



City of London Corporation
– *Markets*

Consultation Summary Report

October 2019

1 Context and Objectives

The City of London Corporation owns and manages London's three principal wholesale food markets: Smithfield (meat and poultry), New Spitalfields (fruit, vegetables and flowers), and Billingsgate (fish). The City Corporation now has an opportunity to bring all three markets together at a site in the London Borough of Barking & Dagenham to ensure that they can continue to serve future generations.

The Markets Programme is one of the largest programmes the City of London Corporation has undertaken and will continue to generate wide ranging interest as well as impact upon a broad spectrum of stakeholders, including market traders, consumers, suppliers, the public, local authorities, City Members, and Parliamentary representatives.

The objective of this consultation process was to gather and understand a wide range of views on the proposal to bring together the three wholesale markets at Dagenham Dock, as well as to develop a better understanding of the importance of the wholesale markets to the region's food supply.

The views gathered from this consultation will then inform further engagement and consultation activities as the proposals progress.

2 The consultation

The City of London Corporation ran this initial public consultation over an eight-week period between the 11th of June and the 6th of August 2019.

This consultation was open to all stakeholders and the general public. Stakeholders and those who had asked to be kept informed of developments were notified by email on the day of the consultation launch and reminded of their opportunity to submit a response five days before the close of the consultation. In addition, a total of 18,000 residents living within a quarter of a mile of Smithfield, Billingsgate, and New Spitalfields, and a bespoke area near the Dagenham Dock site were sent a letter communicating the launch of the public consultation, where further information could be obtained, and how to submit a consultation response.

Further to publicising the consultation via email and letter, the City Corporation printed flyers for market tenants to give to their customers and suppliers; organised 'drop in' events at each of the three markets; and hired a Markets Coordinator to talk directly with tenants about the programme and encouraged them to respond to the consultation.

3 Analysis of the responses

Responses to the consultation were collated and analysed on behalf of the City of London Corporation by TONIC, an independent organisation specialising in public consultation analysis and social research (further information at: www.tonic.org.uk).

All data was stored securely within the UK in accordance with all Data Protection Act requirements by TONIC, who are registered with the Information Controller's Office (Reference ZA273132).

Those who responded to this consultation constitute a self-selecting sample, and therefore appropriate caution should be applied when interpreting and utilising the response numbers in this report.

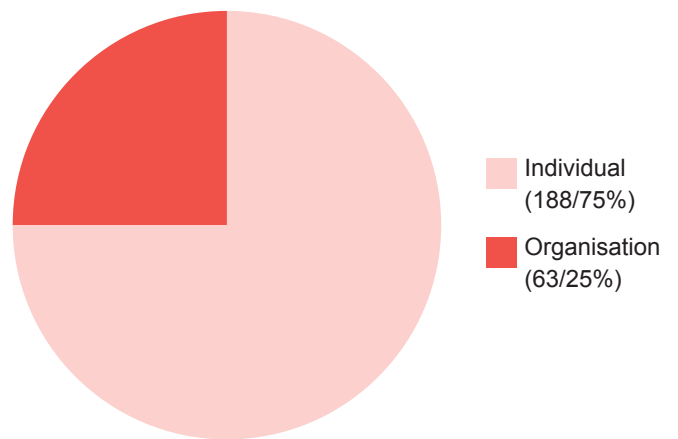
TONIC conducted a Thematic Analysis of the qualitative questions which is a simple and flexible form of qualitative analysis commonly used in social research. This approach was chosen as it provides a way of summarising patterns in a large body of data, highlights similarities and differences across the data set, and can generate unanticipated insights. Each of the qualitative question responses was read, analysed, coded, and assigned to a theme or themes relevant to the question asked.

Percentage figures have either been rounded to the nearest whole number or to one decimal place and, as a result, not all response totals may equal 100%. The response numbers to each of the questions varied and therefore the figures for each question have been included.

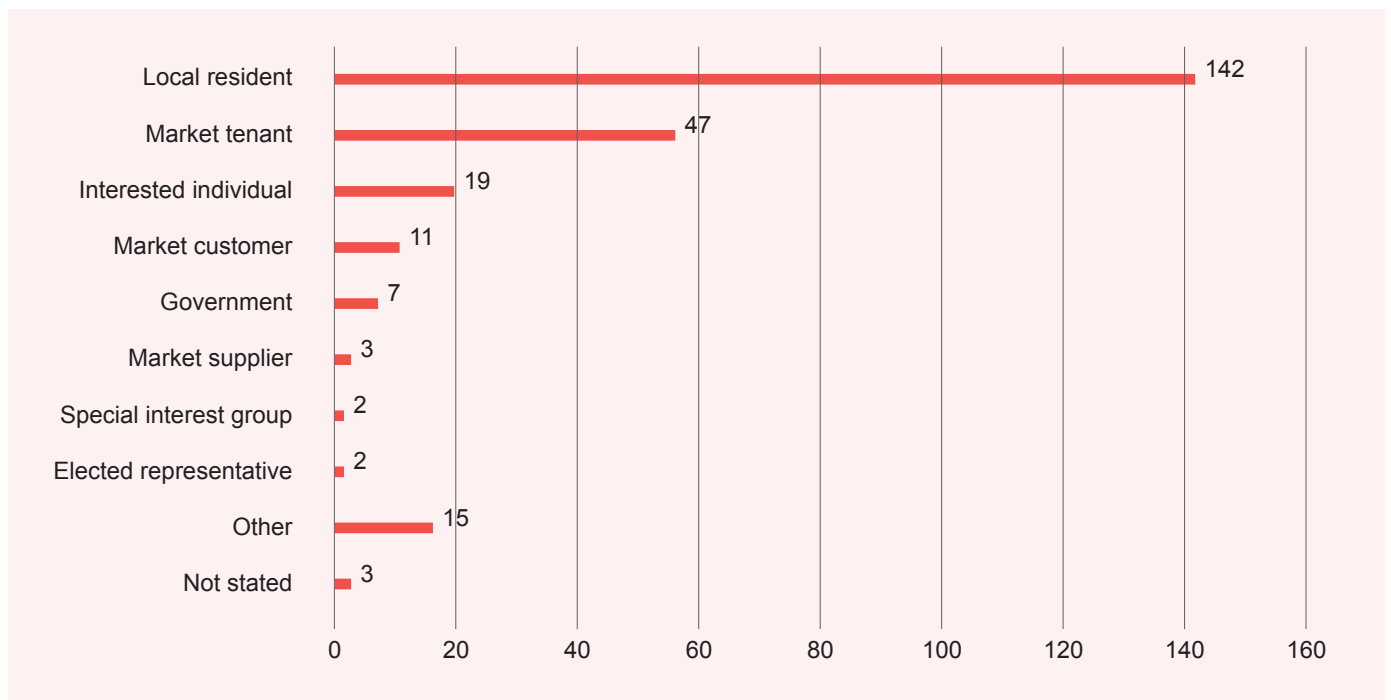
4 Responses to questions

In total 251 people responded to the consultation over the 8-week period. This was made up of 188 (75%) from individuals and 63 (25%) from organisations.

Are you responding as an individual or on behalf of an organisation?



Which stakeholder group best applies to you or your organisation?



57% of responses (142) came from local residents. The next largest group of respondents were market tenants with 19% (47 responses). Demographic data on age, gender and ethnicity was not collected.

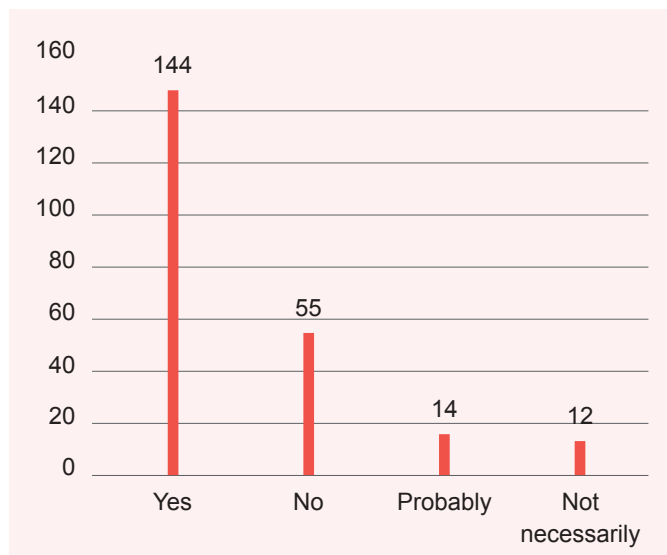
5 Key findings

This section sets out the key findings for each of the questions asked during this initial consultation process.

A Support for co-location

The majority of respondents support the proposals to co-locate the markets to one single site.

Do you think bringing all three wholesale markets together is the way forward?

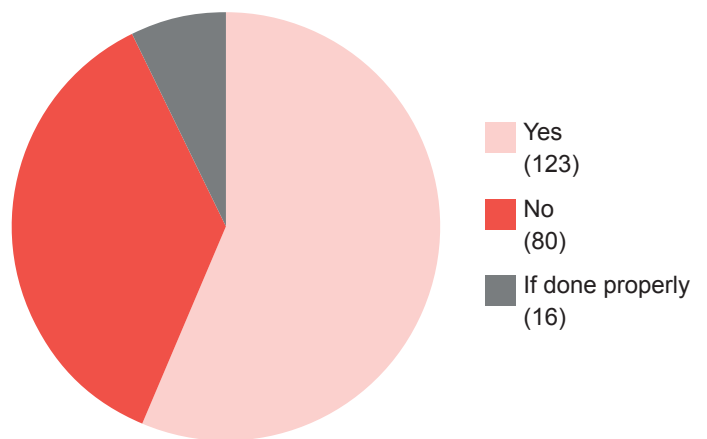


- **70% of respondents stated either ‘yes’ (64%) or ‘probably’ (6%)** that bringing all three markets together is the way forward.
- Primary reasons for supporting the co-location of the markets were based around the benefits of creating a “one stop shop” with “everything under one roof.”
- Respondents also felt that the potential for lower overheads, streamlined efficiency, less travel time, traffic and pollution, and a marked increase in convenience were key benefits.
- There was also general enthusiasm for a new purpose-built and modern building.
- The majority of market tenants however responded negatively to the question, with **63% answering ‘no’ and 21% answering ‘yes.’**
- The most common reason for respondents answering ‘no’ was largely to do with the re-location to Dagenham Dock rather than the idea of co-locating.

B Support for re-location to Dagenham

The majority of respondents felt that Dagenham Dock is the right location for the markets.

Do you think the Dagenham site is the right location for customers and suppliers?

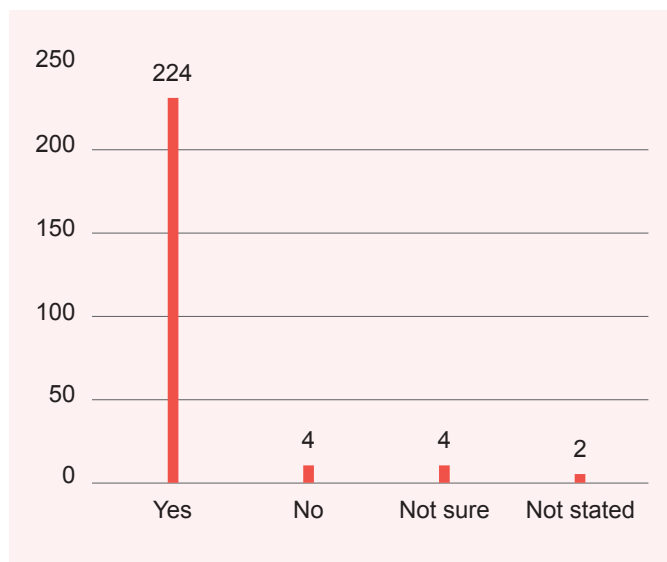


- **61% of respondents (139) felt that Dagenham Dock was the right location** for customers and suppliers, answering either ‘yes’ (54%) or ‘if done properly’ (7%).
- Participants felt that the site’s proximity and ease of access to London, the South East and the M25 were key benefits, while a number saw the benefits of moving outside of the Ultra Low Emissions Zone.
- Other positives included bringing new employment and business opportunities to the area, while the prestige of the markets would reinvigorate Dagenham in general, bringing cultural relevance to the area.
- Respondents also saw the benefits of being able to potentially use the river and rail network for transporting goods, and the transformation of a disused brownfield site, which would provide enough space for current and future needs and is far away from local homes.
- Again, **the majority of market tenants (82%) were opposed to the re-location to Dagenham Dock**, with a number raising concerns around the impact on transport – particularly the A13 – and that the site was too far away from existing customers.
- A few tenants also felt that the size of the site was not large enough to accommodate their needs.

C Role of wholesale food markets

Almost all respondents felt that the wholesale markets are still vital for the region’s food sector.

Do the wholesale markets still have an important role to play in the region’s food supply?



- **96% of participants (224)** believe that wholesale markets play an important role to play in the region’s food supply.
- Participants commented that the markets’ role was important, particularly in the food supply chain for restaurants and local businesses, and that they offered a wide range of quality and fresh products which could not be purchased elsewhere.
- Respondents also noted that the markets provide a number of employment opportunities, which benefit the local economy, and that there were benefits from the prestigious image of the markets, and that they provided opposition to large supermarket chains.
- Participants also felt that the food wholesale market was changing in general, with the sector transitioning to more online ordering and automated processes, more eco-friendly modes of delivery and working practices, and advanced technologies for deliveries and transport.

D The A13 road network

The majority of concerns for re-locating to Dagenham Dock centred around the viability of the A13 road network as a supply and access route.

- A number of respondents highlighted that the A13 road network already suffers from poor traffic flow and congestion and felt the proposals would exacerbate the existing problem.
- There was also a specific mention that there was only one access road at Choats Manor Way, which was felt to be insufficient for purpose.
- Participants did however make a number of suggestions which could improve local road networks, including widening the A13, adding additional lanes, building new fly-overs and tunnels and creating further access points to the site. There was also calls to make improvements to the rail system.

E Using the river for transport

Significant support was received for the use of the river as an option for food delivery and supply.

- The proposal to use the Thames as a transport option for delivery and supply received significant support.
- Many respondents recognised the environmental and logistical benefits this would bring, by alleviating pressure on the nearby road network as well as helping to revive the use of the river as an effective transport option.
- A few participants however felt that the use of the river was nothing more than a “nice idea” and that further information was required. These sentiments were also echoed in terms of how respondents felt about potential changes to the rail network.

6 Conclusion & next steps

In summary, there is support for the consolidation of the markets on one site and a significant number of respondents also felt that Dagenham Dock was the right site to relocate the markets. This is very much aligned with the City of London Corporation's vision to preserve the markets for our current and future tenants and ensure the continued growth of the wholesale food sector- which respondents also felt was still vital for the region.

There was a marked difference between the answers supplied by market tenants and local residents, with the former more likely to respond more negatively to the questions posed than the latter. However, consideration should be given to the fact that market tenants made up 19% of respondents – just over a third of the number of the majority group (local residents).

The main concern that was raised was around the potential to exacerbate the existing traffic congestion on the A13 road network if the re-location of the markets to Dagenham Dock goes ahead. Some tenants also felt that the site was too far away from customers in central and west London.

The City Corporation is committed to continuing engagement with members of the public, local residents, market tenants and other key stakeholders as part of the proposals to consolidate the markets. This will involve a series of future meetings with key stakeholders, ongoing design workshops with market tenants and wider public consultation on more detailed proposals in 2020.

The City of London Corporation is also currently working with partners, including Transport for London, neighbouring local authorities, market tenants and customers and suppliers to try and address the concerns raised in consultation.



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