

## Q5 What do you most value about the Covered Market?

### Q5 – Responses with “Independent shops”

UID Response

001 Independent shops

It's picturesque and historical and has a great atmosphere. I love the unusual independent shops, and the people who work in them are generally really friendly and helpful. It's particularly great at Christmas when it's all lit up. I like being able to buy fresh food at the stalls like Bonners.

003 Visitors are always delighted to be shown around it, and they usually love looking at the wacky cakes in the cake shop.

005 Its range of independent shops, things you can't buy elsewhere, ambiance, window shopping

013 independent shops offering different things from chains, fresh produce, atmosphere of a distinctive historic site

016 Independent shops selling local food

Wide variety of independent shops - good for window shopping, practical needs and gifts. Friendly shop keepers - all good quality shops. Free of traffic and safe from inclement weather. It is unique to Oxford.

029 Independent shops and the character and environment of the indoor place.

038 Individual independent shops

049 Variety of independent shops

054 The range of independent shops in one historic and special place

Lovely atmosphere with lots of interesting things to look at in local independent shops. Plenty of seasonal and heritage fruit and vegetables on offer that you cannot find in other food shops. Really miss Lucks, the fabric shop and Palm's delicatessen and wish similar independent shops would move back in. We want to keep our independent shops in business in the Covered Market and not have chain stores changing the atmosphere.

058 The variety of small independent shops and craft businesses

062 Unique atmosphere, independent shops

Friendly, personal; small, interesting, independent shops with individual character (not chain stores); pleasant environment, relaxed, without bright lights, music, gimmicks; friendly shopkeepers and staff who I get to know and who remember individual customers; being treated as a person, not a nuisance to be processed and money downloaded as fast as possible; not multinational stores, the same in every town and city, who rip off people and don't pay proper wages or taxes; easily accessible; you can take a well-behaved dog in (just about); it has individual character; history and traditions; its everything that the westgate is not, the antithesis, and is worth a million westgates.

066 Independent shops and cafes

095 Small independent shops

- 107 Independent shops you can't find anywhere else. Traders that really know their stuff and care about quality
- 110 Proper food shops. Other interesting independent shops. Architecture and sense of history
- 116 Being able to shop in locally owned independent shops rather than the chain stores on the high street.  
Small independent shops, preferably food. So sad to see excellent food shops go only to be replaced by mediocre tourist shops selling tat. Still,
- 118 what do the philistine ignoramuses at the council care, as long as they can squeeze more money out of them  
A concentration of independent shops is a really valuable thing to have in the city, especially with the advent of the Westgate Temple of
- 130 Consumerism.
- 140 Independent shops, quirky coffee shops, the buzz, fresh meet, fish and veg  
Atmosphere, small friendly helpful shops. I can buy meat, fish, soap, cheese, get shoes mended and a bunch of flowers all under one roof from
- 156 independent shops, meet a friend and have a cup of coffee.  
The atmosphere. High quality foodstuffs from independent shops. Timpsons has a good range of shoe repair/key cutting services and goods.
- 166 Nice independent cafes selling high quality different foods.
- 179 Eclectic assortment of small independent shops that sells something affordable yet a bit more special than what we get in supermarkets
- 191 The independent shops and cafes. Their are so few independent shops left in the centre that I really value the market.  
One off independent shops .  
The architecture / heritage /character
- 192 Convenient place to buy lunch on the hoof ....sandwich or pie plus just one or two pieces of fruit .
- 198 Variety of shops, history, independent shops, great food (especially the cheese stall!) Quality of produce  
Shopping/eating/meeting friends in a beautiful environment with independent shops and restaurant - so different from the usual high street
- 200 shops and malls. It is by far the most impressive covered market I have seen in this country - and I've seen many!
- 205 Independent shops - tea/coffee, flowers, butchers
- 207 The independent shops and food stalls, the great atmosphere.
- 215 Small independent shops selling high-quality items in traditional atmosphere.  
The independent food shops, butchers, fish merchant, veg, cheese. Also the many different cafes available.  
Also enjoy the independent shops, flowers, clothes, jewelery etc
- 221 The chance to be undercover in winter
- 234 Unusual independent shops.
- 239 The independent shops, quality and uniqueness of produce, the atmosphere and antiquated feel
- 264 Independent shops and the history of the place  
When it was good, before the council/university put up the rents and businesses started closing/leaving it was excellent for independent shops -
- 266 particularly food shops and interesting boutiques. It was like a mini 'Lanes' in Brighton.
- 274 I love the variety of small independent shops and the sense of nostalgia. The cosiness of it being full of spaces within a larger space.

- 277 Independent shops, it's a huge part of oxford, local produce and plastic free shopping
- 280 Independent shops, history, cycle parking
- 291 The independent shops and the atmosphere. The history. The beautiful buildings.
- 292 Variety of independent shops/cafes  
Having used it since 1985 it's refreshing to visit somewhere full of independent shops with owners & staff who know what they're talking about, care about & look after their customers. It's different from the rest of Oxford which is full of shops you can find everywhere else. Long may it
- 301 remain part of what living in Oxford is all about - diversity!
- 312 Independent shops and cafes e.g Cardews and Fellers which have been there for decades. Each one has lots of character.
- 314 All independent shops  
Local, independent shops. I used to go every week, but work commitments have made it harder. I used to use the fish shop and Fellers
- 325 butchers, plus The Garden for flowers
- 327 Small independent shops
- 336 Independent shops, less plastic, locally sourced groceries  
great ambience, lovely independent shops, somehow has avoided filling with chains and chain shopfront - beautiful centre of oxford commerce
- 340 with massive potential.
- 348 No rain and no cars! Also the mix of old and new, the cultural diversity and independent shops rather than chain stores.
- 349 Independent shops, high quality food. Delicious pad Thai!
- 351 Wide variety of fresh produce, quirky independent shops
- 357 It's uniqueness as a historic market and the wide variety of independent shops
- 358 Historic, part of Oxford's identity, quirky independent shops
- 369 Having more independent shops, and character unlike the High Street.
- 383 The range of independent shops, cafes, ambience. Good place to find things you don't find elsewhere.
- 398 The independent shops; the fruit and veg, and butchers.
- 415 It's variety of small independent shops and it's quirky uniqueness
- 423 That it has small, local, independent shops of a good variety with very pleasant staff/owners.

## Q5 – Responses with “Atmosphere/History/Character/Environment”

UID	Response
	It's picturesque and historical and has a great atmosphere. I love the unusual independent shops, and the people who work in them are generally really friendly and helpful. It's particularly great at Christmas when it's all lit up. I like being able to buy fresh food at the stalls like Bonners.
003	Visitors are always delighted to be shown around it, and they usually love looking at the wacky cakes in the cake shop.
004	Good quality food retailers, authentic traditional atmosphere.
010	Its history
013	independent shops offering different things from chains, fresh produce, atmosphere of a distinctive historic site
019	It's variety, central location, sense of history, easy access Great mix of shops. Old-fashioned atmosphere.
023	Out of the rain
026	Atmosphere and local traders
027	Its historic nature with a good atmosphere. It provides window shopping in the dry. There is a wide range of types of shops and cafes too.
029	Independent shops and the character and environment of the indoor place.
041	Atmosphere
043	Character and specialist shops That we are fortunate to have this market with its history and that it has evolved with the time. Now we have more than one coffee places, Sadly the fish stall (which was rather unique) is not as effective as it once was but we use it. The vegetable and fruit stall is a good place to buy. The watchmaker and the shoe repair shop has been exceptional. Now a little history can be seen at leisure. Thank you, who ever did that.
053	Lovely atmosphere with lots of interesting things to look at in local independent shops. Plenty of seasonal and heritage fruit and vegetables on offer that you cannot find in other food shops. Really miss Lucks, the fabric shop and Palm's delicatessen and wish similar independent shops would move back in. We want to keep our independent shops in business in the Covered Market and not have chain stores changing the atmosphere.
055	atmosphere.
060	variety; atmosphere; small businesses
062	Unique atmosphere, independent shops
065	Its unique atmosphere and good food suppliers Friendly, personal; small, interesting, independent shops with individual character (not chain stores); pleasant environment, relaxed, without
066	bright lights, music, gimmicks; friendly shopkeepers and staff who I get to know and who remember individual customers; being treated as a

person, not a nuisance to be processed and money downloaded as fast as possible; not multinational stores, the same in every town and city, who rip off people and don't pay proper wages or taxes; easily accessible; you can take a well-behaved dog in (just about); it has individual character; history and traditions; its everything that the westgate is not, the antithesis, and is worth a million westgates.

- 067 Individual traders. Atmosphere. Friendly shops. Variety of shops.
- 068 The interesting atmosphere.  
Food shopping; cheese and fish  
Shoe repairs; helpful and efficient
- 072 Environment and ambiance
- 076 The quality of the food available, the weather-proof environment and the attractive architecture of the market  
Informal feel, small local specialty shops, lively atmosphere, Oxford tradition, some very useful services. I use it less since shoe shop closed - it
- 078 was excellent.
- 079 Variety of shops, atmosphere
- 084 I'm a bit sentimental about it and how it used to be In my youth/student days/the last century when it had both function and character
- 085 Food shopping. Character
- 088 Small businesses, interesting atmosphere.
- 089 Independent businesses and quality merchandise. Heritage character - a lovely place to be and part of the city route network
- 090 wonderful & historic Atmosphere, small shops , personal service, eating places
- 094 Atmosphere, history, cheese shop.
- 096 The atmosphere and the quality food shops
- 098 The character and the variety of shops
- 110 Proper food shops. Other interesting independent shops. Architecture and sense of history
- 111 Offers something different, the history
- 112 The buildings atmosphere
- 113 The mixture of independently-run shops and services, all in a wonderful, characterful space completely unlike main Oxford shopping areas.
- 117 Good quality produce and services; a nice atmosphere; independent traders
- 120 Independent food outlets, close to work and its history
- 123 The atmosphere and the friendly people who work there. It's so different from a supermarket shop.
- 125 The character of the place and the convenience of excellent food shopping in one place.- We need more of this not less.  
It has a nice atmosphere but it's no longer really a market; for me its value is principally its quaintness and that it's kind of an antidote to the
- 133 Westgate Centre. However the shops themselves are too "precious".
- 148 Atmosphere, quality of food (eg meat, fish, tea and coffee.
- 150 The history and it's life within the Oxford 'story'

156 Atmosphere, small friendly helpful shops. I can buy meat, fish, soap, cheese, get shoes mended and a bunch of flowers all under one roof from independent shops, meet a friend and have a cup of coffee.

157 It's history  
The atmosphere and sheltered environment. I often walk around the market eating lunch and window shopping, whilst being in the warm and dry.

158 the variety of shops and the historic atmosphere  
The atmosphere. High quality foodstuffs from independent shops. Timpsons has a good range of shoe repair/key cutting services and goods.

166 Nice independent cafes selling high quality different foods.

169 The history

176 Wonderful variety of shops and amenities in an historical environment

181 The atmosphere, the toilets, shelter both in winter and in summer  
The architecture, I have always liked the range of food shops and the simple cafes. I like the small understated entrances - it contributes to the special character of the place

184 It's history  
One off independent shops .  
The architecture / heritage /character

192 Convenient place to buy lunch on the hoof ....sandwich or pie plus just one or two pieces of fruit .

198 Variety of shops, history, independent shops, great food (especially the cheese stall!) Quality of produce atmosphere and old character with independent retailers and cafes. I go there less nowadays as I am retired and not in town so much, but used the market daily when working - so I know how much it is appreciated by people working in the centre

199 Shopping/eating/meeting friends in a beautiful environment with independent shops and restaurant - so different from the usual high street shops and malls. It is by far the most impressive covered market I have seen in this country - and I've seen many!

200 its beauty and history; and its contribution to a vibrant, sustainable local economy.  
It has character and the pleasure and friendliness of the small-scale, in every way contrasting with the Westgate. In summer it is cool, in winter it is a place of shelter and has great atmosphere. If I had had bad news and wanted to go somewhere for psychological comfort I would go to the Covered Market. I also value the sense of history, the opportunity for smaller shops, the Lewis Carroll figures are great too. It is the most valuable aspect of the city centre.

202 Good quality produce. Atmosphere.

203 The independent shops and food stalls, the great atmosphere.

207 other than one shop all non chains. There used to be an amazing atmosphere but sadly this has diminished voer last 10-15 years

211 The unique stores and atmosphere

- The really good food - fruit and veg, fish, cheese, bread, meat. Some of it local as well.  
The whole atmosphere - it's a wonderful place to be.
- 214 And not too far from my bus stop when carrying heavy bags!
- 215 Small independent shops selling high-quality items in traditional atmosphere.
- 222 The unique shops and atmosphere but think the food shopping offering has deteriorated
- 223 Atmosphere
- 224 The architecture and character is a real antidote to West Gate and especially Corn Market!
- 225 atmosphere, sensible shops with useful products and services like a good butcher and shoe repairs.
- 227 pleasant atmosphere, no traffic, individuality of the businesses there
- 231 Atmosphere, history, aesthetics, range of food shops  
small independent businesses; atmosphere; somewhere more town than gown; specialist shops especially florist, framer, chocolatier,
- 235 greengrocer, butcher, gifts
- 239 The independent shops, quality and uniqueness of produce, the atmosphere and antiquated feel  
The location, the history, the variety of unique shopping options, the fact that it is covered. During lockdown we have greatly benefited from
- 245 their online shopping and delivery services operated by Bonners (we have been using them on a weekly basis).
- 246 The general rather old-fashioned atmosphere and the independent little businesses.
- 247 Quality produce and nice atmosphere.
- 248 atmosphere. Could be high quality. The opposite of the Westgate Centre
- 251 The atmosphere.
- 253 Atmosphere, variety and convenience  
Its character. When I have visitors to Oxford, I always take them through the covered market as part of showing them around. Many unique
- 255 small businesses in one vibrant space.
- 258 The unique character
- 263 Independent traders bring character to the city, unlike Westgate which takes character away
- 264 Independent shops and the history of the place
- 271 It's history and individuality.  
Have been going all my life great for finding unusual gifts and lots of choice of food to eat and take away  
David John's butcher's is the best butcher's in Oxford  
Enjoy the atmosphere especially at Christmas when we go in more
- 272 Lots of great cheeses to local produce is great
- 273 Independent stores, unique environment
- 278 It's history and being at the heart of Oxford City

- 280 Independent shops, history, cycle parking
- 281 The unique quirkiness. Its history
- 284 Independent traders, unusual and quirky shops, local produce, lovely atmosphere, history
- 285 Atmosphere, quirky unique shops rather than high street brands
- 289 Sense of history.
- 291 The independent shops and the atmosphere. The history. The beautiful buildings.  
We really value visiting a food centre where we can shop for a wide variety of fresh food under one roof, enjoy a local traditional shopping experience and engage with shop owners in a busy and friendly environment that is an integral part of Oxford's history, providing a friendly and unique atmosphere in an otherwise modern, commercial centre of a city steeped in history. Keeping Oxford Market as a food centre and attractive destination can only help to encourage local customers into the centre of town when online shopping is too easy and to attract
- 294 tourists who might otherwise spend money elsewhere.
- 295 It's history and eclectic mix of shops  
The history. Felt it was the heart and soul of the centre of Oxford. I was dismayed to hear from long-standing shops in the market how the rents were increased so much by the Council that they could no longer afford to stay. Valued shops then were replaced by cheap tourist and pop up shops lowering the quality of the whole shopping experience.
- 297 I remember fondly how it was in the 1960's when I first moved to Oxford and what a unique place it was.
- 302 It has an interesting mix of stuff not found on the high street. It also has a great sense of history to it, especially for the food.
- 303 Individuality and atmosphere. The only DIFFERENT place to shop and browse in Oxford  
It is such an integral part of Oxford. It is delightful and has traditional character and a very vibrant buzz.
- 304 All generations meet there.
- 305 Historic character, independent retailers, cool place to take visitors to Oxford to eat/explore
- 307 Its unique character (structural feel) and independent stores
- 312 Independent shops and cafes e.g Cardews and Fellers which have been there for decades. Each one has lots of character.  
It's good to have a big variety of small shops, all in an intimate and friendly space. The atmosphere is good, made even better by buskers or
- 313 street entertainment.
- 316 Its rich history, the feel of a pocket, local community.
- 322 Diversity - History - Unique - Quality produce - particularly meat
- 328 It's history - it's uniqueness - it's covered in- it's part of Oxford's heritage - it's a tourist attraction.
- 332 Pleasant traditional shopping environment with a reasonable range of shops
- 333 atmosphere.....but only when relatively free of tourists  
Friendly atmosphere, independent traders selling things that are difficult to find anywhere else eg specialty coffees and teas, cheeses, organic
- 334 meats, hand raised pies, florists. It's covered so offers protection from the weather!

The atmosphere, the history, the individuality, the quality.

337 See: <https://morrisonoxford.co.uk/covered-market/>

341 History, character

343 Quality of food outlets. Variety of shops. Atmosphere. Buzz. Absence of 'chain shops'.

344 Independent traders, fish, cheese, speciality, nice environment, no traffic, traditional covered market atmosphere so needs mixture of food stalls plant stalls cafes and (least important) general shopping. i think it should

345 have no shops aimed solely at tourists

346 It has character, it's not just a group of shops from various national chains.

355 Quality, interesting choice of food and items and atmosphere.

359 The historic building, the atmosphere, good meat, pies, cheese and green groceries. Used Alden fishmongers a lot. Shame it is gone.

361 The character of the market

365 The atmosphere

368 Atmosphere and variety.

369 Having more independent shops, and character unlike the High Street.

Non chain specialist shops, great cafes, history, feeling of personality not corporateness, the building itself, fantastic for wondering around and really feeling I'm in Oxford specifically, not just anywhere. I love the Covered Market! Was an Oxford student in the late 70s and love the

372 continuity of going there!

373 The amazing quality of the food stalls & the atmosphere.

History

Architecture

382 Unique

385 High quality produce from independent traders like the cheese stall, butchers, Cardews. The atmosphere of the place.

393 Wide variety of independent stalls. Wonderful atmosphere. Fascinating history.

394 Market character, fresh food and flowers

395 It is a place with character, resisting some of the worst aspects of modern day retailing and café culture. It is also out of the rain! its historic character and the diversity and liveliness of its fresh food stalls which regrettably have been priced out of the covered market due to

400 high rents and short-sighted policy of the city council. The covered market was a iconic part of Oxford!

402 It's uniqueness. Both the setting and atmosphere, and the unique shops.

404 The atmosphere

405 Its unique mix of small independent retailers and high quality products, combined with its historic atmosphere.

407 Good vibes. Good atmosphere. Fresh food. Lovely people.

409 It is part of Oxford, history and atmosphere!!

410 Atmosphere

411 Its atmosphere and the quality of the products on sale.

418 Character, individuality, small traders, convenience, fresh vegetables, historical links

Important part of the of the character of Oxford. Historic, beautiful inside, a hidden gem, I. always direct visitors to it. A great tourist attraction.

It is also very useful. I like the fresh veg, fruit, butchers, fishmongers, flowers and clothes. It is beautiful inside and I always direct visiting friends

422 to it. It would be very sad. if we lose. this important part of the Oxford scene.

## Q5 – Responses with “Range of shops”

UID Response

052 Heritage building and interesting range of shops.

332 Pleasant traditional shopping environment with a reasonable range of shops

## Q5 – Responses with “Quality”

UID Response

004 Good quality food retailers, authentic traditional atmosphere.

006 Variety and quality of produce (mostly food). Independent local businesses avoiding too many tourist shops. This is a convenient and practical place to shop.

Human-scaled, carefully designed architecture. The sense that you never know what is round the next corner. The slight sensation of being lost in a bazaar. The high quality and wide range of veg and herbs. The excellent Colombian coffee.

007 The sense of difference from everywhere else in Oxford - no samey chain shops! The locally produced wares, when they were there. A beautiful non University space, a free space.

021 Wide variety of independent shops - good for window shopping, practical needs and gifts. Friendly shop keepers - all good quality shops. Free of traffic and safe from inclement weather. It is unique to Oxford.

031 Good quality meat and veg. The general ambience.

073 Good quality meat, veg and chocolates

076 The quality of the food available, the weather-proof environment and the attractive architecture of the market

089 Independent businesses and quality merchandise. Heritage character - a lovely place to be and part of the city route network

092 It's variety and quality

093 It was the jewel in the crown of Oxford's quirkier shopping. It had high quality shops for niche products. Mostly though I still value the few remaining food stores.

096 The atmosphere and the quality food shops

099 The sellers -- conversation and quality of goods.

107 Independent shops you can't find anywhere else. Traders that really know their stuff and care about quality

108 Small independent businesses, good range of quality food shops, historic feel

117 Good quality produce and services; a nice atmosphere; independent traders

119 Good quality fruit, meat and vegetables and independent traders

124 The sheer variety of goods, and the wonderful quality of the food.

129 The Quality Cheese shop, the Wet Fish Shop and Cardews for tea and coffee

131 Ok, I want high quality it concerned so long as cost honest

135 Local businesses, high quality produce

136 The range of independent traders and quality products all in one space.

137 Quality butcher - Fellers.

I go most weeks to the Fish shop and the Cheese shop. They are the only places in the centre of Oxford with the range of food and the quality. They are very important to me.

I occasionally use Bonners for unusual vegetables and fruit purchases. Our household is basically vegetarian but if I do meat it will be from

144 Fellers.

148 Atmosphere, quality of food (eg meat, fish, tea and coffee).

153 Unique mix of shops, many of them interesting and high quality in an unusual historic setting.

161 Freshness, quality and variety pf food.

The atmosphere. High quality foodstuffs from independent shops. Timpsons has a good range of shoe repair/key cutting services and goods.

166 Nice independent cafes selling high quality different foods.

174 Quality butchers.. Interesting and historical ambiance.

Independent shops, friendly, good quality shops.

178 Beauty

The diversity of Independent shops selling excellent quality traditional produce. The culture of the market is so refreshing when contrasted

185 soulless and bland shopping experience throughout most of the Oxford city centre (optimised by the awful Westgate).

It's individuality, charm, the quality of its shops, the convenience of being in the heart of Oxford's shopping area and near buses home, not being too big, its specialist services (picture framing, shoe repairs, keys), the friendly and helpful attitude of the shop owners. Also it's cosiness, it's not

194 too big!

198 Variety of shops, history, independent shops, great food (especially the cheese stall!) Quality of produce

203 Good quality produce. Atmosphere.

209 small local shops; specialist providers; reliable quality

210 Independence and quality of the food.

Its a traditional food shopping venue. Great variety and great quality.

213 the shopping experience is very special and typically the customer gets great customer service from small privately owned businesses.

215 Small independent shops selling high-quality items in traditional atmosphere.

217 Quality butchers, cheese, cafés, no chain shops but boutiques, it's the heart of Oxford

239 The independent shops, quality and uniqueness of produce, the atmosphere and antiquated feel

241 Great, local, high quality products - not just chains!

247 Quality produce and nice atmosphere.

248 atmosphere. Could be high quality. The opposite of the Westgate Centre

The variety of food items on offer - which has diminished in the last 10 years! Much as I enjoy having a coffee or snack there, I hope the Market

270 will not become merely a collection of cafes, gift shops and clothing outlets. You can find those anywhere. What you can't find so easily are

butchers, greengrocers, fishmongers, flower shops, confectioners, bakers, suppliers of high-quality coffee and tea. Those are the things I come for. NB We are still ordering online from The Garden, Cardews and the Cake Shop.

288 Good quality food and choice

293 High quality food, local business, the heritage experience, going into shops where they know who you are.

The history. Felt it was the heart and soul of the centre of Oxford. I was dismayed to hear from long-standing shops in the market how the rents were increased so much by the Council that they could no longer afford to stay. Valued shops then were replaced by cheap tourist and pop up shops lowering the quality of the whole shopping experience.

297 I remember fondly how it was in the 1960's when I first moved to Oxford and what a unique place it was.

Its humanity, colour, noise, vibrancy, life, sense of relationship, lack of packaging, quality of goods, service and choice, handy, just wonderful in every way - I love it at every season, it is a joy.

322 Diversity - History - Unique - Quality produce - particularly meat

335 Diversity and quality of shops

The atmosphere, the history, the individuality, the quality.

337 See: <https://morrisoxford.co.uk/covered-market/>

343 Quality of food outlets. Variety of shops. Atmosphere. Buzz. Absence of 'chain shops'.

349 Independent shops, high quality food. Delicious pad Thai!

352 Beautiful location, independent stalls, high quality produce. Also excellent framing shop

355 Quality, interesting choice of food and items and atmosphere.

360 Beautiful historic building with shops selling high quality goods

373 The amazing quality of the food stalls & the atmosphere.

377 The variety of shops; quality of food

385 High quality produce from independent traders like the cheese stall, butchers, Cardews. The atmosphere of the place.

389 Quality of produce

391 Local independent businesses and good quality food. Looking for something a little different

405 Its unique mix of small independent retailers and high quality products, combined with its historic atmosphere.

Independent shops offering something different. Before I'd say quality shoe shops but they are gone.

406

408 The quality of the merchants there.

411 Its atmosphere and the quality of the products on sale.

Central position, easily accessible on foot. Good quality knowledgeable and individual food shops with far less packaging than

416 supermarkets, pleasant little cafes, and the historic building. Very unlike hideous Westgate and shopping malls.

## Q5 – Responses with “Food, cheese, meat, fish, veg”

UID	Response
	It's picturesque and historical and has a great atmosphere. I love the unusual independent shops, and the people who work in them are generally really friendly and helpful. It's particularly great at Christmas when it's all lit up. I like being able to buy fresh food at the stalls like Bonners.
003	Visitors are always delighted to be shown around it, and they usually love looking at the wacky cakes in the cake shop.
004	Good quality food retailers, authentic traditional atmosphere.
006	Variety and quality of produce (mostly food). Independent local businesses avoiding too many tourist shops. This is a convenient and practical place to shop.
007	Human-scaled, carefully designed architecture. The sense that you never know what is round the next corner. The slight sensation of being lost in a bazaar. The high quality and wide range of veg and herbs. The excellent Colombian coffee. The sense of difference from everywhere else in Oxford - no samey chain shops! The locally produced wares, when they were there. A beautiful non University space, a free space.
011	A place where really fresh produce, meat, and fish is available and all the specialty shops.
012	Food and flowers
014	It is the only easily accessible place my husband (confined to a wheelchair) can see a range of fresh meat, fish and vegetables under cover
016	Independent shops selling local food
017	Specialist food shops
018	Cheese and Fellers
030	The food culture. I feel more could be developed there instead of tourist stuff.
031	God quality meat and veg. The general ambience.
036	Fresh food, different and wider ranging .
042	Its very good cheese shop, butchers, fish mongers and bread shop. Also like Next to Nothing for children clothes and the flower shop. Lovely to have all this under one roof
053	That we are fortunate to have this market with s history and that it has evolved with the time. Now we have more than one coffee places, Sadly the fish stall (which was rather unique) is not as effective as it once was but we use it. The vegetable and fruit stall is a good place to buy. The watchmaker and the shoe repair shop has been exceptional. Now a little history can be seen at leisure. Thank you, who ever did that.
055	Lovely atmosphere with lots of interesting things to look at in local independent shops. Plenty of seasonal and heritage fruit and vegetables on offer that you cannot find in other food shops. Really miss Lucks, the fabric shop and Palm's delicatessen and wish similar independent shops would move back in. We want to keep our independent shops in business in the Covered Market and not have chain stores changing the atmosphere.
059	upmarket shops especially good shoe shops and good food shops

- 061 food shops  
The smell of the fruit stalls. The staff serving dressed in green or white or blue striped clothes that suit their trade. Cuts of meat and tasty cheese
- 063 on display, I love to watch the cake decorating ladies. I can still remember old Mush and the two firewood ladies from Osney.
- 065 Its unique atmosphere and good food suppliers
- 070 Sense of community; nearness of shops to each other; sense of small-scale food-production; cheerfulness of assistants.
- 071 What remains of a traditiobal covered market - food shops.
- 072 Food shopping; cheese and fish. Shoe repairs; helpful and efficient. Environment and ambiance.
- 073 Good quality meat, veg and chocolates
- 075 Excellent fruit & veg stall & butcher & florist, out of the rain, beautiful surroundings
- 076 The quality of the food available, the weather-proof environment and the attractive architecture of the market  
Being able to buy organic meat, wonderful cheeses, fruit and veg and pick up a bunch of flowers. Love the historic buildings and just wish still
- 077 had a decent delicatessen.
- 085 Food shopping. Character
- 087 The food shops - butchers, fishmongers and flowers especially.  
It was the jewel in the crown of Oxford's quirkier shopping. It had high quality shops for niche products. Mostly though I still value the few
- 093 remaining food stores.
- 094 Atmosphere, history, cheese shop.
- 096 The atmosphere and the quality food shops
- 103 Fresh food
- 108 Small independent businesses, good range of quality food shops, historic feel
- 110 Proper food shops. Other interesting independent shops. Architecture and sense of history  
Small independent shops, preferably food. So sad to see excellent food shops go only to be replaced by mediocre tourist shops selling tat. Still,
- 118 what do the philistine ignoramuses at the council care, as long as they can squeeze more money out of them
- 119 Good quality fruit, meat and vegetables and independent traders
- 120 Independent food outlets, close to work and its history
- 124 The sheer variety of goods, and the wonderful quality of the food.
- 125 The character of the place and the convenience of excellent food shopping in one place.- We need more of this not less.
- 129 The Quality Cheese shop, the Wet Fish Shop and Cardews for tea and coffee
- 139 Its unique structure and independent retailers. Used to have a great butchers, but a fish stall is still there. Good for leather goods and jewelry.
- 140 Independent shops, quirky coffee shops, the buzz, fresh meet, fish and veg
- 142 The sense of hustle and bustle, takeaway food shops, mixing of town and gown, less tourist focus.

I go most weeks to the Fish shop and the Cheese shop. They are the only places in the centre of Oxford with the range of food and the quality. They are very important to me.

I occasionally use Bonners for unusual vegetables and fruit purchases. Our household is basically vegetarian but if I do meat it will be from

144 Fellers.

146 Attractive indoor place to look around; cafes/takeaway food.

148 Atmosphere, quality of food (eg meat, fish, tea and coffee).

Its wonderful mix of great food providers (particularly the butchers and the cheese stall), useful things like the florists and quirky 'other' items.

149 Please don't change that mix, Oxford does not need yet more cafes!

Sasi's Thai cafe; fresh veg; coffee shop with specialist Colombian chocolate bars; whole ambience; sense of tradition; human scale and friendliness; Timpson's shoe repair; barber shop; sheer variety of eateries from different food traditions; good to have butchers too, though I

151 don't use much; and of course the architecture

152 Bonners and David John and Fresh and the Coffee shop and the Shoe Repair and the Buskers and the fish market and the ambience.

Atmosphere, small friendly helpful shops. I can buy meat, fish, soap, cheese, get shoes mended and a bunch of flowers all under one roof from

156 independent shops, meet a friend and have a cup of coffee.

161 Freshness, quality and variety of food.

The atmosphere. High quality foodstuffs from independent shops. Timpsons has a good range of shoe repair/key cutting services and goods.

166 Nice independent cafes selling high quality different foods.

167 Long established and traditional businesses, especially the fruit and veg, fishmonger, butchers and cheese shop

A good range of fresh food products with individual service to provide just what one requires, instead of having to take or leave supermarket packs. Just a great shame that so many food outlets have closed.

183 It's variety, which has diminished in recent years. Food retailers have seen significant decline, no doubt for a complex mix of reasons.

The architecture, I have always liked the range of food shops and the simple cafes. I like the small understated entrances - it contributes to the special character of the place

184 Memories - buying equipment (tack) for my pony at the saddlers when I was a child. I still buy fruit & veg from Bonners because they have

187 always been there. The ladies clothes shop is good.

Fresh fish stall. Butcher's. Under cover in wet weather. Toilets.

The toilets are looking a bit bedraggled and several of the flush buttons did not appear to work which was unpleasant (Ladies - visit 21 March this year). They are very important as other toilets (incl the Town Hall) are closed. Abingdon's are a brilliant godsend. They encourage people to

193 come into town because they know they have access to clean toilets.

195 Local access to fresh food and flower outlets

197 Ability to buy fresh food (meat, veg, fish, cheese, coffee) and plants/flowers

198 Variety of shops, history, independent shops, great food (especially the cheese stall!) Quality of produce

- 206 independent food shops- Oxford cheese company and Fellas especially.
- 207 The independent shops and food stalls, the great atmosphere.
- 210 Independence and quality of the food.
- 212 The excellent range of independent food businesses, both cafes and greengrocers etc  
Its a traditional food shopping venue. Great variety and great quality.
- 213 the shopping experience is very special and typically the customer gets great customer service from small privately owned businesses.  
The really good food - fruit and veg, fish, cheese, bread, meat. Some of it local as well.  
The whole atmosphere - it's a wonderful place to be.
- 214 And not too far from my bus stop when carrying heavy bags!  
It has the potential to offer more along the lines of Fellers butchers and the fish shop through a mixture of competitive rents, service charges and
- 216 rates ultimately funded by the ratepayers but more often than not, these are discouraged and replaced by gift and novelty shops
- 217 Quality butchers, cheese, cafés, no chain shops but boutiques, it's the heart of Oxford
- 219 The range of available food and shoe repairs  
The independent food shops, butchers, fish merchant, veg, cheese. Also the many different cafes available.  
Also enjoy the independent shops, flowers, clothes, jewelery etc
- 221 The chance to be undercover in winter
- 222 The unique shops and atmosphere but think the food shopping offering has deteriorated
- 229 The diversity. Everything from organic food shopping to buying unusual gifts. It's a gem and one of the few authentic shopping experiences left.
- 231 Atmosphere, history, aesthetics, range of food shops  
Vegetables seem fresh, good choice, and one can refuse packaging.  
Attractive and historic place to be - gives me pleasure to go in.  
Personal service in the shops.
- 232 Shoe repairer helpful.
- 238 The lovely market stalls and delicious range of veg and food  
Attractive setting. Good to be able to find fruit, veg, cheese, meat and fish in one place. Very fresh produce. Nice to be able to have a break in a
- 240 cafe
- 242 Fresh expert butchery, fishmonger, cheese, greengrocery
- 243 Fresh food stalls
- 250 Specific shops - The Garden and Oxford Cheese
- 252 lovely place to take visitors, meet friends, buy food, clothes, flowers plants ...nothing else like it in oxford
- 257 The ambience. The cheese shop, Bonners, Cardew.
- 262 Fellers Organic meat, best cheese choice, Bonners interesting range veg fruit, tennis shop racket restring /balls etc, a good Pie

When it was good, before the council/university put up the rents and businesses started closing/leaving it was excellent for independent shops -  
266 particularly food shops and interesting boutiques. It was like a mini 'Lanes' in Brighton.  
269 Butcher, greengrocer, cheese shop, fresh bread and the flower shop as well as next to nothing & John Gowing  
The variety of food items on offer - which has diminished in the last 10 years! Much as I enjoy having a coffee or snack there, I hope the Market  
will not become merely a collection of cafes, gift shops and clothing outlets. You can find those anywhere. What you can't find so easily are  
butchers, greengrocers, fishmongers, flower shops, confectioners, bakers, suppliers of high-quality coffee and tea. Those are the things I come  
270 for. NB We are still ordering online from The Garden, Cardews and the Cake Shop.  
Have been going all my life great for finding unusual gifts and lots of choice of food to eat and take away  
David John's butcher's is the best butcher's in Oxford  
Enjoy the atmosphere especially at Christmas when we go in more  
272 Lots of great cheeses to local produce is great  
283 the food sellers  
288 Good quality food and choice  
293 High quality food, local business, the heritage experience, going into shops where they know who you are.  
We really value visiting a food centre where we can shop for a wide variety of fresh food under one roof, enjoy a local traditional shopping  
experience and engage with shop owners in a busy and friendly environment that is an integral part of Oxford's history, providing a friendly and  
unique atmosphere in an otherwise modern, commercial centre of a city steeped in history. Keeping Oxford Market as a food centre and  
attractive destination can only help to encourage local customers into the centre of town when online shopping is too easy and to attract  
294 tourists who might otherwise spend money elsewhere.  
great butchers & cheese  
296 Unique and quirky gifts & flowers  
302 It has an interesting mix of stuff not found on the high street. It also has a great sense of history to it, especially for the food.  
I have in truth not been for ages. 1- Lockdown 2-because it has become denuded and the Council has headed it in a direction of a parody of itself.  
The market should be designed as a vibrant market for long term residents of the city not just full of frippery-cards and tourist tat. Make the  
rates for store holders such that you can get a real range of small producers in there, perhaps sharing a stall between producers to cut their  
costs. I tried to talk to whoever is the council member in charge of city centre and spent months trying to access her and then had an hour long  
conversation on the phone with all my ideas and never heard any more. Why not have spaces for showing how to cook with real food, the veg  
and meat/fish that is available in the market. Years ago it was a nice place to go, delicatessen that then got replaced by a card shop, fish, some  
310 presents etc such as next to nothing or whatever its called. But I can no longer even say what is there. I used to go to the butchers.  
Food shopping and cafes: i.e. useful shops. I've been a resident of Oxford for most of my life (63 years) and I've seen a progressive erosion of the  
315 shops that used to be useful for residents to ones that are of interest for tourists.  
317 The independent food shops  
318 Individual shops. Bo. nners, the Cheese shop and the butchers. The historic building and tradition.

- 322 Diversity - History - Unique - Quality produce - particularly meat  
Local, independent shops. I used to go every week, but work commitments have made it harder. I used to use the fish shop and Fellers
- 325 butchers, plus The Garden for flowers
- 330 Freshness of foodstuffs, variety and uniqueness of clothing and other items.  
Friendly atmosphere, independent traders selling things that are difficult to find anywhere else eg specialty coffees and teas, cheeses, organic
- 334 meats, hand raised pies, florists. It's covered so offers protection from the weather!  
Outstanding beautiful shopping space in central Oxford.  
Excellent food shops.
- 339 Historic buildings.
- 343 Quality of food outlets. Variety of shops. Atmosphere. Buzz. Absence of 'chain shops'.
- 344 Independent traders, fish, cheese, speciality, nice environment, no traffic,  
traditional covered market atmosphere so needs mixture of food stalls plant stalls cafes and (least important) general shopping. i think it should
- 345 have no shops aimed solely at tourists
- 349 Independent shops, high quality food. Delicious pad Thai!  
I love traditional markets, generally! When I can afford it, I prefer to buy from independent traders rather than from supermarkets. It's a pity that  
so many of the food shops have been supplanted by shops aimed at tourists (where are you, Palm's deli?), I still enjoy a visit to the Covered
- 353 Market when I'm in the town centre, and I am so glad that has remained open during the current lockdown.
- 354 Variety of independent food shops. Aesthetics.
- 355 Quality, interesting choice of food and items and atmosphere.
- 359 The historic building, the atmosphere, good meat, pies, cheese and green groceries. Used Alden fishmongers a lot. Shame it is gone.
- 363 Interesting non-chain shops. Love the flower shops, veg stall, picture framing, leather/jewellery stalls.
- 373 The amazing quality of the food stalls & the atmosphere.  
Independent traders
- 375 Fantastic fresh food/flowers not wrapped in plastic
- 377 The variety of shops; quality of food
- 378 The different and high class food offerings (could we please have more) that are so different from a supermarket offering.
- 379 Outstanding food. Cheese especially from Oxfordshire. Cooked meats to last. Ice cream by the half litre.
- 384 Lovely selection of quirky shops and food outlets
- 385 High quality produce from independent traders like the cheese stall, butchers, Cardews. The atmosphere of the place.  
The small independent food shops such as Cardews, Fellers, the cheese stall, The Garden. Also the building itself - the roof, the narrow alleys, the
- 386 little shops
- 388 Good greengrocers, organic butchers, fishmongers and other independent retailers

391 Local independent businesses and good quality food. Looking for something a little different

392 Local food produce

394 Market character, fresh food and flowers

397 Food and flower shopping

398 The independent shops; the fruit and veg, and butchers.  
its historic character and the diversity and liveliness of its fresh food stalls which regrettably have been priced out of the covered market due to

400 high rents and short-sighted policy of the city council. The covered market was a iconic part of Oxford!

407 Good vibes. Good atmosphere. Fresh food. Lovely people.  
People, the buzz of real life - the chance to engage with others about food and other items and see/try new things rather than the impersonal

412 experience of supermarket/internet shopping

413 Historic building. Great food shops - cheese, butchers, fish, coffee and tea, fruit and veg. An enjoyable way to shop.

414 local produce, green grocers, fishmonger, proper butchers, cheese stall  
Central position, easily accessible on foot. Good quality knowledgeable and individual food shops with far less packaging than

416 supermarkets,pleasant little cafes, and the historic building. Very unlike hideous Westgate and shopping malls.

418 Character, individuality, small traders, convenience, fresh vegetables, historical links

420 it's covered! ...and it's central re: city centre. Normally good service and good range of food items especially.  
Important part of the of the character of Oxford. Historic, beautiful inside, a hidden gem, I. always direct visitors to it. A great tourist attraction.  
It is also very useful. I like the fresh veg, fruit, butchers, fishmongers, flowers and clothes. It is beautiful inside and I always direct visiting friends

422 to it. It would be very sad. if we lose. this important part of the Oxford scene.

425 The range of fresh foods - the mixture of people.

426 Quality of food - fruit& veg, cheese, meat, fish

## Q5 – Responses with “Coffee”

UID Response

- Human-scaled, carefully designed architecture. The sense that you never know what is round the next corner. The slight sensation of being lost in a bazaar. The high quality and wide range of veg and herbs. The excellent Colombian coffee. The sense of difference from everywhere else in
- 007 Oxford - no samey chain shops! The locally produced wares, when they were there. A beautiful non University space, a free space.
- 008 small shops, especially specialist coffee shop, greengrocer,  
That we are fortunate to have this market with its history and that it has evolved with the time. Now we have more than one coffee places, Sadly the fish stall (which was rather unique) is not as effective as it once was but we use it. The vegetable and fruit stall is a good place to buy. The
- 053 watchmaker and the shoe repair shop has been exceptional. Now a little history can be seen at leisure. Thank you, who ever did that.
- 064 Quirky, charming shops where you can find unusual gifts. A good place to meet for coffee or lunch
- 129 The Quality Cheese shop, the Wet Fish Shop and Cardews for tea and coffee
- 140 Independent shops, quirky coffee shops, the buzz, fresh meat, fish and veg
- 148 Atmosphere, quality of food (eg meat, fish, tea and coffee.  
Sasi's Thai cafe; fresh veg; coffee shop with specialist Colombian chocolate bars; whole ambience; sense of tradition; human scale and friendliness; Timpson's shoe repair; barber shop; sheer variety of eateries
- 151 from different food traditions; good to have butchers too, though I don't use much; and of course the architecture
- 152 Bonners and David John and Fresh and the Coffee shop and the Shoe Repair and the Buskers and the fish market and the ambience.  
Atmosphere, small friendly helpful shops. I can buy meat, fish, soap, cheese, get shoes mended and a bunch of flowers all under one roof from
- 156 independent shops, meet a friend and have a cup of coffee.
- 197 Ability to buy fresh food (meat, veg, fish, cheese, coffee) and plants/flowers
- 205 Independent shops - tea/coffee, flowers, butchers  
The variety of food items on offer - which has diminished in the last 10 years! Much as I enjoy having a coffee or snack there, I hope the Market will not become merely a collection of cafes, gift shops and clothing outlets. You can find those anywhere. What you can't find so easily are butchers, greengrocers, fishmongers, flower shops, confectioners, bakers, suppliers of high-quality coffee and tea. Those are the things I come
- 270 for. NB We are still ordering online from The Garden, Cardews and the Cake Shop.
- 299 The coffee shop and the greengrocer.  
Friendly atmosphere, independent traders selling things that are difficult to find anywhere else eg specialty coffees and teas, cheeses, organic
- 334 meats, hand raised pies, florists. It's covered so offers protection from the weather!
- 413 Historic building. Great food shops - cheese, butchers, fish, coffee and tea, fruit and veg. An enjoyable way to shop.

## Q5 – Responses with “Quirky”

UID Response

064 Quirky, charming shops where you can find unusual gifts. A good place to meet for coffee or lunch

082 The lovely historic venue and (though less than before) the quirky stalls

140 Independent shops, quirky coffee shops, the buzz, fresh meet, fish and veg

Its wonderful mix of great food providers (particularly the butchers and the cheese stall), useful things like the florists and quirky 'other' items.

149 Please don't change that mix, Oxford does not need yet more cafes!

267 Quirky “non chain” shops

284 Independent traders, unusual and quirky shops, local produce, lovely atmosphere, history

285 Atmosphere, quirky unique shops rather than high street brands  
great butchers & cheese

296 Unique and quirky gifts & flowers

351 Wide variety of fresh produce, quirky independent shops

358 Historic, part of Oxford's identity, quirky independent shops

384 Lovely selection of quirky shops and food outlets

415 It's variety of small independent shops and it's quirky uniqueness

## Q5 – Responses with “Meet”

UID Response

A unique experience shopping under cover with a variety of independent retailers. A friendly ambience and a good place to meet friends

051 whatever the weather.

064 Quirky, charming shops where you can find unusual gifts. A good place to meet for coffee or lunch

Atmosphere, small friendly helpful shops. I can buy meat, fish, soap, cheese, get shoes mended and a bunch of flowers all under one roof from

156 independent shops, meet a friend and have a cup of coffee.

Shopping/eating/meeting friends in a beautiful environment with independent shops and restaurant - so different from the usual high street

200 shops and malls. It is by far the most impressive covered market I have seen in this country - and I've seen many!

252 lovely place to take visitors, meet friends, buy food, clothes, flowers plants ...nothing else like it in oxford

It is such an integral part of Oxford. It is delightful and has traditional character and a very vibrant buzz.

304 All generations meet there.

## Q5 – Responses with “covered” or “rain”

UID Response

It is usually easy to get around. Fewer blockages from tourists.

035 It is covered so no need for umbrellas in the rain.

Lovely atmosphere with lots of interesting things to look at in local independent shops. Plenty of seasonal and heritage fruit and vegetables on offer that you cannot find in other food shops. Really miss Lucks, the fabric shop and Palm's delicatessen and wish similar independent shops would move back in. We want to keep our independent shops in business in the Covered Market and not have chain stores changing the

055 atmosphere.

071 What remains of a traditional covered market - food shops.

180 It is versatile, historic, diverse, has great shops and restaurants, it's covered :), pleasant to walk around

Shopping/eating/meeting friends in a beautiful environment with independent shops and restaurant - so different from the usual high street

200 shops and malls. It is by far the most impressive covered market I have seen in this country - and I've seen many!

It has character and the pleasure and friendliness of the small-scale, in every way contrasting with the Westgate. In summer it is cool, in winter it is a place of shelter and has great atmosphere. If I had had bad news and wanted to go somewhere for psychological comfort I would go to the Covered Market. I also value the sense of history, the opportunity for smaller shops, the Lewis Carroll figures are great too. It is the most

202 valuable aspect of the city centre.

The location, the history, the variety of unique shopping options, the fact that it is covered. During lockdown we have greatly benefited from their online shopping and delivery services operated by Bonners (we have been using them on a weekly basis).

245 Its character. When I have visitors to Oxford, I always take them through the covered market as part of showing them around. Many unique

255 small businesses in one vibrant space.

Oxford has no civic centre. In almost every space pedestrians are mingled with cars. The closest thing to a 'centre' we have is Cornmarket St., which could be in absolutely any town or city in the country - the same shops, the same architecture. A good comparison is Market Square in Cambridge: a central place reserved for people to sit and be; a unique spot that defines the city. There is nothing of that sort in Oxford, but the

306 Covered Market, combined with Radcliffe Sq. is the closest we get.

328 It's history - it's uniqueness - it's covered in - it's part of Oxford's heritage - it's a tourist attraction.

Friendly atmosphere, independent traders selling things that are difficult to find anywhere else eg specialty coffees and teas, cheeses, organic

334 meats, hand raised pies, florists. It's covered so offers protection from the weather!

The atmosphere, the history, the individuality, the quality.

337 See: <https://morrisoxford.co.uk/covered-market/>

traditional covered market atmosphere so needs mixture of food stalls plant stalls cafes and (least important) general shopping. i think it should

345 have no shops aimed solely at tourists

I love traditional markets, generally! When I can afford it, I prefer to buy from independent traders rather than from supermarkets. It's a pity that so many of the food shops have been supplanted by shops aimed at tourists (where are you, Palm's deli?), I still enjoy a visit to the Covered  
353 Market when I'm in the town centre, and I am so glad that has remained open during the current lockdown.  
Non chain specialist shops, great cafes, history, feeling of personality not corporateness, the building itself, fantastic for wondering around and really feeling I'm in Oxford specifically, not just anywhere. I love the Covered Market! Was an Oxford student in the late 70s and love the  
372 continuity of going there!  
its historic character and the diversity and liveliness of its fresh food stalls which regrettably have been priced out of the covered market due to  
400 high rents and short-sighted policy of the city council. The covered market was a iconic part of Oxford!  
420 it's covered! ...and it's central re: city centre. Normally good service and good range of food items especially.

## Q5 – Responses with “Westgate”

UID Response

050 The varied mix of shops and things you cannot buy in chain shops like at the Westgate.

Friendly, personal; small, interesting, independent shops with individual character (not chain stores); pleasant environment, relaxed, without bright lights, music, gimmicks; friendly shopkeepers and staff who I get to know and who remember individual customers; being treated as a person, not a nuisance to be processed and money downloaded as fast as possible; not multinational stores, the same in every town and city, who rip off people and don't pay proper wages or taxes; easily accessible; you can take a well-behaved dog in (just about); it has individual

066 character; history and traditions; its everything that the westgate is not, the antithesis, and is worth a million westgates.

A concentration of independent shops is a really valuable thing to have in the city, especially with the advent of the Westgate Temple of

130 Consumerism.

It has a nice atmosphere but it's no longer really a market; for me its value is principally its quaintness and that it's kind of an antidote to the

133 Westgate Centre. However the shops themselves are too "precious".

The diversity of Independent shops selling excellent quality traditional produce. The culture of the market is so refreshing when contrasted

185 soulless and bland shopping experience throughout most of the Oxford city centre (optimised by the awful Westgate).

It has character and the pleasure and friendliness of the small-scale, in every way contrasting with the Westgate. In summer it is cool, in winter it is a place of shelter and has great atmosphere. If I had had bad news and wanted to go somewhere for psychological comfort I would go to the Covered Market. I also value the sense of history, the opportunity for smaller shops, the Lewis Carroll figures are great too. It is the most

202 valuable aspect of the city centre.

248 atmosphere. Could be high quality. The opposite of the Westgate Centre

263 Independent traders bring character to the city, unlike Westgate which takes character away

Independent businesses offering a range of products in wonderful surroundings - a world away from the faceless and uniform Cornmarket and

308 Westgate

Central position, easily accessible on foot. Good quality knowledgeable and individual food shops with far less packaging than

416 supermarkets, pleasant little cafes, and the historic building. Very unlike hideous Westgate and shopping malls.

## Q6. What needs to be improved in the Market?

### Q6 – Responses with “seating”

UID Responses

- 053 Lighting, may be a small post office near the letter box, more seating places near the food shops (eg the new Thai/Chinese take away ). Loss of the Palms, was bad. we could do with a wonderful delicatessen shop.
- 102 More space - maybe central seating area where people can eat together eg <https://foodhallen.nl/amsterdam>
- 104 Better lighting - it always seems rather gloomy  
Better use of the open spaces, perhaps offering seating where food and drink could be consumed - but not so much that it would be colonised by coach parties. Facilitate the opening of an adjacent independent tea or coffee shop with its own outside tables?
- 265 I had a shop in the Covered Mkt for 13 years in the 1990s. Back then a handful of leaseholders suggested to the council that the central area near the post box was used as a social square with seating. The Council turned down this suggestion. The rent has always been upwards only and each time it was renegotiated the council was unrealistic about what could be afforded by the tenants. If I was in charge of what happens to the CM I would encourage full occupancy at all costs by massively reducing rent and rates with a view to attracting small shops so they can take on units but with little risk - perhaps making altering the tenancy agreements so they have less commitment (but the right kind of shops). It seems as though the council has been trying to create the atmosphere of Borough Mkt but that needs to be done with a private company / by successful entrepreneurs with a clear strategy.
- 304 Bring in more light : repainting in white or a light colour scheme : Walls, Floors ? Add mirrors to maximise light. Some portable heating in the alleys / on the food/cafe terraces would be great. A couple of public seating areas heated and decorated (styled, lit and with a heater in winter) would allow one to sit down a few minutes, meet and greet etc. Make them instagramable - yes it matters. Do an Insta beauty treatment to one entrance : repaint, style eg fake plants ? To attract more tourists to take selfies there and publish them
- 307 Seating for those with reduced mobility / limited energy that doesn't require you to buy a coffee and sit in-store every time.
- 340 So far as I can tell the upper level is greatly underutilised - to what extent there is one. currently (pre covid) it can be a little risky going for coffee there because while the shops are delightful it is too expensive for them to have plenty of comfortable seating, so they end up with lots of hard little chairs. Some bits of it are looking a little tired, but to be honest thats part of the charm
- 348 More and better bike parking. It's nice to be able to park up inside the market so your bike stays dry, but could also consider putting covered bike parking for the market on the road space on Market Street. I think the High Street entrance where the bike parking is has a step up from the pavement, which is really unhelpful for people using bikes and also means it's inaccessible for people using wheelchairs. Public seating areas e.g. benches would be nice, but not sure there's room.

## Q6 – Responses with “toilets”

UID Responses

- 005 The lighting is poor and doesn't encourage shopping, esp on a dull day. Sign-posting seems to be non-existent within the market. How does anyone find the toilets? They need to be upgraded
- 051 Clearly signed toilets, not inside cafes.
- 162 Public toilets improved
- 181 We need many more toilets particularly as we are a tourist town, and payment for use of WC could be introduced especially for tourists. Elderly could may be use bus pass as an exemption.
- 202 toilets could be upgraded and made reliable in their opening times, etc
- 224 Shop plan at entrances to find what is there. Floral displays possibly. The entrances need to be dramatically improved maybe with some awnings lighting etc. Public toilets are not an appealing entrance! It is easily missed coming from the High Street side.
- 289 Toilets
- 356 Rents should not be so high that independent shops can't survive.  
Toilets in Market Street need improving and open for longer.
- 359 The toilets could do with an upgrade
- 383 1. Lighting - the lanterns are appropriate in design but dim. On a dull day the market appears unwelcoming because of the light levels - no temptation to stay. 2. Sign-posting inside the market eg to exits/specific streets and most of all toilets. 3. Toilets themselves - not enough of them, not high enough standard (but better than they were)

## Q6 – Responses with “lighting”

UID Responses

005 The lighting is poor and doesn't encourage shopping, esp on a dull day. Sign-posting seems to be non-existent within the market. How does anyone find the toilets? They need to be upgraded

018 Lighting - it's a bit dingy

021 most of the shops are quite expensive. The lighting can be a little dark.

053 Lighting, may be a small post office near the letter box, more seating places near the food shops (eg the new Thai/Chinese take away ). Loss of the Palms, was bad. we could do with a wonderful delicatessen shop.

074 Lighting - it is too dark

104 Better lighting - it always seems rather gloomy

Better use of the open spaces, perhaps offering seating where food and drink could be consumed - but not so much that it would be colonised by coach parties. Facilitate the opening of an adjacent independent tea or coffee shop with its own outside tables?

166 It feels as though it needs some tlc - some money spending on it so it lighter and brighter.

224 Shop plan at entrances to find what is there. Floral displays possibly. The entrances need to be dramatically improved maybe with some awnings lighting etc. Public toilets are not an appealing entrance! It is easily missed coming from the High Street side.

274 Lighting and places to sit in warmth.

304 Bring in more light : repainting in white or a light colour scheme : Walls, Floors ? Add mirrors to maximise light. Some portable heating in the alleys / on the food/cafe terraces would be great. A couple of public seating areas heated and decorated (styled, lit and with a heater in winter) would allow one to sit down a few minutes, meet and greet etc. Make them instagramable - yes it matters. Do an Insta beauty treatment to one entrance : repaint, style eg fake plants ? To attract more tourists to take selfies there and publish them

340 So far as I can tell the upper level is greatly underutilised - to what extent there is one. currently (pre covid) it can be a little risky going for coffee there because while the shops are delightful it is too expensive for them to have plenty of comfortable seating, so they end up with lots of hard little chairs. Some bits of it are looking a little tired, but to be honest thats part of the charm

341 Lighting

351 Activities to make it feel like a destination, eg more and better presented musical performances. More daylight eg skylights in the roof

357 A much better job needs to be done of advertising the Market and the entrances need to be greatly improved; all the while being sympathetic to its history. Currently you can walk past some of the entrances and not know the Market is there. The Golden Triangle entrance is particularly depressing. With its open air space, it could be much more vibrant with outdoor cafes etc. Unfortunately the whole of the market has a slightly unloved feel to it which as an Oxford resident is very depressing as it has so much potential.

- 383 1. Lighting - the lanterns are appropriate in design but dim. On a dull day the market appears unwelcoming because of the light levels - no temptation to stay. 2. Sign-posting inside the market eg to exits/specific streets and most of all toilets. 3. Toilets themselves - not enough of them, not high enough standard (but better than they were)
- 394 This is a place of small businesses. It must not become a "Business Centre". Regain more character of a traditional fresh food market with open stalls and well designed uniform stall names in a visually pleasing way e.g. suspended from the roof or rising from stalls all set within an open space where the roof dominates. Where there is an existing upper floor level rent it out to artists/crafts people with public access for "open days". Better electric lighting. Enhance the heritage frontage to High Street with bold lettering, colourful canopies to the entrances, better shop fronts and window boxes to the upper floor windows. Tiled walls to the entrance walls, hot air curtains to entrances but no heating inside the market. The adjacent yard be glass - roofed and more stalls created. The large front opening to house two small relocated public WC's with two glass slots either side for views into the new space. North side parallel parking in Market St. none in front of entrances.
- 402 Better lighting. I think (it's been a while...:))
- 415 Lighting. It can be gloomy

## Q6 – Responses with “delicatessen”

UID Responses

- 053 Lighting, may be a small post office near the letter box, more seating places near the food shops (eg the new Thai/Chinese take away ). Loss of the Palms, was bad. we could do with a wonderful delicatessen shop.
- 103 Get rid of the tacky souvenir shops and encourage more specialist food shops as there used to be, e.g. delicatessen shops, another bakery, olive oil specialists, pasta, fish monger. Lower the rents to make it viable for small entrepreneurs. Make some of the spaces available for a day's hire e.g. the farmers' market.
- 109 More comprehensive range of food (groceries/delicatessen, as used to be provided by Palms). More cycle parking close to the entrances.
- 110 Keep improving quality of retailers. A good delicatessen would be a great addition. Remove bland chain shops (eg the greeting card shop)
- 125 More food shops - a delicatessen, more space for fruit and veg. More eclectic specialist independent shops like the hat shop. The market should provide a heart to the town not a side show,
- 152 Not too many restaurants of the same type.  
Also we need a good pastry shop and a delicatessen.
- 184 A good delicatessen (I remember Palms!), a secondhand bookshop(s), definitely no 'Oxford Souvenir' shops
- 416 I like the market as it is, in its informality and individuality. I don't like the way the rates have been hiked and driven small traders out: when Palm's delicatessen was driven out, the market ceased being able to cover one's food shopping list, also a blow losing Fasta Pasta and good bread.

## Q6 – Responses with “affordable”

UID Responses

134 As noted above. It should be an affordable place for local suppliers. Remember when WI used to sell jam and flowers there back in 60s and 70s? We need affordable spaces so people can make and sell their products affordably as well. Local only.

174 Businesses that can afford the rent.

265 I had a shop in the Covered Mkt for 13 years in the 1990s. Back then a handful of leaseholders suggested to the council that the central area near the post box was used as a social square with seating. The Council turned down this suggestion. The rent has always been upwards only and each time it was renegotiated the council was unrealistic about what could be afforded by the tenants. If I was in charge of what happens to the CM I would encourage full occupancy at all costs by massively reducing rent and rates with a view to attracting small shops so they can take on units but with little risk - perhaps making altering the tenancy agreements so they have less commitment (but the right kind of shops). It seems as though the council has been trying to create the atmosphere of Borough Mkt but that needs to be done with a private company / by successful entrepreneurs with a clear strategy.

280 Affordability

312 Do the prices of goods e.g. Bonners, Cheese shop & fish shop have to be quite so high? If rentals were reduced, would the prices be more affordable?

422 Avoid creep towards tourist type shops, and focus on affordable business rates to support independent food traders. and cafes to. continue to bring the local community in. Put the tourist office in the market to encourage visitors. Sunday opening as the city centre is often full of tourists at the weekends.

## Q6 – Responses with “tourists”

UID Responses

- 001 Less tourist shops, plenty of those in town. More varied food shops, we lost all but 1 greengrocer and butcher. Decent bakery?
- 004 Butchers, fishmongers etc are good but seem to be leaving. If the market just has gift shops then it won't remain a tourist destination. It needs to retain a traditional authentic feel which can be achieved with some butchers etc plus boutique, independent and interesting shops. Independent food outlets would also bring people in and could be a great opportunity for smaller producers if the rents were nice and cheap!
- 071 Don't turn it into a 'heritage' site! It should be for local people, not for tourists.
- 119 More provisions and less tourists tat.
- 181 We need many more toilets particularly as we are a tourist town, and payment for use of WC could be introduced especially for tourists. Elderly could maybe use bus pass as an exemption.
- 225 absence of shops selling tourist trivia
- 232 Nothing. (More useless / touristic shops would NOT improve it.)  
But maybe shops selling locally produced crafts etc would be welcome.
- 251 Don't want tacky tourist gift shops.
- 304 Bring in more light : repainting in white or a light colour scheme : Walls, Floors ? Add mirrors to maximise light. Some portable heating in the alleys / on the food/cafe terraces would be great. A couple of public seating areas heated and decorated (styled, lit and with a heater in winter) would allow one to sit down a few minutes, meet and greet etc. Make them instagramable - yes it matters. Do an Insta beauty treatment to one entrance : repaint, style eg fake plants ? To attract more tourists to take selfies there and publish them
- 310 reduce frippery, put in more food and local enterprises. Perhaps a council hub as well so that people get encouraged to go in. consider making rates manageable in order to produce a vibrant market. Could have eateries in an upper area. But do not turn it into a tourist focused venue - if its vibrant and good for locals it will be interesting for tourists. what do you mean by social spaces? there are plenty of cafes, in fact that is what the market has become. Couldn't you involve the 2 universities to have a place where they could showcase things going on in the university?? Have some spaces for environmental groups in the city/region to showcase what they do. make it a hub. You have drained the centre of the city with Westgate.
- 352 Reduce amount of cheap tourist tat being sold
- 375 Less tourist shops
- 378 I am not sure how you can deal with this but often large groups of tourist impede easy entrance to shops and make it more difficult for those who do want to spend money.
- 386 It has become run down as shops have closed or moved out, for example Macsamillion, some of the butchers. It would be good if it could attract more 'proper' shops - not take outs and tacky gift shops for tourists but delis, stationers, independent clothes shops - more upmarket. There is plenty of money in the city and it needs to be attracted there. Something that is the total opposite of the Westgate would be good.

396 Too much is aimed at tourists. Should be ordinary food shops

419 Fewer tourist shops

422 Avoid creep towards tourist type shops, and focus on affordable business rates to support independent food traders. and cafes to. continue to bring the local community in. Put the tourist office in the market to encourage visitors. Sunday opening as the city centre is often full of tourists at the weekends.

Q8. If you answered Yes or Perhaps to the previous question please say a little more ...

### Q8 – Responses with “variey”, “food shops”, “deli”, “bakery”

UID Responses

013 more variety of independents and out with clintons cards

018 Some sort of deli type shop would be great. It feels as if there should be one.

023 There could be a single delivery service for all the shops to use.

I have been using Bonners service during the lockdown, and they carry things for some of their neighbours. It could be extended.

They all need to get organised and have websites that actually work. That could increase their turnover.

042 In general - in the town there are very few shops 'with character'. This is probably as the result of high rents. It would be lovely to have a good deli Remember Palms? or even Fasta Pasta. It would nice to have a good haberdashers (esp now that Boswells has gone) and even a toy shop!

050 It is a great place to browse for gifts so the more variety the better

055 Bring back Luck's and Palm's deli please.

064 It is quite expensive so I go there for a special present.

I occasionally use food shops but as they are expensive it's only for a treat.

066 I do use the market regularly.

It would be great if there were more individual, independent food shops including a delicatessen (like Palms) and maybe another bakery. Also 'craft' shops; a haberdashers would be good; some useful shops - Oxford now has an almost total absence of useful shops.

082 Something like Palm's Deli was greatly missed. I would also like a greater variety of continental breads.

084 It's perfect for soceialist food shops and cafes

085 More food shops

102 Better bakery and repair shops maybe a community rooms

120 I would if the new stalls were food eg delicatessens, wholefoods and eg I could bring my own containers (for individual purchases not just my own bags - bottle for oil, old ice-cream box for pulses etc etc)

125 Need ore food shops, they are diminishing and they should be the heart of hte town.

129 An increase in artisan Food Shops would be beneficial.

132 As above, more variety

133 I miss the food shops - choice of butchers etc but better value and quality can now be found elsewhere, usually out of the city centre. The balance between the boutique-y, the tourist-y and the realistically useful has long disappeared from the market. If you are on foot then realistically you can't buy a lot. There needs to be a kind of rickshaw/bicycle delivery service in Oxford to enable goods to be taken from central Oxford to homes, car parks etc etc further out of the city.

- 137 A delicatessen would be good - there used to be one.
- 139 All it needs is to return to its heyday perhaps 5 years ago? Return of independent butchers, bakers, shoe shops etc. It does not need gift and souvenir shops - there are plenty in the city.
- 152 As in 7. Not all the same thing. Two good butchers is good. Two Florists is good. Need two pastry and confiseries. Remember Palm's variety.
- 158 Some more space to circulate and keeping up the variety would be great.
- 162 Delicatessen would be very useful
- 163 i would like a wider variety of individual shops offering unusual items.
- 165 Over the years the variety of shops has declined, I would use it more if a wider range of shops could be enticed to open
- 173 If only there was a proper DELI!!! I would be there almost every day! 'Palms' was fantastic...
- 194 It does have great charm and useful services but it needs to be smarter and feel cleaner (if not exactly antiseptic) particularly where food shopping is concerned. I suppose if there were more and interesting food shops there it would be good and I'd use them. Like the coffee shop. (Also, I don't like that area where there are just windows with no shops behind them.). I'm old but younger people and students doing language courses at OISE etc will have special requirements.... which might expand what's offered and taken up. Its USP is that it's not all chain shops and this should be encouraged and supported.
- 216 It would be a shame to continue to lose some traders eg the Italian deli so efforts to encourage take up by similar occupiers would be welcomed
- 224 Find it too disjointed in its offerings. Think someone needs to study how shopping centres work and apply some of the rules to the Covered Market. Perhaps 'anchor' shops in each corner to draw people through. Organise a specific food court area, definitely more artisan and artist shops (less Oxford Uni sweatshirts and cheap scarves!) Is it targeting tourists, town or gown? Tourists rarely find it and townies only use it for the great food shops or cheap takeaway.
- 236 A leading question. Leave it as it is, and reduce the rents to keep it quirky and a delight.
- 262 I live outside Oxford 5 miles  
I like specialist deli food  
It's a market  
Get rid of all the crud gift shops  
Concentrate on specialist food, cakes coffee deli produce , ice-cream , small cafe not nicky nacky noo nonsense or souvenirs  
Clothing annoying
- 288 The food shops close early and they are a bit pricey.  
If the tasty ( Thai) cafes stayed open I'd go there after work.  
I like going there- and I'd shop there more if it was a bit cheaper and stayed open longer.
- 294 As previously stated, a wide variety of food and fresh goods is always attractive
- 316 I love the covered market but it needs to be updated with less tat and more sustainable independents, now more than ever as thats what people are interested in. If it became 'the' place to go for takeaway food, unique boutiques and food shops, more people would definitely visit. Just

model it around the successful indoor markets in London such as Mercato Metropolitano, Victoria Market Hall, Seven Dials Market, Brixton Village Market, etc. You wouldn't even need to update the facades much, just encourage trendy businesses to move in and they'll do the rest!

317 See above, more food shops

332 Delicatessen type shops would be welcome

357 Always bearing in mind the Market's history, the shops need much more investment. Take the fruit and veg store, I'm sure on the Continent this would play a much more prominent role in the Market. It could be positioned centrally in the Market and be a real attraction. The same with the cheese shop. This might mean more independent food shops could be attracted into the market such as delis, artisan bakery etc

360 It would be good to have more variety in the food shops in it

364 Haven't been that often over the last year because of Covid restrictions - used to go a bit more often and will do again; I like getting staples - the pasta shop (deli) used to be great

368 Over the years I have lived in Oxford I have used a variety of different venues. It really depends which shops are there.

388 A good deli would be great. And the clothes shops are good but I think have really suffered in the lockdowns

401 More fresh food retailers, giving competition and wider choice eg a delicatessen.

## Q8 – Responses with “cleaner”, “smarter”

UID Responses

065 It could be cleaner and brighter

194 It does have great charm and useful services but it needs to be smarter and feel cleaner (if not exactly antiseptic) particularly where food shopping is concerned. I suppose if there were more and interesting food shops there it would be good and I'd use them. Like the coffee shop. (Also, I don't like that area where there are just windows with no shops behind them.). I'm old but younger people and students doing language courses at OISE etc will have special requirements.... which might expand what's offered and taken up. Its USP is that it's not all chain shops and this should be encouraged and supported.

## Q8 – Responses with “craft shop”

UID Responses

095 Perhaps the facility for some pop-up shops would work for small businesses wanting to test the market. I'd like to see a craft shop there.

## Q8 – Responses with “affordable”

UID Responses

002 Gifts are expensive. High quality cards would be good. Locally produced affordable arts and crafts would be attractive to residents and tourists.

098 Would like more affordable shops

405 I try to support the Covered Market as best I can but do find some of the prices rather high for my limited budget. A more affordable, but still independent, range of outlets would, I'm sure, increase the number of customers.

## Q8 – Responses with “rents”

UID Responses

- 042 In general - in the town there are very few shops 'with character'. This is probably as the result of high rents. It would be lovely to have a good deli Remember Palms? or even Fasta Pasta. It would nice to have a good haberdashers (esp now that Boswells has gone) and even a toy shop!
- 058 books, cards, food of all types, and if you lower rents to encourage small independents, also make sure they do not charge tourist prices for locals
- 113 The food offerings need to be reinforced, to help make the covered market more of a foodie attraction, for purchase and casual eating. The level of rents and charges is obviously crucial to success, along with raising footfall.
- 116 Would potentially be a great place for start ups to gauge interest in their products or services. Council could encourage new businesses by offering lower introductory rents if it doesn't do this already.
- 127 I fully support independent and new/start-up/social enterprises being given a chance on the otherwise generic high streets. The market provides that opportunity with more realistic rents
- 230 Ensure shopkeepers offer low prices and are truly local independent businesses. If that means the Council can't charge exorbitant rents so be it.
- 236 A leading question. Leave it as it is, and reduce the rents to keep it quirky and a delight.
- 259 It has deteriorated due to lack of support from OCC. It's not just about high rents!!
- 314 As before, reasonable rents to encourage new entrepreneurs and showcase it properly. Utilise the other sections of the market from Cornmarket

## Q8 – Responses with “café(s)”

UID Responses

084 It's perfect for soceialist food shops and cafes

104 The current cafes aren't particularly inviting: they're cramped and feel enclosed. It would be good if a way could be found for an independent tea or coffee shop to use the open spaces: I'd happily arrange to meet friends in such a place rather than in a high street chain. Boswells' tea shop was brilliant but hamstrung by being invisible to passing trade

128 Cafes could be nicer

140 Love the market but currently I don't feel motivated to go to go out of my way to get food there. Like I feel inspired that the butchers will be better quality than waitrose... currently I would say the best things in the market are Bonners, the cheese shop, alpha bar, georgia's, the main flower shop, the cake shop, moo-moos, Ben's cookies, Brown's Cafe (one of the only places left in the city for a proper greasy fry-up), fish monger and the butchers - a lot the rest feels like filler. Actually the chocolate shop and the little brewery aren't bad either. I think really a lot of the shops need to be more opened out and more buzz!

167 I would use the Covered Market more if the the emphasis stays on small, local businesses. What I don't think it needs is shops that you can easily find elsewhere (card shops, or any chain stores). Also, the balance needs to be right, as in recent years the number of restaurants/cafes has increased slightly out of proportion to the rest of the businesses, and it is in danger of becoming a centre for eating and not traditional shopping.

262 I live outside Oxford 5 miles

I like specialist deli food

It's a market

Get rid of all the crud gift shops

Concentrate on specialist food, cakes coffee deli produce , ice-cream , small cafe not nicky nacky noo nonsense or souvenirs

Clothing annoying

288 The food shops close early and they are a bit pricey.

If the tasty ( Thai) cafes stayed open I'd go there after work.

I like going there- and I'd shop there more if it was a bit cheaper and stayed open longer.

304 A pop up space or 2 allowing renewed local offers might be enticing for visitors too

Bringing in more trendy food/cafe eg alcohol free, organic high quality local produce

And local artisans stalls to animate the alleys

Why not some local artists exhibition space in the alleys

With enough rotation to bring a fresh feel every 2 weeks

A young artists competition during Oxford Art weeks

- 345 see my long answer above. there are not enough food specialists, farm shop, organic, wildlife related stalls. all stalls should be subsidised by city and county council to promote local products, support local agriculture and local charities. at least 3/4 of the market should be used for things like that and the remainder should be cafes and takeaways. in the evening the eating element could be expanded with tables set up for eat in opportunities and diverse local and global cafes and restaurants offering wide ranging food for locals and tourists alike. there are several examples of similar endeavours in the NW
- 366 Some sort of 'hub' reach out for more engagement in the community..some sort of community cafe project. A coffee/cafe seating with socialist values, looking after community/environment/elderly/ex prisoners/homeless. I don't know what exactly. Something where ppl can volunteer maybe too.
- 372 Bookshop/cafe?
- 395 The difficulty is that there are obvious tensions between food retailers, the cafés, and the shops targeted at selling gifts to tourists. In the long term it must be doubtful as to whether the food retailers will be able to hang on because of the competition from the supermarkets. So the covered market may turn into a tourist attraction which also attracts local people who want to meet for coffee and cake. I would miss particularly the butchers and fish mongers.
- 406 I like the shops offering something esoteric or different from the high street chain shops. The cafes inside the market are good also.
- 420 More specialist foodstuffs? (Current fruit/veg + cheese are exemplars)  
Only COLUMBIA is worth finding and using for a cup of coffee/....good upstairs cafe in middle aisle but I've never found it...

## Q10. Is there is anything you think the design team need to know in order to do the project well?

### Q10 – Responses with “entrances”

#### UID Responses

- 023 The entrances from the High Steet should be widened - perhaps take out a shop to do that. Then tourists would see it more easily and get sucked in.
- 025 Brighten up the public spaces and alleys. Make the entrances welcoming.
- 046 although I've suggested more prominent entrances, one wouldn't want a gale blowing through!
- 104 The key must be to draw people in. At present, the people who use the market are those who already know it's there - you wouldn't stumble on it by chance. The current entrances are hidden away, and very uninviting. The tunnels from the High Street are dark and rather sinister, and give no hint of what is to be found beyond. The entrances from Market Street feel more like tradesmen's or goods entry points. And the entrance from Golden Cross (ie from Cornmarket) isn't obvious at all.
- 111 Open out entrances and let people know its there, a community space for events and in the open area would be good
- 125 Enhance the entrances but don't lose the inherent character.
- 182 The entrances are not very welcoming. The back entrance feels like a car park and there are too many trucks there at all hours.
- 203 Important to preserve the history.  
Needs to be more attractive and welcoming around the entrances
- 221 Better control of the parking situation out the back makes it hard to access the entrances when vans and cars are parked up against them. Would be best to do away with any private car parking there and only allow businesses to park in a designated area leaving the entrances properly clear with a dropped pavement for all entrances.  
Put some cycle parking out the back including for cargo bikes etc
- 230 Better lighting and signposts and maps for the walkways and entrances
- 263 Check out successful markets elsewhere. For example, Faneuil Hall in Boston and Ferry Building in San Francisco... generally they're open plan. Because you don't need to walk through a door to check inside, they seem more accessible and welcoming. In the covered market in Oxford everything is so fragmented and hidden. Everything is dark. Why not open the place up a lot more by getting rid of the front facades? This could promote gourmet fast food and allow items to be better presented.  
The lanes are too narrow. Completely off putting for people with buggies, wheelchairs or the infirm.  
The entrances are a disaster. The market needs to become a better destination. A place you can't avoid. It needs to pull in footfall. Once this is happening, trade will follow. How do you plan to create footfall when the entrances are so off-putting?  
Open everything up a bit and focus on a few key destination places, like a brilliant independent food-hall with great bars. People will gravitate

- 306 The entrances to the market are all pretty uninviting. One one side you have a very busy road; the Golden Cross entrance is relatively easy to miss; and on the other side you have the public toilets, with typically several cars and vans that hide the entrance and make the space hard to navigate. I know the vans are needed for the sellers in the market, but I think they are shooting themselves in the foot by allowing it to become a car park.
- 374 Protect and enhance the historic fabric and think of the wider area around the market and the entrances. Make it thrive into the future.
- 412 I think brightening things up and signposting entrances and exits, what is there and the layout of where shops are could improve things. I know it quite well but still get confused.
- 420 Looks horrible(toilets etc) at rear of market and front High St. entrances need better lighting and/or signage...

## Q10 – Responses with “signposting” etc.

- 325 Better bike parking nearby.  
Other cities have their markets as clearly signposted tourist attractions- Bristol/ York etc. 2nd hand book stall would be good
- 230 Better lighting and signposts and maps for the walkways and entrances
- 058 Good lighting, signposting and mapping would be nice. Keep walkways wide and clear
- 412 I think brightening things up and signposting entrances and exits, what is there and the layout of where shops are could improve things. I know it quite well but still get confused.
- 258 I'd like better signposting if I am looking for a particular shop or product
- 337 Keep it authentic. No banalities. Good, hand-painted signage
- 420 Looks horrible(toilets etc) at rear of market and front High St. entrances need better lighting and/or signage...
- 128 Signposting
- 193 You need to know that small businesses are price sensitive to rent costs. A fruit shop and 3 butchers have closed within my memory. The Council tends to assume outlets eg The Tourist Information Centre (TIC) are a gold mine when they are not, especially when its main 'business' is providing free information. The TIC has now closed, of course, to the detriment of locals who used the service for 'where can I get', 'what's on,' 'who can help' type enquiries (around 10%). If you reduce , by high rents, access to fresh food (no time to queue in Sainsbury's or Tesco's) then you affect the health of your citizens. One Tourism Manager removed the only signage to the Covered Market - which can't have helped. If you want 'quirky' shops whether bespoke hat makers or people selling old-fashioned cleaning materials or knitting wool and haberdashery then you have to price the premises accordingly. Of course a Post Office would attract people. So would a TIC. But you would have to fund it.

## Q10 – Responses with “disabled” etc.

026 Allow for some people, who can't walk / cycle to come & park nearby (blue badge / disabled - Broad Street? )

383 Effect of lighting on shopping behaviour.

Design for people with disabilities. Most disabled people do NOT use a wheelchair. Many need somewhere to sit without having to buy a drink every time. People with impaired sight generally need higher light levels and legible sign-posting..

014 It is very cold for elderly and disabled customers

## Q10 – Responses with “lighting”.

- 230 Better lighting and signposts and maps for the walkways and entrances
- 158 Better lighting would be great
- 383 Effect of lighting on shopping behaviour.  
Design for people with disabilities. Most disabled people do NOT use a wheelchair. Many need somewhere to sit without having to buy a drink every time. People with impaired sight generally need higher light levels and legible sign-posting..
- 058 Good lighting, signposting and mapping would be nice. Keep walkways wide and clear
- 139 Improved lighting
- 124 It always seems quite dark; perhaps better lighting could be beneficial.
- 286 Lighting and acoustics
- 341 Lighting needs to improve. I like the history but the place feels grubby which can't be good.
- 420 Looks horrible(toilets etc) at rear of market and front High St. entrances need better lighting and/or signage...
- 005 The effects of lighting on shopping behaviour  
The needs of people with disabilities (not just mobility)

## Q10 – Responses with “café”.

- 165 encourage new shops, not cafes and gift shops for visitors, to open, which might mean the cost of renting space needs to be addressed. Also, complete the renovations, which seems to have be going on for months.
- 302 I think the mix is the key. One goes for just one thing on any one day, but I love the range of stuff and the independent feel to the shops and cafes. That has been almost completely lost elsewhere, I guess due to the high rents being charged.
- 140 Is it possible to have more upstairs cafes/shops? Like Georgina is a wonderful little space - I wonder are their more spaces like this available?
- 051 it is not always clear that there is an upper level in the market, accessed through cafes. An upper gallery walk would be a useful addition.
- 170 It needs to be turned into an excellent shopping area where people positively want to go. It should have stalls which start-ups with interesting ideas can afford to rent. Prices should be set so that local food companies can afford them and more be encouraged in. Its USP should be as a lively and varied shopping area in contrast to the chain shops which dominate Oxford. It does not need lots of unwanted things stuck in like music. It certainly does not need more cafes etc which are largely taking over and are already all round Oxford.
- 394 Keep it simple. See Item 6 above. Making better use of the yard will allow a larger central space to be created for recitals, readings. Fresh food must dominate. Reduce cafes.  
The long-term future of the market depends on a revitalised, inhabited, pedestrian city centre with residential accommodation. The market would become their preferred local neighbourhood shop.
- 047 Make sure that footfall is free flowing all the time. We don't need gimmicks just good access and for the place not to be noisy. I'm not sure I really want music or entertainment just good products and services and enough cafes so one can sit down easily.
- 243 Market research on who uses markets and for what purposes. Different groups may use it for different purposes at different times. Can there be too many of a particular type of establishment - cafes? How can we persuade tourists to visit the market?
- 199 More social space including more cafe tables/seating outside cafes and centrally to allow for sitting to have takeaway coffees/food etc. A music focal point.
- 369 No more coffee shops or café s. More independent shops.
- 008 Oxford needs more vegetarian/vegan shops/cafes.  
Second hand bookshops  
It would be good if the market were more spacious.
- 003 Please keep it quirky and not too perfect. Everything is so generic and manicured nowadays and I love to be able to get away from that. Also, I know from when my daughter worked in a café there, that the was real camaraderie between all the businesses. I feel they need to feel invested and valued to maintain that character.
- 345 provide affordable good premises for shops stalls and cafes. provide flexible spaces that can be used for different things at different times of the day and evening
- 108 Resist move of big brands into CM. Dedicate it to independent shops, bring in more cafe culture

- 205 Smarten up cafe interiors and improve social areas, for example where 'alleys' intersect
- 378 Support more independent food retailers/cafes rather than just shops selling tourist merchandise

## Q10 – Responses with “music”.

- 350 As a keen amateur musician and theatre goer I regard the physical notice board in the market as a great advertising spot. Why not have the same on the online market web site?
- 266 entertainment / music etc is an excellent idea - it's wonderful when the Ashmolean does it's music nights. If possible, maybe a 'square' could be created in the middle so it has more of a 'piazza' feel. There's an amazing covered market in Florence that would be great for inspiration - it's got a fabulous food offer with different suppliers all around a central eating area.
- 376 Fully consult the musicians and artistes in advance.
- 366 I would be very disappointed if the covered market got a huge make over and lost its old charm / bricks and 'old feel'. Although the space will never be as cool place to hang out in as Brixton village market some music might help bring a nice fun vibe.

Please make sure you engage a more diverse voice though. It would be lovely to have a more culturally diverse element to covered market, it's quite 'white'.

- 416 If there's booming pop music or ghastly mall crooning music, I'm out of there. One of the pleasures of the market is chatting with knowledgeable friendly stall holders.
- 170 It needs to be turned into an excellent shopping area where people positively want to go. It should have stalls which start-ups with interesting ideas can afford to rent. Prices should be set so that local food companies can afford them and more be encouraged in. Its USP should be as a lively and varied shopping area in contrast to the chain shops which dominate Oxford. It does not need lots of unwanted things stuck in like music. It certainly does not need more cafes etc which are largely taking over and are already all round Oxford.
- 179 It's hard to walk and get things done in the narrow aisles. If you plan an event the flow of movement will be stopped (eg music as you mentioned above). Please don't plan an event there that would draw a large number of people to congregate in one spot and move in en masse when time comes to disperse. Please keep the flow of people in the market moving!
- 336 It's really hard to move around the market when it's too full of people e.g. big groups of tourists hanging around so I think music or performing arts would need to work in harmony with people visiting to do their shopping.
- 316 Just look at the examples I mentioned above and more such as Seven Dials Market, Mercato Metropolitan, Dinerama etc. And you'll be on to a winner! Push sustainably, the history of the covered market and the quality of the product/ produce, produced locally, just look at Objects of Use, located on the outside for another example, they fit the modern model for independent shopping and they have been successful. That combined with good food, drink, music and vibes. It will be popular with both students and others. We don't have anything else like it and the covered market could become exactly that. I literally see a version of Mercato Metropolitan mixed Deptford Market Yard.
- 047 Make sure that footfall is free flowing all the time. We don't need gimmicks just good access and for the place not to be noisy. I'm not sure I really want music or entertainment just good products and services and enough cafes so one can sit down easily.
- 017 More light-it is very gloomy.  
Music sounds attractive but there is very little space.

- 199 More social space including more cafe tables/seating outside cafes and centrally to allow for sitting to have takeaway coffees/food etc. A music focal point.
- 344 Music and also theatre including evenings and sundays
- 089 Natural eco materials - no plastics - keep the heritage. No music in core retail hours - let the market sing!
- 105 Promote it to younger people and get in some younger bands and musicians / a variety of genres
- 211 Social spaces such as the year drop bar have been a great success, and I believe there is potential for a good food/drink social setting. Live music would also help