

Regeneration Developments in Queens Market, Newham

**Survey of Residents, Shoppers, Market Traders and
Businesses**

Research Study Conducted for

London Borough of Newham



March 2005

Contents

Introduction	3
Summary of Findings	6
General Attitudes to Area	8
Problems and Improvements in the Area	16
Attitudes towards Queens Market	25
Awareness of Development and Communications	35
Views Towards Developments	42
Overall Support for Programme	48
Appendices	
Guide to Statistical Reliability	
Marked-up Questionnaires	

Introduction

This report contains the findings of a survey among residents, shoppers, market traders and businesses in Queens Market and the surrounding area, conducted by MORI Social Research Institute on behalf of London Borough of Newham.

Background and Objectives

This study focuses on Queens Market in Newham. Current plans are to regenerate the existing site, involving the redevelopment of the market. The survey is designed to identify some of the issues and priorities for local residents, shoppers, market traders and businesses, as well as to provide an overview of the level of support amongst these groups for the possible developments. It will feed in to Newham Council's ongoing consultation on this development.

The fieldwork element of this research study consisted of four parts:

- Random, pre-selected, face-to-face survey with 503 residents in the Queens Market area;
- Random, face-to-face survey with 214 shoppers in Queens Market;
- Census, face-to-face survey with 122 market traders in Queens Market;
- Quota, face-to-face survey of 56 employers in the Queens Market area.

Methodology

As noted above, different methodologies were adopted for the four different groups included in the study. All fieldwork was carried out during December 2004 and January 2005.

For the **residents'** survey, interviews were carried out face-to-face, in residents' homes. Addresses were selected at random from the Postcode Address File (PAF), from an area covering approximately 5,000 households surrounding the market.¹ A minimum of four calls were made at each address at different times including evenings, and on different days including weekends. Interviewers were instructed to interview the Household Reference Person (HRP)² or, if that person was not available on the second call, their partner/spouse. The total response rate achieved was 65%.

¹ . Throughout this report, the survey area is referred to as the "Queen's Market" or the "local area".

² The Household Reference Person is the person who is legally or financially responsible for the home.

The **shoppers'** survey was carried out face-to-face at Queen's Market. Shoppers were randomly selected to take part in the survey by interviewers, who stood at a number of key locations within the market. Interviews were carried out at different times of the day and on different days of the week to ensure a good spread of times/days were covered.

Interviews with **market traders** were also carried out face-to-face and located at the market. An up-to-date list of market traders and kiosk and shop owners was provided to MORI by Newham Council to ensure that as many traders as possible were interviewed.

Finally, a selection of local **businesses** – along Green Street, and in the immediately surrounding area – was interviewed. Interviewers conducted some initial investigations of the survey area in order to assess the types of businesses present. Quotas were then set to get a good spread of different businesses and ensure that the sample was broadly representative of the local business profile.

In order to ensure that the study was as inclusive as possible 8 different local languages were covered by the interviewers working on the survey.

Report Layout

The following pages contain a summary of the key findings from the residents, the shoppers, the market traders and the business surveys.

The appendices contain marked-up questionnaires for the four separate surveys as well as a guide to statistical reliability.

Presentation and Interpretation of the Data

It should be noted that a sample, not the entire population of residents in the area has been interviewed. This means that all the results are subject to sampling tolerances, and that not all differences are statistically significant. A guide to statistical reliability is appended.

An asterisk (*) represents a value below 0.5%, but above zero. Where responses do not add up to 100%, this may be due to computer rounding or multiple responses. The term "net", which is used in the tables, is the balance when a negative finding has been subtracted from the positive.

Respondents' answers are based on their understanding of the issues as they are presented in the questionnaires (which are provided in the appendices). No extra stimulus materials were used in obtaining these answers. It should be noted that in these types of structured surveys only a limited amount of information can be given during the interview, and the results should be interpreted in this context.

It is also worth emphasising that the survey deals with residents' perceptions rather than facts; in particular, these perceptions may not accurately reflect the level of services actually being delivered.

Publication of the Data

As with all our studies, these findings are subject to MORI's standard Terms & Conditions of Contract. Any press release or publication of the findings of this survey requires the advance approval of MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

Further Information

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Summary of Findings

- Respondents from all four audiences are satisfied with the area as a place to live, shop or trade. Residents living in the Queens Market area are more satisfied with the area than residents across Newham generally. However, when compared with satisfaction levels across London and the rest of the country, Queens Market residents are slightly less satisfied.
- Residents, traders and businesses are fairly well established in the area, most having been there for a significant amount of time.
- The majority of residents and shoppers are satisfied with the area as a place to shop. Similarly the majority of market traders and businesses are satisfied with the area as a place to run business.
- The main problems identified in the area include: concerns over traffic congestion; environmental aspects, particularly litter and rubbish and the general cleanliness of the market and surrounding area; and facilities for young people and teenagers. In addition, businesses and market traders would like greater access and more car parking facilities.
- The market is regularly used by residents, and most shoppers visit on a frequent basis. The main product bought at the market is food. Black and Asian residents are more likely to use the market than white residents.
- Positive aspects of the market include: the low price of goods, the cultural mix and atmosphere, the quality of products and the convenience of the market. Negative aspects centre around the view that the market is dirty. Some also feel that it is too crowded
- All audiences feel it is important to keep a market, with nine in ten residents and shoppers saying this.
- Awareness of the planned developments is high across the four audiences, although fewer have actually seen the plans (except market traders).
- The businesses that were interviewed in the survey are most in favour of the developments with 59% supporting the plans and 25% in opposition. Market traders are least supportive of the plans; 30% support, while 53% oppose. Residents and shoppers support the programme more than they oppose it, based on their understanding of what the plans involve; 51% of residents support it while 26% oppose and 51% of shoppers support with 32% opposing the plans.
- When looking at the individual aspects of the proposed developments in more detail, nearly all the residents, shoppers, market traders and

businesses say that making the market cleaner and more attractive will improve the market and the local area.

- The majority of residents, shoppers, market traders and businesses feel that more car parking spaces on the site would improve the area.
- More residents, shoppers and businesses would like to see a bigger range of goods on sale at the market though among traders there is less support for this.
- Local businesses are more positive about a new supermarket in the area while residents' views are divided on this matter. Shoppers and traders do not feel that a new supermarket would improve the area.
- More housing is the least popular of the planned developments.
- Around half of residents and shoppers agree that the pedestrianisation of Queen Street (between the market and the station) would improve trading and shopping in Queens Market. Agreement is higher (at seven in ten) among residents who have seen the plans. A quarter of market traders agree with this suggestion while the majority do not think it will be an improvement.
- Around a quarter of residents say they are not interested in the plans as long as they improve the area, and a further half say they are generally happy for the council to get on with the developments as long as they are kept informed.
- Among shoppers, about half say they are not interested in the plans or are happy for the plans to go ahead as long as they improve the area, and about a quarter say they would like to know more but are happy for the council to get on with the developments.
- Among the market traders, a quarter say they would like to know what the development involves, but are happy for the council to go ahead, while nearly two thirds say they would like to have more involvement in the plans.
- Similarly, nearly half of businesses would like to be more involved while four in ten say they are happy for the council to go ahead with the developments as long as they know what they involve.

General Attitudes to Area

Respondents from each of the four surveys were asked about their views on the local area, including: how satisfied they are with it as a place to live, shop and trade; how long they have been in the area; and businesses and market traders were asked what their main product or trade is. Residents were also asked if there have been any recent changes in the area.

The findings are discussed in more detail within this chapter, but some of the common themes that emerged include:

- Most respondents from all four groups are satisfied with the area as a place to live, shop or trade.
- Residents, traders and businesses are fairly well established in the area, most having been there for a significant amount of time.

Residents' views

The majority of residents in the Queens Market area are satisfied with the area as a place to live (75% satisfied compared with 15% dissatisfied). As the table below shows, satisfaction levels in the Queens Market area are higher compared to Newham but slightly lower than across London and also England as a whole (Newham 62%, London, 81% and England, 85% satisfaction). Of those Queens Market residents who are satisfied with the area, more say they are *fairly* as opposed to *very* satisfied (49% *fairly* and 26% *very* satisfied).

Q14 How satisfied or dissatisfied are you with this area as a place to live?

Base: All residents	Queens Market Residents (503)	Newham**	London*	National*
	%	%	%	%
Very satisfied	26	13	38	48
Fairly satisfied	49	49	43	37
Neither satisfied nor dissatisfied	9	14	6	5
Fairly dissatisfied	9	15	8	6
Very dissatisfied	6	8	5	3
Satisfied	75	62	81	85
Dissatisfied	15	23	13	9
Net Satisfaction	+60	+39	+68	+76

Source: MORI

*London and National figures from Survey of English Housing 2002/03

** Newham figures from Newham Annual Residents Survey 2004/05

White residents are less likely than average to be positive about the area (63% satisfied). In contrast, three-quarters of Asian residents and four in five black residents say they are satisfied with the area as a place to live (77% and 83% respectively). Further details of the different sub-groups are shown in the table below.

Residents' satisfaction with area – Sub-groups			
	Satisfied	Dissatisfied	Net satisfaction
<i>Base: All residents (503)</i>	<i>%</i>	<i>%</i>	<i>±%</i>
Total	75	15	+60
Gender			
Male	77	13	+64
Female	73	17	+56
Age			
16-24	76	8	+68
25-34	70	16	+54
35-44	83	13	+70
45-retirement	74	15	+59
Retirement and over	71	21	+49
Ethnicity			
White	63	28	+36
Asian	77	11	+66
Black	83	10	+72
Tenure			
Owner occupier	74	15	+59
Council tenants	78	15	+63
HA tenants	76	17	+59
Private tenants	73	15	+58
Length of time in area			
Less than 5 years	76	11	+65
5 years or more	74	17	+58

Source: MORI

Length of residence

Residents are relatively well established in the area; over half have been living there for 10 or more years (55%), with a further fifth having lived in the area for at least five years (18%). Turnover of residents is lower in the Queen's Market area than we find in a number of regeneration areas MORI has surveyed, where often more than 20% have moved into the area in the previous two years.

Q13 How long have you been living in this area? By this area I mean what you consider to be your local area.

Base: All residents (503)	%
Less than six months	6
At least six months but less than 2 years	8
At least 2 years but less than 3 years	5
At least 3 years but less than 5 years	8
At least 5 years but less than 10 years	18
At least 10 years but less than 20 years	20
20 years or longer	31
All my life	4

Source: MORI

Changes in the area

More residents feel that the area has generally got worse rather than better over the last two years. Around four in ten say that the area has deteriorated, while just half of this figure says that it has improved (37% and 17% respectively).³ However, we should note that people are generally negative about recent change, and nationally more are likely to think their area is getting worse rather than better.

Q15 On the whole, do you think that over the past 2 years this area as a place to work has got better, worse or remained about the same?

	<i>Queens Market</i>	<i>National**</i>
	(446)*	
	%	%
Area has got better	17	10
Areas has got worse	37	27
Area has not changed much	46	63

Source: MORI

*Note – Queens Market figures re-based to exclude ‘Lived here less than two years, don’t know and not stated’ categories

**National figures taken from Survey of English Housing 2002/03

³ Figures re-based to exclude ‘Lived here less than two years, don’t know and not stated’ categories

Residents living in the area for five years or more, as well as those that are dissatisfied with the area are more likely than average to feel that the area has got worse over the last two years (40% and 81% respectively). Those who visit the market on an infrequent basis (once a year or less) are also more likely to be negative; only three per cent feel that the area has got better.⁴

Shoppers' views

Shoppers are very positive about the area as a place to shop; four in five say they are satisfied (79%). Of those who are happy with the shopping, three in ten say they are *very* satisfied, while around half are *fairly* satisfied (31% and 48% respectively). In contrast, one in ten shoppers are dissatisfied (nine per cent).

Q3 *How satisfied or dissatisfied are you with this area as a place to shop?*

<i>Base: All shoppers (214)</i>	<i>Queens Market Shoppers</i>
	%
Very satisfied	31
Fairly satisfied	48
Neither satisfied nor dissatisfied	11
Fairly dissatisfied	7
Very dissatisfied	3
Don't know	*
Satisfied	79
Dissatisfied	9
Net Satisfaction	+70

Source: MORI

⁴ Please note – caution is advised interpreting these data due to small base sizes

Shoppers' satisfaction with area – Sub-groups			
	Satisfied	Dissatisfied	Net satisfaction
<i>Base: All shoppers (214)</i>	<i>%</i>	<i>%</i>	<i>±%</i>
Total	79	9	+70
Sex			
Male	77	10	+67
Female	81	7	+74
Age			
18-24	82	14	+68
25-34	86	8	+78
35-54	72	10	+62
55+	84	5	+78
Ethnicity			
White	83	9	+74
Asian	84	7	+77
Black	70	12	+58
Work Status			
Working	74	14	+60
Not working	85	5	+80
Live in Newham			
Yes	82	9	+73
No	76	10	+66

Source: MORI

Half of Queens Market shoppers live in Newham, with one in seven saying they live in close proximity to Queens Market (49% and 15% respectively). Four in ten shoppers say they come from East London (40%), while around one in ten live in other parts of London and the South East (11%).

Q2 Which of the following best describes where you live?	
<i>Base: All shoppers (214)</i>	<i>Queens Market Shoppers</i>
	<i>%</i>
Queens Market area	15
Newham but not in the Queens Market area	34
East London	40
Wider London area	8
South East	2
Other	*

Source: MORI

Market Traders' views

Three-quarters of market traders are satisfied with the area as a place to run a business (73%), compared with 13% who say they are dissatisfied.

Q6 *How satisfied or dissatisfied are you with this area as a place to run a business?*

<i>Base: All traders (122)</i>	<i>Queens Market Traders</i>
	%
Very satisfied	26
Fairly satisfied	47
Neither satisfied nor dissatisfied	9
Fairly dissatisfied	7
Very dissatisfied	6
Don't know	*
Satisfied	73
Dissatisfied	13
Net Satisfaction	+60

Source: MORI

Most market traders are relatively well established at the market, with three-fifths having had a stall, kiosk or shop at Queens Market for five years or more (61%). One in ten traders are relatively new to Queens Market having had a site at the market for less than a year (10%).

Q4 *How long has this company/business had a site at this particular location?*

<i>Base: All traders (122)</i>	<i>Queens Market Traders</i>
	%
Less than 6 months	6
6 months but less than 1 year	4
1 year but less than 2 years	10
2 years but less than 5 years	20
5 years or more	61

Source: MORI

Around two-fifths of stalls, kiosks and shops at the market sell food based products, with half of these selling fruit and veg as the main product (41% and 20% respectively). A further third sell clothing or cloths/materials (33%).

The majority of stalls/kiosks have more than one person working on them, with three-fifths having three or more employees (84% and 59% respectively).

Nine in ten market traders have a stall or kiosk everyday the market is open (93%).

Business views

Businesses are very positive about the area as a place to operate or run a business; nine in ten are satisfied, with one in ten dissatisfied (88% and 11% respectively).

Q4 *How satisfied or dissatisfied are you with this area as a place to operate or run a business?*

<i>Base: All businesses (56)⁵</i>	<i>Queens Market Businesses</i>
	%
Very satisfied	20
Fairly satisfied	68
Neither satisfied nor dissatisfied	2
Fairly dissatisfied	4
Very dissatisfied	7
Satisfied	88
Dissatisfied	11
Net Satisfaction	+77

Source: MORI

As with market traders, businesses are mostly fairly well established in the area. The majority have been in the area for five years or more, with a third having been there for more than 10 years (64% and 34% respectively). Seven per cent of businesses are new to the area in the last year.

Most businesses in the area are small establishments; nine in ten have less than 10 employees (89%).

⁵ Please note – caution is advised interpreting business data due to small base sizes

Problems and Improvements in the Area

Each group was asked what they feel are the main problems in the area and what improvements they would most like to see.

Some of the key themes and priorities include:

- Concerns over traffic congestion and the speed and volume of traffic
- Environmental aspects, particularly litter and rubbish and the general cleanliness of the market and surrounding area
- Improving facilities and services, particularly for young people and teenagers
- Crime related problems and improving/increasing policing
- Businesses and market traders would like greater access with more car parking facilities.

These views are discussed in more detail throughout this chapter.

Problems in the area – Residents

Around nine in ten residents think that **traffic congestion on Green Street** is a problem (89%), with a large proportion of these saying it is a *serious* problem (73%). The **speed and volume of traffic** is also a concern for many residents (68%).

Litter and rubbish is felt to be an important issue with around four-fifths saying that this causes a problem locally (83%).

A further seven in ten residents feel that **teenagers hanging around** are a problem in the area (71%).

Half of residents worry about **car crime** as well as **vandalism, graffiti** and other deliberate damage to property (both 52%). A slightly smaller proportion thinks that **drug dealing and use** is an issue locally (45%). A quarter say that **prostitution** is an issue that needs looking at and one fifth of residents in the Queens Market area cite **racial harassment** as a problem (27% and 21% respectively).

Perhaps unsurprisingly, those saying that the area has deteriorated over the past couple of years are more likely than average to say that most of these issues are a problem.

Q16 I am going to read out a list of things that can cause problems for people in their area. I would like you to tell me whether each of them is a problem in this area?

Base: All residents (503)	<i>A Serious problem in this area</i>	<i>A problem in this area, but not serious</i>	<i>Not a problem in this area</i>	<i>A problem in this area</i>
	%	%	%	%
Traffic congestion on Green Street	73	16	9	89
Litter and rubbish in the streets	51	32	17	83
Teenagers hanging around on the streets	39	32	28	71
The speed and volume of road traffic	36	32	31	68
Vandalism, graffiti and other deliberative damage to property	21	30	46	52
Car crime (e.g. damage, theft and joyriding)	24	28	34	52
Drug dealing and use	21	24	32	45
Prostitution and soliciting	11	16	45	27
Racial harassment	5	16	73	21

Source: MORI

Improvements to the Area – Residents

Residents feel that **local services and facilities** are key areas in need of improvement. Seven in ten residents cite at least one service or facility that is in need of improvement (71%). While a range of services are suggested as needing improving, facilities for **young people** stand out as a priority. One in six feel that provision of facilities for **teenagers** are in need of improvement, while one in eight feel that **children's play areas** need to be improved (16% and 12% respectively). As we would expect families with children in the household are more likely than average to say that facilities for children are a priority for improvement.

One in seven feels that the **quality of shops** in the area is in need of improvement, while one in nine says that a **better range of shops** is needed (15% and 11% respectively). A further one in seven says that **local health services** need to be improved (14%).

Reflecting the problems residents identify in the area, **environment** related issues rank highly on the list of things needing improvement (65% cite at least one environmental factor). Half of local residents say that there is a need for **cleaner**

streets and a **cleaner environment** in general (50%). One sixth feel there should be **better maintenance of the local area**, generally (17%). Both of these issues are more likely to be a priority for older residents (63% and 26% respectively).

Crime is also cited as something that could improve, locally. Just over half of residents say that a crime related improvement is needed (55%). Over a third feels that **better/more policing** is needed (37%), with men particularly likely to say this (43% compared with 31% of women). **CCTV** facilities are thought to be an important improvement by a quarter of residents (25%) and particularly for those who are dissatisfied with the area and those thinking the area has got worse over the last two years (36% and 34% respectively).

A third (35%) of residents say that improvement to at least one **transport or transport related service** is needed in the local area. The priority for residents in this area is to **improve congestion** with a quarter of people saying they feel this is key (27%).

Three in ten feel that **housing** needs to improve (29%), with the areas of concern being the need for more affordable housing, better quality housing and more housing generally (13%, 11% and 10% respectively). Young people, one parent families and council tenants are particularly interested in seeing improvements to housing, generally (38%, 47% and 48% respectively).

One in eight feels there is a need for **more/better jobs** (12%).

Q17 Please look at this card carefully and tell me which four or five of these improvements to facilities or services, if any, you feel are most needed in your area?

Base: All residents (503)	%
Services/Facilities	71
More facilities for teenagers	16
Better quality of shops	15
Better local health services	14
More children' play areas	12
Better range of shops	11
More facilities for older people	9
More facilities generally	9
Better/more parks and opens spaces	7
Affordable leisure facilities	6
Community centres that everyone can use	6
A local Post Office	5
More facilities for disabled people	5
Environment	65
Cleaner streets/environment	50
Better maintenance of the area/council maintenance	17
Less air and noise pollution	8
Less dogs' mess	7
Better/more lighting	6
Crime	55
Better/more policing	37
CCTV (Closed circuit TV)	25
Less vandalism/graffiti	9
Transport	35
Improve congestion	27
Better public transport generally	7
Housing	29
More affordable housing	13
Better quality housing	11
More housing generally	10
Bigger homes for families	5
Economy	20
More/better jobs	12
Other	8
None of these/nothing	5

Source: MORI

Note – Answers 4% or less not shown

Improvements to the Area – Shoppers

Shoppers at Queen’s Market feel that **Environmental factors** are most in need of improvement to make the area a better place to shop. Half of shoppers cite at least one environmental aspect (50%). Two in five shoppers feel that **cleaner streets** and a cleaner environment generally, would improve the area (40%). One in six feel that the overall **image of the area** needs to improve to make the area a better place to shop (17%).

Reflecting residents’ priorities, provision of **services and facilities** are also important according to a third of shoppers (34%). The overall **maintenance of the market and surrounding area** is a key area for improvement for one fifth (21%). There are no variations in views on this by the main sub-groups.

One fifth of shoppers feel that improvements to **transport** would make the area better for shopping (22%). A tenth say that **car parking** availability would be an improvement (10%).

A further one in eight say that **crime** needs to improve (13%), with eight percent saying that improved **police presence** would make the area better for shoppers.

Q17 *Please look at this card carefully and tell me which four or five of these improvements to facilities or services, if any, you feel are most needed in your area?*

	%
<i>Base: All shoppers (214)</i>	<i>74</i>
Environment	50
Cleaner streets/environment	40
General image of the area	17
Services/Facilities	34
Better maintenance of the market/surrounding area	21
Quality of shops	7
Quality of market stalls	7
Transport	22
Availability of car parking	10
Improve congestion	7
Crime	13
Better/more policing	8
Less vandalism/graffiti	5
Other	20
Toilet facilities	5
Other	9
None	16
Don’t know	7

Source: MORI

Note – Answers 4% or less not shown

Problems in the Area – Market Traders

In line with views of local residents, market traders cite **traffic** and **litter and rubbish** as the biggest problems in the area. Nine in ten market traders say that litter and rubbish in the streets is a problem (89%), while three-quarters think that both the speed and volume of road traffic and traffic congestion on Green Street is a problem (75% and 74% respectively).

Just over half cite **vandalism, graffiti and other deliberate damage to property** as a problem (52%), although most of these say it is not a serious problem in the area (7% *serious*, 46% *problem but not serious*).

Four in ten say **drug dealing and use** (38%) cause problems, locally. A further third say that **prostitution** and soliciting is a cause for concern (34%), with three in ten saying that **teenagers** hanging around on the streets is a problem (28%). A fifth of market traders say that **car crime** and **racial harassment** are problems in the area (22% and 19% respectively).

Q7 *I am going to read out a list of things that can cause problems for people in their area. I would like you to tell me whether each of them is a problem in this area?*

<i>Base: All Traders (122)</i>	<i>A Serious problem in this area</i>	<i>A problem in this area, but not serious</i>	<i>Not a problem in this area</i>	<i>A problem in this area</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
Litter and rubbish in the streets	49	39	11	89
The speed and volume of road traffic	29	47	24	75
Traffic congestion on Green Street	33	41	25	74
Vandalism, graffiti and other deliberative damage to property	7	46	43	52
Drug dealing and use	7	31	45	38
Prostitution and soliciting	9	25	45	34
Teenagers hanging around on the streets	11	17	68	28
Car crime (e.g. damage, theft and joyriding)	9	13	50	22
Racial harassment	5	14	77	19

Source: MORI

Improvements to the Area – Market Traders

Similarly to shoppers, market traders most commonly cite **environmental** issues as being in need of improvement (70%). In particular they feel the need for **cleaner streets** and environment and **better maintenance of the local area** (52% and 38% respectively).

Crime problems are identified by a third of traders (35%). This mostly involves the need for **better/more policing** in the area (32%). One in eight feels that **CCTV** would improve the area (12%).

Improvements to **transport** related factors are suggested by a quarter of traders (24%), with **availability of car parking** mentioned by one in five (22%).

One fifth of market traders feel that **business related** issues need to improve to make the area a better place to run a business. One in eleven say the **quality of the premises** needs to be improved and a similar proportion of traders say the **general image of the area** needs improvement (both 9%).

Q8 *Please look at this card carefully and tell me which four or five of these improvements to facilities or services, if any, you feel are most needed in your area?*

<i>Base: All market traders (122)</i>	<i>%</i>
Environment	70
Cleaner streets/environment	52
Better maintenance of the area/council maintenance	38
Better/more lighting	13
Crime	35
Better/more policing	32
CCTV (Closed circuit TV)	12
Transport	24
Availability of car parking	22
Cost of car parking	7
Business	20
Quality of premises	9
General image of area	9
Other	21
Increased toilet facilities	7
None of these/nothing	12
Other	11

Source: MORI

Note – Answers 4% or less not shown

Problems in the Area – Businesses

As we find with the other audiences, **traffic** and **congestion** as well as **litter and rubbish** are the main concerns for businesses in the Queens Market area. Nearly all businesses who took part in the survey feel that these are key problems (congestion, 96%; traffic speed and volume, 95%; and litter and rubbish, 95%).

Around three quarters feel that **prostitution and soliciting** is a problem and seven in ten feel that **drug dealing and use** is an issue (77% and 71% respectively). Over half of businesses feel that **teenagers** hanging around and **vandalism, graffiti and damage** to property are concerns in the area (both 57%).

While around half feel that **car crime** is a problem, three in ten say **racial harassment** is an issue in the local area (48% and 30% respectively).

Q5 *I am going to read out a list of things that can cause problems for people in their area. I would like you to tell me whether each of them is a problem in this area?*

<i>Businesses (56)</i>	<i>A Serious problem in this area</i>	<i>A problem in this area, but not serious</i>	<i>Not a problem in this area</i>	<i>A problem in this area</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
Traffic congestion on Green Street	71	25	2	96
Litter and rubbish in the streets	61	34	5	95
The speed and volume of road traffic	55	39	5	95
Prostitution and soliciting	36	41	7	77
Drug dealing and use	36	36	13	71
Vandalism, graffiti and other deliberative damage to property	16	41	43	57
Teenagers hanging around on the streets	32	25	41	57
Car crime (e.g. damage, theft and joyriding)	23	25	23	48
Racial harassment	5	25	68	30

Source: MORI

Improvements to the Area – Businesses

Local businesses most commonly cite **transport** issues as being in need of improvement in the area (66%) with **availability of car parking** as the most important (63%).

One in five businesses say that **environmental** issues, such as cleaner streets, are in need of improvement (18%). **Crime**, including the need for more police, is identified as an area for improvement by one in six (16%). One in nine local businesses mention **business-specific** issues, such as the strength of the local economy, as needing improvement (11%).

Attitudes towards Queens Market

Each of the four audiences was asked about their usage of the market as well as what they feel are the positive and negative aspects of it. They were also asked their views on the importance of keeping the market.

Some of the key points to emerge are:

- The market is regularly used by residents, and most shoppers visit on a frequent basis. The main product bought at the market is food
- Black and asian residents are more likely to use the market than white residents
- Positive aspects include the price of goods sold, the cultural mix and atmosphere, the quality of products and the convenience of the market
- Negative aspects centre around the view that the market is dirty. Some also feel that it is too crowded
- All audiences feel it is important to keep Queens market, with nine in ten residents and shoppers saying this.

These and other points are discussed within the rest of this chapter.

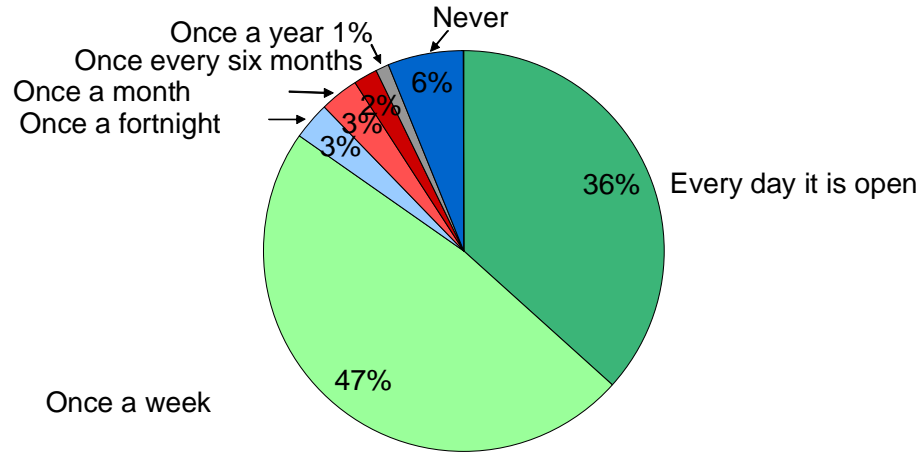
Views about the Market – Residents

Over four-fifths of residents in the Queens Market area use the market at least once a week and over a third use it every day it is open (83% and 36% respectively). Six per cent of local residents never use Queens Market.

Black and Asian residents are most likely to use the market on a regular basis. Half of black residents use the market every day it is open, while a similar proportion of asian residents use it at least once a week (51% and 55% respectively). Fewer white residents use the market with 18% saying they never visit the market.

Frequency of use - Residents

Q18 How often, if at all, do you or members of your household use Queen's Market?



Base: All residents (503) face to face interviewed, 9 December 2004 – 29 January 2005

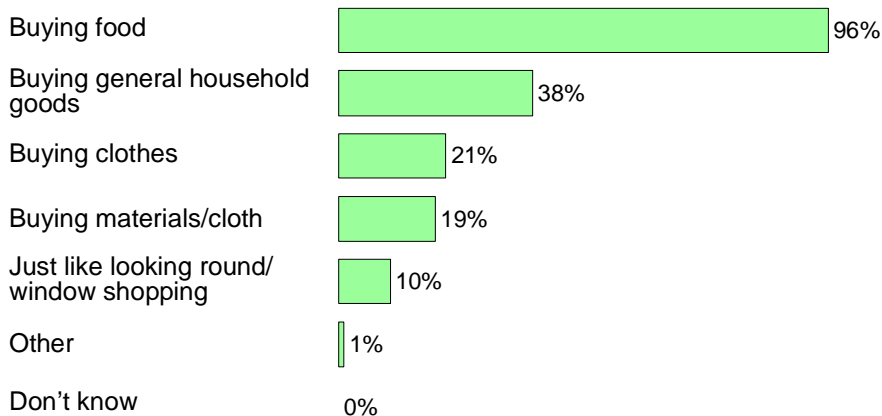
Source: MORI

Of those residents that use Queens Market at least once a year, nearly all use it to buy food (96%). Two-fifths of residents use the market to buy general household goods (38%), and a fifth use it to buy clothes and/or materials (21% and 19% respectively).

Younger residents who are frequent visitors to the market are particularly likely to buy clothes (16-24 year olds, 38%). White residents that visit the market are least likely to buy food (87%). In contrast food purchases rises to 98% amongst frequent visiting black residents and 99% of asian residents.

Reasons for use - Residents

Q19 What do you use the market for?



Base: All residents who use market at least once a year (469)

Source: MORI

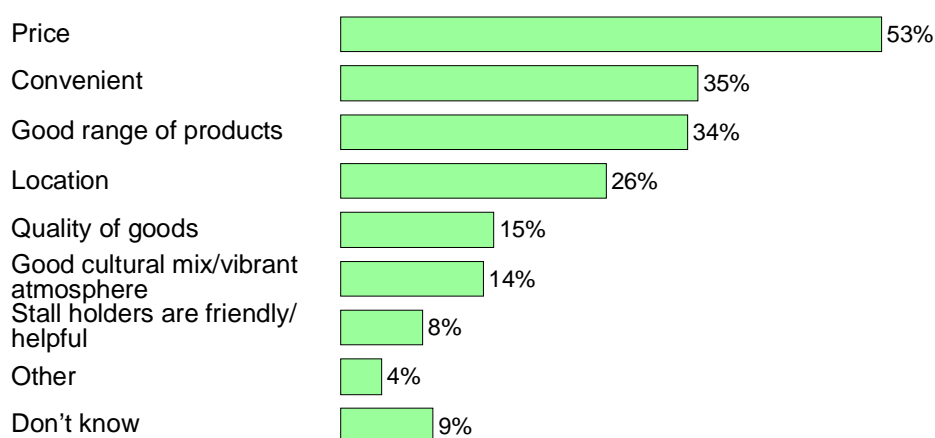
Around half of all residents say they most like the price of the goods available at the market (53%). One third of residents say they like the good range of products available at the market (34%). A similar proportion likes it because it is convenient (35%). Additionally, one quarter say the best thing about the market is its location (26%). The good quality of products and cultural mix and atmosphere of the market are important to one in seven residents (15% and 14% respectively). One in twelve residents says they most like the fact that the stall holders are friendly and helpful (8%).

Older people are more likely than average to say that the location and convenience of the market are its best features (40% and 48% respectively).

Residents who oppose the development plans are more likely than average to say that price, quality of goods and the cultural mix/vibrant atmosphere are the things they most like about the market. In addition, residents who are either involved in the planned developments or would like to get involved are also more likely to say they like the market for its cultural diversity and atmosphere (27%).⁶

Positive aspects of market - Residents

Q20 What do you most like about Queens Market?



Base: All residents (503) face to face interviewed, 9 December 2004 – 29 January 2005

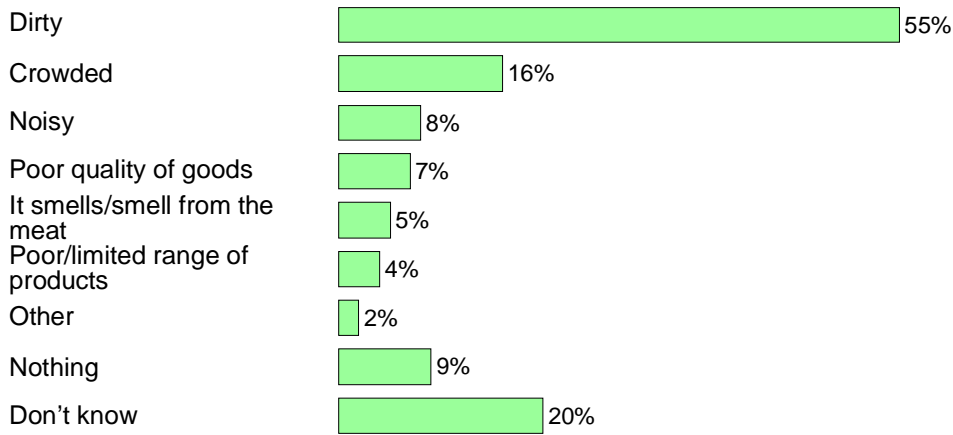
Source: MORI

Over half of residents say the thing they dislike the most about the market is its dirtiness (55%). One in six dislikes it because it is crowded (16%). Around one in twelve dislike the noise and a similar proportion of people say that the poor quality of goods is their main concern (8% and 7% respectively).

⁶ Please note – small base size

Negative aspects of market - Residents

Q21 And what do you least like about the Market? What else?



Base: All residents (503) face to face interviewed, 9 December 2004 – 29 January 2005

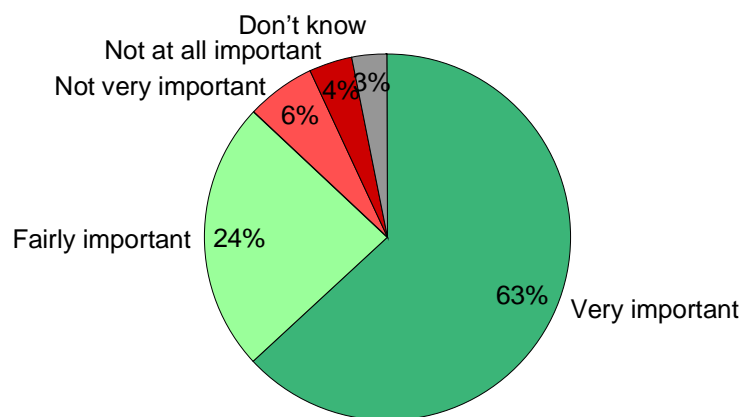
Source: MORI

The majority of residents think it is important to keep Queens Market (87%), with around three in five saying it is *very* important (63%).

Amongst residents, those who are satisfied with the area generally are more likely than average to say it is important to keep the market (92%). In addition, nearly all frequent users of the market as well as those who oppose the development plans say that keeping the market is important (93% and 98% respectively).

Importance of keeping market - Residents

Q22 To what extent, if at all, do you think it is important to keep Queens Market?



Base: All residents (503) face to face interviewed, 9 December 2004 – 29 January 2005

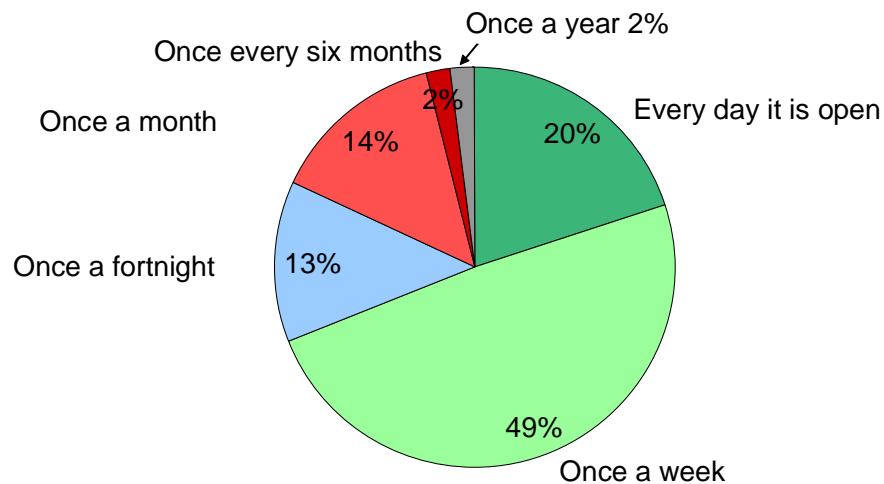
Source: MORI

Views about the Market – Shoppers

Around seven in ten shoppers use Queens Market at least once a week and a fifth using it every day it is open (69% and 20% respectively). One in eight use the market about once a fortnight (13%) and a similar proportion use it monthly (14%).

Frequency of use - Shoppers

Q5 How often do you use Queen's Market?



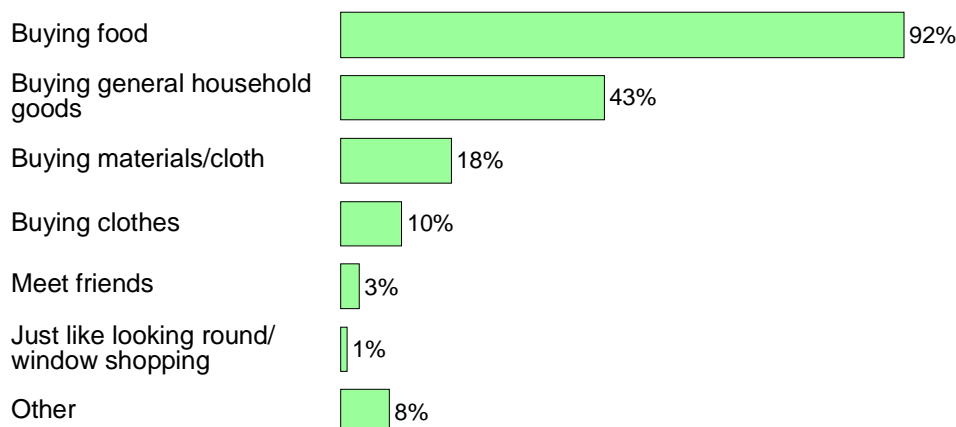
Base: All shoppers (214) face to face interviewed, 9 December 2004 – 23 January 2005

Source: MORI

Like residents, food is the main product bought by shoppers at the market (92%). Two-fifths of shoppers buy general household goods at the market and about one fifth use the market to buy material/cloth (43% and 18% respectively). A tenth of shoppers come to the market to buy clothes and three percent come to meet friends. There are very few variations between the main sub-groups in terms of shopping behaviour and products bought.

Reasons for use - Shoppers

Q6 What do you use the market for?



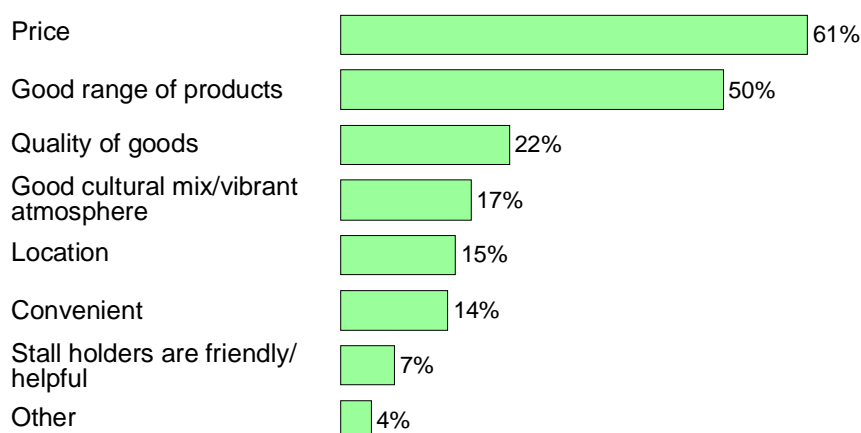
Base: All shoppers (214) face to face interviewed, 9 December 2004 – 23 January 2005

Source: MORI

The price of goods on sale at Queens Market is most commonly mentioned as the thing that shoppers like most (61%). Half of shoppers say they like the range of products on sale most (50%), while a fifth like the good quality of products most (22%). Seventeen per cent enjoy the good cultural mix and vibrant atmosphere offered by the market and say this is their favourite aspect. Around one in seven like the location and convenience of the market more than other features (15% and 14% respectively). There are few significant differences between the main sub-groups on these views.

Positive aspects of market - Shoppers

Q7 What do you most like about Queens Market?



Base: All shoppers (214) face to face interviewed, 9 December 2004 – 23 January 2005

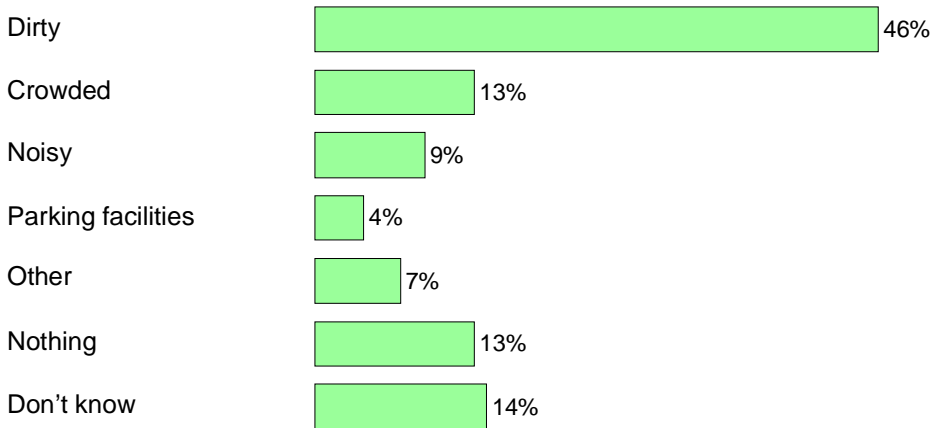
Source: MORI

As with residents, the biggest dislike that shoppers have concerning Queens Market is that it is dirty (46%). One in seven dislikes the crowdedness of the

market and one in ten dislikes the noise (13% and 9% respectively). Around one in eight shoppers have no complaints about the market, saying there is nothing that they like least (13%).

Negative aspects of market - Shoppers

Q8 And what do you least like about the market?



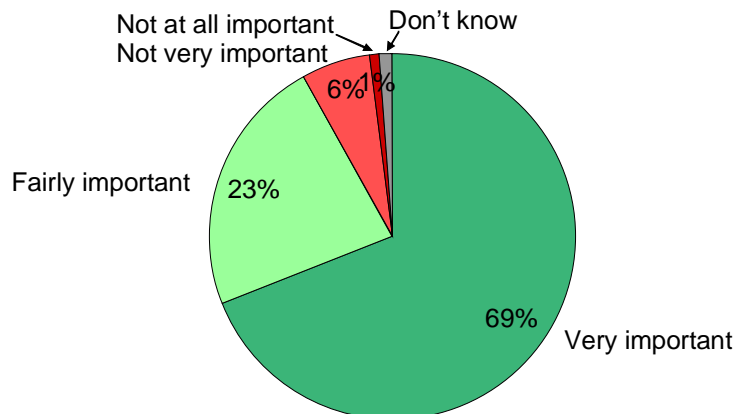
Base: All shoppers (214) face to face interviewed, 9 December 2004 – 23 January 2005

Source: MORI

As with findings for residents there is overwhelming support for keeping the market. Around nine in ten shoppers think it is important to keep Queens Market (92%), with nearly seven in ten feeling it is *very* important (69% *very* important). Shoppers that are in opposition to the planned redevelopment of the market are more likely to feel it is *very* important to keep Queens Market than average and when compared with those who support the plans (84% compared with 69% overall and 61% in support).

Importance of keeping market - Shoppers

Q9 To what extent, if at all, do you think it is important to keep Queens Market?



Base: All shoppers (214) face to face interviewed, 9 December 2004 – 23 January 2005

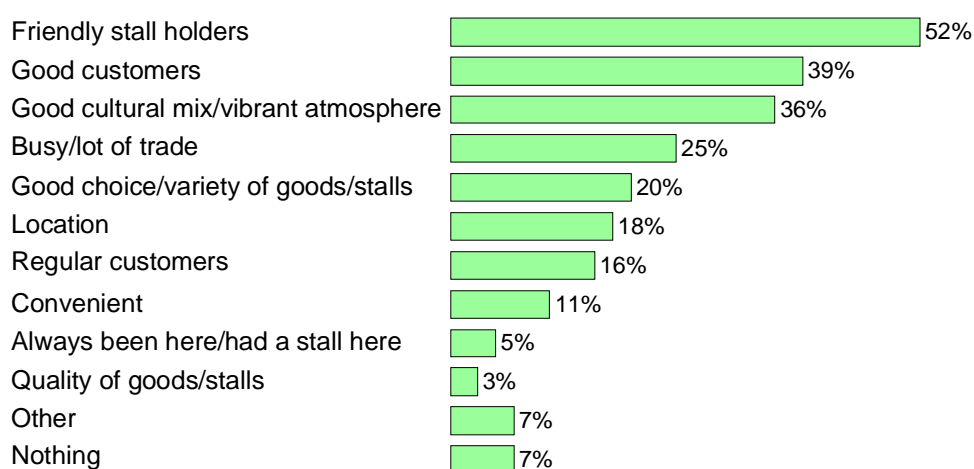
Source: MORI

Views about the Market – Market Traders

The factor that market traders like most about the market is the friendly stall holders (52%). Two in five say they like having good customers best (39%) while sixteen percent mention having regular customers. Over a third cites the cultural mix and vibrant atmosphere as the best thing about the market (36%), with a quarter of traders liking the market because it is busy and there is a lot of trade. One fifth says that the best factor is the wide choice and variety of stalls.

Positive aspects of market – Market Traders

Q9 What do you most like about Queens Market? What else?



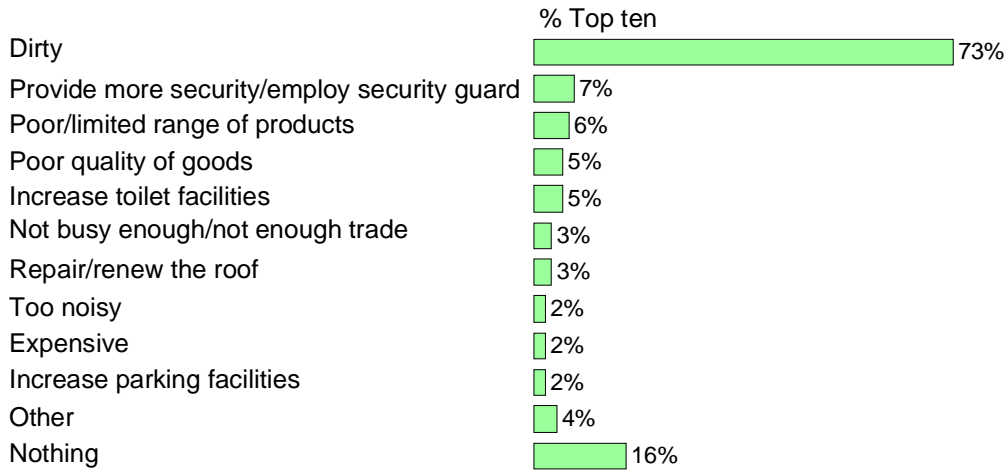
Base: All market traders (122) face to face interviewed, 9 December 2004 – 29 January 2005

Source: MORI

As with findings from the residents' and shoppers' studies, dirtiness clearly stands out as the major drawback. Three-quarters of market traders say the factor they least like about the market is that it is dirty (73%). Other issues that market traders mention include a lack of security (7%), the poor/limited range of products available (6%) and the toilet facilities (5%). There are no statistical differences between the main sub-groups in terms of traders' views on this.

Negative aspects of market – Market Traders

Q10 And what do you least like about the Market? What else?



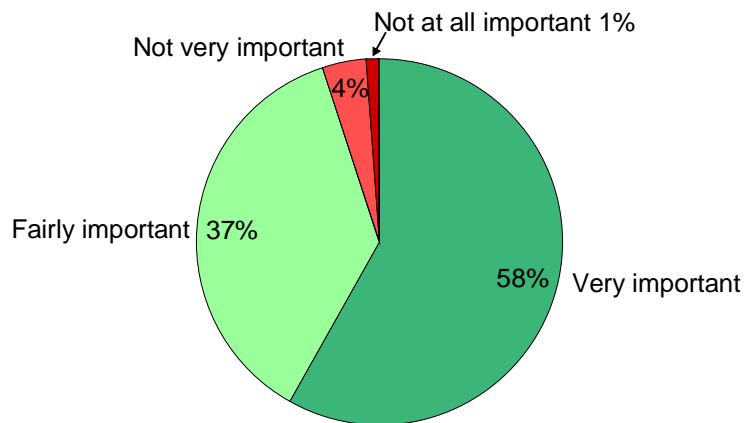
Base: All market traders (122) face to face interviewed, 9 December 2004 – 29 January 2005

Source: MORI

Again, as with findings from the other elements of this study, and as we would expect to see from market traders, it is felt to be very important to keep Queen's Market. Nearly all traders think that it is important to keep Queens Market (95%).

Importance of keeping market – Market Traders

Q11 To what extent, if at all, do you think it is important to keep Queens Market?



Base: All market traders (122) face to face interviewed, 9 December 2004 – 29 January 2005

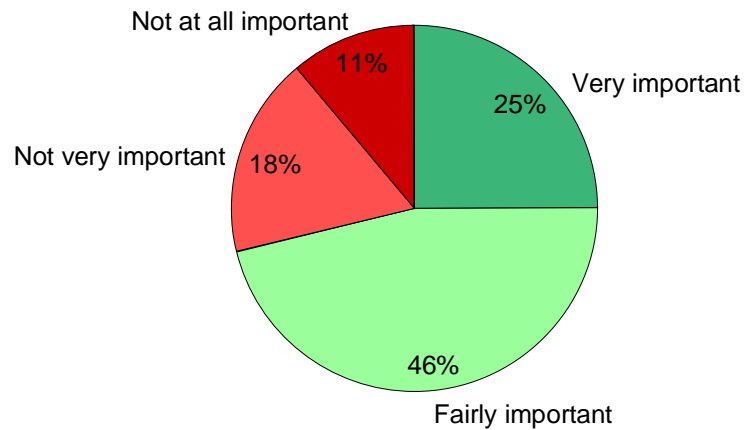
Source: MORI

Views about the Market – Businesses

Businesses also feel it is important to keep the market, although views are less pronounced than among the other groups. Seven in ten feel it is important to keep Queens Market compared with three in ten who say it is not important (71% and 29% respectively).

Importance of keeping market - Businesses

Q7 To what extent, if at all, do you think it is important to keep Queens Market?



Base: All businesses (56) face to face interviewed, 9th – 22nd December 2004

Source: MORI

Awareness of Development and Communications

Respondents were asked whether they had heard about the planned developments to the market and where they got their information from. They were also asked their general views towards the plans and if they have had, or would like, any involvement in the proposed scheme.

Some of the key points arising are:

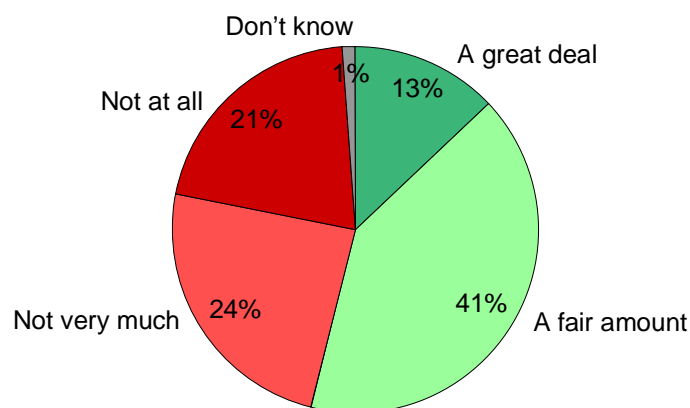
- Awareness of the development is high across the four audiences, although fewer have actually seen the plans (except market traders).
- Around half of residents are generally happy for the council to get on with the development as long as they are kept informed
- Two-fifths of shoppers are happy for the plans to go ahead but are more focused on the development improving the area than being kept informed
- Two-thirds of traders would like to have more of a say in what the plans involve

Residents

Awareness amongst residents of the plans to redevelop the market is relatively high. Three-quarters of residents say they have at least heard about the plans (78%), with over half saying they know either a great deal or a fair amount about the redevelopment plans for the area (54%).

Heard about plans? - Residents

Q26 *Before taking part in this interview, how much would you say you had heard about the plans to improve Queens Market?*



Base: All residents (503) face to face interviewed, 9 December 2004 – 29 January 2005

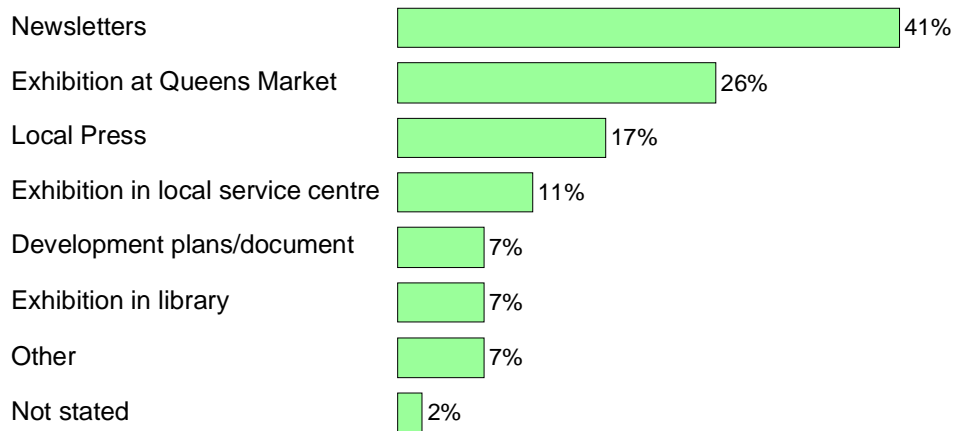
Source: MORI

While most residents say they have heard about the plans, fewer say they have actually seen them (24%).

Four in ten of the residents that have seen the plans for redeveloping the area, saw them in a newsletter, with a further quarter having attended an exhibition at Queens Market (41% and 26% respectively). One in six say they saw them in the local press (17%), and one in nine say they saw them at a local service exhibition (11%).

Where seen the plans? - Residents

Q28 Where did you see the plans?



Base: All residents who have seen Queens Market Development plans (122)

Source: MORI

Half of residents are happy to let the council get on with carrying out the developments, as long as they know what they involve (49%). One quarter has no particular interest in finding out about the developments as long as they improve the area (24%) and seven per cent say that they have no interest at all in the redevelopment of the area. In contrast, 15% feel that they would like to have more of a say in what the developments involve.

Q29 And which of the statements on this card comes closest to your own attitude towards the planned development of the area?

Base: All residents (503)	%
I have no interest in what the planned developments involve	7
I'm not interested in what the planned developments involve as long as they improve the area	24
I would like to know what the developments involve, but I'm happy to let the council get on with it	49
I would like to have more of a say in the planned developments	15
I am already involved with the planned developments	*
Don't know	5
Not stated	1

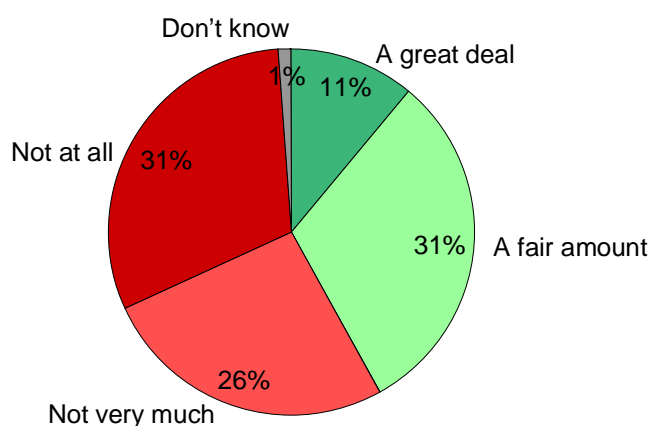
Source: MORI

Shoppers

Awareness of the plans is also relatively high amongst shoppers. Over two-thirds of shoppers say they have at least heard about the plans and four in ten say they know either a *great deal* or a *fair amount* about the redevelopment plans for the market (68% and 42% respectively).

Heard about plans? - Shoppers

Q13 Before taking part in this interview, how much would you say you had heard about the plans to improve Queens Market?



Base: All shoppers (214) face to face interviewed, 9 December 2004 – 23 January 2005

Source: MORI

As with residents, fewer shoppers have seen the plans for the redevelopment (19%). Of those shoppers that have seen the plans, most saw them at an exhibition at Queens Market, in a newsletter or in the local press⁷.

A quarter of shoppers are happy to let the council get on with carrying out the developments, as long as they know what they involve (26%). Four in ten have no particular interest in finding out about the developments as long as they improve the area (41%) and one in eight say that they have no interest at all in the redevelopment of the area. However, 16% feel that they would like to have more of a say in what the developments involve, while very few shoppers actually involved with the developments in some way (1%).

⁷ Please note - small base size.

Q16 *And which of the statements on this card comes closest to your own attitude towards the planned development of the area?*

Base: All shoppers (214)	%
I have no interest in what the planned developments involve	12
I'm not interested in what the planned developments involve as long as they improve the area	41
I would like to know what the developments involve, but I'm happy to let the council get on with it	26
I would like to have more of a say in the planned developments	16
I am already involved with the planned developments	1
Don't know	4

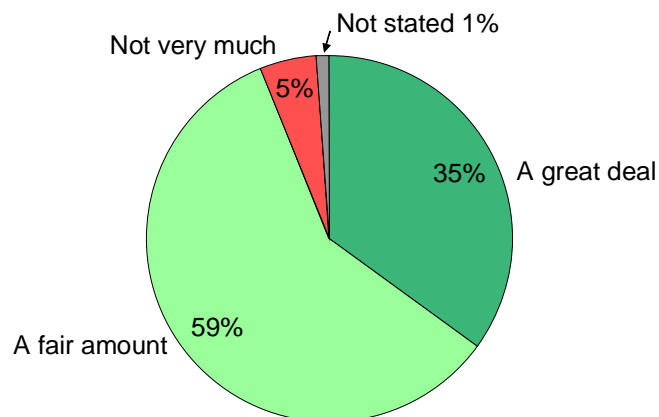
Source: MORI

Market Traders

As we would expect, awareness of the plans is very high among market traders. Nearly all say they know either a great deal or a fair amount about the redevelopment plans for the market (94%). A third know a *great deal* about the plans (35%).

Heard about plans? – Market Traders

Q15 *Before taking part in this interview, how much would you say you had heard about the plans to improve Queens Market?*



Base: All market traders (122) face to face interviewed, 9 December 2004 – 29 January 2005

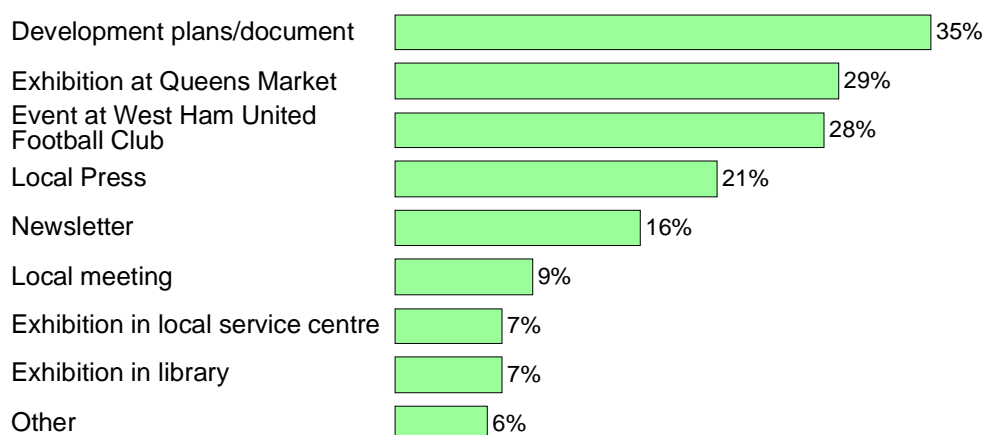
Source: MORI

The majority of market traders have also seen the plans for the redevelopment (88%).

Around a third of market traders that have seen the plans saw them in the development plans document (35%). Three in ten saw the plans at an exhibition at Queens Market and a similar proportion saw them at an event at West Ham United Football Club (29% and 28% respectively). A further fifth have seen them in the local press and one in six have seen a newsletter (21% and 16% respectively).

Where seen the plans? – Market Traders

Q17 Where did you see the plans?



Base: All market traders who have seen Queens Market Development plans (107)

Source: MORI

A quarter of market traders are happy to let the council get on with carrying out the developments, as long as they know what they involve. As we might expect, very few traders say they are not interested in what the plans involve and around two-thirds say they would like to have more of a say in the developments (64%).

Q18 And which of the statements on this card comes closest to your own attitude towards the planned development of the area?

Statement	Percentage
I have no interest in what the planned developments involve	7
I'm not interested in what the planned developments involve as long as they improve the area	2
I would like to know what the developments involve, but I'm happy to let the council get on with it	25
I would like to have more of a say in the planned developments	64
I am already involved with the planned developments	1
Don't know	2

Source: MORI

Businesses

Awareness of the plans is also high among businesses. Nearly all of the local businesses interviewed say they have at least heard about the plans (94%) and seven in ten say they know either a great deal or a fair amount about them.

Three in five businesses have seen the plans for the redevelopment (59%). Most businesses say they saw the plans either at the Queens Market exhibition, in the local press, or in the development plans document.

Four in ten of businesses that were interviewed in the study are happy to let the council get on with carrying out the developments, as long as they know what they involve (43%). Around half say they would like to have more of a say in what the developments involve (48%).

Views Towards Developments

Respondents were asked about their views on individual aspects of the planned developments in order to help identify *relative* levels of support for some of the possible actions.

The main issues arising include:

- In line with other findings on this subject, all audiences would like to see the market cleaner and generally more attractive
- Improved car parking facilities is a popular plan, with all audiences saying this would be a good addition to the market
- Businesses are generally more positive than the other audiences that more shops and a supermarket would improve the area. Residents' views are divided on the matter, while shoppers and traders are less positive.
- More housing is the least popular of the suggested actions.

Residents

In line with priorities identified previously, residents are particularly positive about potential improvements to the **cleanliness** of the market. Nearly all residents say that cleaning up the market would improve the site (94%).

Around three-quarters feel a **bigger range of goods on sale** will improve the market, while two thirds feel more **car parking on site** would be an improvement, again reflecting views across the audiences on current problems with the market (73% and 66% respectively).

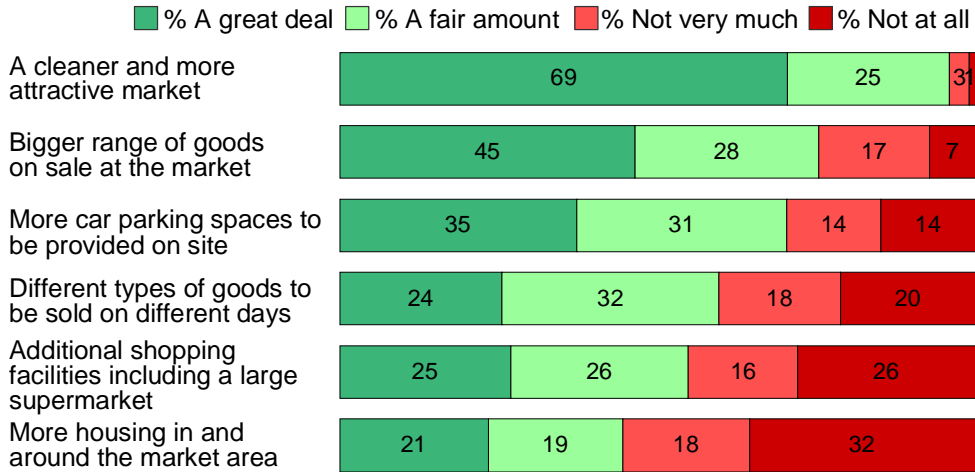
Around half of residents feel that having **different types of goods sold on different days** will improve the market and a similar proportion thinks that having **more shopping facilities, including a large supermarket**, will improve the area (55% and 51% respectively). A significant number of residents are not so positive about these improvements, however. Two in five feel that these measures will not particularly improve the market (38% and 42% respectively).

Residents are **least positive about building more housing** in the local area. Half say that this would not improve the market while two in five say it would be an improvement (51% and 41%).

Those residents supporting the planned developments overall are more likely than average to think each of these individual aspects would improve the market.

Improvements to market and local area - Residents

Q25 To what extent, if at all, do you think the following would improve the market and the local area?



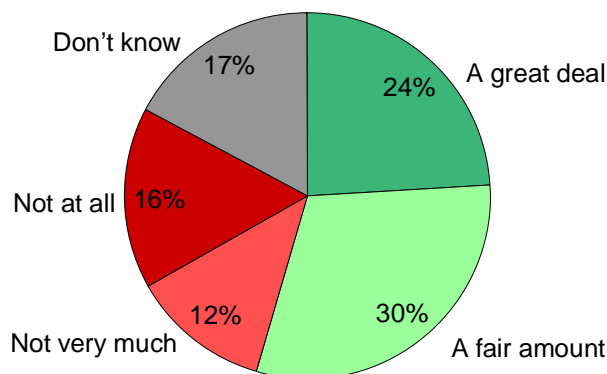
Base: All residents (503) face to face interviewed, 9 December 2004 – 29 January 2005

Source: MORI

Around half of residents feel that trading and shopping in Queens Market would improve if Queens Road (between the station and the market) was pedestrianised (54%). Approximately three in ten feels that it would not really make things better (28%). Residents who have seen the plans are more likely than average to think this will improve trading and shopping (69%).

Making Queens Road pedestrian only - Residents

Q30 To what extent would you say trading and shopping in the market would improve if Queens Road (between the station and the market) was made pedestrian only?



Base: All residents (503) face to face interviewed, 9 December 2004 – 29 January 2005

Source: MORI

Shoppers

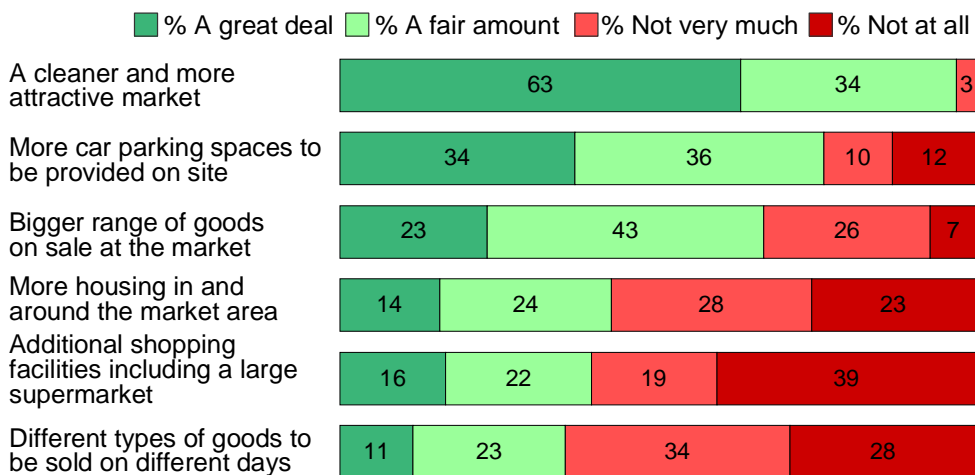
As with residents, shoppers at Queens Market are most supportive of plans to clean the market up. Nearly all shoppers feel that a **cleaner and more attractive** market would benefit the market and surrounding area (97%). Seven in ten shoppers feel the market would improve by having more **car parking** spaces, while two-thirds say that a **wider range of products** would be an improvement (70% and 66% respectively).

Shoppers are **less positive about different products being sold on different days, as well as introducing more shops and a supermarket**. One third of shoppers say that different products on different days would be a good idea, while six in ten don't feel this will improve the market (35% and 62% respectively). Similarly, two in five feel that a supermarket would improve the market and surrounding area, while three in five say it would not be an improvement (38% and 58% respectively). In addition, shoppers are also **negative, on balance, about increasing the amount of housing** in the area; 38% say this would be an improvement, while 51% say it would not.

Shoppers who support the overall development are more likely than average to say that a wider range of products, a new supermarket, car parking, and new housing would improve the market and surrounding area. Those opposing the plans are generally more negative towards these individual proposals.

Improvements to market and local area - Shoppers

Q12 To what extent, if at all, do you think the following would improve the market and the local area?



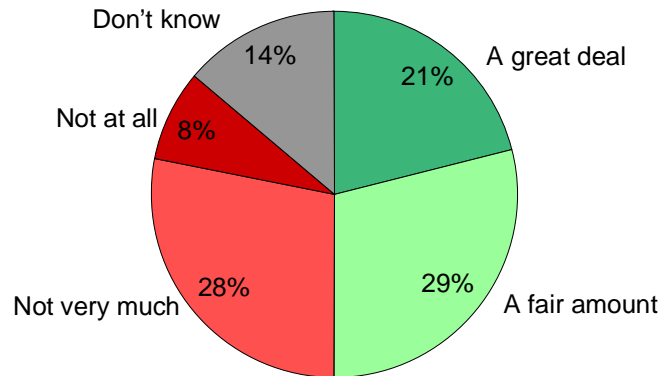
Base: All shoppers (214) face to face interviewed, 9 December 2004 – 23 January 2005

Source: MORI

Shoppers are, on balance, supportive of making Queens Road pedestrian only. Half think this would improve the market and local area, while a third feel that it would make little or no improvement to the area (50% improve and 36% improve not very much or not at all).

Making Queens Road pedestrian only - Shoppers

Q17 To what extent do you say trading and shopping in the market would improve if Queens Road (between the station and the market) was made pedestrian only?



Base: All shoppers (214) face to face interviewed, 9 December 2004 – 23 January 2005

Source: MORI

Market Traders

For market traders, as with residents and shoppers, priorities centre around cleaning up the market. The vast majority think that **making the market cleaner** would be an improvement (93%). Traders are also positive about provision of more **car parking** at the market; 72% say it would be an improvement.

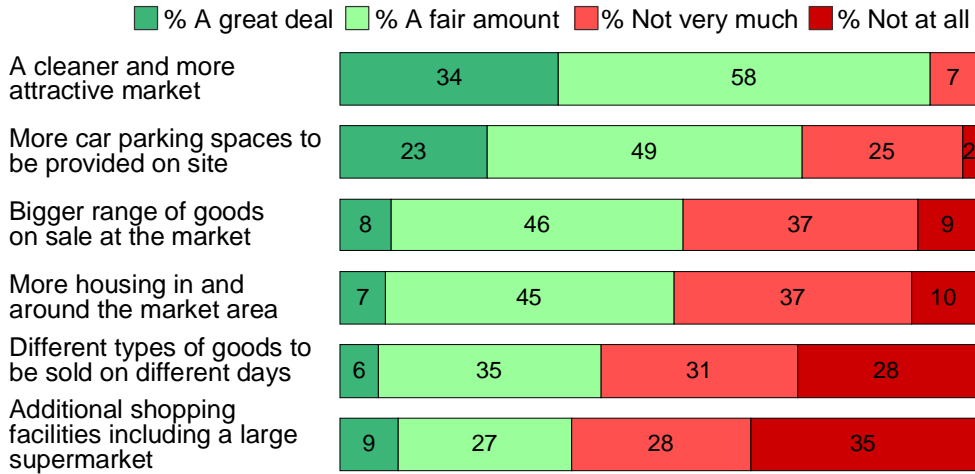
Opinion is divided on whether a wider range of products or more housing in the area would be a good thing for the market and surrounding location. Half of traders say each of these measures would be a positive move, while half say they would not improve things.

Traders are, on balance, **negative towards plans to put a supermarket on the site**, as well as additional shops; 63% do not feel this would be an improvement, while 36% say it would be good for the market and area generally. Traders also feel that selling different goods on different days would not be an improvement (41% improve; 59% not very much/no improvement).

As we might expect, traders that support the plans overall are more in favour of each of these suggested factors, particularly compared with those who oppose the development plans for the market.

Improvements to market and local area – Market Traders

Q14 To what extent, if at all, do you think the following would improve the market and the local area?



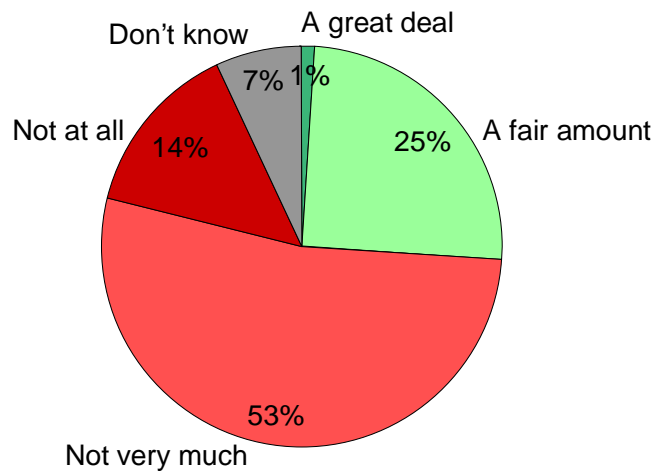
Base: All market traders (122) face to face interviewed, 9 December 2004 – 29 January 2005

Source: MORI

Market Traders do not feel that pedestrianising part of Queen Street would improve trade and shopping at the market. A quarter say this would be a positive move, while two-thirds say this would not really be an improvement (26% and 67%). Again those traders in support of the overall plans are more likely to say that this would be a good idea (50%).

Making Queens Road pedestrian only – Market Traders

Q21 To what extent do you say trading and shopping in the market would improve if Queens Road (between the station and the market) was made pedestrian only?



Base: All market traders (122) face to face interviewed, 9 December 2004 – 29 January 2005

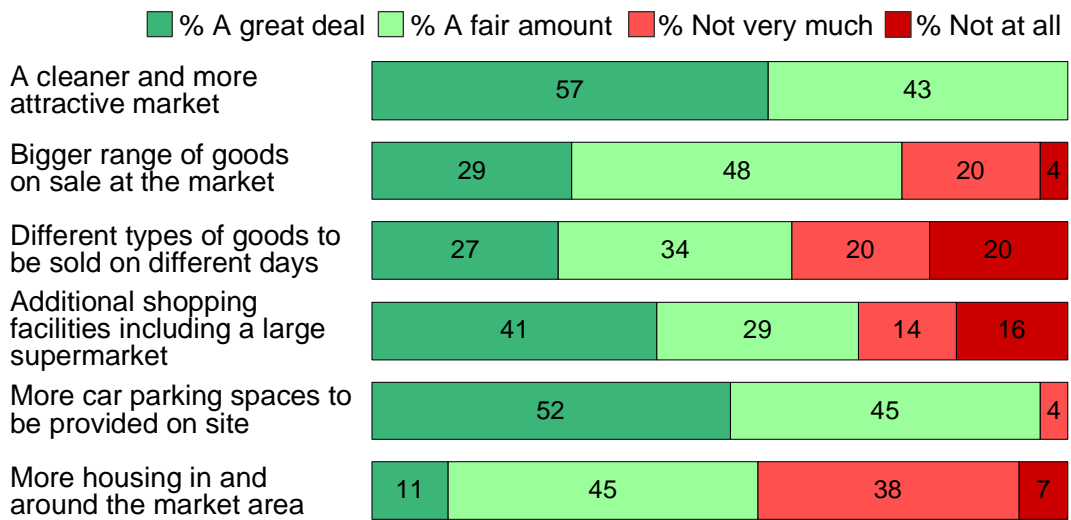
Source: MORI

Businesses

As with the other groups, cleaning up the market scores highest amongst the businesses interviewed in the study. More car parking is also a popular choice, with nearly all businesses saying this will improve the market. A bigger range of products and new shops and supermarket are, on balance, seen as good improvements by local businesses. Opinion is divided however on whether new housing would be a benefit to the market and local area.

Improvements to market and local area - Businesses

Q10 To what extent, if at all, do you think the following would improve the market and the local area?



Base: All businesses (56) face to face interviewed, 9th – 22nd December 2004

Source: MORI

Overall Support for Programme

Respondents of all four surveys were shown a short summary of some of the positive and negative aspects of the planned developments. The order in which these statements were read out was reversed in half of the cases to ensure that answers were not influenced in this way. Respondents were then asked to say if they support or oppose the plans, based on this information and their understanding of what the developments involve.

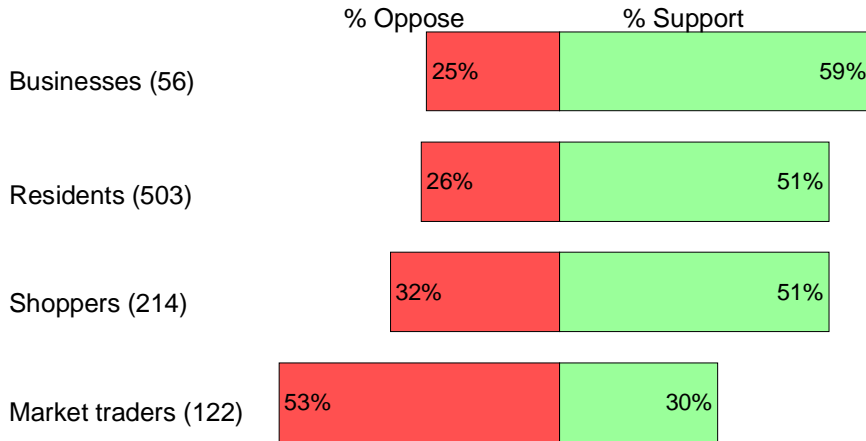
To summarise, comparing levels of support across the four audiences:

- On balance, residents and shoppers support the programme more than they oppose it, based on their understanding of what the plans involve; 51% of residents support it while 26% oppose and 51% of shoppers support with 32% opposing the plans. Positive feelings about the plans centre around the need to clean up the market. The main concerns include keeping the market as it is and not moving it.
- Market traders are least supportive of the plans; 30% support, while 53% oppose. A number of traders are clearly concerned about the development and the possibility of having to move stall, as well as fears that they will lose trade as a result of the development. A smaller proportion of traders say that the area is in need of redevelopment.
- The businesses that were interviewed in the survey are most in favour of the developments with 59% supporting the plans and 25% in opposition.

These findings are outlined in the chart below and are discussed in more detail throughout this chapter.

Support for development plans

After hearing this information, how strongly do you support or oppose this development plan for Queens Market?



Base: All respondents, December 2004 – January 2005

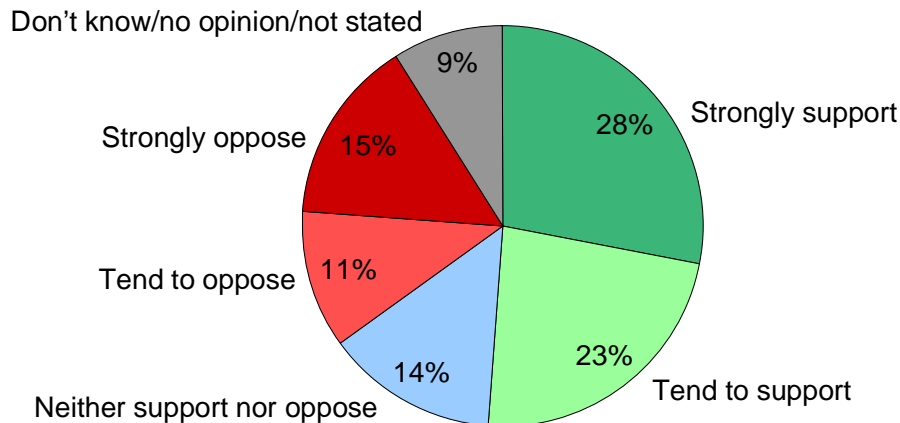
Source: MORI

Residents

Overall, based on their understanding of what the planned programme of developments involves, around half of residents support the plans for redeveloping Queens Market (51%). In contrast, a quarter opposes the plans (26%). One in seven says they neither support nor oppose the plans, with around one in twelve saying they don't know (14% and 9% respectively).

Support for development plans - Residents

Q23 After hearing this information, how strongly do you support or oppose this development plan for Queens Market?



Base: All residents (503) face to face interviewed, 9 December 2004 – 29 January 2005

Source: MORI

There are no variations in support or opposition between those residents who read the positive aspects of the planned developments first and those who read the negative aspects first.

Residents' Support/Opposition for programme – Sub-groups						
	Strongly support	Tend to support	Tend to Oppose	Strongly Oppose	Don't Know / Neither	Net support
<i>Base: All residents (503)</i>	%	%	%	%	%	±%
Total	28	23	11	15	22	+26
Sex						
Male	28	23	9	17	22	+25
Female	29	23	12	13	22	+26
Age						
16-34	34	21	23	19	25	+36
35-44	27	28	10	19	16	+25
45-retirement	28	22	9	17	22	+24
Retirement and over	23	22	16	14	26	+16
Ethnicity						
White	24	21	13	11	30	+21
Asian	30	26	9	15	19	+32
Black	29	17	13	20	21	+14
Tenure						
Owner occupier – Total	26	21	14	19	19	+14
Council tenants	37	23	6	12	21	+43
HA tenants	24	33	3	15	24	+40
Private tenants	29	20	15	7	28	+27
Length of time in area						
Less than 5 years	29	27	11	7	25	+38
5 years or more	28	21	11	18	21	+21
Interest in developments						
Not interested	23	27	9	12	29	+29
Interested but happy to let council get on	35	26	12	9	18	+40
Want more say/Already involved	21	11	12	40	16	-20
Seen Plans						
Yes	34	25	10	15	16	+34
No	27	23	11	15	23	+24
Statements read first						
Positive	29	23	11	12	22	+28
Negative	29	23	11	19	19	+23

Source: MORI

In line with their concerns and priorities for improvement, the most common positive reasons given by residents about the redevelopment is that the market is currently dirty and needs to be cleaner (23%).⁸ In addition, one in ten residents say the area needs to be modernised generally (10%). Around one in twelve says that the plans would help to reduce crime and therefore make the area safer (8%).

Q24 *Why do you say that...? Positive responses to plans - Residents' top answers*

<i>Base: All residents (503)</i>	<i>%</i>
Market is dirty/it needs to be cleaner/tidier	23
Area needs to be improved/modernised/redeveloped	10
Would reduce crime/make area safer	8
Like the ideas of a supermarket/a supermarket is needed	8
Will create more jobs	7
We need new shops/proper shops/a better range of shops	7
There will be more car parking	5
Will improve the quality of products sold (poor quality/shoddy goods sold at market)	4
A good idea/sounds good	3
Would make the area more attractive generally	3
Nothing/no answer	6
Don't know	7
Not stated	1

Source: MORI

Note – top 10 answers listed only

⁸ Please note – This was asked as an open-ended question.

One in six residents say they do not want the market to move and it should be kept where it is (16%). A further one in nine says that the market is important and is the only one of its kind in the area (11%). Around one in ten say that prices are cheap and affordable at the market and a similar proportion say that a supermarket is not needed (both 9%).

Q24 *Why do you say that...? Negative responses to plans - Residents' top answers*

<i>Base: All residents (503)</i>	<i>%</i>
Shouldn't move the market/leave it as it is	16
Would still want a market/market is important/the only one around here	11
Prices are cheap/affordable	9
We don't need another supermarket	9
Shouldn't reduce the amount of stalls	3
It's not fair to stallholders to lose their livelihood	3
We do not need more housing in this area	3
Don't want the area to change/lose its identity/its character	3
Need to keep the international flavour/cultural mix of the market	3
A supermarket will kill off the smaller businesses	2
Market has been there a long time/for 180 years	2
Nothing/no answer	6
Don't know	7
Not stated	1

Source: MORI

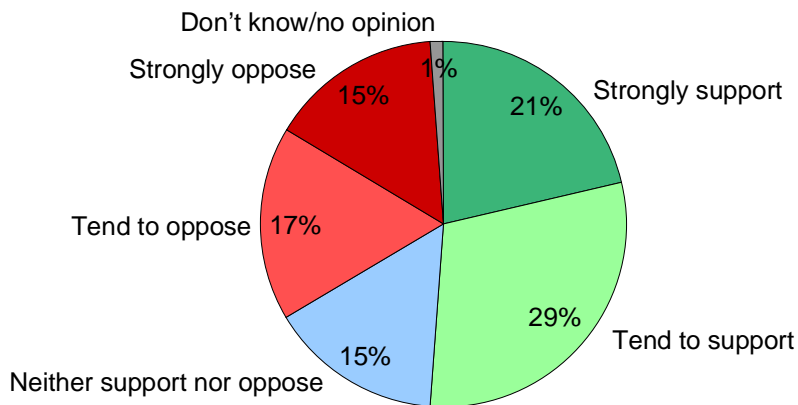
Note – top 10 answers listed only

Shoppers

Based on their knowledge of the planned developments, and the information shown during the interview, half of shoppers support the development plans for Queens Market (51%). One third oppose the plans (32%), while around one in seven say they neither support or oppose the development (15%).

Support for development plans - Shoppers

Q10 After hearing this information, how strongly do you support or oppose this development plan for Queens Market?



Base: All shoppers (214) face to face interviewed, 9 December 2004 – 23 January 2005

Source: MORI

There are few variations between the main sub-groups in their support or opposition of the plans.

Shoppers' Support/Opposition for programme – Sub-groups						
	Strongly support	Tend to support	Tend to Oppose	Strongly Oppose	Don't know/ Neither	Net support
<i>Base: All shoppers (214)</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>±%</i>
Total	21	29	17	15	16	+19
Sex						
Male	21	32	16	17	15	+21
Female	22	27	20	12	20	+16
Age						
18-34	24	35	17	10	14	+32
35-54	21	29	18	15	15	+16
55+	18	24	16	22	20	+4
Ethnicity						
White	20	26	11	26	17	+9
Asian	17	34	19	12	18	+21
Black	28	21	19	16	16	+14
Work Status						
Working	25	28	17	15	16	+22
Not working	18	30	18	16	19	+13
Live in Newham						
Yes	20	31	13	15	20	+23
No	23	28	21	15	14	+15
Interest in developments						
Not interested	13	36	19	15	17	+16
Interested but happy to let council get on	36	25	16	7	15	+38
Want more say/Already involved	27	14	19	27	14	-5
Seen Plans						
Yes	25	18	13	28	18	+3
No	20	33	19	12	16	+22
Statements read first						
Positive	25	27	16	12	21	+24
Negative	18	33	18	17	13	+15

Source: MORI

Again, cleaning up the market is the most positive reason given about the development (14%). One in twelve says the area needs to be generally modernised and redeveloped (8%).⁹

⁹ Please note – This was asked as an open-ended question.

Q11 Why do you say that...? Positive responses to plans - Shoppers' top answers

	%
<i>Base: All shoppers (214)</i>	<i>7</i>
Market is dirty/it needs to be cleaner/tidier	14
Area needs to be improved/modernised/redeveloped	8
A good idea/sounds good	7
There will be more car parking	4
We would have more choice/variety/everything under one roof	4
Needs reorganising/more logical layout of stalls	3
Scheme would benefit local people	3
Like the ideas of a supermarket/a supermarket is needed	1
Would reduce crime/make area safer	1
Nothing/no answer	5
Don't know	2

Source: MORI

Note – top 10 answers listed only

One fifth of shoppers do not want the market to change and lose its identity and character (21%). One in nine shoppers say there is no need for another supermarket (11%), while eight per cent say it is the only market of its kind in the area. Seven per cent cite the need to keep the international and cultural mix of the market.

Q11 Why do you say that...? Negative responses to plans - Shoppers' top answers

	%
<i>Base: All shoppers (214)</i>	<i>7</i>
Don't want the area to change/lose its identity/its character	21
We don't need another supermarket	11
Would still want a market/market is important/the only one around here	8
Need to keep the international flavour/cultural mix of the market	7
Prices are cheap/affordable	6
Will reduce the number of shops/don't want to lose the shops	5
Have used it for years/go there regularly	4
DK much about the plans/changes/need to know more details	4
Shouldn't reduce the amount of stalls	2
We do not need more housing in this area	2
Nothing/no answer	5
Don't know	2

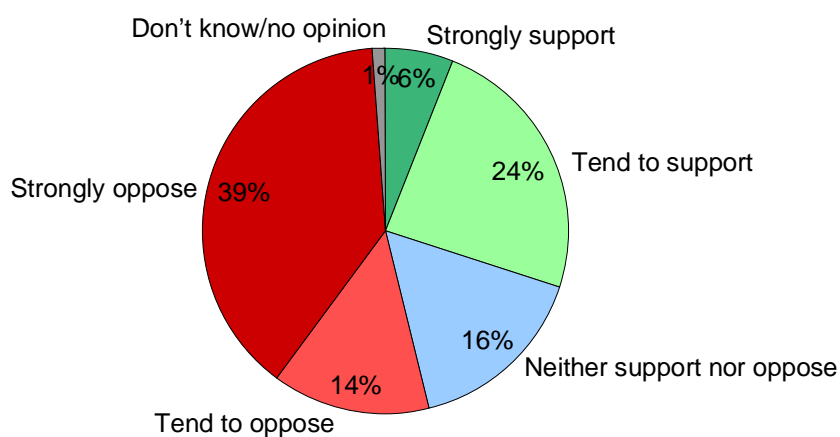
Source: MORI

Market Traders

Overall, traders are not in favour of the proposed development of the market. Three in ten say they support the plans, while around half oppose them (30% and 53% respectively). Of those that oppose the development, more *strongly oppose* than *tend to oppose* it (39% and 14% respectively). More shop owners in Queens Market oppose compared to stall holders (62% and 48% respectively).¹⁰

Support for development plans – Market Traders

Q12 After hearing this information, how strongly do you support or oppose this development plan for Queens Market?



Base: All market traders (122) face to face interviewed, 9 December 2004 – 29 January 2005

Source: MORI

¹⁰ Please note – caution is advised interpreting these data due to small base sizes

Traders' Support/Opposition for programme – Sub-groups						
	Strongly support	Tend to support	Tend to Oppose	Strongly Oppose	Don't know/ Neither	Net support
<i>Base: All Market Traders (122)</i>	%	%	%	%	%	±%
Total	6	24	14	39	17	-24
Sex						
Male	6	26	11	40	16	-18
Female	4	15	26	37	19	-44
Age						
18-34	3	20	20	43	13	-40
35-54	5	27	11	36	22	-16
55+	11	21	14	43	7	-25
Ethnicity						
White	6	15	9	52	15	-39
Asian	5	31	12	33	18	-9
Number working on the stall						
2 or less	4	31	8	37	18	-10
More than 2	7	19	18	41	15	-33
Length of time owning stall						
Less than 5 years	4	29	15	31	19	-13
5 years or more	7	20	14	45	15	-31
Trader¹¹						
Stall owner*	3	27	6	42	21	-18
Shop owner	11	18	27	36	9	-33
Statements read first						
Positive	6	24	13	39	17	-21
Negative	5	24	15	39	17	-25

Source: MORI

*Kiosks included in this group

¹¹ Please note – small base sizes

One in six traders says that the area needs to be generally improved and modernised (16%). Around one in eight say that more passing trade will be generated by attracting people to the area, and a similar proportion say that the market needs to be cleaned up (12% and 11% respectively).¹²

Q13 Why do you say that...? Positive responses to plans - Traders' top answers

<i>Base: All market traders (122)</i>	<i>%</i>
Area needs to be improved/modernised/redeveloped	16
Will attract more people/different people/people from other areas/passing trade	12
Market is dirty/it needs to be cleaner/tidier	11
Would make the area more attractive generally	7
As long as I still have a space for my stall I'm OK with it	5
A good idea/sounds good	5
We need new shops/proper shops/a better range of shops	4
We would have more choice/variety/everything under one roof	2
Like the idea of a supermarket	2
Nothing/no answer	10
Don't know	5
Not stated	*

Source: MORI

Note – top 10 answers listed only

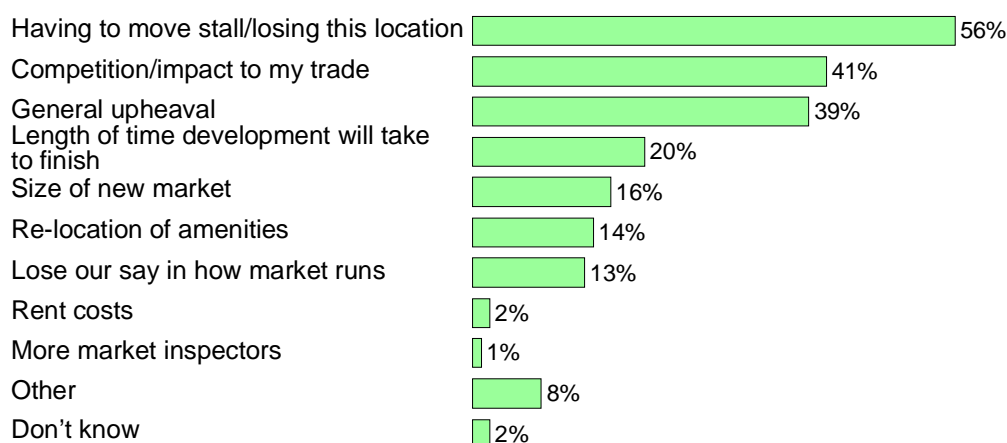
¹² Please note – This was asked as an open-ended question.

Traders' concerns

When specifically asked what their concerns about the developments are, the biggest worry for traders is that they may have to move their stall or move from their current location (56%). Two in five traders are concerned about the general upheaval the developments will cause as well as the competition and impact it will have on their trade (39% and 41% respectively). A fifth are concerned about the length of time the developments will take, while one in six have issues with the size of the proposed new market (20% and 16% respectively). Fourteen per cent are worried about the relocation of amenities and 13% are concerned they will lose their say in how the market runs.

Concerns – Market Traders

Q19 What two or three things, if any, most concern you about the development of Queens Market?



Base: All market traders (122) face to face interviewed, 9 December 2004 – 29 January 2005

Source: MORI

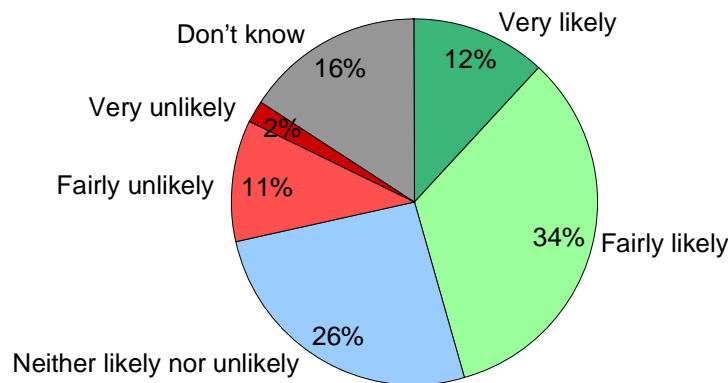
Those opposed to the new development plans are more likely to say they are concerned about having to move stall or location than those traders who support the plans. (66% of those *opposed* to the plans compared to 31% of those who *support* the plans). This is also true of those worried about the competition and impact the developments would have to their trade (58% of those opposed compared to 11% of those supporting the plans).

The size of the new market is a bigger concern for shop owners in the market than it is for stall holders (24% compared with 12% respectively).

Just under half of market traders say it is likely they will continue to trade in the local area if the proposed developments go ahead (12% *very likely* and 34% *fairly likely*). A large proportion of traders appear undecided about this, with a quarter (26%) saying it is *neither likely nor unlikely*, while 16% say they *don't know*. One in eight say it is unlikely they will continue to trade in the area (13%).

Continue to trade in the area – Market Traders

Q20 How likely or unlikely is it that you will continue to trade in the area if the proposed developments to Queens Market go ahead?



Base: All market traders (122) face to face interviewed, 9 December 2004 – 29 January 2005

Source: MORI

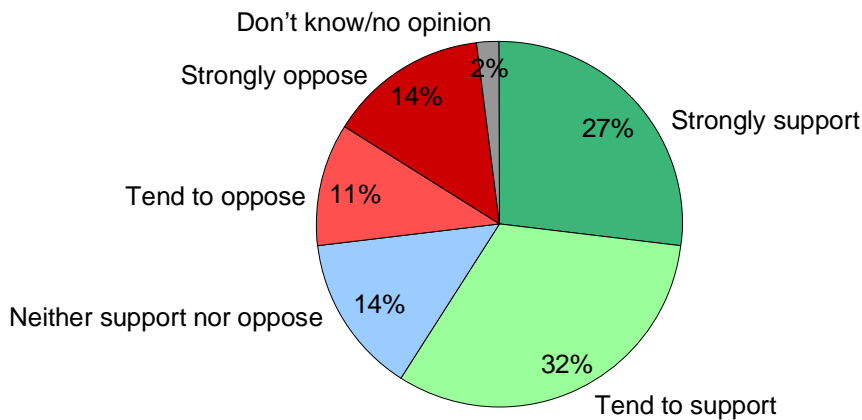
More traders supporting the planned developments than opposing them say it is *likely* they will continue to trade in the local area (69% of those supporting compared with 37% of those opposing the planned developments).

Businesses

The businesses that took part in the survey, on balance, are in favour of the development plans. Around three in five of businesses support the development plans for Queens Market, while a quarter opposes the plans (59% and 25% respectively).

Support for development plans - Businesses

Q8 After hearing this information, how strongly do you support or oppose this development plan for Queens Market?



Base: All businesses (56) face to face interviewed, 9th – 22nd December 2004

Source: MORI

Positive reasons given by businesses about the plans include: improving the area generally; cleaning up the market; making the area more attractive; and that it will attract more people to the area. Negative views centre around the view that the market should remain as it is due to it being the only one in the area.

Appendices

Guide to Statistical Reliability

It should be remembered that a sample, not the entire population of the Queens Market area has been interviewed for this survey. Therefore the figures obtained may not be exactly those if everybody had been interviewed (the “true” values). However, the variation between the sample results and the “true” values can be predicted from knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which this prediction can be made is usually chosen to be 95% - that is, the chances are 95 in 100 that the “true” value will fall within a specified range.

The table below illustrates the predicted ranges for different sample sizes and percentage results at the “95% confidence interval”.

Sample size	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
500	3	4	5
400	3	5	6
300	4	6	6
200	5	7	7
100	6	9	10

Therefore, with a total sample size of 500 completed interviews, where 50% give a particular answer, the chances are 19 in 20 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of ± 5 percentage points from the sample result; in fact the actual result is proportionately more likely to be closer to the centre (50%) than the extremes of the range (45% or 55%).

When the results are compared between separate sub-groups within a sample, different results may be obtained. The difference may be “real,” or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is “statistically significant” - it is again necessary to know the total population, the size of the samples, the percentage giving a certain answer, and the degree of confidence chosen. Assuming the “95% confidence interval”, the differences between the two sub-sample results must be greater than the values given in the table below:

Sample sizes	Differences required for significance at or near these percentage levels		
	10% or 90%	30% or 70%	50%
	±	±	±
500 and 300 (Total vs sub-group)	3	4	4
500 and 100 (Total vs sub-group)	6	9	9
300 and 200 (Sub-group vs sub-group)	7	9	9
300 and 100 (Sub-group vs sub-group)	9	11	12
100 and 100 (Sub-group vs sub-group)	10	14	14

Marked-Up questionnaire – Residents' Survey

**Newham Queens Market Survey – Residents Survey
 Topline results - 03/3/05**

- 503 interviews conducted face-to-face in Newham.
- Results based on all respondents (503), unless otherwise stated
- Fieldwork conducted between 9th December 2004 and 29th January 2005
- Data are unweighted
- An asterisk (*) denotes a finding of less than 0.5%, but greater than zero
- Where figures do not add up to 100, this is due to multiple coding, computer rounding or the exclusion of don't know or not stated categories
- Where bases are less than 30, unweighted numbers (N) are given, rather than percentages (%)
- Respondents' answers are based on their understanding of the issues as they are presented in the questionnaire. No extra stimulus materials were used in obtaining these answers.

HOUSEHOLD

- Q1. I'd like to start by asking you about each of the people who live here regularly. How many people are there usually living here - that includes yourself, any other adults and children? CODE BELOW**

	1	2	3	4	5	6	7	8	9+
%	18	17	18	18	14	11	1	1	1

Now I'm going to ask you some questions about each member of your household, starting with the Household Reference Person (HRP) – the HRP is the person who is legally or financially responsible for the accommodation.

- Q2. From this card, can you tell me what relationship you are/s/he is to the HRP?**

	All Household members (1,709) %
HRP	29
Partner/spouse	17
Child	40
Other relative	10
Other non-relative (eg lodger)	4
Not stated	*

Q4 Can I just check, are you . . . ?

	%
Household Reference Person (HRP)	85
Partner/spouse of HRP	8
Other	6
Not stated	1

Q5 Is s/he female or male?

	All respondents (503) %	All Household members (1,709) %
Female	53	50
Male	47	49
Not stated	*	1

Q6 Now I'd like to ask how old each person is. How old are you/is s/he?

	All respondents (503) %	All Household Members (1,709) %
0-4	-	6
5-10	-	10
11-15	-	10
16-17	1	5
18-24	7	13
25-34	20	16
35-44	25	13
45-54	19	12
55-59	6	4
60-64	7	3
65-74	8	5
75+	7	3
Not stated	*	*

Q7 Which statement on this card applies to each adult in the household?

	All respondents (503) %	All Household Members aged 16+ (1,282) %
In employment:		
full-time (24/+ hrs weekly)	37	37
part-time (under 24 hrs weekly)	5	6
Government supported training	-	-
Unemployed:		
registered (job seeker's allowance)	9	6
not registered, but seeking work	1	1
Not seeking work(looking after family/home)	17	15
Long-term sick/disabled	4	3
Retired	21	15
Full-time student	5	15
Other	*	*
Not stated	1	3

Q8 How would you describe the composition of your household?

	%
One adult under 60	8
One adult aged 60 or over	11
Two adults, both under 60	6
Two adults, at least one aged 60 or over	8
Three or more adults aged 16 or over	25
1-parent family, with at least one child under 16	13
2-parent family, with at least one child under 16	26
Other	3
Not stated	*

Q9 Type of property ?

	%
House/Bungalow	66
Flat/maisonette in: purpose built block of flats	31
converted house	3
Accommodation in hostel/bed breakfast	-
Caravan/mobile home or houseboat	-
Other	1

Q10 In which of these ways do you occupy this accommodation? Just read out the letter that applies.

	%
Own it outright	30
Buying it with the help of a mortgage or loan	18
Rent from council	19
Rent from Housing Association/Trust	16
Rent from private landlord	17
Other	*
Don't know	*

Q11 May I just check, do you own the house/flat freehold or on a lease?

	%
Freehold	90
Leasehold	9
Don't know	*
Not stated	1

Base: All owner occupiers (243)

Q12 From this card, what is your household's ethnic group? Just read out the letter that applies.

	%
White	25
British	17
Irish	1
Eastern European	1
Any other White background	6
Mixed	1
White and Black Caribbean	*
White and Black African	*
White and Asian	1
Any other Mixed background	-
Asian or Asian British	55
Indian	26
Pakistani	14
Bangladeshi	10
Sri Lankan Tamil	1
Any other Asian background	5
Black or Black British	17
Caribbean	6
Somali	1
Nigerian	3
Other Black African	7
Any other Black background	1
Chinese or other ethnic group	1
Chinese	*
Any other background	1

SECTION 2: GENERAL ATTITUDES TO THE AREA

Q13 How long have you been living in this area? By this area I mean what you consider to be your local area.

	%
Less than six months	6
At least six months but less than 2 years	8
At least 2 years but less than 3 years	5
At least 3 years but less than 5 years	8
At least 5 years but less than 10 years	18
At least 10 years but less than 20 years	20
20 years or longer	31
All my life	4

Q14 How satisfied or dissatisfied are you with this area as a place to live?

	%
Very satisfied	26
Fairly satisfied	49
Neither satisfied nor dissatisfied	9
Fairly dissatisfied	9
Very dissatisfied	6
Don't know / No opinion	1

Q15 **And, on the whole, do you think that over the past two years this area has got better or worse to live in, or haven't things changed much?**

	%
Area has got better	15
Area has got worse	32
Area has not changed much	41
Lived here less than two years	6
Don't know	5

Q16 **I am going to read out a list of things that can cause problems for people in their area. I would like you to tell me whether each of them is a problem in this area?**

		A serious problem in this area	A problem in this area, but not serious	Not a problem in this area	Don't know	Not stated
Litter and rubbish in the streets	%	51	32	17	-	-
The speed and volume of road traffic	%	36	32	31	*	*
Vandalism, graffiti and other deliberate damage to property	%	21	30	46	2	*
Racial harassment	%	5	16	73	4	1
Car crime (eg damage, theft and joyriding)	%	24	28	34	14	*
Teenagers hanging around on the streets	%	39	32	28	1	-
Drug dealing and use	%	21	24	32	23	*
Prostitution and soliciting	%	11	16	45	27	*
Traffic congestion on Green Street	%	73	16	9	1	*

Q17 Please look at this card carefully and tell me which four or five of these improvements to facilities or services, if any, you feel are most needed in your area? The list of items is long, so please take your time to read through before answering. Please read out the letters that apply.

	%
Services/Facilities:	71
More facilities for teenagers	16
Better quality of shops	15
Better local health services	14
More children's play areas	12
Better range of shops	11
More facilities for older people	9
More facilities generally	9
Better/more parks and open spaces	7
Affordable leisure facilities	6
Community centres that everyone can use	6
A local Post Office	5
More facilities for disabled people	5
Better range of restaurants/bars/cafes	4
More banks	4
More secondary schools	3
More/better Adult Education Facilities	3
More childcare provision	2
Environment:	65
Cleaner streets/environment	50
Better maintenance of the area/council maintenance	17
Less air and noise pollution	8
Less dogs' mess	7
Better/more lighting	6
Crime:	55
Better/more policing	37
CCTV (Closed Circuit TV)	25
Less vandalism/graffiti	9
Less racial harassment	2
Transport:	35
Improve congestion	27
Better public transport generally	7
Better bus services	3
Housing	29
More affordable housing	13
Better quality housing	11
More housing generally	10
Bigger homes for families	5
Economy:	20
More/better jobs	12
Other	8
None of these/nothing	5
Don't know	4

QUEEN'S MARKET

Q18 How often, if at all, do you or members of your household use Queen's Market?

	%
Every day it is open	36
At least once a week	47
At least once a fortnight	3
At least once a month	3
Once every six months	2
Once a year	1
Never	6
Don't know	*

Q19 What do you use the market for?

	%
Buying food	96
Buying general household goods	38
Buying clothes	21
Buying materials/cloth	19
Just like looking round/window shopping	10
Other	1
Don't know	-

Base: All who use market at least once a year (469)

Q20 What do you most like about Queens Market? What else?

	%
Price	53
Convenient	35
Good range of products	34
Location	26
Quality of goods	15
Good cultural mix/vibrant atmosphere	14
Stall holders are friendly/helpful	8
Other	4
Don't know	9

Q21 And what do you least like about the market? What else?

	%
Dirty	55
Crowded	16
Noisy	8
Poor Quality of goods	7
It smells/smell from the meat	5
Poor/limited range of products	4
Unfriendly	1
Crime (thefts/pickpockets)	1
Condition of market/building	1
Dimly lit/needs more lighting	1
Poorly organised	1
Poor parking facilities	1
Expensive	*
Amount of rubbish	*
Toilet facilities	*
Other	2
Nothing	9
Don't know	20
Not stated	*

Q22 To what extent, if at all, do you think it is important to keep Queen's Market?

	%
Very Important	63
Fairly Important	24
Not very important	6
Not at all important	4
Don't know	3

You may or may not be aware that there are plans to redevelop Queens Market. The Mayor of Newham is committed to keeping the market as close as possible to its current form.

I would now like to read you a short summary, outlining some of the proposed development plans for Queen's Market.

Q23 At this stage the key things you should know about the aims of the Development Plan for Queens Market include:

<u>BLOCK</u> <u>A</u>	<ul style="list-style-type: none">• Keeping the market• It is intended to provide more housing• The market should become cleaner and more attractive• The intention is to make the market and the surrounding area safer• It is likely that there will be new shops and a supermarket in Queens Market area, providing new jobs• It is intended to provide more car parking facilities
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<u>BLOCK</u> <u>B</u>	<ul style="list-style-type: none">• There will be some changes to the positioning of market stalls• While the development is happening there will be some disruption from building work• The number of shops in the market may decrease• There may be a change to the type of goods sold• The cultural mix/atmosphere of the market may change
--------------------------	--

Q23 After hearing this information, how strongly do you support or oppose this development plan for Queens Market?

	%
Strongly support	28
Tend to support	23
Neither support nor oppose	14
Tend to oppose	11
Strongly oppose	15
Don't know/no opinion	8
Not stated	1

Q24

Why do you say that? 'Why else?'

	%
Market is dirty/it needs to be cleaner/tidier	23
Shouldn't move the market/leave it as it is	16
Would still want a market/the market is important/the only one around here	11
Area needs to be improved/modernised/redeveloped	10
Prices are cheap/affordable	9
We don't need another supermarket	9
Would reduce crime/make the area safer	8
Like the idea of a supermarket/a supermarket is needed	8
Will create more jobs	7
Need new shops/proper shops/ a better range of shops	7
There will be more car parking	5
Will improve the quality of products sold (poor quality/shoddy goods sold at market)	4
A good idea/sounds good	3
Would make the area more attractive generally	3
It's local/easy to get to/convenient	3
Shouldn't reduce the amount of stalls	3
Scheme would benefit local people	3
It's not fair to stallholders to lose their livelihood	3
We do not need more housing in this area	3
Don't want the area to change/lose its identity/its character	3
Need to keep the international flavour/cultural mix of the market	3
Others	7
Nothing/no answer	6
Don't know	7
Not stated	1

Note – Answers 2% or less not shown.

Q25

Using this card, to what extent, if at all, do you think the following would improve the market and the local area?

		A great deal	A fair amount	Not very much	Not at all	Don't know/no opinion
A cleaner and more attractive market	%	69	25	3	1	2
Bigger range of goods on sale at the market	%	45	28	17	7	4
Different types of goods to be sold on different days	%	24	32	18	20	6
Additional shopping facilities including a large supermarket	%	25	26	16	26	7
More car parking spaces to be provided on site	%	35	31	14	14	6
More housing in and around the market area	%	21	19	18	32	9

COMMUNICATION

Q26 Before taking part in this interview, how much would you say you had heard about the plans to improve Queens Market?

	%
A great deal	13
A fair amount	41
Not very much	24
Nothing at all	21
Don't know	1

Q27 Can I just check, have you seen the plans to improve Queens Market?

	%
Yes	24
No	75
Don't know	1
Not stated	1

Q28 Where did you see the plans? Just read out the letter(s) that apply?

	%
Development plans/document	7
Newsletter	41
Exhibition in local service centre	11
Exhibition in library	7
Exhibition at Queen's Market	26
Local Press	17
Other	7
Don't know	-
Not stated	2

Base: All seen plans (122)

Q29 And which of the statements on this card comes closest to your own attitude towards the planned development of the market? Just read out the letter that applies.

	%
I have no interest in what the planned developments involve	7
I'm not interested in what the planned developments involve as long as they improve the area	24
I would like to know what the developments involve, but I'm happy to let the council get on with it	49
I would like to have more of a say in the planned developments	15
I am already involved with the planned developments	*
Don't Know	5
Not stated	1

Q30 To what extent would you say trading and shopping in the market would improve if Queens Road (between the station and the market) was made pedestrian only?

	%
A great deal	24
A fair amount	30
Not very much	12
Not at all	16
Don't know	17

Q31 What other improvements, if any, would you like to be made to Queens market? 'What else?'

	%
Clean it up/make it tidier	23
Keep it as it is/don't change anything	6
Better arrangement of stalls & shops/more logical/organised layout	4
More security/make it safe/employ more security guards	4
Need more/cleaner toilets/toilets with attendants	3
Needs refurbishment/modernisation	3
Need to relieve congestion/a one-way system	3
Improve lighting/make it brighter	3
Need better/high street quality shops	3
Need bigger/more variety of shops	3
Improve car parking facilities/more/cheaper parking	2
Make it covered/indoor market/install front gates	2
Improve hygiene/check of food/meat stalls and shops	2
Reduce crime/less stealing/pick-pocketing/more police presence	2
More spacious/for wheelchairs and prams	2
More variety of goods/stalls/less food products	2
Make it bigger/expand it	2
Others	7
Nothing/no answer	33
Don't know	14
Not stated	2

Note – Answers 1% or less not shown.

RE-CONTACT

Q32 Newham Council is interested in working with the local community to help make the local area a better place to live. They may want to consult you further about your priorities. Would you be willing for me to pass your details on to them for the purpose of future research? Your answers to this survey will remain confidential to MORI.

	%
Yes	47
No	53
Not stated	1

Marked-Up Questionnaire – Shoppers' Survey

**Queen's Market Survey – Shoppers Survey
Topline Results 3/3/05**

- 214 interviews conducted face-to-face in Queens Market, Newham.
- Results based on all respondents (214), unless otherwise stated
- Fieldwork conducted between 9th December 2004 and 23rd January 2005
- Data are unweighted
- An asterisk (*) denotes a finding of less than 0.5%, but greater than zero
- Where figures do not add up to 100, this is due to multiple coding, computer rounding or the exclusion of don't know or not stated categories
- Where bases are less than 30, unweighted numbers (N) are given, rather than percentages (%)
- Respondents' answers are based on their understanding of the issues as they are presented in the questionnaire. No extra stimulus materials were used in obtaining these answers.

INTRODUCTION

Q1 Can I just check, have you already taken part in this survey?

	%
Yes	-
No	100

Q2 Which of the following best describes where you live?

	%
Queens Market area	15
In Newham but not in the Queens Market area	34
East London	40
Wider London area	8
South East	2
Other	*
Don't know	-

Q3. Overall, how satisfied or dissatisfied are you with this area as a place to shop?

	%
Very satisfied	31
Fairly satisfied	48
Neither satisfied nor dissatisfied	11
Fairly dissatisfied	7
Very dissatisfied	3
Don't know	*

Q4. What two or three things most need improving in this area to make it a better place to shop? What else needs improving?

	%
Environment:	50
Cleaner streets/environment	40
General image of the area	17
Better/more lighting	3
Less air and noise pollution	3
Services/Facilities:	34
Better maintenance of the market/surrounding area	21
Quality of shops	7
Quality of market stalls	7
Better choice of market stalls	4
Better choice of shops	3
Better range of restaurants/bars/cafes	2
Transport:	22
Availability of car parking	10
Improve congestion	7
Better public transport generally	3
Better bus services	3
Accessibility by car	3
Cost of car parking	1
Crime:	13
Better/more policing	8
Less vandalism/graffiti	5
CCTV (Closed Circuit TV)	4
Less racial harassment	*
Other	20
Toilet facilities	5
Improve organisation/layout	3
Close the market	1
Health issues (food/hygiene)	1
Too cold/draughty/needs heating	1
Low prices/cheaper	1
Smell	*
Crime (thefts/pickpockets)	*
Rubbish Disposal	*
Others	9
None	16
Don't know	7

QUEEN'S MARKET

Q5. How often do you use Queen's Market?

	%
Every day it is open	20
At least once a week	49
At least once a fortnight	13
At least once a month	14
Once every six months	2
Once a year	2
Never	-
Don't know	-

Q6. What do you use the market for?

	%
Buying food	92
Buying general household goods	43
Buying materials/cloth	18
Buying clothes	10
Meet friends	3
Just like looking round/window shopping	1
Other	8
Don't know	-

Q7. What do you most like about Queens Market?

	%
Price	61
Good range of Products	50
Quality of goods	22
Good cultural mix/vibrant atmosphere	17
Location	15
Convenient	14
Stall holders are friendly/helpful	7
Size of market	3
Variety of goods	1
Friendly/good place to meet people	1
Low prices/cheaper	1
Have known it for years/part of my lifestyle	1
Parking facilities	1
Improve cleanliness	*
Other	4
Nothing	1
Don't know	2
Not stated	*

Q8. And what do you least like about the market?

	%
Dirty	46
Crowded	13
Noisy	9
Parking facilities	4
Poor Quality of goods	2
Lack of security	2
Improve organisation/layout	2
Crime (thefts/pickpockets)	2
Smell	2
Poor/limited range of products	1
Location	1
Opening Hours	1
Improve cleanliness	1
Toilet facilities	1
Congestion/traffic flow	1
Health issues (food hygiene)	1
Too cold/draughty/needs heating	1
Rubbish disposal	1
Expensive	-
Unfriendly	*
Whole area needs updating/redeveloping	*
Other	7
Nothing	13
Don't know	14
Not stated	1

Q9. To what extent, if at all, do you think it is important to keep Queen's Market?

	%
Very Important	69
Fairly Important	23
Not very important	6
Not at all important	1
Don't know	1

You may or may not be aware that there are plans to redevelop Queens Market. The Mayor of Newham is committed to keeping the market as close as possible to its current form.

I would now like to read you a short summary, outlining some of the proposed development plans for Queen's Market.

Q10 At this stage the key things you should know about the aims of the Development Plan for Queens Market include:

BLOCK A	<ul style="list-style-type: none">• Keeping the market• It is intended to provide more housing• The market should become cleaner and more attractive• The intention is to make the market and the surrounding area safer• It is likely that there will be new shops and a supermarket in Queens Market area, providing new jobs• It is intended to provide more car parking facilities
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BLOCK B	<ul style="list-style-type: none">• There will be some changes to the positioning of market stalls• While the development is happening there will be some disruption from building work• The number of shops in the market may decrease• There may be a change to the type of goods sold• The cultural mix/atmosphere of the market may change
--------------------	--

Q10. After hearing this information, how strongly do you support or oppose this development plan for Queens Market?

	%
Strongly support	21
Tend to support	29
Neither support nor oppose	15
Tend to oppose	17
Strongly oppose	15
Don't know/no opinion	1

Q11. Why do you say that? 'Why else?'

	%
Don't want the area to change/lose its identity/its character	21
Market is dirty/it needs to be cleaner/tidier	14
We don't need another supermarket	11
Would still want a market/market is important/the only one around here	8
Area needs to be improved/modernised/redeveloped	8
A good idea/sounds good	7
Need to keep the international flavour/cultural mix of the market	7
Prices are cheap/affordable	6
Will reduce the number of shops/don't want to lose the shops	5
There will be more car parking	4
We would have more choice/variety/everything under one roof	4
Have used it for years/go there regularly	4
DK much about the plans/changes/need to know more details	4
Needs re-organising/more logical layout of stalls	3
Scheme would benefit local people	3
Others	9
Nothing/no answer	5
Don't know	2

Note – Answers 2% or less not shown

Q12. Using this card, to what extent, if at all, do you think the following would improve the market and the local area?

		A great deal	A fair amount	Not very much	Not at all	Don't know/no opinion *
A cleaner and more attractive market	%	63	34	3	-	
Bigger range of goods on sale at the market	%	23	43	26	7	1
Different types of good to be sold on different days	%	11	23	34	28	3
Additional shopping facilities including a large supermarket	%	16	22	19	39	4
More car parking spaces to be provided on site	%	34	36	10	12	9
More housing in and around the market area	%	14	24	28	23	10

COMMUNICATION

Q13. Before taking part in this interview, how much would you say you had heard about the plans to improve Queens Market?

	%
A great deal	11
A fair amount	31
Not very much	26
Nothing at all	31
Don't know	1

Q14. Can I just check, have you seen the plans to improve Queens Market?

	%
Yes	19
No	79
Don't know	*
Not stated	1

Q15. Where did you see the plans? Just read out the letter(s) that apply?

	%
Development plans/document	5
Newsletter	20
Exhibition in local service centre	10
Exhibition in library	5
Exhibition at Queen's Market	45
Local Press	20
Leaflets through the door	8
Other	10
Don't know	3

Base: All seen plans (40)

- Q16. **And which of the statements on this card comes closest to your own attitude towards the planned development of the market? Just read out the letter that applies.**

	%
I have no interest in what the planned developments involve	12
I'm not interested in what the planned developments involve as long as they improve the area	41
I would like to know what the developments involve, but I'm happy to let the council get on with it	26
I would like to have more of a say in the planned developments	16
I am already involved with the planned developments	1
Don't know	4

- Q17. **To what extent would you say trading and shopping in the market would improve if Queens Road (between the station and the market) was made pedestrian only?**

	%
A great deal	21
A fair amount	29
Not very much	28
Not at all	8
Don't know	14

- Q18. **What other improvements, if any, would you like to be made to Queens market? 'What else?'**

	%
Clean it up/make it tidier	18
Needs refurbishment/modernisation/rebuilt	7
Need more/cleaner toilets/toilets with attendants	5
Better arrangement of stalls and shops/more logical/organised layout	5
More security/make it safe/employ more security guards	5
Improve car parking facilities/more/cheaper parking	5
Keep it as it is/don't change anything	3
Need more/bigger variety of shops	3
Improve hygiene/check of food/meat stalls and shops	2
Make it covered/indoor market/install front gates	2
More variety/better quality goods	2
It's a good idea/would like to see it go ahead	2
Others	9
Nothing/no answer	23
Don't know	6
Not stated	17

Note – Answers 1% or less not shown.

RE-CONTACT

Q19. **Newham Council is interested in working with the local community to help make the local area a better place to live. They may want to consult you further about your priorities. Would you be willing for me to pass your details on to them for the purpose of future research? Your answers to this survey will remain confidential to MORI.**

	Yes	%
	35	
	No	65

DEMOGRAPHICS

QA Sex

	%
Male	54
Female	45
Not stated	1

QB Age

	%
18-24	10
25-34	23
35-44	21
45-54	20
55-59	6
60-64	6
65-74	12
75+	2

QC To which of the groups on this card do you consider you belong?

	%
White	16
British	13
Irish	*
Any other white background	3
Mixed	1
White and Black Caribbean	1
White and Black African	-
White and Asian	-
Any other mixed background	*
Asian or Asian British	54
Indian	14
Pakistani	17
Bangladeshi	17
Any other Asian background	7
Black or Black British	27
Caribbean	9
African	17
Any other Black background	*
Chinese or Other Ethnic Group	*
Chinese	*
Any other background	-
Refused	-
Not stated	1

QD Working Status

	%
Working:	
Full-time (30+ hours / week)	40
Part-time (29 hours or less/ week)	5
Local or Government training scheme (GTS)/ Modern apprenticeships	-
Unemployed:	
Registered	4
Not registered, but seeking work	3
At home/not seeking work	14
Long-term sick/disabled	3
Retired	17
Full-time education	10
Other	3
Not stated	2

Class

	%
A	2
B	7
C1	32
C2	15
D	14
E	29

Marked-Up Questionnaire – Market Traders' Survey

**Queen's Market Survey – Market Traders
Topline Results 03/3/05**

- 122 interviews conducted face-to-face in Queens Market, Newham.
- Results based on all respondents (122), unless otherwise stated
- Fieldwork conducted between 9th December 2004 and 29th January 2005.
- Data are unweighted
- An asterisk (*) denotes a finding of less than 0.5%, but greater than zero
- Where figures do not add up to 100, this is due to multiple coding, computer rounding or the exclusion of don't know or not stated categories
- Where bases are less than 30, unweighted numbers (N) are given, rather than percentages (%)
- Respondents' answers are based on their understanding of the issues as they are presented in the questionnaire. No extra stimulus materials were used in obtaining these answers.

INTRODUCTION

Q1 Can I just check, have you already taken part in this survey?

	%
Yes	-
No	100

Q2 What is the main product sold on this stall?

	%
Food	36
Clothing	23
Electrical goods/accessories	11
Cloth/Material	8
Convenience store/Newsagent	7
Household goods	3
Others	23
Don't know	-

Note - these categories have been grouped together from the various data supplied.

Q3 How many people in total work on this stall?

	%
1	16
2	25
3	30
4	13
5 or more	16
Don't know	-

Q4 How long have you had a stall at Queen's Market?

	%
Less than 6 months	6
6 months but less than 1 year	4
1 year but less than 2 years	10
2 years but less than 5 years	20
5 years or more	61
Don't know	-

Q5 And how often do you have a stall at Queen's Market?

	%
Every day the market is open	93
Every week	7
Once or twice a month	-
A few times a year	-
Don't know	-

Q6 Overall, how satisfied or dissatisfied are you with the market as a place to run a business?

	%
Very satisfied	26
Fairly satisfied	47
Neither satisfied nor dissatisfied	9
Fairly dissatisfied	7
Very dissatisfied	6
Don't know / No opinion	1
Not stated	4

Q7 I am going to read out a list of things that can cause problems for people in their area. I would like you to tell me whether each of them is a problem in this area?

		A serious problem in this area	A problem in this area, but not serious	Not a problem in this area	Don't know	Not stated
Litter and rubbish in the streets	%	49	39	11	-	1
The speed and volume of road traffic	%	29	47	24	-	1
Vandalism, graffiti and other deliberate damage to property	%	7	46	43	4	1
Racial harassment	%	5	14	77	3	1
Car crime (eg damage, theft and joyriding)	%	9	13	50	27	1
Teenagers hanging around on the streets	%	11	17	68	3	1
Drug dealing and use	%	7	31	45	16	1
Prostitution and soliciting	%	9	25	45	19	2
Traffic congestion on Green Street	%	33	41	25	1	1

Q8 What two or three things most need improving in this area to make it a better place to operate or run a business? What else?

	%
Environment:	70
Cleaner streets/environment	52
Better maintenance of the area/council maintenance	38
Better/more lighting	13
Less air and noise pollution	2
Crime:	35
Better/more policing	32
CCTV (Closed Circuit TV)	12
Less racial harassment	2
Less vandalism/graffiti	-
Transport:	24
Availability of car parking	22
Cost of car parking	7
Accessibility by car	3
Accessibility for service/ delivery vehicles	2
Better public transport generally	-
Better bus services	-
Improve congestion	-
Business:	20
Quality of premises	9
General image of the area	9
Business rates	2
Proximity of suppliers	1
Quality of business support services (eg. cleaning, photocopying)	1
Local business networks	-
Proximity of customers	-
Quality of staff	-
Strength of local economy	-
Cost of wages	-
Premises costs	-
Services/Facilities:	2
Better secondary schools	1
Better local health services	1
More banks/post offices	-
More/better Adult Education Facilities	-
Better range of restaurants/bars/cafes	-
Other	21
Increased toilet facilities	7
Reduce crime (thefts/pick-pockets)	2
Provide more security/employ security guard	1
Increase amount of opening days	1
Others	11
None	12
Don't know	-

QUEEN'S MARKET

Q9 What do you most like about Queens Market? What else?

	%
Friendly stall holders	52
Good customers	39
Good cultural mix/vibrant atmosphere	36
Busy/lot of trade	25
Good choice/variety of goods/stalls	20
Location	18
Regular customers	16
Convenient	11
Always been here/had a stall here	5
Quality of goods/stalls	3
Other	7
Nothing	7
Don't know	-

Q10 And what do you least like about the market? What else?

	%
Dirty	73
Provide more security/employ security guard	7
Poor/limited range of products	6
Poor Quality of goods	5
Increased toilet facilities	5
Not busy enough/not enough trade	3
Repair/renew the roof	3
Too noisy	2
Expensive	2
Increase parking facilities	2
Repair/renew the floor	2
Improve cleanliness/clean up the market	2
It needs redevelopment/a facelift	2
Increase the amount of opening days	2
Location	1
Better lighting	1
Reduce crime (thefts/pick-pockets)	1
Rent costs	1
Unfriendly	-
Crowded	-
Other	4
Nothing	16
Don't know	-

Q11 To what extent, if at all, do you think it is important to keep Queen's Market?

	%
Very Important	58
Fairly Important	37
Not very important	4
Not at all important	1
Don't know	-

You may or may not be aware that there are plans to redevelop Queens Market. The Mayor of Newham is committed to keeping the market as close as possible to its current form.

I would now like to read you a short summary, outlining some of the proposed development plans for Queen's Market.

Q12 At this stage the key things you should know about the aims of the Development Plan for Queens Market include:

BLOCK A	<ul style="list-style-type: none"> • Keeping the market • It is intended to provide more housing • The market should become cleaner and more attractive • The intention is to make the market and the surrounding area safer • It is likely that there will be new shops and a supermarket in Queens Market area, providing new jobs • It is intended to provide more car parking facilities
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BLOCK B	<ul style="list-style-type: none"> • There will be some changes to the positioning of market stalls • While the development is happening there will be some disruption from building work • The number of shops in the market may decrease • There may be a change to the type of goods sold • The cultural mix/atmosphere of the market may change
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Q12 After hearing this information, how strongly do you support or oppose this development plan for Queens Market?

	%
Strongly support	6
Tend to support	24
Neither support nor oppose	16
Tend to oppose	14
Strongly oppose	39
Don't know/no opinion	1

Q13 Why do you say that? 'Why else?'

	%
Area needs to be improved/modernised/redeveloped	16
Don't want the area to change/lose its identity/its character	15
A supermarket will kill off the smaller businesses	14
Will attract more people/different people/people form other areas/passing trade	12
Prices are cheap/affordable	12
Should leave the market as it is/don't change it	12
Market is dirty/it needs to be clean/tidier	11
Would still want a market/the market is important/the only one around here	9
Concerned about if/where we will be reallocated	8
Would make the area more attractive generally	7
We don't need another supermarket	6
People come from miles around to visit Newham market	6
As long as I still have a space for my stall I'm OK with that	5
A good idea/sounds good	5
Worried it will ruin/close down my business	4
We need new shops/proper shops/a better range of shops	4
Shouldn't change the type of goods being sold	4
It's not fair for stall holders to lose their stalls/their livelihood	3
We need more room – not less	3
Shouldn't reduce the number of shops & stalls	3
We would have more choice/variety/everything under one roof	2
The market is friendly/has the personal touch	2
Will likely cause high rent increases	2
Need to keep the international flavour/cultural mix of the market	2
Would depend on size of unit I am allocated	2
Will affect our business if premises are smaller	2
Don't support all aspects of changes proposed	2
DK much about the plans/changes/need to know more details	2
Like the idea of supermarket/a supermarket is needed	2
Compensation money may not be enough to start another business	2
Wouldn't be able to buy the multi-cultural food/exotic veg/spices if it changes	2
Others	8
Nothing/no answer	1

Note – Answers 1% or less not shown.

Q14 Using this card, to what extent, if at all, do you think the following would improve the market and the local area?

		A great deal	A fair amount	Not very much	Not at all	Don't know/no opinion
A cleaner and more attractive market	%	34	58	7	-	-
Bigger range of goods on sale at the market	%	8	46	37	9	-
Different types of goods to be sold on different days	%	6	35	31	28	-
Additional shopping facilities including a large supermarket	%	9	27	28	35	1
More car parking spaces to be provided on site	%	23	49	25	2	-
More housing in and around the market area	%	7	45	37	10	1

COMMUNICATION

Q15 Before taking part in this interview, how much would you say you had heard about the plans to improve Queens Market?

	%
A great deal	35
A fair amount	59
Not very much	5
Nothing at all	-
Don't know	-
Not stated	1

Q16 Can I just check, have you seen the plans to improve Queens Market?

	%
Yes	88
No	9
Don't know	-
Not stated	3

Q17 Where did you see the plans? Just read out the letter(s) that apply?

	%
Development plans/document	35
Newsletter	16
Exhibition in local service centre	7
Exhibition in library	7
Exhibition at Queen's Market	29
Event at West Ham United Football Club	28
Local Press	21
Local meeting	9
Other	6
Don't know	-

Base: All seen plans (107)

Q18 **And which of the statements on this card comes closest to your own attitude towards the planned development of the market? Just read out the letter that applies.**

	%
I have no interest in what the planned developments involve	7
I'm not interested in what the planned developments involve as long as they improve the area	2
I would like to know what the developments involve, but I'm happy to let the council get on with it	25
I would like to have more of a say in the planned developments	64
I am already involved with the planned developments	1
Don't Know	2

Q19 **What two or three things, if any, most concern you about the development of Queens Market?**

	%
Having to move stall/losing this location	56
Competition/Impact to my trade	41
General upheaval	39
Length of time development will take to finish	20
Size of new market	16
Re-location of amenities	14
Lose our say in how market runs	13
Rent costs	2
More market inspectors	1
Other	8
Don't know	2

Q20. **How likely or unlikely is it that you will continue to trade in the area if the proposed developments to Queens Market go ahead?**

	%
Very likely	12
Fairly likely	34
Neither likely nor unlikely	26
Fairly unlikely	11
Very unlikely	2
Don't know	16

Q21. **To what extent would you say trading and shopping in the market would improve if Queens Road (between the station and the market) was made pedestrian only?**

	%
A great deal	1
A fair amount	25
Not very much	53
Not at all	14
Don't know	7

Q22. **What other improvements, if any, would you like to be made to Queens market? ‘What else?’**

	%
Clean it up/make it tidier	35
More security/make it safer/employ more security guards	22
Keep is as it is/don't change anything	16
Needs a new roof/repair the roof	14
Need more/cleaner toilets/toilets with attendants	12
Needs refurbishment/modernisation	11
Improve lighting/make it brighter	8
Needs a new floor	7
Improve car parking facilities/more/cheaper parking	7
Advertise it more	6
Floor needs to be washed/hosed down daily	4
More stalls	4
It's a good idea/would like to see it go ahead	4
Reduce crime/less stealing/pick-pocketing/more police presence	3
Make it a closed market/install gates/front doors	3
More variety of goods/stalls/less food products	2
More shops	2
Make it bigger/expand it	2
Need good quality coffee shop/restaurant	2
Demolish it and completely rebuild it	2
Less traffic wardens	2
Other	1
Nothing/no answer	1
Don't know	2

Note – Answers 1% or less not shown

RE-CONTACT

Q23. **Newham Council is interested in working with the local community to help make the local area a better place to live. They may want to consult you further about your priorities. Would you be willing for me to pass your details on to them for the purpose of future research? Your answers to this survey will remain confidential to MORI.**

	%
Yes	58
No	42

DEMOGRAPHICS

QA Sex

	%
Male	78
Female	22

QB Age

	%
18-24	5
25-34	20
35-44	28
45-54	25
55-59	15
60-64	7
65-74	2
75+	-

QC To which of the groups on this card do you consider you belong?

	%
White	27
British	26
Irish	-
Any other white background	1
Mixed	3
White and Black Caribbean	-
White and Black African	-
White and Asian	-
Any other mixed background	3
Asian or Asian British	61
Indian	18
Pakistani	22
Bangladeshi	7
Any other Asian background	15
Black or Black British	8
Caribbean	2
African	6
Any other Black background	-
Chinese or Other Ethnic Group	-
Chinese	-
Any other background	-
Refused	-

QD Working Status

	%
Working:	
Full-time (30+ hours / week)	89
Part-time (29 hours or less/ week)	7
Local or Government training scheme (GTS)/ Modern apprenticeships	-
Unemployed:	
Registered	-
Not registered, but seeking work	-
At home/not seeking work	-
Long-term sick/disabled	-
Retired	-
Full-time education	-
Other	-
Not stated	5

Marked-Up Questionnaire – Business Survey

**Queen's Market Survey – Businesses
Topline Results – 03/3/05**

- 56 interviews conducted face-to-face in Newham.
- Results based on all respondents (56), unless otherwise stated
- Fieldwork conducted 9th – 22nd December 2004
- Data are unweighted
- An asterisk (*) denotes a finding of less than 0.5%, but greater than zero
- Where figures do not add up to 100, this is due to multiple coding, computer rounding or the exclusion of don't know or not stated categories
- Please note that a total of 56 businesses were interviewed, so some caution should be used when interpreting these results
- Where bases are less than 30, unweighted numbers (N) are given, rather than percentages (%)
- Respondents' answers are based on their understanding of the issues as they are presented in the questionnaire. No extra stimulus materials were used in obtaining these answers.

INTRODUCTION

Q1 Can I check what the main product or service of this establishment is?

	%
Shops – retail, warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, dry cleaners etc.	75
Restaurants, pubs, snacks, wine bars, shops for sale of hot food	13
Banks, building societies, estate and employment agencies	4
Professional and financial services, betting offices	4
Other indoor and outdoor sports and other leisure centre, bingo halls, casinos	4
Light industry	-
None/no answer	2
Don't know	-

Q2 How many employees – full-time and part-time – do you have at this location? Please include all those on the payroll, directors and out-workers such as sales representatives.

	%
1-2	23
3-5	45
6-9	21
10-19	5
20-49	4
50+	2
Don't know	-

Q3 How long has this company/ business had a site at this particular location?

	%
Less than 1 year	7
1 year but less than 2 years	9
2 years but less than 5 years	20
5 years but less than 10 years	30
10 years or more	34
Don't know	-

Q4 Overall, how satisfied or dissatisfied are you with this area as a place to operate or run a business?

	%
Very satisfied	20
Fairly satisfied	68
Neither satisfied nor dissatisfied	2
Fairly dissatisfied	4
Very dissatisfied	7
Don't know / No opinion	-

Q5 I am going to read out a list of things that can cause problems for people in their area. I would like you to tell me whether each of them is a problem in this area?

		A serious problem in this area	A problem in this area, but not serious	Not a problem in this area	Don't know	Not stated
Litter and rubbish in the streets	%	61	34	5	-	-
The speed and volume of road traffic	%	55	39	5	-	-
Vandalism, graffiti and other deliberate damage to property	%	16	41	43	-	-
Racial harassment	%	5	25	68	2	-
Car crime (eg damage, theft and joyriding)	%	23	25	23	29	-
Teenagers hanging around on the streets	%	32	25	41	-	2
Drug dealing and use	%	36	36	13	16	-
Prostitution and soliciting	%	36	41	7	16	-
Traffic congestion on Green Street	%	71	25	2	2	-

Q6 What two or three things most need improving in this area to make it a better place to operate or run a business? What else?

	%
Transport:	66
Availability of car parking	63
Cost of car parking	21
Improve congestion	11
Get rid of yellow lines	9
Accessibility by car	7
Accessibility for service/ delivery vehicles	4
Better public transport generally	-
Better bus services	-
Environment:	18
Cleaner streets/environment	16
Better maintenance of the area/council maintenance	9
Better/more lighting	-
Less air and noise pollution	-
Crime:	16
Better/more policing	14
CCTV (Closed Circuit TV)	5
Less vandalism/graffiti	2
Less racial harassment	-
Business:	11
General image of the area	5
Strength of local economy	4
Business rates	4
Premises costs	4
Quality of premises	2
Local business networks	-
Proximity of customers	-
Proximity of suppliers	-
Quality of staff	-
Quality of business support services (eg. cleaning, photocopying)	-
Cost of wages	-
Services/Facilities:	4
More banks/post offices	4
Better secondary schools	-
More/better Adult Education Facilities	-
Better local health services	-
Better range of restaurants/bars/cafes	-
Other	25
None	7
Don't know	-

QUEEN'S MARKET

Q7 To what extent, if at all, do you think it is important to keep Queen’s Market?

	%
Very Important	25
Fairly Important	46
Not very important	18
Not at all important	11
Don't know	-

You may or may not be aware that there are plans to redevelop Queens Market. The Mayor of Newham is committed to keeping the market as close as possible to its current form.

I would now like to read you a short summary, outlining some of the proposed development plans for Queen’s Market.

Q8 At this stage the key things you should know about the aims of the Development Plan for Queens Market include:

BLOCK A

- Keeping the market
- It is intended to provide more housing
- The market should become cleaner and more attractive
- The intention is to make the market and the surrounding area safer
- It is likely that there will be new shops and a supermarket in Queens Market area, providing new jobs
- It is intended to provide more car parking facilities

BLOCK B

- There will be some changes to the positioning of market stalls
- While the development is happening there will be some disruption from building work
- The number of shops in the market may decrease
- There may be a change to the type of goods sold
- The cultural mix/atmosphere of the market may change

Q8 After hearing this information, how strongly do you support or oppose this development plan for Queens Market?

	%
Strongly support	27
Tend to support	32
Neither support nor oppose	14
Tend to oppose	11
Strongly oppose	14
Don't know/no opinion	2

Q9 Why do you say that? 'Why else?'

	%
Will improve the area/improvement is needed	20
Market is dirty/it needs to be cleaner/tidier	18
Would make the area more attractive generally	18
Will attract more people/people from other areas	16
Would still want a market/the market is important/the only one around here	13
Wee need new shops/proper shops/a better range of shops	7
A good idea/sounds good	7
There will be more car parking	7
It will improve business/passing trade/be good for local traders	7
Would reduce crime/make the area safer	5
Don't want the area to change/lose its identity/its character	5
It will create more traffic/cause congestion in the area	5
It will stop the bad smell/the smell of Asian foods	5
A supermarket will kill off the smaller businesses	5
Worried it will ruin/close down my business	5
Others	4
Don't know/Not stated	4

Note – Answers 4% or less not shown

Q10 Using this card, to what extent, if at all, do you think the following would improve the market and the local area?

		A great deal	A fair amount	Not very much	Not at all	Don't know/no opinion
A cleaner and more attractive market	%	57	43	-	-	-
Bigger range of goods on sale at the market	%	29	48	20	4	-
Different types of goods to be sold on different days	%	27	34	20	20	-
Additional shopping facilities including a large supermarket	%	41	29	14	16	-
More car parking spaces to be provided on site	%	52	45	4	-	-
More housing in and around the market area	%	11	45	38	7	-

COMMUNICATION

Q11 Before taking part in this interview, how much would you say you had heard about the plans to improve Queens Market?

	%
A great deal	21
A fair amount	48
Not very much	25
Nothing at all	5
Don't know	-

Q12 Can I just check, have you seen the plans to improve Queens Market?

	%
Yes	59
No	41
Don't know	-

Q13 Where did you see the plans? Just read out the letter(s) that apply?

	%
Development plans/document	27
Newsletter	-
Exhibition in local service centre	-
Exhibition in library	-
Exhibition at Queen's Market	39
Local Press	36
Through friends/word of mouth	9
Other	21
Don't know	-

Base: All seen plans (33)

Q14 And which of the statements on this card comes closest to your own attitude towards the planned development of the market? Just read out the letter that applies.

	%
I have no interest in what the planned developments involve	2
I'm not interested in what the planned developments involve as long as they improve the area	5
I would like to know what the developments involve, but I'm happy to let the council get on with it	43
I would like to have more of a say in the planned developments	48
I am already involved with the planned developments	-
Don't Know	2

Q15 To what extent do you think your business is currently affected by Queens Market?

	%
A great deal	14
A fair amount	38
Not very much	25
Not at all	23
Don't know	-

Q16 And would you say it is affected in a positive or negative way?

	%
Positive	72
Negative	12
Both positive and negative	14
Don't know	-
Not stated	2

Base: All businesses currently affected (43)

Q17 And to what extent do you think your business would be affected after these developments are made to the market?

	%
A great deal	16
A fair amount	46
Not very much	11
Not at all	13
Don't know	14

Q18 And do you think it will be affected in a positive or negative way?

	%
Positive	56
Negative	29
Both positive and negative	10
Don't know	-
Not stated	5

Base: All businesses who think would be affected (41)

Q19 Why do you say that? 'Why else?'

	%
Will attract people/bring more people to the area generally	46
Will improve our business/more passing trade	37
Will attract a different type of person	15
We would lose our premises	12
Better parking will attract more people	10
The type of people who come here would go to other markets instead	10
More competition	5
Supermarket will attract more people	5
Increased traffic	5
Others	-
Nothing/no answer	-
Don't know	-

Base: All businesses who think would be affected by Queens Market after developments (41)

Q20 How likely or unlikely is it that you will continue to trade in the area if the proposed developments to Queens Market go ahead?

	%
Very likely	32
Fairly likely	52
Neither likely nor unlikely	5
Fairly unlikely	2
Very unlikely	-
Don't know	7
Not stated	2

Q21 What other improvements, if any, would you like to be made to Queens market? 'What else?'

	%
Clean it up/make it tidier	32
Improve car parking facilities/more/cheaper parking	11
More security/make it safer/employ more security guards	11
More stalls	11
Better variety of goods/sell more non-food products	11
Need to improve hygiene of food stalls and shops/get rid of filthy meat stalls and shops	5
Need more/cleaner toilets/toilets with attendants	5
Open 7 days a week	5
Advertise it more	5
More variety of stalls/less people selling the same thing	4
Reduce crime/less stealing/pick-pocketing/more police presence	4
Make it more attractive/plant some flowers	4
Make it bigger/expand it	4
Provide playground/nursery for children	4
Others	2
Nothing/no answer	14
Don't know	5
Not stated	2

Note – Answers 2% or less not shown.

RE-CONTACT

Q22 Newham Council is interested in working with the local community to help make the local area a better place to live. They may want to consult you further about your priorities. Would you be willing for me to pass your details on to them for the purpose of future research? Your answers to this survey will remain confidential to MORI.

	%
Yes	63
No	38

DEMOGRAPHICS

QA Sex

	%
Male	66
Female	34

QB Age

	%
18-24	11
25-34	21
35-44	38
45-54	5
55-59	16
60-64	4
65-74	5
75+	-

QC To which of the groups on this card do you consider you belong?

	%
White	34
British	29
Irish	2
Any other white background	4
Mixed	5
White and Black Caribbean	-
White and Black African	-
White and Asian	2
Any other mixed background	4
Asian or Asian British	55
Indian	36
Pakistani	13
Bangladeshi	2
Any other Asian background	5
Black or Black British	5
Caribbean	-
African	5
Any other Black background	-
Chinese or Other Ethnic Group	-
Chinese	-
Any other background	-
Refused	-

QD Working Status

	%
Working:	
Full-time (30+ hours / week)	98
Part-time (29 hours or less/ week)	-
Local or Government training scheme (GTS)/ Modern apprenticeships	-
Unemployed:	
Registered	-
Not registered, but seeking work	-
At home/not seeking work	-
Long-term sick/disabled	-
Retired	-
Full-time education	-
Other	-
Not stated	2