

OXFORD CITY COUNCIL

THE RETAIL GROUP

informed solutions

2026 Gloucester Green Market - Survey of Traders

Report prepared for

OCC Markets Management Team

August 2026

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Objectives

The key objectives for the study are:

- The Council wish to complete a robust and independent survey of traders trading at Gloucester Green Market, with all traders being contacted, engaged and invited to complete a survey individually. The survey questions and topics should be like those completed in other markets, whilst being tailored to Gloucester Green, as such the questions and methodology are proven, inclusive and confidential.
- The aim is to understand the performance of traders operating at the market, their overall satisfaction with the market and management team, identify any factors to enhance the appeal of the market, and other opportunities to build on the success of the market.
- Compare and contrast the headline results of the survey with other similar surveys we've undertaken recently (to include as a minimum Portobello Green Market, York Shambles Market and Westminster Markets).
- Provide observations on how effectively the current market is being delivered, from the perspective of the customers, as well as our experiences / observations and visits to other leading and comparable markets to Gloucester Green Market.

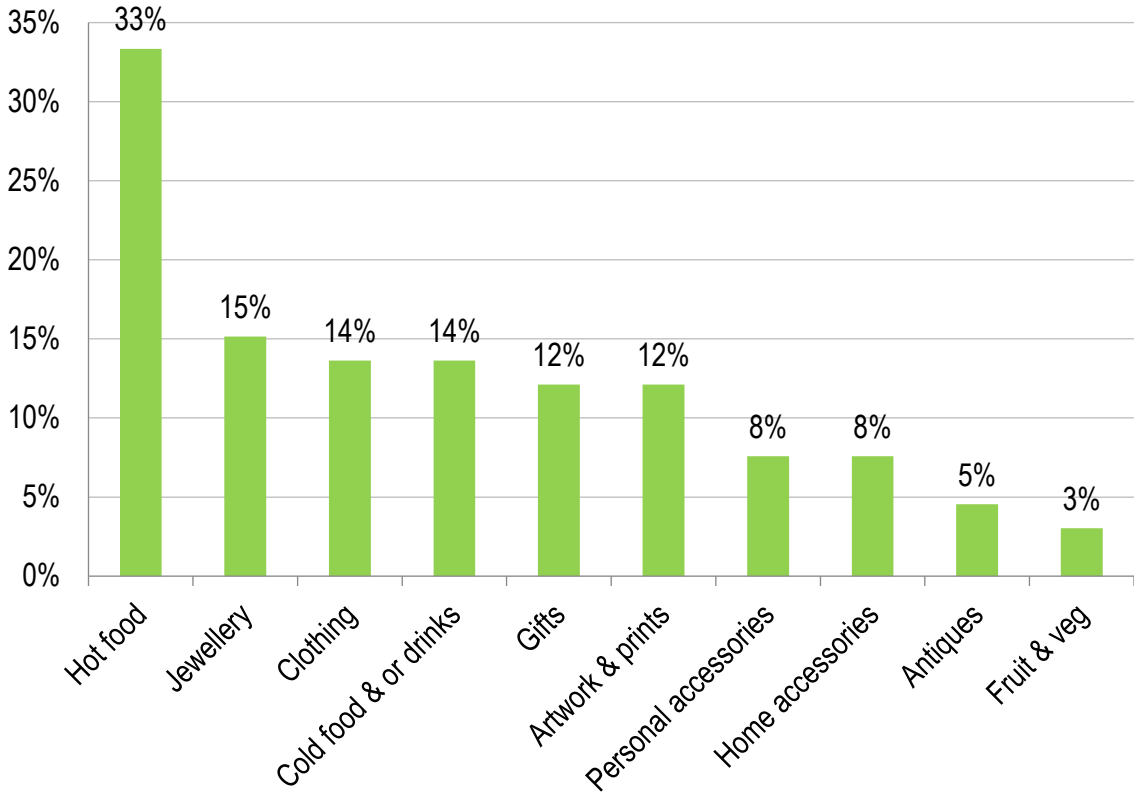
Methodology and Response Rate

- A bespoke questionnaire was developed, in conjunction with the OCC Markets Management Team.
- The survey approach, methodology and questionnaire content were also agreed with LSD Promotions.
- Traders at the market were engaged individually / face-to-face and handed surveys to complete, over all four trading days from Wednesday 15 to Saturday 18 July 2026.
- 70 surveys were handed out, and 67 completed surveys were picked up, which equates to a highly robust 96% response rate.
- Traders not present on the market whilst the research was being undertaken were emailed a link to an online version of the survey, which produced one additional response.
- In many instances respondents can provide more than one answer, therefore tables and graphs will not always total to 100, as all respondents may not have answered every question. Percentages are based on responses received.

Results of Traders Survey

Product Category

What product category do you specialise in?



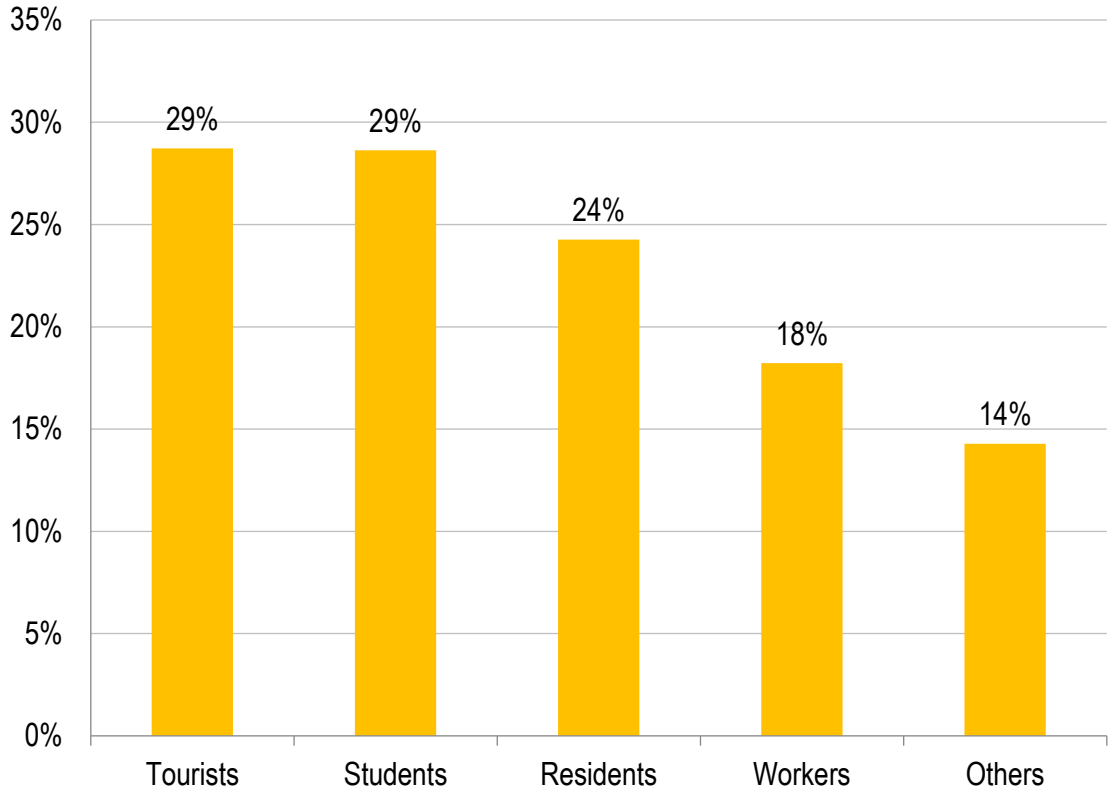
Hot food stalls visually dominate the offer and indeed the respondent mix, accounting for a third of all respondents.

Other specialist traders such as jewellery, clothing, gifts and artworks / prints are the second largest cohort.

Categories such as personal and home accessories, antiques and fruit & veg. combine as another quarter of stalls, notwithstanding the visually dominant fruit & veg offer (given the size and range of the traders).

Customer Groups

Please estimate what proportion of your customers fall into the following categories



Tourist and students are the dominant reasons for customers being in the area.

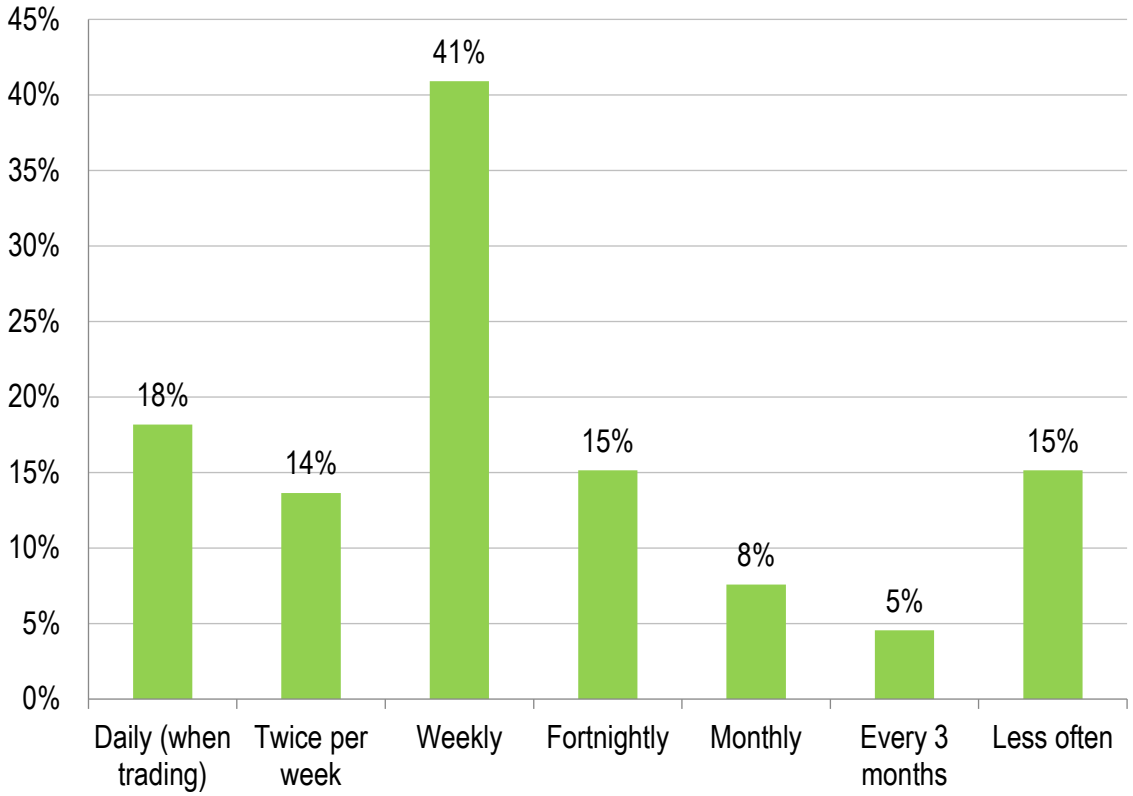
Residents and workers are also very important sources of custom.

The diversity of visit drivers is a long-term sustainability benefit for the market. And the good news is the various customer groups are present every day of the week!

According to respondents, regular / repeat consumers on average account for only 33% of customers.

Visit Frequency

How often do your customers typically visit you?



A varied visit frequency, that reflects earlier answers to types of customers / reasons to visit.

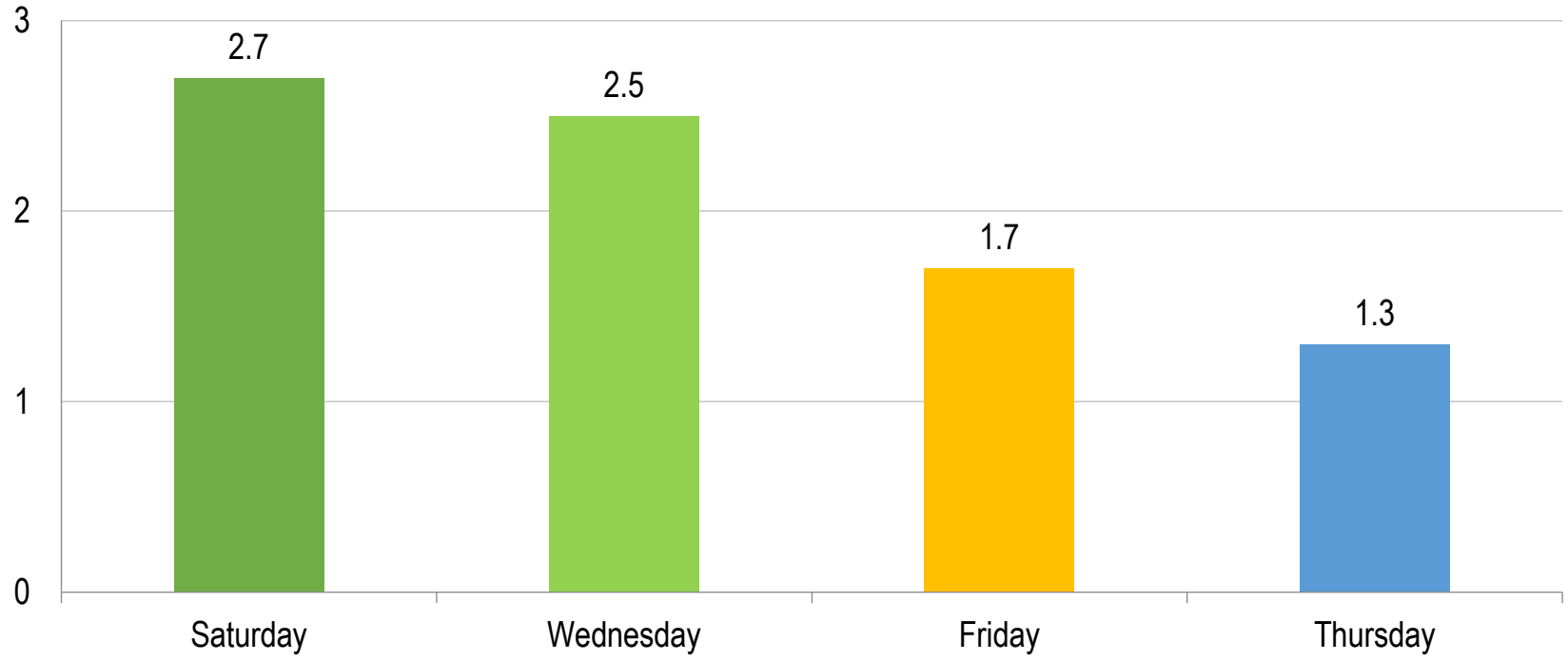
A good number (circa a third) are visiting regularly, daily or at least twice times per week.

Nearly half visit weekly, therefore we can safely surmise that Gloucester Green Market attracts a relatively high frequency of visit, typically at least weekly.

Around a quarter visit once a month or less often.

Busiest Trading Days

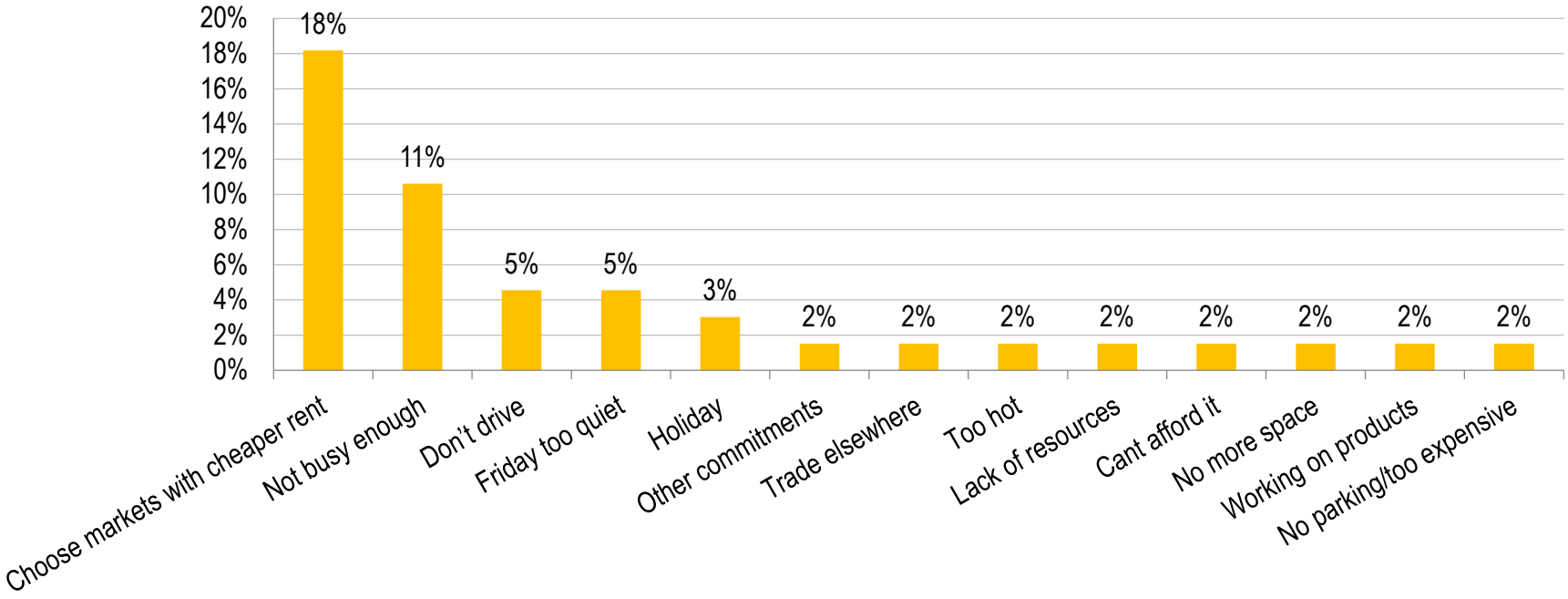
Which would you say typically are your busiest days at Gloucester Green Market (4=busiest/1=quietest)



Saturdays are the peak day, closely followed by Wednesdays. Fridays less busy, but are slightly better than Thursdays.

Reasons For Not Trading On All Days

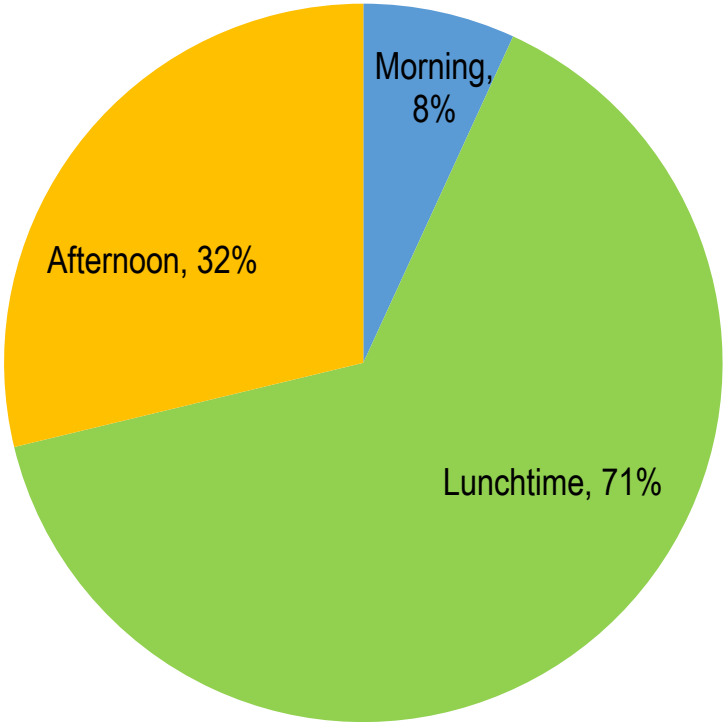
If you don't trade on every potential day available, why not?



Traders that choose to trade on other markets mainly do so because of cheaper rents available elsewhere, or that Gloucester Green is too quiet on Thursdays and Fridays. The return on investment to trade is insufficient, although the traders are finding lots of ways to say it. The customers are around, maybe the offer needs to be different / better! And perhaps entertainment on weekdays too?

Busiest Time of Day

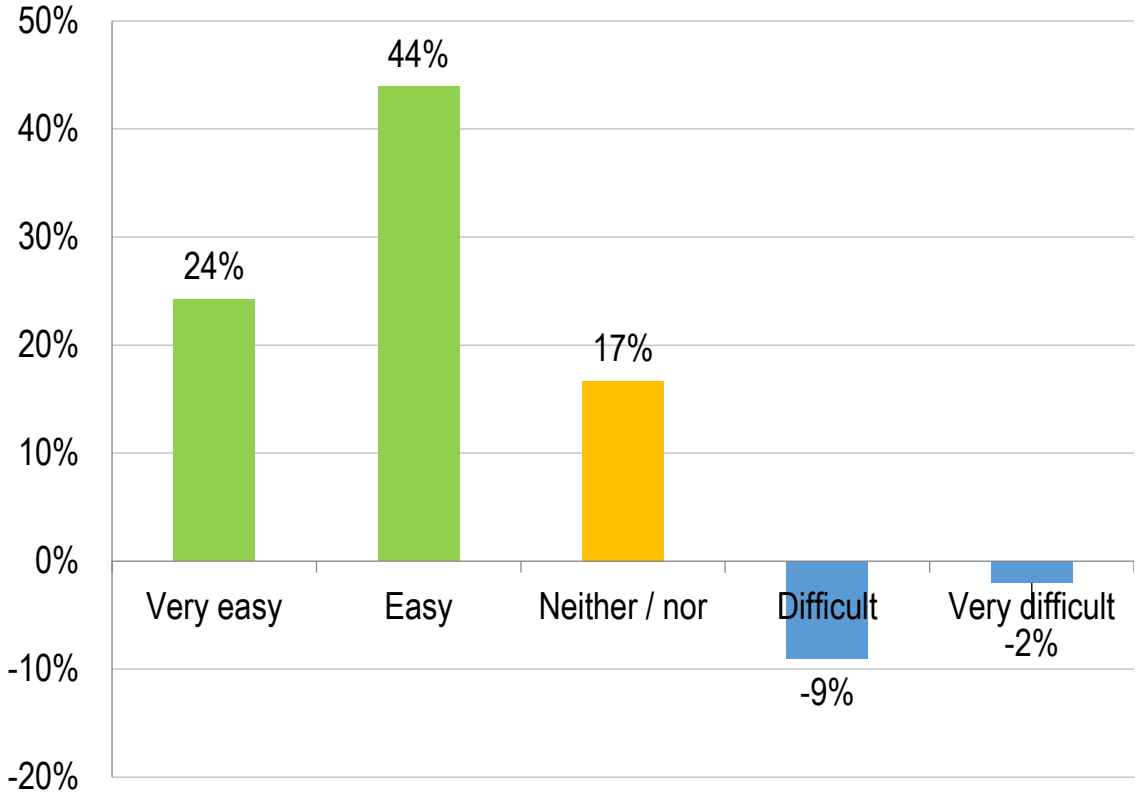
What time of day is your business typically busiest?



Lunchtimes are clearly the busiest time for most traders, followed by afternoons. Mornings are quiet.

Communications with Gloucester Green Management

How easy is it to communicate with the market management team?



According to respondents, it is clearly easy to communicate with the market management team.

68% say it is easy or very easy.

17% are unsure, and only 11% find it difficult.

The specialist traders are more critical than the hot food traders.

Strengths and Weaknesses of Gloucester Green Market

What do you consider to be the main strengths and weaknesses of Gloucester Green Market?

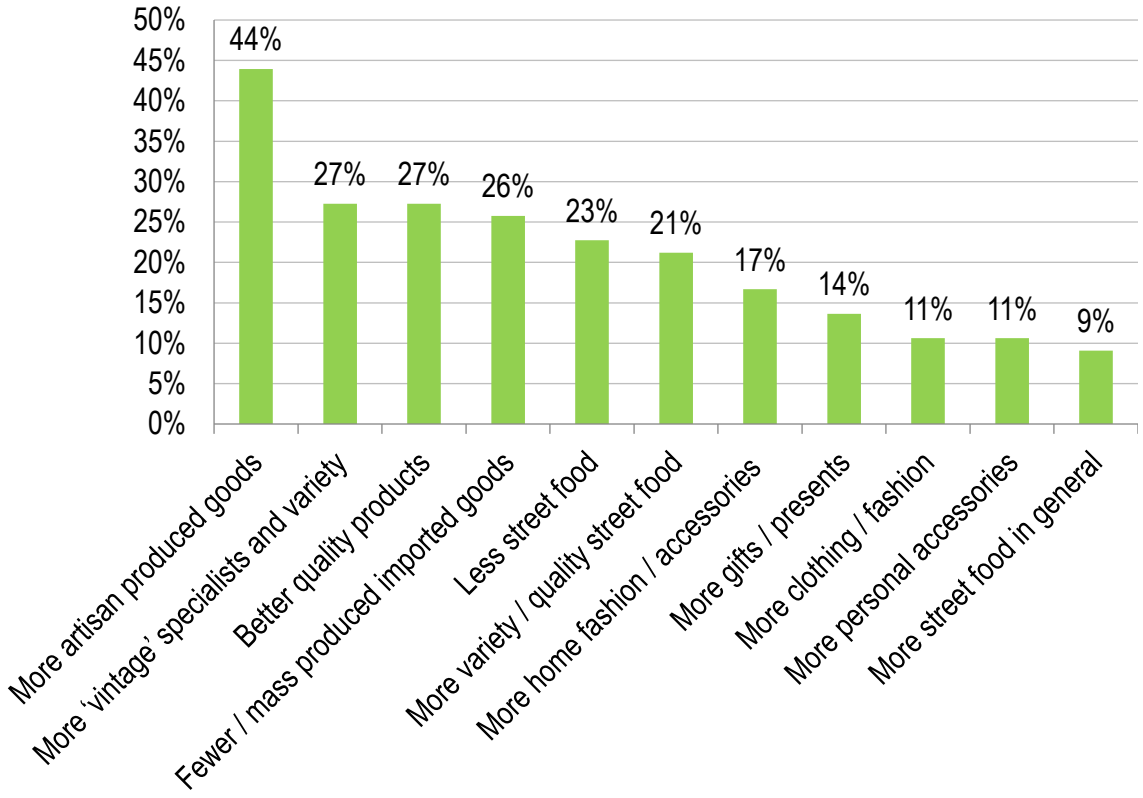
Strengths	%
Location	41%
Lots of tourists	8%
Variety of stalls	8%
Traders	6%
Lots of students	5%
Great food to attract customers	5%
Busy area	3%
Clean	3%
Great management	3%
Good footfall (on sat)	3%

Weaknesses	%		%
Promotion / marketing / advertising	20%	Congestion	3%
Too many similar stalls	12%	Need more space	3%
High rent	8%	Heatwave	3%
Car parking	8%	A bit rough these days	3%
Weather can affect business	8%	Too much food	3%
Footfall	6%	Less awareness	3%
Lack of music	5%	Enclosed seating	3%
Theft	5%	Bad atmosphere due to some traders	3%
No entertainment	5%	Lack of signage	3%
Too much jewellery	5%	Not open Sundays / Bank Holidays	3%
Stalls are old/outdated	3%	Congestion	3%

The traders reported more weaknesses than strengths. Strengths mostly relate to location and customer availability / type. Weaknesses include a variety of responses, ranging from marketing & promotion of the offer, to concerns about the mix (especially repetition / amount of hot food), but also facilities, cost of trading, parking, experience (customer and trader) and physical configuration.

Improving the Mix / Offer

In your opinion, how could the mix / offer of Gloucester Green Market be improved?



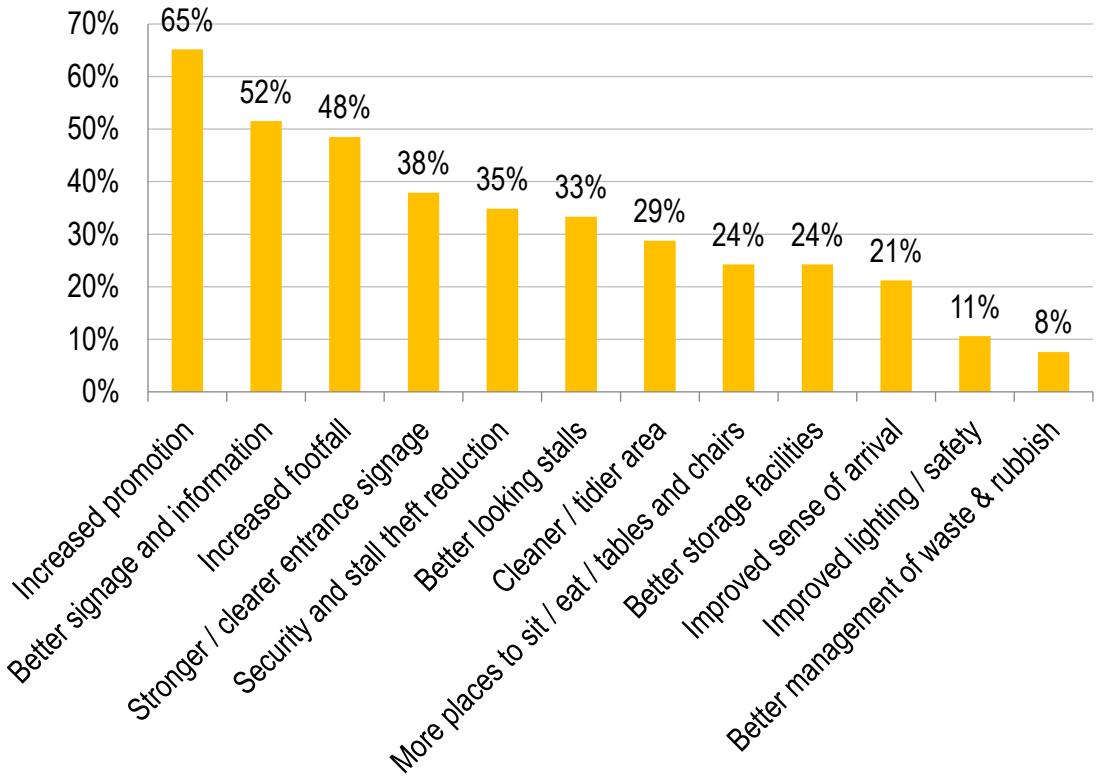
Traders would like to see an improved offer in terms of more artisan produced goods, more vintage specialists & variety, better quality products / fewer mass produced imported products.

Interestingly, almost as many respondents said less street food as those who said more quality / better street food.

A variety of further improvement areas were also identified, suggesting a desire to keep the quality up / core attributes of the market supported. There are lots of opportunities to improve!

Improving the Environment / Experience

How would you like the environment / experience of Gloucester Green Market be improved?



Traders identify many aspects to improve; the top 4 aspects are all about information / attracting customers:

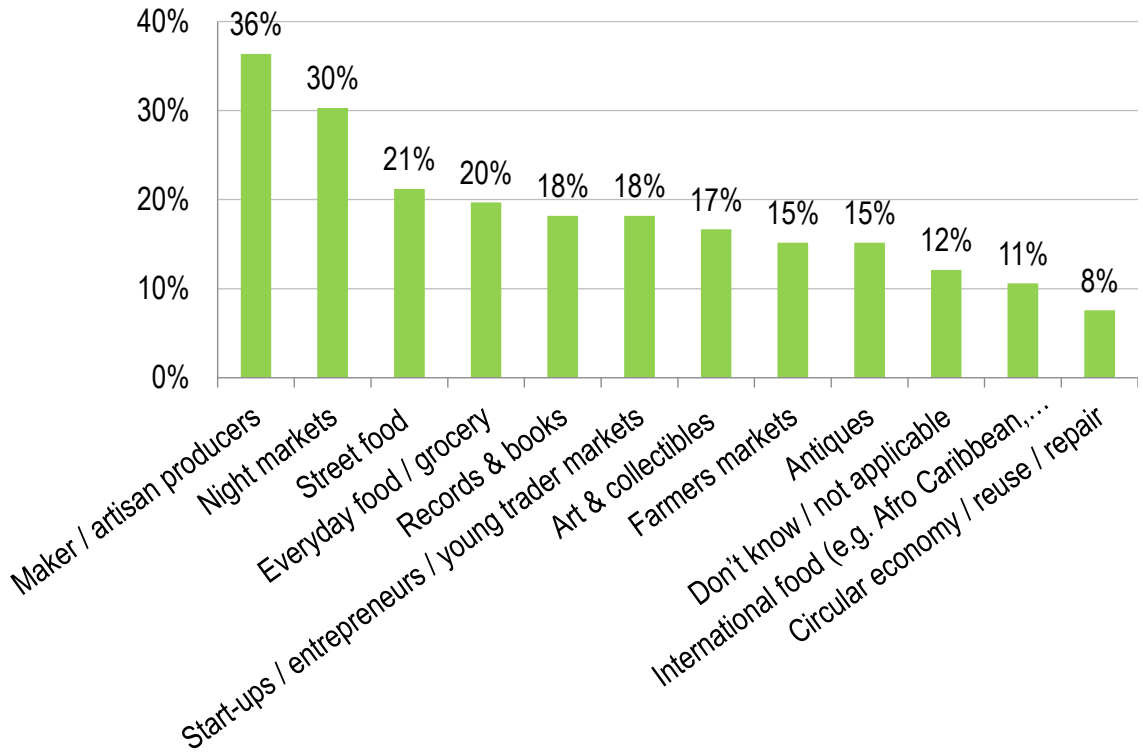
- **Increased promotion, better signage / information, increased footfall, stronger / clearer entrance signage.**

Then it's facilities / experience:

- **Better looking / themed stalls, cleaner / tidier area, more tables / chairs / sit / eat**
- **Better storage facilities, Improved sense of arrival**
- **Improved lighting / safety**
- **Better waste management.**

Additional Themed Markets / Events

What type of relevant themed markets would you like to see at Gloucester Green Market (on other days of the week?)



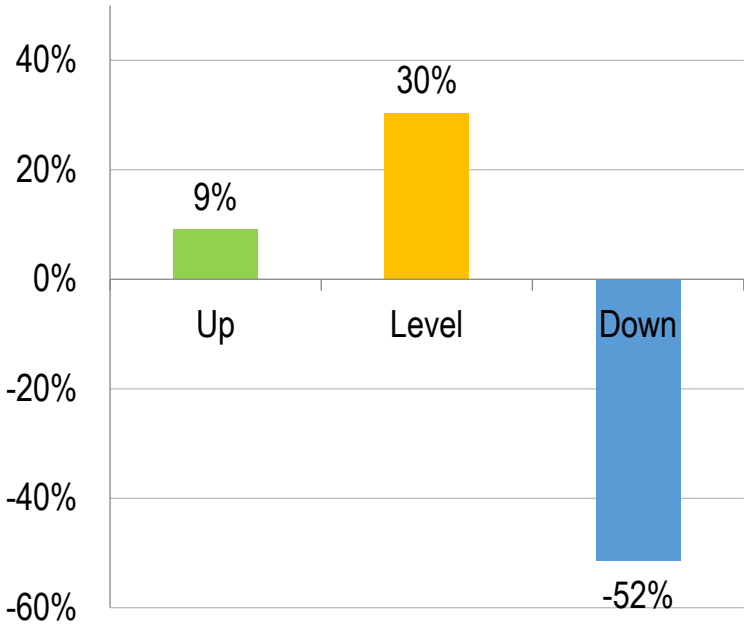
Traders identify a variety of additional themes for events or markets. Many reflect the core attributes of the area:

- **Maker / artisan producers**
- **Night markets**
- **Street food**
- **Everyday food / grocery**
- **Records & books**
- **Start-up / entrepreneurs**
- **Art / collectables**
- **Farmers markets and**
- **Antiques.**

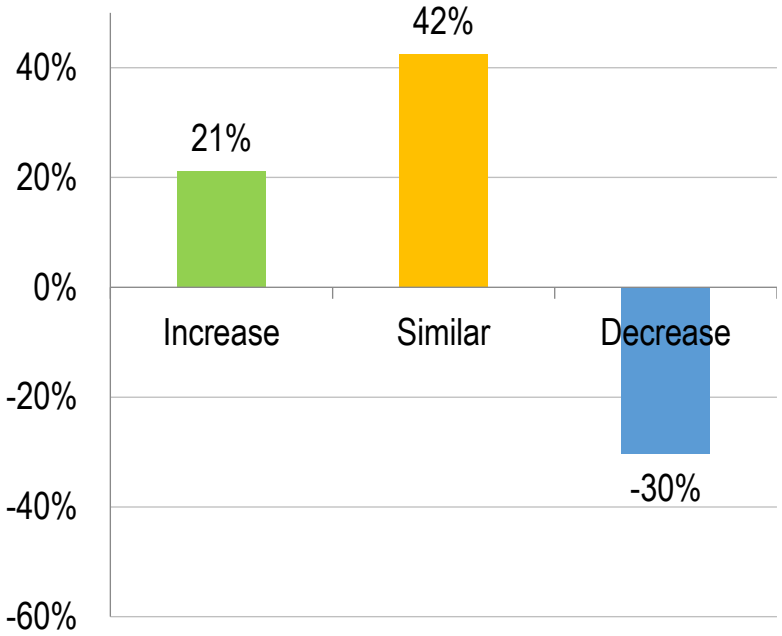
Market perhaps needs targeted recruitment of more professional traders selling these categories?

Current Trading Performance and Future Outlook

Is your business trading up, down or level compared to last year?



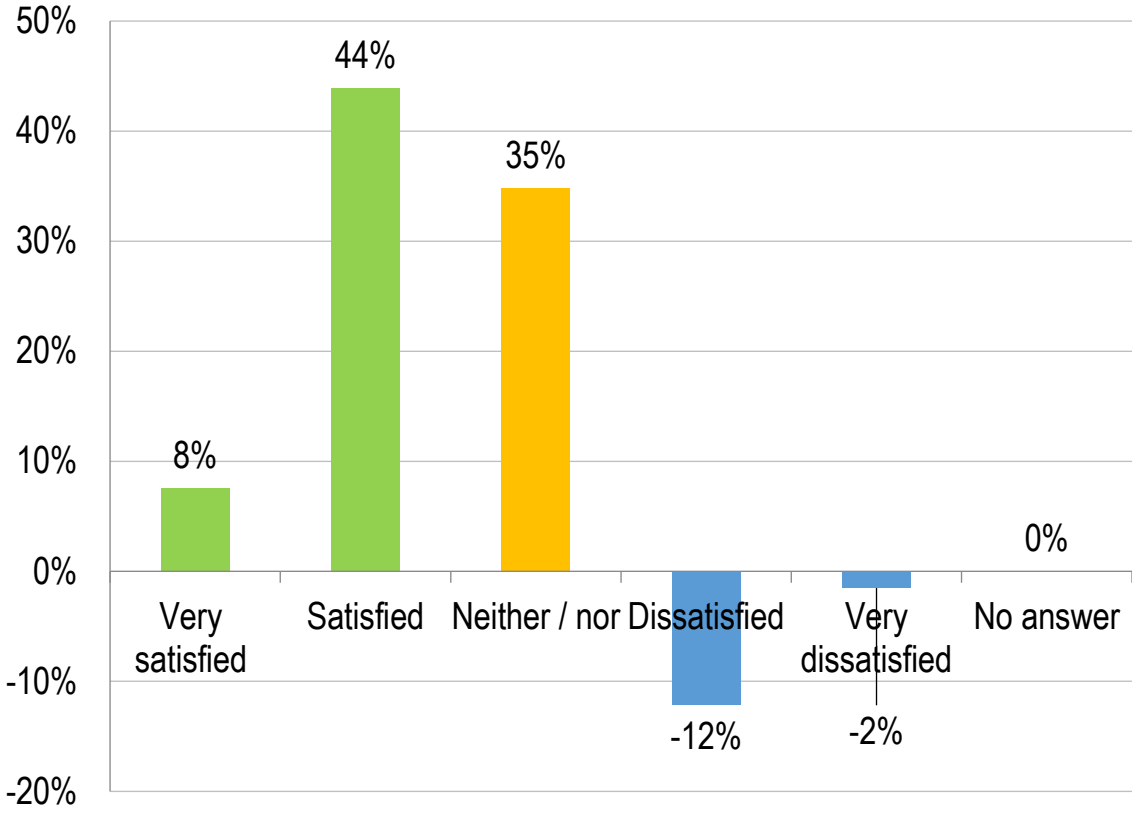
How do you expect trading over the next year to continue compared to this year so far?



Over half of all businesses report trading as being down on last year, a third level and only 9% up. The outlook is more positive with two thirds believing trade will be inline or increase, and a just under a third expecting a decrease. Hot food traders tend to be performing better than the arts / prints / antiques traders. This suggests the need to improve the offer, especially on Thursdays / Fridays.

Satisfaction with Business Performance

In the round, how satisfied are you with the performance of your business?



Half of businesses are 'satisfied' with their performance.

Approx a third are ambivalent / unsure.

The good news is only 14% are 'dissatisfied'.

A good 4:1 positive ratio!

It is interesting how many are satisfied, despite trading being down.

Sustainability Initiatives

Which of the following sustainability initiatives does your business currently implement or would like to implement?

Currently implement as follows:

- **Paper / card recycle (67%)**
- **Plastic recycle (44%)**
- **Food recycle (38%)**

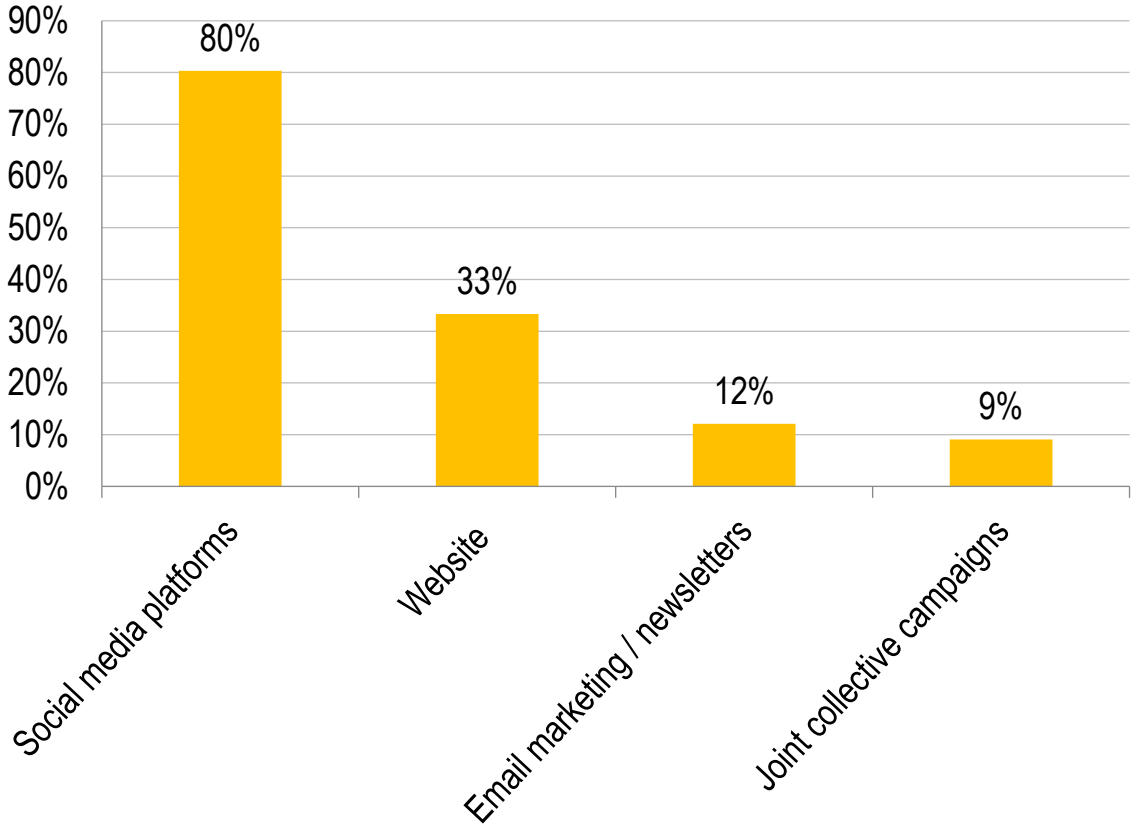
Would like to implement as follows:

- **Paper / card recycle (14%)**
- **Plastic recycle (18%)**
- **Food recycle (9%)**

Traders at Gloucester Green Market are already good practitioners of many basic recycling initiatives, although there is still potential and demand to increase adoption rates.

Trader Marketing Activity

What marketing activities do you use?



The majority of traders use social media platforms to promote their business, although not all of them do so. Only 33% use a website.

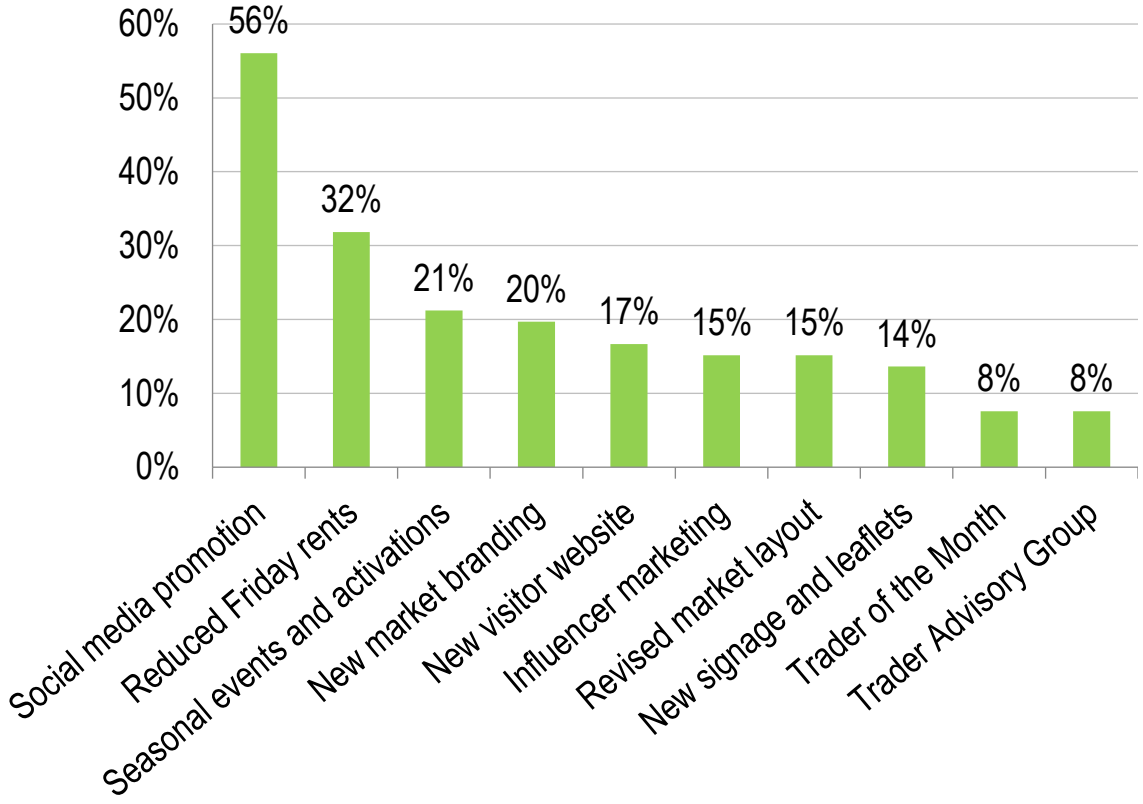
Only 1 in 10 use email marketing / newsletters or work in collective campaigns.

Opportunity to help traders promote themselves more frequently and more effectively.

It also suggests the opportunity to recruit more traders that are good / active users of social media.

Benefits of Marketing Initiatives and Activity

Which of the initiatives listed below would you say have benefited your business?



An encouraging 56% of traders say they have benefited from social media promotion at the market.

The remaining marketing activities have benefitted a lower number of traders.

Clearly much good work by the LSD Promotions marketing team.

That said, there are opportunities to do more for, with and by the traders. Promotion to improve the physical activity will also help.

Best / Favourite Markets

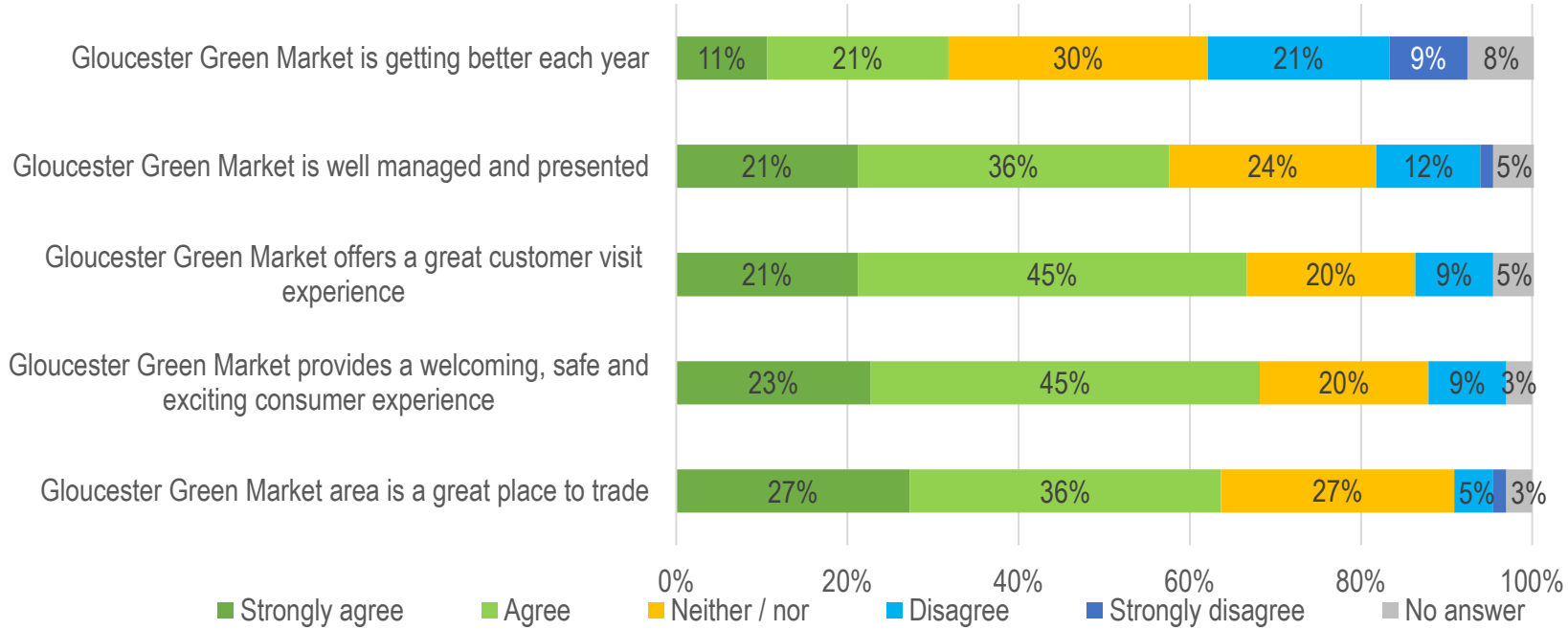
Which do you consider to be the best / your favourite markets in the UK and why do you say that?

The traders clearly view Gloucester Green as the best / their favourite market, dominating the list of responses with 17%. Reasons why include friendly customers, footfall, location, the mix, customer type / availability, facilities and levels of repeat custom.

The only other markets which achieved a 3% response were Spitalfields, Oxford Art Market, Broad St Market and the Craft & Flea Market.

Agree / Disagree Statements

Please rate how strongly you agree or disagree with the following statements?



Traders clearly agree that Gloucester Green Market is a great place to trade, is welcoming, offers a great customer experience and is well managed / presented. There is a mixed response to whether it's getting better each year, an equal split in regards those who feel it is, it isn't and those that are not sure! The specialist artwork/prints/antiques dealers are the most negative.

Summary of Results

Summary of Results contd.

Hot food sellers account for the largest single group of traders, along with jewellery / clothing / cold food & drinks / gift and artwork traders.

Tourist and students are the dominant reason for customers being in the area. That said, the area benefits from multiple reasons to visit, with residents and workers also key customer groups. Visit frequency reflects diverse customer groups, from very frequent to very occasional (at least weekly is dominant response).

Trading is busiest on Saturday and Wednesdays at lunchtimes and in the afternoons. Traders that don't everyday say they also trade elsewhere as it is cheaper and or Thursdays / Fridays are quiet at GG.

Communication with Gloucester Green Management Team is viewed as being easy.

The main strength of the market by far and away is seen as its location. Other key strengths include the availability of students and tourists, market / trader mix and the food offer.

There are many more weaknesses listed than strengths, and these are dominated by the marketing and promotion of the market, high rents, parking, repetition / dominance of hot food, facilities, trader / customer experience and the physical configuration of the market.

Potential improvements to the offer include more artisan produced goods / better quality products, more vintage specialists / variety, and improved offers in a limited number of categories (including better quality street food).

Summary of Results contd.

Traders identify a wide selection of experience / environment improvements, nine different aspects from promotion to signage and information. They also identify 12 different additional market themes for other trading days, although many of them overlap with the existing offers over the various market trading days.

Clearly opportunities to improve the experience and offer.

Trading performance is mixed, with half being down and a third level with last year. The outlook for next year is a little more positive with 42% expecting current performance to continue, with 30% saying they expect it to get worse and 21% saying better. That said, most traders are satisfied with performance, with a 4:1 positive ratio. Specialist traders such as artwork/prints/antique dealers are trading least positively.

The favourite market of traders is Gloucester Green Market, followed at much lower levels by a variety of other local markets. Traders are good practitioners of recycling although more could be done for sure.

The majority of traders promote themselves via social media with a third using a website. They want more initiatives, promotion, activities to benefit more of them.

Traders are clear in that they agree that Gloucester Green Market is a great place to trade, offers a great customer experience and is well managed and presented. There is a split response in regards whether it is getting better each year. Again, the specialist traders (arts/prints/antiques) are least positive about the management and their year-on-year performance.

Results in Context

In the round, the performance of Gloucester Green Market is positive according to traders. The location, reputation, history and availability of key affluent customer groups is as strong as any of the leading markets we've worked on recently, including Portobello Green Market, Broadway Market, York Shambles Market and Berwick St Market.

LSD Promotions are viewed as easy to contact as the operator, and the views of traders about them are on a par with how the operators of Portobello Road Market and York Shambles Market are rated. A lot of traders have undoubtedly benefited from some of the marketing and promotions initiatives implemented by LSD Promotions. More could benefit for each one. They also do believe that the market is well managed and presented.

Traders are telling us that business is challenging, probably more so than at benchmark markets that we've recently worked on. However, this is a common trend across many places we currently work in, due to the suppressed economy / major global wars various / Brexit / changes to international student spouse & family visa rules etc.

It is likely that Oxford has lost many high spending international students because of these factors, again in keeping with many other leading university town and cities. The introduction of the congestion charge would appear to be suppressing business too.

Trading performance is an area of concern, current performance is tough, the outlook is also tough, many traders don't believe the market is getting better year on year. This may be driven by lack of visible investment, tatty stalls / canopies and no doubt be influenced by worries about the forthcoming major physical development works adjacent to the market.

Overall, a positive set of results, with a few clearly identified areas for improvement.

Market Improvement Observations

- Way finding / directional signage to the market is weak.
- The market is visually dominated by large, dirty yellow bins. At the very least, these need a deep clean and ideally moving to less prominent and less visible locations.
- Many of the canopies used by traders are in poor condition, both dirty and in need of repair / replacing.
- The market layout seems a little random; categories are not clustered, sightlines are not great, the strongest / most appealing stalls are not the most visible or facing the entrances.
- Having the communal seating located centrally as one large designated block would be easier to use for customers. It would also have the benefit of improving sightlines and increasing visibility of more parts of the market.
- Many traders would benefit from improved signage on their stalls – especially company name / key products sold. Many would also benefit from improved lighting levels within their stalls.
- The sense of arrival at the main entrance off George St is underwhelming due to the amount of physical and visual clutter.







Overall Conclusions

- In the round, Gloucester Green Market is performing positively and is well liked by traders. There are however several opportunities to improve the delivery of the market, and delivery of these will help to demonstrate the market is improving year on year.
- Many of the changes to the mix of the market over time are replicated in city centre markets across the country (less hobbyists selling bric a brac / less produce / more hot food).
- There is consensus that no more hot food is needed.
- Whilst Wednesdays and Saturdays are busy, there is undoubtedly the opportunity of improving its performance, offer mix, range, theming on Thursdays and Fridays.
- The research undertaken for the market reveals no ‘red flags’ in regards LSD Promotions and its management and delivery of the offer. Overall, they are doing an effective job of managing, operating and promoting the offer.
- The current performance of the market is at best 'flat', but traders are satisfied in the round with the performance of the business (less so for artworks/prints/antiques). The future trading opportunity is seen more positively.
- Overall, there is a lot of love for Gloucester Green Market by traders (and anecdotally by consumers).
- The market has a strong and positive future. The research has identified several aspects to address that will help to improve its performance.

Appendix: List of Respondents (to be checked for spelling locally)

AA Ceramics
Again Garments
Art of Shine
Bali Café
Bondchen
Boon Buri Pad Thai
C. Fernando
Ceylon Spicy
Charles Fresh Fish
Crepe Box
Diems Cute Crochet
Earthlings
Eve Conybeare Prints
Feng's Kitchen
Fiesta Gozleme
Gus Mills Fine Art
Gyoza Oxford
Herbs Spice Art
Igustosi
Indian Arts & Craft
Jason Brown
JK Bites
Just Jules
Kabita Ghale
Kado Matcha
KooKoo Food
Lebanese Falafel House
Lorraine Berkshire Roe
M. Osborne
Mannayo
Med Food Alban
Mick's Records
Momo King
Mr Sausage
Mukja
Namaste Village
Natural Plant Medic
No. 1 Pad Thai
Nochre
O'Neils
OTV
Oxford Asian Food
Peru Peru
Ping's Jewellery Oxford
Pokhara Kitchen LTD
Pop Vulture
Pychan Kitchen
RC Trading
Richard
RSPB
Sabi Tradings
Sasha Dumplings
Seven Gates Damascus
Simons Stuff
Slate Y5
Star Thai Food
Sweat Treats Bakery
Sweet Layers
Tiramisam
TK Bakes
Unique Fruit
Unique Xia
Victoria Goddarn
Vintage Bazaar
Vita Biscus
Wacks, Wicks & More

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