



CHESTER MARKET

A new
'modern traditional' market



Background



- 25+ yrs in the plans
- Part of the Northgate phase 1 development built during Covid
- Includes new cinema, restaurants, bars and car park
- Exchange Sq. – new event space
- Coachworks Arcade
- Public vote



Funding £75m

Vision



- Extensive research into successful markets
- Consulted widely with city stakeholders traders and public
- Developed a Market Manifesto and asked all traders to sign-up as part of selection process.

GOOD

**FOR THE PLANET
FOR THE COMMUNITY
FOR CHESTER
FOR GATHERINGS
FOR GOOD FOOD
FOR BUSINESS**



History: Grounded in our Roman heritage



- Over 2,000 years of trading history
- New market sits on largest Roman fortress site in Britain
- 10,000 Roman artefacts found
- Wild boar symbol of Deva (Chester)
- Romans attend opening night



Design: Building a space for everyone



- Four seating areas – communal atrium, garden area, mini market and heritage area
- Central stage and screen
- Oak beams used to build stalls and pergola
- Quirky features to discover – Tardis, tuck tuck, Lego displays and recycled bus shelter.





Main Entrance



Central Atrium



Market Garden



Heritage Wall

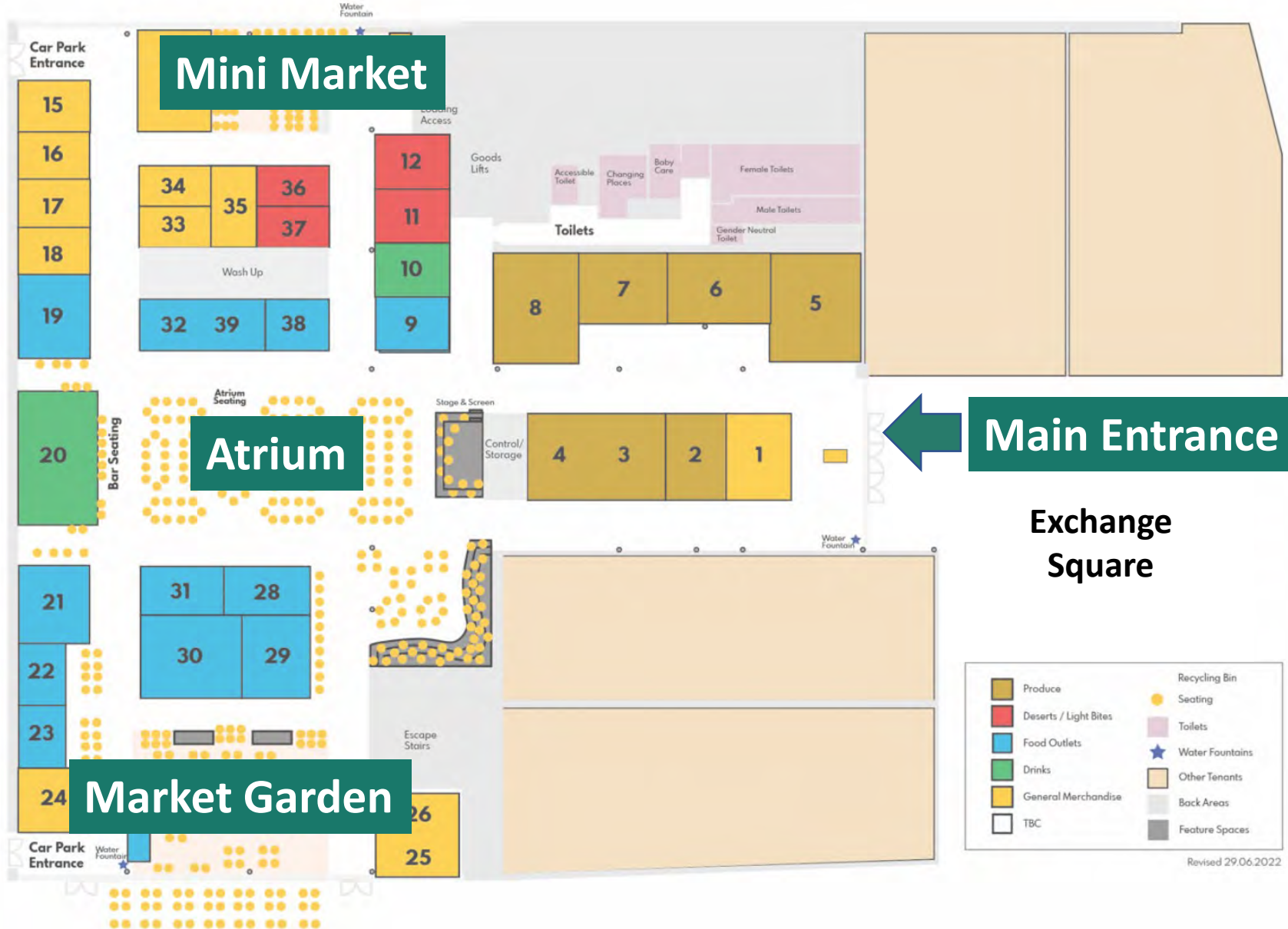


Butcher & Fishmonger

Floorplan



Car Park Entrances into Market



Main Entrance

Exchange Square

- | | |
|-----------------------|-----------------|
| Produce | Recycling Bin |
| Deserts / Light Bites | Seating |
| Food Outlets | Toilets |
| Drinks | Water Fountains |
| General Merchandise | Other Tenants |
| TBC | Back Areas |
| | Feature Spaces |

Revised 29.06.2022

Traders: Recruitment & Selection



- Traders completed application
- Free support via Chamber of Commerce
- Targeted start-ups as well as established traders
- Evaluation panel



Trader Mix: 60% Goods & Produce, 40% Food & Drink



A new market for Chester

- November opening
- 36,000 sq ft. space
- 39 stalls
- seating for 400
- Shop Local Eat Global



Marketing: Sustaining interest pre-opening



- New market website and social media – 2021
- Steady stream of trader announcements
- Worked with local influencer



Marketing: Maximising launch and post opening

- Pre-opening event with local and regional foodie influencers
- Launch night!
- Soft opening weekend – ticketed
- local schools and artists to provide launch content
- Shop Local Eat Global campaign



Marketing: Nurturing - digital 'word of mouth'



- Over 370,000 impressions over opening weekend
- Instagram impressions up 460%
- Gained over 4k followers in Nov
- Website views up by 400%
- Wider cross promotions with train cos. and Marketing Cheshire
- Makers Markets event
- Xmas light feature



A large, diverse crowd of people of various ages and ethnicities, filling the frame. The text "Visitors so far?" is overlaid in white, with a vertical line to its left.

Visitors so far?

600,000

Footfall: A market for everyone



- Over 300% increase footfall
- Market appeals to a wide demographic
- Live music and programme of events into 2023



Wider Impact: How the city benefits

- Over 12% footfall increase in wider market vicinity
- 10 ex market traders - own shop
- Positive PR for the city with trusted sources –incl. National Geographic Traveller and Telegraph using new market as catalyst, even Chinese vloggers.



Future plans: 2023 and beyond

- Secure traders for last vacant stalls
- Sustain footfall into new year
- Programme and events schedule
- Create additional income streams

