

Farmers' Market Idea

Kensal Rise NW10

Local Business Survey
Local Residents Survey

April 2019



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Appendices (Separate document):

- 1) Signed survey document – local Kensal Rise Business Owners and Managers
- 2) Signed survey document - local Queen’s Park Business Owners and Managers

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Background to Kensal Rise NW10 farmers' market survey

Summary:

- 95% of business owners and 94% of residents surveyed are in favour of a farmers' market in the Station Terrace area. Examples of established farmers' markets, and in very close proximity to rail stations, include West Hampstead and Kew Gardens markets.

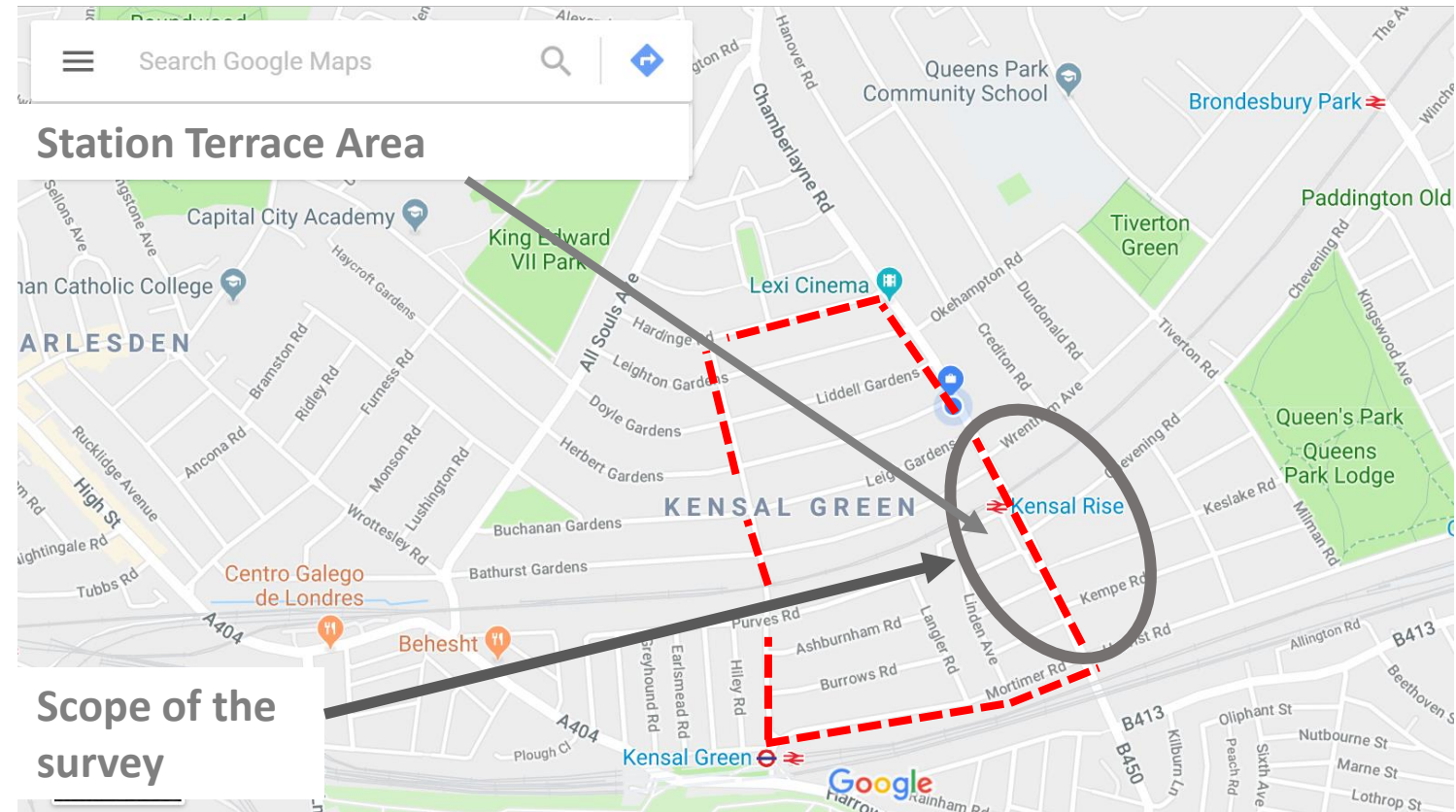
Background:

- This document presents:-
 - Results from a survey of Kensal Rise local business;
 - Results from a survey of local Queen's Park business located in very close proximity to Queen's Park farmers' market. The business were asked whether the market was having a positive, negative or neutral impact on their business;
 - Results from a snapshot survey of Kensal Rise residents regarding their appetite for a farmers' market in Kensal Rise; and
 - Factors to consider in respect of establishing a farmers' market in Kensal Rise.



- The main business district of Kensal Rise businesses is spread over 0.22 miles of Chamberlayne Road, between Leigh Gardens and Mortimer Road.
- For this survey, 74 Kensal Rise businesses lay within this business district, and within a 0.2 mile radius to the Station Terrace area. This scope coincides with the area coverage for the Kensal Rise Residents Association (KRRRA).
- Businesses outside this 0.2 mile radius were excluded from this survey, as they are located a fair distance from the Station Terrace area, and therefore not deemed visible enough to attract competition from a potential market.
- Views of 63 business owners / managers collated with the remaining 11 uncollated, as the owner / manager was not physically present to partake in the survey.

Scope of the Survey (Kensal Rise NW10)



--- Area within boundary is Kensal Rise Resident Association coverage

An established farmers market operator has expressed a keen interest to establish a market in the local Kensal Rise area. The main products sold would be fresh fruit, cakes, pastries, bread, cheese etc. As a local business operator in the Kensal Rise area, the purpose of this survey is ask you whether you would support in principle the establishment of a weekly farmers market in the Kensal Rise area. Research has shown that farmers markets contribute to increased footfall, this benefiting already established local businesses.

Business	Names	Address / Email	Support a Farmers Market (Yes)	Don't Support a Farmers Market (No)	Signature
KEENARSA	KEENARSA	100	YES		[Redacted]
MINKIES	OL	100	YES		[Redacted]
ALFA CAFE	ALFA CAFE	100	YES		[Redacted]
GREENFIELD	GREENFIELD	100	YES		[Redacted]
VERANDA	VERANDA	100	YES		[Redacted]
CHRONOS LBC	CHRONOS LBC	100	YES		[Redacted]
JUST BAKING	JUST BAKING	100	YES		[Redacted]
ALFA BAKING	ALFA BAKING	100	YES		[Redacted]
KEENARSA	KEENARSA	100	YES		[Redacted]
DOLLYWOOD	DOLLYWOOD	100	YES		[Redacted]
THE WHIPPET	THE WHIPPET	100	YES		[Redacted]
SEAN'S BREAD	SEAN'S BREAD	100	YES		[Redacted]
KENSAL RISE	KENSAL RISE	100	YES		[Redacted]

Structure of the Survey (Kensal Rise **NW10** Business)

- Kensal Rise business owners and managers were visited and spoken to in person between 20th and 31st March 2019.
- Business owners were asked to indicate by putting their name to the survey and signing whether they would be in support or against this proposed farmers' market.
- In addition, business owners were asked to consider whether they felt a farmers' market would pose as a competitive threat to their existing business and product offering.

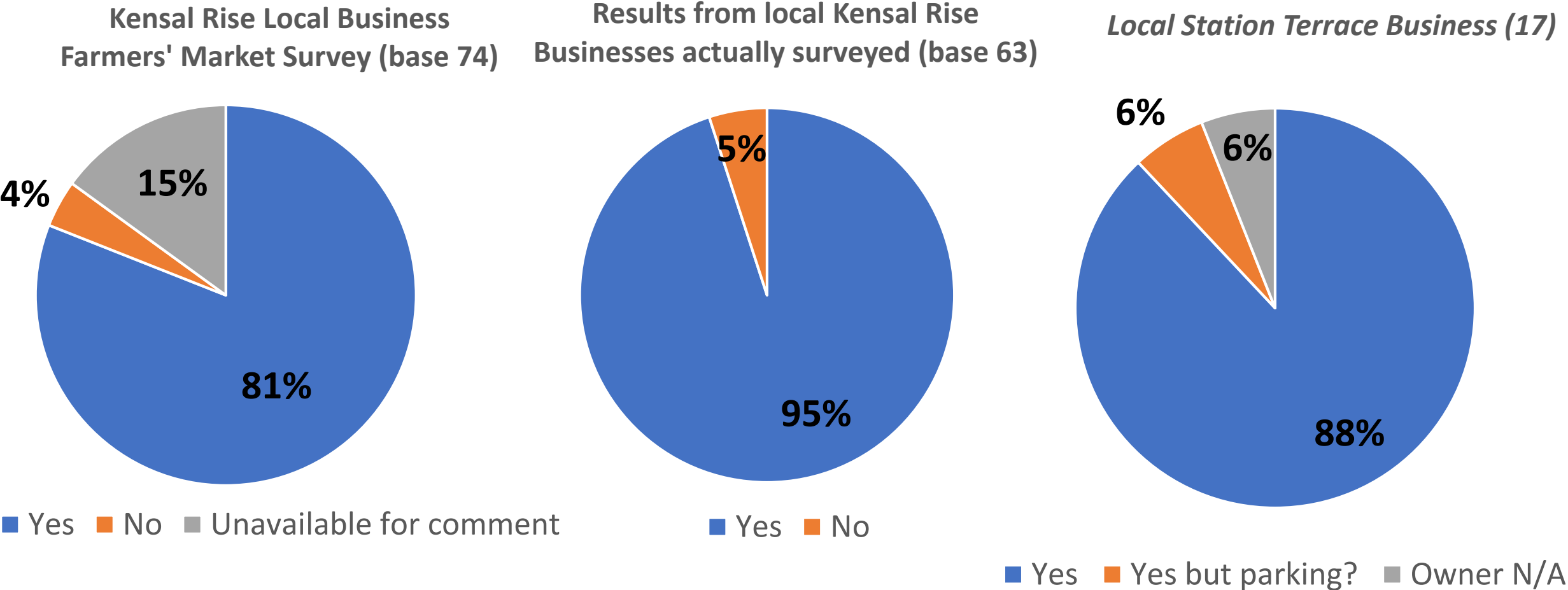
Results of local Kensal Rise NW10 business survey

81% of local
Kensal Rise
businesses fully
supportive of a
Saturday
farmers' market;
4% against; and
15% owners
uncontactable so
didn't participate
in survey.

Based on a sample population of 74 businesses.



Results of local Kensal Rise NW10 business survey



Station Terrace Businesses

- There are 17 businesses operating in the immediate vicinity of Station Terrace. 88% (15) said they were fully supportive of a Saturday farmers market in the Station Terrace area.

Business owners / managers unavailable for comment and why

	Business	Nature of Business	Reason for not participating in survey
1	Runners	Newsagent	Business Owner / Manager not present
2	Bridge Taxis	Taxi service	Business Owner / Manager not present
3	Alessandro	Hairdresser	Businesses 3 and 3a owned by same person who is not in support of a farmers' market as concerned about impact on business in the area.
3a	Taste	Cafe	
4	Peaceful Solutions	Charity shop – clothes, books, shoes	Business Owner / Manager not present
5	Cable	Cafe	Business Owner / Manager not present

Business owners / managers unavailable for comment and why

	Business	Nature of Business	Reason for not participating in survey
6	Ladbrokes	Betting shop	Closed
7	Espresso	Cafe	Business Owner /Manager not present
8	Pelican news	Newsagent	Business Owner /Manager not present
9	Capri	Dry Cleaners	Business Owner /Manager not present
10	Paradise	Vegan Cafe	Business Owner /Manager not present
11	Chine	Antiques	Business owner and Business rep of Kensal Rise Businesses. Indicated prior to the survey that not in support.
12	Mindoro	Specialist Portuguese café and shop	Business Owner /Manager not present

Local Kensal Rise NW10 business' views on market

- Overwhelming support
- Increased footfall
- Expectation of business benefit
- Concerns from two business owners of competitive threat
- Concern about parking
- Community benefit
- Vibrancy in area, strengthening community ties and engagement.



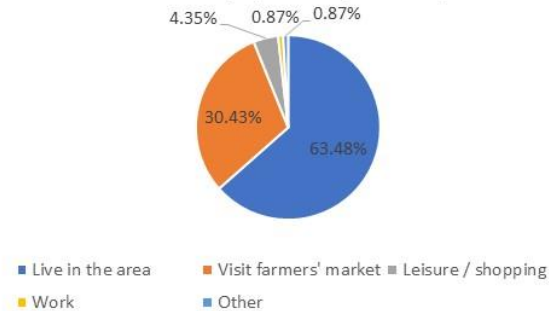
Some anecdotal
comments from
local Kensal Rise
NW10 business
owners



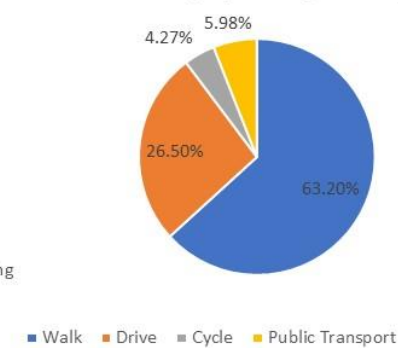
Overview of Queen's Park NW6 Sunday farmers' market

- The market has now been in operation for 11 years, and is operated by London Farmers' Market. During that time, two new supermarkets have opened on Salusbury Road (Marks and Spencer, and now a Coop).
- The charts opposite show there are a variety of reasons that attract visitors to the market, with good quality food being a main draw.

1) What is your main reason for being in the area today? (115 Respondents)



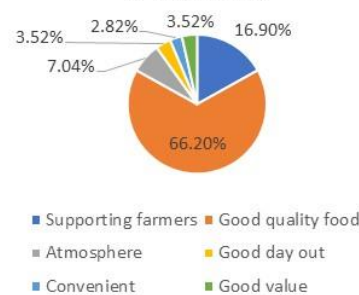
2) How did you get to the market today? (117 Respondents)



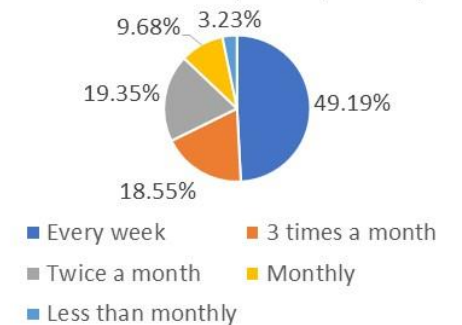
3) How long have you been visiting farmers' markets? (129 Respondents)



4) What is your main reason for shopping at the farmers' market? (142 Respondents)



5) How often do you (will you) visit this farmers' market? (124 Respondents)



Source: London Farmers' Market, 11 March 2018

Background to Queen's Park NW6 business survey

- On 24 March 2019, a physical inspection was made of the business district area in Queen's Park, this starting at 11am and ending at 2.30pm. The timing of this visit was deliberately chosen, as this is that time that the farmers' market would be in operation, thereby presenting an opportunity to observe first hand activity taking place in and around local business outlets, especially those in close proximity of the farmers' market, and offering similar product offerings to those sold in the market.
- The express purpose of this visit was to speak in person with local business to establish whether the farmers' market had had either a Positive, Negative or Neutral impact on their business.

Background to Queen's Park NW6 business survey

- 17 business owners / managers were spoken to in person. Whilst there are more than 17 businesses along Salusbury Road, they were closed. Nevertheless, the nature of the business closed on Sundays comprises activities which are largely non-food or drink related: Glass Cutting and Framing; Nails; Post Office; Estate Agent; Pharmacy.
- The product offerings of the above businesses surveyed ranged from food outlets such as restaurants, coffee shops, cafes, delicatessens, pubs and a bakery selling pastries, cakes, hot beverages, cooked breakfasts, cheese, wine, etc. Other businesses sold flowers, clothes, newspapers, magazines, pharmaceuticals etc.

Local Queen's Park NW6 businesses surveyed

Business	Business	Business
Queen's Park Flowers	Iris	Alice House
Gails	Salusbury Wine Store	Queen's Park Cabs
Queen's Park Books	Best One	Olive Super
S T News	Super Save	Queen's Park Station Flowers
Karbon	MRRISH	Bob's Cafe

THE SALUSBURY
WINESTORE

GAIL's

THE SALUSBURY FOOD STORE
CAFÉ • DELI • PIZZERIA

ALICE HOUSE
NEIGHBOURHOOD SOCIAL

I R I S ✨

KARBON TURKISH
BBQ

QUEEN'S PARK
BOOKS

Bob's Café.

Sample of businesses approached and spoken to.

Results of local Queen's Park NW6 business survey

- Physical and visual inspections indicate that local Queen's Park businesses have not been negatively impacted by farmers' market.
- Reported benefits of market - increased footfall, vibrancy injected into local area and economy, excellent meeting point for community.
- Of the 17 businesses surveyed, one – Queen's Park Flowers – said the presence of the market had a negative impact on his business.





Location: The Salusbury Food Store, Sunday 24 March 2019, 11.50am



Location: GAIL's, Sunday 24 March 2019, 11.15am

"Because of the market, Sundays are our busiest days of the week".
Alessandro, Manager,
The Salusbury Food Store

Snapshot of local Kensal Rise **NW10** residents September 2018



Kensal Rise Community >

🔒 Closed group • 6.7k Members



Parents & Peachicks

Tuesday, 19 March 2019 at 09:45 - Tuesday, 2 April 2019 at 11:15



1 pending post

Discussion

Photos

Events

Files

Albums

Rec

Snapshot Kensal Rise NW10 residents' view on farmers' market

"Would you rather the area outside Kensal Rise Station (Station Terrace) was used for regular community events such as a Saturday / Sunday market?"

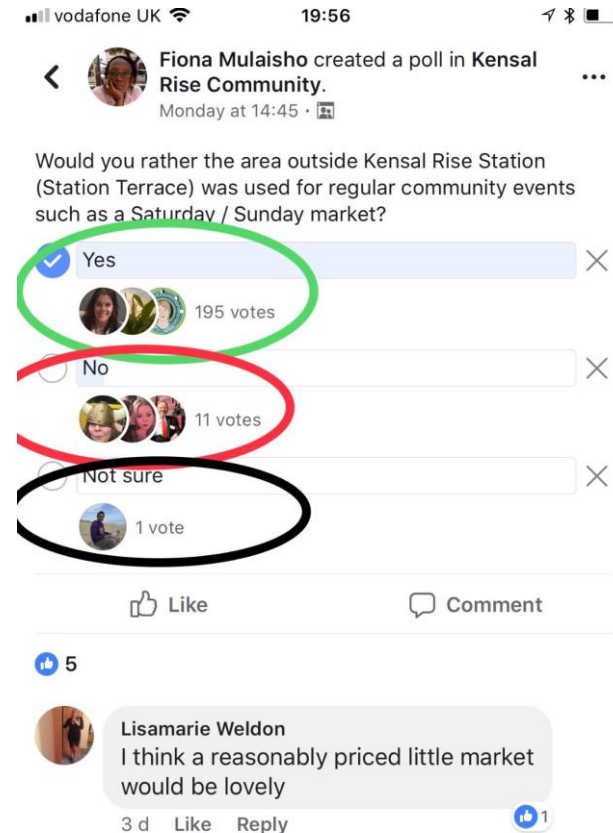
in just 4 hours:

1) A total of 207 residents participated in the poll.

2) 195 (94%) voted "Yes" to the poll question.

3) 11 voted (5%) "No" to the poll question.

4) 1 (1%) "Unsure"



Poll run on 3 September 2018 on Kensal Rise Community Facebook Page.



What would be involved in setting up a farmers' market in Kensal Rise **NW10**?

London Farmers' Market who operate Queen's Park Sunday market, have offered the following comments on points to consider for a Kensal Rise market:

- Refurbished (Kensal Corridor works, not additional works) uncluttered open space next to the station-free from street furniture and with bike parking around the edges so as not to take up stall space;
- A surface strong enough to take vehicle activity to avoid cracked paving;
- Servicing / loading access from the kerbside free from Bus Stands;
- Power and Water for traders;
- Planning permission and an agreement / licence fee with Brent Council for using the space; and
- Market Management provided by operator, during market set up and trading hours, including waste removal and marketing for the event. In addition, stalls vetted and production premises inspected.
- Parking – For a Saturday market:
 - 50-60% of stalls would deliver and go on to other London markets;
 - 5-10 park on single yellow lines or parking bays not controlled on Saturdays.

At Queens Park, a small number of vans park on site and around 10 vans park on the street in the local area.

CIL Boundary Map



HELP US SPEND MONEY IN YOUR NEIGHBOURHOOD

From community centres to high streets, tell us what's most important to you

Tell us now:
www.brent.gov.uk/spend
Please give us your ideas by Thursday 30 March 2017

WHERE IS THE MONEY COMING FROM?
When developers get planning permission for some developments, they make a payment to the council. A large part of this money is used to give residents good access to essential services, with a portion for community projects.

Brent



 **Brent**
LONDON BOROUGH
OF CULTURE 2020
#LBOC2020

OUR REF: 1002111 February / March 2018

Brent Public Consultation
KENSAL CORRIDOR IMPROVEMENTS SCHEME

Kensal Rise station forecourt

Station Terrace

HAVE YOUR SAY

Transport for London



Potential sources of funding for enabling works
for a farmers' market in Kensal Rise **NW10**

APPENDICES:

- 1) Signatory document for survey of local **Kensal Rise NW10** Business Owners and Managers
- 2) Signatory document for survey of local **Queen's Park NW6** Business Owners and Managers



KENSAL RISE ON MORNING OF 31 MARCH 2019



KENSAL RISE ON MORNING OF 31 MARCH 2019



KENSAL RISE ON MORNING OF 31 MARCH 2019



MARYLEBONE ON MORNING OF 31 MARCH 2019



Setting the scene – when there is....OR is not a farmers' market present in the local area.

Farmers' Market = Increased footfall = £££ & happy community!

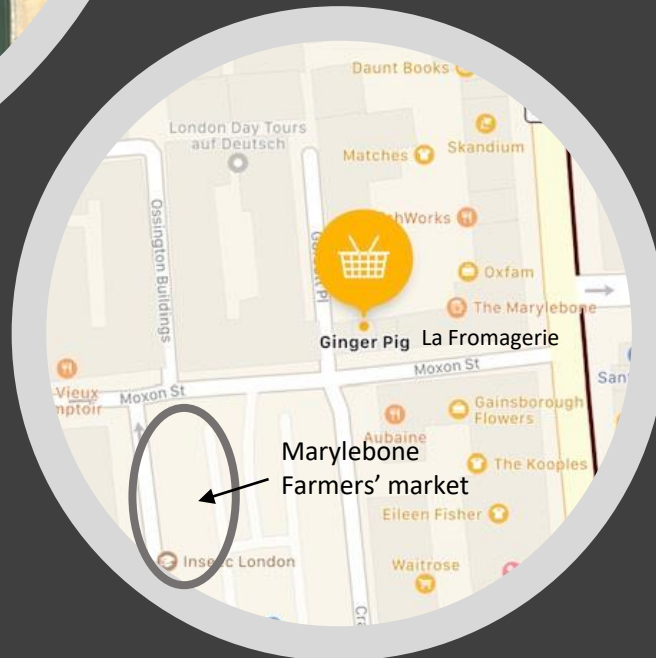


A visit was also made to Marylebone **W1** Farmers' Market....

Insights from Ginger Pig Butchery & La Fromagerie (Cheese specialist and café), Marylebone, London:

"The farmers' market is good for business!"
Oscar, Ginger Pig Butchery

"The farmers' market is brilliant! More people coming to Ginger Pig!"
Dzenete, Ginger Pig Butchery



"Key benefits of the farmers' market are increased footfall, and it's good for the community. Can't think of disbenefits"
Max, La Fromagerie