

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	<u>Leases:</u> Permanent Retail stalls/stores <u>Daily Licenses</u> 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 chainsbut 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.	<u>Leases</u> New stallholders get a 1-2 month lease. Experienced stallholders are guaranteed space as long as they are there before 9.15am. <u>Licenses</u> Daily, prices vary week/weekend Slightly selective of product	One manager and 4 staff responsible for dealing with traders, promotion and events. <u>Promotion</u> 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.	Clean and bright, Good range of different food shops (mostly independents or small multiples), Communal dining area Uniform shop fronts and signage	Locals/tourists

			Specialist days ie Antiques fair, Record fair	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.		
Borough Open Thursday 10-5 to Saturday 8-5	Owned and managed by the Borough Market Charitable Trust	Food	<u>Leases</u> Store holder – 3 year lease <u>Licenses</u> 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

<p>Brixton</p> <p>SHOPS: 8am – 7pm seven days a week.</p> <p>Outside markets Friday 10am-5pm Themed Saturday Markets 10am – 5pm Sunday Farmers’ Market 10am – 2pm</p>	<p>Run by the Brixton Market Traders’ Federation Community Interest Company</p>	<p>Specialist Caribbean food, Restaurants</p>	<p>Leases For shops in the arcade</p> <p>Licenses For stall holders for the weekly street market(s)</p> <p>Daily licenses offered at affordable prices for stallholders. Specialist markets throughout the month.</p>	<p>Any profit made goes back into the community.</p> <p>Market pitches kept affordable, so all kinds of traders can take part.</p>	<p>Light and bright market with a relaxed atmosphere but tired looking shops.</p>	<p>Local community/ students</p>
<p>St Nicholas, Bristol</p> <p>Monday – Saturday trading 9.30- 17.00</p>	<p>Owned and run by Bristol City Council</p>	<p>Mix of stalls.</p>	<p>Licenses All traders on weekly licenses Flat rate per sqft over 50 weeks (2 weeks rent free) License fee includes utility costs but not business rates</p> <p>In 1994 Traders lobbied Council on the license price and got a 6 year</p>	<p>Run by a manager + 3 FT market officers (promotion, marketing, clerical) and 7 FT maintenance attendants. All Council employees.</p> <p>Responsible for collecting license fee, maintenance and promotion.</p>	<p>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.</p>	<p>Locals, Tourists</p>

			price freeze, since 2000 – the license goes up by the Retail Price Index (PRI) each year			
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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.