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| **Market Comparison** | | | | | | |
| **Market** | **Ownership** | **Speciality** | **Lease/License** | **Management** | **Appearance** | **Customer base** |
| Covent Garden  Opening hours:  Stalls 10-5pm | Privately owned and operated. | High end Restaurants retail and events | Leases:  Permanent Retail stalls/ stores  Daily Licenses  Selection process: focus on the quality of goods, must be UK handmade. Constantly looking at the tenant mix – don’t want everyone selling same goods. If tenant passes selection process can book a stall on a daily basis. | Manager responsible for tenants, leases, daily licenses, maintenance and website. Manager in charge of a team of maintenance staff responsible for cleaning and security.  The website is run inhouse and the Manager has access to update it. | Clean, tidy and bright. Stores are chains but are presented uniformly ie same signage/colour scheme to show consistency. | Tourists/ locals |
| Spittlefields  Gates open 8am-11pm  Stalls open 9.30 to 6pm week, 11-5 Sat, 9-5 Sun. | Privately owned and operated. | Stalls and events. | Leases  New stallholders get a 1-2 month lease.  Experienced stallholders are guaranteed space as long as they are there before 9.15am.  Licenses  Daily, prices vary week/weekend  Slightly selective of product  Specialist days ie Antiques fair, Record fair | One manager and 4 staff responsible for dealing with traders, promotion and events.  Promotion  Vouchers have been used to entice people into the market –vouchers put in newspapers, for people to use at market stalls, stall holders can use vouchers to pay their rent.  A range of pamphlets produced to show upcoming events/ outline of market.  Gates in entranceway are each named to event/person from local history – link to past.  Website managed inhouse. | Clean and bright,  Good range of different food shops ( mostly independents or small multiples),  Communal dining area  Uniform shop fronts and signage | Locals/tourists |
| Borough  Open Thursday 10-5 to Saturday 8-5 | Owned and managed by the Borough Market Charitable Trust | Food | Leases  Store holder – 3 year lease  Licenses  Umbrella/ casual licence – daily or monthly  Balance of Trades  There are no ‘change of use’ applications. If traders wish to change what they sell they must apply for a new licence and go through the application process again. | Run by a Management team. Responsible for issuing licenses, traders’ application process.  Rigorous traders’ application process  1.Application form – must offer a special/ unique product to sell  2.Interview with management  3.Testing panel – test product to check quality – appearance, aroma, taste  Management regularly surveys market – ie number of products sold for £1 for value as well as quality. | Traditional bustling market,  Umbrellas uniform  Very busy  Aromatic  huge selection of diverse products – at a cost.  Special occasion food rather than weekly grocery shop | Locals/ tourists |
| Brixton  SHOPS: 8am – 7pm seven days a week.    Outside markets  Friday 10am-5pm  Themed Saturday Markets 10am – 5pm  Sunday Farmers’ Market 10am – 2pm | Run by the Brixton Market Traders’ Federation Community Interest Company | Specialist Caribbean food, Restaurants | Leases  For shops in the arcade  Licenses  For stall holders for the weekly street market(s)  Daily licenses offered at affordable prices for stallholders. Specialist markets throughout the month. | Any profit made goes back into the community.    Market pitches kept affordable, so all kinds of traders can take part. | Light and bright market with a relaxed atmosphere but tired looking shops. | Local community/ students |
| St Nicholas, Bristol  Monday –Saturday trading 9.30-17.00 | Owned and run by Bristol City Council | Mix of stalls. | Licenses  All traders on weekly licenses  Flat rate per sq ft over 50 weeks (2 weeks rent free)  License fee includes utility costs but not business rates  In 1994 Traders lobbied Council on the license price and got a 6 year price freeze, since 2000 – the license goes up by the Retail Price Index (PRI) each year | Run by a manager + 3 FT market officers (promotion, marketing, clerical) and 7 FT maintenance attendants. All Council employees.  Responsible for collecting license fee, maintenance and promotion. | Market is made up of several different sections. Each section sells different types of products – ie food hall, which gives each section its own unique feel. | Locals, Tourists |

**Note:** Councils in London are restricted in how they can manage their markets due to the London Local Authorities Act 1990 which gives traders a lot more power to retain sites, and prohibits licenses being given to business. This tends to mean that in London, Council-run markets are not as prosperous as other run markets.