

Understanding and Enhancing the Community Value of Traditional Retail Markets

An ESRC Research Programme

Presentation to NABMA conference 2018, Stratford Upon Avon

Dr Sara González, Associate Professor, School of Geography, University of
Leeds

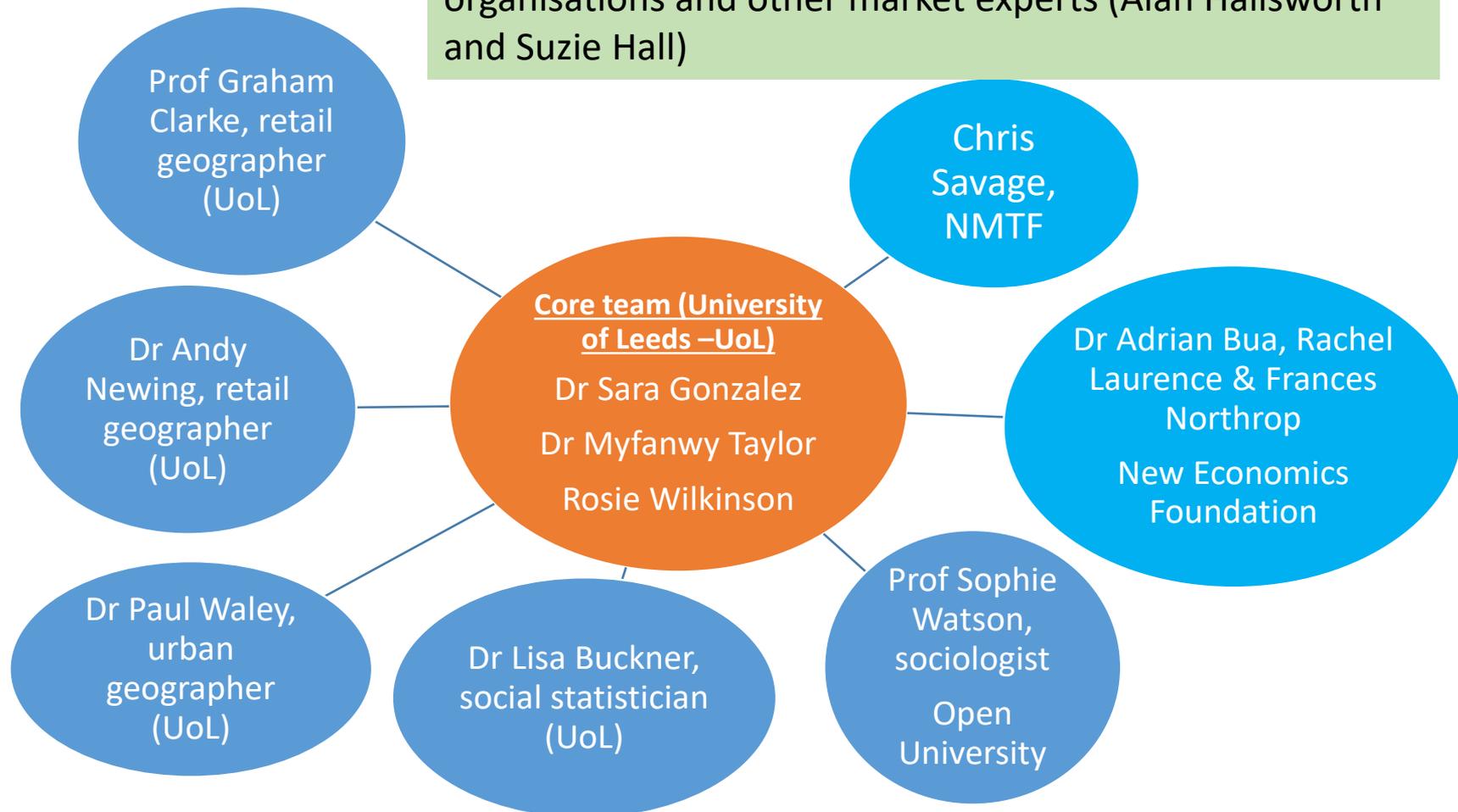
Key facts about of research project

The overall aim is to **develop an innovative methodology and analytical framework for the study of the community value of traditional retail markets (TRM).**

- Feb 2018 – August 2020
- Funded by the Economic and Social Research Council.
- Multi-disciplinary and multi-sector team: Academics (retail and urban geographers, sociologists) + think tank + trader organisation (NMTF)
- 50 interviews with key experts at national and at local Market level
- 3 in depth case studies with 500 customer surveys in each
- Publication of policy reports, briefings, best practice as well as academic outputs

Research team

Steering Group: NABMA, third sector and community organisations and other market experts (Alan Hallsworth and Suzie Hall)



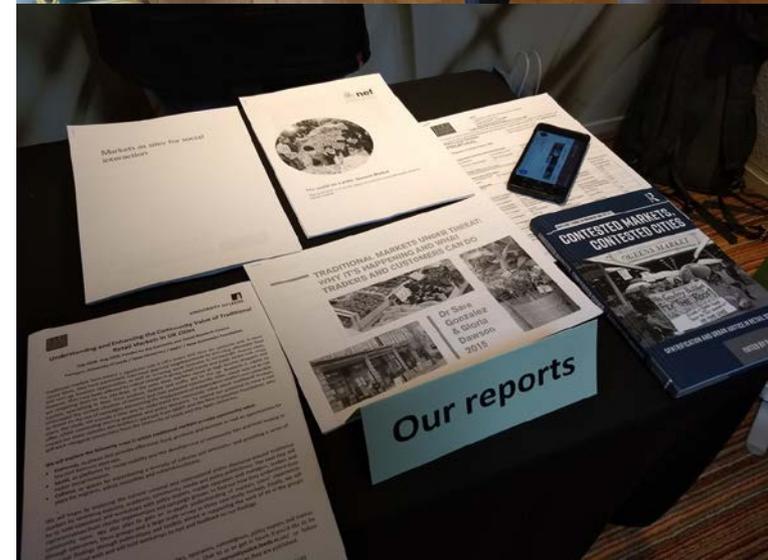
Context and rationale

- There is increasing evidence about the economic value of markets, largely thanks to industry efforts.
- There is comparatively little evidence about the social and cultural value of markets. This is often assumed.
- There is a risk that the *holistic community value* of markets may be ignored or damaged if it is not well documented, particularly in the process of remodeling and redevelopment of markets.
- If councils and operators have better evidence about the community value of markets, they may be better able to retain and enhance these roles e.g. taking holistic community value into account when making investment decisions.

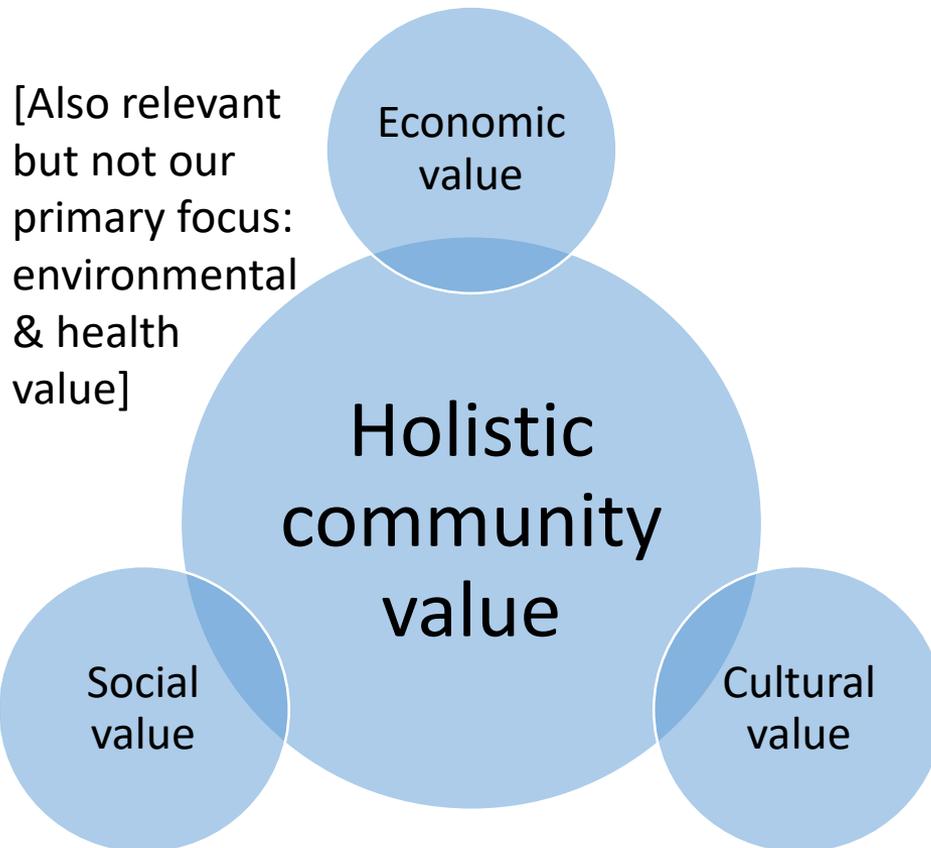


Ethos and approach

- An applied research project
- In partnership and collaboration with key actors
- Building new connections and networks between policy makers, industry actors, third sector organisations and campaigning organisations
- Aiming to influence the debate around the value of TRM
- Producing policy/industry reports, tools, best practice examples and teaching/training materials
- As well as contributing to academic research on TRM to critical urban studies and retail geography.



What do we mean by the community value of markets?



Initial approach:

Economic: employment, multiplier effects in the local economy, footfall in town centres, entrepreneurship, affordable produce and services.

Social: social mobility, social capital, inclusion and tolerance, care networks

Cultural: cultural and ethnic diversity, sense of place, local identity

There is an increasing interest in understanding this “community value



2. THE VALUE OF LONDON'S MARKETS

Markets generate multiple and diverse benefits for Londoners. This value encompasses benefits to economic, social and environmental wellbeing, which often overlap or occur in combination. Together these can be understood as 'social value'. The aim of amplifying this wider social value aligns with the Mayor's vision in '**A City for All Londoners**' and his focus on 'good growth' – growth that is socially and economically inclusive and environmentally sustainable. It is also a statutory requirement in public sector procurement, encapsulated in the Public Services (Social Value) Act 2013.

But how can we measure this community value?

This intangible value of markets is generally taken for granted and is notoriously difficult to evidence and measure. However, there have been efforts in the TRM sector and across other sectors that we want to learn from:

- Industry efforts (Mission for Markets, Love Your Local Market, NABMA/ROI research)
- New Economics Foundation (2006) study of economic and social value of Queens's Market
- Sophie Watson's JRF report 2006
- Levenshulme Market CIC (2018) social value assessment
- Applications to list markets as Assets of Community Value and campaigning by community groups
- Social Return on Investment (SROI)
- Participatory Social Impact Analysis (developed by Just Space).

***COMING SOON: PUBLICATION OF A POLICY BRIEF ON MEASURING THE VALUE OF TRADITIONAL RETAIL MARKETS

How are UK TRM valued by researchers, policy makers, industry actors, charities and campaigners?

We want to capture the expertise that there is in the sector

- Review of UK and international academic and policy literature
- Interviews with around 25 key actors in the sector nationally
- Workshops with market traders, operators and community groups



How do customers value markets?

In depth and rigorous understanding of market users' experiences in **3 case study markets**:

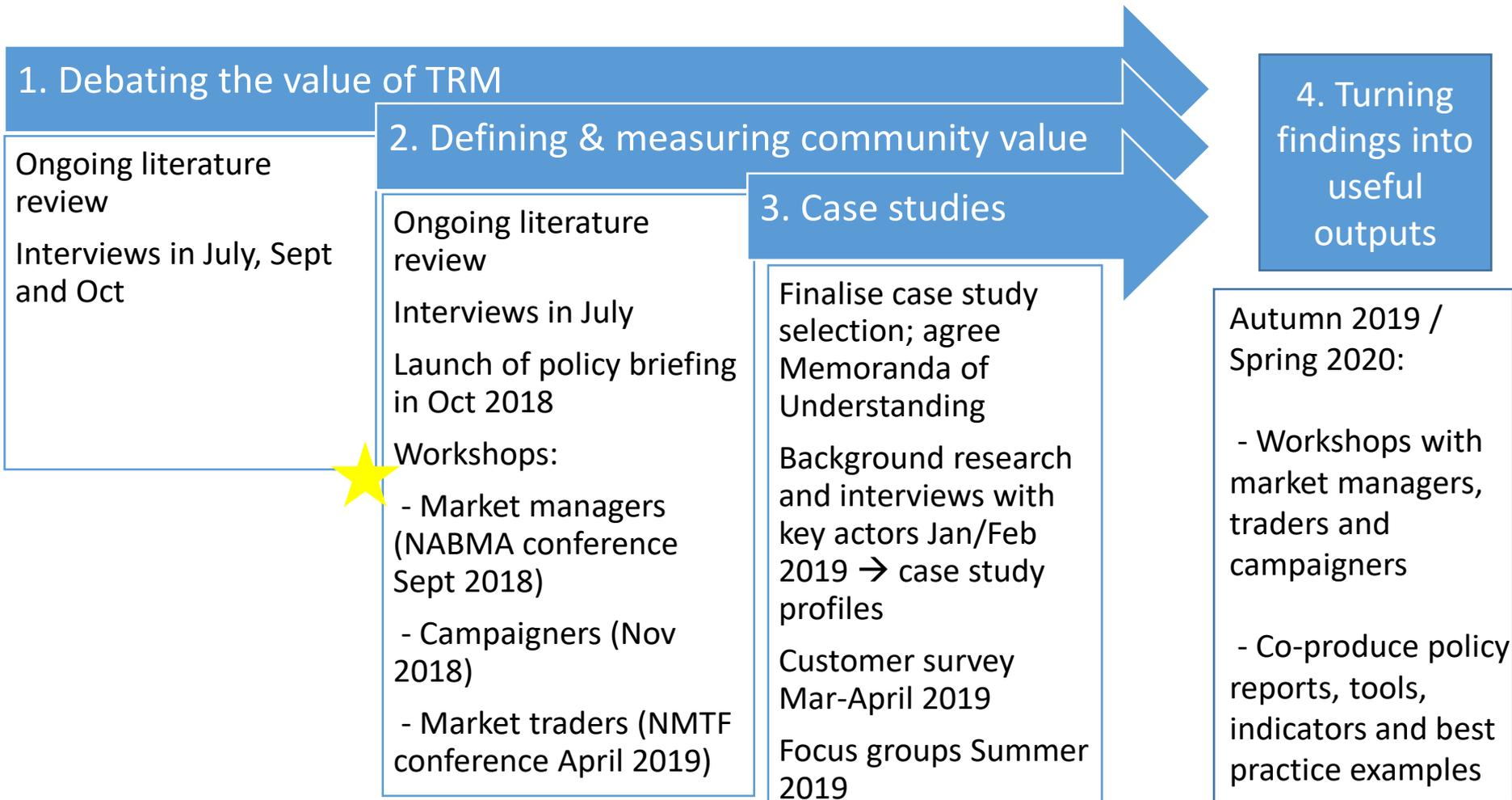
- Interviews with key informants
- 500 survey questionnaire with market customers/users
- Focus groups with customers/users

We will analyse: market users socio-demographic characteristic; different functions that markets perform for different socio-economic, age, ethnic characteristics; differences across markets in terms of their “community value”.

Case study markets: A large market, with strong economic, social and cultural roles; not undergoing major redevelopment; Interest and support from market managers and traders; the possibility to influence decision-making. We have been working on a shortlist for the last few months.



Next steps



Today's workshop



Aim: to explore how market managers/operators understand, measure and utilise the social, economic and cultural value of markets.

This is a chance to shape our research which will feed into policy recommendations.

QUESTIONS:

- What do you think is the *community value* of markets?
- How can the community value of markets be enhanced now and in the future?
- What are the key features of a “*traditional*” retail market?
- What is the particular role for local authorities in providing markets for local communities?

A note on research ethics and future engagement



UNIVERSITY OF LEEDS

- We will be taking notes (but not audio-recording) at the workshop discussion to capture all the expertise in the room
- We will ask for your consent to use the views gathered in this workshop – but comments will not be linked to specific people/names
- We will write up a summary of the discussion which can be circulated (to you personally if you give us your email). A short blog post will be published too.
- If you are not able to participate in the workshop but would like to express your views on these issues, pick up a form from our stall, talk to us, send us an email/tweet

Getting involved

Website: www.trmcommunityvalue.leeds.ac.uk

FOLLOW US Twitter: @Markets4People

Email: s.gonzalez@leeds.ac.uk

m.m.taylor@leeds.ac.uk

r.h.wilkinson@leeds.ac.uk

Visit us at the conference stall

There will be reports, events, updates to follow, comment and join.

We are happy to join your own events and activities; please get in touch.



Understanding & Enhancing the Community Value of Traditional Retail Markets

Traditional markets have played a significant role in the UK's towns and cities for centuries but their central community role is threatened by radical changes in retail trends and public sector cuts. Our study aims to provide a new way to understand the community value which traditional markets offer.



Tweets 201 Following 289 Followers 192 Likes 221

Markets 4 People

@markets4people Follows you

Tweets from the ESRC research project 'Exploring & Enhancing the Social Value of Traditional Retail Markets in UK Cities'

trmcommunityvalue.leeds.ac.uk

Joined March 2018

Tweets Tweets & replies Media

Markets 4 People Retweeted

NMTF @marketsmatter · Jun 24
You've got till June 30 to help demonstrate the value of markets, festivals, and fairs by taking part in @M4Markets national survey! Five free single NMTF memberships up for grabs! Link: bit.ly/M4M1718-Traders #M4Markets @Nabma_Markets