

Report of the Assistant Director Communities, Culture & Public Realm

## **Update on the Refurbishment of Newgate Market**

### **Summary**

- 1 This report provides Members with a progress update on the refurbishment of Newgate Market.

### **Background**

- 2 The Newgate Market Scrutiny Review took place between December 2009 and December 2010, with the aim of investigating possible ways of improving the existing market and its surroundings in Newgate. Since then, a number of the Committee's recommendations have been implemented and the committee received a detailed update on 20 November 2012.
- 3 Committee asked for a further update to be brought to this meeting on progress with the major refurbishment scheme agreed by Cabinet in November 2012.

### **The Refurbishment Scheme**

- 4 Cabinet approved a £1.5m capital investment together with £114k of revenue funding to cover the lost income during refurbishment. The funding is drawn from the Economic Infrastructure Fund. 50% of the capital is to be repaid through the new business plan.
- 5 The purpose of the planned £1.5m investment is to reinvigorate the markets as a platform for enterprise and opportunity, creating a destination market with a clear brand and the potential to increase footfall and spend. The scheme will deliver a step change in the city's profile as a visitor and retail destination contributing to a wider drive to enhance the overall attractiveness and competitiveness of the city centre.

- 6 The focus of the project will be to uplift the appearance of the existing market place, making more imaginative uses of the space, increasing the visibility of the market gateways, improving the flow of footfall throughout the whole site, diversifying the trader offer, and bringing stronger activity to previously weak places. The aim will be for shoppers to visit more frequently, stay longer and spend more.
- 7 Initial feasibility work has identified the following key deliverables that would result from the £1.5m capital investment:
  - A market that continues to provide a retail offer for local residents (especially high quality fresh food) whilst at the same time becoming a destination for visitors
  - A market that is popular with existing traders whilst stimulating new business start ups and attracts new traders to enhance the quality of the offer
  - Opportunities for extended trading hours contributing to the evening economy for example through evening markets or one off events
  - Addition of complimentary uses such as a potentially small performance event space
  - Increased footfall, potentially leading to an additional spend in the local economy of £2.3m p.a.
  - Contribution to the visitor economy through increased visitor stays with a potential economic impact of £1m
  - An additional 171 jobs created indirectly across the local economy through increased retail spend
  - At least 10 jobs to be created in the market itself
  - An increase in rental income to the Council of around £250k p.a. (initially to be used to repay the investment)
  - An increase in business investment from traders
  - Sustained improvement in the market environment through the employment of a market porter – to be funded through the business plan
  - Improved sustainability through use of appropriate technologies and waste management systems
  - Improved linkages with the surrounding businesses such as Marks and Spencer and the Shambles properties

- Initiatives to assist the traders and support business start-ups: Working with partners (Future Prospects, FE/HE sector, Retailers Forum, Visit York, etc)
  - Transitional support to ensure that businesses created are sustainable and expandable with potential to move onto the high street
  - Improvements to accessibility-for-all and to health & Safety and comfort for both trader and shopper
- 8 Following the allocation of a project manager within CES a procurement exercise has been undertaken to appoint the design team. As a result of this, Bauman Lyons have recently been appointed to be our architects on the scheme. They are Leeds based and have a strong track record both on markets and on many projects with a focus on social-purpose. They are both enthusiastic and imaginative and we are confident that they will engage well with all stakeholders, including the traders to deliver the scheme that everyone wants.
- 9 The scope of the project has been defined as follows:
- The market will not become an indoor or single covered market
  - A significant number of the existing stalls will be refurbished rather than completely starting from scratch. The purpose of this is to improve their functionality and general attractiveness
  - The arrangement of stalls should be re-planned to achieve improved permeability, visibility, ease of movement
  - In addition to existing stall formats new market stall formats are needed- both permanent “kiosk” type ones and potentially movable “pop up” type ones
  - The final solution must generate more income than the existing arrangement, but this doesn’t automatically mean the same number of stalls or more are needed. We will require a more navigable
  - Elements of repaving to improve functionality and attractiveness should be provided and associated below ground infrastructure should be reviewed
  - Storage and waste handling facilities are to be reviewed and provided

- General environmental improvements within the market space and on the gateway approaches are needed
  - Planning permission for this refurbishment is not anticipated as long as the design proposal fits within certain criteria
  - The market needs to develop a branding strategy and deliver this through outputs such as wayfinding, web presence, visual branding artwork
  - How we promote the market needs to be improved
  - Digital technology solutions are needed to deliver a real-time awareness of who is trading to promote buyers' stalls and improve IT facilities for traders
  - Existing meat and fish stalls should be retained but with improvements
- 10 Design work has started and will continue into the new year. The architects will be asked to bring forward a phased approach to the refurbishment which reflects relevant constraints including the need to minimise disruption to the traders and to ensure that the city is not disrupted during the Tour de France.

### **Consultation**

- 11 An extensive initial consultation was carried out with shoppers and traders last year. This showed support for a refurbishment. Key issues identified by the traders were:
- Letting people know the market is there was probably the biggest concern on traders' minds. A lot of emphasis was placed on what happens outside the market in terms of advertising, banners and signage. There was general agreement about the need to invest in new, professionally produced branding though differences of opinion about the form that should take. Exploiting the link to the Shambles interested some traders
  - There was broad agreement about the need to improve the gateways. It was seen as particularly important to address how to draw people in from Parliament Street. The current fountain is a barrier; specialist markets create more problems, especially with tents, and damage trade for some Newgate traders; we need to turn specialist markets into a benefit for everyone

- Creating a good atmosphere in the market was seen as important with ideas expressed about the use of music, public art, a performance area, and children's play. Lighting was seen as most important. There were differing views about whether there should be seating. On-going maintenance is a priority
- Everyone supported the need to reinvigorate the bottom of the market. A number of people thought this might be the place for any lock-up units: There was general agreement that lock-up units should i) be of the highest quality appearance and ii) should not be at the top of the market
- With regard to stalls there was no appetite to replace them although there was concern about having better canopies that keep people dry. Drainage needs to be improved. Some people wanted to have zones for different products, others didn't. But everyone wanted to make the stalls more visible stretching back into the market
- There was support for new paving but concern about how much of the budget it could take. Traders put more emphasis on the potential details of the scheme, for example getting bins hidden, having murals and other landscaping to improve the appearance of the market
- There was concern about how the scheme is carried out so that it doesn't disrupt trade

12 This feedback will inform the design process. Further consultation will be undertaken with traders and the public on the detail of designs as they emerge.

### **Council Plan 2011 - 2015**

- 13 Two of the key priorities of the Council Plan 2011 – 2015 are 'to create jobs and grow the economy' and to protect the environment. This Committee's ultimate recommendations clearly address these particular priorities and are reflected in the EIF bid.
- 14 Create Jobs, Grow the Economy – the emerging project for reinvigorating the market and the improvements made since the last scrutiny review will generate greater footfall and turnover in the markets, thus creating further opportunities for market traders. By creating a higher quality market, the EIF project being developed would attract even more footfall and provide the opportunity to create jobs through the market

- 15 Protect the environment – by improving the market’s performance, the improvements proposed and already undertaken enhance the market which itself is part of York’s unique historical city centre environs.

### **Recommendations**

- 16 Members are asked to note the contents of the report.

### **Contact Details**

#### **Author and Chief Officer responsible for the report:**

Charlie Croft  
Assistant Director (Communities, Culture & Public  
Realm)

Tel – 01904 553371

Wards Affected – Guildhall Ward.

**For further information please contact the author of  
the report**