



Case Study

2021/2022



ZERO-EMISSIONS Arts Market

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Overview of Markets:

Summary

Hammersmith BID partnered with London Borough of Hammersmith and Fulham to pilot a series of Zero-Emissions Arts Markets, the first of its kind in London. The markets ran from November 2021 – July 2022. The goal is to find a way to sustain the initiative and run the zero-emissions markets on a monthly basis.

Sunday Markets

- **28 November** Hammersmith Bridge Approach
- **12 December** Cancellation due to COVID-19
- **13 February** Underneath Flyover
- **20 March** Livat
- **10 April** Livat
- **01 May** Lyric Square
- **03 July** Lyric Square

Other

- **Monday 21 March to Thursday 14 April** 'Pop-up' at Livat
- **Friday 03 June** Jubilee Bank Holiday, Lyric Square



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Arts Market





Delivery of Hammersmith BID's Objectives

Pledge: Lobbying for, supporting and creating new opportunities for local small, and medium-sized enterprises

One of the main objectives of the markets was to support and create new opportunities for local small and medium-sized enterprises. This support was achieved during the pilot scheme through creating a unique pull factor for Hammersmith, the Zero-Emissions Arts Market being the first of its kind in London. There were between 14 and 16 traders at each market and local traders were given the opportunity to generate income through their arts.

Example 1: MiltonArts and Hand Made by Leda

- 'I really appreciate the opportunity Hammersmith BID has provided for small businesses like ourselves to thrive after the recent trading difficulties. It has given us the chance to show our work in well trafficked areas and has also provided the public something a little different and out-of-the-ordinary on the high street.' (Milton from MiltonArts)
- 'Hammersmith BID has made a big difference for us, as it provides exposure and an opportunity to sell our art. Hammersmith BID has really been a refreshing experience. We also had a good response from local residents who have expressed interest in seeing something different on the high street and not mass -produced items.' (Leda from Hand Made by Leda)



Example 2: Tia Hannaford from IMMY London

- 'It was a great opportunity for IMMY London to be at Livat and resume our trading and contact with the local shoppers and community. It was obvious the Made in H&F shop has been missed for the last 2 years. The new/old shoppers enjoyed their customer experience at the "Pop Up Market" because it's local and we are already known in the local community. Our new products were well received and the local community expressed a wish that would like us and all the local traders to remain on a permanent basis at Livat. IMMY London would be pleased to work with Hammersmith BID and Shaun on what/how to achieve this. Our local presence, products and interactions with the local community was missing and it should be continued in Livat for 2022 and beyond.'
- 'I am excited and optimistic about this opportunity to trade at the Zero-Emissions Arts Market. As a business, it allows me to meet an expanded client base and is an increased sales opportunity. It is also providing an opportunity for further product feedback.'
- 'Trading in Livat was excellent to resume customer engagement. We were well remembered from the Made in H&F shop. The local community liked our products and would like us to have our presence in the shopping mall because we are local and known.'



Example 3: Alena from Sabani Linens

- “The Zero Emissions markets and the pop up shop in Livat are a fantastic opportunity for my business, Sabani Linens, to present my goods to local people. I had previously really benefitted from being part of the Made in H&F initiative, but since its closure I haven’t been able to find a good physical trading opportunity in the borough until this most recent project. Thank you, Hammersmith BID!”
- ‘This latest Zero Emissions market was brilliant for me, and I’d like to say a big Thank You to Hammersmith Bid for providing me with this trading opportunity. The location in Lyric Square was fantastic and made all the difference compared with the previous locations, including the pop-up shop in Livat. I was lucky enough to make several good sales on the day. All my customers kept asking if this was now a regular thing, and I would have loved to have been able to reply in the positive. I would strongly support any proposals to make Zero Emissions markets in Lyric Square a regular item in my calendar, once month would be ideal from my perspective.’



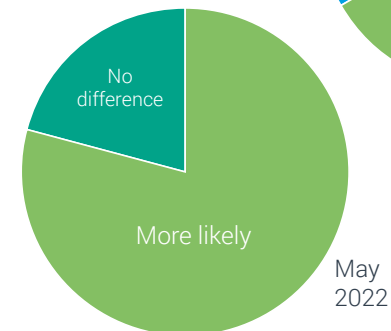
Pledge: To encourage Zero-Emissions methods of transport

Building on COP26 and Hammersmith's Climate Alliance objectives, the BID executed the delivery of the Arts Market on a zero-emissions basis. The expansion Parcels not Pollution, Hammersmith BID's zero-emissions delivery service, was used to deliver stallholder products. The pilot project championed sustainability, committing to a reduction in air pollution and the running of a local economy in Hammersmith, something we propose should continue to be a key element of any upcoming art markets.

Stallholders feedback: How easy did you find the zero-emissions transport options?



Customer feedback: Did the arts market make people more likely to shop with sustainability in mind?



The integral nature of the zero-emissions delivery service is reinforced by the enthusiasm with which it was received. All stallholders reported finding the zero-emissions transport options as either 'very easy' or 'quite easy' to used and those who didn't use the delivery service walked their items to the markets. Customer feedback also illustrates the importance of using the arts markets to promote sustainability, with the feedback indicating how many customers felt motivated to shop more sustainably following their visit to the market.

Pledge: Support of sustainable commuting and Clean Air Walking Routes

In line with Hammersmith BID's business objectives to support sustainable commuting and create a network of low emissions spaces, active travel such as walking and cycling to the events was encouraged. We propose that for upcoming Zero-Emissions Arts Markets, marketing materials and communications continue promoting active travel and clean air routes.



Date:
Sunday 28 November
Location:
Hammersmith Bridge Approach

Pledge: To revitalize spaces by bringing different uses to them

During the pilot project, different locations, including the Hammersmith Bridge Approach, underneath Hammersmith Flyover, Livat, and Lyric Square. Different locations were used to boost enterprise in the different areas of Hammersmith, something which is especially crucial on Sundays when footfall to businesses in the area is lower.

While one of the goals of the pilot scheme was to boost enterprise in the different areas of Hammersmith, stallholder feedback highlighted Lyric Square as the best location. The first time the market was on Lyric Square (1st May 2022), 100 per cent of traders reported their sales as either 'good' or 'very good'.



'A really good event, really love how the road was used. Hope we can have a few more stalls at future events.'

(Stallholder feedback)

ZERO-EMISSIONS Arts Market



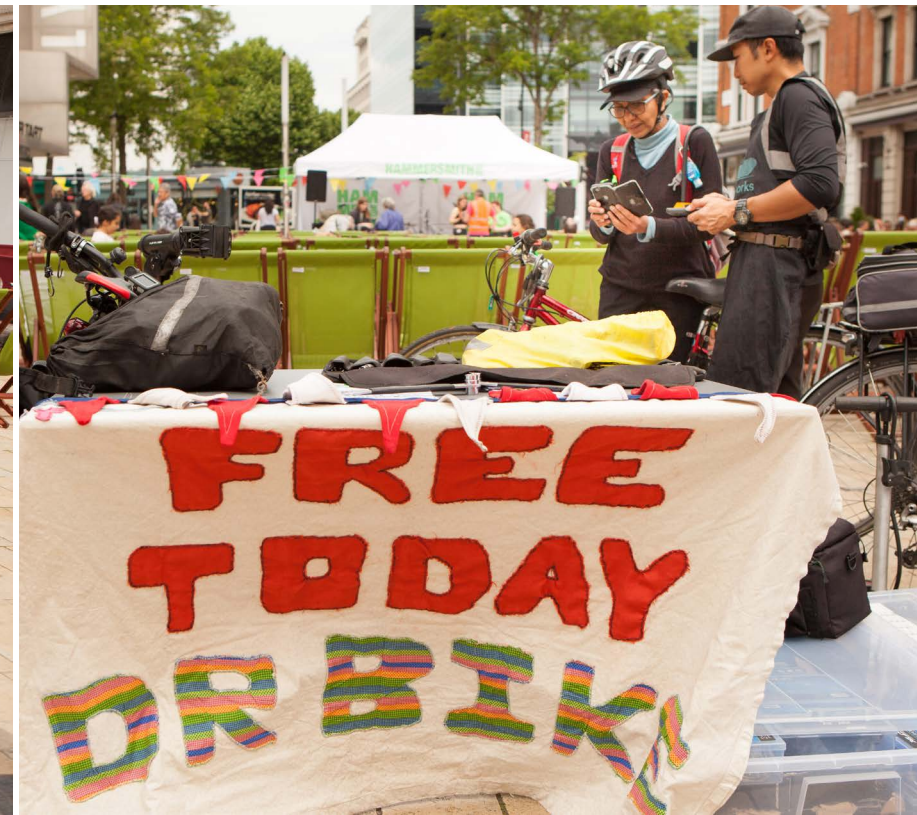
Pledge: Offering free bicycle security marking, maintenance, and crime prevention advice

Dr Bike, an operation in partnership with Hammersmith & Fulham Council, forms part of an ongoing commitment to tackling air pollution. Dr Bike provides individuals with a free bicycle maintenance session. During Dr Bike sessions at 3 of the zero-emissions arts markets, qualified mechanics checked brakes, gears, chains, pedals, frames, lights, etc.

There was a constant flow of 'customers' during the former arts markets and Dr Bike is something Hammersmith BID wants to continue providing. For future markets, we intend to have a designated zone for the bikes and an efficient queuing system, providing an efficient service that supports people in their journey toward using more active travel and reinforcing Hammersmith's commitment to reducing emissions in the local area.

- To support Hammersmith BID's Security and Resilience pledge to offer **free bicycle security marking, maintenance and crime prevention advice**, Dr Bike and the Police were present at several of the Zero-Emissions Arts Markets.
- Dr Bike, an operation in partnership with Hammersmith & Fulham Council, forms part of the BID's ongoing commitment to make Hammersmith operate with resilience and sustainability in mind by facilitating an increase in the use of active travel in Hammersmith. Dr Bike provides Hammersmith residents and workers with free bicycle maintenance sessions. These sessions were available at 3 of the markets and proved popular with a constant flow of individuals having their bikes checked by qualified mechanics.
- Police were present at the Zero Arts Markets in November, February, and March. Police presence at the markets provided residents and workers in Hammersmith with the opportunity to raise any concerns about crime in their local area.

Date: Friday 03 June Location: Lyric Square



Stallholder :

20th March 2022, Livat

Business / Company
Skiniri
Juliette Smeed Jewellery
Red Root Remedies
Jackrabbit
IMMY London
Ty Photography
Natalia Bobrova Gallery
Bledsoe Bags
Elena Drew This
Etc P&W
Selano Jewellery
Milton Grubert Art
Handmade by Leda
Sabani Linens

Stallholder :

1st May 2022, Lyric Square

Business / Company
Skiniri
Juliette Smeed Jewellery
Red Root Remedies
Jackrabbit
IMMY London
Ty Photography
Natalia Bobrova Gallery
Moonstone Panda
Elena Drew This
Alice Potter Illustration
Selano Jewellery
Milton Grubert Art
Handmade by Leda
Winseye Preserves Arts & Crafts
Tereas G Desgins

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Arts Market

Attendees:
approx

2500

*100% of traders said their trade
was good or very good at this
location (Lyric Square)!*



Stallholder:

3rd June 2022, Lyric Square

Business / Company
Milton Arts
Moonstone Panda
SmidSmod
Alice Potter Illustrations
Winsey Preserves Arts & Crafts
Jack Rabbit
P & W
Natalia Bobrova Gallery
DJA Designs
IMMY London
Red Root Remedies
Tereas G Designs
Selano

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Arts Market

Attendees:

3,884

'best market yet'

Natalia from Natalia Bobrova Gallery

'best market so far'

P&W



Stallholder :

3rd July 2022, Lyric Square

Business / Company
Milton Arts
Moonstone Panda
SmidSmod
Sobani Linens
Skiniri London
Jack Rabbit
Moon Karma
Kaleidochic
Handmade by Leda
IMMY London
Red Root Remedies
Tereas G Designs
Selano
Winseye Preserves Arts & Crafts

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Arts Market

Attendees:

2,376

'Beautifully arranged'

Tia from IMMY London

'PLEASE DO IT AGAIN!'

Alena from Sobani Linens



Overview of Markets: Entertainment

Sunday Markets

- **28 November** Hammersmith Bridge Approach **Florence Taylor, Vocalist**
- **13 February** Underneath Flyover **Daniel Rivers, Vocalist**
- **20 March** Livat **Florence Taylor, Vocalist**
- **01 May** Lyric Square **Sorelle Singers**
- **03 July** Lyric Square **Florence Taylor, Vocalist**

Other

- **Friday 03 June** Jubilee Bank Holiday, Lyric Square **Queen Tribute Act**



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Interest

Media Interest

As well as local interest, the Zero-Emissions Arts Market attracted media attention. Hammersmith BID was contacted by the South West Londoner News who published a report containing information about some of the activities during Hammersmith BID's Summer Festival, including the Zero-Emissions Arts Markets. Media interest also came from Metro Group who wanted to know whether the Zero-Emissions Arts Markets were ongoing, and that if so whether they could feature it in their news. The positive media interest is one of the things which illustrates the success and the ingenuity of the Zero-Emissions Arts Markets.

Local Interest

The customer feedback illustrates the positive impact the Zero-Emissions Arts Market had on the local area with 26 per cent of customers reporting a 'friendly' feel to the Arts Market in May. The creation of an inclusive and welcoming atmosphere illustrates how the Arts Markets contributes to making Hammersmith more attractive as a place to live, work, and visit.

Customer Feedback:

How did the public describe the Arts Market?

May 2022



June 2022



July 2022



Arts Market

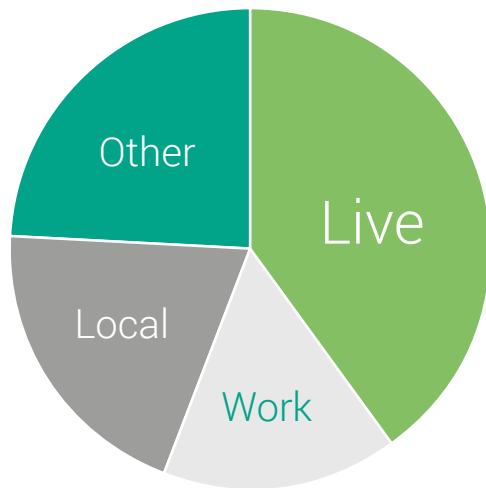
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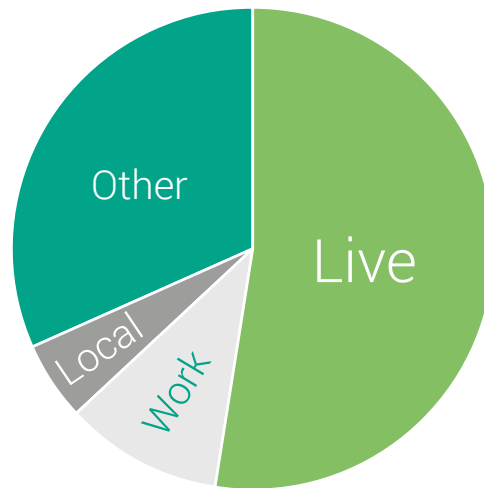
Customer Feedback:

Did the arts market attract people who lived, worked, or were local to Hammersmith?

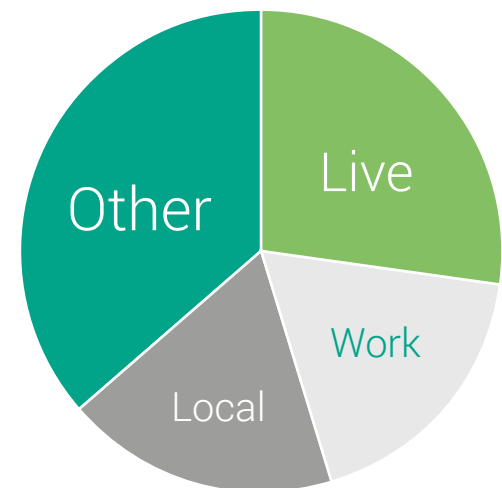
May 2022



June 2022



July 2022



The majority of those attending the markets either lived, worked, or were local to Hammersmith

Arts Market

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Feedback / Recommendations

BID recommendations:

- In relation to Dr Bike, in future, it might be helpful to have a designated zone for the bikes and a clear queueing system.
- To prevent confrontation in relation to access to the square, it might be useful to have signage or cones to indicate that the space needs to be kept clear for event transportation.
- Multiple BID tables will be useful to prevent overcrowding and ensure all visitor queries can be dealt with.
- Outdoor radios would be beneficial to ensure quick and easy communication.
- Bins required to prevent littering.
- A new system is required for 'Reserved Seating'.

Stallholder recommendations:

- Stallholders indicated they would like the market to run every month.
- Lyric Square was considered the best location.
- Some stallholders suggested bigger posters for advertising the Arts Market.
- Several stallholders suggested having the market more integrated with other activities on Lyric Square, either by being moved forward or being structures in a circle formation.
- Stallholder suggestion to move the Arts Market from Sunday to Saturday.

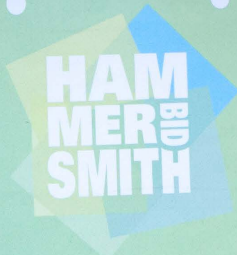
Customer recommendations:

- There was a demand for greater variation in stalls at the Arts Market to ensure offer is exciting, however, should more traders be added, more marquee space will be required to avoid conflict.
- Several customers reported an expectation that the Arts Market was going to be bigger.





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