
Leicester Outdoor Market

Redevelopment Proposals

OSC Nov 3rd 2022



Leicester
City Council

Investment to date / timing

- Tried 'Market Corner' - didn't work (2012)
- Created new Food Hall instead (2014) - did work
- Demolished Indoor Market (2015)
- Created Green Dragon Square (2016)
- Upgraded streets around Market and in Horsefair St / Cank St / Hotel St etc (2017 – 2021)
- Removed stalls opposite Dolphin Square (2020)
- Created link through to Town Hall Square (2020)
- But ...
 - minimal investment in outdoor market
 - needed to deliver all the above first

The Problem ...

- An iconic Leicester space at heart of city identity but now struggling
- Was a cash generator for council and traders, unit rents were high
- Environment now poor compared to surrounding area
- Stalls, lighting, public realm, orientation, waste handling all sub par
- Offer now focused much more on 'value' than 'quality'
- Changes in shopping have made traditional markets vulnerable
- Traders older, now losing them to retirement / illness
- Stalls occupancy not recovered post COVID, overall numbers reduced
- Been difficult to attract new traders / extend commodities
- Income targets no longer realistic – creating cost pressure for budget
- Problems with anti social behaviour been especially difficult
- But ...
 - around the country, places are investing in traditional markets
 - radical approaches are reversing decline



The Opportunity. If we can ..

- Create an environment to attract new traders and customers
- Extend the product offer and increase quality
- Open up space to allow for views, access, more flexible uses and specialist markets
- Design out anti social behaviour and hide unsightly waste management processes

There is scope to make the market a genuine attraction again and improve income.

Scheme visuals were released in September

The Proposals – Zone A

- Remove existing roof
- Improve views and access from Gallowtree Gate (Market now is easily missed !)
- Create space for temporary and specialist markets when required
- Relocate and extend café to new position by Dolphin Sq – chairs in the sun, improve early evening offer
- Introduce quality landscaping and public art features



Leicester Market



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BOCCA'S ICE CREAM
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TEAS
APPLYING



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STAY - STAY



Cafe



Cafe

The Proposals – Zone B

- Remove existing roof, create new 'core' market for circa 80 stalls under a new roof
- Maintain and build on core fruit and veg offer
- Replace existing stalls
- Upgrade lighting, improve natural light, install solar panels
- Improve circulation to and through the market
- Secure perimeter to design out asb out of hours
- Creates better offer for Sunday hire
- Use material to match Food Hall





The Proposals – Zone C

- Remove existing roof
- Create new, flexible free standing units with green roofs
- Create views through to Market and Food Hall from Cheapside
- Introduce quality landscaping and public art features
- Relocate / enclose waste management





er Market

A vibrant architectural rendering of an outdoor market plaza. The scene is set under a bright blue sky with scattered white clouds. In the background, a white building with a prominent clock tower and minaret-like structures is visible. The market features modern, low-rise stalls with flat roofs. On the left, a large yellow pear-shaped sculpture is a focal point, with a woman sitting inside it. To the right, a woman in a white dress is shopping at a stall filled with various bottles. The ground is paved with light-colored, patterned tiles. People are seen walking and interacting throughout the plaza, creating a lively atmosphere. The overall design is contemporary and inviting, blending modern architecture with traditional elements.

The Proposals – New Identity / Vision

- Not just about capital investment
- Need new management standards and approach
- Emphasis on quality of product and display, waste management, new commodities, customer service
- New visual identity and website for the Market
- Business support packages for existing / new traders
- A market for all
- A place to visit / buy something ‘Leicester’
- Requires concentrated marketing
- Markets now part of economic regeneration

Enabling the Scheme

Temporary Market

Green Dragon Square

The Proposals – Temporary Market

- Existing Market can't operate during works
- Plan is relocation to Green Dragon Square (GDS)
- Can be accessed / serviced / is adjacent Food Hall
- Humberstone Gate / Clock Tower would impair city centre businesses / undermine Food Hall
- Can accommodate existing stalls and unit traders (with exception of Café Bocca) on GDS





Trader Feedback

- All traders now been spoken to one to one
- Largely positive about the permanent scheme and the investment
- Main issues raised
 - Weatherproofing at the temporary market and for the units in the permanent scheme
 - Concern about signage / footfall / trading levels at the temporary market
 - Questions about rent

Next Steps

- Conclude temporary market design, feedback to traders
- Secure planning permission for temporary market
- Architect works up prototype for permanent unit – felt can respond to concerns
- Issue decision report to draw down capital funds (next few weeks)

Programme

- Temporary Market operational from May 2023
- Outdoor Market scheme contractor procured and on site summer 2023
- Works programme and commissioning / handover circa 14 mths
- New scheme fully operational end summer 2024

Capital Funding

Based on RIBA stage 2 cost plan. Scheme total cost estimated at circa £8.521m including temporary market costs to be funded as follows

£0.861m	(remaining funds previously approved)
£7.300m	(provision for Market in 2022/23 capital programme)
£0.360m	(from 2022/23 capital programme provision for inflationary cost increases)
£8.521m	

Revenue Funding

- Current yr outturn predicting circa £300k negative variance against budget (target is surplus £215k)
- New scheme can deliver savings, especially business rates, (now £150k) and premises (£30k)
- Revenue forecasts assume can get back to pre-COVID occupancy. Challenging but achievable.
- Forecast assumes modest increase on stall rent and a reduction in Unit rents
- Target is to get back to current year budget (i.e. surplus £215k)