

West Hampstead Daily Market Design Access Statement

Introduction

The West Hampstead Farmers Market Has been operating on the Thameslink station forecourt since 2012 trading every Saturday 10am – 2pm. This application is for London Farmers’ Markets to trade on the other days of the week with a smaller food offering but over extended hours to meet the needs of commuters. The aim will be to create a space that is more inviting during the week allowing it to become more of a local amenity rather than just somewhere to walk through and to firmly establish the location as a destination for high quality food shopping.

Consultees

The following businesses or organisations have all been emailed or called about this proposal and the previous application to give them the opportunity to offer their feedback. Face to face discussions took place with some organisations.

GT TRAINS

DUTCH AND DUTCH

WARD COUNCILORS

No written objections to this proposal have been received by us to date.

The site

The Thameslink Station Forecourt (Station Yard) is located at the junction of West End Lane and Iverson Road which is the centre of the main core retail activity in West Hampstead, with its range of established shops and services. The site is an open space with trees to the south and a wall to the North with the railway lines behind. The site is approximately 50m x 8m (400sq m). To the west of the site is the new southern station entrance. Some space is provided on the site for cycle parking which will remain. Occasionally the site is used by Network Rail vehicles if they are attending the station. The site acts as an overspill space for train passengers to pass through as they exit and enter the station. The site is currently unused 6 days of the week. The West Hampstead Farmers Market currently operates weekly on Saturdays from 10am until 2pm. This proposal would not impact on the existing market at all but would aim to use the site on weekdays and Sundays. The site is currently accessed by all vehicles using a dropped kerb. The site is outside the conservation area.

Iverson Road

Iverson Road overlooks the site from the south. The area immediately opposite the site is made up of light commercial units and some retail units at the junction of West End Lane. There are a small number of residential units above some of the commercial units.

West End Lane

The stretch of West End Lane to the east of the site is predominately commercial made up of offices and small retail units.

Surrounding area

The area further west from the site along Iverson Road is mostly residential, to the east the site is situated next to the core retail activity in area.

Farmers' Market today

The Saturday market

West Hampstead (Saturday) Farmers' Market celebrates its 5th anniversary in 2017 and has, on a good week, around 1000 customers. It supports 40 small and independent farming / food businesses with around 27 stalls attending each week.

Benefits

The market is a great community event, bringing people together in the local area. It has been described as a catalyst for trading by landowners and businesses in the area who believe it attracts footfall. Our own mapping data (see appendix) shows that the market attracts customers from a one mile radius. The farmers market creates a sense of community and fosters social cohesion as neighbours get to meet at the weekly event. The market supports rural businesses and new local food businesses; it creates employment for around 100 people.

The operators

London Farmers' Markets (LFM) run FARMA-certified markets in London, having set up the first farmers' market in Islington in 1999. LFM now run 22 markets across London. Other markets operated in the borough include Parliament Hill, Bloomsbury, West Hampstead on Saturdays and Eton Avenue in partnership with Camden Council.

LFM pride themselves on excellent relations with local residents, local businesses and local authorities. Local people love the markets, and local businesses appreciate the fact that it brings shoppers to the area.

LFM only work with professional local food businesses. All businesses are checked to ensure that they comply with environmental health requirements. Provenance is assured and only high quality food is permitted.

Planning considerations

Local amenity

The existing West Hampstead Farmers Market and the proposed West Hampstead Market fit in with the aims of the London Plan, most specifically chapter 3D.3, which states that Boroughs should:

"Work with retailers and others to prevent the loss of retail facilities, including street and farmers' markets, that provide essential convenience and specialist shopping and to encourage mixed use development"

In addition, there are key parts of Camden Councils Core Strategy and Development Policies that seek to promote and expand new and existing markets in the borough; policy CS7 which seeks to protect and enhance Camden's centres by 'supporting and protecting Camden's local shops, markets and areas of specialist shopping'

Policy DP11 will promote and protect markets by 'supporting new markets that will not cause individual or cumulative harm to the local area'

Noise levels

LFM market staff will be on hand throughout market setup to ensure that a noise prevention plan (REF noise prevention Plan) is kept to. Our markets take place in residential areas and we rarely receive complaints. The current setup of the

market uses a clear management plan which can be adapted to cope with any specific requirements around noise prevention. (REF Method Statement and Risk Assessment). The market has received no complaints about noise during its 5 year history.

Refuse collection

LFM work to the policy that they should leave any site exactly as it was at the start of the market day. All stallholders' refuse is taken back with them and the market manager is on site to enforce this. There will be no refuse left on site by the market and contractors will clean the site as required.

Market image

There is no uniform stall type but most stalls are either gazebo-style structures, metal-framed market stalls or umbrella canopies. The stalls look attractive, decorative and professional. Images of the market stalls in operation are included as part of this planning application. They are all temporary structures which can be removed from site. In order for stalls to be more sustainable there is a plan to trial two stall kiosks with green edible herb roofs that will attract wildlife and be a first for London, these units will be secure lockable and moveable.

Site History

The existing Saturday farmers market has been trading successfully without complaint since September 2012. The landlord GT trains is happy with the markets operation and has not found that it has had any problems with the market operator. A trial midweek market was carried out on Saturday and Wednesday evenings in 2016. This market did not create any access problems for passengers or generate any complaints. The mid-week trial stopped trading due to poor management by a different market operator who had not sought planning permission and did not publicise the market.

Customer transport

70% of farmers market customers on Saturdays live within a mile of the market and over 80% of customers will walk to market as this is the most convenient way to access markets. There are currently no parking issues associated with the market as most customers come on foot. The site has a PTAL rating of 6b (excellent) which means that it is highly accessible by public transport, there have been no problems with road transport around the market.

Stallholder Parking

50% of stalls will deliver to site and then move on to other locations in London so their vehicle will not park in the area, this is the current procedure on Saturdays and a greater percentage are expected to deliver mid-week and therefore will not require to park in the area. Some stalls will be vehicles that can be sold from. Vehicles requiring parking can make use of the pay and display parking nearby but this will only be 2-5 vehicles based on current stall surveys.

Related Planning Consents

2012/5455 P. The initial permission for the Saturday market received substantial support from local people. The officer's delegated report noted the huge level of support for the idea. The only initial concerns were around emergency access from the station and passenger access to the station both of which have been shown not to be a concern by the markets 5 year operational history.

Proposal

We propose that market trading is extended across all 5 days in the week and on Sundays. However this will be for a much smaller market presence than the existing market on Saturdays. Monday to Friday trading will be split into two parts: morning trading from 7am-noon with a maximum of 5- 10 stalls and noon – 9pm with a maximum of 16 stalls on site at any point during the day. The morning trading will service demand from morning commuters and ensure that there is ample space with limited stall numbers for access across the site by passengers using the station. Noon – 9pm trading will service lunch demand and a more staggered and relaxed evening commute home. The table below illustrates the trading schedule more clearly

TRADING HOURS	7am -10am	10am -Noon	12-2pm	2pm -5pm	5pm – 8pm
Monday - Friday	5-10 stalls	5 -10 stalls	16 stalls max	16 stalls max	16 stalls max
Saturdays	closed	31 stalls max	31 stalls max	15 stalls max	15 stalls max
Sundays	closed	27 stalls max	27 stalls max	27 stalls max	closed

The Saturday Farmers Market would operate as usual with 3 extra stalls up to 31 stalls. Proposed Sunday trading hours would be from 10am the same as Saturdays but with an extended operating time until 5pm. Sundays would be run in a similar way to Saturday with a maximum of 27 stalls for seasonal events. We would also propose that Saturday hours are extended to 8pm.

A large number of residents and businesses in this area actively support the market and believe that it drives footfall for all businesses on West End Lane, this proposal seeks to build on these successes. A market in this location would boost footfall and benefit the existing trade for local businesses. There is already retail activity taking place in this area until 8pm and later during the week and at weekends so extending the market trading days and hours would not cause an additional disturbance to residents. The proposed market hours would operate for a shorter length of time than many other neighbouring businesses some of which open as early as 6am. By limiting stall numbers during the week there will be no impact on station operations and this approach is supported by the train operating company. We also anticipate that customer demand will be lower during the week than at weekends.

Given the successful 5 year operation of the Saturday Market with no reported negative impact on residents or businesses a smaller market trading on the other days during the week is likely to have less of an impact and therefore be of equally importance to the local community as a valued local resource. Thus maintaining customer interest in West End Lane during the week and stopping customers drifting away to out of town shopping centres, which has been so common in many high streets. This fulfils the objectives of policy CS7 and the aims of the London Plan (chapter 3D.3).

Transport Study and Vehicle Movements

Our weekday traffic study observed vehicle movements on Iverson Road and West End Lane in the early morning from 6am - 9am, between 1 pm and 3pm and during the evening peak from 5pm – 8pm. No incidents of traffic congestion were observed that would impact on the activities on site. All market vehicle movements would be contained within the market area and safety barriers would be used to warn pedestrians about any vehicle movements on site. During the week the 5 market vehicle movements in the morning could be absorbed by low traffic levels around 7am. The 10 vehicle movements later in the day will be absorbed in normal traffic flows. All vehicle activity can take place on site and all vehicle access will be from Iverson Road so as not to impede traffic flows on West End Lane or the pedestrians using the crossing. Traffic flows in the area are lighter than any other day during the week so the proposed loading arrangement on Sundays will be the same as Saturdays which currently operates without a problem.

Pedestrian Movements

At peak travel times during the week there are a lot of passengers using the station entrance in Iverson Road as they interchange onto other train lines in the area. Peak activity is in the morning between 7am and 9am and again in the afternoon building up from 4pm with the peak at around 7pm. Footfall is high where passengers enter / exit the station most use the footpath on Iverson Road and do not walk across the site as they are heading south for the Jubilee line. To avoid any potential conflict with pedestrians no vehicles will be permitted on to site between 7 am and 9am and between 5pm and 7pm during the weekday peaks.

Management and operation

A manager, working for London Farmers' Markets, would be on site during the day to ensure that the market operates as per the method statement and risk assessment. They would also be in contact with backup staff from the LFM head office that would be available to give assistance at very short notice in the event of problems. Additional staff would assist the manager with traffic management. LFM are a responsible market operator, considerate to our neighbours and do everything possible to operate safely and quietly to ensure our neighbours are not disturbed.

Managing markets according to strict operational protocol is very important to LFM. The manager would be trained working to a method statement (REF Method Statement and Risk Assessment) which would cover every single operational nuance of the market and any of the Council requirements outlined in the planning. A noise prevention plan is also included to show how LFM would reduce any possible disturbance to neighbours. (REF Noise Prevention Plan). To reduce the chance of any noise during the midweek set up it is proposed that the morning stalls are left in place overnight to reduce the noise associated with stalls setting up early.

A risk assessment has been carried out to cover market operations in the street to ensure that the market would operate safely.

Impact on local businesses

The existing farmers market on Saturdays has an established customer base of some 2000 customers with a footfall of around 1000 customers per week. These customers are local people that live within 1 mile of the market (see separate survey). With the market trading 7 days a week customer loyalty will build and existing market customers are expected to follow, who will hopefully spend time at the shops and market stalls in the area. The market offering is very different to most shops and services in West Hampstead, so the market will compliment rather than compete with the existing businesses helping to make the area an even more popular destination. Catering for the needs of commuters should also ensure that travellers also spend more time in the area.

Mid-Week Market Design

Description

The market will be in two halves with the morning stalls located at the front of the market on West End lane. The stalls arriving later will set up further west on the site. There is enough space for customers to walk through the entire site at all times and for station emergency access. Bespoke seating will be commissioned and designed with the aim of the site becoming more of a local amenity and to encourage people into the space. Most stalls' 3m x 3m allocations would be directly abutting each other with access spaces in between for vendors.

Stall Products

The market would remain a predominately food orientated market through the week and continue as a farmers market on Saturdays. During the week there would be roughly a 50% split of produce stalls and food to go. On Sundays there would mainly be a food offering but there would also be guest / themed markets at different times of the year. All food businesses must pre book and pre-register with market management so no fly pitching can take place and stall numbers can be

controlled. All stalls are vetted and their products checked before they can sell at the market, food businesses must be registered with their local environmental health team. LFM would reserve the right to stop stalls from selling, and stalls would only be permitted to sell once they had supplied the LFM head office with a satisfactory risk assessment.

Stall types / design

Purpose built stalls will be phased in across the site for a more uniform and professional appearance. (see pictures) We propose to have stalls using similar colours that blend in with the site to suit its green environment. There will be some traditional framed market stalls and some contemporarily designed stalls. As mentioned above stall kiosks with a green herbal roof will be trialled. Mobile vehicle stall units will also be present where some sellers will trade from their vehicles. Some stalls do not use a canopy (e.g. flower and plant stalls and stalls selling root vegetables).

Water and electricity

The Saturday market does currently not have any services. However an electrical supply and water supply will be drawn from station premises. A survey has been carried out to supply the market and power and water will be installed on site soon which will mean no generators need to be used on site.

Public Realm Improvements

The areas around the trees are being tidied up, weeded and gravel beds will be topped up. New bird boxes will be installed. Permanent seating will be commissioned and designed to fit in with the sites natural appearance. Christmas lights will be commissioned.