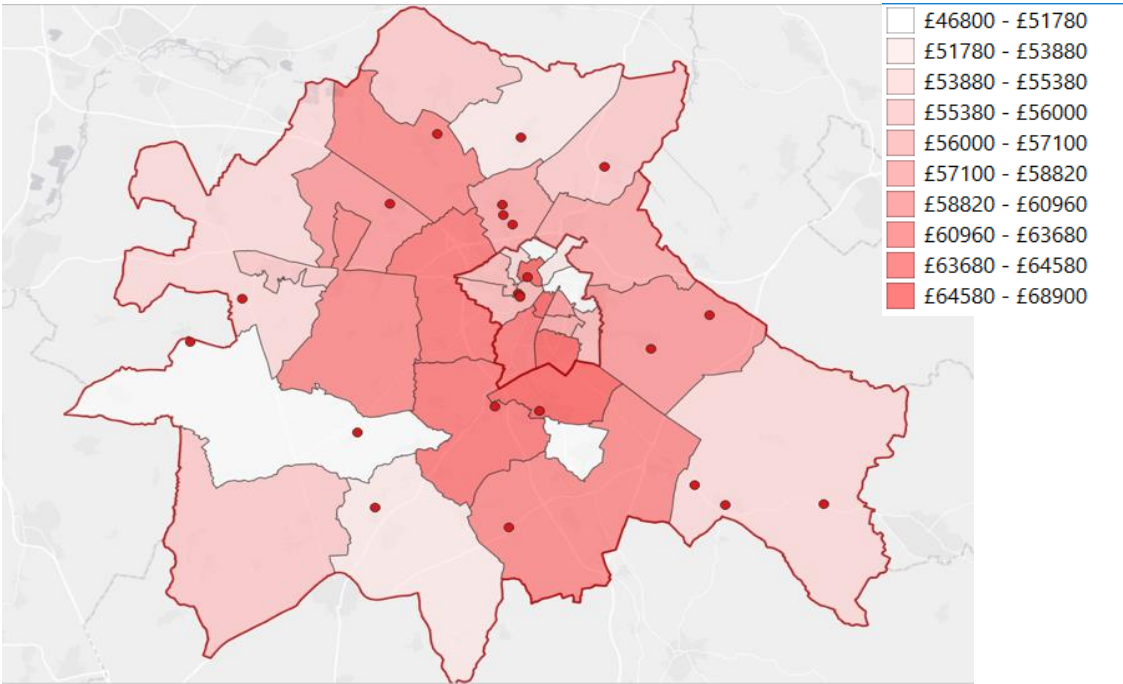
10. Appendices

Appendix One – Maps

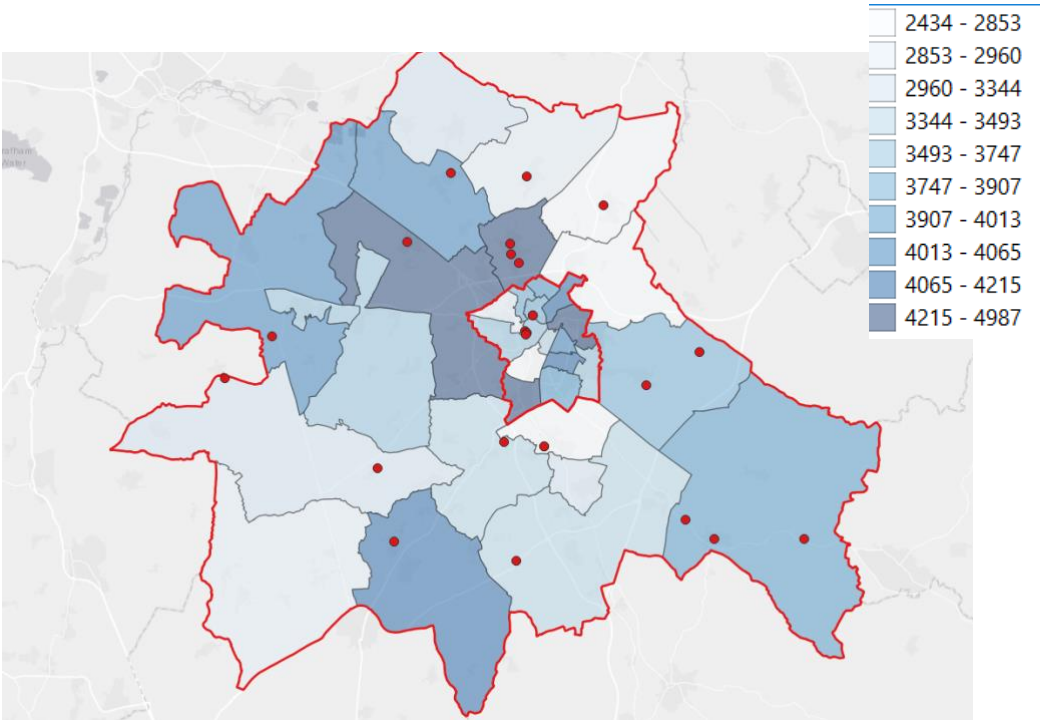


Map 02: Cambridgeshire Markets

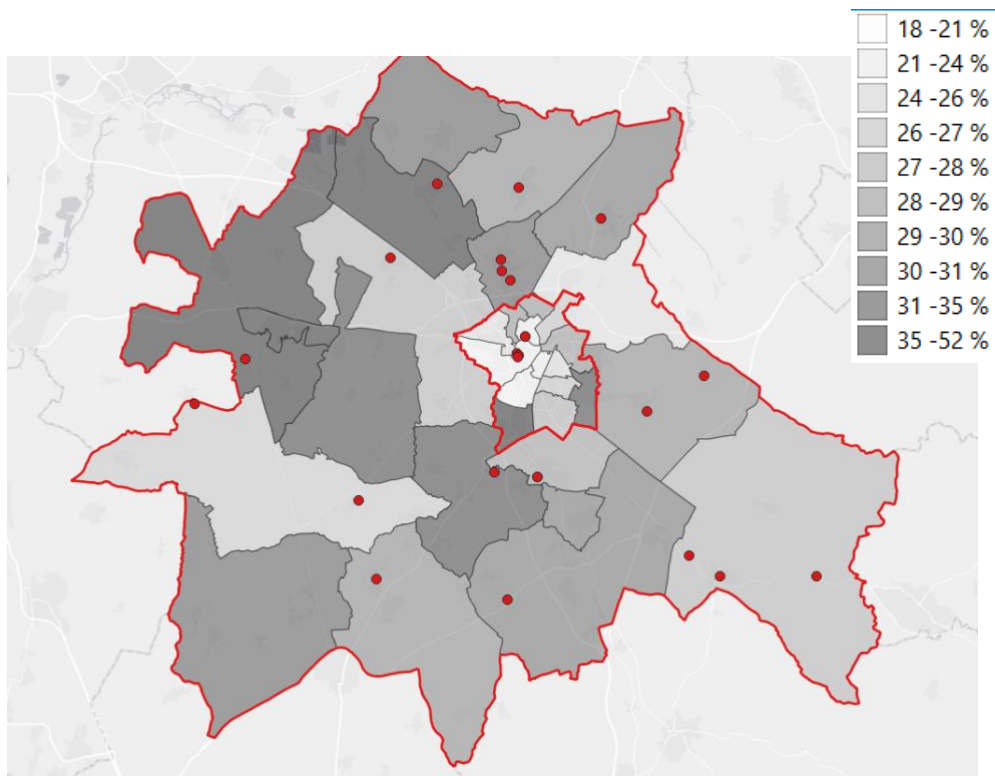
Demographic Maps:



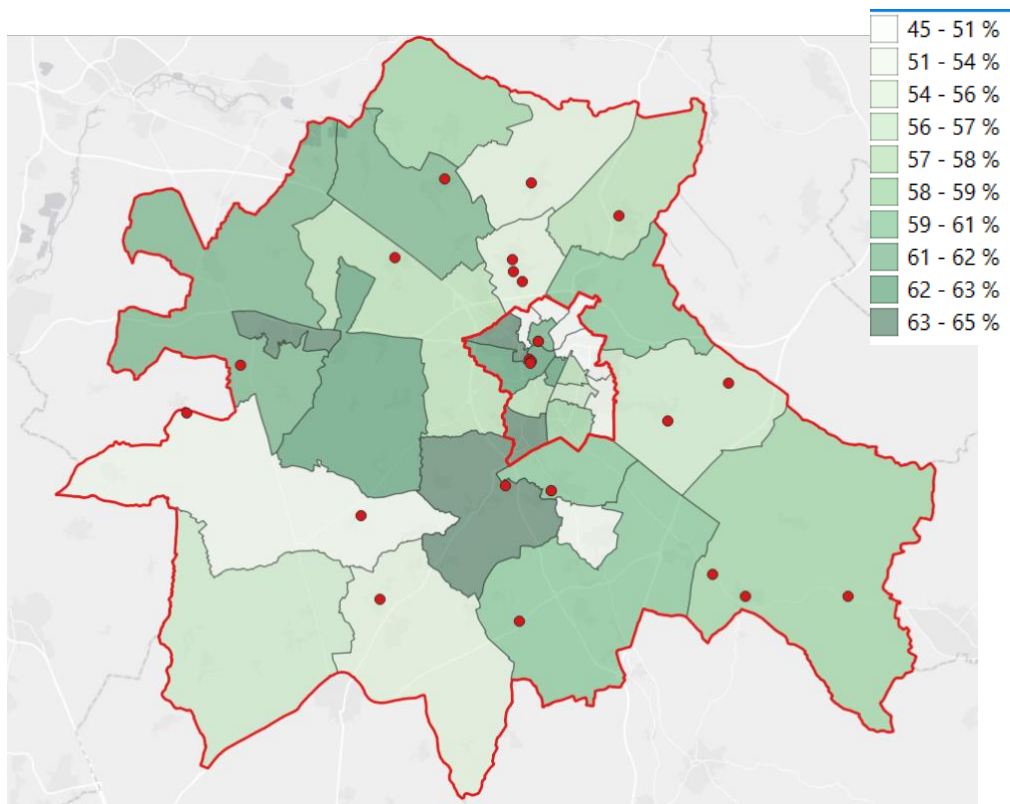
Map 03: Average Net Household Income



Map 04: Number of Households

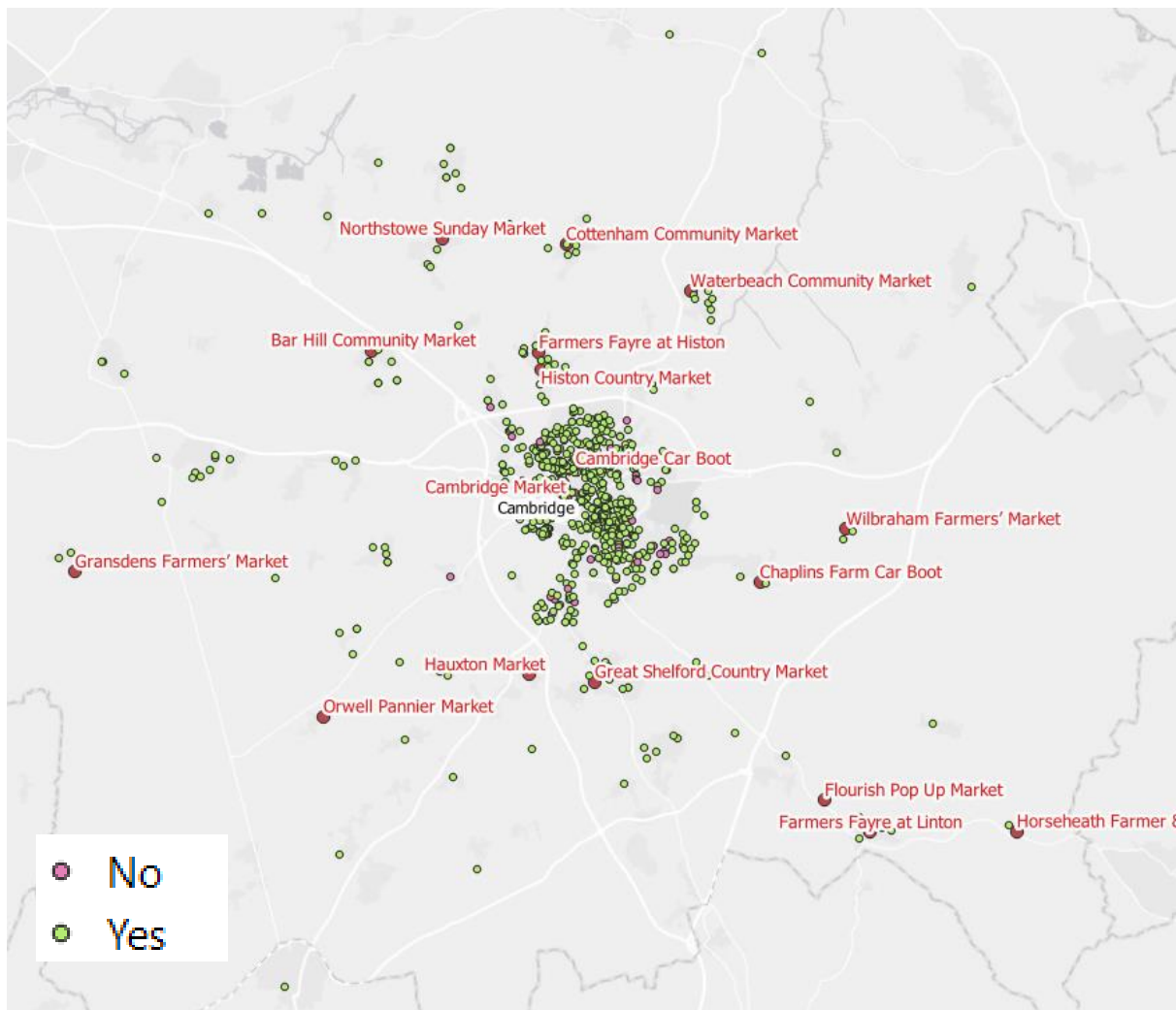


Map 05: % Households with Dependent Children



Map 06: % of Non-Deprived Households

Resident Survey Result Maps:



Map 07: Do you sometimes visit any of the markets listed?

Appendix Two – Market Audits

Market Name and Location		
Cambridge City Market Situating in Market Square – centre of the retail and historic heart of Cambridge		
Date of Visit		
Wednesday 24 th April 2024 1.30pm		
Description of Stalls (size, style, condition)		
Approx. 70 fixed stalls with metal frames and striped awnings Structures look in reasonable condition, but many vacant (approx. 20 or 28%) and does not give the space any flexibility		
Description of Layout		
4 double sided rows No obvious layout – traders mixed together although direct competitors given distance Chairs and tables create a nice social space but too busy for lingering		
Trader Mix (numbers below based on traders not stalls – ie some traders may have multiple stalls)		
F&B	Produce	Hard Goods/Services
Curry BBQ South American Wraps x5 Dumplings/Russian food Noodles (x3) Paella Café	Baker x3 (one Albanian specialist and one mainly bread) Fishmonger Fruit & veg x2 Loose leaf tea and dried fruits Florist x2 Butcher	Second-hand books Soaps Crystals Clothes etc (touristy) x3 Dog treats Jewellery Bike repair (x2) Local gifts/paintings Perfume oils
14 (39%)	10 (28%)	12 (33%)
Additional facilities (eg toilets, children's rides)		
Toilets in the square Tables and chairs for customers to sit and chat		
Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)		
Fairly steady customer flow (was lunchtime) Appeared to be mix of ages and mix of locals vs tourists (and students)		
Events happening/advertised within market		
No evidence on-site or on the market's Facebook page		
Evidence of community engagement		
No evidence within market (posters up all over the city for local events)		

Positives about the market
Some good quality stalls, lots of F&B Great location
Negatives/recommendations about the market
Vacant stalls (20 = approx. 28%) Strange mix and layout

Market Name and Location
Cambridge Car Boot – park & ride
Date and Time of Visit
Sun 07/07/24 10:00 – 10:40am (sunny morning)
Description of Stalls (size, style, condition)
Car boots, gazebos, tabletops, ground displays
Description of Layout
4 rows: 75 stalls in total
Stall Mix (F&B, Produce, HG&S)
Bric a brac Plants Bikes Toys Antiques/old cameras Tea & coffee Pet food Records/CDs Household goods Second-hand books Old tools
Does the market offer access to healthy produce?
Fruit & veg, but otherwise burgers, ice creams etc
Product Pricing (brief comment with some example prices)
Plants from £1-4, hanging baskets £16 Pet food from £1 per packet Cards 75p Generally seemed to be much cheaper although not much priced so hard to tell!
Additional facilities (eg toilets, children's rides)
None
Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)
Mixed ages, family and elderly Mixed ethnicity
Events happening/advertised within market
None

Evidence of community engagement
None
Evidence of provision of skills and volunteering opportunities
None
Waste and sustainability provision (eg bins/recycling)
None evident
Positives about the market
Variety, second hand goods Affordable

Market Name and Location
Cottenham
Date and Time of Visit
Sun 07/07/24 11:00 – 11:30am
Description of Stalls (size, style, condition)
Very small – NEW, first market! Nicely laid out and good quality
Description of Layout
Horseshoe around the edge of the hall
Stall Mix (F&B, Produce, HG&S)
African craft Stir fry sets – sauces etc Mindfulness Granola Queen Wooden crafts Cheese (same trader as Linton) Bread (sold out by 11am! Same as Linton?) Cottenham Canvas Comm Group – cards, go towards costs of running group Jewellery Tea & coffee
Does the market offer access to healthy produce?
Granola marketed as healthy
Product Pricing (brief comment with some example prices)
African crafts – scarves £8, cushion covers £20 Stir fry set £17-20 Granola £3.50 for 200g Bread £5 sourdough Jewellery – necklace £16-20, earrings £7
Additional facilities (eg toilets, children's rides)
Toilets in the hall, playground outside
Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)
20-25, mixed ages
Events happening/advertised within market
None
Evidence of community engagement
Noticeboard and leaflets. Canvas Community Group

Evidence of provision of skills and volunteering opportunities
None
Waste and sustainability provision (eg bins/recycling)
None evident
Positives about the market
Good quality, friendly traders
Negatives/recommendations about the market
Expensive, not much variety
Any other comments/recommendations:
Worked because it's new/novel. Will need more/varied traders if it is to keep going

Market Name and Location
Fulborn Car Boot
Date and Time of Visit
Sun 9 June 11.10am
Description of Stalls (size, style, condition)
Approx 50 cars in rows Mainly just people selling second hand goods Plus a couple of businesses – collectibles, plants, household goods and one hot food (bacon baps, tea, coffee etc)
Does the market offer access to healthy produce?
No
Product Pricing (brief comment with some example prices)
Seemed reasonable (tea/coffee £1.50, plants £4.50)
Additional facilities (eg toilets, children's rides)
Portaloo
Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)
Mixed ethnicity of traders. Not many shoppers (packing up!)
Waste and sustainability provision (eg bins/recycling)
Litter picker

Market Name and Location
Great Shelford Country Market
Date of Visit
Wednesday 24 th April 2024 10.20am (stayed for approx. half hour) Situating in Village Hall, on “main” village street, opposite bakery and small Tesco
Description of Stalls (size, style, condition)
Small craft market run by Cambridgeshire Country Markets (although one trader informed me they are a local co-operative and don’t trade at other markets). Tables good size and condition. Traders were all female (approx. 50 plus)
Description of Layout
Horseshoe with two in the middle (only 6) Large number of chairs and tables for customers to sit at, plus table for reconciling payments
Stall Mix (F&B, Produce, HG&S)
2x plants 1x jams and cakes 4x crafts (soaps, jewellery, knitting, cards, gifts) Plus tea & coffee – hot drink and cookie for £1
Additional facilities (eg toilets, children’s rides)
Toilets in the village hall Tables and chairs for customers to sit and chat
Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)
Approx 40 (one customer commented that it was “busier than usual” 2 families with young children, rest were older/retired Car parks were full (but free parking, plus car parks also serve rec and 12-15 shops, inc Tesco, and health facilities) Weather – cold but dry
Events happening/advertised within market
No evidence Facebook page has over 500 likes and 600 followers. Appears to be kept updated One banner and one A frame, but no posters/signs in town or even a poster on the Village Hall noticeboard!
Evidence of community engagement
Advertising Waitrose coffee morning Number of leaflets, but likely organised by the Village Hall

Positives about the market
Staff in uniforms looked professional Good payment system, including credit cards Provides a good social benefit for local residents
Negatives/recommendations about the market
Traders not very friendly (apart from Dorothy once I got chatting to her!) Have to know it's there Not a destination
Any other comments/recommendations:
Dorothy been doing it for 24 years Local co-op Hard work – spend Tuesday baking and labelling

Market Name and Location
Great Wilbraham
Date and Time of Visit
Sat 8 June, 10.45am (approx. half hour)
Description of Stalls (size, style, condition)
Reasonable – good canopies, tablecloths etc Nice displays, country feel Indoor crafts very colourful
Description of Layout
Horseshoe outside, circle and centre tables inside
Stall Mix (F&B, Produce, HG&S)
Outdoors: • Honey products • Sausage rolls • Baby and toddler group selling cup cakes • Fruit and veg • Cheese and peppers x2 • butcher x 2 Isleham • Clothing • Plants - St Nicholas Trust • Plants Inside: 14 stalls of crafts, handmade v good quality! Tea and coffee in pavilion Professional - SM, QR, card
Does the market offer access to healthy produce?
Yes, fruit & veg, venison sausages and cheese etc
Product Pricing (brief comment with some example prices)
Not cheap but good quality – sausage roll, quiche etc quite expensive But tea only £1.50 Crafts – range from £11 - £40 for earrings, and £5-600 for oil paintings

Additional facilities (eg toilets, children's rides)
Toilets Field for playing
Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)
A few teens and customers from different ethnic groups (partic around the cheese stall – most popular!) Mix of ages Approx. 25 in the cricket pavilion plus extra 10/12 outside It was cold! Older people, plus a few toddlers Small clusters @ each stall
Events happening/advertised within market
None
Evidence of community engagement
St Nicholas Trust (church), Baby & Toddler group (engaged)
Evidence of provision of skills and volunteering opportunities
None
Waste and sustainability provision (eg bins/recycling)
Limited bin provision, no recycling evident
Positives about the market
Friendly traders V chatty and engaged (good customer service)

Market Name and Location
Hauxton Market (Hauxton Community Centre). In the middle of a nice sleepy village, banner outside community centre promoting market but not signposted other than that. Facebook page with nice pics
Date and Time of Visit
Sunday 16.06.24, 1.15pm Cloudy but dry, fairly warm
Description of Stalls (size, style, condition)
Around ten stalls in one smallish room. Amateur feel to it but high quality. Community centre also has a café with seating, seems pretty well run and nicely done. Building is a purpose-built community centre which can't be more than 5-20 years old. Small, tight car park.
Description of Layout
In a square, spread out around the sides of the room, pretty tight and not much space.
Stall Mix (F&B, Produce, HG&S)
Mix of F&B and crafts, sweets. Spinach & Feta pie, other savoury stuff Cakes – very nice Necklaces Candles Flowers Sweets Bread Butcher – seemed good quality and not cheap
Does the market offer access to healthy produce?
Not obviously so, but didn't seem to be the intention – food was mainly fat and sugar filled.
Product Pricing (brief comment with some example prices)
Medium to high pricing Cakes: £3.50 each Spinach & Feta pie: £5.00
Additional facilities (eg toilets, children's rides)
Toilets in building, brilliant children's play area outside in the park – was busier than the market. Loads of picnic tables and benches (one family having a picnic)

Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)
Mix of families and older people but not very busy. Pie man said had not been very busy
Events happening/advertised within market
On noticeboard outside – centre has classes such as acrobatics and dance, theatre. Also a pre-school group, dance classes, yoga
Evidence of community engagement
See above comment about other uses Lost property box, dog bowls, defibrillator
Evidence of provision of skills and volunteering opportunities
None seen
Waste and sustainability provision (eg bins/recycling)
Big bins behind building, plenty of litter bins around park.
Positives about the market
Small scale and cosy Friendly atmosphere Looked modern and well-run
Negatives/recommendations about the market
Bit small, stalls seemed a bit high quality for such a small location, businesses would have been better suited to larger, busier market with better access and parking.
Any other comments/recommendations:
Good quality but probably not economically significant. More interest/activity in park rather than market. Very much a local affair in a nice sleepy village. Slightly off the beaten track unless you're local/know the area well. Better facilities than at Waterbeach

Market Name and Location
Histon Farmers Fayre Market Methodist Church, High St
Date and Time of Visit
Saturday 20/7/24 10.00-11.00am
Description of Stalls (size, style, condition)
Stalls consist of tables, one with its own gazebo. No branding or stall livery. Fishmonger sells from his van. The general appearance of the market is tidy and good quality.
Description of Layout
Four stalls outside, the rest inside. Note: there are two halls, both of which are generally used. However, only one hall was occupied as some traders were away on holiday and there were fewer stalls than usual.
Stall Mix (F&B, Produce, HG&S)
20 stalls: Fishmonger, Biggs Fish Ltd Plant stall Veg x 2 (one with microgreens). Riverdale organic farm stall sells at Linton and two London markets Cam Cattle meat and pies Bags Granola (trader also sells at Waterbeach) Pryor Hall Farm meat and eggs Jam Cheese Taki Taki coffee and jewellery Candles Baked goods Deli x 2 Meat Bakery Pet feeders, wooden goods Jewellery Cakes
Does the market offer access to healthy produce?
Yes – meat straight from farm, fresh fruit and vegetables. Cam Cattle offer tongue and tail.
Product Pricing (brief comment with some example prices)
Generally consistent with farmers market, e.g. coffee £6, granola £4, Cam Cattle pack of 3 meat £10

Additional facilities (eg toilets, children's rides)
Toilets in church hall. No additional facilities but located on High St.
Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)
Mixed demographic: older, families with children, some younger people in their 20s/30s. Wouldn't describe as crowded but plenty of people give the size of the space. Plenty of punters walking and cycling. One shopper travelled on the busway from Cambridge North. Riverdale Farm described the customer base as 'intentional shoppers', in that they make a conscious decision not to shop at supermarkets.
Events happening/advertised within market
None seen
Evidence of community engagement
No specific evidence of skills or community engagement
Evidence of provision of skills and volunteering opportunities
None observed
Waste and sustainability provision (eg bins/recycling)
No provision for recycling. Riverdale Farm stall uses recyclable plastic bags and reusable plastic containers.
Positives about the market
Clean, colourful

Market Name and Location
Horseheath
Date and Time of Visit
Sat 8 June, 11.55
Description of Stalls (size, style, condition)
Tablecloths inside but not outside (one canopy outside) OK displays
Description of Layout
Too few stalls to have a layout!
Stall Mix (F&B, Produce, HG&S)
Outdoors: • Neighbourhood plan stall • Tea/coffee • Cakes (the only handmade thing) • Plants • Books for RNLI Indoors: • Cards (decoupe) • Children's Kenya charity stall
Does the market offer access to healthy produce?
No!
Product Pricing (brief comment with some example prices)
Reasonable – cards (decoupe) £1.70 each etc
Additional facilities (eg toilets, children's rides)
Toilets in the hall, nothing else
Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)
10-12, mixed ages Started to rain so everyone decanted indoors
Events happening/advertised within market
None
Evidence of community engagement
RNLI, Neighbourhood Plan and charity engagement

Evidence of provision of skills and volunteering opportunities
Children charity stall
Waste and sustainability provision (eg bins/recycling)
None evident
Positives about the market
Community engagement

Market Name and Location
Linton
Date and Time of Visit
Sat 06/07/24 09:30 – 10:15am
Description of Stalls (size, style, condition)
Tabletops, all with cloths, nice displays
Description of Layout
Horseshoe with chairs and tables in the middle Fishmonger and plant/flower stall outside
Stall Mix (F&B, Produce, HG&S)
Cheeses Meats x2 Deli Sweet & Savoury pies Flowers Cakes x2 Bread Wooden bird houses/pet accessories Jewellery Cereals Preserves Fishmonger Flowers/plants Tea & coffee
Does the market offer access to healthy produce?
No fruit & veg, but meat/fish/bread etc all healthy A lot of cakes/brownies!
Product Pricing (brief comment with some example prices)
Brownies: £3 each Jewellery: £15-30 Bread – sourdough: £5 Preserves from £3.50 Flowers £7
Additional facilities (eg toilets, children's rides)
Toilets in the hall

Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)
16 customers, mainly elderly Car park was full by the time we left though
Events happening/advertised within market
None
Evidence of community engagement
None
Evidence of provision of skills and volunteering opportunities
None
Waste and sustainability provision (eg bins/recycling)
None
Positives about the market
Friendly traders, some customers chatting etc
Negatives/recommendations about the market
Advertised as Farmers Market but butcher came from Essex, cheeses from Somerset. Banner and board on fence of village hall but hard to find...
Any other comments/recommendations:
Small market. Unlikely to be large draw, but seemed to be popular with local residents

Market Name and Location
Orwell Pannier Market
Date and Time of Visit
Sat 06/07/24 10:30 – 11:15am
Description of Stalls (size, style, condition)
Tabletops, all with cloths (but bit mish mash!)
Description of Layout
Horseshoe with chairs with another double row in the middle
Stall Mix (F&B, Produce, HG&S)
Meat Bread Deli – Greek goods, same as at Linton (husband and wife) Fish Cherries and local liqueurs Jewellery x2 Australian sun hats Pottery Home-made baby clothes Cakes Charity stalls x2 Quiches & pies Knitted goods Honey Paintings Chutneys Tombola, record bowls, tea & coffee – all for the guides
Does the market offer access to healthy produce?
Cherries, fresh meat and fish etc
Product Pricing (brief comment with some example prices)
Bread – sourdough: £2-3 Preserves from £1.50 - £2.50 Fish paste £1 pot Cherries £6 punnet (v nice!) Cakes £4 Jewellery – prices varied
Additional facilities (eg toilets, children's rides)
Toilets in the hall

Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)
Over 30 – buzzing! Hall was busy. Varied ages, as kids there supporting the guides
Events happening/advertised within market
Lots of leaflets for local groups, particularly guides
Evidence of community engagement
Guides
Evidence of provision of skills and volunteering opportunities
Involving guides
Waste and sustainability provision (eg bins/recycling)
None evident
Positives about the market
Friendly traders, lots of buzz, kids etc. Constant comings and goings...
Negatives/recommendations about the market
Hard to park

Market Name and Location
Waterbeach Community Market News story about the site here https://tinyurl.com/yayuuh8e Site of a former army barracks. Unusual location, slightly middle of nowhere in very open expanse of land. Sports hall next door, as well as an obstacle course place
Date and Time of Visit
16.06.24, 12pm Cloudy but dry and sunny spells.
Description of Stalls (size, style, condition)
Around 30 stalls in total (20 in lock ups, 10 outside) Varying sizes – some small tables, others with lots of goods e.g. the household goods one with lots of products spread out A few standard food places
Description of Layout
Mix of indoor and outdoor. Combination of lock ups on either side, with ten stalls outside split across both sides Plenty of space
Stall Mix (F&B, Produce, HG&S)
Coffee/barista Household goods/tools – like on general market Plants Cakes Barbers shop Charities Flowers Cosmetics House numbers Bags Shirts & Ties Trinkets Necklaces Hats Wooden toys – nice quality Wool Brewery Sweets Jamaican patties Repair café was interesting – manly textiles but also bikes
Does the market offer access to healthy produce?
Not obviously

Product Pricing (brief comment with some example prices)
Larger-scale but more mid-market than Hauxton in terms of price positioning A tad on the high side given the poor facilities Hotdog: £5.00 Spanish seafood paella: £12.00 Jamaican patties: £5.00 for two Spent £10 on sweets – slightly pricey
Additional facilities (eg toilets, children's rides)
Poor – toilets were in nearby sports hall which was a couple of minutes' walk from the market Poor seating – only available seating were the stone blocks outside the buildings One busker singing with his guitar
Customer Profile (Who is shopping there? What ages are they? Is it busy etc.?)
Not many kids – a few but mainly 40s and 50s, a couple of older people using mobility scooters
Events happening/advertised within market
Sports hall listed events happening in the area.
Evidence of community engagement
Not really, good Facebook page but seems not massively promoted
Evidence of provision of skills and volunteering opportunities
None
Waste and sustainability provision (eg bins/recycling)
Only saw one bin next to coffee bar, no evidence of recycling
Positives about the market
Scale and mix of products on offer – more of a general/household market than just food and crafts Accessible, with plenty of parking Other attractions are nearby e.g. sports hall, obstacle course, military heritage museum – but no typical kids' stuff such as play areas on site.
Negatives/recommendations about the market
Some nice stalls but location is a bit rough and ready A couple of security/management type people with badges, but no real evidence of professional management Slightly in the middle of nowhere Have to walk to poor toilets Poor/limited seating

Appendix Three – Themes and Questions

Traders Focus Group Themes

- How does the market contribute to the sustainability of your business; as part of this it is important to know whether the market is your sole source of income?
- What are the things that are most important to you as a trader? Why are they important?
- What are the key issues you are facing? How do you think the council should tackle them?

South Cambridgeshire Market Operators Focus Group Themes

- Tell us a bit about your markets – size, location, category (co-operative etc), history?
- What links do you have with the wider community? (local charities, businesses, resident groups)
- To what extent does the market offer reflect the demographics of the area?
- Do you get any feedback from shoppers/community groups about the wider community benefit of the market?
- How do you recruit traders for your markets?
- What current links do you have with South Cambridgeshire council?
- Is there more the council could be doing to support your market?
- What, in your view, are the main barriers to maximising the potential of the market?
- Are there ways in which sustainability aspects could be improved, eg recycling/waste management programme, reducing car travel etc?

Greater Cambridge Market Economic Social Impact Assessment Trader Survey 2024

This survey is being conducted on behalf of Cambridge City and South Cambridgeshire District Councils to find out about the wider social and economic benefits of traditional retail markets. The information collected through this survey will help the Councils to better understand how to support you and the markets where you trade.

All personal information we collect from you will be kept confidential. It will be used to assess the health of the markets and provide recommendations for their future support.

Thank you for taking the time to fill in this questionnaire.

About your business

1. What is your name? (please leave blank if you would prefer not to say)
2. What is your business name? (please leave blank if you would prefer not to say)
3. Which of the following markets do you trade at (please tick all that apply)?
 - All Saints Garden Arts and Craft Market
 - Bar Hill Market
 - Cambridge City Market
 - Caxton Market
 - Cottenham Market
 - Great Shelford Market
 - Great Wilbraham Market
 - Hauxton Market
 - Hildersham Market
 - Histon Market
 - Horseheath Market
 - Linton Market
 - Little Gransden Market
 - Longstanton Market
 - Northstowe Market
 - Orwell Panier Market
 - Waterbeach Market
 - Other Market (please specify)
4. Do you operate as:
 - Sole trader
 - Registered company
 - Registered Charity
5. What products do you sell at the market?

6. How long have you been trading at the market?
 - < 6 months
 - 7 months to 1 year
 - 13 months to 2 years
 - 3-5 years
 - 5-10 years
 - > 10 years
7. What attracts you to trading at a market?
8. How many people do you employ?
9. How many apprentices do you employ?
10. What is your total annual income from all markets?
11. Do you also trade elsewhere?
 - No, just at the market(s) selected above
 - Online
 - In a bricks and mortar shop
12. Please estimate the proportion of your income from each location where you trade:
13. What are your total annual operating expenses, e.g. rent, materials, travel, advertising etc)?
14. Please estimate the proportion of your total expenses for each location where you trade:
15. What form of advertising do you use?
 - None
 - Website
 - Flyers
 - Other (please specify)

Changes over the last two years

16. Has your annual income from the market(s) increased or decreased over the past two years?
 - Increased
 - Decreased
 - Stayed about the same
 - Prefer not to say
17. If your income has increased/decreased over the past two years, please state the main reasons why you believe this to be the case

Looking ahead

18. What are the main challenges your business is facing?

19. To what extent do you agree/disagree with the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I am confident that my turnover/income will increase over the next 12 months					
I am likely to take on one or more employees/apprentices in the next 12 months					
I am considering expanding my business to trade at additional local markets in the next 12 months					
I am considering expanding my business to trade on-line or in a local retail premises in the next 12 months					
It is easy to find local suppliers for my goods					
I feel that my role as a market trader contributes to the character of the place					
The market is an accessible and welcoming place					
I am satisfied with the recycling facilities at the market					
I am considering closing my market business in the next 12 months					

20. Please use this space if you would like to expand on any of the statements made above:

Suggestions for improvement

21. What information and/or training (either from the local council or from another source) would be helpful for your business?
22. In what ways could the recycling facilities at the market/s be improved? (if you trade at multiple markets, please specify which you are referring to here)
23. What other improvements to the market/s would you like to see? (if you trade at multiple markets, please specify which you are referring to here)
24. What other support would help your business? E.g. marketing and promotion
25. Any other comments

About you

26. What age band are you in?
 - 18-24
 - 25-29
 - 30-39
 - 40-49
 - 50-59
 - 60-69
 - 70-79
 - 80+
 - Prefer not to say
27. What is your ethnic group?
Choose one option that best describes your ethnic group or background
 - White**
 - Welsh/English/Scottish/Northern Irish/British
 - Irish
 - Gypsy or Irish Traveller
 - Any other White background, please describe
 - Mixed/Multiple ethnic groups**
 - White and Black Caribbean
 - White and Black African
 - White and Asian
 - Any other Mixed/Multiple ethnic background, please describe
 - Asian/Asian British**
 - Indian
 - Pakistani
 - Bangladeshi
 - Chinese
 - Any other Asian background, please describe
 - Black/African/Caribbean/Black British**
 - African
 - Caribbean
 - Any other Black/African/Caribbean background, please describe
 - Prefer not to say

South Cambridgeshire Market Operators Survey

Thank you for agreeing to complete this survey. We are working on behalf of South Cambridgeshire District Council to improve their understanding of the challenges faced by markets in the area as well as their important role within the community. The findings will be used to inform local policy and strategies to support further market development.

Name of market:	
Location (also indoor vs outdoor):	
Date and frequency:	
Type of market (eg co-operative/community, farmers/craft):	
Approx number of traders:	
How long has the market been operating for?	
Footfall information (if recorded):	
Annual turnover, and brief summary of how any profits are distributed:	
No. of people involved in operating the market (FT/PT, volunteers/paid):	
Is the market, or any of your staff, members of the National Association of British Market Authorities?	
What links does the market have with the wider community? (local charities, businesses, resident groups)	

To what extent does the market offer reflect the demographics of the area?	
Do you get any feedback from shoppers/community groups about the wider community benefit of the market?	
How do you recruit traders for your markets?	
What current links do you have with South Cambridgeshire council (and/or your parish council)?	
Is there more the council(s) could be doing to support your market?	
Are you aware of potential government or other grants for communities/markets?	
Are there other barriers to maximising the potential of your market?	
Are there ways in which sustainability aspects could be improved, eg recycling/waste management programme, reducing car travel etc?	
Any other feedback:	

**Greater Cambridge Market Economic Social Impact Assessment
Shopper/visitor survey 2024**

Good morning/afternoon, my name is Esther Worboys/Fran Toomey and I am conducting a survey on behalf of Cambridge City Council/South Cambridgeshire District Council about traditional markets.

We'd like to ask you a few questions to help the councils support the markets in the best way possible. The survey will take about ten minutes of your time.

Introductory questions

28. Are you a local resident or a visitor to the area?

☐

Resident

☐

Visitor

1(a) If visitor, how long are you staying here? How important is the market to your visit (very, somewhat, neither important/unimportant, unimportant)

29. What is your home postcode (first three digits)?

30. How long have you been coming to the market?

First time today

< 3 months

4-6 months

7 months to 1 year

13 months to 2 years

3-5 years

>5 years

31. How regularly do you visit the market?

Every market day/frequency

32. Who do you visit the market with?

On my own

Friends/family/colleagues/other

33. How long do you spend at the market?

1-30 minutes

31-60 minutes

>1hr

>2hrs

34. How did you travel here today?

Car/bus/cycle/walk/other (incl all)

About the market

35. What attracts you most to the market?

Open question (with prompts: food, leisure, home-made goods, other associated activities)

36. What have you bought/intend to buy at the market?
37. How much have you spent/intend to spend? Nothing
£1-5
£6-10
£7-20
>£20
38. On a scale of 1 (poor)-5 (excellent), how would you rate the quality and price of goods at the market?
39. Do you buy anything at the market that you couldn't buy elsewhere?
Yes/no, what items
40. Is locally-made or sourced produce important to you?
1 not important
2 somewhat important
3 very important
41. Are you visiting any shops, cafes or other amenities in the local area today?
Yes/no/which ones
42. How much have you spent/intend to spend in local shops/amenities?
Nothing
£1-5
£6-10
£7-20
>£20
43. How did you find out about the market? (Council website/social media/other)
If social media, is it a) market's own social media or b) other platform?
Would you like to be kept up to date? If so, how?

Your views of the market

44. How do you feel when you visit the market? Safe/welcome/less lonely/like I belong
45. Do you think that the market adds to the area, e.g. in terms of character?
46. How does the market benefit you personally?
47. Is there anything you would like to change about the market?
48. Is there anything else you would like to tell us about the market?

About you

49. What age band are you in?

18-24
25-29
30-39
40-49
50-59
60-69
70-79
80+
Prefer not to say

50. What type of household do you live in?

Single
Couple
Family with children
Other

Citizen Lab – Residents Survey

Question number	Question wording	Field type	Mandatory (M) or optional (O)?	Question logic (show and hide)	Comments (please include any question help text here)
SECTION ONE					
Q1	Do you normally visit any of the following markets? • All Saints Garden Arts and Craft • Cambridge City • Bar Hill • Caxton • Cottenham • Great Shelford • Great Wilbraham • Hauxton • Hildersham • Histon • Horseheath • Linton • Little Gransden • Longstanton • Northstowe • Orwell Panier Market • Waterbeach • Other (please specify) • I wouldn't normally visit any of these markets	Multiple choice	M	If answer is " <i>I wouldn't normally visit any of these markets</i> " responder goes straight to Section 3	Please select all that apply

Q2	Please indicate which market you use most often? • All Saints Garden Arts and Craft • Cambridge City • Bar Hill • Caxton • Cottenham • Great Shelford • Great Wilbraham • Hauxton • Hildersham • Histon • Horseheath • Linton • Little Gransden • Longstanton • Northstowe • Orwell Panier Market • Waterbeach • Other (please specify)	Single choice	M	Selecting <i>Cambridge City</i> takes responder to Section 2 Selecting one of the other options takes responder to Section 4 (South Cambridgeshire survey)	Please select one answer
SECTION TWO					
Q3	How regularly do you visit the market? • Daily • Several times per week • Weekly • Several times per month • Monthly • Other (please specify)	Single choice	M		Please select one answer

Q4	Which days of the week do you typically visit the market? • Monday • Tuesday • Wednesday • Thursday • Friday • Saturday • Sunday	Single choice	M		Please select one answer
Q5	How long do you typically spend at the market? • 1-30 minutes • 31-60 minutes • >1hr • >2hrs	Single choice	M		Please select one answer
Q6	How do you usually travel to the market? (please select one answer) • Car • Bus • Cycle • Walk • Other	Single choice	M		Please select one answer
Q7	What are your top three reasons for visiting the market? • To buy produce: eg meat, bread, fruit and vegetables • To buy food and drink: eg hot food to take away	Multiple (max 3)	M		Please select up to 3 top reasons

	• To buy other: eg crafts, second hand books • To visit a specific stall • To use services: eg bike repair • To meet friends/family • To browse • Other (please specify)				
Q8	How much do you typically spend at the market per visit? • Nothing • £1-5 • £6-10 • £7-20 • >£20	Single	M		Please select one answer
Q9	On a scale of 1 (poor)-5 (excellent), how would you rate the quality of goods at the market?	Linear	M		
Q10	On a scale of 1 (poor)-5 (excellent), how would you rate the price of goods at the market?	Linear	M		
Q11	Do you buy anything at the market that you couldn't buy elsewhere? • Yes (please specify below) • No	Single	M		
Q12	Is locally-made or sourced produce important to you? • not important • somewhat important • very important	Single	M		Please select one answer

Q13	Do you usually go to any other shops, cafes or other amenities in the city centre when you visit the market? • Yes (please specify which below) • No	Single	M		Please select one answer
	How much do you agree or disagree with the following statements when you visit the market?				
Q14	I feel proud to support local businesses	Linear	M		Please select one answer
Q15	It provides access to quality goods	Linear	M		Please select one answer
Q16	It provides access to affordable goods	Linear	M		Please select one answer
Q17	I feel welcome	Linear	M		Please select one answer
Q18	I feel less lonely	Linear	M		Please select one answer
Q19	Would the following encourage you to visit the market more if provided? • More hot food • More produce • Greater range of goods and services • More seating • More travel options to get to Market Square • Improved accessibility around Market Square • Longer opening hours	Multiple	M		Please select all that apply

	• Events and entertainment • Specialist/event markets • More information about what traders will be at the market • More information about what's on at the market • Special offers or promotions • Loyalty scheme • Other – please specify				
Q20	Is there anything else you would like to tell us about the market (ie things you particularly like, or things you would change)?	Text (long answer)			
SECTION THREE					
Q2	Please tell us the main reasons why you <u>don't</u> visit Cambridge City Market? • Don't shop at markets • Difficult to get to Market Square • Lack of variety of goods on offer • Poor atmosphere • Price of goods is too high • Opening hours are not suitable • Difficult to get around Market Square • Other - please specify	Multiple	M		Please select all that apply
Q3	Would the following encourage you to visit Cambridge City Market if provided? • More hot food • More produce	Multiple	M		Please select all that apply

	• Greater range of goods and services • More seating • More travel options to get to Market Square • Improved accessibility around Market Square • Longer opening hours • Events and entertainment • Specialist/event markets • More information about what traders will be at the market • More information about what's on at the market • Special offers or promotions • Loyalty scheme • Other – please specify				
Q4	Do you have any other comments about Cambridge Market?	Text (long answer)			
Q5	Please tell us the main reasons why you don't visit your local village market? • There isn't one near me • Don't shop at markets • Difficult to get to the market • Lack of variety of goods on offer • Poor atmosphere • Price of goods is too high • Opening hours are not suitable • Difficult to get around the market	Multiple	M		Please select all that apply

	• Other - please specify				
Q6	Would the following encourage you to visit your local village market if provided? • More hot food • More produce • Greater range of goods and services • More seating • More travel options to get to the market • Improved accessibility around the market • Events and entertainment • More information about what traders will be at the market • More information about what's on at the market • Special offers or promotions • Location – ie I would visit if there was one near me • Other – please specify	Multiple	M		Please select all that apply
Q7	Do you have any other comments about your local village market?	Text (long answer)			
SECTION FOUR					
Q2	Thinking about the market you use most often – how regularly do you visit the market? • Monthly	Single	M		Please select one answer

	• Several times per year • Once per year • Other				
Q3	How long do you typically spend at the market? • 1-30 minutes • 31-60 minutes • >1hr • >2hrs	Single choice	M		Please select one answer
Q4	How do you usually travel to the market? (please select one answer) • Car • Bus • Cycle • Walk • Other	Single choice	M		Please select one answer
Q5	Do you experience additional traffic/congestion as a result of the market? • Yes • No	Single choice			Please select one answer
Q6	What are your top three reasons for visiting the market? • To buy produce: eg meat, bread, fruit and vegetables • To buy food and drink: eg hot food to take away • To buy other: eg crafts • To visit a specific stall	Multiple (max 3)	M		Please select up to 3 top reasons

	• To use services • To meet friends/family • To browse • Other (please specify)				
Q7	How much do you typically spend at the market per visit? • Nothing • £1-5 • £6-10 • £7-20 • >£20	Single	M		Please select one answer
Q8	On a scale of 1 (poor)-5 (excellent), how would you rate the quality of goods at the market?	Linear	M		
Q9	On a scale of 1 (poor)-5 (excellent), how would you rate the price of goods at the market?	Linear	M		
Q10	Do you buy anything at the market that you couldn't buy elsewhere? • Yes (please specify below) • No	Single	M		
Q11	Is locally-made or sourced produce important to you? • not important • somewhat important • very important	Single	M		Please select one answer
Q12	Do you usually go to any other shops, cafes or other amenities in the area when you visit the market?	Single	M		Please select one answer

	• Yes (please specify which below) • No				
	How much do you agree or disagree with the following statements when you visit the market?				
Q13	I feel proud to support local businesses	Linear	M		Please select one answer
Q14	It provides access to quality goods	Linear	M		Please select one answer
Q15	It provides access to affordable goods	Linear	M		Please select one answer
Q16	I feel welcome	Linear	M		Please select one answer
Q17	I feel less lonely	Linear	M		Please select one answer
Q18	Would the following encourage you to visit the market more if provided? • More hot food • More produce • Greater range of goods and services • More seating • More travel options to get to the market • Improved accessibility around the market • Events and entertainment • More information about what traders will be at the market	Multiple	M		Please select all that apply

	• More information about what's on at the market • Special offers or promotions • Other – please specify				
Q19	Is there anything else you would like to tell us about the market (ie things you particularly like, or things you would change)?	Text (long answer)			