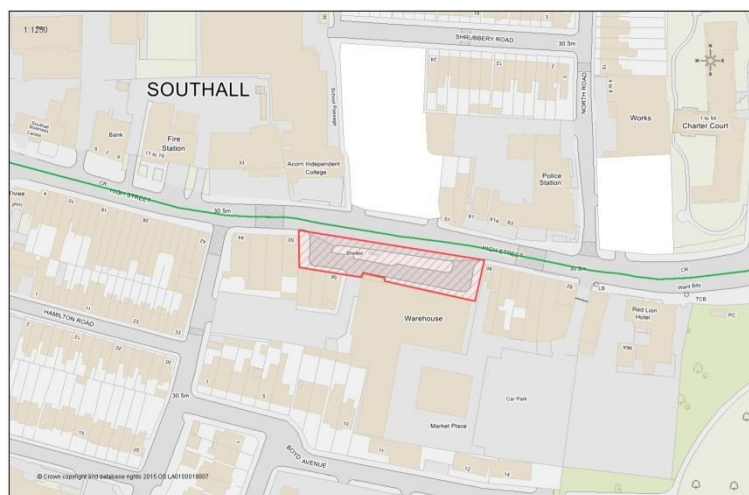


Specification for a new market Southall Square, High Street, UB1 3DB



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1. Introduction

The London Borough of Ealing would like to issue a licence to a third-party operator to set-up and manage a vibrant and attractive market in Southall town centre.

The vision is for the market to complement the existing retail offer, increase visitor numbers, provide employment opportunities for local people and contribute towards the overall vitality of the area.

This is an exciting partnership opportunity for an initial period of 3 years¹. The following sections of this document provides details on the type of market desired; background information on Southall; site specific information; and the results of recent soft market testing.

2. Background to Southall

Southall is a very diverse and rapidly changing place, both in terms of its demographics and in the extent of development opportunities and interest. Its unique ethnic mix gives the place its own character, local pride and diversity reflected in the retail, cultural and religious offer. Southall is renowned for its variety of Asian clothes, jewellery and food and has a number of significant places of worship including the largest Sikh temple outside India. This offer makes Southall a significant visitor attraction for Londoners and nationally.

Southall will be changing dramatically over the next 20 years. There are significant opportunities presented by the new Southall Waterside development and the new Cross Rail station which will be within walking distance to the proposed Southall Square market location.

Southall town centre is located in the west of the Borough of Ealing and is defined as a Major Centre in the London Plan. It is home to approximately 470 businesses with a combined retail floorspace of 55,864m² (some 600,000sq.ft). The existing retail offer is dominated by independent and BME retailers, selling both convenience and comparison goods, serving both local residents and attracting shoppers regionally and nationally for its specialist offer. According to the West London Retail Needs Study (2007), approximately, 83% of shoppers used Southall for specialist ethnic food products and we expect this to be similar today.

The town centre is divided into two parts. To the north of the station is the prime shopping area. This runs along Uxbridge Road (The Broadway) and south towards the station along South Road. The Broadway contains the majority of the Asian retailers whilst to the East the High Street is mixed with the former Town Hall, the market and other commercial and civic uses, including a police and fire station. There is also a shopping area south of Southall Station at The Green and King Street which provides local neighbourhood convenience shopping and services. The walk between the two centres takes approximately 15 minutes. A map of Southall Square in the context of Southall town centre is included at Appendix 4.

There is a general market that operates Wednesday, Friday and Saturdays adjacent to this market location. For more information, please visit:

http://www.visitsouthall.co.uk/Local_Info/southall_market.php

¹ The licence period is subject to an initial 6 month review

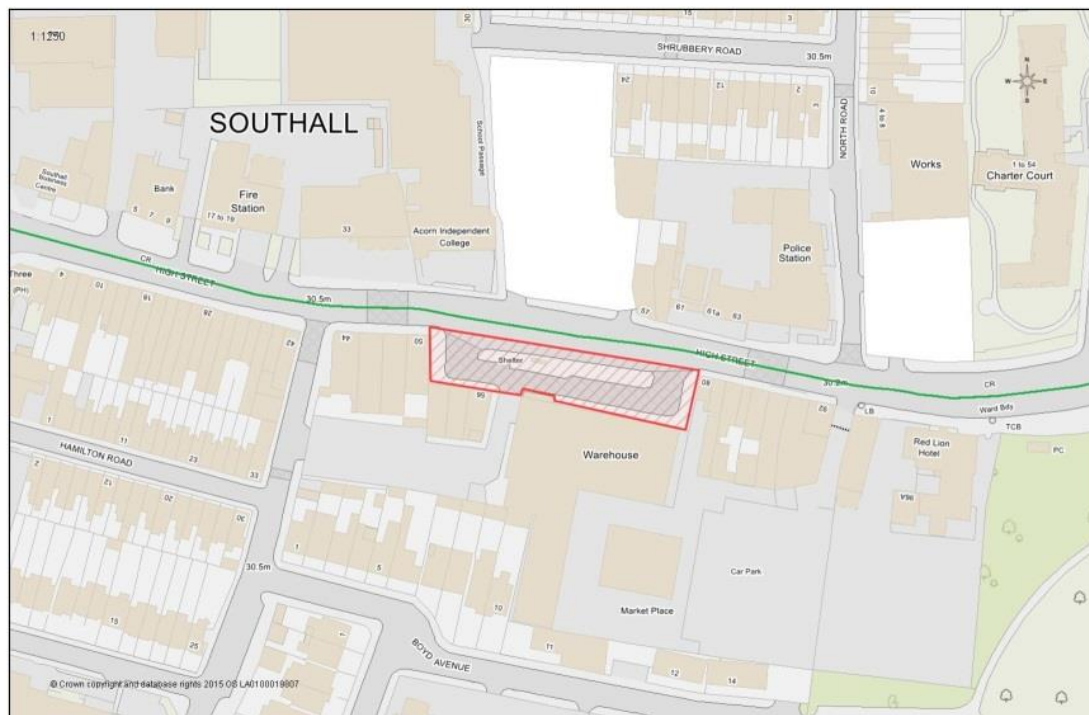
Economic and social profile of Southall

Southall is made up of a diverse ethnic mix of people. The breakdown of the demographics profile reveal that the largest group are of South Asian origin but there are a significant number of Somalians, Eastern Europeans and other origins. 83% of the population belong to an ethnic group other than white. More detailed information on the socio-economic profile of Southall can be found at Appendix 6.

Over the last 5 years, Ealing Council has made significant investment to improving the streetscape in Southall town centre, including the creation of the Southall Square. It is important that the new market complements this and creates a vibrant atmosphere and experience for town centre users.

3. Site location

This is a new town square located to the north east of the town centre, on the busy Southall High Street. The area is directly outside Lidl supermarket and next to a well-used bus stop. The site is divided into two sections, either side of the access point to the supermarket car park.



The area measures 1,280 sqm (including access to supermarket car park) and provides space for approximately 25-35 stalls 3m x 3m stalls.

Photographs of the area are contained in Appendix 1.

4. Proposed market offer

Ealing Council would like the prospective market operator to propose the type market they would operate at this location. Recent consultation with local businesses, residents and town centre visitors reveal mixed views and ideas on the type the market stalls desired here, these include:

<ul style="list-style-type: none"> • Cooked food not already on offer in the High Street • Delicatessen food • High grade fruit and vegetables • Fair trade goods • Local allotment produce • Organic food • Street food • World food • Artisan • Books • Flowers and plants • Local community stalls 	<ul style="list-style-type: none"> • Health products and services • High quality household goods • High quality gifts, books and collectables • Handmade jewellery and accessories • Clothes • Arts and crafts • Antiques, vintage and collectables • Other eco-friendly and handmade products • Vinyl • Retro • Youth
---	---

The new market should bring a unique and complementary offer to the town centre and not be in direct competition with existing businesses (including the existing Southall Market).

More information on the results of consultation with residents, visitors and local businesses is included in Appendix 5.

5. Days and hours of operation

Ealing Council is inviting market operators to propose the days and hours of operation of the new market.

6. Selection of traders

The Market Operator will be responsible for identifying suitable traders for the market. The Operator will also be the main point of contact for any potential applicants interested in becoming traders.

The operator will be responsible for maintaining a checklist of all traders, ensuring there are no illegal traders or goods present and ensuring all food stall holders are registered with the appropriate local authority.

7. Market stalls

Individual market stalls should be consistent in terms of agreed dimensions (minimum 3m long x 3m deep and maximum 6m long and 3m deep) and colour.

Stalls can be held down if needed by leg weights, but no fixings shall be made into street paving.

All stalls will be expected to meet high quality standards in terms of design, branding, visual merchandising and general health and safety compliance. Examples of appropriate and inappropriate stalls are included in Appendix 2.

The operator shall ensure strong branding identity and consistent 'look and feel' throughout the market area.

8. Accessibility, loading/unloading and parking

The market site is in an excellent location with the following public transport links:

Train: Southall Station, First Great Western & Heathrow Connect, 0.8km (13 minute walk)

Buses: 95, 105, 120, 195, 207, 427, 482, 607, E5, H32, N207

Vehicles will be able to mount the public square (subject to an agreed vehicle management plan) for unloading and loading only. Access would be via the Lidl car park entrance. The market operator would be issued keys to control the bollards here on market days.

The Market Operator will need to agree a traffic management and trader loading/unloading plan with Ealing Council prior to event commencement.

The operator and traders are responsible for organising their own parking arrangements. There are currently five public car parks within Southall town centre, all are within walking distance to the market site.

There are also cycle parking and servicing facilities on site.

9. Utilities and toilet facilities

Electricity is available for use however water facilities are not available.

Toilet facilities are available next to the site at Southall Park.

10. Storage

There are no storage facilities available currently. It is expected that all equipment will be packed up and taken away at the end of each market event. If required, however, the chosen market operator could install a storage unit on the site (subject to planning consent).

11. Market cleaning and waste management

The operator will be responsible for ensuring the area is kept clean and tidy. A Waste Removal and Cleansing agreement will form part of the license agreement.

12. Security and lighting

This area is monitored by CCTV and patrolled by the local Safer Neighbourhoods Team.

Street lighting is very good on site, however for any night market events we would encourage the market operator to provide additional lighting.

13. Market licence and operation costs

The Operator will be responsible for all costs associated with operating the market, including; licence payment, set-up and removal of market stalls, electricity usage, anti-litter management, rubbish removal, area cleaning and traffic order costs (where applicable).

14. Licensable Activities and Planning

Any Licensable Activities will require further authorisation please see Appendix 3 for more information. It will be the responsibility of the appointed operator to obtain all relevant licensing approvals.

Markets operating more than 12 events within a calendar year will also require Planning Permission approval. Ealing Council will support the market operator to obtain this.

15. Additional information

Planning permission has been obtained to install a permanent retail kiosk at the Southall Square. The plan is for the construction to take place in late 2017 and will be leased to a private operator. There will be the opportunity for the new market operator to take on this lease.



New kiosk concept image

Appendix 1: Site photographs

View of site facing east



View of site facing west



Existing Southall Market entrance



New kiosk footprint (lighter coloured paved area)



Access to supermarket car park and bollards



Appendix 2 – Market stalls images

Appropriate market stalls



Inappropriate market stalls



Appendix 3 - Licensable Activities

What are Licensable Activities?

As governed by the Licensing Act 2003:

Licensable activities are: -

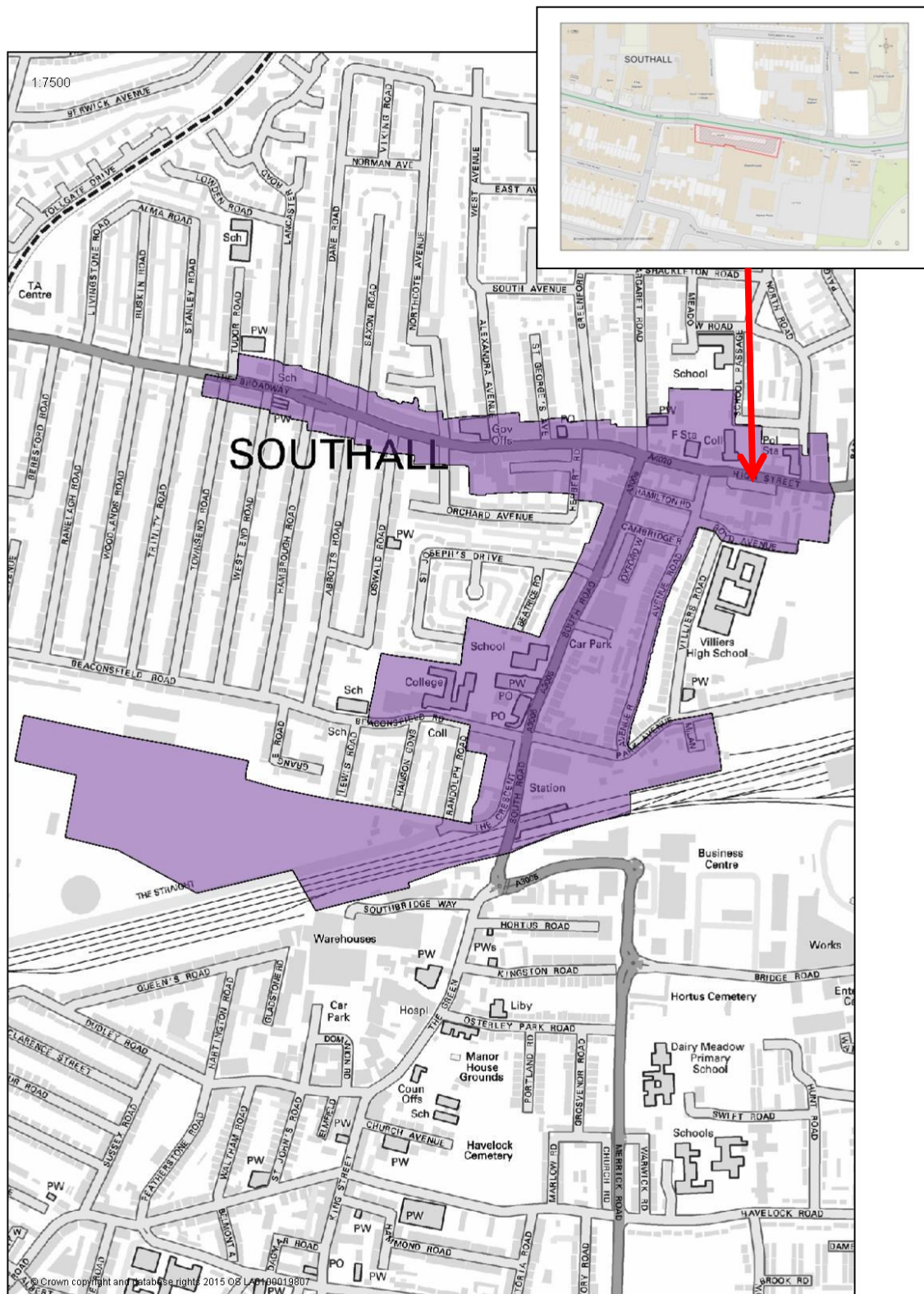
- The sale by retail of alcohol
- The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club;
- The provision of regulated entertainment (please see below); and
- The provision of late night refreshment, which is hot food or drink supplied between 11pm and 5am

What is Regulated Entertainment

Regulated Entertainment is that which takes place in front of an audience for their entertainment, and includes: -

- A performance of a play (e.g. a pantomime or amateur dramatic production including a rehearsal);
- An exhibition of a film;
- An indoor sporting event;
- A boxing or wrestling entertainment;
- A performance of live music (e.g. karaoke, a band or a choir);
- Any playing of recorded music;
- A dance performance; and
- Facilities for making music, dancing and entertainment of a similar description.

Appendix 4 – Southall Square in the context of Southall Town Centre (map)



Appendix 5 – Recent market testing

Pilot Market

Through the ‘Southall Big Plan’ (<http://www.southallbigplan.com/>), Ealing Council has worked in partnership with local businesses, community groups and education institutions in hosting a number of popular town centre activities and market events. A pilot monthly market was held on the first Sunday of every month during 2014/15. The market offered live entertainment and traders selling food and crafts from all over the world, and carried on Southall’s strong legacy of supporting local trade.

Surveys

During April 2017, Ealing Council conducted surveys with local businesses, residents and town centre visitors for an up to date picture on the demand for a market at Southall Square.

Here is a summary of the results of the surveys conducted with local businesses:

- 24 local business representatives completed a survey, 79% of these were owners or managers of small independent businesses (19) 21% were managers of local chain stores (5)
- When asked to make comments on the impact the existing Southall Market has on the business, the business representatives were positive, with the majority stating the market has a positive impact on footfall and profit.
- The general feeling of a new market coming to the area was also positive with the following comments made:
 - Would bring more people to the area
 - The location is in a better position than existing market
 - Would welcome a new market
 - The old market needs renovating
- When asked what the new market should sell, the business representatives said:
 - Clothing – English
 - Food
 - Fruit and veg
 - Different to current market offer
- Other comments made by businesses include:
 - Would like a western clothes market as the closest place for this is Uxbridge
 - The market should be open early in the morning before people start work
 - Need to consider traffic and parking problems as weekends are really busy

Here is a summary of the results of surveys conducted with local residents and town centre visitors:

- 87 residents and town centre visitors completed a survey.
- 91% live in Southall, the remainder were from local surrounding areas including Hayes, Greenford, Northolt and Acton.
- The majority of those surveyed visit Southall town centre 2-4 times per week (45%) with 24% visiting once per week and 14% visiting 1-2 times per month.
- 40-50% of those surveyed usually visit the town centre on weekdays and Sundays. 70% visit the town centre to shop on a Saturday.
- 73% of those surveyed would support a new market at Southall Square.
- When asked what type of market it should be the response was:
 - Fruit and veg
 - Hot food
 - World food
 - Organic food
 - Vibrant, cheap
 - Discount goods
 - Something different. A French or Italian market
 - Health products
 - Western clothes
 - Household goods
 - Community - small local businesses, like a car boot sale
 - Crafts, books, hardware, art
 - Local food growers selling their seasonal produce
- When asked 'How often would you like the market to be open?' the response was:

Daily	17%
Twice weekly	26%
Weekly	35%
Monthly	5%
Other	17%

When asked 'What time of day would you like the market to be open?' the response was:

Mornings	77%
Afternoons	60%
Evenings	26%

- When asked what would make people want to visit the market the response was:
 - Value
 - Safe environment and easy to access
 - Variety
 - Kept clean and tidy
 - Easier parking
 - Fresh produce
 - Continental goods rather than Indian
 - A different offer
 - Music events in the evening
 - Good quality produce
 - Stalls in good condition
- Other comments made include:
 - The market should be kept tidy
 - Would like events after 5pm
 - Should be open longer hours than the existing Southall market
 - Traders should be local
 - Must avoid becoming cluttered and low quality
 - Should not duplicate existing seller and types of businesses in Southall market
 - Needs good marketing/promotion

Appendix 6 – Socio-economic profile of Southall

This Appendix contains a comprehensive profile of Southall taken from the Southall Economic Study 2017.

The Workplace Economy

According to Census Workplace zone data there were 14,000 people employed in Southall in 2011. Nearly 80% of these were employees, 16% self-employed and just under 5% were full time students.

Figure A 1 Employment Status of Southall Residents

Employment Status	2011	%
All categories: Employment status	13,931	100.0%
Employee: Part-time	2,773	19.9%
Employee: Full-time	8,305	59.6%
Self-employed with employees: Part-time	157	1.1%
Self-employed with employees: Full-time	503	3.6%
Self-employed without employees: Part-time	599	4.3%
Self-employed without employees: Full-time	942	6.8%
Full-time student	652	4.7%
Employee Total	11,078	79.5%
Self-Employed Total	2,201	15.8%

Source: Census Workplace Zone

A large number of Southall businesses are concentrated in the Wholesale and Retail sectors. This is a very different profile to the London economy as a whole.

Figure A 2 Number of Enterprises by Sector

Industry	Southall Hinterland	Ealing	West London	Greater London	Thames Valley
Agriculture, forestry & fishing	0.0%	0.1%	0.1%	0.1%	1.4%
Mining, quarrying & utilities	0.3%	0.2%	0.3%	0.4%	0.5%
Manufacturing	4.3%	3.8%	3.1%	2.8%	3.9%
Construction	7.7%	12.3%	10.6%	9.0%	10.0%
Motor trades	2.7%	2.1%	2.1%	1.4%	2.5%
Wholesale	11.5%	6.5%	5.7%	4.3%	4.3%
Retail	18.4%	9.0%	8.2%	7.2%	5.6%
Transport & storage (inc postal)	4.8%	3.4%	3.6%	2.1%	3.4%
Accommodation & food services	6.4%	4.6%	4.6%	4.8%	3.7%
Information & communication	8.0%	14.0%	14.9%	13.2%	16.7%
Financial & insurance	1.3%	1.0%	1.4%	2.9%	1.6%
Property	4.8%	3.5%	4.1%	4.8%	2.8%
Professional, scientific & technical	10.4%	18.6%	20.1%	23.9%	22.6%
Business administration & support services	8.8%	8.5%	8.3%	9.7%	9.1%
Public administration & defence	0.0%	0.0%	0.0%	0.0%	0.2%
Education	1.3%	1.5%	1.6%	1.6%	1.7%
Health	4.5%	4.4%	4.5%	4.5%	3.6%
Arts, entertainment, recreation, other services	4.8%	6.7%	6.5%	7.4%	6.3%

Figure A2 shows detailed activity level sectors of employment in Southall where there are more than 100 jobs. The job figures have been banded due to disclosure requirements. The table also indicates the extent to which these are sectors that are relatively well represented in Southall by showing their Location Quotient (LQ) against the London average.

Figure A 3 Activity Sectors in Southall with more than 100 jobs

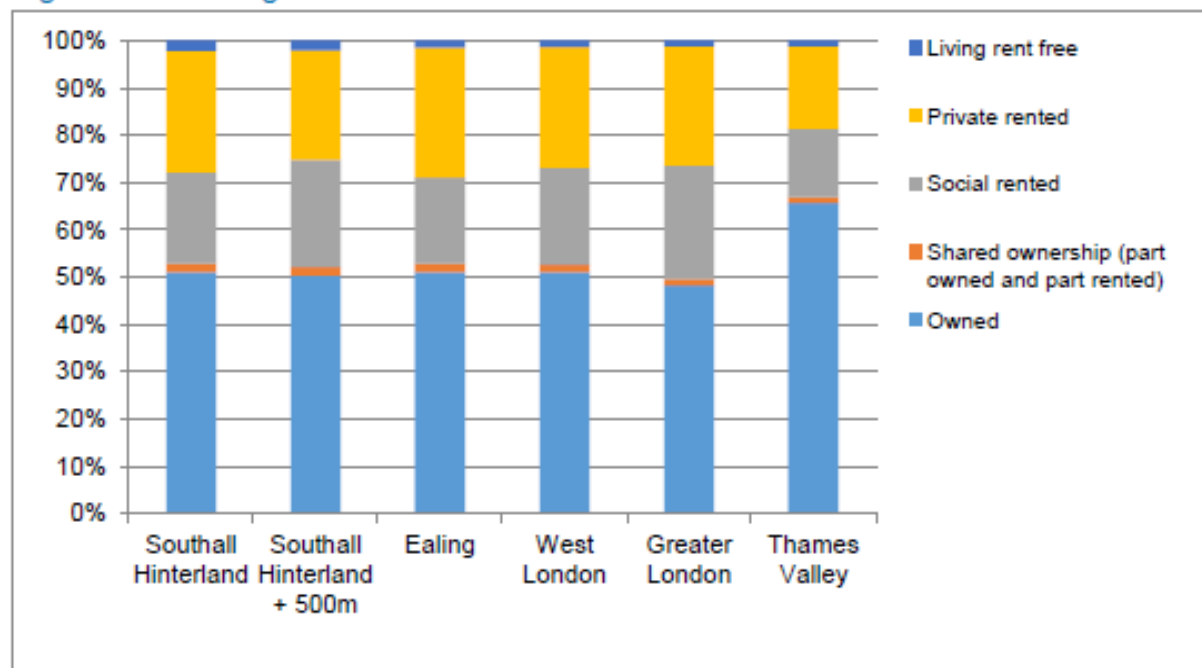
Industry	Jobs	LQ
Other processing and preserving of fruit and vegetables	100-250	>2
Manufacture of breakfast cereals and cereals-based foods	250-1000	>2
Manufacture of bread; manufacture of fresh pastry goods and cakes	>1000	>2
Manufacture of prepared meals and dishes	250-1000	>2
Manufacture of other food products nec	100-250	>2
Manufacture of jewellery and related articles	100-250	>2
Specialised construction activities (other than scaffold erection) nec	100-250	>2
Maintenance and repair of motor vehicles	100-250	>2
Wholesale of other food, including fish, crustaceans and molluscs	250-1000	>2
Non-specialised wholesale of food, beverages and tobacco	100-250	>2
Wholesale of household goods (other than musical instruments) nec	100-250	>2
Wholesale of other machinery and equipment	100-250	>2
Non-specialised wholesale trade	250-1000	<1
Retail sale in non-specialised stores with food, beverages or tobacco predominating	100-250	1-2
Other retail sale in non-specialised stores	100-250	>2
Retail sale of telecommunications equipment (other than mobile telephones) nec, in specialised stores	100-250	<1
Retail sale of clothing in specialised stores	100-250	>2
Dispensing chemist in specialised stores	100-250	>2
Retail sale of watches and jewellery in specialised stores	250-1000	>2
Other service activities incidental to land transportation, nec (not including operation of rail freight terminals,	100-250	>2
Other transportation support activities	100-250	>2
Unlicensed Carriers	100-250	<1
Licensed restaurants	100-250	1-2
Unlicensed restaurants and cafes	100-250	1-2
Take away food shops and mobile food stands	100-250	1-2
Event catering activities	100-250	>2
Sound recording and music publishing activities	100-250	<1
Banks	100-250	<1
Solicitors	250-1000	>2
Renting and leasing of other personal and household goods (other than media entertainment equipment)	250-1000	<1
Temporary employment agency activities	100-250	>2
Travel agency activities	100-250	<1
General cleaning of buildings	100-250	<1
Other business support service activities nec	100-250	1-2
Public order and safety activities	250-1000	1-2
Primary education	250-1000	1-2
General secondary education	100-250	>2
Post-secondary non-tertiary education	100-250	1-2
General medical practice activities	100-250	1-2
Other human health activities	100-250	1-2
Social work activities without accommodation for the elderly and disabled	100-250	<1
Other social work activities without accommodation nec	100-250	<1

Resident Workforce

This section profiles the population and resident workforce of Southall.

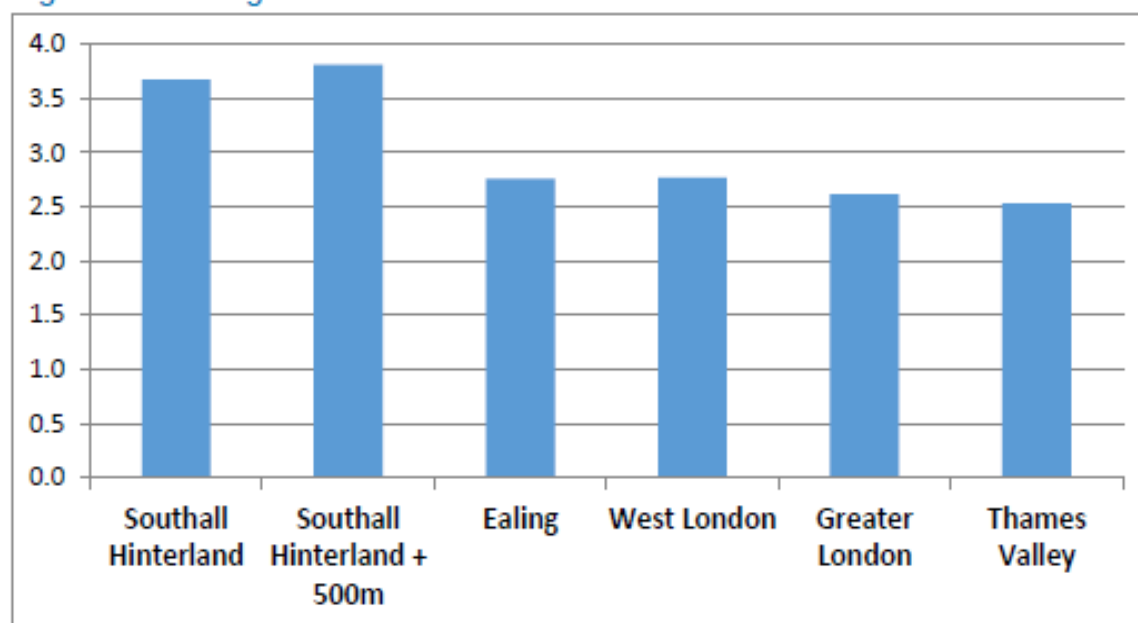
Southall has a similar profile in terms of housing tenure to that of Ealing and a slightly lower percentage of socially rented housing than London as a whole.

Figure A 4 Housing Tenure



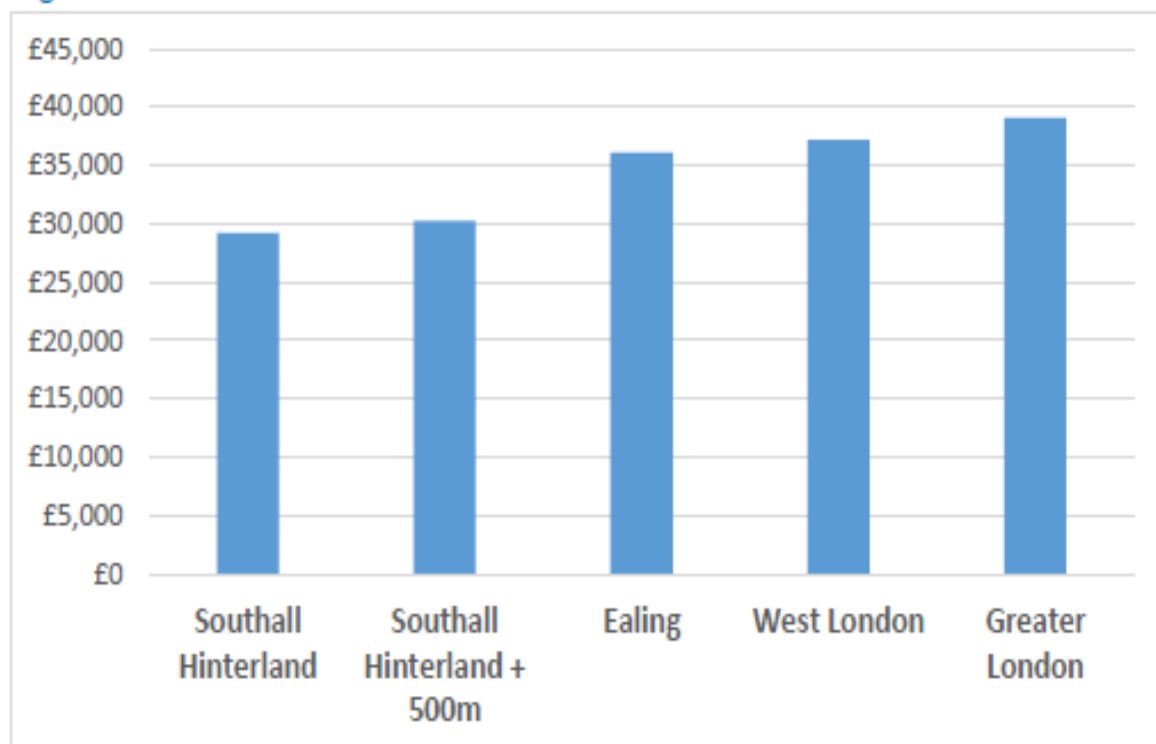
Average household size in Southall is well above the Borough and London average

Figure A 5 Average Household Size



Average household income is significantly below both the borough and London average

Figure A 6 Household Income



Population density in Southall is high. This will in part reflect the high average household size.

Figure A 7 Population Density

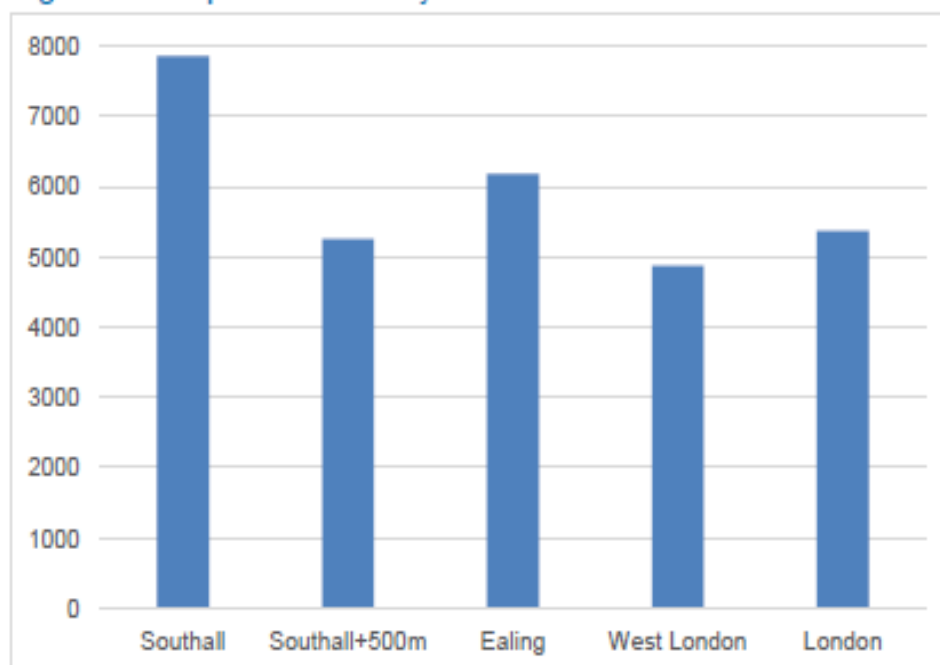
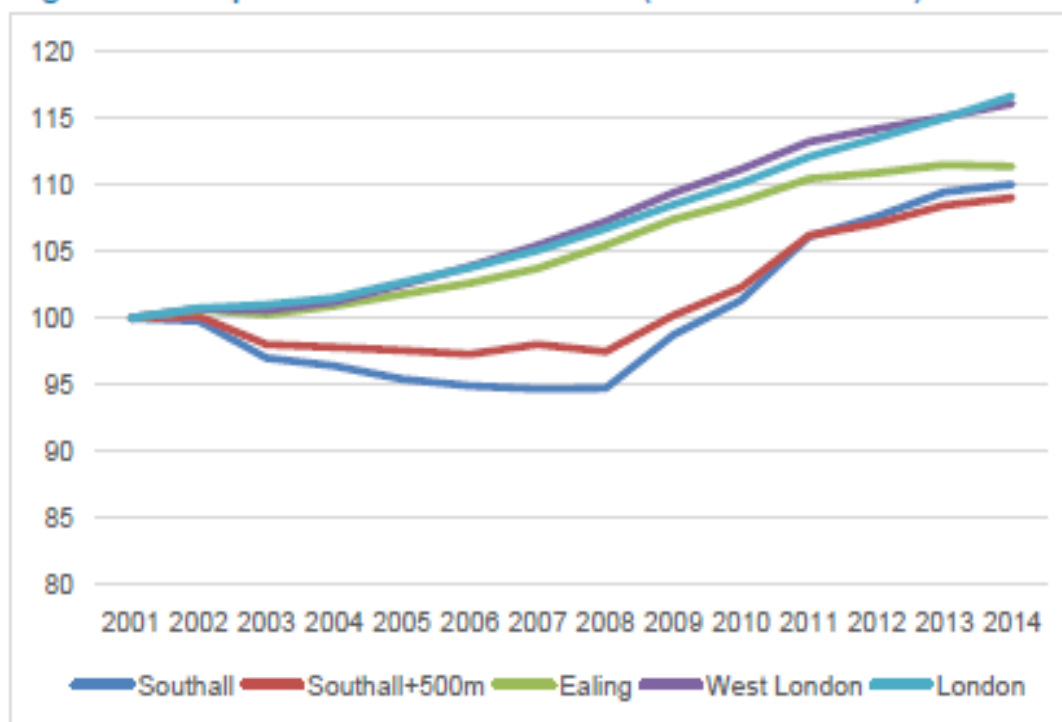
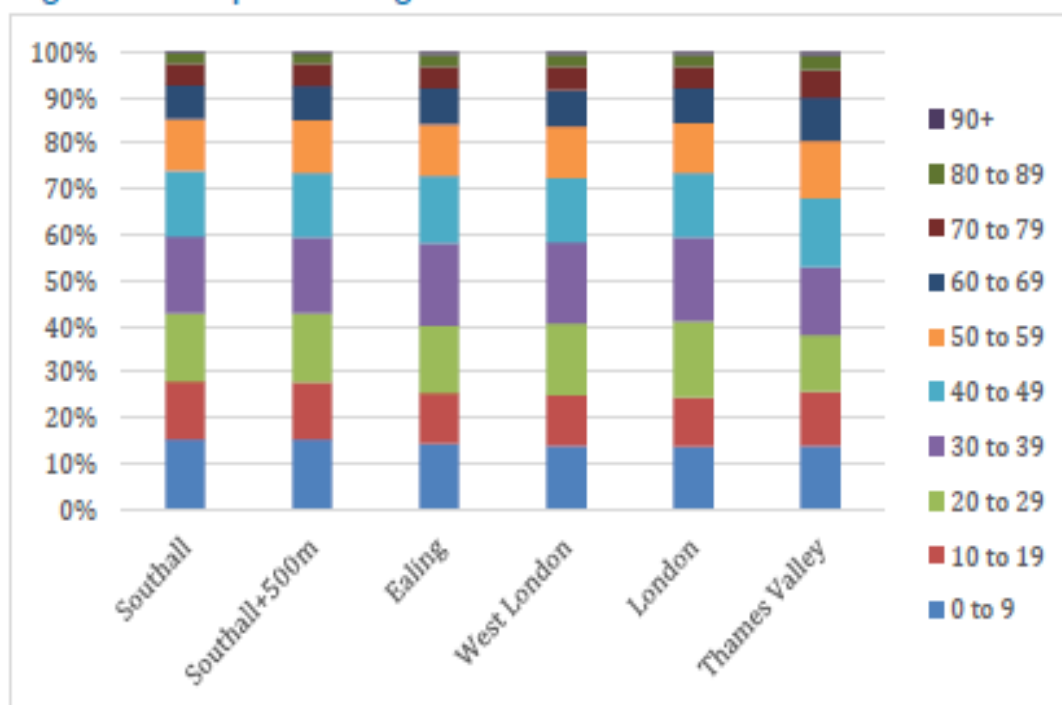


Figure A 8 Population Growth 2001-14 (Index 2001=100)



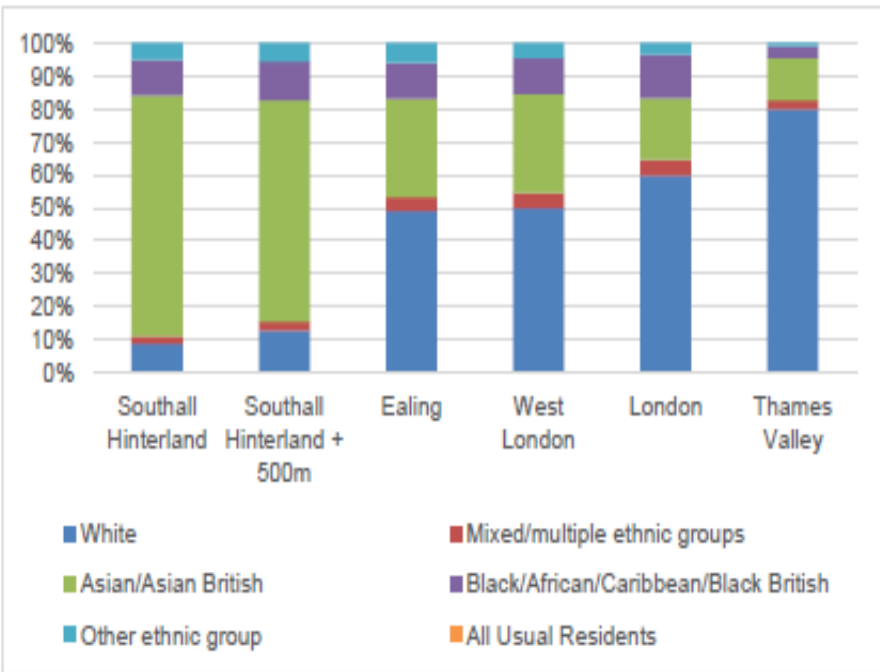
The population age structure in Southall is broadly similar to the wider comparator areas.

Figure A 9 Population Age Structure



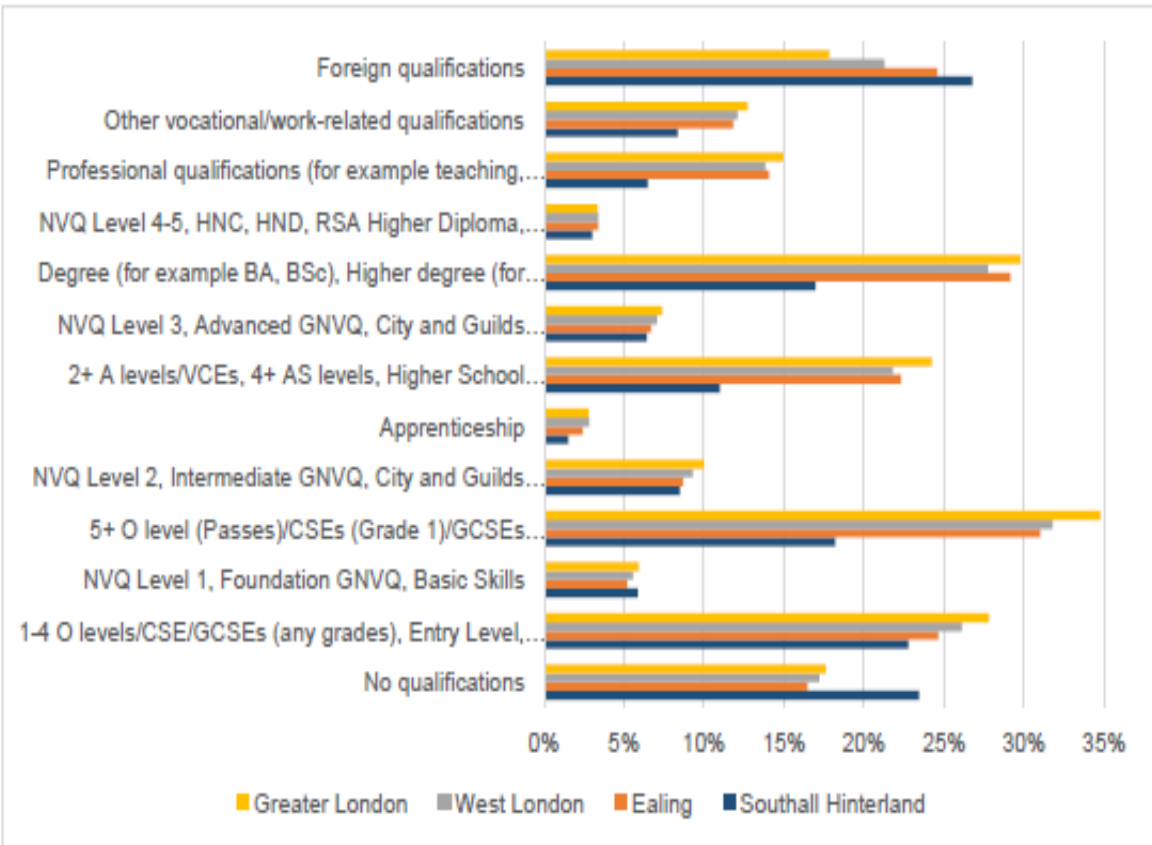
Southall has a very high concentration of people of Asian or Asian British ethnicity

Figure A 10 Population by Ethnicity



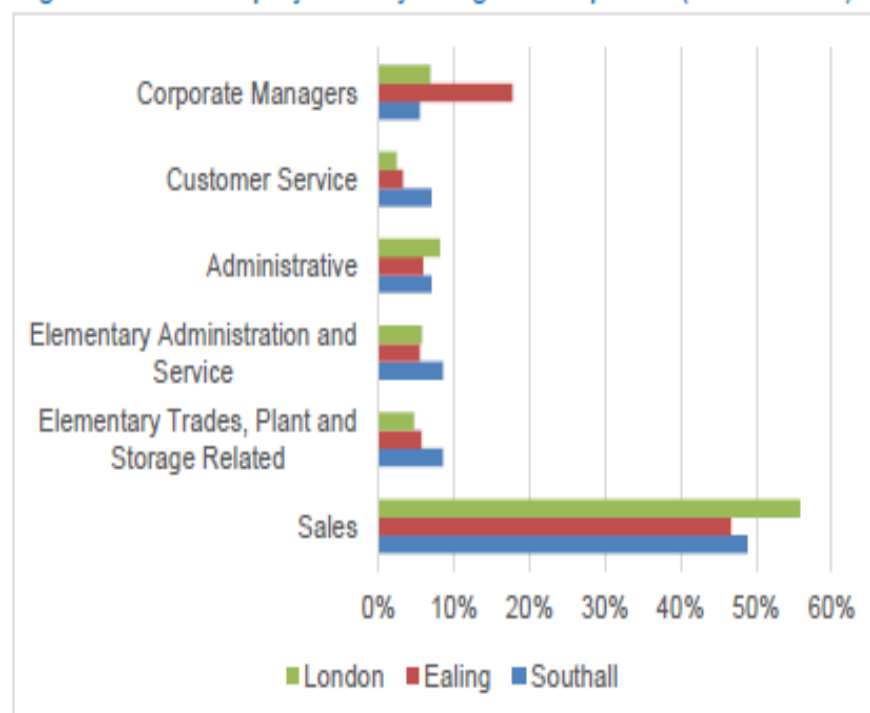
Southall residents are comparatively poorly qualified.

Figure A 11 Qualifications of Southall Residents



The principal occupation sought by unemployed people in Southall is in sales, as it is in London generally. There are also significant numbers of workers seeking employment in elementary occupations,

Figure A 12 Unemployment by Sought Occupation (March 2016)



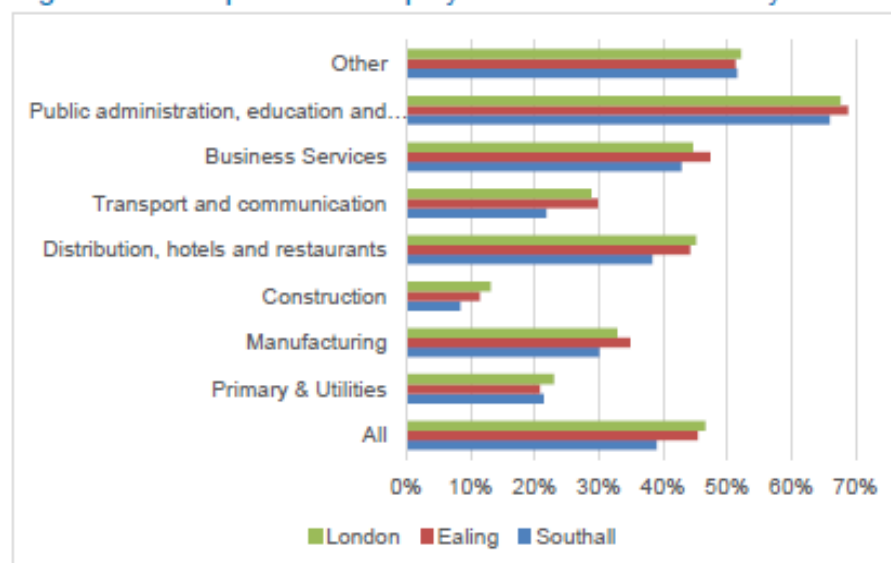
Unemployment Rates are above the Ealing and London average across all ethnic groups but are especially high among Black/African/ Caribbean/Black British residents

Figure A 13 Unemployment Rates by Ethnicity

	White	Mixed/multiple ethnic group	Asian/Asian British	Black/African/ Caribbean/Black British	Other ethnic group
Southall Hinterland	12.2%	17.0%	12.6%	27.9%	13.5%
Southall Hinterland + 500m	10.1%	17.9%	11.8%	26.0%	12.5%
Ealing	5.6%	13.7%	9.9%	19.8%	13.1%
West London	5.9%	13.2%	8.6%	18.6%	13.8%
Greater London	6.2%	14.0%	10.1%	17.7%	13.2%
Thames Valley	4.9%	11.8%	8.5%	11.7%	9.2%

A lower proportion of the employed resident workforce in Southall are female than is the case for Ealing as a whole or London in general

Figure A 14 Proportion of Employed Resident Workers by Sector who are female



Southall Community

Figure A 15 Life Expectancy

	Life expectancy at birth, 2010-14
Southall Hinterland	80.9
Southall Hinterland + 500m	80.9
Ealing	82.2
West London	82.6
Greater London	82.3

Figure A 16 Index of Deprivation

	Average Rank Compared to all LSOAs in London (1 is most deprived out of 4835)
Southall Hinterland	1158
Southall Hinterland + 500m	1394
Ealing	2411
West London	2623
Greater London	2418

The proportion of households without a car is slightly higher than the West London average. Multiple car ownerships levels will reflect the higher average household size.

Figure A 17 Car Availability

	No cars or vans in household	1 car or van in household	2 cars or vans in household	3 cars or vans in household	4 or more cars or vans in household
Southall Hinterland	39%	38%	16%	5%	2%
Southall Hinterland 500m	36%	39%	18%	5%	2%
Ealing	35%	44%	16%	3%	1%
West London	35%	42%	17%	4%	1%
Greater London	42%	41%	14%	3%	1%
Thames Valley	17%	41%	32%	8%	3%