

# 2012 Retail Market Survey Report

## The Markets Alliance



## Acknowledgments

I am grateful to all those who contributed to the development and distribution of the survey form, and to all the market managers who took the time to complete and return their surveys. I am also grateful to Rosita Aiesha – NABMA Intern - for creating the survey results database, carrying out the analysis of that data and preparing the tables and graphs used in this report. Finally I would like to the National Market Traders' Federation for carrying out a survey of their members to establish current trader turnover figures.

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October 2012.

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## Summary

The survey was designed to measure year-on-year changes in the performance of retail markets - comparing performance in March 2012 with March 2011, using a red/amber/green 'traffic light' system, and measured against a number of key indicators, which are represented by 9 closed questions in the survey (See Appendix 1). Each of the 9 questions had 3 possible responses or answers. These were: decrease, increase or the same. Not all respondents completed every question.

A total of 279 individual market returns were received (compared with 261 in 2011). These were made up of 255 'traditional' retail markets and 24 'farmers' markets'.

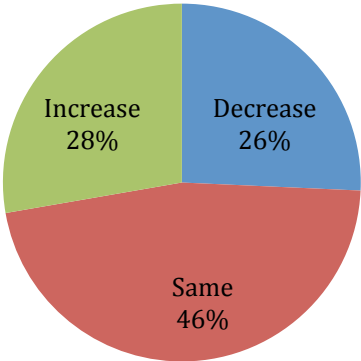
The following table (Table 1) shows type (traditional v farmers'), form (indoor, outdoor, other) and management (local authority, private, social enterprise, other) of the individual market responses.

**Table 1 - National responses by category**

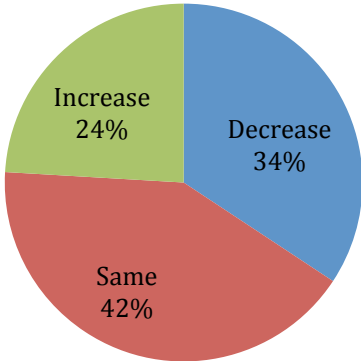
<b>Type</b>	<b>Traditional</b>	<b>Farmers'</b>		
Number	255	24		
<b>Form</b>	<b>Indoor</b>	<b>Outdoor</b>		
Number	75	204		
<b>Management</b>	<b>LA</b>	<b>Private</b>	<b>Social Enterprise</b>	<b>Other</b>
Number	237	42	0	0

Nationally, 74% of retail markets are reporting stable or improved year-on-year performance, compared with 66% for 2011.

**Chart 1 - All markets 2012**



**Chart 2 - All Markets 2011**



The following table (Table 2) shows the summary performance of type (indoor/outdoor), form (traditional/Farmers'), management (Local Authority/Private) and regional location (West Midlands/North West/London/North East/Yorkshire & Humberside) base-lined against the aggregate national response.

**Table 2 – aggregated summary 2012**

<b>Category</b>	<b>Stable (%)</b>	<b>Increased (%)</b>	<b>Stable or increased (%)</b>	<b>Decreased (%)</b>
All markets (national)	46	28	74	26
Indoor	44	24	68	32
Outdoor	48	29	77	23
Traditional	46	28	74	26
Farmers'	55	23	78	22
LA managed	46	29	75	25
Privately managed	47	23	70	30
West Midlands	46	22	68	32
North West	43	29	72	28
London	52	33	85	15
North East	39	44	83	17
Yorkshire & Humberside	43	27	70	30

The following table (Table 3) compares the individual performance measures for all markets from 2011 and 2012. It is interesting to note that the number of market days and trader turnover (sales) have remained stable but all the other measures have shown some improvement in 2012.

**Table 3 - Comparison of all market individual response 2011 and 2012**

Category	Stable 2011	Stable 2012	Increased 2011	Increased 2012	Stable or Increased 2011	Stable or Increased 2012	Decreased 2011	Decreased 2012
1. Total number of stalls let	25%	28%	37%	40%	62%	68%	36%	32%
2. Total number of traders standing	26%	28%	38%	41%	64%	69%	35%	31%
3. Number of market days	94%	90%	4%	8%	98%	98%	2%	2%
4. Footfall	26%	32%	19%	16%	45%	48%	28%	22%
5. Stall income	19%	25%	31%	35%	50%	60%	48%	29%
6. Staff employed	62%	64%	7%	11%	69%	75%	30%	25%
7. Bottom line	27%	30%	29%	31%	56%	61%	35%	25%
8. Trader sales	16%	16%	6%	6%	22%	22%	29%	18%
9. Investment in market	n/a	44%	n/a	24%	n/a	68%	n/a	14%

Note: Not all rows equate to 100%. The difference relates to missing responses to individual questions.

## Conclusions

1. Nationally, the results suggest that retail market performance is not dissimilar to the rest of the high street, in that trading conditions are still challenging, with all types (indoor/outdoor), forms (traditional/farmers'), management models and locations of markets showing some stable, some increasing and some markets in decline.
2. Nationally, the aggregated result for **all markets** shows that 74% of retail markets are reporting stable or improved year-on-year performance and shows an improvement on the 2011 survey, which indicated that 66% of all markets were stable or improved.
3. Comparison of the individual performance measures for **all markets** for 2011 and 2012 shows that the number of market days and trader turnover (sales) have remained stable but all the other measures have shown some improvement in 2012.
4. There are differences between **indoor and outdoor markets** in those reporting decreased year-on-year performance (32% indoor v 23% outdoor), stable markets (44% indoor v 48% outdoor), and increased performance (24% indoor v 29% outdoor) suggesting that outdoor markets are performing better than indoor markets in the current economic and social climate, with 77% of outdoor markets

stable or improved and 68% of indoor markets stable or improved. This repeats the 2011 survey results which showed outdoor markets out-performing indoor ones.

5. There are differences between **local authority and privately managed markets** in those reporting decreased year-on-year performance (25% local authority v 30% private), stable markets (46% local authority v 47% private), and increased performance (29% local authority v 23% private), suggesting that public markets are performing better than local authority markets in the current economic and social climate, with 75% of public markets stable or improved and 70% of private markets stable or improved. This contrasts with the 2011 survey which showed private markets out-performing public ones.
6. There are differences between **traditional and farmers' markets** in those reporting decreased year-on-year performance (26% traditional v 22% farmers'), stable markets (46% traditional v 55% farmers'), and increased performance (28% traditional v 23% farmers'), suggesting that farmers' markets are performing marginally better than traditional markets in the current economic and social climate, with 78% of farmers' markets stable or improved and 74% of traditional markets stable or improved. Although the performance gap has closed, the 2012 results repeat the findings of the 2011 survey.
7. There are differences between the performance of **regional markets**. Of the 5 regions analysed in 2012, London appears to be performing best with the West Midlands struggling more.
8. This survey does not provide explanations as to why these apparent differences in performance might be. More and specific research would be required to answer that question.
9. The benefits of repeating the survey on an annual basis are starting to emerge, with the opportunity to develop trend analysis.
10. The higher levels of missing responses to footfall and trader turnover, are perhaps not surprising, given that many markets do not have systems in place to measure these.



## Recommendations

It is recommended that:

1. This survey continues to be repeated annually to build up a more detailed understanding of performance and trends across UK retail markets.
2. Subject to resolving issues of commercial confidentiality and publicity, a more detailed research project, involving a small number of markets, is undertaken to try and identify the specific factors that lead to increases and decreases in annual performance.

## Introduction

The UK has undergone significant political and economic changes since *Markets 21* was published in November 2009. In 2011, following a meeting of the Communities and Local Government-led Retail Markets Working Group, the markets sector and the government agreed that it would be useful to assess the impact of those changes on retail markets, to help inform debate, policy and support.

The Markets Alliance oversaw the research, led by NABMA's Policy Development Manager, undertaking a "traffic lights" survey of the sector to identify how the performance of retail markets had changed in the past 12 months, measured against a number of key indicators.

The Markets Alliance consists of five organisations representing the UK market industry. These are:

- The Association of London Markets (AoLM)
- The Association of Town Centre Management (ATCM)
- Country Markets
- The National Farmers' Retail & Markets Association (FARMA)
- The National Association of British Market Authorities (NABMA).

The aim of the Market Alliance is to promote the value and importance of retail and wholesale markets on local, national and international platforms, seeking effective engagement and influence with government and policy-making agencies in terms of profile, research, legislation, funding and development.

Following a review of the 2011 survey it was agreed that the survey would be repeated annually. This report covers the 2012 survey, with some comparison with the initial survey responses.

## Context

Markets do not trade in isolation. How they perform is determined by a wide range of internal and external factors. The results of this survey have to be seen in the context of significant national and international economic and social upheaval, including:

- Rising inflation
- Rising unemployment
- A significant downturn in consumer confidence
- Reductions in disposable income for many people
- The Eurozone and sovereign debt
- Cuts in public sector funding
- Rising energy costs
- Rising fuel/distribution costs
- The state and future of the 'high street' and the Mary Portas review
- Changes to national planning policy
- Food security issues.

It should not be forgotten that these changes also create opportunities for existing markets, for new markets and for entrepreneurs to offer consumers an alternative.

## Methodology

The survey was designed to measure year-on-year changes in performance, comparing performance in March 2012 with March 2011, using a red/amber/green 'traffic light' system. The original 2011 survey had 8 indicators. For 2012 these were retained but an additional indicator on investment in markets was added.

If performance had worsened year-on-year market managers were asked to indicate this by marking the 'Decreased' column. If performance had stayed the same, they should mark the 'Same' column, and if performance had improved, they should mark the 'Increased' column.

Where managers are responsible for the management of more than one retail market, they were asked to complete a separate response for each individual market.

The survey applies to all types of retail markets – indoor, outdoor covered, outdoor street, and specialist e.g. farmers' markets.

If, for example, a manager operates a two-day a week market and one day in particular has declined markedly, they were given the option of submitting separate forms for the different days, so as not to mask the change.

The survey form was distributed from April 2012, and returns were accepted up to the end of July 2012.

A database was created using the survey returns, using Microsoft Excel, and the analysis contained in this report was derived from that database.

The blank survey form is attached as Appendix1.

## Responses

A total of 279 individual market returns were received. These were made up of 255 'traditional' retail markets and 24 'farmers' markets'. For the 2012 survey there was no data available from either Country Markets or FARMA.

The following table shows type (traditional v farmers'), form (indoor, outdoor) and management (local authority, private, social enterprise, other) of the individual market responses.

**Table 4 - National responses by category**

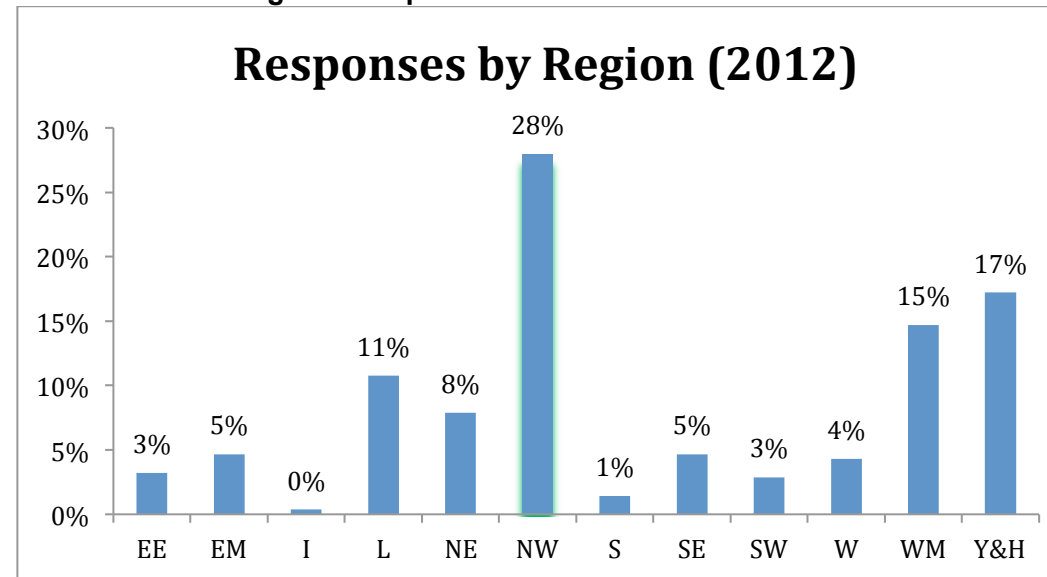
<b>Type</b>	<b>Traditional</b>	<b>Farmers'</b>		
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Number	75	204		
<b>Management</b>	<b>LA</b>	<b>Private</b>	<b>Social Enterprise</b>	<b>Other</b>
Number	237	42	0	0

Responses were received from across the UK, but there were significant variations in the numbers received from different areas. The North West, Yorkshire and Humberside, and the West Midlands accounted for 60% of the returns. London, with a high concentration of street markets across the boroughs returned 30 responses – 11% of the total. The following table shows the regional breakdown of returns.

**Table 5 – Regional responses**

Region	Count	%
East of England	9	3
East Midlands	13	5
London	30	11
North East	22	8
Northern Ireland	1	0
North West	78	28
Scotland	4	1
South East	13	5
South West	8	3
Wales	12	4
West Midlands	41	15
Yorkshire & Humberside	48	17
Totals	279	100%

**Chart 3 – Regional responses 2012**



## Analysis

This section looks in some detail at the analysis of the survey returns. In particular, it focuses on the national picture – i.e. the overall performance of all 279 retail markets, and then uses that result as a baseline when comparing the following performances:

- indoor v outdoor markets
- local authority managed v privately managed
- traditional v farmers' markets, and
- regional – the West Midlands, the North West, Yorkshire & Humberside, the North East and London.

## Interpretation

In terms of interpreting the results and comparing them with the 2011 survey, a number of issues should be borne in mind as they could introduce bias into the survey:

- Market operators may be less inclined to submit survey returns for very poorly performing markets.
- The introduction of an extra performance measure in 2012 (investment in markets) may impact on the results.
- The 2011 and 2012 surveys, although of very similar size, showed significant variation in the markets that responded, with only 117 markets submitting data for both years. See also Appendix 3.

## All markets – the national picture

This analysis examines how the performance of retail markets has changed in the past 12 months, measured against a number of key indicators, which are represented by 9 closed questions in the survey. Each of the 9 questions had 3 possible responses or answers. These were: decrease, increase or the same. Not all respondents completed every question. The following results were observed.

## Summary of change across all markets

- **Total number of stalls let** – The 2012 survey reveals that 40% of market operators saw an increase in the number of stalls let, with 32% reporting a decrease. This compares favourably with the results in 2011 when there were similar numbers of market operators reporting either an increase (37%) or decrease (36%) in the number of stalls let.
- **Total number of traders standing** – 41% of operators reported an increase in the number of traders standing, with 31% recording a decrease. Again, this compares favourably with the 2011 survey, when 38% of market operators reported an increase and 35% a decrease in the total number of traders standing.
- **Number of market days** – The 2012 survey shows that the majority (90%) of market operators reported that the total number of market days they operated remained the same, compared with 94% in 2011. 8% of operators reported an increase in the number of trading days in 2012.
- **Footfall** - 30% of market operators failed to answer this question – an indication of the general lack of footfall data across retail markets nationally. Of those that responded, 22% reported a decrease, 32% the same and 16% reported an increase. In 2011, there were similar numbers of market operators reporting either a decrease (28%) or remaining the same (26%) in the footfall to their markets. A slightly smaller yet significant proportion (19%) reported an increase, with 27% of respondents failing to answer this question.
- **Stall income** – The 2012 survey shows that 35% of market operators reported an increase in stall income year-on-year. For 25% income remained static and 29% reported a decrease. This suggests an improvement on 2011 for this indicator, when almost half (48%) of market operators reported a decrease in their stall income, with 31% reporting an increase in stall income.
- **Operational/management staff employed** – Staff cuts continue to affect retail markets, with 25% of market operators reporting a decrease in staff in the 2012 survey. 64% reported the same number and 11% reported an increase. This compares with the 2011 survey when 62% of market operators reported that the operational and management staff employed had stayed the same, 30% reported a decrease and only 7% an increase.
- **Profit/Loss (bottom line)** – In 2012, 25% of market operators reported a decrease in their bottom line. However, 31% reported an increase, with 30% reporting no change. In 2011, a slightly larger proportion (35%) of market operators reported that the profit margin of their operation had decreased, with 29% reporting an increase and 27% unchanged.
- **Trader turnover (sales)** – 60% of market operators failed to answer this question, reflecting the difficulties that market managers have in getting reliable and accurate sales data from their traders. 18% of responses showed an decrease in trader turnover, 16% static and 6% showing an increase. This compares with the 2011 survey, when 29% of market operators reported a decrease in their traders' turnover, whilst in comparison a relatively smaller proportion reported that turnover had remained the same (16%). Very few reported an increase (6%). It should be noted that in 2011 almost half (49%) of respondents also failed to answer this question. Because of this difficulty the National Markets Traders' Federation kindly agreed to repeat their member turnover survey. A comparison of the 2009 and 2012 results are incorporated into this report at Appendix 2.



Based on the NMTF survey results, retail market trader turnover is estimated to be £3.369 billion per annum.

Responses to the question “How does your turnover compare with last year?” gave a wide spread of responses varying from +12% to -80%, though the majority were in the -10% range.

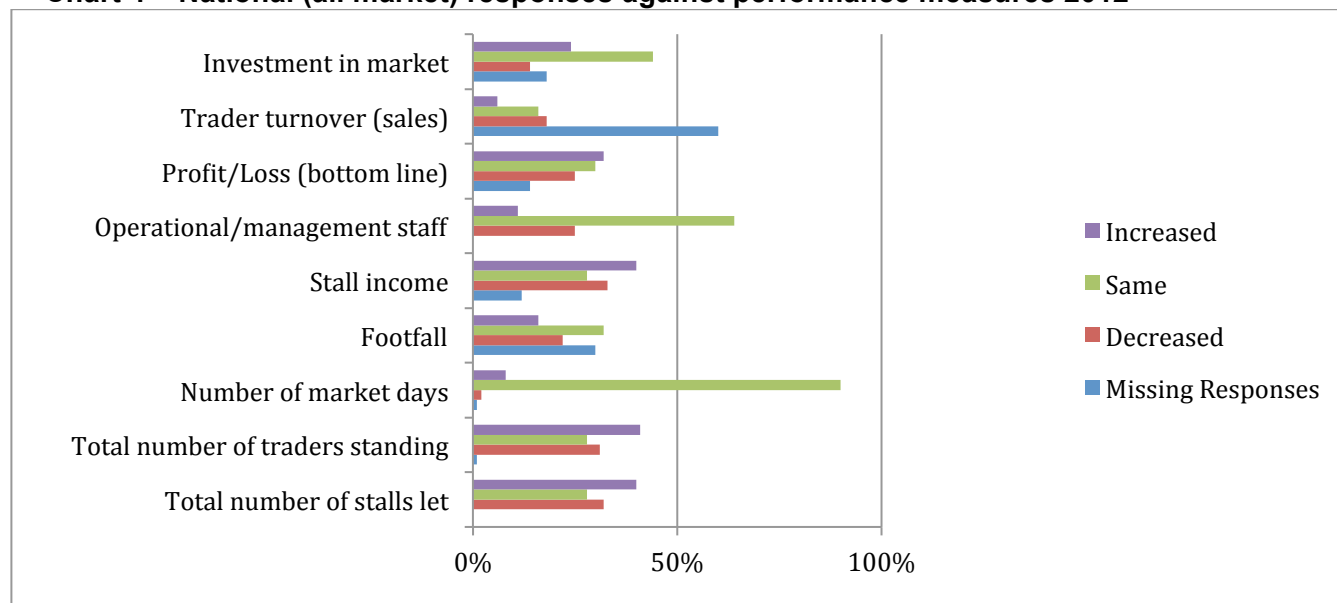
Responses to the question “How does your turnover compare with two years ago?” gave a wide spread of responses varying from +33% to -50%, though the majority were in the -20% range.

- **Investment in markets** – This measure was added to the 2012 survey, so there is no comparable data from 2011. The returns show 18% missing response, 14% showing a decrease in investment, 44% the same and 24% reporting an increase in investment. It is encouraging to see almost a quarter of market operators investing in their markets, in future surveys it would be interesting to see if there is a correlation between investment and performance.

**Table 6 – National (all market) responses – detail 2012**

	Questions	Missing Responses	Decreased	Same	Increased	Total
1	Total number of stalls let	1	88	78	112	279
		0%	32%	28%	40%	100%
2	Total number of traders standing	3	86	77	113	279
		0%	31%	28%	41%	100%
3	Number of market days	2	5	251	21	279
		0%	2%	90%	8%	100%
4	Footfall	83	62	89	45	279
		30%	22%	32%	16%	100%
5	Stall income	30	81	69	99	279
		11%	29%	25%	35%	100%
6	Operational/management staff employed	0	69	179	31	279
		0%	25%	64%	11%	100%
7	Profit/Loss (bottom line)	39	69	83	88	279
		14%	25%	30%	31%	100%
8	Trader turnover (sales)	167	49	46	17	279
		60%	18%	16%	6%	100%
9	Investment in market	51	40	122	66	279
		18%	14%	44%	24%	100%

**Chart 4 – National (all market) responses against performance measures 2012**

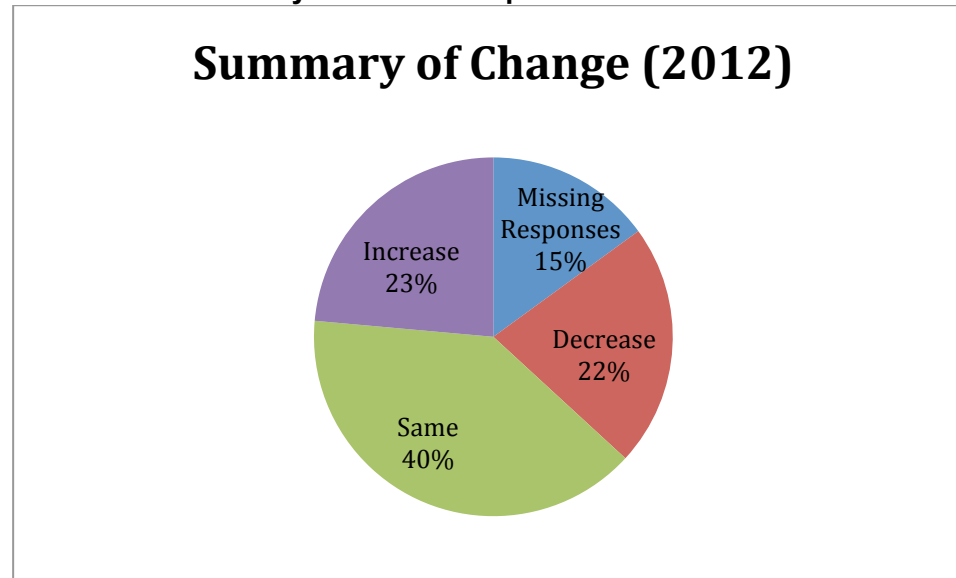


In order to make comparison easier, a simplified approach has been taken to the data analysis and presentation. To get a single overall assessment the 'Missing', 'Decreased', 'Same' and 'Increased' scores were aggregated, as shown in the table and chart below:

**Table 7 – Summary all markets 2012**

	Missing	Decreased	Same	Increased	Total
All Markets	376	549	994	592	2511
	15%	22%	40%	23%	100%

Chart 5 – summary all market responses 2012

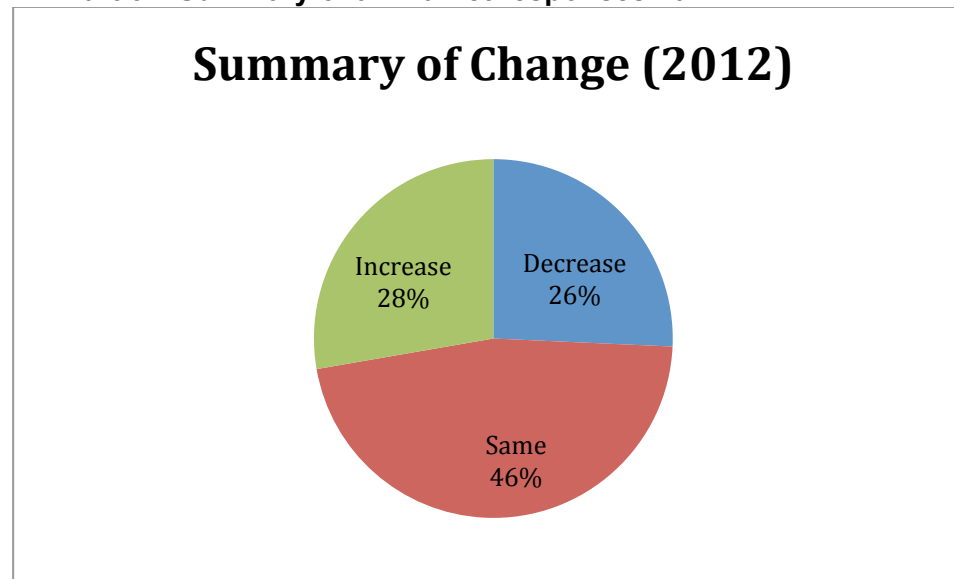


A further simplification was then introduced, whereby the 'Missed' category was removed and the responses to the three options recalculated. This is represented in the table and chart below. This format has been used throughout the remainder of this report. Nationally, 74% of retail markets are reporting stable or improved year-on-year performance and shows an improvement on the 2011 survey which indicated that 66% of all markets were stable or improved.

**Table 8 – Summary all markets 2012**

	Decreased	Same	Increased	Total
All Markets	549	994	592	2135
	26%	46%	28%	100%

**Chart 6 – Summary of all market responses 2012**



Having run the survey for two consecutive years it is worth looking at a comparison of performance against the individual indicators. As discussed previously, there are some potential causes of bias that need to be considered, however, by way of a snap shot the analysis is interesting.

The following table compares the individual performance measures for all markets from 2011 and 2012. It is interesting to note that the number of market days and trader turnover (sales) have remained stable but all the other measures have shown some improvement in 2012.

**Table 9 - Comparison of all market individual response 2011 and 2012**

Category	Stable 2011	Stable 2012	Increased 2011	Increased 2012	Stable or Increased 2011	Stable or Increased 2012	Decreased 2011	Decreased 2012
1. Total number of stalls let	25%	28%	37%	40%	62%	68%	36%	32%
2. Total number of traders standing	26%	28%	38%	41%	64%	69%	35%	31%
3. Number of market days	94%	90%	4%	8%	98%	98%	2%	2%
4. Footfall	26%	32%	19%	16%	45%	48%	28%	22%
5. Stall income	19%	25%	31%	35%	50%	60%	48%	29%
6. Staff employed	62%	64%	7%	11%	69%	75%	30%	25%
7. Bottom line	27%	30%	29%	31%	56%	61%	35%	25%
8. Trader sales	16%	16%	6%	6%	22%	22%	29%	18%
9. Investment in market	n/a	44%	n/a	24%	n/a	68%	n/a	14%

Note: Not all rows equate to 100%. The difference relates to missing responses to individual questions.

## Indoor v outdoor markets

This analysis looks at two forms of retail markets – indoor and outdoor, and compares their relative performance. The results below are based on returns from 75 indoor and 204 outdoor markets.

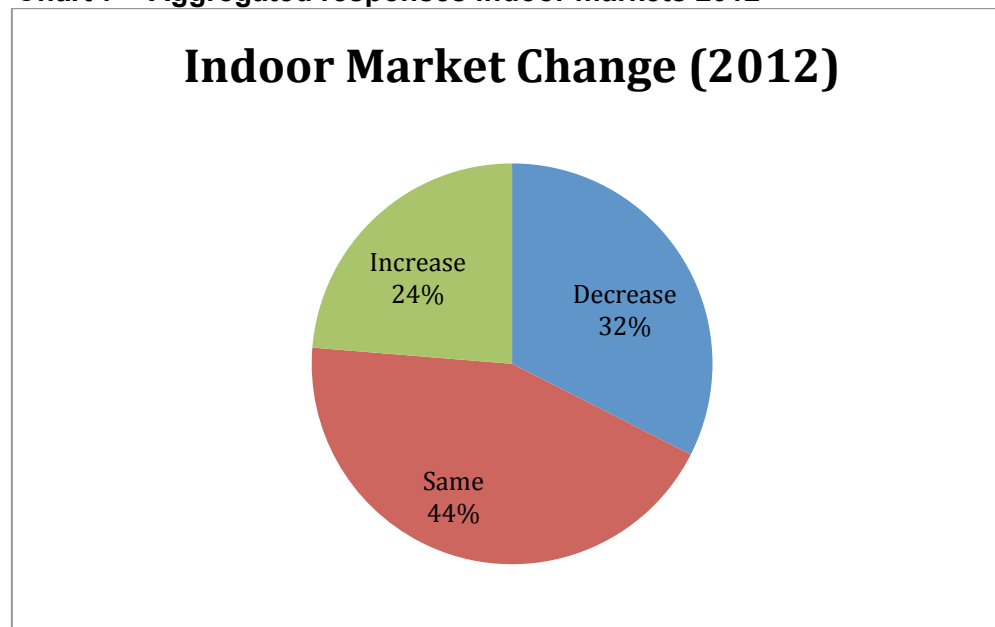
The following table shows the responses from the indoor markets in relation to the 9 questions asked in the 2012 survey.

**Table 10 – Indoor markets – detail 2012**

	Questions	Decreased	Same	Increased	Grand Total
1	Total number of stalls let	31	20	24	
2	Total number of traders standing	31	21	22	
3	Number of market days	1	70	4	
4	Footfall	26	20	13	
5	Stall income	29	14	28	
6	Operational/management staff employed	20	54	1	
7	Profit/Loss (bottom line)	28	15	20	
8	Trader turnover (sales)	14	13	4	
9	Investment in market	9	28	22	
	Total	189	255	138	582
	%	32%	44%	24%	100%

The following chart shows the simplified grouped responses for indoor markets with 32% reporting an overall decrease in year-on-year performance, 44% stable, and 24% reporting an overall increase in performance.

Chart 7 – Aggregated responses indoor markets 2012



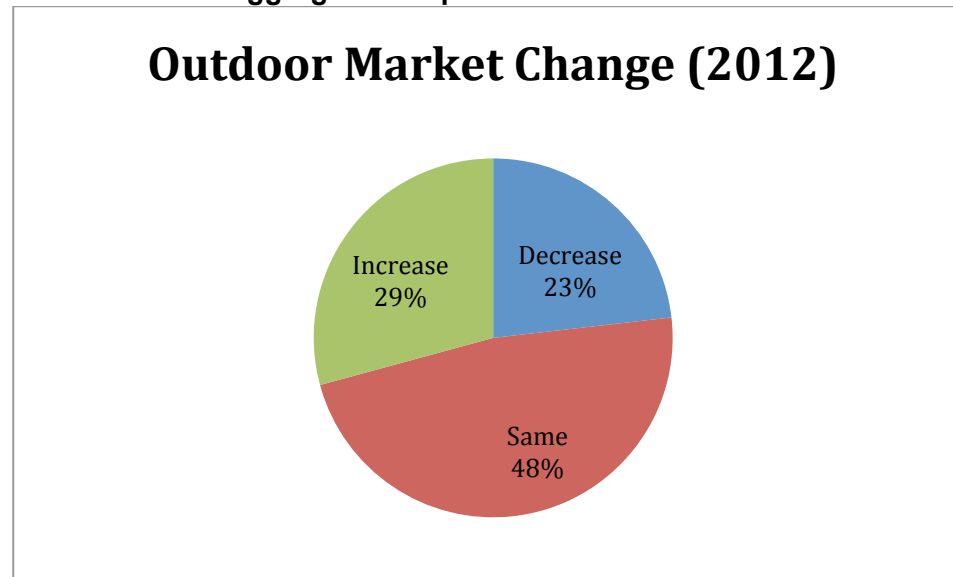
The following table shows the individual and grouped responses for outdoor markets and show that 23% were reporting an overall decrease in year-on-year performance, 48% were stable, and 29% reported and overall increase in performance.

**Table 11 – Outdoor markets – detail 2012**

	Questions	Decreased	Same	Increased	Grand Total
1	Total number of stalls let	57	58	88	
2	Total number of traders standing	55	56	91	
3	Number of market days	4	181	17	
4	Footfall	36	69	32	
5	Stall income	52	55	71	
6	Operational/management staff employed	49	125	30	
7	Profit/Loss (bottom line)	41	68	68	
8	Trader turnover (sales)	35	33	13	
9	Investment in market	31	94	44	
	Total	360	739	454	1553
	%	23%	48%	29%	100%



Chart 8 – Aggregated responses outdoor markets 2012



There are differences between indoor and outdoor markets in those reporting decreased year-on-year performance (32% indoor v 23% outdoor), stable markets (44% indoor v 48% outdoor), and increased performance (24% indoor v 29% outdoor) suggesting that outdoor markets are performing better than indoor markets in the current economic and social climate, with 77% of outdoor markets stable or improved and 68% of indoor markets stable or improved. This repeats the 2011 survey results which showed outdoor markets out-performing indoor ones.

## Public v private management

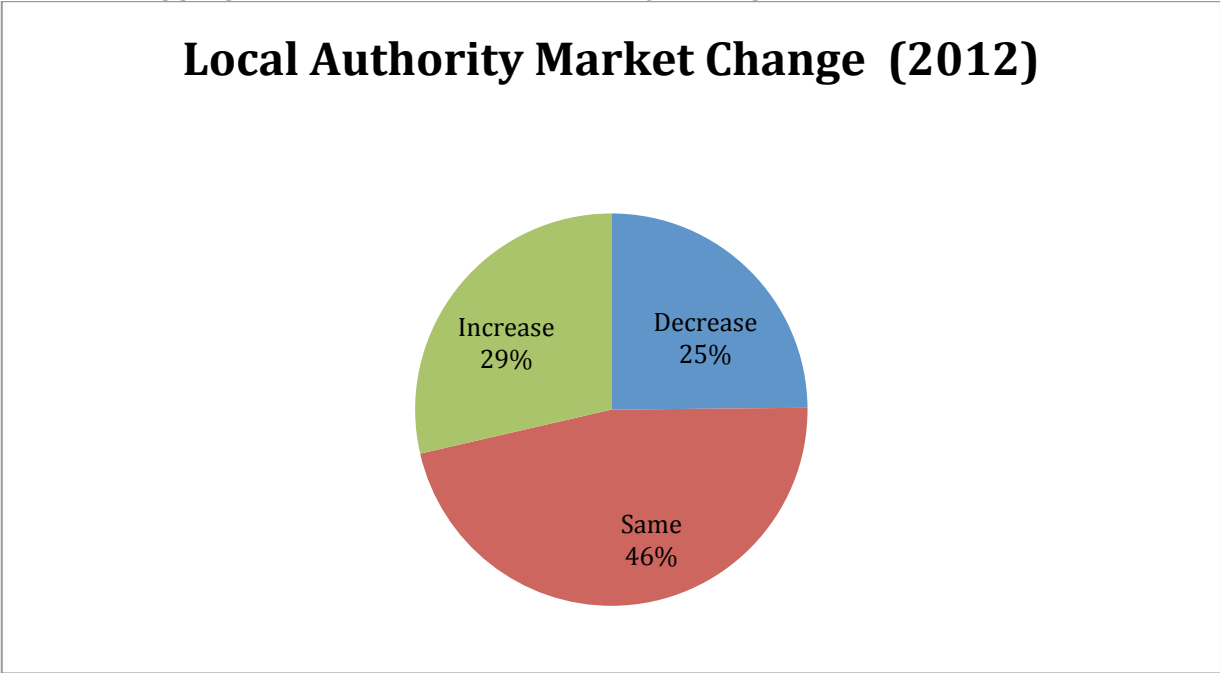
This analysis looks at two types of management of retail markets – local authority and privately-operated, and compares their relative performance. The results below are based on returns from 237 local authority and 42 private markets.

The following table and chart show the responses from the local authority-managed markets in relation to the 9 questions and indicate that for 75% of the markets performance was either stable or improved.

**Table 12– Local authority managed markets – detail 2012**

	Questions	Decreased	Same	Increased	Grand Total
1	Total number of stalls let	71	64	101	
2	Total number of traders standing	71	62	101	
3	Number of market days	5	211	19	
4	Footfall	58	76	42	
5	Stall income	67	57	88	
6	Operational/management staff employed	63	150	24	
7	Profit/Loss (bottom line)	51	70	78	
8	Trader turnover (sales)	39	39	14	
9	Investment in market	25	114	51	
	Total	450	843	518	1811
	%	25%	46%	29%	100%

Chart 9 – Aggregated responses local authority managed markets 2012

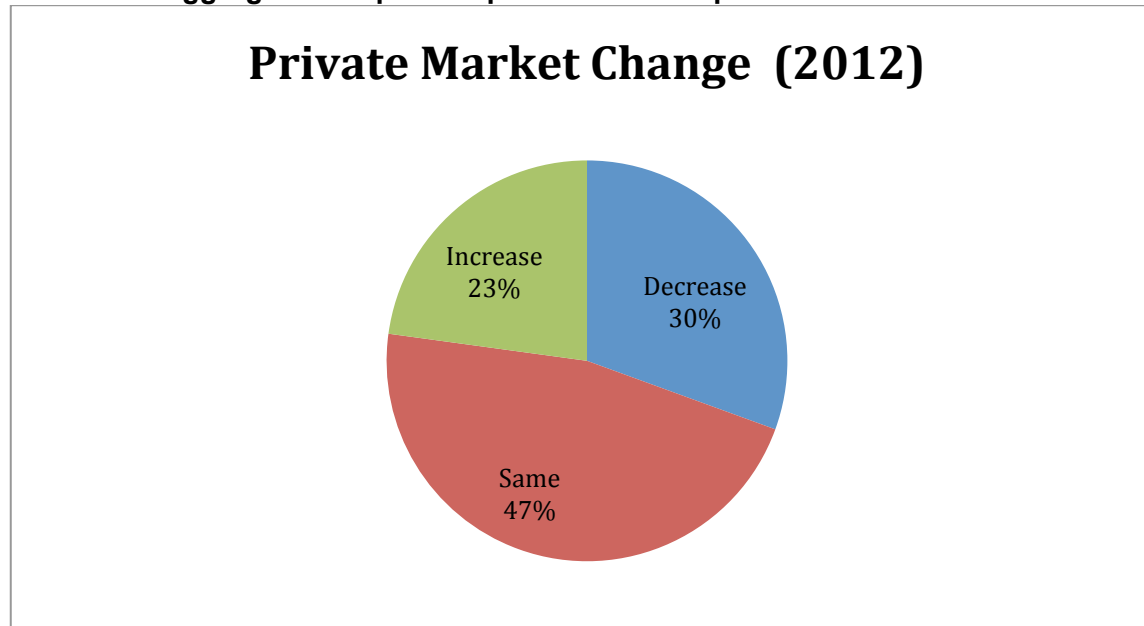


The following table and chart show the responses from the privately-operated markets in relation to the 9 questions and indicate that for 70% of the markets performance was either stable or improved.

**Table 13 – privately managed markets – detail 2012**

	Questions	Decreased	Same	Increased	Grand Total
1	Total number of stalls let	17	14	11	
2	Total number of traders standing	15	15	12	
3	Number of market days	0	40	2	
4	Footfall	4	13	3	
5	Stall income	14	12	11	
6	Operational/management staff employed	6	29	7	
7	Profit/Loss (bottom line)	18	13	10	
8	Trader turnover (sales)	10	7	3	
9	Investment in market	15	8	15	
	Total	99	151	74	324
	%	30%	47%	23%	100%

**Chart 10 – Aggregated responses private market operators 2012**



There are differences between local authority and privately managed markets in those reporting decreased year-on-year performance (25% local authority v 30% private), stable markets (46% local authority v 47% private), and increased performance (29% local authority v 23% private), suggesting that public markets are performing better than local authority markets in the current economic and social climate, with 75% of public markets stable or improved and 70% of private markets stable or improved. This contrasts with the 2011 survey which showed private markets out-performing public ones.

## Traditional v farmers' markets

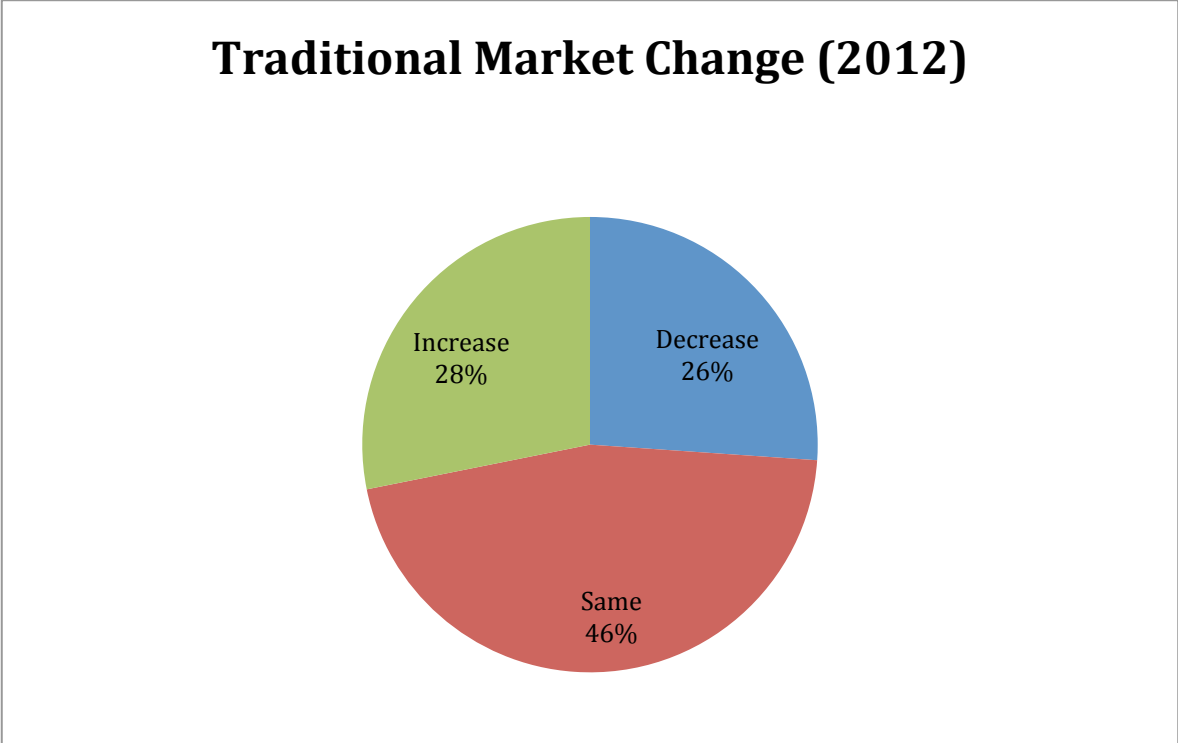
This analysis looks at two types of retail markets – 'traditional' and farmers', and compares their relative performance. The results below are based on returns from 255 traditional and 24 farmers' markets.

The following table and chart show the responses from the traditional markets in relation to the 9 questions and show that 26% were reporting an overall decrease in year-on-year performance, 46% were stable, and 28% reporting and overall increase in performance.

**Table 14– Traditional markets – detail 2012**

	Questions	Decreased	Same	Increased	Grand Total
1	Total number of stalls let	80	71	103	
2	Total number of traders standing	79	69	104	
3	Number of market days	4	230	19	
4	Footfall	58	78	43	
5	Stall income	75	60	90	
6	Operational/management staff employed	62	163	30	
7	Profit/Loss (bottom line)	66	70	81	
8	Trader turnover (sales)	47	40	15	
9	Investment in market	37	110	63	
	Total	508	891	548	1947
	%	26%	46%	28%	100%

Chart 11 – Aggregated responses traditional markets 2012



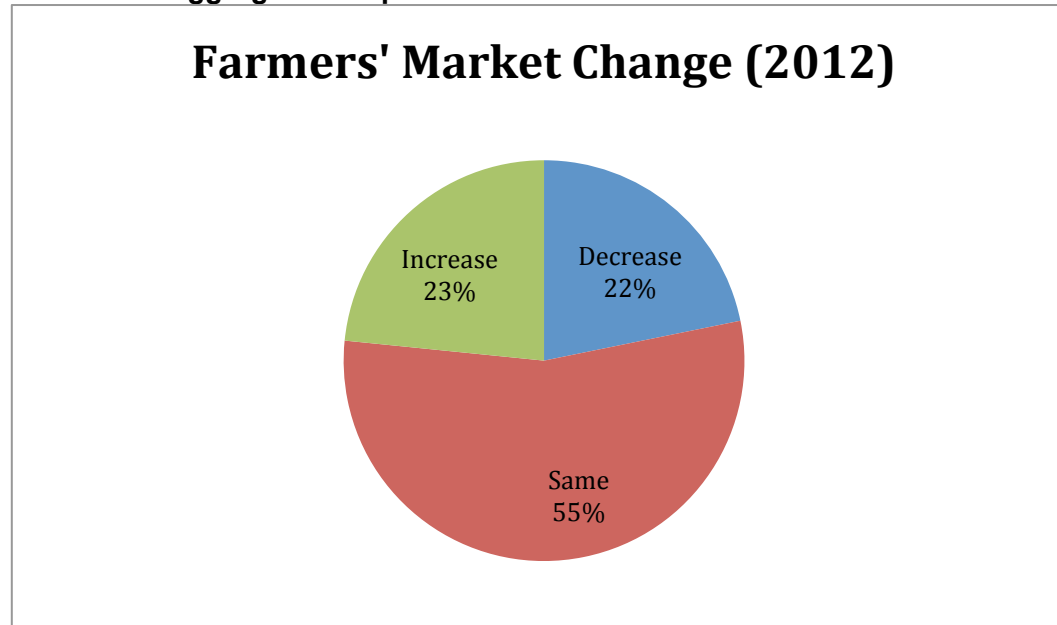
The following table and chart show the responses from the farmers' markets in relation to the 9 questions and show that 22% were reporting an overall decrease in year-on-year performance, 55% were stable, and 23% reporting an overall increase in performance.

**Table 15– farmers' markets – detail 2012**

	Questions	Decreased	Same	Increased	Grand Total
1	Total number of stalls let	8	7	9	
2	Total number of traders standing	7	8	9	
3	Number of market days	1	21	2	
4	Footfall	4	11	2	
5	Stall income	6	9	9	
6	Operational/management staff employed	7	16	1	
7	Profit/Loss (bottom line)	3	13	7	
8	Trader turnover (sales)	2	6	2	
9	Investment in market	3	12	3	
	Total	41	103	44	188
	%	22%	55%	23%	100%



**Chart 12 – Aggregated response farmers' markets 2012**



There are differences between traditional and farmers' markets in those reporting decreased year-on-year performance (26% traditional v 22% farmers'), stable markets (46% traditional v 55% farmers'), and increased performance (28% traditional v 23% farmers'), suggesting that farmers' markets are performing marginally better than traditional markets in the current economic and social climate, with 78% of farmers' markets stable or improved and 74% of traditional markets stable or improved. Although the performance gap has closed, the 2012 results repeat the findings of the 2011 survey.

## Regional markets

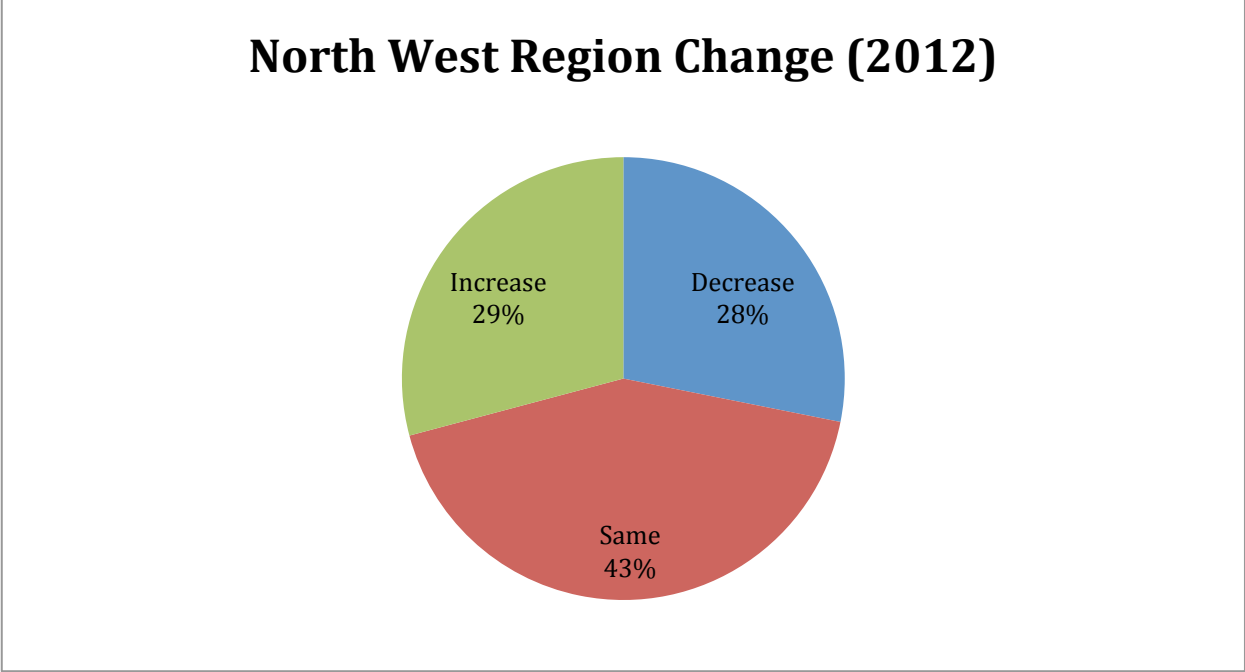
This analysis looks at five regional areas of retail markets – the North West, the West Midlands, London, the North East and Yorkshire & Humberside, and compares their relative performance. The results below are based on returns from 78 North West, 41 West Midlands, 30 London, 22 North East and 48 Yorkshire & Humberside markets.

The following table and chart show the responses from the North West markets in relation to the 9 indicators.

**Table 16– North West region responses – detail 2012**

	Questions	Decreased	Same	Increased	Total
1	Total number of stalls let	26	21	30	
2	Total number of traders standing	23	25	30	
3	Number of market days	2	69	7	
4	Footfall	13	25	12	
5	Stall income	26	17	32	
6	Operational/management staff employed	24	46	8	
7	Profit/Loss (bottom line)	28	18	25	
8	Trader turnover (sales)	13	12	4	
9	Investment in market	13	22	26	
	Total	168	255	174	597
	%	28%	43%	29%	100

Chart 13 – Aggregated response North West region 2012

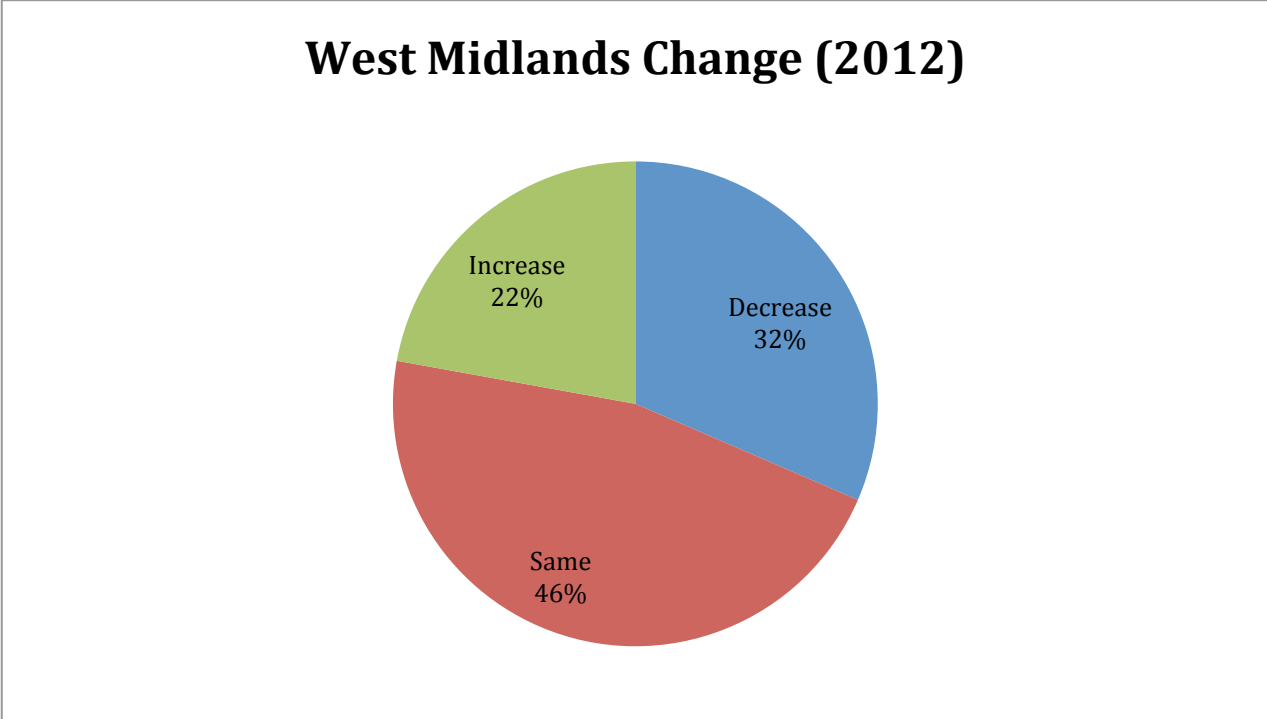


The following table and chart show the responses from the West Midlands markets in relation to the 9 indicators.

**Table 17 – West Midlands region responses – detail 2012**

	<b>Questions</b>	<b>Decreased</b>	<b>Same</b>	<b>Increased</b>	<b>Total</b>
1	Total number of stalls let	19	12	18	
2	Total number of traders standing	18	10	17	
3	Number of market days	3	38	3	
4	Footfall	11	12	6	
5	Stall income	16	12	16	
6	Operational/management staff employed	20	35	0	
7	Profit/Loss (bottom line)	11	10	9	
8	Trader turnover (sales)	5	10	0	
9	Investment in market	5	20	7	
	<b>Total</b>	<b>108</b>	<b>159</b>	<b>76</b>	<b>343</b>
	<b>%</b>	<b>32%</b>	<b>46%</b>	<b>22%</b>	<b>100%</b>

Chart 14 – Aggregated responses West Midlands region 2012

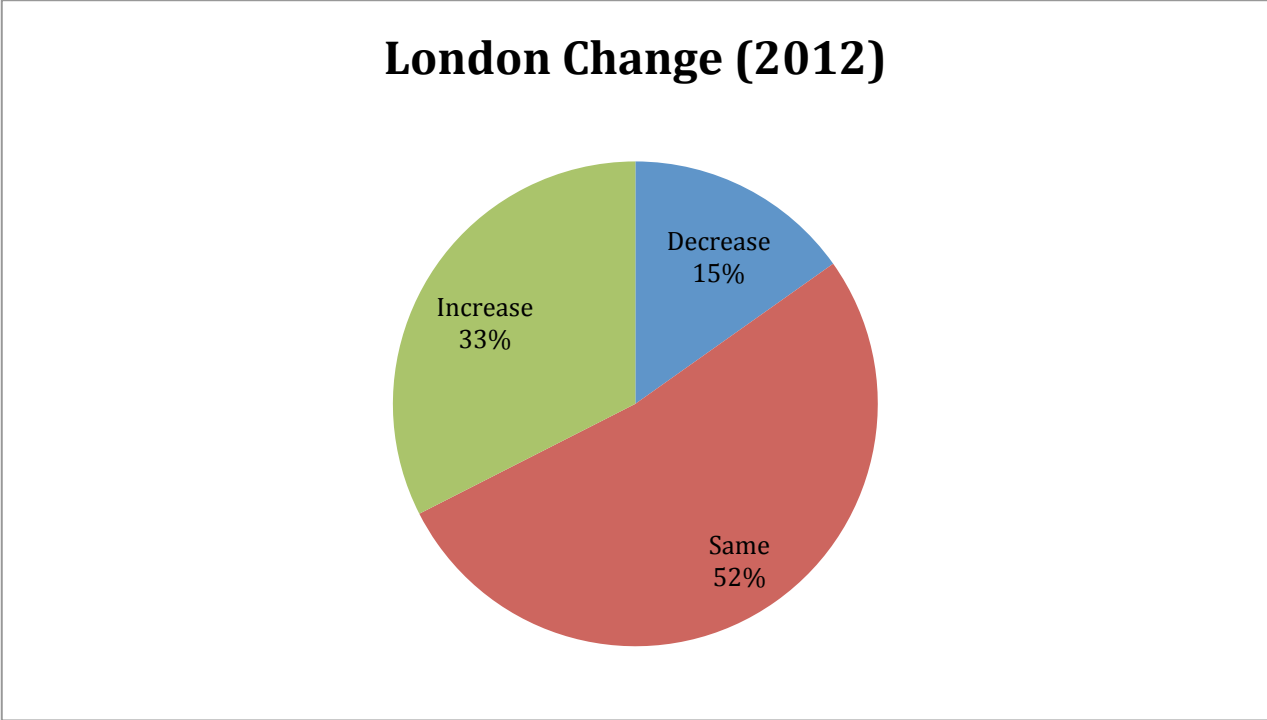


The following table and chart show the responses from the London markets in relation to the 9 indicators.

**Table 18 – London region responses – detail 2012**

	Questions	Decreased	Same	Increased	Grand Total
1	Total number of stalls let	7	7	16	
2	Total number of traders standing	5	9	15	
3	Number of market days	0	29	0	
4	Footfall	4	10	7	
5	Stall income	7	7	14	
6	Operational/management staff employed	1	24	5	
7	Profit/Loss (bottom line)	4	14	9	
8	Trader turnover (sales)	5	8	4	
9	Investment in market	3	16	7	
	Total	36	124	77	237
	%	15%	52%	33%	100%

Chart 15 – Aggregated responses London region 2012



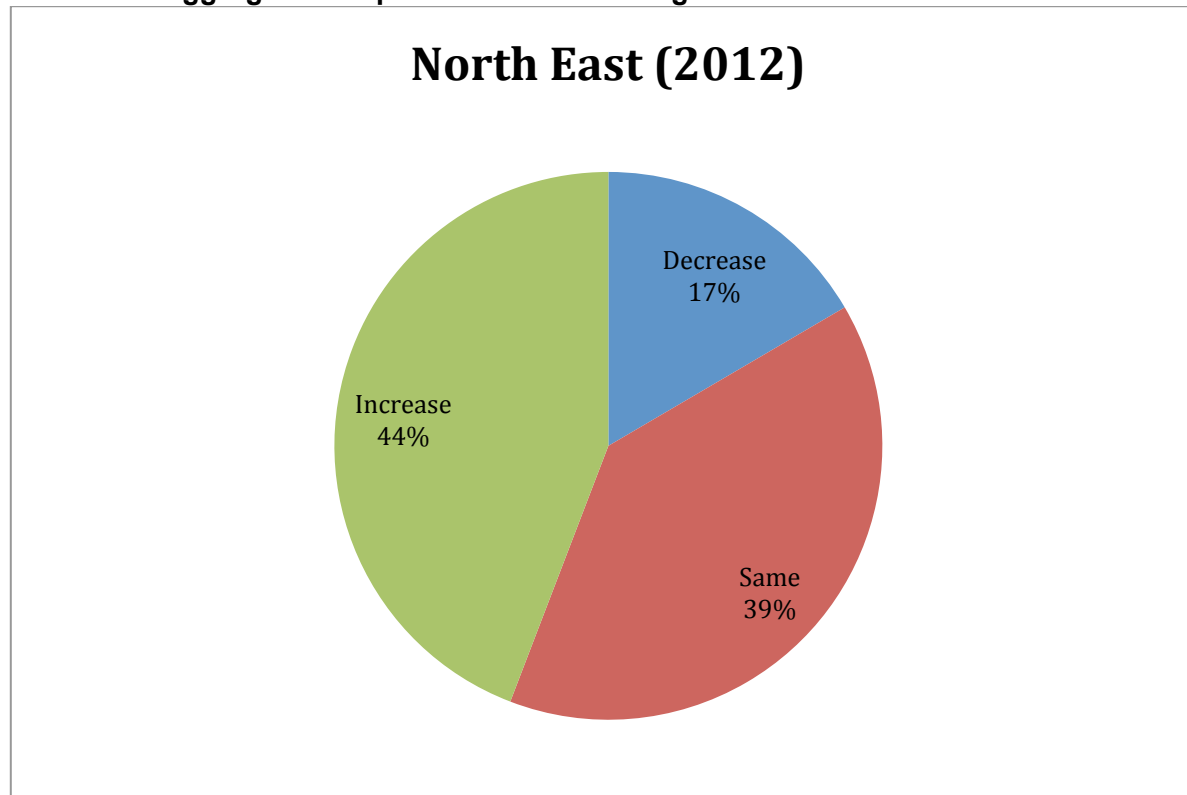
The following table and chart show the responses from the North East markets in relation to the 9 indicators.

**Table 19 – North East region responses – detail 2012**

	Questions	Decreased	Same	Increased	Grand Total
1	Total number of stalls let	4	8	10	
2	Total number of traders standing	5	5	11	
3	Number of market days	0	16	5	
4	Footfall	6	4	6	
5	Stall income	4	2	11	
6	Operational/management staff employed	0	12	10	
7	Profit/Loss (bottom line)	3	6	13	
8	Trader turnover (sales)	5	2	1	
9	Investment in market	0	9	5	
	Total	27	64	72	163
	%	17%	39%	44%	100%



Chart 16 – Aggregated responses North East region 2012

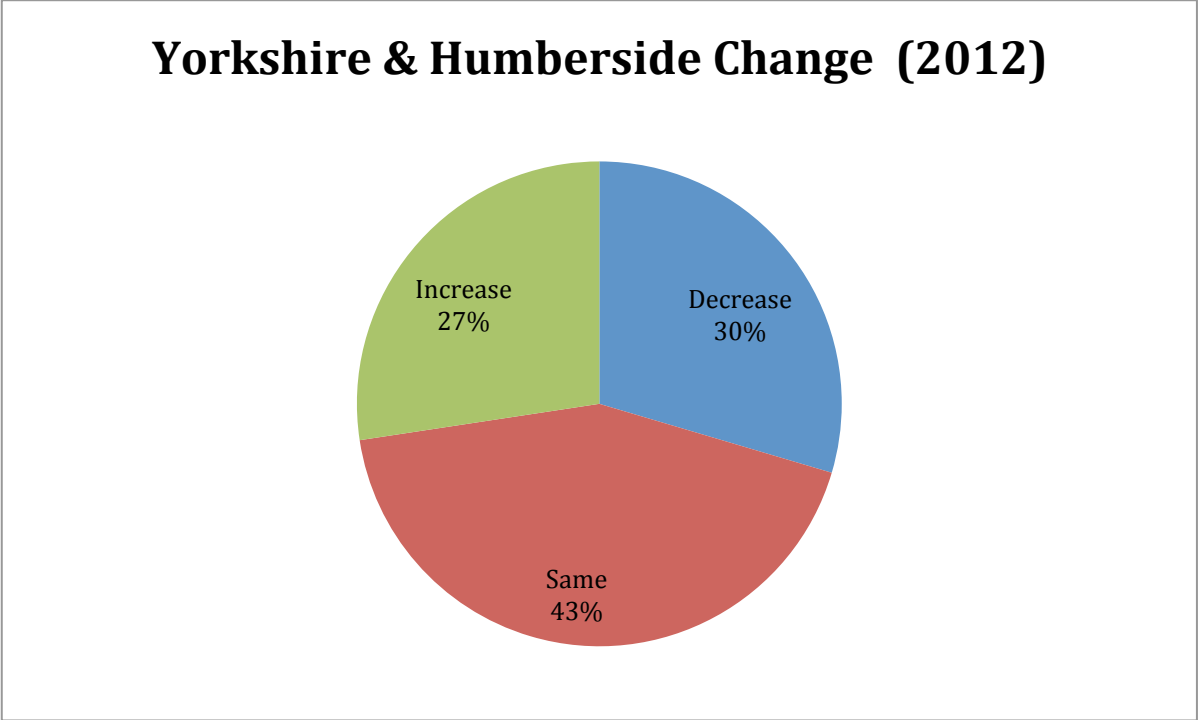


The following table and chart show the responses from the Yorkshire & Humberside markets in relation to the 9 indicators.

**Table 20 – Yorkshire & Humberside region responses – detail 2012**

	Questions	Decreased	Same	Increased	Total
1	Total number of stalls let	19	8	21	
2	Total number of traders standing	18	8	21	
3	Number of market days	3	42	3	
4	Footfall	11	18	10	
5	Stall income	16	9	16	
6	Operational/management staff employed	20	28	0	
7	Profit/Loss (bottom line)	11	12	18	
8	Trader turnover (sales)	5	2	3	
9	Investment in market	5	30	8	
	Total	108	157	100	365
	%	30%	43%	27%	100%

Chart 17 – Aggregated response Yorkshire & Humberside region 2012



The following table looks at the aggregated results for the 5 regions analysed and ranks them according to 2012 performance. London markets appear to be the best performing, with the West Midlands apparently struggling more. In 2011 only 2 regions were analysed with the North West performing better than the West Midlands.

**Table 21 - Ranked summary of regional performances 2012**

	Decreased	Same	Increased	Same & increased	Total
London	15%	52%	33%	85%	100%
North East	17%	39%	44%	83%	100%
NW Region Markets	30%	41%	29%	70%	100%
Yorkshire & Humberside	30%	43%	27%	70%	100%
West Midlands	32%	46%	22%	68%	100%

## Conclusions

1. Nationally, the results suggest that retail market performance is not dissimilar to the rest of the high street, in that trading conditions are still challenging, with all types (indoor/outdoor), forms (traditional/farmers'), management models and locations of markets showing some stable, some increasing and some markets in decline.
2. Nationally, the aggregated result for **all markets** shows that 74% of retail markets are reporting stable or improved year-on-year performance and shows an improvement on the 2011 survey, which indicated that 66% of all markets were stable or improved.
3. Comparison of the individual performance measures for **all markets** for 2011 and 2012 shows that the number of market days and trader turnover (sales) have remained stable but all the other measures have shown some improvement in 2012.
4. There are differences between **indoor and outdoor markets** in those reporting decreased year-on-year performance (32% indoor v 23% outdoor), stable markets (44% indoor v 48% outdoor), and increased performance (24% indoor v 29% outdoor) suggesting that outdoor markets are performing better than indoor markets in the current economic and social climate, with 77% of outdoor markets stable or improved and 68% of indoor markets stable or improved. This repeats the 2011 survey results which showed outdoor markets out-performing indoor ones.
5. There are differences between **local authority and privately managed markets** in those reporting decreased year-on-year performance (25% local authority v 30% private), stable markets (46% local authority v 47% private), and increased performance (29% local authority v 23% private), suggesting that public markets are performing better than local authority markets in the current economic and social climate, with 75% of public markets stable or improved and 70% of private markets stable or improved. This contrasts with the 2011 survey which showed private markets out-performing public ones.
6. There are differences between **traditional and farmers' markets** in those reporting decreased year-on-year performance (26% traditional v 22% farmers'), stable markets (46% traditional v 55% farmers'), and increased performance (28% traditional v 23% farmers'), suggesting that farmers' markets are performing marginally better than traditional markets in the current economic and social climate, with 78% of farmers' markets stable or improved and 74% of traditional markets stable or improved. Although the performance gap has closed, the 2012 results repeat the findings of the 2011 survey.

7. There are differences between the performance of **regional markets**. Of the 5 regions analysed in 2012, London appears to be performing best with the West Midlands struggling more.
8. This survey does not provide explanations as to why these apparent differences in performance might be. More and specific research would be required to answer that question.
9. The benefits of repeating the survey on an annual basis are starting to emerge, with the opportunity to develop trend analysis.
10. The higher levels of missing responses to footfall and trader turnover, are perhaps not surprising, given that many markets do not have systems in place to measure these.

## Recommendations

It is recommended that:

1. This survey continues to be repeated annually to build up a more detailed understanding of performance and trends across UK retail markets.
2. Subject to resolving issues of commercial confidentiality and publicity, a more detailed research project, involving a small number of markets, is undertaken to try and identify the specific factors that lead to increases and decreases in annual performance.

## Appendix 1 - The Markets Alliance – Retail Market Survey April 2012

**Name of market (complete one form per market):**

**Type of market (tick one only):**

Indoor	<input type="checkbox"/>
Outdoor	<input type="checkbox"/>
Outdoor covered	<input type="checkbox"/>
Outdoor street	<input type="checkbox"/>
Farmers'	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

**Type of management:**

Local Authority	<input type="checkbox"/>
Private	<input type="checkbox"/>
Social enterprise	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

**Name of person completing questionnaire:**

**Position:**

**Date questionnaire completed:**



## **Introduction**

In 2011, the Markets Alliance carried out a survey of the country's retail markets, the results of which were published last October. The survey compared year-on-year changes against a number of performance measures and produced some very interesting results and challenges for the sector. It also helped inform discussions with central government.

The decision has been taken to repeat the survey in 2012 to see if those performances have developed or changed in the last 12 months. Comparing this year's results with last year's will also help to start identifying longer-term trends within the retail market sector.

This year's survey uses the same core measures as last year, but one additional indicator has been added (9), which seeks to establish the extent of investment in the infrastructure of retail markets.

## **Methodology**

1. We are looking to measure year-on-year changes in performance, comparing performance in March 2012 with March 2011, using a red/amber/green 'traffic light' system.
2. If performance has worsened year-on-year indicate by marking the 'decreased' column. If performance has stayed the same mark the 'Same' column, and if performance has improved, mark the 'Increased' column.
3. If you are responsible for the management of more than one retail market, please complete a separate response for each individual market.
4. The survey applies to all types of retail markets – indoor, outdoor covered, outdoor street, and specialist e.g. farmers' markets.
5. If, for example, you operate a two-day a week market and one day in particular has declined markedly, you may wish to submit separate forms for the different days, so as not to mask the change.

## Survey

		Decreased	Same	Increased
1	Total number of stalls let			
2	Total number of traders standing			
3	Number of market days			
4	Footfall			
5	Stall income			
6	Operational/management staff employed			
7	Profit/Loss (bottom line)			
8	Trader turnover (sales)			
9	Investment in the market (infrastructure)			

### Supplementary questions:

- 9.) What is the approximate value of investment in the market in the last 12 months?
- 10) Do you collect data on market footfall (Yes/No)?
- 11) Do you collect data on trader turnover (sales) (Yes/No)?

### Notes

1. Total number of stalls let - a simple comparison of the actual number of stalls let in March 2012 compared with March 2011.
2. Total number of traders standing on the market – a simple comparison of the actual number of market traders standing the market.
3. Number of market days – have there been any changes to the number of days the markets stands?
4. Footfall – have there been any changes to customer footfall? Not all markets collect data on footfall. If you do not, is it possible to estimate?
5. Stall income – please identify stall income only for this survey rather than total income, which could include admin fees, parking income, storage etc.

6. Operational/managerial staff employed – has the total number of staff changed in the past year?
7. Profit/loss – bottom line. Has your profit target/bottom line changed? How well are you able to deliver that target? In the case of London Boroughs, are all costs being recovered?
8. Trader turnover - how are trader sales holding up? Not all markets collect data on trader sales. If you do not is it possible to estimate? You could check how many traders are VAT registered – the current threshold is £73,000, and this would give you a minimum value.
9. Investment in the market – how much is being spent on maintaining/improving the physical state of the market? The funding may be from one or several sources e.g. capital, revenue, external grant, developer contribution, and may have been spent on anything from a full market redevelopment to new stalls, power supply, signage, CCTV or access.
10. If you wish to add any text or explanation against any of the questions, please use the following text box.

**Comments/Explanation**

## Appendix 2 - The Markets Alliance – NMTF Trader Turnover Survey 2012

This was a simple questionnaire consisting of 7 questions. The questions related to region, commodity, type of market worked, the number of days worked, number of staff, business turnover (in £25k bands) and a comparison with the previous year and two years. All responses were anonymous to encourage participation.

1032 Forms were issued 116 were returned (11% response).

32% of respondents were food traders although no distinction was made between foodstuffs and catering and 68% non food. The initial analysis has provided the following headline statistics.

There are approximately 40,000 traders in the UK employing on average 1.72 people this equates to an overall employment figure for the industry of 109,000 people.

Traders are on average working 4 days per week at market.

Trader turnover is estimated to be £3.369 billion per annum.

Responses to the question how does your turnover compare with last year gave a wide spread of responses varying from +12% to -80% the majority of responses were in the -10% range.

Responses to the question how does your turnover compare with two years ago gave a wide spread of responses varying from +33% to -50% the majority of responses were in the -20% range.

Further detailed work needs to be done to extrapolate further data.

## Appendix 3 - Analysis of 'core' market returns i.e. those markets that submitted returns in both 2011 and 2012.

The 2011 and 2012 surveys, although of very similar size, showed significant variation in the markets that responded, with only 117 markets submitting data for both years. This variation could, potentially, introduce bias into the results. As a consequence the 'core' markets i.e. those that submitted returns in both 2011 and 2012, were identified and analysed separately. The results are as follows:

**Table 1 – National 'core' markets individual responses - 2011**

	Questions	Missing Responses	Decreased	Same	Increased	Total	
1	Total number of stalls let	0	41	29	47	117	
		0%	35%	25%	40%	100%	
2	Total number of traders standing	1	41	29	46	117	
		1%	35%	25%	39%	100%	
3	Number of market days	0	2	108	7	117	
		0%	2%	92%	6%	100%	
4	Footfall	35	34	25	23	117	
		30%	29%	21%	20%	100%	
5	Stall income	7	44	23	43	117	
		6%	37%	20%	37%	100%	
6	Operational/management staff employed	4	39	66	8	117	
		3%	33%	57%	7%	100%	
7	Profit/Loss (bottom line)	8	40	27	42	117	
		7%	34%	23%	36%	100%	
8	Trader turnover (sales)	56	35	21	5	117	
		48%	30%	18%	4%	100%	
	<b>TOTAL (N)</b>		<b>276</b>	<b>328</b>	<b>221</b>		<b>825</b>
	<b>TOTAL (%)</b>		<b>33%</b>	<b>40%</b>	<b>27%</b>		

The missing responses were removed and the results aggregated. This is shown in the following charts:

Chart 1 – Aggregated market responses all markets 2011

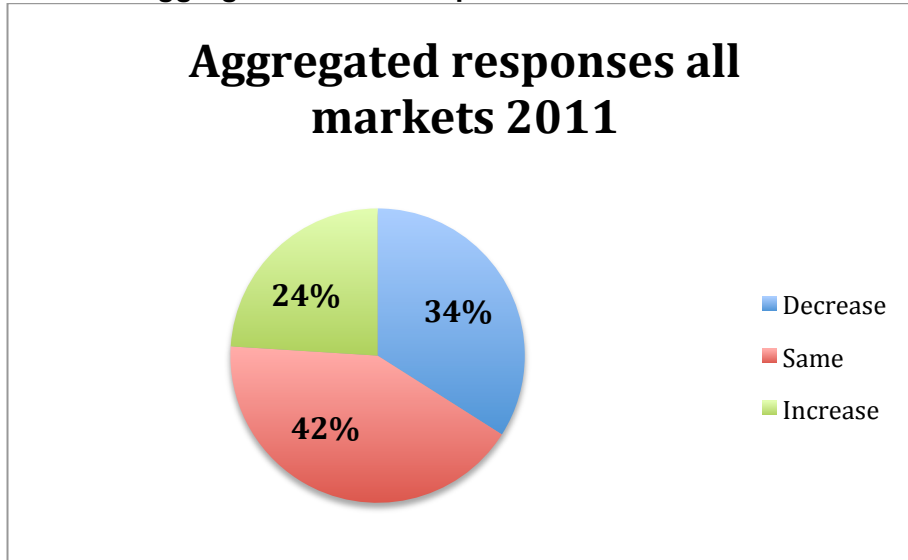
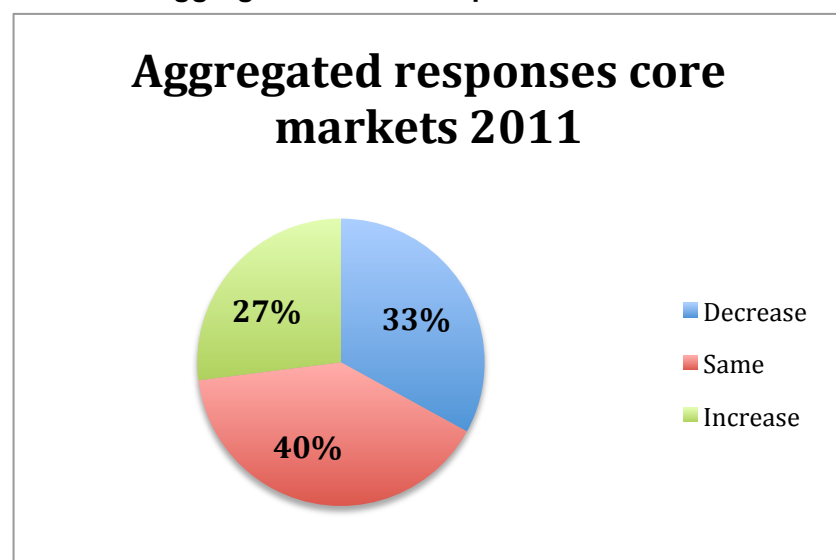


Chart 2 – Aggregated market responses 'core' markets 2011

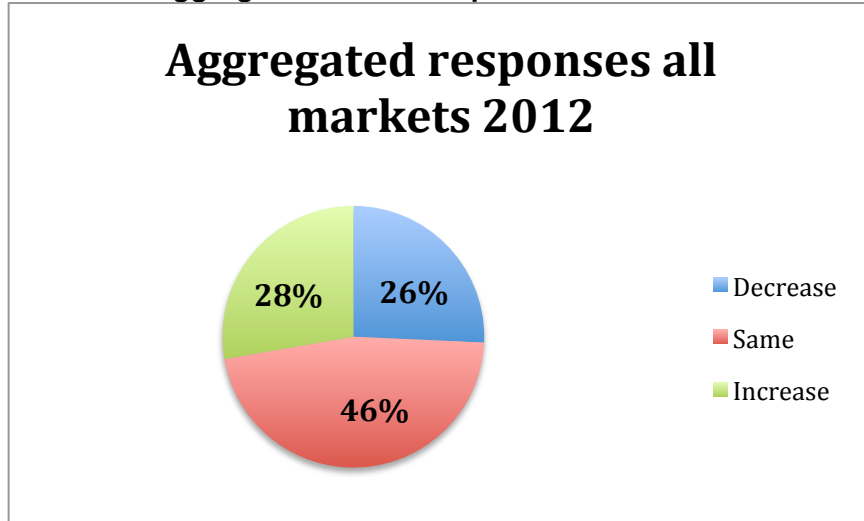


In terms of the aggregated results, 66% of all markets were stable or improved in 2011. For the 'core' markets, i.e. those that submitted returns in 2011 and 2012, 67% were stable or improved in 2011.

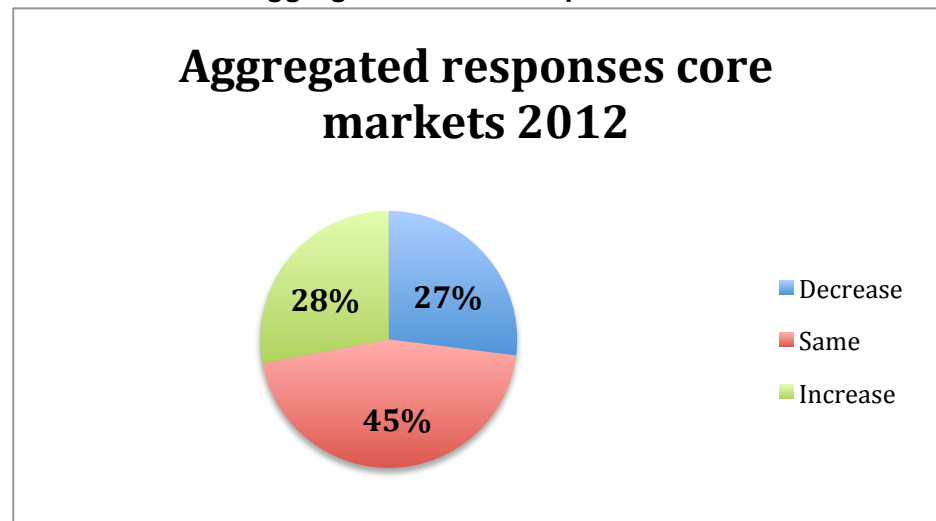
**Table 2 – National ‘core’ markets individual responses - 2012**

	Questions	Missing Responses	Decreased	Same	Increased	Total	
1	Total number of stalls let	1	39	30	47	117	
		1%	33%	26%	40%	100%	
2	Total number of traders standing	0	37	33	47	117	
		0%	32%	28%	40%	100%	
3	Number of market days	0	2	105	10	117	
		0%	2%	90%	8%	100%	
4	Footfall	30	26	40	21	117	
		26%	22%	34%	18%	100%	
5	Stall income	7	32	28	50	117	
		6%	27%	24%	43%	100%	
6	Operational/management staff employed	0	33	81	3	117	
		0%	28%	69%	3%	100%	
7	Profit/Loss (bottom line)	9	32	30	46	117	
		8%	27%	26%	39%	100%	
8	Trader turnover (sales)	67	21	23	6	117	
		57%	18%	20%	5%	100%	
	<b>Total (N)</b>		<b>222</b>	<b>370</b>	<b>230</b>		<b>822</b>
	<b>Total (%)</b>		<b>27%</b>	<b>45%</b>	<b>28%</b>		

**Chart 3 – Aggregated market responses all markets 2012**



**Chart 4 – Aggregated market responses 'core' markets 2012**



In terms of the aggregated results, 74% of all markets were stable or improved in 2012. For the 'core' markets, i.e. those that submitted returns in 2011 and 2012, 73% were stable or improved in 2011.

This suggests that the apparent improvement in performance across all retail markets in 2012, compared with 2011 has been replicated in the 'core' sample of markets that participated in both surveys.