Portobello and Golborne Trading

Analysis of stakeholder consultation

July 2025

Consultation and Participation Team
The Royal Borough of Kensington and Chelsea
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AND CHELSEA

Introduction

Background
Portobello is one of the most iconic and vibrant areas of our borough and we continuously strive to improve it to meet residents, traders, businesses and visitors' needs and expectations. The consultation sought views on Sunday Trading on Portobello Road and Golborne Road and the updated Standard Conditions for trading.

The changes to the Standard Conditions are based on discussions with traders, local businesses and residents, and the key changes are as follows:

- Improved sight lines and spacing between pitches.
- Pitch sizes increase to 3m x 3m apart from identified pinch points, where they remain at 2.75m x 2.75m
- Confirms and updates the process for Permanent Traders
- Confirms and updates the process for Temporary Traders

Consultation methodology
An online survey was promoted via various avenues, including the Council's Consultation and Engagement Hub, social media, enewsletters and direct contact with market traders. In total, 145 responded to the survey.

In addition, a poll was posted on the Portobello Market Instagram account, attracting 605 votes.

Appendix
An appendices document is also available on request, containing data tables and all comments made by respondents to the survey.

Acknowledgements
The Council would like to thank all residents, traders, local business, visitors and other stakeholders who took the time to provide feedback.

Results at a glance

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Results at a glance

Survey

Portobello Road

- **Over half of respondents** would like to see Sunday Markets **every week**. However, **almost a quarter** (23 per cent) would like to see **Sunday markets kept as is**, i.e. 11 times a year.
- **Half of respondents** (50 per cent) would like to see Sunday Markets have the **same mix of traders as Fridays and Saturdays**. With **just over a quarter** (26 per cent) wanting to see a **mix of speciality stalls and Friday and Saturday traders.**
- Of those that wanted to see speciality markets on Sundays, the most popular stalls were **cultural and art stalls** (67 per cent) and **antiques/jewellery** (63 per cent).

Golborne Road

- **Almost three-quarters** (71 per cent) **would like to see** Sunday markets on Golborne Road.
- Of those that wanted to see Sunday markets, the **majority** (83 per cent) would like to see them **every week.**
- **Over half** (54 per cent) would like to see Sunday markets **with the same mix of traders as Fridays and Saturdays**. Whilst **a quarter** (25 per cent) would like **a mix of speciality stalls and Friday and Saturday traders.**
- Of those that wanted to see speciality markets on Sundays, the most popular stalls were **cultural and art stalls** (27 per cent) and **antiques/jewellery** (27 per cent).

Other comments on the markets and Standard Conditions

Respondents were invited to make other comments about the markets or on the proposed Standard Conditions for market traders..

- The most mentioned themes by respondents in relation to other ideas/comments were: **Against Sunday trading or impact on residents** (11), **goods sold/stall types** (seven), **safety/traffic management** (seven), **pitch locations/pitch size/segregation of stalls** (seven) and **support for Sunday trading** (seven).
- The most mentioned themes by respondents in relation to the standard conditions were: **no comment** (six), **pitch sizes/locations** (five) **and working days/hours** (three).

Instagram Poll

- The **vast majority** (94 per cent) of respondents would like to see **more traders on Sundays.**
- **Over two-thirds** (69 per cent) would like to see **Sunday markets every week.**
- The most popular types of stalls that respondents would like to see were **clothes** (37 per cent) and **food** (35 per cent).

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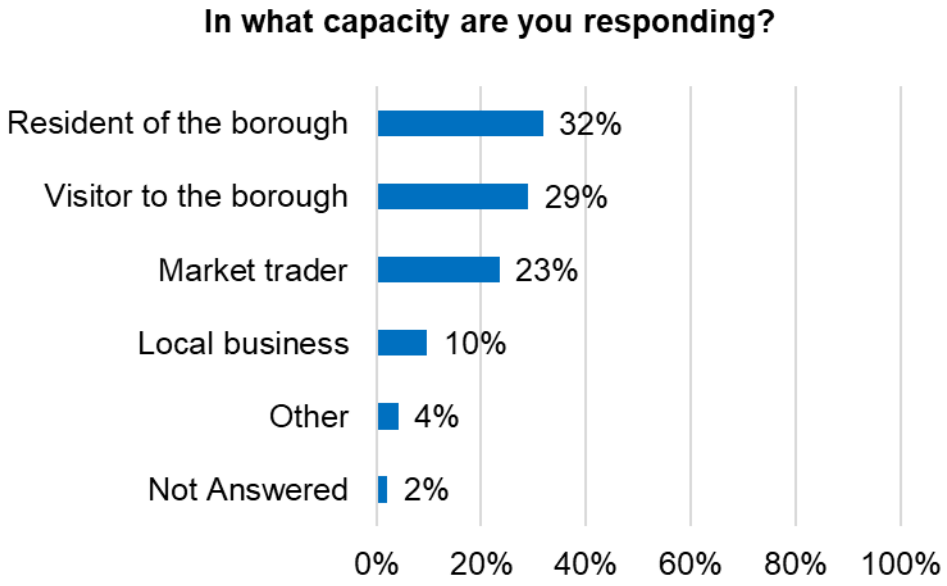
Survey Analysis

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Capacity in which responding

Respondents were asked to indicate in what capacity they were responding.

- **Almost a third** (32 per cent) of respondents are **residents.**
- **Slightly less** (29 per cent) are **visitors to the borough.**
- **Just under a quarter** (23 per cent) are **market traders** and **one in ten** are **from a local business.**
- **Four per cent** of respondents indicated they were responding in an **other** capacity and went on to comment.
- However, most comments indicated that they were a resident, market trader or local business. All comments can be seen in the appendices.



Base: All respondents (145)

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Portobello Road

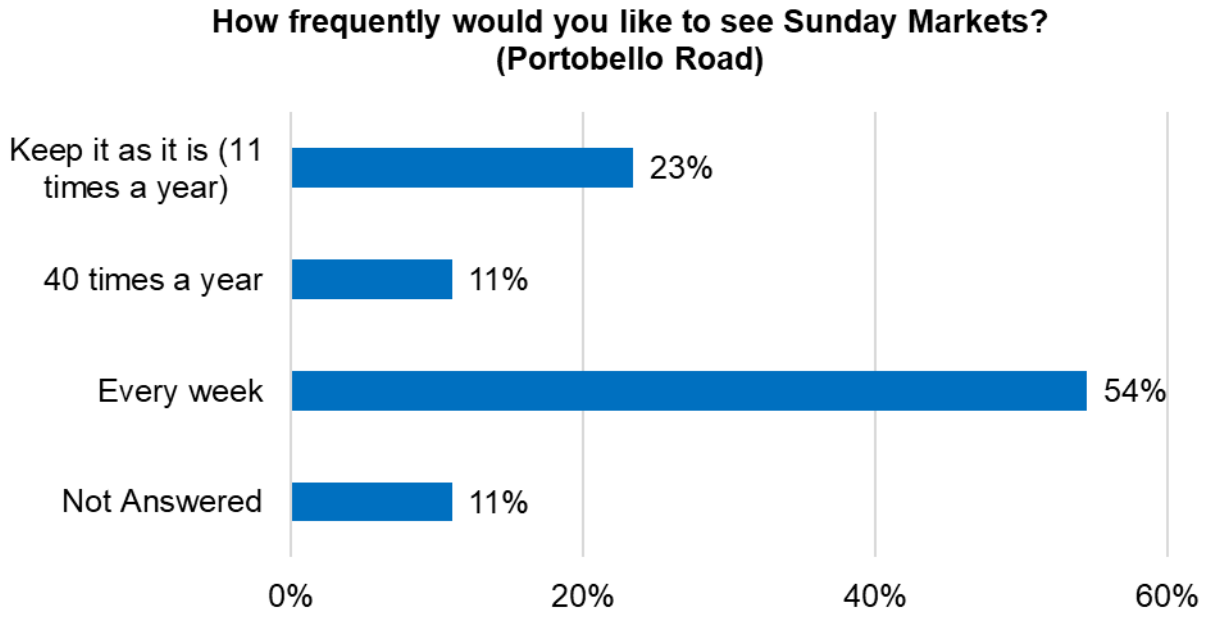
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Frequency of Sunday Markets

Respondents were asked how frequently they would like to see Sunday Markets on Portobello Road.

- **Over half** (54 per cent) would like to see Sunday Markets **every week.**
- **Just under a quarter** (23 per cent) would like to **keep it as it is** (11 times a year).
- **Just over one in ten** (11 per cent) would like to see Sunday Markets **40 times a year.**

Results to this question are explored by respondent type overleaf, to understand differing views.



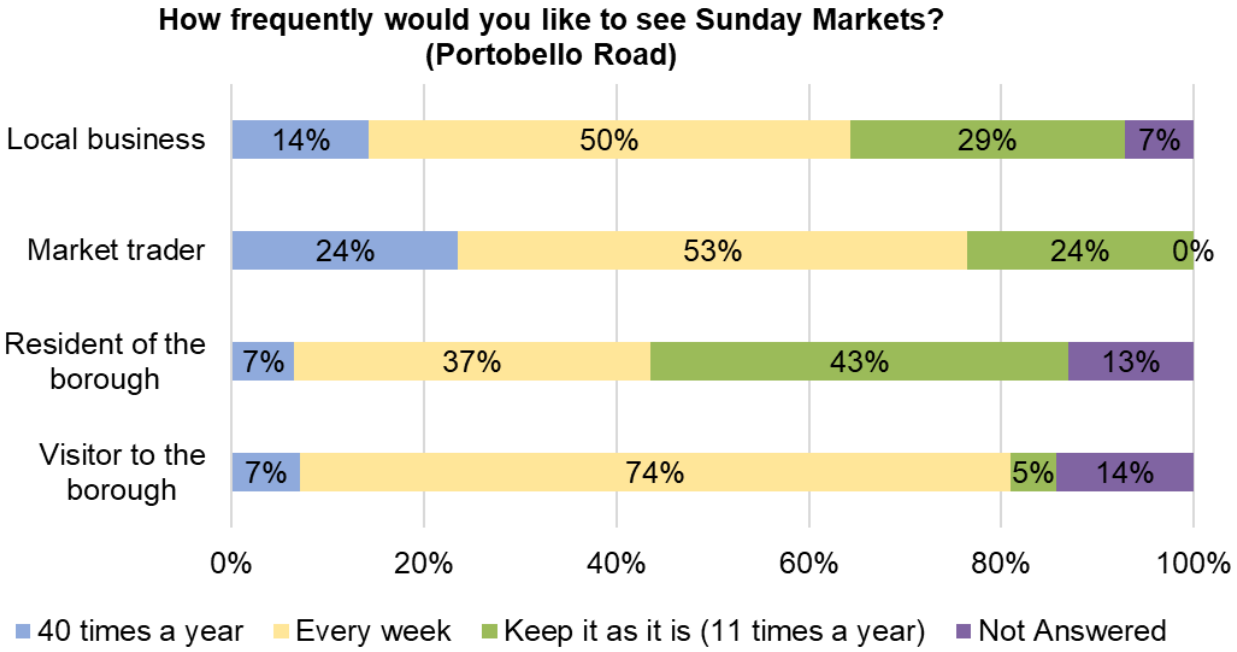
Base: All respondents (145)

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Frequency of Sunday Markets

Respondents were asked how frequently they would like to see Sunday Markets on Portobello Road. The below breaks down the results by respondent type. Caution should be applied when interpreting these results as the number of responses per respondent type varies and in some cases is fairly low, nevertheless this helps to understand the strength of feeling of different groups.

- **Visitors to the borough** were more likely to want to see Sunday Markets **every week** (74 per cent) compared to other groups. Whereas **residents** were least likely to want this (37 per cent).
- **Residents** were more likely to want to **keep Sunday Markets as is (11 times a year)** compared to other groups. Whereas **visitors** were least likely to want this (five per cent).
- **Market traders** were more likely to want Sunday Markets **40 times a year** (24 per cent) compared to other groups.



Base: All respondents in above categories (136)

Number of respondents per group: Local Business 14, Market trader 34, Resident 46, Visitor 42

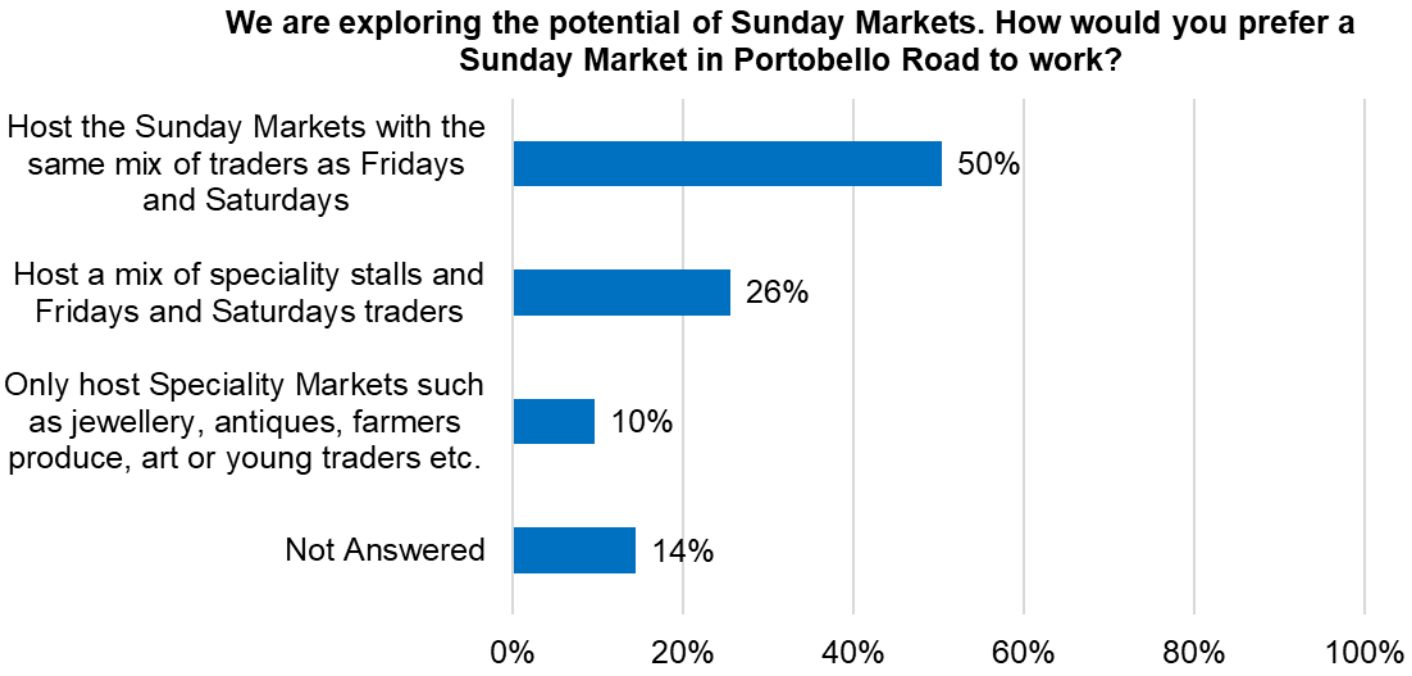
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Sunday Markets Preferences

Respondents were asked how they would like to see Sunday Markets work on Portobello Road.

- **Half** (50 per cent) would like to see Sunday Markets with **the same mix of traders as Fridays and Saturdays.**
- **Just over a quarter** (26 per cent) would like **a mix of speciality stalls and Friday and Saturday traders.**
- **One in ten** (ten per cent) would only like to see **speciality markets** on Sundays.

Results to this question are explored by respondent type overleaf, to understand differing views.



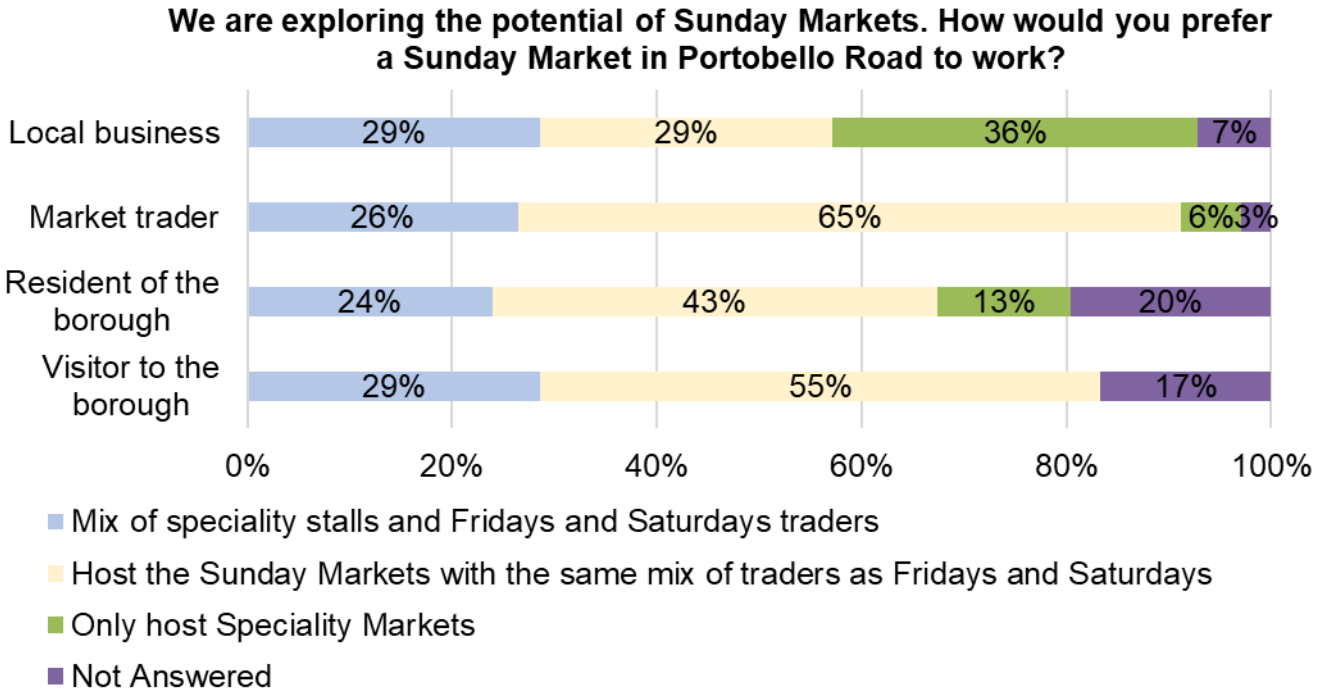
Base: All respondents (145)

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Sunday Markets Preferences

Respondents were asked how they would like to see Sunday Markets on Portobello Road work. The below breaks down the results by respondent type. Caution should be applied when interpreting these results as the number of responses per respondent type varies and in some cases is fairly low, nevertheless this helps to understand the strength of feeling of different groups.

- **Market traders** were more likely to want to see **the same mix of traders as Fridays and Saturdays** (65 per cent) compared to other groups. Whereas **local businesses** were least likely to want this (29 per cent).
- **Local businesses** were more likely to only want **speciality markets** compared to other groups. Whereas **visitors** were least likely to want this (zero per cent).



Base: All respondents in above categories (136)

Number of respondents per group: Local Business 14, Market trader 34, Resident 46, Visitor 42

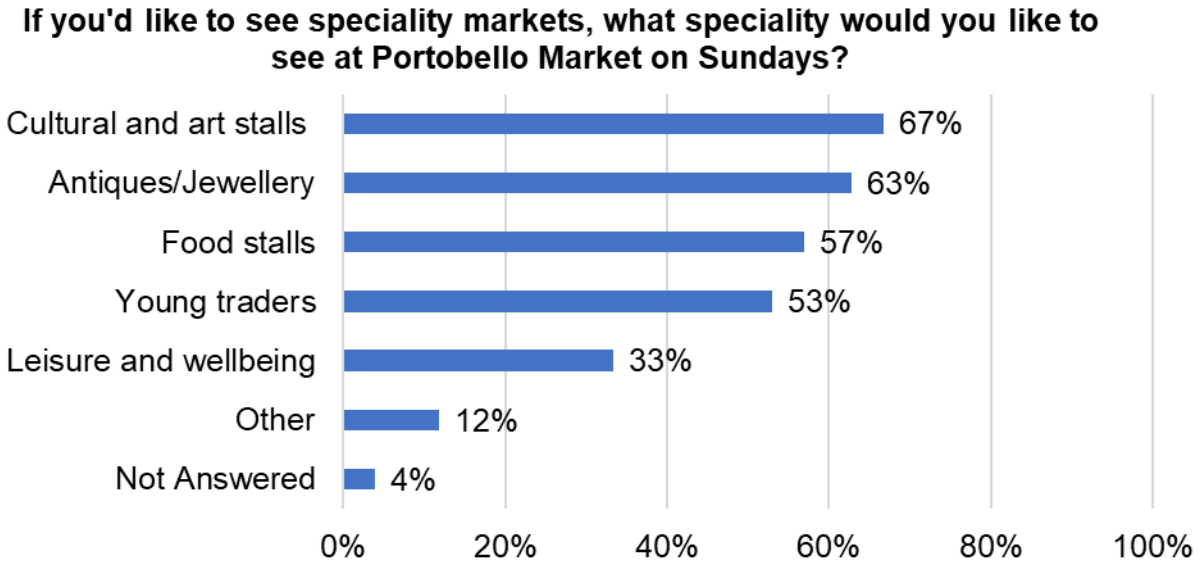
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Speciality Markets

Respondents that would like to see speciality markets on Sundays, were asked what specialities they would like to see. The results below relate to 51 respondents that indicated they would either like to only see speciality markets on Sundays or would like to see a mix of speciality stalls and regular stalls from a Friday and Saturday. Respondents were able to select as many options as they wished.

- **Two-thirds** (67 per cent) would like to see **cultural and art stalls.**
- **Almost two-thirds** (63 per cent) would like to see **antiques/jewellery stalls.**
- **Over half** would like to see **food stalls** (57 per cent) and **young traders** (53 per cent).
- **A third** (33 per cent) would like to see **leisure and wellbeing** stalls.
- Twelve per cent had other suggestions, these are explored on the next page.

Due to the relatively low number of responses to the question, it has not been possible to break down the results by respondent type.



Base: Respondents that would like to see a speciality market (51)

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Speciality Markets

Respondents that would like to see other speciality markets/stalls were asked to explain what they would like to see. Comments made have been themed and are summarised in the table below. Examples of comments can also be seen below, with the full list of themes and comments found in the appendices.

Theme	Count
Not in favour of Sunday market	3
Clothing/designer gear	2
DIY/repairs	2
Mix of stalls	2
Farmers Market	1
Not new/imported goods	1
Same as Friday and Saturday	1
Second hand electronics	1

"DIY materials."

DIY/repairs



"A mix."

Mix of stalls

"Don't agree with the Sunday market."

Not is favour of Sunday market

"Clothes etc."

Clothing/designer gear

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Golborne Road

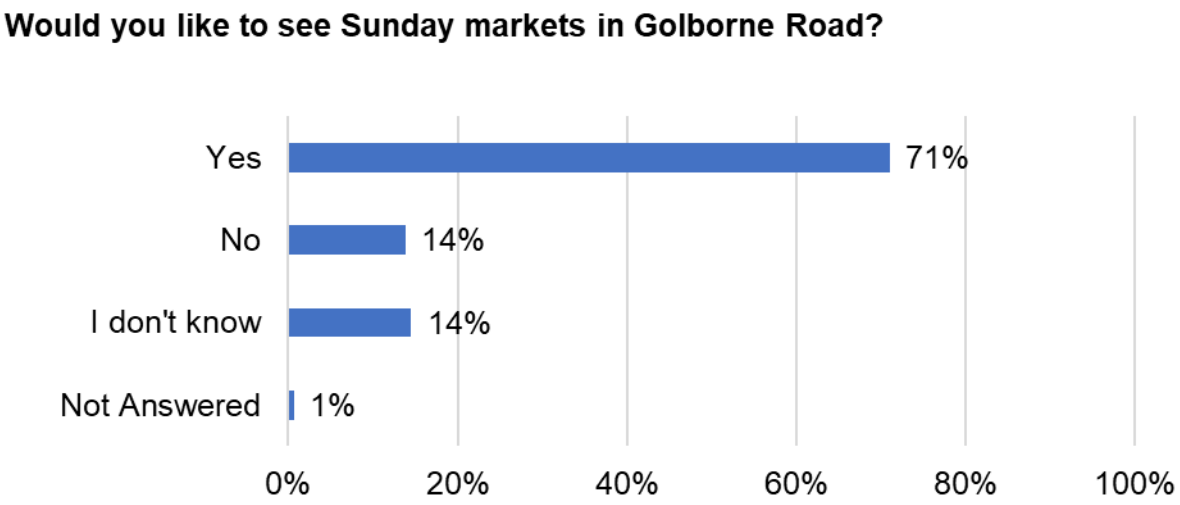
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Sunday Markets

Respondents were asked if they would like to see Sunday markets on Golborne Road.

- **Almost three-quarters** (71 per cent) **would like to see** Sunday Markets on Golborne Road.
- A total of **14 per cent** indicated that they **would not** and the same percentage (14 per cent) were **undecided.**

Results to this question are explored by respondent type overleaf, to understand differing views.



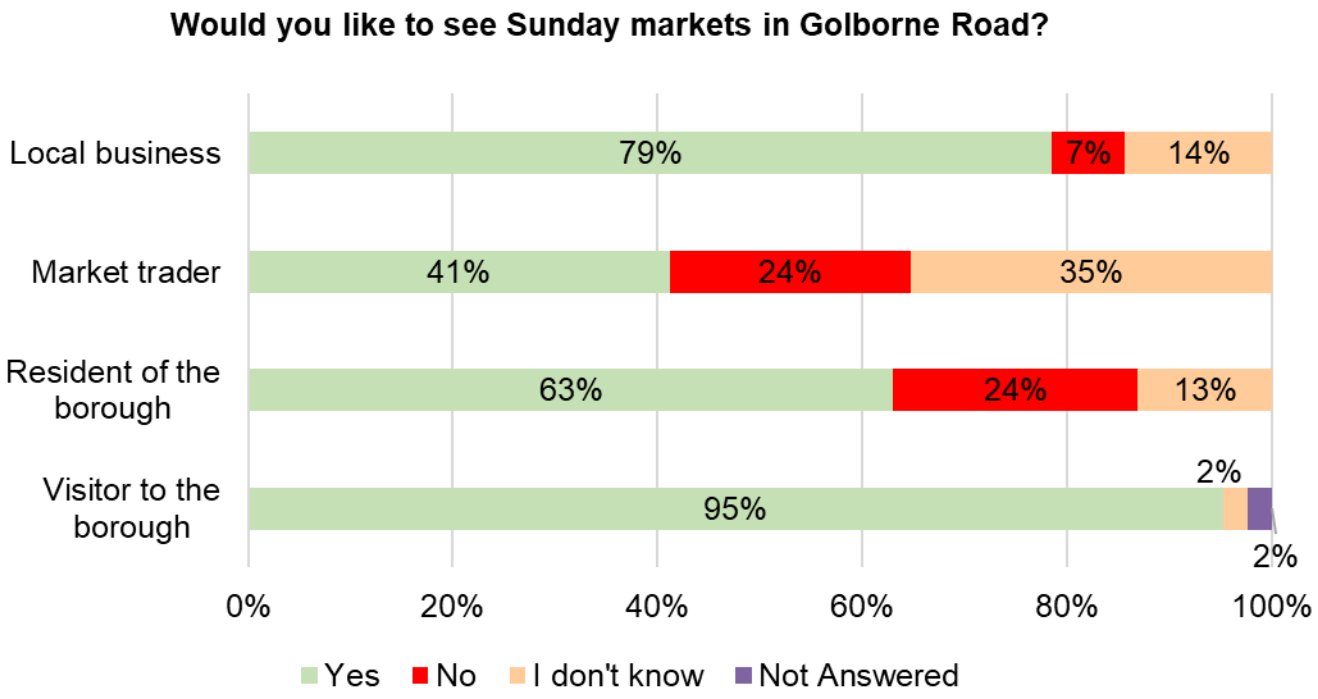
Base: All respondents (145)

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Sunday Markets

Respondents were asked if they would like to see Sunday markets in Golborne Road. The below breaks down the results by respondent type. Caution should be applied when interpreting these results as the number of responses per respondent type varies and in some cases is fairly low, nevertheless this helps to understand the strength of feeling of different groups.

- **Visitors** were more likely to want to see **Sunday markets** (95 per cent) compared to other groups. Whereas **market traders** were least likely to want this (41 per cent).



Base: All respondents in above categories (136)

Number of respondents per group: Local Business 14, Market trader 34, Resident 46, Visitor 42

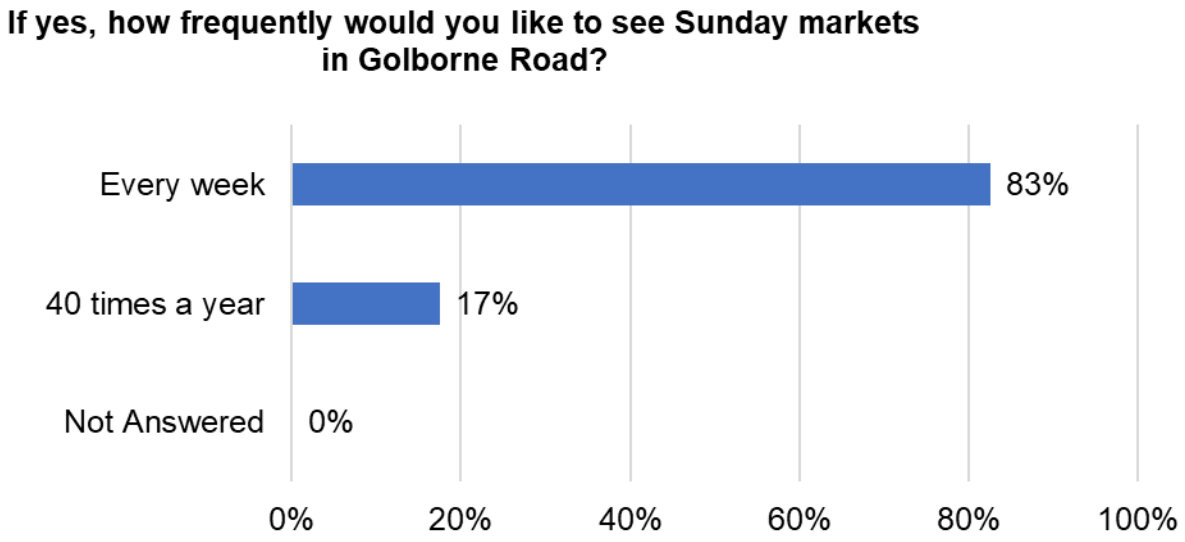
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Frequency of Sunday Markets

Respondents that would like to see Sunday Markets on Golborne Road (103 respondents) were asked how frequently they would like to see Sunday Markets on Golborne Road.

- **More than four in five** (83 per cent) would like to see Sunday markets **every week.**
- **Just under one in five** (17 per cent) would like to see Sunday Markets **40 times a year.**

Results to this question are explored by respondent type overleaf, to understand differing views.



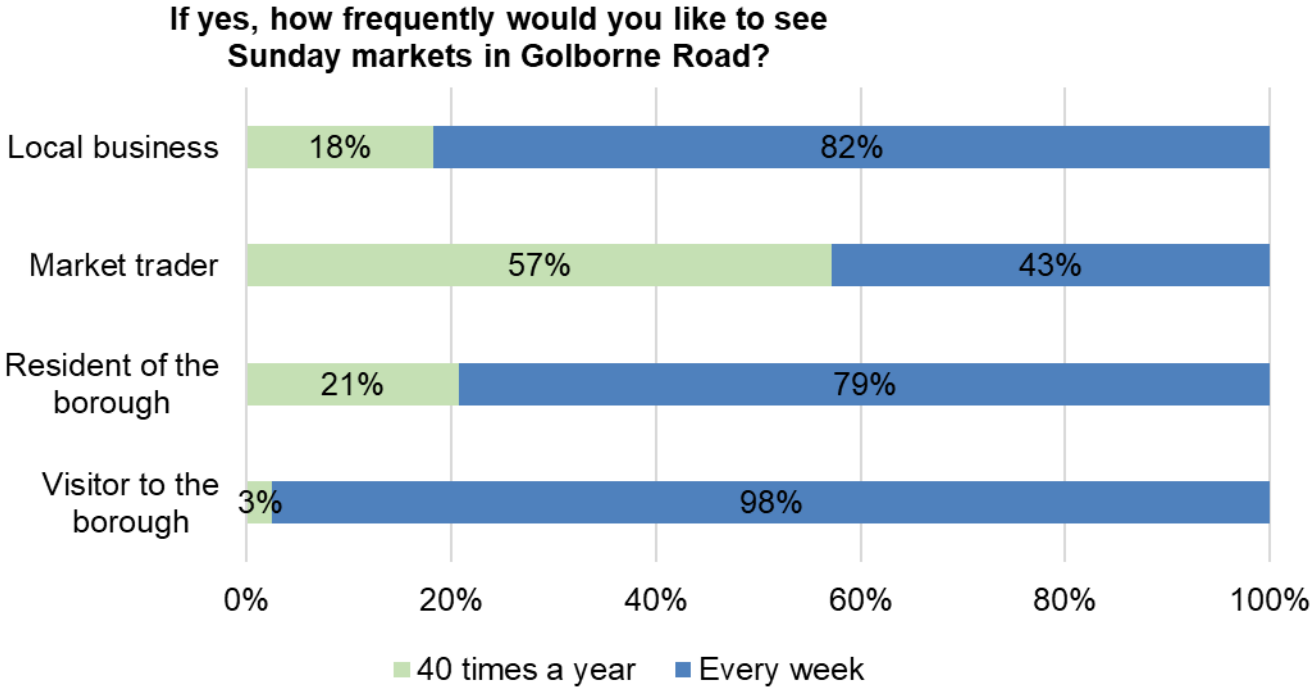
Base: Respondents that would like to see Sunday Markets on Golborne Road (103)

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Frequency of Sunday Markets

Respondents that wished to see a Sunday market in Golborne Road were asked how frequently they would like to see them. The below breaks down the results by respondent type. Caution should be applied when interpreting these results as the number of responses per respondent type varies and in some cases is fairly low, nevertheless this helps to understand the strength of feeling of different groups.

- **Market traders** were more likely to want to see **markets held 40 times a year** (57 per cent) compared to other groups. Whereas **visitors** were least likely to want this (three per cent).
- **Visitors** were more likely to want to see Sunday markets **every week** (98 per cent) compared to other groups. Whereas **market traders** were least likely to want this (43 per cent)



Base: All respondents in above categories that would like to see Sunday markets in Golborne Road (94)

Number of respondents per group: Local Business 11, Market trader 14, Resident 29, Visitor 40

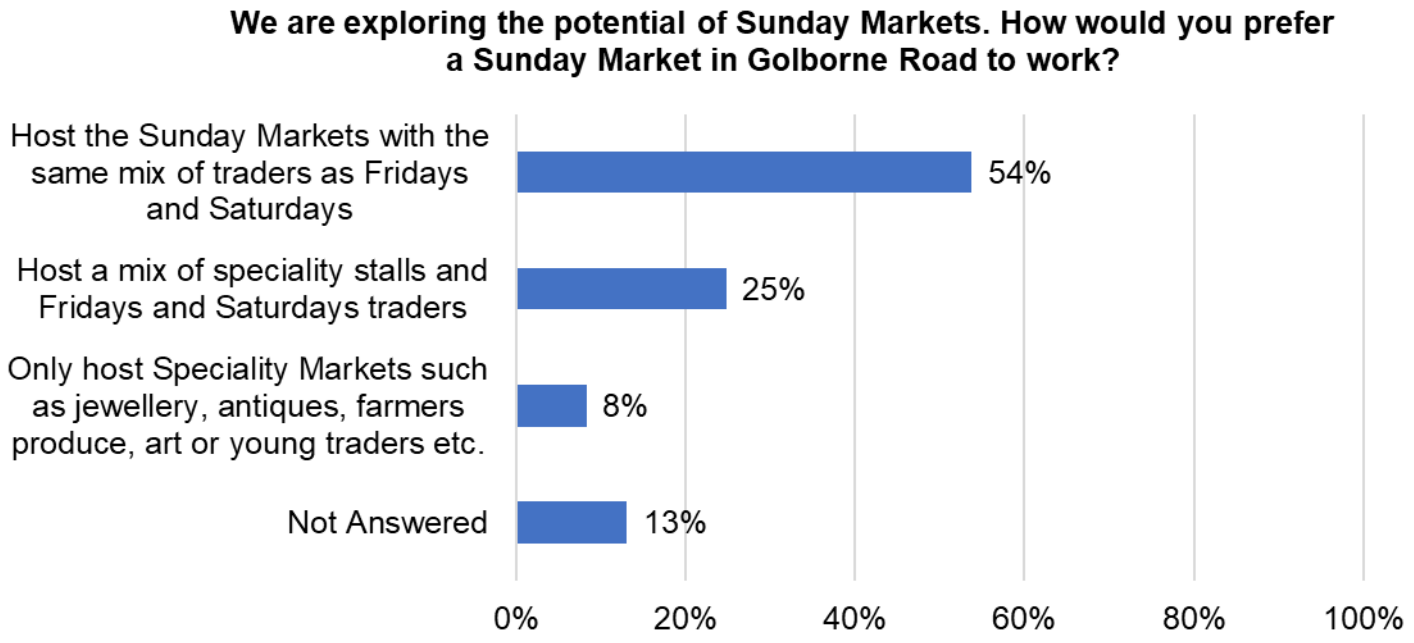
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Sunday Market Preferences

Respondents that would like to see Sunday Markets on Golborne Road (103 respondents) were asked how they would like to see these work.

- **Over half** (54 per cent) would like to see the **same mix of traders as Fridays and Saturdays** on a Sunday.
- **A quarter** (25 per cent) would like to see a **mix of speciality stalls and Friday and Saturday traders.**
- **Eight per cent** would **only like to see speciality markets on a Sunday.**

Results to this question are explored by respondent type overleaf, to understand differing views.



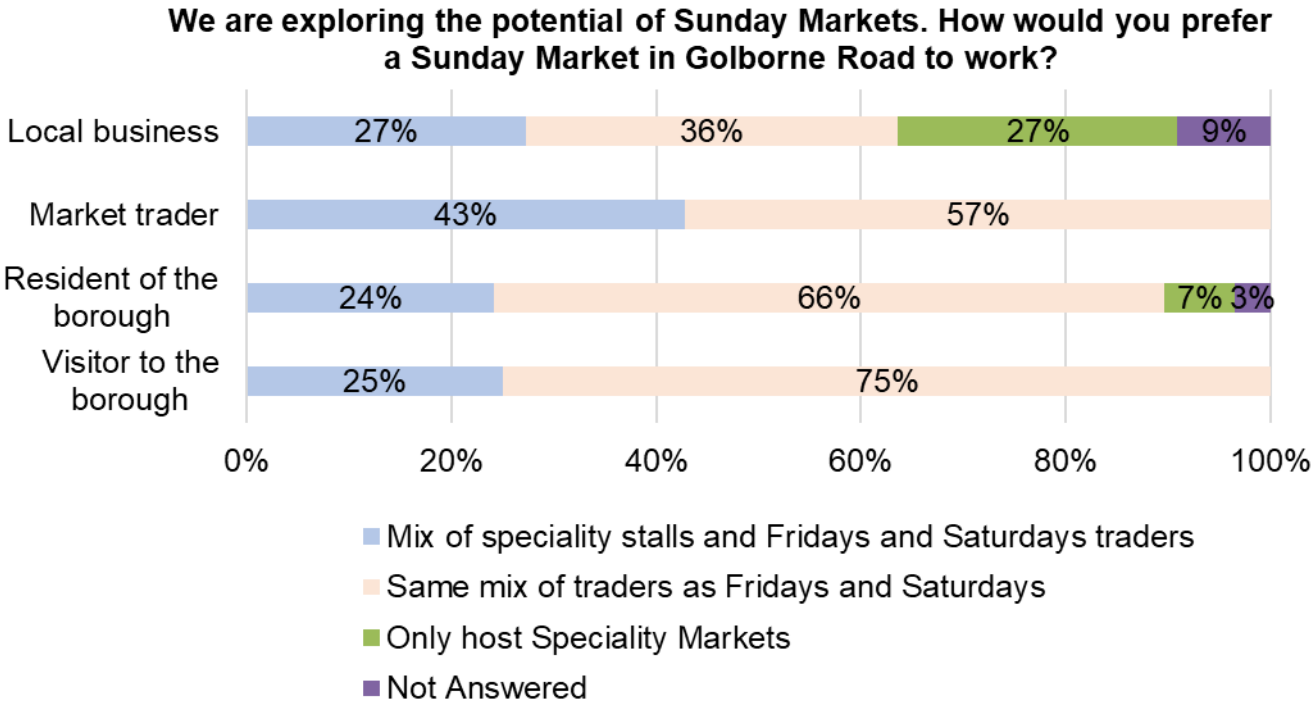
Base: Respondents that would like to see Sunday Markets on Golborne Road (103)

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Sunday Market Preferences

Respondents that wished to see a Sunday market in Golborne Road were asked how they would like to see them work. The below breaks down the results by respondent type. Caution should be applied when interpreting these results as the number of responses per respondent type varies and in some cases is fairly low, nevertheless this helps to understand the strength of feeling of different groups.

- **Market traders** were more likely (43 per cent) to want to see **mix of speciality stalls and Friday and Saturday traders** than other groups.
- **Visitors** were more likely (75 per cent) to want to see the **same mix of traders as Fridays and Saturday traders** than other groups. Whereas local businesses were less likely to want this (36 per cent).
- **Local businesses** were more likely to want to see **only speciality markets** (27 per cent) than other groups.



Base: All respondents in above categories that would like to see Sunday markets in Golborne Road (94)

Number of respondents per group: Local Business 11, Market trader 14, Resident 29, Visitor 40

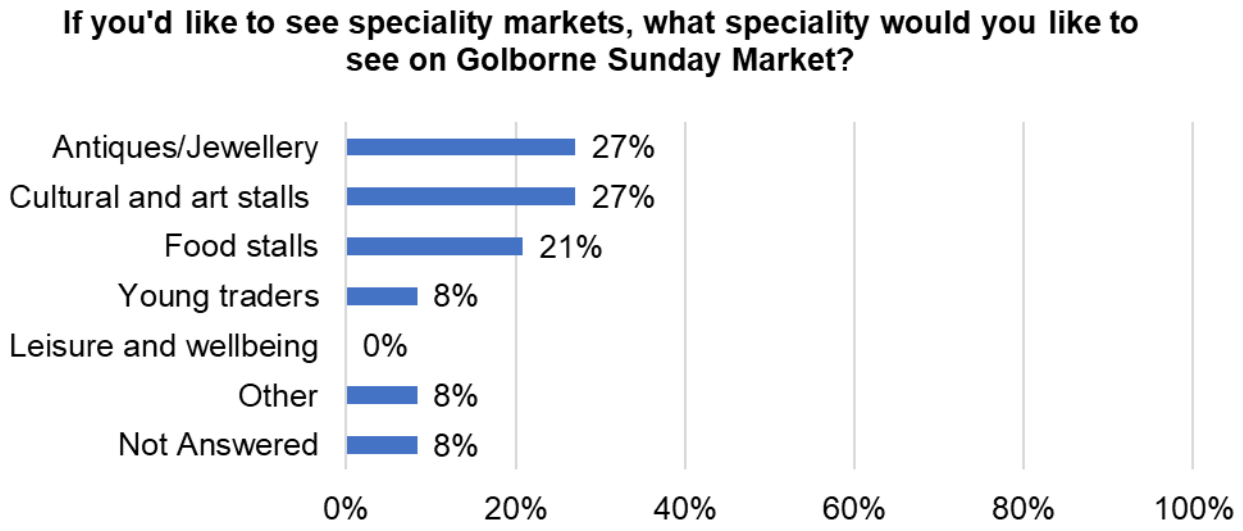
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Speciality Markets

Respondents that would like to see speciality markets on Sundays, were asked what specialities they would like to see. The results below relate to 48 respondents that indicated they would either like to only see speciality markets on Sundays or would like to see a mix of speciality stalls and regular stalls from a Friday and Saturday. Respondents were able to select only one option, which is different to the similar question posed about Portobello Road.

- **Just over a quarter** (27 per cent) would like to see **antiques/jewellery stalls.**
- **Just over a quarter** (27 per cent) would like to see **cultural and art stalls.**
- **Over a fifth** (21 per cent) would like to see **food stalls.**
- Eight per cent had other suggestions, this are explored on the next page.

Due to the relatively low number of responses to the question, it has not been possible to break down the results by respondent type.



Base: Respondents that would like to see a speciality market (48)

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Speciality Markets

Respondents that would like to see other speciality markets/stalls were asked to explain what they would like to see. Comments made have been themed and are summarised in the table below. Examples of comments can also be seen below, with the full list of themes and comments found in the appendices.

Theme	Count
Mix of stalls	2
Food	1
New traders	1
Not in favour of Sunday trading	1
Not new goods	1
Second hand electronics	1
Young Traders	1

"Mix of specialty stalls and Fri and Sat traders."

Mix of stalls

"Second hand electronics (e.g. speakers)."

Second hand electronics



"New traders /non rbkc traders."

New traders

"Food stalls + young traders."

Young traders

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Standard Conditions and other market suggestions

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Ideas for the markets

Respondents were asked to share any other ideas they had for the markets. Comments made have been themed and themes with three or more comments are summarised in the table below. Examples of comments can be seen on the next page, with the full list of themes and comments found in the appendices.

Theme	Count
Against increased Sunday trading/impact on residents	11
Goods sold/stall types	7
Pitch locations/pitch size/segregation of goods	7
Safety/traffic management	7
Support for Sunday trading	7
N/A or no comment	5
Street cleanliness/clean toilets	3
Impact on businesses	3

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Ideas for the markets

"I live on Dunworth Mews and do not wish to see more Sunday markets as it disrupts the quiet enjoyment of my property on Sundays."

Against increased Sunday trading/impact on residents

"The Sunday markets should not increase, they are already a huge inconvenience with early morning noise on a Sunday, when we have market activity all week already. In addition Sunday markets have often meant large entertainment stages being built which cause huge disruption to residents on a day to day basis, with increased noise and restricted access to our property."

Against increased Sunday trading/impact on residents

"Just have too many foods stalls."

Goods sold/stall types

"Less souvenirs products."

Goods sold/stall types



"Antique traders to stay in same pitch's i.e. 1 to 42."

Pitch locations/pitch size/segregation of goods

"Some traders and shops have taken extra space of the pavement and blocking the easy passing of people."

Pitch locations/pitch size/segregation of goods

"RBKC are being completely inconsistent. On the one hand they say they have to stop resident access for residents pretty much every day of the week all year from 10:00 to 16:00 for perceived safety risks and on the other they are trying to ramp up visitor numbers to the maximum possible. Kindly take account of the council tax payers and residents legitimate concerns and needs. Keep things as they are, which is perfectly manageable."

Safety/traffic management

"It's an amazing road and community. Opening all year on a Sunday for traders will only enhance and complement what is already an iconic road. It will be good for all other locals businesses and the community too."

Support for Sunday trading

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Standard Market Conditions

The Council has worked with street traders, businesses and residents to introduce amended Standard Conditions for street traders. Respondents were invited to comment on the proposed standard conditions. Comments made have been themed and are summarised in the table below. Examples of comments can be seen below, with the full list of themes and comments found in the appendices.

Theme	Count
N/A or no comment	6
Pitch sizes/locations	5
Working days/hours	3

"Oversized stalls need to be made immediately conform to the correct size."

Pitch sizes/locations

"Great idea to create a 3 metre pitch size maintaining the existing gaps between each pitch."

Pitch sizes/locations



"Changing the priority Friday trading, to making traders work 3 days, to get priority, is not justifiable. Some traders make their own goods, which can't be done on the stall. Traders are small businesses and need time to buy stock, do accounts etc."

Working days/hours

"To prioritise Friday, working two weekdays should be enough (not three)."

Working days/hours

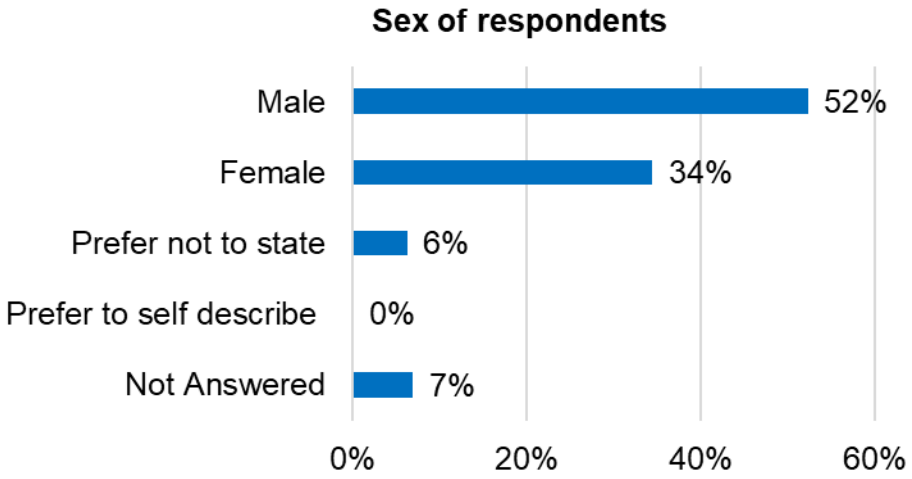
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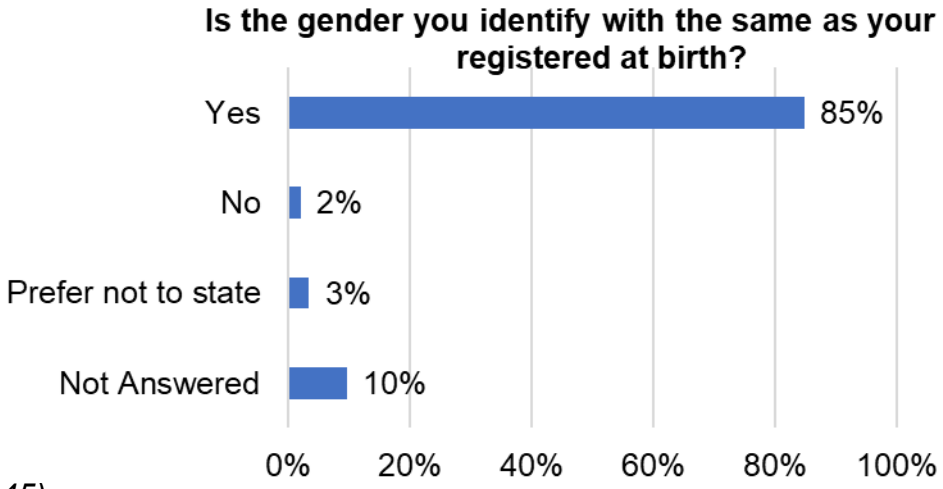
About the survey respondents

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Profile of respondents

Respondents were asked a series of questions about themselves, to understand who had responded to the consultation.

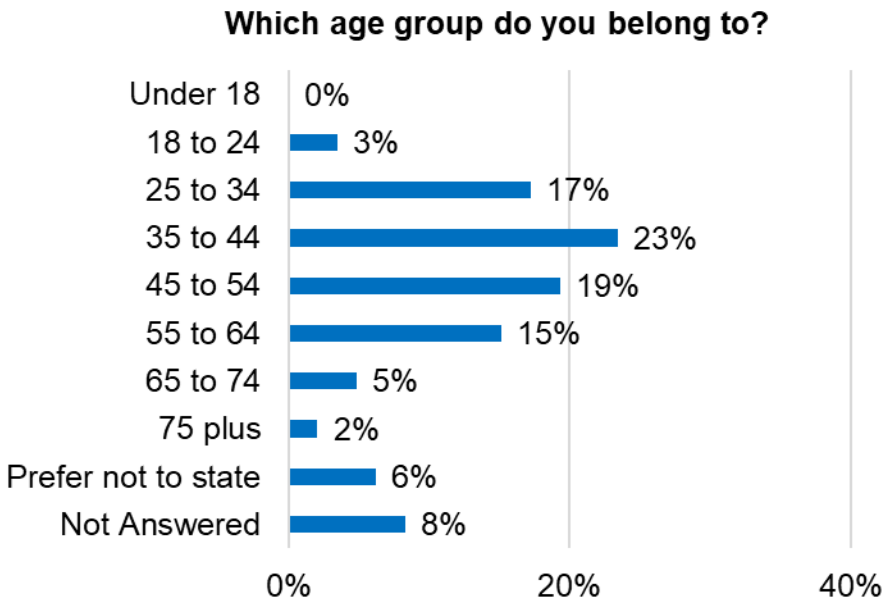


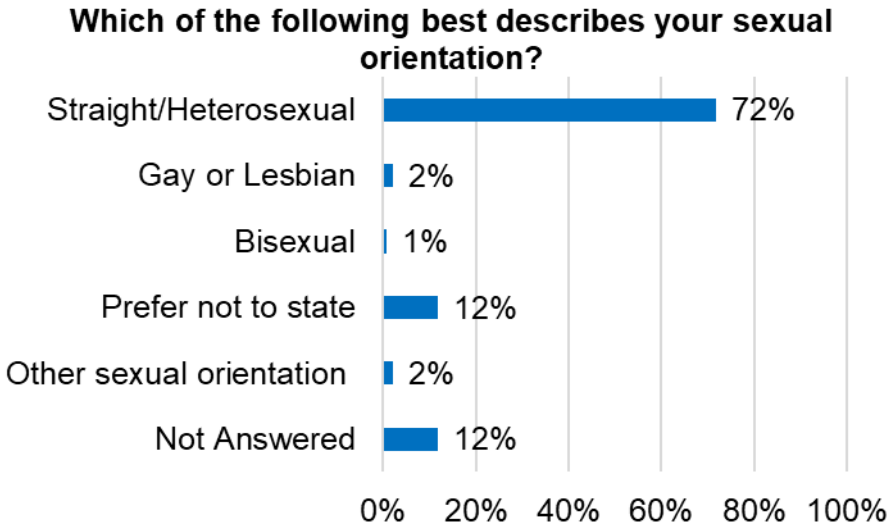


Base: All respondents (145)

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Profile of respondents



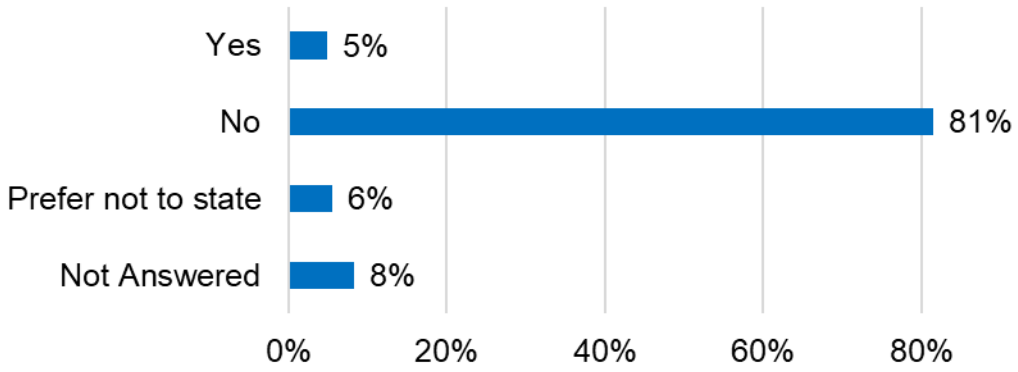


Base: All respondents (145)

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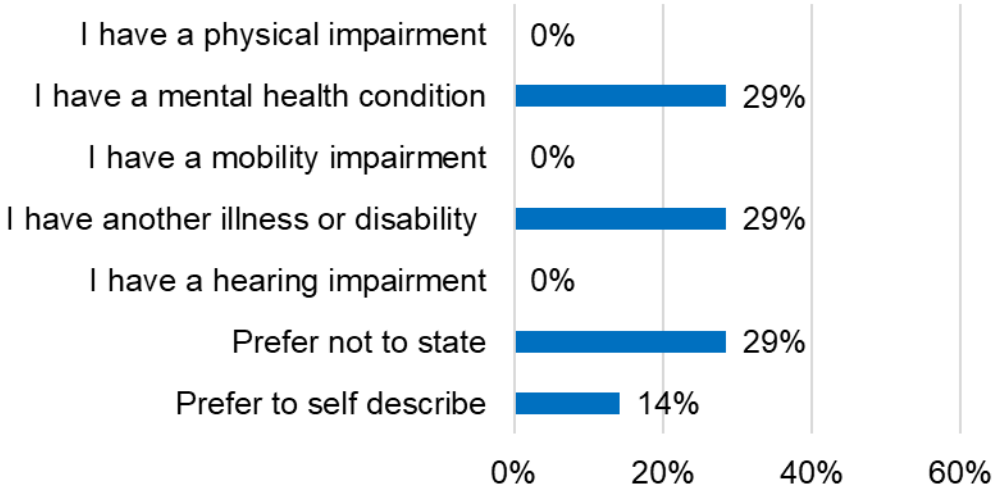
Profile of respondents

Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?



Base: All respondents (145)

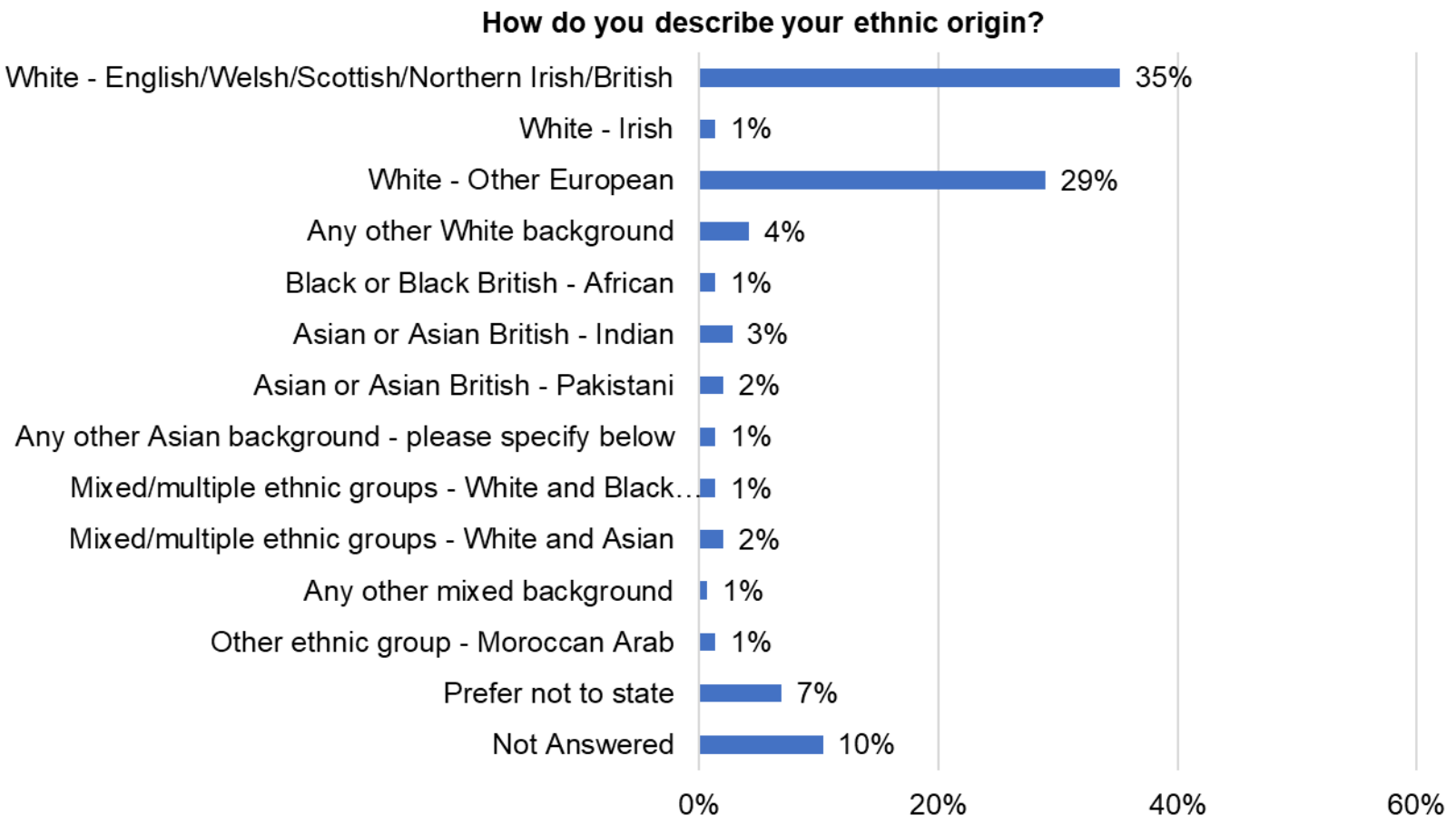
If yes, what is the nature of your physical or mental health condition or illness?



Base: Respondents indicating 'Yes' to previous question (7)

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Profile of respondents

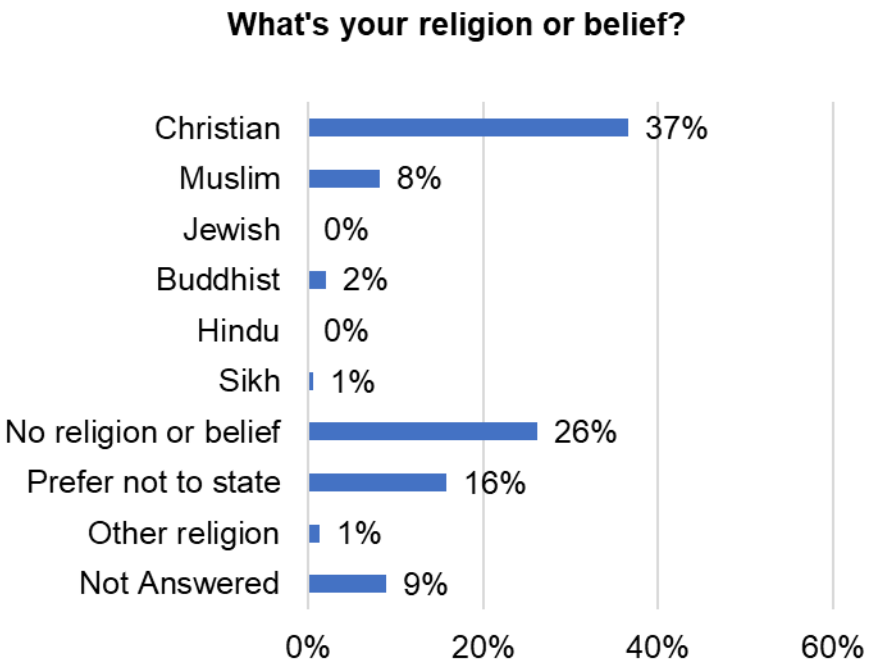


Only ethnicities shown where a response was received

Base: All respondents (145)

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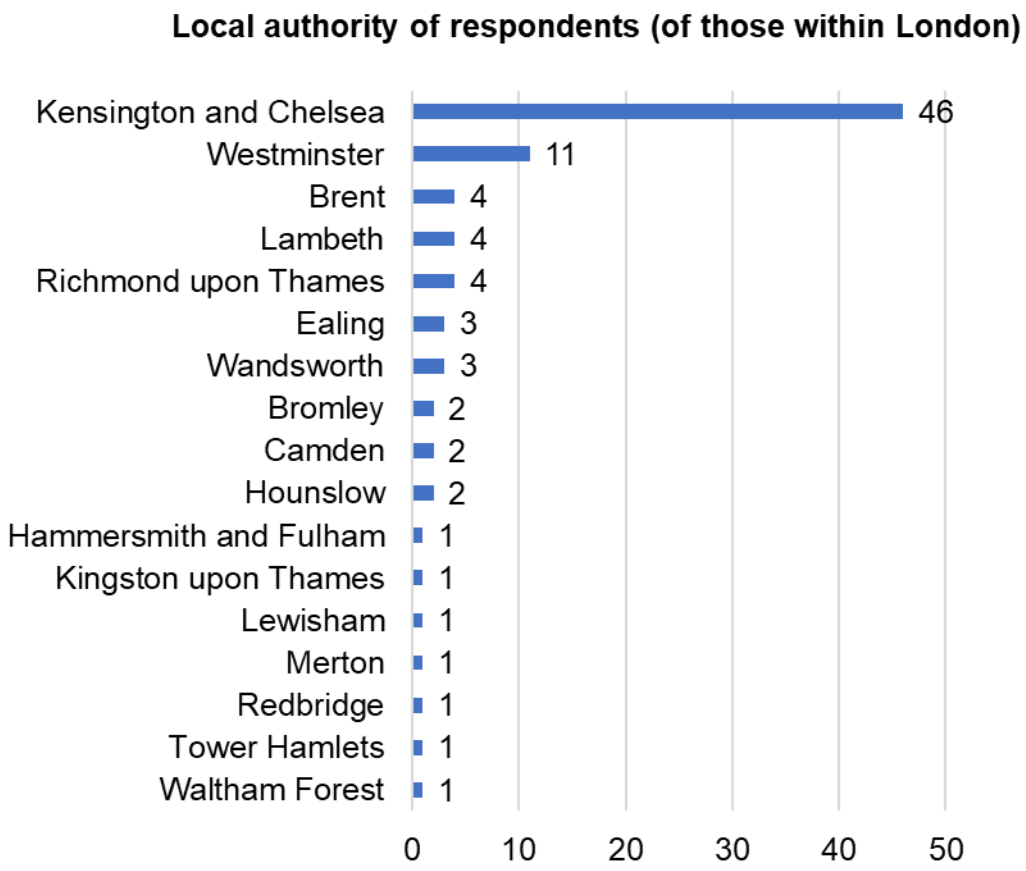
Profile of respondents



Base: All respondents (145)

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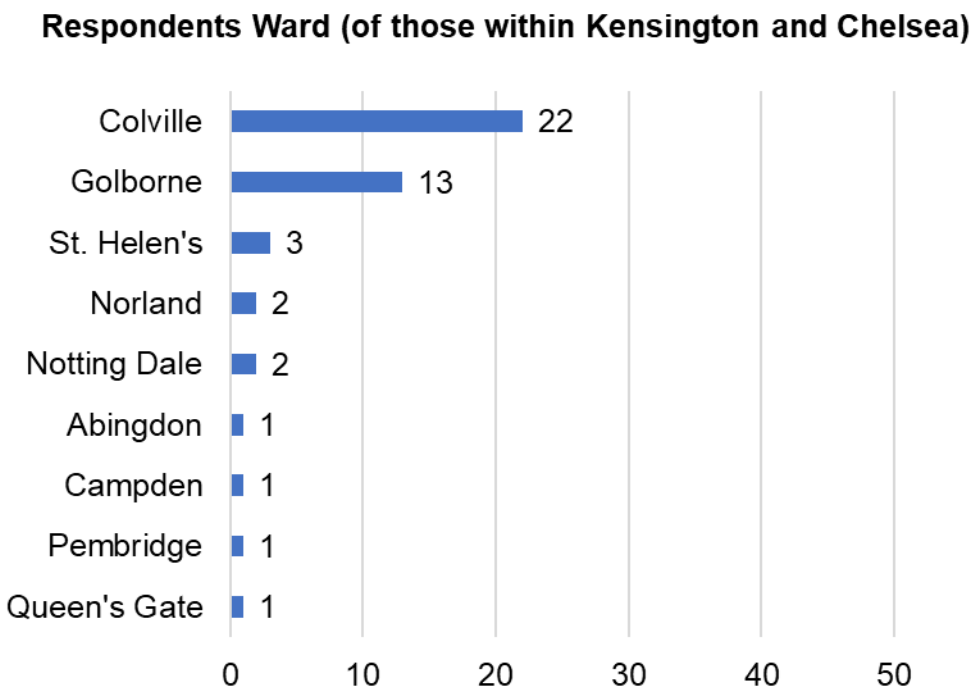
Profile of respondents



Base: All respondents (145)

THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA

Profile of respondents



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

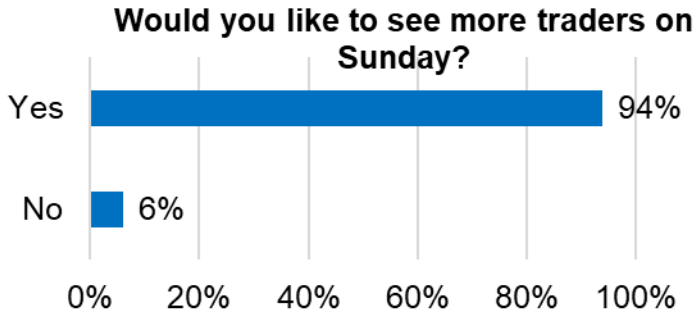
Instagram polls

THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

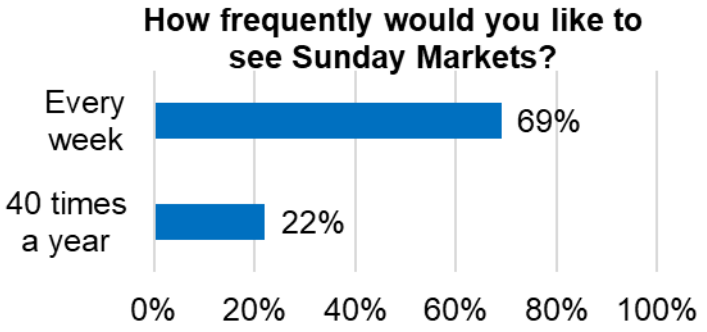
Instagram Polls

In addition to the survey that was run on the Council's Consultation Hub, three questions were posed as a poll on the Portobello Market Instagram account. The questions differed from those asked in the main survey and attracted between 579 and 605 votes per question.

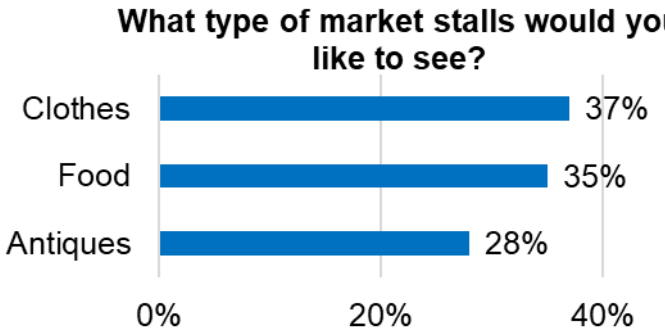
- The **vast majority** (94 per cent) would like to see **more traders on Sundays.**
- **Over two-thirds** (69 per cent) would like to see Sunday markets **every week**, with **just over a fifth** wanting to see markets **40 times a year.**
- **Over a third** would like to see **clothes stalls** (37 per cent) and **a similar percentage** (35 per cent) would like to see **food stalls**. **Over a quarter** (28 per cent) would like to see **antiques stalls.**



Base: 605 votes



Base: 579 votes



Base: 584 votes

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