



NABMA
the voice of markets

welcomes
you to

Markets Through Partnership

Thursday 25th January 2018

#NABMAConf

CHESTER MARKET REGENERATION

The Vision

- Visitor Attraction
- Challenges in Town Centre Retail environment
- Chester Market today & tomorrow
- Vision
- The Journey

Chester Attractions

- Historic City – known as DEVA
- Tourist Attractions
 - Racecourse
 - Roman Amphitheatre
 - Roman Walls
 - Cathedral
 - Town hall
 - Eastgate clock



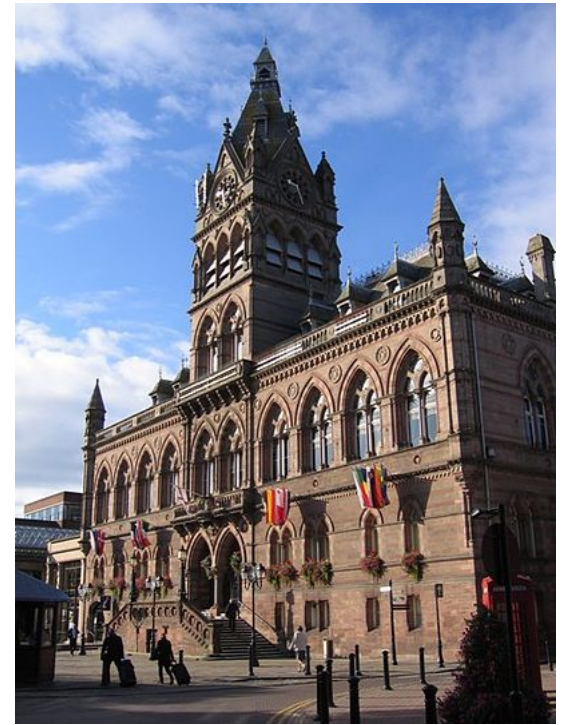
Landmarks



Eastgate Clock



Chester Cathedral



Town Hall



Amphitheatre



Racecourse

Challenges in Retail Environment

- Shop Vacancies
- Fierce competition
- Out of town shopping
- On-line retailers



Chester Market Past & Present

- History – granted Royal Charter 1208 AD
- Several re-developments
- Current Market 1967 – 50 years
- Market traders span 3 generations



1



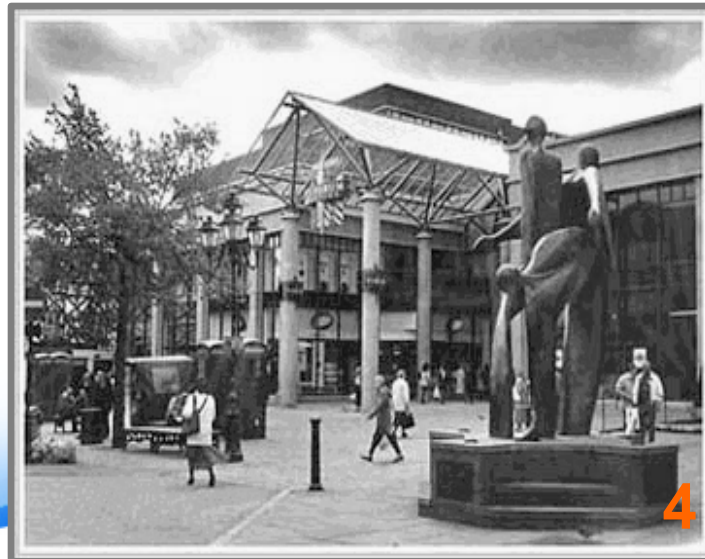
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Chester Market 1698 to Present

1. The Old Exchange (1698)
1. Public Market Hall (1863)
1. The Forum (1973)
2. Forum (refurbished (1995))



3



4

NORTHGATE

A Changing Context



Northgate Past & Present

- Northgate Project team – applied 2005
- Planning permission 2006
- Recession 2007/08
- Council approve masterplan 2013
- Planning permission 2015

Northgate cont..

- Cheshire West and Chester Council to deliver the Northgate project
- Chester`s one city plan
- Chester Market – key element of the masterplan

Case Studies

- 2010 – team appointed to undertake a survey of the building
- 2011- DTZ to undertake a study on the current market hall operation
- 2013- commissioned ACME to prepare a report on market operations

Considerations

- Sense of place
- Critical mass
- Accessibility & permeability
- Integration with surrounding retail offer & community

Case Study: Santa Catarina Market, Barcelona

SANTA CATARINA MARKET - EMPRI ARCHITECTS

Seven years in the making, the renovated Santa Catarina market in central Barcelona is a retail food market, utterly unlike a supermarket, glossing with fresh fish and seafood, bloody with sliced salamis and poultry, glistening with fruit and vegetables, set under a suitably theatrical roof. Appropriate, not just because the newly re-opened market is the kind of vital public space dreamed of by socialist city planners and big-minded architects, but also because this is the city of Gaudi, the saintly patron of a much-admired urban culture that thrives on surrealism in architecture.

The hundred or so market stalls housed in this three-level structure, close to the city's medieval cathedral, dedicated to Saint Eulalia, the Christian martyr, are covered with a green, wave-like roof adorned with a magic carpet of 325,000 colourful ceramic tiles lifted on winding, and intertwining, steel columns.



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FEB 2014

MARKET TYPOLOGIES



Case Study: Queen Victoria Market, Melbourne

QUEEN VICTORIA MARKET - MELBOURNE

Queen Victoria Market is Victoria's premier open-air market. It's a thriving and vital place pulsating with life.

The friendly competition between stallholders, and their concern for customers, is what gives the Market its Old World charm and the addictive power to draw millions of visitors each year.

The vibrant, cosmopolitan atmosphere of this historic site has endeared the Market to Melbourne for 130 years. The Market is probably best known for its huge variety of fresh produce. Almost 50% of the Market area is dedicated to the sale of fresh produce, including fresh fruits and vegetables, meat, chicken, seafood and delicious products.

The remainder of the Market is used for variety and specialty goods, with Sunday being the most popular day for this category. On Sundays, the baste and bounty of the weekly Market gives way to a more relaxed and kinetically family day. Queen Street is closed and converted into an outdoor cafe area, with children's rides and other activities.

The Market is divided into a number of Market Precincts: the Doh-Hall Elizabeth Street Shop, 1st shed laneway, Vic Market Place Food Court, Fruit and Vegetables, The Meat Hall, Organics, General Merchandise, Victoria Street Shop and the Wine Market.



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MARKET TYPOLOGIES



Case Study: Borough Market, London

BOROUGH MARKET - LONDON

Borough Market is a wholesale and retail food market in Southwark, Central London, England. It is one of the largest and oldest food markets in London and sells a large variety of foods from all over the world.

The wholesale market operates on all weekday mornings from 2 a.m. to 8 a.m., but the retail market operates only on Thursdays from 11 a.m. to 5 p.m., Fridays from 12 p.m. to 6 p.m., and Saturdays from 9 a.m. to 5 p.m. The market, which has focused historically on fruits and vegetables, has in recent years added stalls dealing with the fine food retail market [2], including some of the market's most famous traders Artisan Bakers Delishious, Purnell Fish & Game Supplies, Peter Gurr and Stillfield Farm, and the Spanish company Brindisa.

Stallholders come to trade at the market from different parts of the UK and traditional European products are also shipped over and sold. Amongst the produce on sale are fresh fruit and vegetables, cheese, meat, game and freshly baked bread and pastries. There is also a wide variety of cooked and snack food on sale for the many tourists who flock to the market.

Borough Market has become a fashionable place to buy food. It has been promoted by British television chefs and has been used as a film set.



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MARKET TYPOLOGIES



Case Study: Bury Market, Lancashire

BURY MARKET

Bury's World Famous Market is a multi award-winning market, and remains the only outright winner of the prestigious Best Market in Britain Award; it's one of the most popular shopping destinations in the north of England.

attracting thousands of visitors each week with its 370 stalls drawing in the crowds from far and wide. The Market is all on one level and accessible to all. The best days to visit are Wednesdays, Fridays and Saturdays.

From LCD TV's to specialty cheese and from pheasants to birthday presents, you will be seriously spoilt for choice at Bury's World Famous Market. Some of the freshest produce in the North West can be found here, including locally grown vegetables brought to market by the farmer himself, award winning meats, hand made pies, and freshly made soups.

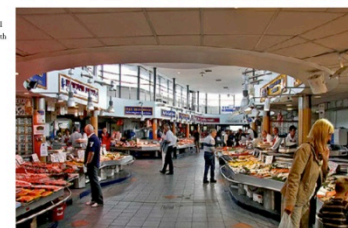
The Market has an abundance of independent cafes and takeaways, so there's sure to be something to suit everyone's taste and make sure you don't miss the local delicacy of Bury Black pudding, served hot or cold with lashings of mustard or piccalilli.



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MARKET TYPOLOGIES



ACME Report

- Size & Quality
- Programme Mix
- Event Space
- Inside & Outside



The Starting Point...

No. 72 Attendees

No. 14 hours of discussion

No. 8 stakeholder groups

No. 7 workshop events

100% Agreement that Chester City Needs a
New Market with a Revived Offer

Seven workshops took place in total with 72 stakeholders attending.

Key stakeholders, included:

- *Local Ward Councillors*
- *Market Traders*
- *Business Owners*
- *City Design Representatives*
- *Chester University Student Union*
- *Chester BID Team*
- *Chester Access Group*
- *Chester Public Art Community*

The visioning workshops took place on:

- *15th April at Council HQ*
- *13th & 14th May at the Town Hall*
- *29th May at Dial House*

The aim of the workshop was to:

- Listen to stakeholders
- Understand their concerns for the current market
- Develop a shared vision
- Develop core principles that can be delivered







Three questions were asked at each workshop event, these were:

1. What does the market look and feel like today?
2. What should the market of tomorrow look and feel like?
3. What are the top ten ingredients for a successful future market?

Our Shared Vision ...‘Chester Market will be a bright and welcoming public market place, open to all. From early morning until late in the evening, it will be a place to meet friends and family, to browse and shop in, or to sit and watch the world go by. It will offer the best the region has to offer selling fresh local produce, food and drink and quality hand-crafted products from passionate and knowledgeable market traders. The Market will be a jewel in the Northgate Masterplan; a prime city-centre destination enjoyed by residents and visitors alike.’

Princess Street – Current Proposal



Market Square - Approved Scheme



Market Square – Current Proposal



Market Entrance – Approved Scheme



Market Entrance – Current Proposal



Princess Street Entrance – Previous Option



Princess Street Entrance with Mirror Clad Core Wall – Current Proposal



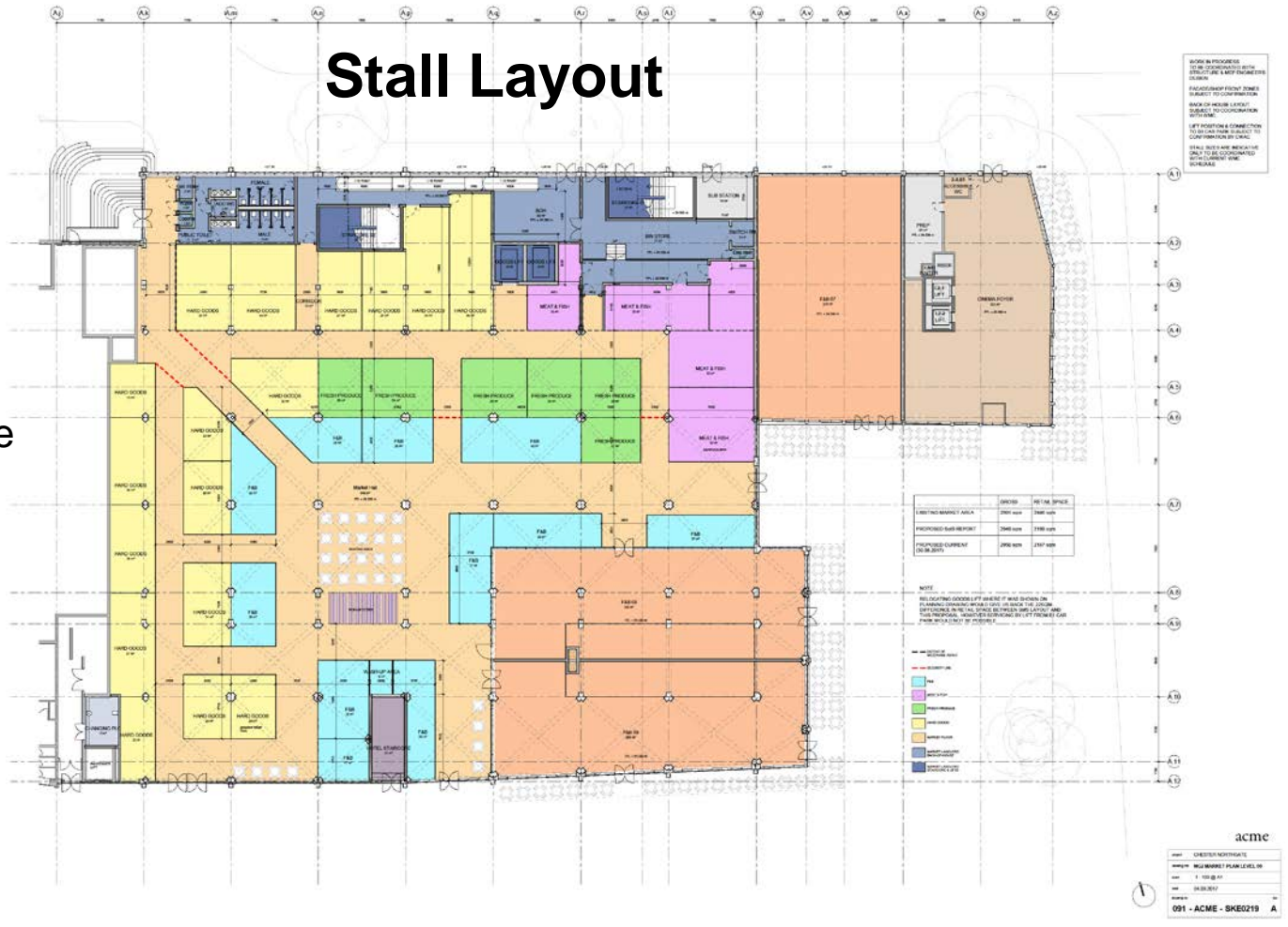
Princess Street Entrance with White Painted Core Wall



Stall Layout

42 Traders

21 Hard Goods
12 Food & Beverage
5 Fresh Produce
4 Meat & Fish



Chester Market



Existing Market



Process – New Market

- Application stage
- Scoring
- In/out – next steps
- Heads of terms
- Design

Existing Market Challenges

Major problem is lack of footfall
Many traders coming up to retirement
Compensation an issue

Holding Plan

Council's Response

Shopper Hopper Bus
Rental Holiday
Improved Signage
New Website
Targeted Marketing
Car Park Concessions

Holding plan

Council's Response

Increased occupancy Jan 2018

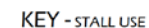
Introduced additional food offering

Removal of casual stalls – seating area

Application for premises license

Objection to sustain trading environment prior to new
build





Existing Unit Empty	
Proposed - Stall Relocated	
Proposed - New Target Traders	
Proposed - Other	

scale bar for 1:100

0 2 4 6 8 10
metres

CHESTER INDOOR MARKET

PLAN SHOWING PROPOSED STALL USAGE

date	event		
OCT 2017	WELLINGTON MARKETS		
title	drawing no.	drawn	
E-100 (P&I)	16 / MB-CH4 / P-102	-	



SIGNAGE



LEAFLETS



CHICKEN, CHINOS, CHEFS, CHATS,
CHORIZO, CHEESE CAKE,
 CHEERFUL CHUCKLES,
 CHOCOLATE, CHINA, CHISELS,
 CHIPS, CHARCUTERIE,
CHEESE, CHERRIES...
CHOICE, CHOOSE
CHESTER MARKET




Cheshire West & Chester Council

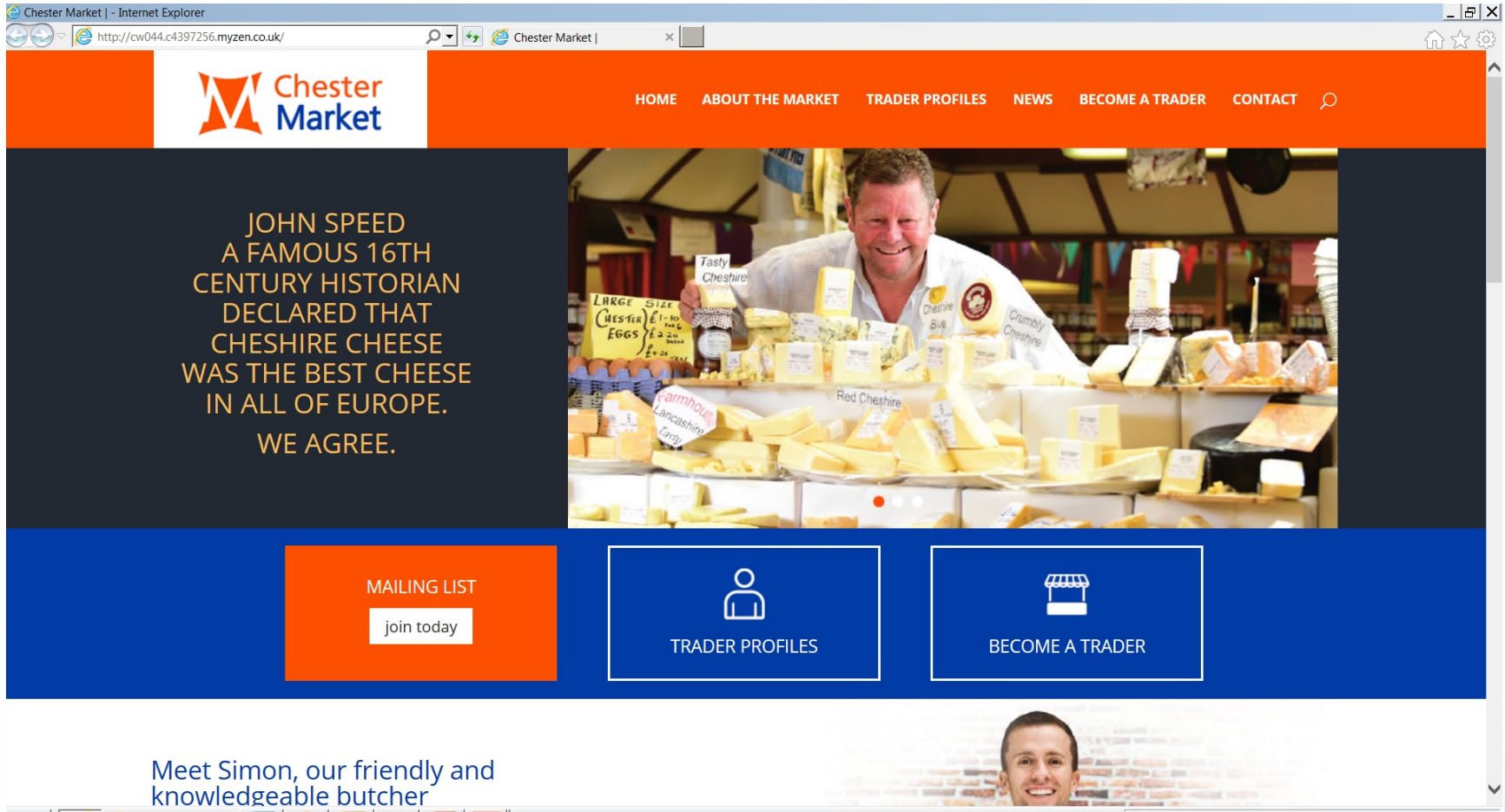
Chester Market has been established in the heart of the city centre since 1967 and continues to provide high-quality goods, expert advice and friendly service for Cestrians and visitors alike.

Our traders are experts and the best people to offer advice and the best product for the best price. Not only do we house the only fishmonger in Chester City Centre, we also have a selection of butchers (specialising in game, poultry and healthy eating), hot food, hairdressers, beauty and much, much more.



FREE SHOPPER HOPPER BUS
STAND J
 Every 20 minutes.
 Only 10 minutes to the market.



Questions?



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