

Appendix 1

Schedule of Objectives and Next Steps

| Middlesex Street – Petticoat Lane Market: Issues, Objectives & Next Steps | | | |
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| Ref. | Issue | Objective/ Outcome | Next Steps |
| Operations of the Market | | | |
| 01 | Lack of vision of what the market should be; who it is for; what it's future is | Tower Hamlets and City to work together to create a joint vision for the market; a strong unique vision for the market that will draw people in. | Working party to draft vision; work to gain endorsement from both City and Tower Hamlets |
| 02 | Larger stall sizes are required; a more consistent stall size and layout. | There is an appropriate size and layout of stalls to meet the current and future needs of the market traders and visitors | Create an overall market plan (with assistance of consultant if necessary), including: <ul style="list-style-type: none"> - agree a policy for consistent stall sizes and layout, a) in the short term; and b) with a longer term plan - Short-term plan to include discussions with traders in other local markets – ask them to come along to Petticoat Lane on Sundays. - implement the short term plan as soon as possible - Need clear plan for where pitches are, and what should be sold - Package for traders – one system - Stalls need to be appropriate – e.g. wind is a problem. |
| 03 | Keep layout of existing market layout to allow access to the shops and keep middle aisle as existing for visitors for the market. | | |
| 04 | A better mix of stalls is required; can men's clothing be included and 2nd hand stalls and children's stalls. | A new mix in the Market's offer will exist, beyond its traditional focus on women's clothing. The Market offer becomes | Create an overall market plan with assistance of consultant if necessary, including: |

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| O5 | Grouping items and products in some way may appeal to more visitors | linked to the stall layout, so that stalls are grouped in an attractive and sensible way. Flexibility is built in about what type of stalls we want; and where. Expand stalls in the area as growth occurs. Clear policy for the pitches. A food offer is incorporated into the market. | - agree a new mix for the Market's offer, widening out beyond its traditional focus on women's clothing. - agree a clear 'USP' for the market Clarify with legal advice licensing issues (e.g. for food). |
| O6 | The Market does not have a clear message of what its purpose is | | |
| O7 | Traders need to be aware of the aim of the market for it to appeal to them to work there; it needs something to make it an iconic market. | | |
| O8 | Retail units – can these be used to introduce art and craft. To those who like to create (e.g. jewellery, chocolate, clothes, art). | Local retail units are incorporated into the market's/ area's offer, providing complementary facilities such as events hubs or visitor facilities. Local retail units are helped by being better connected to the market and related activities. | Agree aims for the local retail units, including how they might be involved in the wider improvement of the area |
| | | | Engage with local retailers to understand their views, and to give them opportunities for involvement in the new market plan and related events |
| O9 | Improved management of the market ensuring stall positions are in sync | Produce a joint management plan (i.e. between City and Tower Hamlets) for the management of the market. Clear management structure that is across both City and Tower Hamlets. A full events plan for the market, to include street art, is produced. The area needs to be an experience/ destination. Events and market trading are linked to the history of the area. | Agree a joint management plan (i.e. City and Tower Hamlets) for the management of the market, including: - new enforcement policy of market to reflect operational needs as market develops - a new system for licences, permits, payments etc. - clear guidelines for traders that make it easier for new traders to start working, and encourage new traders to the market |
| O10 | Can enforcement be linked to Policies requiring permits and licenses to fit in the traders? | | |
| O11 | Revised method of payment system to coordinate traders' payments to coordinate payments to COL and Tower Hamlets for market payments (e.g. rent, licensing perhaps managed on a credit platform). | | |
| O12 | Improve rules around how market will | | |

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| | function to encourage new traders | One off events – e.g. a free market, or an evening market, are planned regularly, and are advertised. | Plan to include: stall location; pitch size; offer |
| O13 | Trading hours could be increased to 5-6pm in summer (or start later?) | There are new, more appropriate, trading hours to better suit traders and visitors – including extending market hours. Introduce this via a temporary measure first; then look to change primary legislation in the long-term. Link this to market cleansing. Clear cleansing plan is in place and enforced. | Create an overall market plan with assistance of consultant if necessary, including: - Agree new, more appropriate, trading hours |
| O14 | The market is open limited hours and is not under cover and this could deter visitors. | | |
| PR5/ O15 | Concrete staircase. Can it be used? Tourist centre? An associated area of the market, perhaps a covered section of the market? | The concrete staircase is re-purposed to support the functions of the market and adding amenity to the area | Explore possible re-uses of the staircase - Commission design for a new use of the concrete staircase |
| PR6/ O16 | Power and water and sources are needed as part of the design | The redesign of Middlesex Street includes the addition of power and water supply along the Street for use by the Market | Assess how power and water supplies might be introduced along the market |
| Market Facilities | | | |
| F1 | Speed: need to act now to attract traders | Short-term or temporary measures to be put in place, making improvements to the area and market, whilst a more long-term strategy is developed | Implement ‘Quick wins’ – introduce changes quickly so everyone can see we are making improvements now. Start events and temporary uses, and chairs/tables and food as soon as possible. |
| F2 | Storage for stalls is an ongoing problem | Long-term solution put in place for storing any new stalls that are introduced. | Provide a quick solution in the short term for storing new stalls (explore whether the estate car park could be used?) |
| F3 | There is no street food in the area or | To develop an attractive and coordinated | Create an overall market operations plan |

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| | tables and chairs. This is what people want. Power required for outdoor use. | <p>food offer, and the facilities required for this, including:</p> <ul style="list-style-type: none"> - street food carts - tables and chairs - public toilets - cleansing regime - pop-up events and food - Better and more bins - Covered area that includes facilities | <p>with assistance of consultant if necessary, including:</p> <ul style="list-style-type: none"> - put in place a plan for introducing a food offer to the market |
| F4 | Toilets required in the area. | | |
| F5 | Rubbish collecting is an existing issue. | | |
| F6 | Cleansing is an issue particularly due to night time economy | | |
| F7 | Pop up food and festivals are needed. | | |
| F8 | <p>Sense of arrival is important. Should there be a food and drink section at Bishopsgate side of the market.</p> <p>Seating and stalls at the top end of Liverpool street would make the market more visible.</p> | <p>The market has a clear 'sense of arrival', that is noticeable from Bishopsgate.</p> <p>Improved wayfinding and signage is delivered as part of the re-design of Middlesex Street, with particular focus on the entrances from Liverpool Street/ Bishopsgate and Aldgate.</p> <p>Curate a 'Market Mile' to include Petticoat Lane, Spitalfields, Columbia Road, Brick Lane etc.</p> | <p>Commission a designer to produce concept designs for wayfinding/ signage and other features (e.g. historic interpretation, street art etc.) along Middlesex Street</p> <p>Agree where the market ends and begins for signage purposes. Define the site, add markers, define boundaries.</p> <p>Curate a self-guided walking tour/ map for people to visit all the markets in the area. Plan joint events with other local markets.</p> |
| F9/ PR3 | Signage, sculptures, and plaques as entrance features were discussed. | | |
| F10 | Liverpool Street station does not have signage to the market. | | |
| F11 | <p>A 'magic mile' type event could be arranged.</p> <p>A plan could be created showing the route?</p> | | |
| F12 | Vehicle access should be marked clearly. | | |
| | | <p>The nature of vehicle access/ movement is reviewed to ensure successful market operations, with vehicle access information clearly displayed on the street.</p> | <p>Commission a traffic study to understand vehicle movement, and recommend timed closures and vehicle movement on market days</p> |

| Public Realm along Middlesex Street | | | |
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| PR1 | Street art: can it be implemented? Can it add value to the market? Events and sculptures are needed. | The re-design of Middlesex Street includes street art, events and historic interpretation of Petticoat Lane Market. | Develop a street art/ placemaking and events strategy for the area that incorporates the historic market; do this with local groups and organisations. |
| PR2 | Importance of history and heritage. Celebrate the area. | Events take place to complement the market, as set out in a marketing plan. | Commission a designer to produce concept designs for wayfinding/ signage and other features (e.g. historic interpretation, street art etc.) along Middlesex Street |
| PR3/ F8 | Signage, sculptures, and plaques as entrance features were discussed. | | |
| PR4 | Greening and lighting was welcomed as long as it does not affect function of market. | Greening along Middlesex Street is to be improved, where appropriate to the needs of the market. Seating to be added as part of the public realm. | Commission architects/ designers to draw up concept designs for the public realm in Middlesex Street including: - greening - new facilities - street improvements - seating |
| PR5/ O14 | Concrete staircase. Can it be used? Tourist centre? An associated area of the market, perhaps a covered section of the market? | The concrete staircase to be re-purposed to support the functions of the market and adding amenity to the area | Explore possible re-uses of the staircase - Commission design for a new use of the concrete staircase |
| PR6 | There are no public covered spaces for people in the rain | Indoor covered areas are opened up to the public and incorporated into market plans | Find a covered area for events, even if just temporary/ short-term – stage events and then make sure the stalls are there along the way. |
| PR7/ O15 | Power and water and sources are needed close to market stalls | The redesign of Middlesex Street includes the addition of power and water supply along Middlesex Street for use by the Market. Food at the market fits in with and complements local cafes/ restaurants | Insert power supply and water as part of the public realm improvements. (prioritise certain areas – e.g. top and bottom ends where we could have food stalls) |

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| | | Cleansing is managed. | <p>Commission architects/ designers to draw up concept designs for the public realm in Middlesex Street including:</p> <ul style="list-style-type: none"> - greening - new facilities - street improvements (e.g. power and water supply) <p>Plan for local units, retail and café to complement market stalls.</p> |
| Communications and Marketing | | | |
| C1 | Improve signage from Liverpool street, and digital approaches such as Facebook, website | <p>A marketing plan is put in place, including a coordinated digital and Social media plan for the market.</p> <p>A dedicated resource is established to manage the coms and marketing of the area (including the Market).</p> <p>A plan for events that link up to the local area – e.g. the fashion industry, and to crafts and other activities. Link this to a social media presence.</p> | <p>Draft a Communications and marketing plan that aims to attract new visitors, highlight the area’s history, assist wayfinding, and publicise events.</p> <p>Work to understand who are the visitors</p> <p>Create a coordinated digital Social media plan for the market and provide a resource to fund and manage this; create a Petticoat Lane Market website and app.</p> <p>Provide resource and plan to attract new visitors, residents, tourists. Social media campaigns to attract new residents/ visitors. Make sure there are events/ experiences to attract them.</p> <p>Tap into the fashion industry – events, stalls, etc – student projects? Specialist traders.</p> |

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| C2 | The lack of visitors at the market could be targeted by internet or twitter other means to attract people. | | Plan specific promotions, and then advertise them. |
| C3 | website and/or an app was suggested for marketing | | Attract tourists coming in from Liverpool Street |
| C4 | Dedicated contact needed for marketing and events. This issue has started moving forward. E.g. busking | Events will take place in and around the market. | Christmas market – include food and decorate for Christmas; attract people from northern end (bishopsgate) to bring footfall down. |
| C5 | Music was suggested along with history tours | | Create events plan as part of the wider street art/ placemaking and events strategy. |
| C6 | Petticoat Lane needs to be part of current promotion. | The Market will have a clear marketing plan and a ‘rebranding’ to explain the offer and attract new visitors. | Draft a Communications and marketing plan that aims to attract new visitors, highlight the area’s history, assist wayfinding, and publicise events. Make sure the ‘USP’ of the market is clear. |
| C7 | The Market does not have a clear message of what its purpose is | | |
| C8 | Traders need to be aware of the aim of the market for it to appeal to them to work there; it needs something to make it an iconic market. | A clear message of what the Market is, why you would come to trade here, is put into place. | Introduce incentives for new traders/ temporary trading/ specialist traders |
| C9 | Making the market it unique and more interesting. | | Events and other work in place to promote the market |
| C10 | London tours – is the petticoat lane on the tour bus route? | | |
| C11 | Name change – Petticoat Lane at the top end of Liverpool Street | The name of Middlesex Street is to be changed back to ‘Petticoat Lane’: restoring Petticoat Lane. | Start process of investigating the possibility of a name change; set out legal requirements and formal processes that would be needed. |
| C12 | Signage to reflect the history – e.g. ‘Formerly known as Middlesex Street’ | | |
| C13 | Understanding who customers are and the purpose of the market. Network with Sunday markets in the area. | A new marketing and branding approach will exist to better connect the market with its costumers (new and existing) | Commission a study to understand who the Market customers are, and what they want; and put together a strategy for attracting |

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| | | | new people to the market |
| Other Issues | | | |
| I1 | Increased wind in the area, does this need to be assessed? | The re-design of Middlesex Street will assess pedestrian comfort levels including climactic conditions | Commission architects/ designers to draw up concept designs for the public realm in Middlesex Street, taking into consideration the area's climactic conditions |
| I2 | Funding is needed | A funding model is established that covers the on-going costs of new stalls, power, repairs, communications, management, events etc. | Funding sources to be investigated by City and Tower Hamlets. |