



## HOT DEALS!

● **NEW ERA** has a deal on selected items with up to 50 per cent off. Trainers, T-shirts and jeans are also reduced, with discounts on multiple purchases.

Sales assistant David Din, 26, said it had had to cut back staff. "There used to be eight employees. Now there's only three."

Speaking of the future of the store he says: "We are hopeful." **New Era, 182 Shepherds Bush Market, W12 8DF. Call 020 8811 1865.**

● **FIRST CHOICE Ladies Wear** is lowering prices with two £10 items for £15 and deals on purchases over £30.

"We are not making much profit," says owner Maison Abdulaziz, who says the lack of parking spaces has prevented an increase in shoppers.

**First Choice Ladies Wear, 181 Shepherds Bush Market, W12 8DF, Call 020 8749 0284.**

● **CHILDREN'S** clothes and shoes are on offer at Tots and Teens, with items starting at £3.

"We always do some sort of special deal," says owner Harry Kaur, 42, referring to the three for £10 offer on baby clothes.

"January and February are always slow," he says. **Tots and Teens, 168 Shepherds Bush Market, W12 8DE.**

● **SPECIAL** deals abound at Laura and Barbara's sweet shop. "That's why we've been here for 54 years," says co-owner Barbara Quinten, 75.

Candyfloss, confectionery and nuts are some of the treats to be found, and the mother and daughter duo also cater for diabetics.

But they are not worried about competition. "We do the best at the cheapest price we can do," says Laura, 50.

**Laura and Barbara, 1 Shepherds Bush Market, W12.**

● **MEDINA Halal Meat** is not feeling the effects of the recession. With three chickens for £5 and new deals added every week, business has been steady.

Butcher Arfam Ilyas, 17, says: "We are cheaper and offer better quality than the supermarket."

The price for half a goat is £19.99.

**Medina Halal Meat, 10 Shepherds Bush Market, W12.**

● **THE Fresh Fruit and Veg** stall specialises in West Indian foodstuffs.

Manager Steve Hill, 52, is keeping the prices down but the effects of the poor exchange rate are being felt.

"We are paying more for goods from abroad," he says, explaining the declining profits.

"People need food – but they are buying less." **Fresh Fruit and Veg, 20-21 Shepherds Bush Market, W12 8DE.**

● **ORYA Textiles** has frozen its prices on dress fabrics, curtaining and much more, with deals on selected items.

"The recent bad weather has put sales down," owner Mr Wakil says of the recent dip in profits. "But Westfield should bring us more customers though." **Orya Textiles, 188 Shepherds Bush Market, W12 8DF.**



## ONE TO TRY MR FALAFEL

"WE have the best customers in the world," says Ahmad Yassine, 34, owner of Mr Falafel (pictured left).

True loyalty to them has driven the newly reopened eatery to stay in Shepherds Bush Market and keep prices down despite rising operating costs.

Mr Falafel opened as a stall six years ago but was forced to move into a permanent shop after fellow traders complained the stall was hampering the view.

The rent imposed by market owner Transport for London has doubled but Ahmad still offers cheap, tasty deals.

For £2.50, you not only get a seat and shelter away from the wintry winds, but a nine-filling wrap all made with care and served with a smile – a perfect escape from the recession blues.

Like most of the market shops Mr Falafel is family-owned and run and continues to make excellent Palestinian falafel.

Ahmad said: "We get great personalities from the area coming in all the time. We have regulars from the BBC and loads of musicians."

● Mr Falafel is at Unit 5A, New Shepherds Bush Market, W12 7JA. For more details call Ahmad on 07798 906668.

## TRADER VIEW HORATHA & SON

# Market 'needs to go back to basics'

▶ **Shepherds Bush traders say parking and public toilets are vital**  
▶ **Stall holders feel rents are too high at this time**

### SIMONA SIKIMIC

**A LACK of basic services is leaving Shepherds Bush Market particularly exposed to the recession, according to market traders.**

Despite having good Underground and bus connections, the long-serving market has no parking and no public toilets – impacting most on its elderly visitors who make up the majority of weekday shoppers.

In addition, it is feared among some traders that competition from the new Westfield shopping centre could further hit the mainly family-owned businesses.

Shepherds Bush Market Tenants' Association chairman James Horada, 37, runs the fabrics shop Dave Horatha & Co which is celebrating its 90th anniversary next month.

He said: "In the last year already three traders have lost their businesses because they could not keep up the rents. As this year passes more and more shops will begin to fall as they struggle to make payments."

"There is just not enough money



coming in and the rents are too high.

"Our landlords, Transport for London [TfL], are not allowing us to stay competitive during tough times

and amid hard competition. If they were a private landlord we would have seen basic improvements such as toilets years ago – that has just not happened."

**MARKET FORCE:** James Horada, chairman of Shepherds Bush Market Tenants' Association, says traders are finding rents excessive

PICTURE BY DARREN GERRISH

James added: "This has always been a market for the underprivileged – but it used to be filled with lots of people spending little bits of money – now there are very few people spending very little money. You cannot survive like this in a recession."

Meanwhile, market co-chairman, Peter Wheeler, 52, of business Tracy Peters (which was started by his father 42 years ago), said: "At the moment things are quiet, but this is a home away from home for a lot of regulars."

"They help keep us in business and we owe it to them to stay open, even during hard times."

"The thing is that just a little bit of investment from the Government or TfL could make a world of difference."

Mr Horada wrote to the London Mayor about his concerns. In a reply this month, the Mayor said he was informed by TfL that rents outlined in 2008 when renewals came up were last set in 2002.

These had become 'very low' compared to current open market values and newer leases since agreed with immediate neighbours.

From December TfL gave tenants the chance to pay rent monthly rather than quarterly to help them in these difficult times.

● *Shepherds Bush Market is open Monday-Saturday 9am-6pm. Early closing on Thursday.*

## YOUR SHOUT HOW IS RECESSION AFFECTING YOU?



**Sunday Oloyede, 42, of Munster Road, SW6**

SUNDAY has noticed a change over the past couple of months and is worried about the security of his job.

"I have a family to support and food is getting pricier," he says.

"I've been cutting back on the big things but we need to eat."

"I have two young children and it is hard when I can't buy them treats."



**Alex Duhs, 30, of St Stephens Avenue, W12**

ALEX is not feeling the effects of the recession yet, but is being cautious with her money and is trying to cut back where she can.

"We are trying to save for the future but it is difficult at the moment."

She is not worried about her job but she has seen the consequence of the credit crunch. "I work in a private school and we have noticed a drop in the number of pupils."



**Katerina Taltsi, 50, of Shepherds Bush Road, W6**

KATERINA has been living in the UK for just under a year after relocating from Greece.

She tries to limit her spending at Shepherds Bush Market but has not noticed much change in prices. "Things are more expensive here than in Greece anyway."

"I don't go out much and I try to buy cheaper food," she says. "But at least the exchange rate is good for me."