

# 01

## Newgate Market

Newgate Market is already an important and successful part of the city centre. But we believe that, with some careful investment, it could become even more successful, creating a step change in the city's profile as a visitor and retail destination.

## Aims

Our aim is to have a destination market with a strong brand and the potential to:

1. Increase customer *FOOTFALL*.
2. Continue to provide a retail offer for *LOCAL RESIDENTS* whilst becoming a *DESTINATION* for visitors.
3. Contribute to the *EVENING ECONOMY* through evening markets and extended trading hours.
4. Create *ADDITIONAL JOBS*.
5. Assist *EXISTING* traders and support *NEW BUSINESS START-UPS*.

## Objectives

We want to:

1. Improve the *APPEARANCE* of the existing market place.
2. Make *IMAGINATIVE* uses of the space.
3. Increase the *VISIBILITY* of the market gateways.
4. Enhance the flow of *FOOTFALL* throughout the *WHOLE* Market.
5. *DIVERSIFY* the *TRADER OFFER* to create a stronger trading environment throughout the market.

# 02

## Vision

We think that the key changes might be:

1. Opening up the spaces with a *CENTRAL AVENUE* to draw customers through the whole market.
2. Creating visible and attractive *GATEWAYS* that draws attention to the market and invites people to enter.
3. Diversifying the business opportunities for traders with a variety of *NEW UNIT STALL TYPES*.
4. Install *NEW PAVING* and other attractive infrastructure that entices customers in.

## Finances

The Council estimates that this would cost approximately £1.5m and is considering making this investment available.

## Your Views

We have done some preliminary work on display here, but before we take this any further we would like to hear your views.

### **OVER TO YOU** **Consultation Questions.**

- Do you support the investment in Newgate Market to achieve the vision we have set out? Y/N
- What would be your priorities for investment in the Markets with about £1.5m to spend?
- Please rate the 4 possible areas in terms of their importance (where 10 is "vitally important" and 1 is "not at all important"):

i. Opening up the spaces with a central avenue to draw customers through the market	
ii. Creating visible and attractive gateways that draw the eye in and make people want to enter the market	
iii. Diversifying the business opportunities for traders with a variety of new unit types	
iv. Introducing paving and other features that are attractive and draws customers in	

- Do you have any other comments? **PTO**
- Are you currently a trader (Y/N); Shopper/Visitor (Y/N).

#### **Alternatively please:**

**EMAIL:** york-markets@york.gov.uk

**TWEET:** YORK-MARKETS2012 OR @YORKMARKETS12

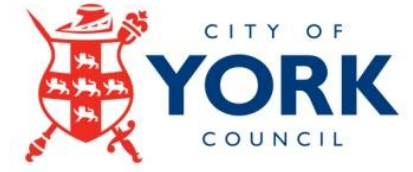
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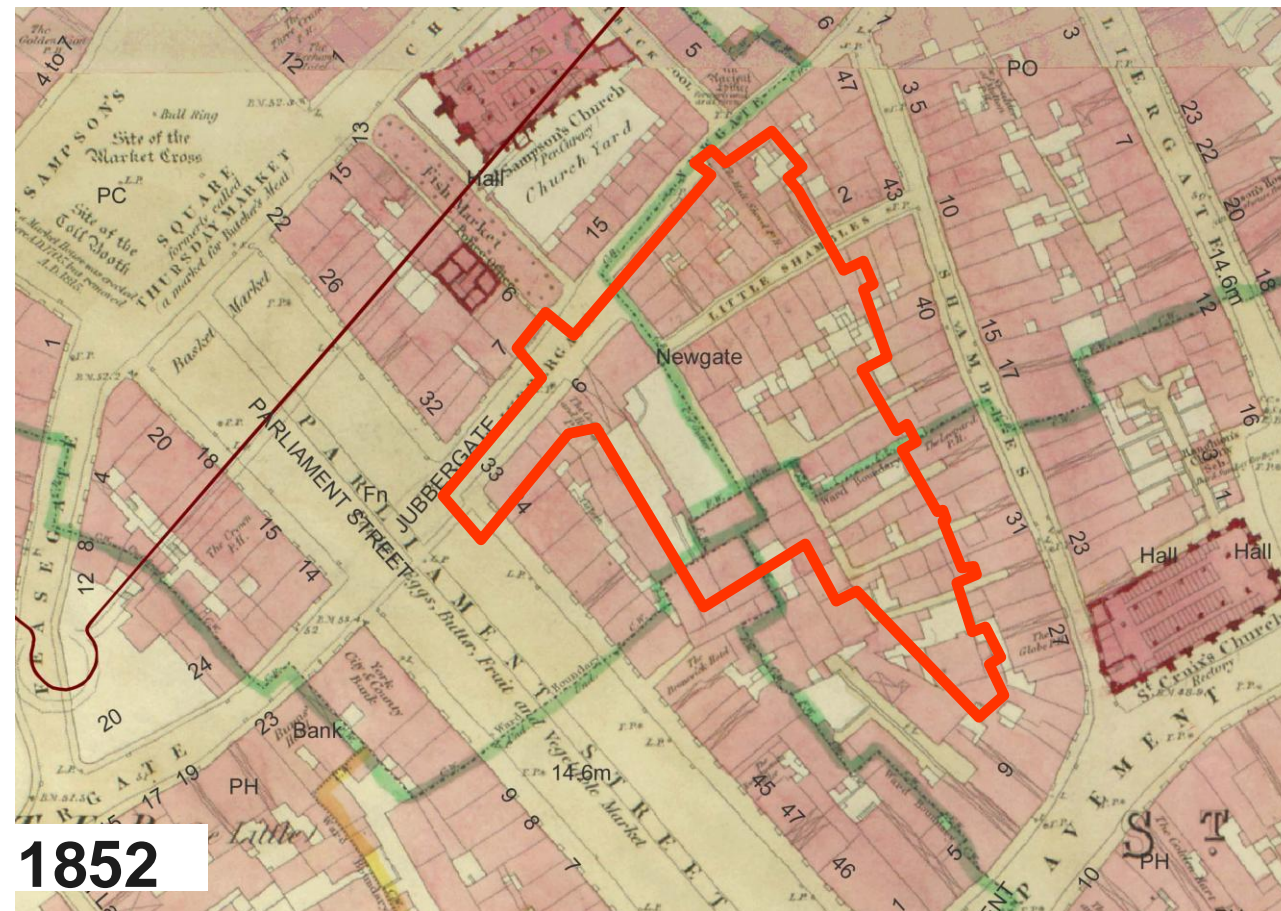


# 03

## Brief History of Newgate Market

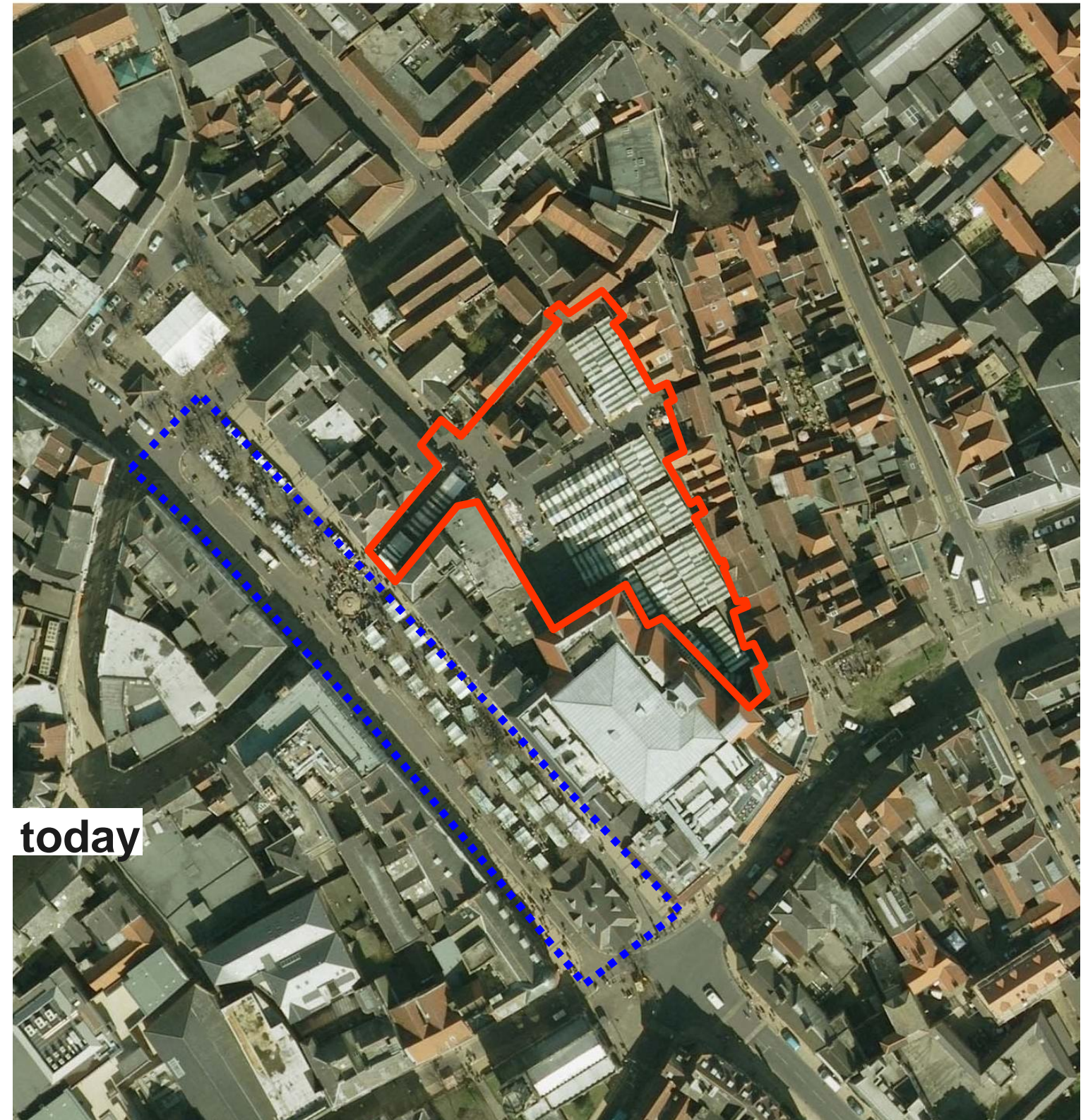


- An Act of Parliament (1833) granted the city clearance of an area now known as Parliament Street (laid out 1835-1840)
- The market moved from Pavement into Parliament Street in 1837.
- The market moved from Parliament Street 127 years later in 1964 into the area known as Newgate, when a Compulsory Purchase Order cleared a lot of properties to the rear of the Shambles
- Since then the market has been refurbished once in 1991



- Newgate Market is currently open 7 days a week all year
- During the summer period Newgate Market moves to Parliament St on Mondays to allow cleaning and maintenance of the normal market area
- Specialist and event markets on Parliament Street complement Newgate Market and are open approximately 95 days of the year

- Newgate Market
- ..... Parliament St Market





# 04

## Before You Get To the Market: What Could Be Improved?

### Gateways

1 Congested stalls prevent through footfall; fountain causes more congestion; can't see the main market beyond; some complain that the sign is too high; market hidden from angled approaches.

2 The market appears distant; waste bins and shabby environment of Silver Street; main view is the distant ugly end wall of M&S; market stalls tucked out of sight.

3 Generally ok, but a narrow Street and the market appears distant.

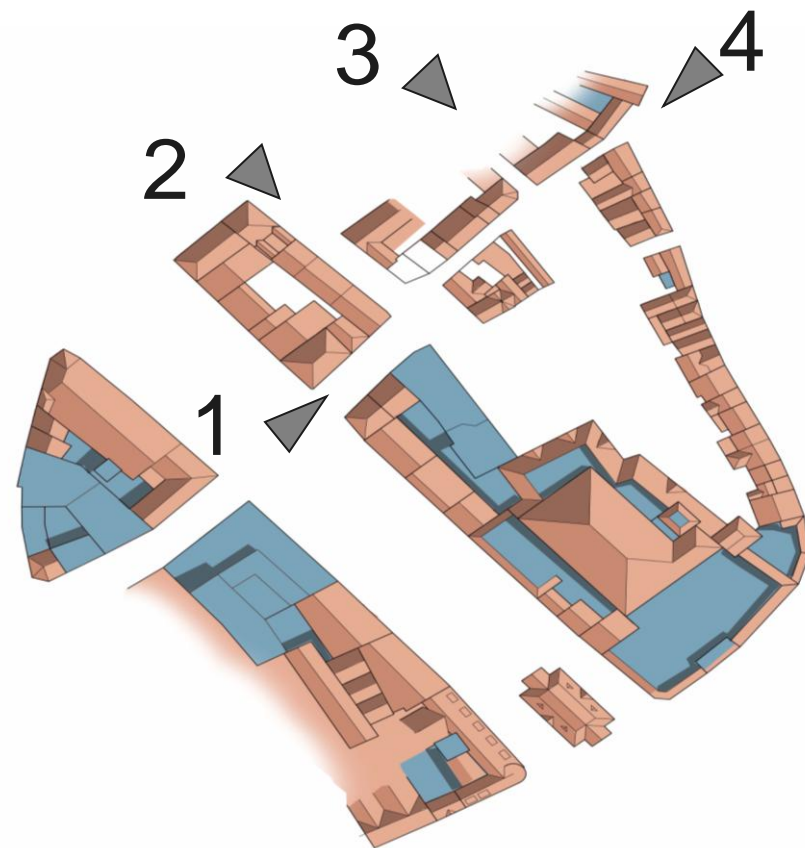
4 There is no indication that a market is just around the corner.



Jubbergate approach from Parliament St.



Silver St approach from Church St.



Patrick Pool approach from Church St.



Newgate approach from King's Square.

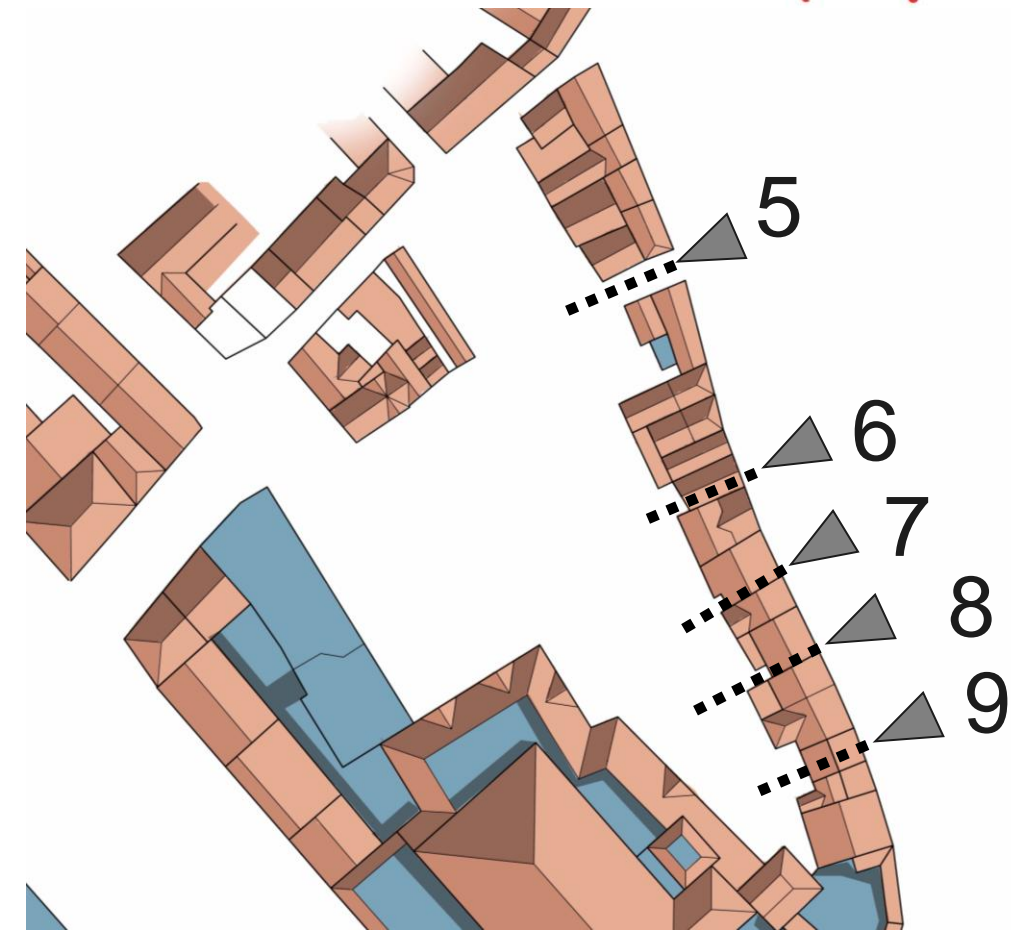


# 05

## Before You Get To the Market: What Could Be Improved?

### Gateways

- 5 Little Shambles is a busy approach but bins are often left outside Gert & Henrys building lower the quality of the market environment.
- 6-8 Narrow passageways are unappealing; lighting poor; sometimes partially obstructed; just not pleasant places; appear to lead no where; actually lead to the poorly performing, often empty, end of the market.
- 9 A wider passageway here but very little incentive to venture in because there is nothing happening beyond and no indication that this is a gateway to an attractive market.

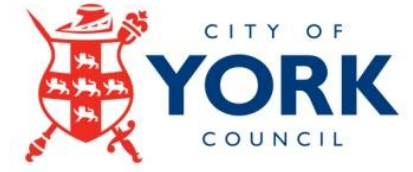


Snickleway approaches from the Shambles



# 06

## When You Get To the Market: What Could Be Improved?



The market is a fantastic asset bringing in about £500,000 income per year but is currently not maximising its physical potential. Improving this would in turn drive much improved *revenue*.

Main Issues:

- **Footfall** is only popular in certain places, leaving much of the space under utilised.
- **Empty stalls** give the appearance that the market is in decline or closing.
- The market area is in poor physical condition. There are **Some tired stalls & surrounding buildings** that look unattractive.
- **Poor quality paving surfaces.**
- The market **layout is unclear in places** and this lowers the appeal to shop beyond its main edges.
- **Congestion** hinders movement in places.
- Areas lacking appeal to traders lead to **lower rents matched** by unappealing **low value displays**. This has a ripple effect- traders don't want to be near the unappealing areas.
- **Tall blank walls of M&S cast a shadow** in the market.
- The **large space used for deliveries is mostly unoccupied** for the bulk of the day.





# 07

## When You Get To the Market: What Could Be Improved?



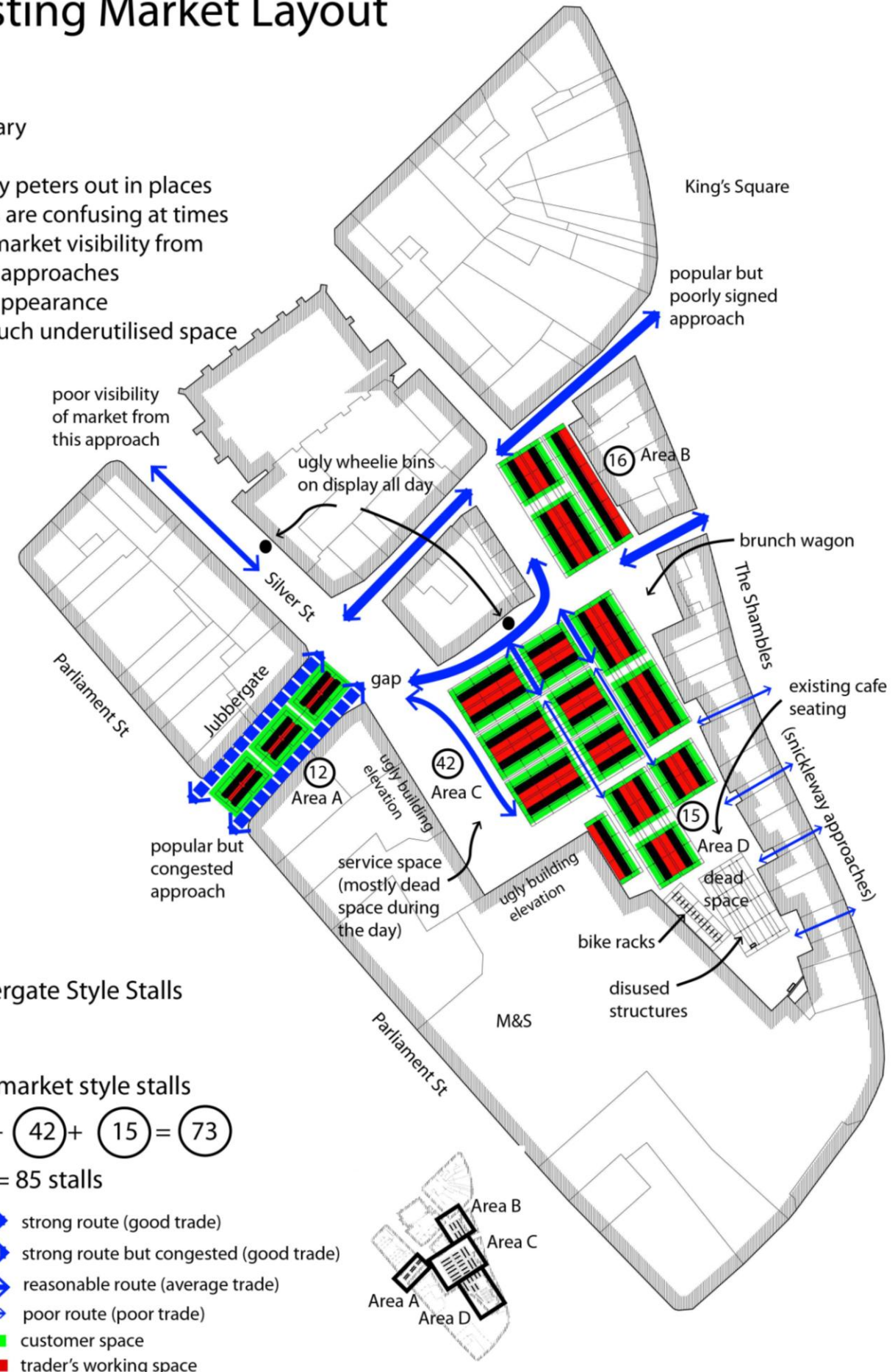
Main Issues: continued...

- There are **Few places to sit and rest.**
- There is a need to **diversify the trading formats**- such as mixing more lock up style pitches with traditional market stalls.
- The market needs a **stronger brand** identity.
- Uneven paving causes some **mobility problems.**
- **Market traders pack up early** in anticipation of when they can bring vans in.
- There is **No dedicated market porter** to take responsibility (and pride) for cleaning. **Bins often visible.**
- Market stalls stay in place at night- **reducing the flexibility** to have other activities taking place at different times.
- The area is not used at night. This has led to **crime and unwanted activities.**

### Existing Market Layout

#### Summary

- activity peters out in places
- routes are confusing at times
- poor market visibility from many approaches
- tired appearance
- too much underutilised space



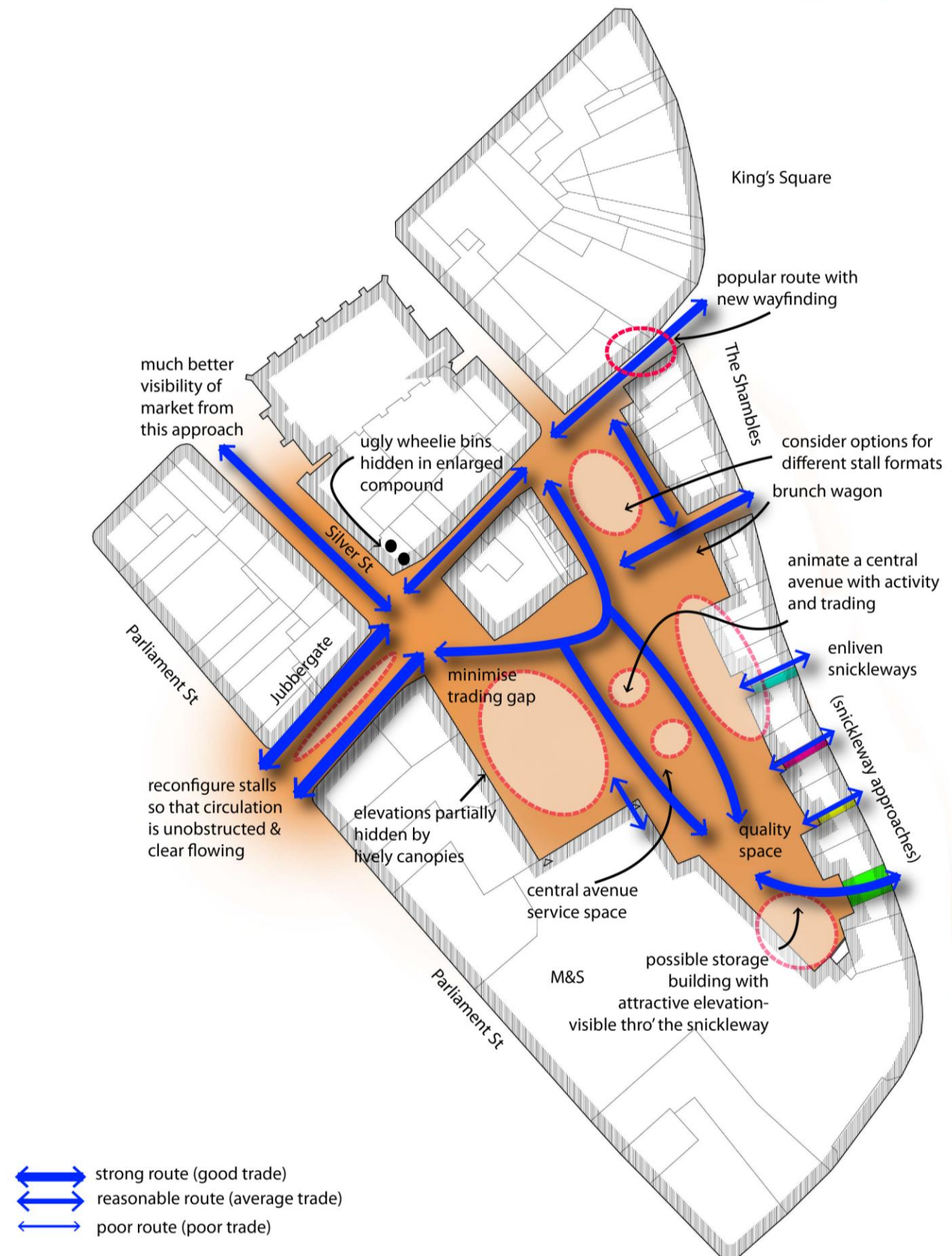
# 08

## Initial Ideas: Market Layout

The existing market layout has been reviewed and a series of ideas have been developed that could significantly improve the way the market currently functions. The diagram opposite starts to describe these potential changes.

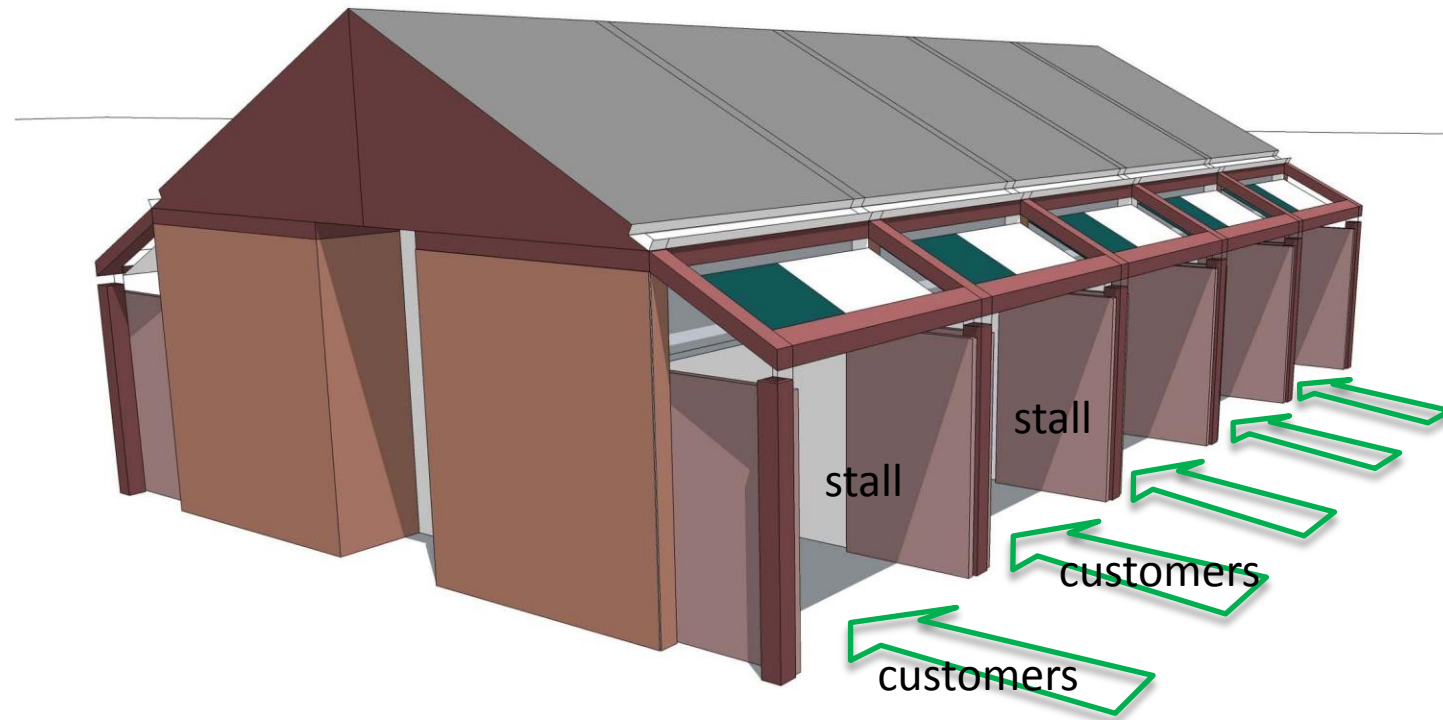
Market layout Improvement aims:

- **Stronger activity and footfall** in places that are currently unpopular.
- Make **more intensive use** out of the whole of the market.
- **Increase the visual presence** of the market from gateway approaches.
- **To raise the quality** of the whole market environment including significant repaving.
- Provide a **clear and uncluttered** arrangement of stalls.
- **Diversify the business opportunities** for traders to widen the appeal of market space.
- Create a **strong appealing market brand**.
- Reflect changing retail trends and provide a market that will **thrive into the future**.
- **Improve ease of access** for mobility impaired visitors.
- **Maintenance and sense of market ownership/pride** will be improved through a dedicated porter/odd job person role.

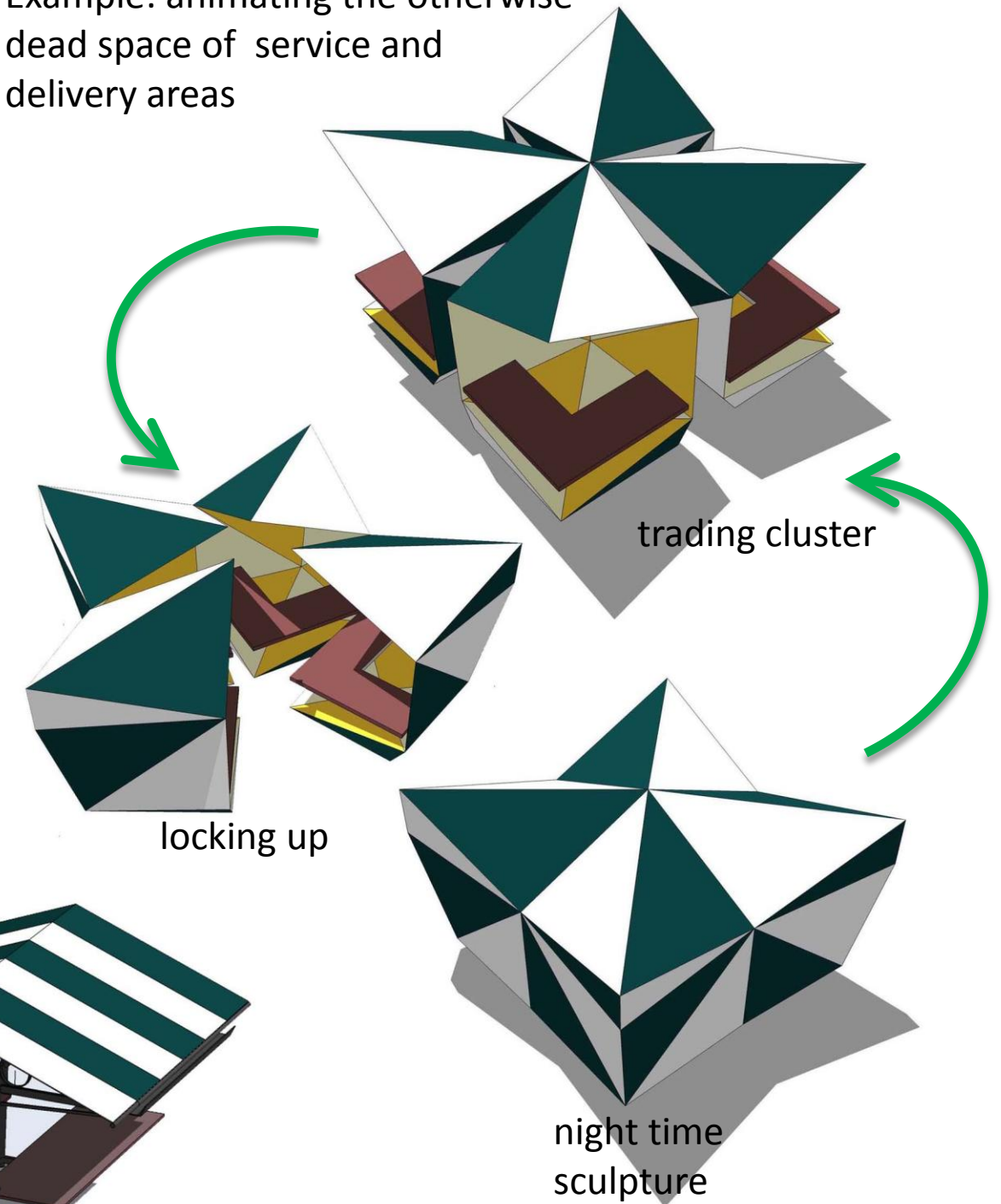




1: Fixed lock-up stalls. Example: configured into a new single storey building



3: Movable lock-up stalls. Example: animating the otherwise dead space of service and delivery areas



2: Reconfigured stalls to improve trade and movement. Example: Jubbergate

