

<b>COMMUNITIES SCRUTINY COMMITTEE</b>	<b>AGENDA ITEM No. 6</b>
<b>2 NOVEMBER 2021</b>	<b>PUBLIC REPORT</b>

Report of:	Robert Hill – Assistant Director Community Safety / Culture Sports and Leisure	
Cabinet Member(s) responsible:	Councillor Steve Allen – Cabinet Member for Housing, Culture and Communities	
Contact Officer(s):	Rob Hill – Assistant Director Community Safety	Tel. 07815 558081

**CITY MARKET RELOCATION**

RECOMMENDATIONS	
<b>FROM:</b> Rob Hill – Assistant Director Community Safety	<b>Deadline date:</b> N/A
<p>It is recommended that the Communities Scrutiny Committee:</p> <ol style="list-style-type: none"> <li>Note and comment upon the proposed relocation of the City Market to Bridge Street, Peterborough.</li> <li>Endorse plans to reinvigorate a new market offer for the City.</li> </ol>	

**1. ORIGIN OF REPORT**

1.1 This report is submitted at the request of a request from the Committee to provide an update on the plans for the city market.

**2. PURPOSE AND REASON FOR REPORT**

2.1 To provide the committee with an update on the proposed relocation of the city market, and to allow opportunity for plans to be scrutinised by members.

2.2 This report is for the Communities Scrutiny Committee to consider under its Terms of Reference Part 3, Section 4 - Overview and Scrutiny Functions, paragraph No. 2.1 Functions determined by Council:

5.Tourism, Culture and Recreation

2.3 This proposal aligns with corporate priority 1:

Drive Growth, regeneration and economic development

**3. TIMESCALES**

Is this a Major Policy Item/Statutory Plan?	<b>NO</b>	If yes, date for Cabinet meeting	N/A
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**4. BACKGROUND AND KEY ISSUES**

4.1 The site that accommodates the existing City Market is scheduled for housing development as part of the Northminster regeneration plans. Construction works are due to commence from April 2022.

The market plays a significant role in the identity of the city, and its cultural, community and retail offer enhance the wider city centre area. However, in recent years, footfall and income at the current location has reduced significantly, most likely because of the closure of many surrounding retail units and the demolition of the multi-storey car park.

The council values the importance of the market to Peterborough and proposes the creation of a new and exciting shopping experience at the heart of our commercial centre. It is proposed that the public space along Bridge Street and a council owned retail unit on Bridge Street are developed as a new market location (subject to Cabinet Member Decision Notice approval, planning permission and a Traffic Regulation Order being granted).

Our aim is to:

- To create a modern, vibrant, and diverse shopping experience
- Provide a mixed-use development, that builds upon the existing traders and provides pop up space for temporary stalls
- Celebrates the diverse nature of Peterborough and increases opportunities for traders from all backgrounds to be a part of the market experience
- Increases footfall and income for traders
- For the Market to be an integrated and inclusive part of the city centre, benefiting existing traders, new traders, and other retail units in the city
- For the Market to become a destination for our residents to visit and provide an increased sense of community
- Attract more visitors from outside Peterborough to a new, centralised shopping experience

4.2 It is proposed that the new market will operate 5 days a week for the existing traders and will feature a number of temporary stalls which will be available for new traders to rent on a short-term basis. This will provide the means to expand and contract the offer to meet seasonal and artisan demand (e.g., specialist continental markets). Adjacent to new external stalls, it is proposed that a fixed retail unit is converted into a 'Food Hall' to house Butchers / Fishmongers etc.

4.3 A market specialist company has been commissioned to complete a design specification. Once agreed, this will form the basis of the planning application which we aim to submit in November 2021.

4.4 For a new market to be a success, the council must have confidence that it has a viable offering that will be attractive to visit and deliver profits for all traders, and so it is essential it is populated with viable independent businesses. Consequently, not all the current traders will relocate to the new site:

- Some traders have accrued rent arrears amassed prior to the Covid-19 pandemic
- Some stallholders are believed to have ceased operating

In both circumstances, we are negotiating one-to-one with stallholders to agree an outcome.

There are also other former traders who are using the site for storage only.

4.5 Proposed Timescale

- November 2021 – Cabinet Member to endorse the final design specification for the new market
- November 2021 – Publication of the Cabinet Members Decision Notice to cease operating a market from the current Cattlemarket site

- November 2021 – Submission of planning application for the Bridge Street Proposal
- January 2022 – Planning decision anticipated
- New market to launch as early as possible in 2022
- 31 March 2022 – Any remaining traders to vacate the existing market site

4.6 Early design ideas are included in this report at appendix 1, and the comments of Scrutiny Members will be gratefully received.

## 5. CONSULTATION

5.1 Consultation has taken place with Group Leaders and Ward Councillors and a written briefing was provided to all Councillors.

Group engagement sessions were held with Stallholders in July 2021 and September 2021, followed by one to one engagements throughout October. The September engagement session included the representation by the Market Traders Association.

5.2 Pending cabinet approval of the final proposals, further consultation will be held with:

- Existing traders in Bridge Street
- Civic Society
- Disability Peterborough
- Peterborough Positive
- Opportunity Peterborough
- Peterborough Investment Partnership
- Councillors

Wider public engagement will be made available through the planning consultation process.

## 6. ANTICIPATED OUTCOMES OR IMPACT

6.1 There are two main outcomes from this proposal:

1. The proposal will provide a new modern, vibrant city centre market that will enhance the city centre and increase trade and footfall for market stall holders.
2. The Northminster project will be able to provide new homes for Peterborough, reinvigorating an inner-city area for residential use.

## 7. REASON FOR THE RECOMMENDATION

7.1 Scrutiny Committee views are sought of the outline plans prior to a final cabinet decision being made.

## 8. ALTERNATIVE OPTIONS CONSIDERED

8.1 Prior to proposing Bridge Street, the following alternative options were considered:

- Retaining the market within the current Cattlemarket site. This was discounted as not commercially viable, given the history of reduced footfall and being incompatible with housing development plans.
- Relocating the market to other areas around the city. Various sites were considered but discounted as none offered the same potential as our premium location, Bridge Street.
- Disbanding the market entirely. This was discounted as the market is integral to the city shopping offer and key to our economy.

## 9. IMPLICATIONS

### Financial Implications

- 9.1 Costing of the proposed relocation is yet to be confirmed pending the design specification. Full consultation has taken place with our Director of Finance. It is anticipated that costs for the scheme will be met from the Peterborough Investment Partnership as part of the development plans although these will be capped. Scheme costs will need to be contained within this capped sum.

### **Legal Implications**

- 9.2 Guidance remains ongoing in terms of the implications of relocating the market, including observance of all charter and statutory requirements.

### **Equalities Implications**

- 9.3 No specific issues have been identified. This proposal is intended to enhance the current offer further for traders and the proposed central location will be more accessible to all users. However a full impact assessment will be completed once plans are fully defined.

### **Rural Implications**

- 9.4 None

### **Carbon Impact Assessment**

- 9.5 The scrutiny document is intended as an update only and firm details around location / size etc of the new market are yet to be agreed. Therefore, the carbon impact of the proposal is unknown. When plans are further developed, carbon impact assessments will be undertaken to understand the impact on traffic and use of the Bridge Street area.

## **10. BACKGROUND DOCUMENTS**

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

- 10.1 None

## **11. APPENDICES**

- 11.1 See appended illustrations of new Market at end of this report.

# PETERBOROUGH MARKET

MARKET<sup>MC</sup>  
CURATORS

Ideas Document  
September 2021



## EXISTING CONTEXT

Bridge Street is a busy shopping street central to the city centre of Peterborough. The pedestrianised boulevard is lined with a series of mature trees, which provide greenery and shade for passing shoppers.

Grouped into fours, the trees create a number of open spaces along the street; this provides an opportunity to introduce a series of external market stalls, enhancing the activity of the street to create a continuously busy and dynamic space.

A number of number of vacant shopping units also provide new retail opportunities, which could work in parallel with the outdoor market stalls to breath new life into the area, and diversify the retail offering.





# PROPOSED MARKET GONGOLA

## Lock-Up Unit

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**Enhanced Arrangement**  
Retail lockup stalls (3x3m area) consolidated as 4 units
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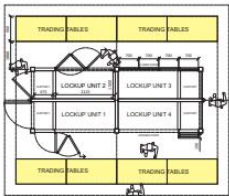
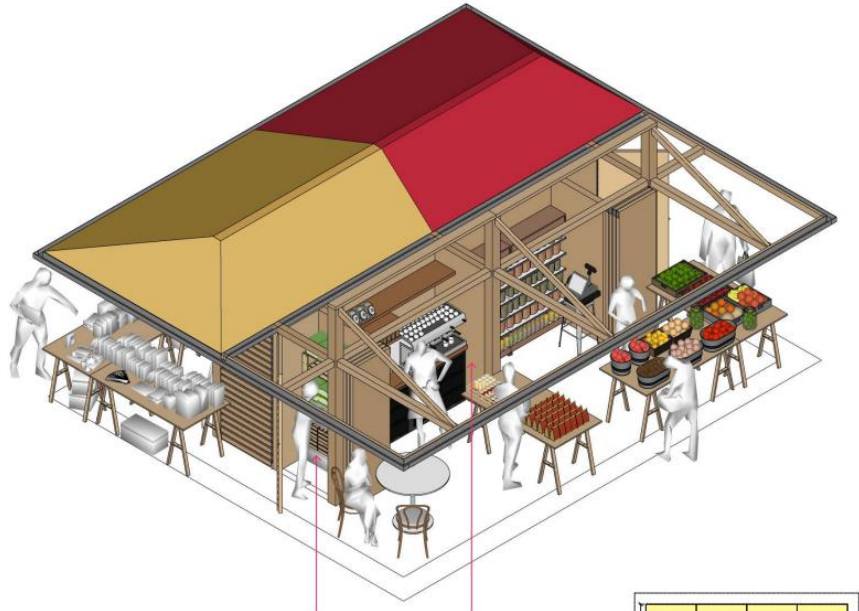
**Canopy & Guttering**  
Weatherproofing for traders and customers with integrated perimeter gutter
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**Structure**  
Slender beam and post structure allowing for quick fabrication, assembly and easy maintenance
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**Secure Storage**  
Adjustable counters to all open stalls and plenty of built-in reconfigurable storage options
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**Integrated Lighting & Power**  
New LED lighting and power to all stalls
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**Flexible Design**  
Great opportunities to rearrange the structure for various unit sizes as well as adjustment for the specific type of retail with easy to swap panels and counters



PROPOSED AXONOMETRIC VIEW & PLAN OF MARKET GONDOLA



PHOTOMONTAGE OF PROPOSED MARKET GONDOLA ON BRIDGE STREET

## NEW MARKET GONDOLA VISUALS



VIEW OF PROPOSED MARKET GONDOLAS ON BRIDGE STREET

# NEW MARKET GONDOLA VISUALS



VIEW OF LOCKED MARKET GONDOLA ON BRIDGE STREET