

GENERAL PURPOSES AND LICENSING COMMITTEE – 21 JULY 2008

NEW MILTON STREET MARKET – POSSIBLE EXPANSION

1. PURPOSE OF REPORT

- 1.1 This report asks the Committee to consider the future of the weekly Wednesday market in Station Road, New Milton, and in particular whether to recommend its long-term expansion to the east sides of both Station Road North and Station Road South.

2. BACKGROUND

- 2.1 In February 2004 the Council designated the east side of Station Road South as a consent street within the meaning of Schedule 4 to the Local Government (Miscellaneous Provisions) Act 1982 with effect from 5 April 2004. This designation allowed lawful trading to take place in that part of the street. On 21 April 2004 the first New Milton Wednesday market took place and weekly markets have continued ever since. Following a review conducted a year after the first market was held, this Council agreed in April 2005 that the designation in respect of Station Road South should continue indefinitely. There is an existing long-term agreement with the Town Council governing the weekly market in Station Road South.
- 2.2 In the latter part of 2007 street works to Station Road South meant that the market could no longer continue in its existing location until the works were completed. At the request of the Town Council, in June 2007 this Council designated Station Road North as a consent street, to enable the temporary relocation of the market there while the street works were taking place. To allow some flexibility no termination date was put on this designation, as it was not known precisely when the street works would finish. However, the Council also resolved that when the works were complete a further report should be brought to this Committee as to whether the designation of Station Road North should continue or be revoked. A short-term legal agreement was entered into with the Town Council covering the operation of the relocated market in Station Road North, worded so as to expire when the market relocated back to Station Road South.
- 2.3 The street works were finished in late April and on 30 April 2008 the market relocated to Station Road South.
- 2.4 A request has now been received from New Milton Town Council to permit the market to be expanded, on a permanent basis, to cover part of the east side of Station Road North as well as Station Road South. The desire is to carry out the expansion on a phased basis over a period of time, extending the market to the north gradually, along the pavement. The maximum area proposed to be occupied by any expansion to the market is shown (hatched) in the plan at Annex 1 to this report. Prohibition on trading in Station Road North outside the hatched area will be incorporated into the legal agreement, if this Council decides to permit market expansion.

3. CURRENT LEGAL POSITION

- 3.1 It is for the District Council to designate “consent streets” for the purposes of the 1982 Act, and to revoke such designations. When a street is covered by a designation, lawful trading can take place on that street, subject to the provisions of the 1982 Act. Whenever a designation is granted or revoked, certain statutory processes have to be followed.
- 3.2 The current designations relate to the east side of Station Road South, and both sides of Station Road North. Both sides of Station Road North were designated preparatory to the temporary relocation, to permit maximum flexibility in setting out the stalls. However, since that time the highway authority has confirmed that, for safety reasons, they would not permit trading to take place on the west side of Station Road North as well as the east side.
- 3.3 All this Council’s functions under street trading legislation in respect of the areas currently designated as consent streets are delegated to New Milton Town Council (apart from responsibilities for food and health and safety enforcement which cannot be delegated). The current delegation includes power to issue consents to traders, requirements to monitor compliance, and to ensure signs and barriers are in place to the satisfaction of the highway authority. A legal agreement between the District and Town Councils provides that any concerns traders or members of the public have about the operation of the market are for the Town Council to deal with. However, if the District Council had any major concerns or new conditions it wished to insist on, these could be incorporated into the legal agreement.
- 3.4 The plan at Annex 2 of this report shows the area occupied by the Station Road South market since 2004, (apart from the period of the street works when it was temporarily relocated to Station Road North).
- 3.5 A permanent Traffic Regulation Order (TRO) is in place on market days in respect of Station Road South, which permits traffic to travel in a northerly direction only. A temporary TRO was in place in Station Road North during the temporary relocation of the market, which placed restrictions on waiting on market days. However, in view of the smaller area of Station Road North proposed to be occupied by the expansion to the market, and the fact that stalls or other apparatus will be confined to the pavement, no TRO imposing waiting restrictions in Station Road North on market days should be necessary. Two-way traffic will be maintained in Station Road North on market days.

4. CONSULTATION WITH THE HIGHWAYS AUTHORITY AND TRADERS

- 4.1 The County Council (as highway authority) is content with the proposals for market expansion, providing stalls are limited to the hatched area shown on the plan at Annex 1. It has also been agreed that deliveries to the market stalls in Station Road North will be made from the Co-op car park off Spencer Road. It is understood that the Town Council’s market operator is also content with these proposals.
- 4.2 The New Milton Town Development Officer has visited every business in Station Road North. Her report is attached at Appendix 1 to this report, and it

can be seen that of the 47 businesses visited 39 were in favour of the market or happy with its presence.

- 4.3 While the vast majority of traders in Station Road North are in favour of the market there or happy with its presence, the survey did identify some concerns associated with its operation in Station Road North, as set out on the first page of Appendix 1.
- 4.4 Pressure on parking in town centres on market days is a national problem which cannot be easily solved. Clearly, the more successful a market is in bringing people into a town and improving its general vibrancy, the more pressure there will be on parking. As stated in paragraph 3.5, no waiting restrictions would be necessary in Station Road North on market days as any stalls would occupy a smaller area than during the temporary relocation and will be confined to the pavement.
- 4.5 Following the results of the survey, the Town Council has already taken up with the market operator the issues of rubbish being left at the end of the day, and the appropriateness of the positioning of some stalls. Any gradual expansion of the market into part of Station Road North will in any event allow stalls to be sited in a less congested way than during the temporary relocation. Given this level of support among traders in Station Road North, and the support of the County Council as highway authority, there seems no good reason why this Council should not agree in principle to the expansion of the market into Station Road North, as well as in Station Road South.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no new financial implications for this Council if the weekly street market is expanded to cover the east side of Station Road North, as well as Station Road South. The District Council's Senior Environmental Health Officer has confirmed that the requirement for inspectors to visit an increased number of food stalls due to an expansion in the size of the market to the degree proposed can be contained within existing resources. Some officer time will need to be devoted to amending the current legal agreement, and New Milton Town Council will be asked to reimburse costs associated with this, and any necessary advertising costs.

6. ENVIRONMENTAL AND CRIME AND DISORDER IMPLICATIONS

- 6.1 No new issues arise directly from this report. As stated previously, the Town Council has taken up with the market operator the comment made by some businesses that rubbish was being left at the end of the day by some traders.

7. EQUALITY AND DIVERSITY IMPLICATIONS

- 7.1 A few concerns were raised during the survey of businesses that the elderly find it difficult to access certain businesses such as the opticians, or even avoid the town on Wednesdays as it is too crowded. However, it has to be remembered that the market takes place on only one day a week, and increased footfall on market days, which is generally welcomed as resulting in a more vibrant town centre, inevitably leads to more crowded pavements. As

previously stated, in view of the proposed number and location of the stalls, there will be no need for new vehicle waiting restrictions in Station Road North on market days.

8. RECOMMENDATIONS

- 8.1 That, in accordance with Schedule 4 to the Local Government (Miscellaneous Provisions) Act 1982, notice be published in a local newspaper of the Council's intention to pass the following draft resolution on 15 September 2008:

"That the current designation of the western side of Station Road, New Milton (north of the junction with Old Milton Road and south of the junction with Whitefield Road) as a consent street within the meaning of Schedule 4 to the Local Government (Miscellaneous Provisions) Act 1982, be revoked;

That the current designation of the eastern side of Station Road, New Milton (north of the junction with Ashley Road and south of the junction with Osborne Road) as a consent street within the meaning of Schedule 4 to the Local Government (Miscellaneous Provisions) Act 1982, be confirmed;

and that these decisions come into force on 16 September 2008".

Further information

Grainne O'Rourke
Head of Legal and Democratic Services

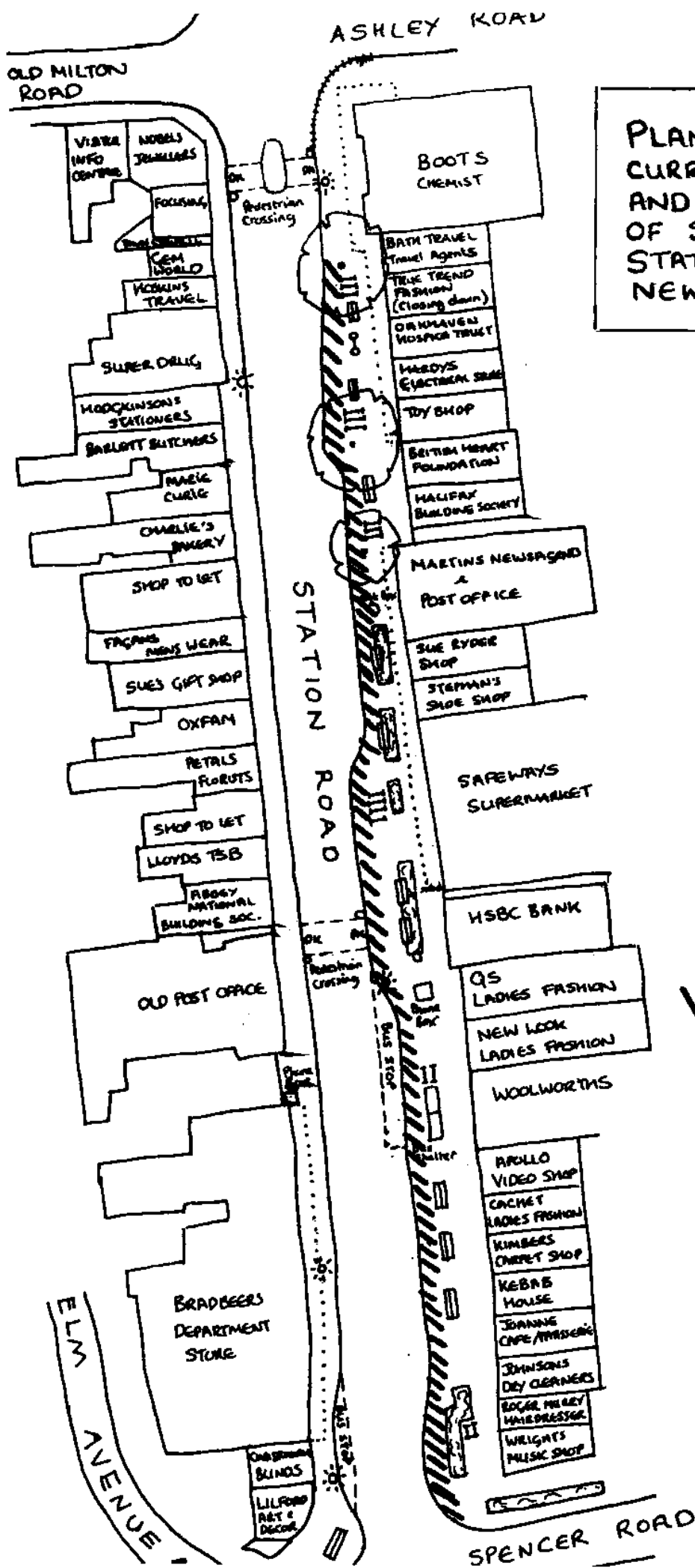
Tel: 023 8028 5285
E-mail: grainne.o'rourke@nfdc.gov.uk

Background papers

Published information
only

Station Road, New Milton Proposed extension of street market into Station Road North





PLAN SHOWING CURRENT LAYOUT AND SHOPPING MIX OF SOUTH PART OF STATION ROAD, NEW MILTON

KEY

- LIGHTING COLUMN
- MATURE TREE
- CYCLE RACK
- BENCH SEAT
- NOTICE BOARD
- CANOPY OVERHANG
- RAISED STONE PLANTERS
- DROPPED KERB

PROPOSED STREET MARKET



SCALE:
PRESUMED 1:500
NOT CONFIRMED

DRAWN BY:
ALISON TALBOT
20.5.03

REPORT INTO TRADERS' OPINIONS ON THE MARKET IN NEW MILTON
STATION ROAD NORTH

Report by Rosamund Bowles, Town Development Officer

I visited every business in Station Road North with a questionnaire regarding the market. The results can be summarised as follows and these issues should be raised with Hampshire Highways and Southern Market Traders to ensure that businesses in the town are treated fairly.

Number of businesses visited	47
Number in favour of the market or happy with its presence	39
Number against the market	8 – but that would be 7 if the issue of parking could be resolved.
Percentage in favour of the market	83%
Main problems with the market that need addressing.	Lack of parking in Station Road North adversely affects various businesses. The parking should be restored.
	Difficulties with access to certain businesses, such as opticians, for the elderly
	Inappropriate stalls outside certain businesses, e.g. burger van, butchers – wrong image. Should be addressed.
	Lack of quality in the market stalls, needs to be improved.
	Some businesses believe that the poor quality of the market attracts the 'wrong' type of customer into the town.
	Stalls are too crowded and people have a problem getting along the pavement, especially with pushchairs etc.
	Rubbish left at the end of the day by some traders.
	'It will be unfair if the market is only in Station Road South.'
Main advantages of the market	Increases footfall in the town.
	Increases business or the potential for business.
	Several report improved sales
	Life in the street – makes the town busier and more vibrant.
	Enjoyable contact with market traders.
	It is more difficult to attract people to walk up Station Road North and the market helps with this.
Distribution of stalls if the market is extended	This should be carefully considered. It would be most undesirable to have all the cheaper stalls at one end of the town for example and the suggestion has been made that the stalls could alternate from North to South week by week.

It is clear that there is a very large majority in favour of the market being extended into Station Road North. From the comments given by individual businesses, it can be seen that the reasons are both business and social, with the majority of retailers reporting increased footfall with either increased sales or the potential for increased

sales. There are concerns regarding a possible drop in footfall when the market moves back to Station Road South.

It is important to consider a number of factors when expanding the market and these are as follows:

- Parking on the street in Station Road North.
- The desirability of improving New Milton and making it more attractive by giving it the image of being positive and vibrant – the quality of the market stalls will have a considerable influence on this.
- Socio-economic benefits – keep the cheaper stalls that are important for those who are less well off but increase the number and variety of better quality stalls. It would be undesirable if New Milton comes to be known for a market that concentrates on cheap, poor quality goods and does not offer anything of interest that is different, individual and of good quality.
- The Market Manager needs to be more visible in the shops and needs to strictly adhere to the terms of the market agreement, eg. not putting stalls selling flowers in front of flower shops, the butcher in front of the pharmacy, position of the burger van, etc.

A selection of the comments made by those surveyed is given below.

Rosamund Bowles
Town Development Officer

11th April, 2008.

Comments made by businesses

- Makes street livelier and more interesting – more people pass by the shop window.
- Traffic flow greatly improved through the market being in the North.
- Very strong dislike of the burger van outside and will make a strong complaint if this continues. It is the wrong image for their business and should be outside a supermarket or similar business.
- They like markets – they bring life and people into the town.
- The market does not make any difference to their business. However, they would like to see it continue in Station Road North.
- The market has increased footfall and increased their business.
- The stalls are too crowded at present.
- There should not be stalls outside shops selling goods in direct competition, eg. no stalls selling dog beds outside pet shops.
- Parking problem – lack of parking affects trade
- Goods are ‘tatty’
- The market is taking New Milton downhill.
- Competition with goods – stalls sited near shops that are selling the same type of goods.
- Would like to see genuine Farmers’ markets with quality produce and more local produce.
- If the market stays in Station Road North, it will be important to ensure that stalls are rotated between north and south and that the higher quality stalls are not just situated in the south.
- Parking and access is an issue. Their patients are mostly elderly and don’t come in on Wednesdays because they cannot park and the pavements are too crowded.
- Would like to see different markets on the Recreation Ground.
- Enjoys the contact with the market traders.
- Would like to see a wider variety of markets in New Milton
- Would like the market to be bigger.
- Would like more markets.
- Too much rubbish left at the end of the day.
- Would like to see the market running the whole length of the town including over the railway line.
- Generally against markets.
- Not fair if it is only in Station Road South.
- Would be sorry to see the market go.
- The more markets the better to bring more people into New Milton.
- Market in the North end improves traffic flow and deliveries.
- Problem exists with attracting people up into Station Road North and the market helps increase awareness.
- Only problem is with the butcher outside the pharmacy – not a suitable stall outside a pharmacy.
- Very enthusiastic about the market staying in Station Road North.
- The greengrocer is very clean and clears up beautifully.
- Very much in favour of markets
- Distribution of stalls important – maybe alternate week by week, i.e. those in Station Road South one week are in the North the next week, etc.
- Type of stalls important – a good mix with good quality.
- Market traders parking in the North when trading in the South are a nuisance – this should not be allowed

- Has not affected the business either way.
- Quite happy for the market to continue.
- Much busier since the market came to Station Road North.
- Market has definitely helped their business.
- Should be more consistency in the stalls being there on a Wednesday.
- More unusual stalls needed.
- Happy with the market but very unhappy with the parking situation. If people were still allowed to park outside in the street, would be happy to see the market continue in the North.
- Market does not adversely affect the business but lack of parking does.
- Quite happy for the market to stay.
- Makes a nice atmosphere in the town.
- Parking is a problem – elderly do not come in now because it is too far to walk from one end to the other.
- Would like to see more markets and more variety of stalls.
- The presence of the market does not affect their business.
- There are more people walking past the shop.
- Quite happy with the market – does not affect the business
- Parking is a problem especially for people having to carry out bulky or heavy items.
- Would like to see the market go altogether, ie. no market in New Milton at all.
- Business poor on Wednesdays with the market, whether it is in the north or south. Thinking of closing on Wednesdays.
- If the market is going to be larger, bring back good vegetables.

REPORT INTO TRADERS' OPINIONS ON THE MARKET IN NEW MILTON
STATION ROAD NORTH

Report by Rosamund Bowles, Town Development Officer

I visited every business in Station Road North with a questionnaire regarding the market. The results can be summarised as follows and these issues should be raised with Hampshire Highways and Southern Market Traders to ensure that businesses in the town are treated fairly.

Number of businesses visited	47
Number in favour of the market or happy with its presence	39
Number against the market	8 – but that would be 7 if the issue of parking could be resolved.
Percentage in favour of the market	83%
Main problems with the market that need addressing.	<p>Lack of parking in Station Road North adversely affects various businesses. The parking should be restored.</p> <p>Difficulties with access to certain businesses, such as opticians, for the elderly</p> <p>Inappropriate stalls outside certain businesses, e.g. burger van, butchers – wrong image. Should be addressed.</p> <p>Lack of quality in the market stalls, needs to be improved.</p> <p>Some businesses believe that the poor quality of the market attracts the 'wrong' type of customer into the town.</p> <p>Stalls are too crowded and people have a problem getting along the pavement, especially with pushchairs etc.</p> <p>Rubbish left at the end of the day by some traders.</p> <p>'It will be unfair if the market is only in Station Road South.'</p> <p>Increases footfall in the town.</p> <p>Increases business or the potential for business.</p> <p>Several report improved sales</p> <p>Life in the street – makes the town busier and more vibrant.</p> <p>Enjoyable contact with market traders.</p> <p>It is more difficult to attract people to walk up Station Road North and the market helps with this.</p>
Main advantages of the market	

Distribution of stalls if the market is extended	This should be carefully considered. It would be most undesirable to have all the cheaper stalls at one end of the town for example and the suggestion has been made that the stalls could alternate from North to South week by week.
--	--

It is clear that there is a very large majority in favour of the market being extended into Station Road North. From the comments below, it can be seen that the reasons are both business and social, with the majority of retailers reporting increased footfall with either increased sales or the potential for increased sales. There are concerns regarding a possible drop in footfall when the market moves back to Station Road South.

It is important to consider a number of factors when expanding the market and these are as follows:

- Parking on the street in Station Road North.
- The desirability of improving New Milton and making it more attractive by giving it the image of being positive and vibrant – the quality of the market stalls will have a considerable influence on this.
- Socio-economic benefits – keep the cheaper stalls that are important for those who are less well off but increase the number and variety of better quality stalls. It would be undesirable if New Milton comes to be known for a market that concentrates on cheap, poor quality goods and does not offer anything of interest that is different, individual and of good quality.
- The Market Manager needs to be more visible in the shops and needs to strictly adhere to the terms of the market agreement, eg. not putting stalls selling flowers in front of flower shops, the butcher in front of the pharmacy, position of the burger van, etc.

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
Weldon & King	Estate Agents	Yes	<ul style="list-style-type: none"> • Makes street livelier and more interesting. • Do not like the burger van outside 	Yes – “too much tat”
Harrisons	Estate Agents	Yes	<ul style="list-style-type: none"> • Traffic flow greatly improved through the market being in the North. • Very strong dislike of the burger van outside and will make a strong complaint if this continues. It is the 	

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
			<p>wrong image for their business and should be outside a supermarket or similar business.</p> <ul style="list-style-type: none"> • They like markets – they bring life and people into the town. 	
New Milton Mobility	Equipment for disabled	Yes	<ul style="list-style-type: none"> • The market does not make any difference to their business. However, they would like to see it continue in Station Road North. 	
Pampurred Pets	Pet shop	Yes	<ul style="list-style-type: none"> • The market has increased footfall and increased their business. • The stalls are too crowded at present. • There should not be a stall selling dog beds outside their shop. 	
Co-op	Supermarket	Yes	<ul style="list-style-type: none"> • Increases footfall and has definitely increased their business. • Makes the street livelier and more interesting. • Brings people into the town 	
U Save Southern	Drugstore	No	<ul style="list-style-type: none"> • Parking problem – lack of parking affects trade • Goods are ‘tatty’ • The market is taking New Milton downhill. • Competition with goods – stalls sited near shops that are selling the same type of goods. • Would like to see genuine Farmers’ markets with quality 	Yes

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
J. P. Loflus	Opticians	No	<p>produce</p> <ul style="list-style-type: none"> If the market stays in Station Road North, it will be important to ensure that stalls are rotated between north and south and that the higher quality stalls are not just situated in the south. 	
Etcetera	Handbags, luggage and accessories	Yes	<ul style="list-style-type: none"> Parking and access is an issue. Their patients are mostly elderly and don't come in on Wednesdays because they cannot park and the pavements are too crowded. Would like to see different markets on the Recreation Ground. There are not supposed to be any stalls outside their shop and now there is – someone selling cheap sunglasses and cases. 	Yes
Apollo Blinds	Blinds	Yes	<ul style="list-style-type: none"> Makes the street livelier and more interesting. Enjoys the contact with the market traders. Would like to see a wider variety of markets in New Milton Increases footfall and potential business. Brings people into the town throughout the year. Makes the street livelier and more interesting. Enjoys the contact with the market traders. Trade has dropped with the street work in Mallard Court. 	Yes

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
			<ul style="list-style-type: none"> • Would like the market to be bigger. • Would like more markets. 	
Swintons Insurance	Insurance	Yes	<ul style="list-style-type: none"> • Would like the market to continue as it is livelier and more people pass the shop window. 	
Superpet	Pet shop	Yes	<ul style="list-style-type: none"> • Has increased footfall and business. • Makes the street livelier and more interesting. • Enjoys the contact with the market traders. • Too much rubbish left at the end of the day. • Would like to see the market running the whole length of the town including over the railway line. • Generally against markets. 	Yes – better stalls and quality.
Brewers	Home decorating	No		
Nicholls	Pine Furniture	Yes	<ul style="list-style-type: none"> • Increases footfall in the town and potential for more business. • It would be good if the market were in the whole of Station Road. • Makes the street livelier and more interesting. • Enjoys the contact with the market traders. • Not fair if it is only in Station Road South. • Would be sorry to see the market go. • The more markets the better to bring more people into 	Yes

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
Inspirations	Gift Shop	Yes	<p>New Milton.</p> <ul style="list-style-type: none"> • Increases footfall and potential for more business. • Makes the street livelier and more interesting • Market in the North end improves traffic flow and deliveries. • Problem exists with attracting people up into Station Road North and the market helps increase awareness. 	Yes
Lloyds Pharmacy	Pharmacy	Yes	<ul style="list-style-type: none"> • Increases footfall and has increased business. • Makes the street livelier and more interesting. • Would like to see more markets in the town. • Only problem is with the butcher outside the pharmacy – not a suitable stall outside a pharmacy. 	Yes
Scope	Charity Shop	Yes	<ul style="list-style-type: none"> • Increases footfall and has increased business. • Makes the street livelier and more interesting. • Very enthusiastic about the market staying in Station Road North. 	
Josephine Warren	Ladies Fashions	Yes	<ul style="list-style-type: none"> • Increases footfall and business potential. • Makes the street livelier and more interesting. • Enjoy the contact with the market traders • The greengrocer is very clean and clears up beautifully. • Very much in favour of markets 	Yes

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
Mallard Café	Café	Yes	<ul style="list-style-type: none"> • Increases footfall and business potential. • Makes the street livelier and more interesting. • The market should be spread out throughout the town. • Would like to see more markets. • Problem with bringing people up into Station Road North and the market helps increase awareness. 	
Refill It	Printer consumables	Yes	<ul style="list-style-type: none"> • Increases footfall and business. • Makes the street livelier and more interesting. • Market is better in the North and the traffic flow is easier • Would like to see more farmers' markets. 	Yes
Digitone Hearing Aid Centre	Hearing Aids	Yes	<ul style="list-style-type: none"> • Increased footfall means more business potential. • Distribution of stalls important – maybe alternate week by week, i.e. those in Station Road South one week are in the North the next week, etc. • Type of stalls important – a good mix with good quality. 	Yes
Shoe Care	Shoe repairs	Yes	<ul style="list-style-type: none"> • Increases footfall and potential business. • Makes the street livelier and more interesting. • The market should be in both ends of Station Road. • Traffic flow is better with the market in the North. • Market traders parking in the North when trading in the 	

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
			South are a nuisance – this should not be allowed.	
New Forest Sports	Sports equipment and clothing	No	<ul style="list-style-type: none"> • Quality of customer on Wednesdays has deteriorated. • Doesn't like any market in any town. • Outrageous that a market is allowed in New Milton when it is not a market town (NB New Milton is classed by HCC as a market town). • The traders leave a mess. 	
Mathews Shoes	Shoe Shop	Yes	<ul style="list-style-type: none"> • Increases footfall and business potential. • Makes the street livelier and more interesting. • Want to see footfall increase in the town. 	Yes
Bond Street	Ladies Fashions	No	<ul style="list-style-type: none"> • The market is unfair because the stalls do not pay business rates and therefore it is unfair on the retailers. • The market stalls do not pay the overheads and take business away from the shops. • Does not like markets. 	
Kitchen Table	Kitchen equipment	Yes	<ul style="list-style-type: none"> • Has not affected the business either way. • Quite happy for the market to continue. 	
Superbuys	Bargain Buys	Yes	<ul style="list-style-type: none"> • Increases footfall and has increased their business. • Much busier since the market came to Station Road 	

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
			<p>North.</p> <ul style="list-style-type: none"> Market has definitely helped their business. 	
New Milton Bookshop	Book & magazines	Yes	<ul style="list-style-type: none"> Increases footfall and business potential Would like to see different markets in New Milton. Should be more consistency in the stalls being there on a Wednesday. More unusual stalls needed. 	Yes
Carpetwise	Carpets	Yes	<ul style="list-style-type: none"> Increases footfall and business potential, Very happy to see market continue in Station Road North. 	
Corbins	Florist	No	<ul style="list-style-type: none"> Happy with the market but very unhappy with the parking situation. If people were still allowed to park outside in the street she would be happy to see the market continue in the North. Why is parking allowed from the bookshop to the north when it is more unsuitable there? Market does not adversely affect her business but lack of parking does. 	
Dorcas	Charity Shop – furniture and fair trade coffee shop	Yes	<ul style="list-style-type: none"> Increases footfall and business potential. Would like to see different types of markets in New Milton. 	

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
Hair Trend	Hairdressers	Yes	<ul style="list-style-type: none"> • Doesn't affect their business. • Quite happy for the market to stay. • Would like to see farmers' markets and local produce. 	Yes
The Forest Bakery	Café	Yes	<ul style="list-style-type: none"> • Increases footfall and business. • Makes the street livelier and more interesting. • Makes a nice atmosphere in the town. • Parking is a problem – elderly do not come in now because it is too far to walk from one end to the other. • Would like to see more markets and more variety of stalls. 	Yes
Nationwide	Building Society	Yes	<ul style="list-style-type: none"> • The presence of the market does not affect their business. • Parking is a problem and we would like this improved. 	
Flower Vogue	Florist	Yes	<ul style="list-style-type: none"> • Increases footfall and business potential • Makes the street livelier and more interesting • There are more people walking past the shop. • Would like to see more local produce markets. 	Yes
D & A	Opticians	Yes	<ul style="list-style-type: none"> • Increases footfall and business potential • Makes the street livelier and more interesting. • Parking is a difficult issue for their elderly patients. 	

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
Lamb & Smart	Solicitors	Yes	<ul style="list-style-type: none"> • Makes the street livelier and more interesting. • Would like the market to continue in the North. 	
Taste Buds	Café	Yes	<ul style="list-style-type: none"> • Increases footfall. 	Yes
Hallmark Cards	Card shop	Yes	<ul style="list-style-type: none"> • Increases footfall and business potential. • Makes the street livelier and more interesting. • Would like to see market continue. 	Yes
Corals the Bookmakers	Bookmakers	Yes	<ul style="list-style-type: none"> • Increases footfall and business. • Makes the street livelier and more interesting. 	
Little Cherubs	Children's and baby wear	Not known – owner not available		
Dixon Stewart	Solicitor	Yes	<ul style="list-style-type: none"> • Does not affect the business • Would like to see the market continue in the north • Would like to see local produce markets 	Yes
New Milton Lighting Centre	Lighting	Yes	<ul style="list-style-type: none"> • Quite happy with the market – does not affect the business • Parking is a problem especially for people having to carry out bulky or heavy items. 	Yes

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
G & T Cards	Cards	Yes	<ul style="list-style-type: none"> • Would like to see a local produce market 	
Matthew's Electrical	Electrical & White Goods	No	<ul style="list-style-type: none"> • Increases footfall and has increased trade • Traffic flow better with the market in the north • Would like to see more Farmers' markets • Wednesday is quieter • Competition with shops • Parking problems especially with heavy items. • Would like to see the market go altogether, ie. no market in New Milton at all. 	Yes
Robert Alan	Jeweller	No	<ul style="list-style-type: none"> • Business poor on Wednesdays. • Thinking of closing on Wednesdays. • Even worse with market in the north. • Parking problems affect the businesses. • Would like the market to go altogether, ie. no market in New Milton at all. 	
Bateman's Opticians	Opticians	Yes	<ul style="list-style-type: none"> • It does not affect business takings • Parking is the problem – especially for the elderly • If the market is going to be larger, bring back good vegetables. • More variety of stalls needed. 	Yes

Name of Business	Type of Business	In favour of market in Station Road North	Comments	Would like better quality stalls
Heppenstalls	Solicitors	Yes	<ul style="list-style-type: none"> • Does not affect the business 	
National Schoolwear Centre	Schoolwear	Yes	<ul style="list-style-type: none"> • Does not affect the business, especially with the position of shop on the crossroads. • Brings more people into town which is good. • Would personally like to see more variety of markets 	