

<b>REPORT TO:</b>	Employment, Business & Investment Scrutiny Committee
<b>REPORT NO:</b>	COGC/01/20s
<b>DATE:</b>	5 February 2020
<b>REPORT FROM:</b>	Chair of the Town Centre Markets Task & Finish Group
<b>CONTACT OFFICER:</b>	Tracy Davies, Scrutiny Facilitator (Tel: 292258)
<b>SUBJECT:</b>	Report of the Town Centre Markets Task & Finish Group
<b>WARD:</b>	Grosvenor

## 1. PURPOSE OF THE REPORT

To consider the report and recommendations from the Town Centre Markets Task & Finish Group.

## 2. EXECUTIVE SUMMARY

2.1 In February 2018, the Employment, Business & Investment Scrutiny Committee agreed to establish a small Task & Finish Group to consider and make recommendations on future development opportunities and management of the two grade 2 listed indoor markets (Butchers Market & General Market) and the outdoor Monday market.

2.2 The Butcher's Market and General Market budget reported an operating surplus, but income was less than predicted and there was a vacancy rate of 50% in the Butcher's Market. The importance of retaining the Markets due to their architectural and historic relevance is acknowledged, but they are in need of significant investment and modernisation. There is the potential to secure in the region of £2m, from a range of Welsh Government, National Lottery Heritage and Council funding for the markets.

- 2.3** The Group involved market traders, considered the three appraisal reports from three student placements from Glyndŵr University and a public survey was also undertaken to seek the views of people who live, visit or work in Wrexham and the market traders on how they would like to see the town centre markets developed.
- 2.4** This report sets out the key findings and recommendations from the Task and Finish Group for the Committee to consider. Responses to the public and market traders' surveys are attached to the report and the key messages are set out in section (e). 85% of respondents had visited other markets in the UK and so were able to compare and put forward useful suggestions. Just over a third of respondents didn't visit the markets but still took the time to complete the survey which demonstrates their importance. In summary:-

Current Offer:

- Shopping is not the only reason people visit Wrexham Town Centre, although it was the most popular response (82%). Leisure (41%), services (63%) and medical (43%) were also cited.
- 49% of respondents attended the Monday market for something specific, but related mainly to fruit and vegetables and plants/flowers stalls. 44% of respondents attended to browse which was positive.
- 74% of respondents attended the Butcher's Market for something specific. Majority (60%) of respondents stated their main reason for visiting the Butcher's Market was for food.
- 66% of respondents attended the General Market for something specific, but this related mainly to clothes and Welsh items. Only 29.5% go to browse .
- The main reasons respondents didn't attend the markets were goods on sale (79%) and the environment (37%).

What needs to improve?

- Highest number of comments were about having more variety and better quality of stalls, including a food offer (e.g. fresh local produce, international cuisine, food court/dwell space). Meeting with the market trader representatives also supported the creation of a central dwell space in the Butcher's Market.
- A number of comments referred to changing/increasing the opening hours and providing entertainment in the evening (examples given of Altrincham and Chester markets, theme days, etc.).
- The improvements suggested by the traders were targeted towards their existing customers (eg access for elderly, proximity car parking) and therefore missing an opportunity to attract a wider demographic.

- 2.5** The responses to the consultation informed the following proposed vision for the regeneration of the markets to act as a catalyst to the development of a 'market quarter' in the Henblas Street area. More detail is outlined in Section (c) of this report:-

'Henblas is a distinctive place, known as a home to friendly markets, streets and activities that are social, liveable and celebrates the best of local products and services. It has a family friendly atmosphere that appeals to town centre users and visitors, day and night.'

**2.6** The markets would contribute a key element of this vision as follows:-

**'Home to the Wrexham Pantry': Local for:-**

- Markets – diverse, convenient, tailored, place to meet
- Produce – fresh, local, seasonal, taste of Wrexham and North East Wales
- Eating out – sourced locally, morning to night, friendly

**2.7** This report also contains a number of recommendations on how the process of regeneration could be taken forward, based on the experience of other successful markets which have been through the same process.

### **3 RECOMMENDATIONS**

**3.1** To recommend to the Executive Board that a new vision for the town centre markets be agreed, as set out in Section (c) of this report.

**3.2** To recommend that the Executive Board instruct the Chief Officer Housing and Economy to develop a delivery plan for the phased regeneration of the markets to support this vision, commencing with the Butchers Market, using appropriate funding streams, including National Lottery Heritage Funding Scheme, Targeted Regeneration Investment and Council capital funding, commencing with the Butcher's Market. Delivery Plan to be approved by the Executive Board.

**3.3** That the Chief Officer Housing and Economy develop a marketing campaign as part of the above-mentioned delivery plan to support the right businesses to deliver the vision.

**3.4** The critical points for managing this change outlined in section (h) be taken into consideration by the Chief Officer Housing and Economy.

**3.5** That the Chief Officer Housing and Economy give consideration to revised lettings arrangements and market regulations to enable the future regeneration of the markets to be implemented effectively.

**3.6** That, subject to agreement of the recommendations above, a progress report be submitted to a future meeting of the Committee following the implementation of the vision and regeneration works to include the following outcome measures:-

- Occupancy levels

- Suitable Trader Agreements & Market Regulations in place and being enforced
- Income and Investment
- Footfall

## REASONS FOR RECOMMENDATIONS

- (i) Developing the Economy is one of the in-year priorities in the Council Plan. The above recommendations support the underpinning activity to ‘Master plan a smaller town-centre with a mix of retail, residential and entertainment - identify actions required to increase activities and occupation of empty units in enhancing the retail, residential and entertainment offer within the revised boundary.’

## 4. BACKGROUND INFORMATION

- 4.1 In February 2019, the Employment, Business & Investment Scrutiny Committee considered a Scrutiny Topic Selection Form which had been submitted by the Chief Officer Housing & Economy, to consider the future development opportunities for the two grade 2 listed indoor markets (Butchers Market and General Market) and the outdoor Monday Market.

- 4.2 The Committee agreed to establish a small Task & Finish Group to carry out this review and report back. The following Members were appointed to the Group:-

Councillor Sonia Benbow-Jones	Councillor Marc Jones
Councillor Frank Hemmings	Councillor Paul Roberts (Chair)
Councillor R Alun Jenkins	

- 4.3 The Group met on 10 occasions between March 2019 and January 2020 and also attended a site visit to successful markets in Altrincham and Chester in April. The methodology for the review, key findings, conclusions and recommendations are outlined in this report which is set out in the following sections:-

**Section (a)** – Terms of Reference for the Review  
**Section (b)** – Performance of the Markets  
**Section (c)** - Henblas Commercial Area  
**Section (d)** – Visits to other Successful Markets  
**Section (e)** – Survey Responses  
**Section (f)** – Meeting with market trader representatives  
**Section (g)** – Management of the Town Centre Markets  
**Section (h)** – Potential Funding  
**Section (i)** - Conclusions

The Task & Finish Group would like to thank all those who contributed to this review, in particular:-

- The town centre market traders who took the time to complete the questionnaires
- Representatives of the General Market and Butchers market who attended a meeting of the Group in July 2019.
- Head of Service, Regeneration
- Strategy and Development Lead
- Business & Investment Lead
- Town Centre, Markets & Events Manager
- Town Centre and Markets Officer

#### **(a) Terms of Reference for the Review**

4.5 The first meeting of the Task & Finish Group was held on 20 March 2019, preceded by a tour of the General Market and Butchers Market. The following terms of reference were agreed:-

- To consider whether the markets are currently meeting the needs of visitors to Wrexham Town Centre and whether there are any changes required for them to respond to and be fit for purpose in an ever changing Town Centre environment;
- To consider their appeal as a destination for visitors, their future sustainability and potential interventions required;
- To consider the markets value as a regeneration tool for the Town Centre;
- To consider best practice elsewhere and if these practices could be incorporated into our management of the markets; and
- To review the current arrangements and consider if there is a need to implement any changes in relation to future trader agreements and regulations.

#### **Outcome**

4.6 A vision and agreed recommendations for action for the future delivery and sustainability of the two indoor and the Outdoor Monday market. The agreed measures will be:-

- a. Occupancy levels
- b. Suitable Trader Agreements & Market Regulations in place and being enforced
- c. Income and Investment
- d. Footfall

#### **(b) Performance of the Markets**

- 4.7 Members of the Group visited the General Market and the Butchers Market. The important architectural and historic relevance of both buildings was noted, but it was acknowledged that they were in need of significant investment and modernisation. There was also an opportunity to use capital funding from 2021/22 from the Council's capital programme, the lottery Townscape Heritage Scheme (THS) funding, and Targeted Regeneration Investment Programme (TRI).
- 4.8 The Group also stressed the importance of capturing the opportunities to be presented by the changing dynamics of the developments in Henblas Street and the immediate surroundings. These included purchase and refurbishment of Tÿ Henblas by a private developer, opening of vacant units, relocation of Techniquest into the old TJ Hughes in spring 2020 and opportunities from the Townscape Heritage Scheme.

### **Financial information – Appendix 1**

- 4.9 Details of income and expenditure of the town centre markets were considered by the T&F Group. The actual outturn position for the year 2018/19 is attached at Appendix 1. In summary, as at 29 March 2019:-
- The town centre markets were expecting to generate an overall operating surplus of £35,462, the year-end actual position was a surplus of £26,773.
  - The rental income in respect of the Butchers Market for 2018/19 was expected to be less than budgeted for (£69,000 budget, £43,715 expected). However, the actual rental income received at 31 March 2019 was slightly higher than expected at £45,519.
  - Following a previous review of the markets, income budget targets were removed to enable in-year investment. Any surplus which had not been reinvested into the markets during the financial year would be absorbed within the wider Housing and Economy Departmental budget.

### **Occupancy and Offer**

- 4.10 The General Market and Butchers Market buildings were considered to not being used to their full potential. Some of the stalls were obscuring some of the original Victorian features and restricting natural light. There had been limited marketing as the markets did not seem to be maximising of opportunities from increased footfall in the town centre during certain events (eg markets did not open later on one of the days of the town centre continental food market). Marketing training had, however, been offered to market traders.
- 4.11 The presence of the tunnels underneath the Butchers Market has been noted and they are a consideration going forward.
- 4.12 As at April 2019, the Butchers market had approximately 50% vacancy rate. There was a lack of consistency in opening times of market stalls and there was a reluctance by market traders to take advantage of the night time economy in the town centre.

4.13 It was felt that the layout of the markets needed to be more open to encourage a walk through in order to improve footfall and dwell time for trade.

### Footfall

4.14 Although footfall in Wrexham Town Centre had been increasing up until July 2018, there had been a 5.1% decrease in monthly average footfall for the period July – September 2019 compared to the same period in 2018. (Figures obtained from Springboard). This is in line with national trend.

4.15 Footfall counters have only recently been installed in the indoor markets in August 2019. A baseline has, however, been established to measure this in the future. As at November 2019, footfall counters were recording an average of 9,000 per week at the Butchers Market and 1,500 in the General Market. There had been an increase since the footfall counters were installed in August 2019. It would be difficult to measure whether these trends were replicated in the Monday market.

4.16 There was, however, no defined route through the markets to link to other parts of the town centre. Although the entrance from the High Street was the most popular for the Butchers Market (based on study by Glyndwr Students referred to below), this could change following developments at Henblas Street.

### Review of Glyndŵr Students’ Appraisal of the Markets

4.17 The Group considered the three reports from three student work placements from Glyndŵr University, Wrexham. The emphasis of the project was how to attract and retain traders whose products or services would appeal to a modern consumer. The report stated that factors such as empty stalls and an outdated offer has left these markets in decline. Wider environmental factors such as consumer attitudes and tastes changing as well as the rise of e-commerce has left traditional street markets unable to adapt to a modern business environment. The report was informed by an analysis of a survey which had been undertaken by the students. The following is a SWOT Analysis based on the three appraisals.

### SWOT Analysis

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Good location in Wrexham Town Centre</li> <li>• Heritage and character of buildings</li> <li>• Desirable location in close proximity to shopping centre and bars</li> <li>• Long-serving tenants providing quality offer e.g. butchers</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of competitive offering</li> <li>• Poor online presence</li> <li>• Outdated market layout and design of the stalls</li> <li>• Current vendors adverse to Wrexham Council efforts to help increase number of customers</li> <li>• Weak offer in terms of diversity and appeal to younger demographics</li> </ul>

<ul style="list-style-type: none"> <li>• Recent installation of Wi-fi benefitting traders and consumers</li> <li>• Heritage and brand recognition within local community</li> <li>• Loyal Customer</li> </ul>	<ul style="list-style-type: none"> <li>• Poor disabled access</li> <li>• Declining footfall</li> <li>• Lack of fresh produce / hot food offer</li> <li>• Duplication of similar stalls</li> <li>• Lack of available marketing literature and outdated plans of markets</li> <li>• Public using market as cut-through between streets</li> <li>• Non-standardised leasing contracts with varied obligations</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Growing demand for locally sources fresh food products and healthy snacks</li> <li>• Social media to provide free advertisement for promotion</li> <li>• Increasing number of visitors in Wrexham Town Centre</li> <li>• Cooperation with local businesses and local schools</li> <li>• Vacant stalls provide opportunity for change</li> <li>• Increasing dwell time within markets to convert passing footfall</li> <li>• Increased signage to promote traders</li> <li>• Pop-up stalls to create atmosphere</li> <li>• Possibility of transformative space by removing vacant stalls for use as soft seating area</li> <li>• Relationships with educational facilities such as Glyndwr and Coleg Cambria</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Ageing population and decreased mobility of current customers</li> <li>• Poor Car Parking facilities</li> <li>• New residents do not have the same sentiment regarding the heritage of the markets</li> <li>• Changing shopping habits in society – rise of the ‘experience’ economy</li> <li>• Internet shopping platforms like Amazon &amp; EBay</li> <li>• Limitation of physical changes due to listed status</li> <li>• Budget limitations</li> <li>• Lack of staff to implement change</li> </ul>

4.18 The current offer in the town centre indoor markets was not sustainable and did not contribute to the wider regeneration of the town centre. The food offer could be expanded, both fresh food and a variety of cooked food (e.g. a potential food court).

4.19 The markets were no longer a cheaper option - lower priced goods were provided elsewhere in the town centre, therefore the markets needed to provide goods which couldn't be found anywhere else.



- 4.20 It was agreed that the Group would visit other successful markets in order to generate further ideas on how the markets could be regenerated.

**(c) Henblas Commercial Area**

- 4.21 Wrexham County Borough Council has identified within its adopted Town Centre Masterplan, the need to create a town centre destination. A previous study of the Henblas Commercial Area identifies Henblas Street and the two indoor markets with the greatest potential to assist with this regeneration. The suggested vision for Henblas Street area states that:-

**Vision for Henblas**

*'Henblas is a distinctive place, known as a home to **friendly markets**, streets and activities that are social, liveable and celebrates the best of local products and services. It has a family friendly atmosphere that appeals to town centre users and visitors, day and night.'*

- 4.22 The markets would contribute a key element of this vision as follows:-

**'Home to the Wrexham Pantry': Local for:-**

- Markets – diverse, convenient, tailored, place to meet
- Produce – fresh, local, seasonal, taste of Wrexham and North East Wales
- Eating out – sourced locally, morning to night, friendly

- 4.23 The Wrexham Retail Assessment from 2014 identified a need for restaurants, café and coffee bars.

- 4.24 The above proposals were used as the basis of a bid for the National Lottery Heritage Funding.

- 4.25 With regards to the physical improvements, the following recommendations are put forward:-

**Butcher's Market**

- Rationalising layout with new central market stalls
- Extending current peripheral stalls , providing additional retail and seating
- Refurbishing services, entrances and historic stall fronts
- Improved signage, public realm and ramped approach from High Street
- Improved approach from Henblas south including signage, canopy, steps, ramped access
- A 'Pantry pop up shop' at the shop at Unit 10 on High Street, promoting the taste of Wrexham and local produce, crafts, information, cookery events, etc, to draw people into the markets.

**General Market**

- New rationalised layout with breakout space for café seating and refurbished shop fronts.
- Attract more diverse range of retailers, specialising in high quality local hand-made goods, homewares to provide a different offer to the food-orientated Butcher's Market

#### **(d) Visits to Other Successful Markets – Appendix 2**

4.26 In April 2019, the Task & Finish Group visited Altrincham and Chester Markets. They also considered information in respect other markets. Some of key features and feedback from the Group are attached at **Appendix 2**.

##### **Altrincham Market**

4.27 Altrincham is a private development of indoor and outdoor market and separate market hut area. A number of existing stalls had been replaced with a mix of craft and fresh produce and a food court.

4.28 There were themed 'chalk board' brand signage throughout advertising what was on offer and opening times. This place marketing uses simple traditional chalkboards to project authenticity, independence and values and signage in streets. The Glyndŵr students' appraisal of the Wrexham town centre markets referred to insufficient marketing campaigns.

4.29 There were very few vacant stalls. The market area consisted of an outdoor Market (but covered with high glass ceiling), an Indoor Market 'Market House', and a number of outdoor market huts (located approx. 100 yards from Market House).

##### **Chester Market**

4.30 This a 52 year old indoor market which is owned and managed by Cheshire West & Chester Council. The building has been refurbished but is in need of further investment. It has maintained some of the old hardware stalls but has replaced some stalls with fresh food/food court and more open 'urban' feel stalls. Occupancy levels after the refurbishment and change of offer increased from 40% to 95%. The Manager of the Chester Market also met with the Task & Finish Group to explain the methodology of their markets review.

##### **Other markets**

4.31 The Group also received information regarding the regeneration of Preston market, which had been done with support from NABMA (National Association of British Market Authorities) and led by the Chief Executive. Individual Members had also visited other markets (Shrewsbury, Victorian markets in Inverness and Glasgow). The Group also received photos of Shrewsbury, Widnes and Southport markets which had been visited as part of the work of a previous Task & Finish Group.

4.32 The Group concluded that the key element to creating successful markets appeared to be the provision of 'pleasure and leisure'. Food and

entertainment was a common theme in attracting footfall in both the Chester and Altrincham markets and was something which could be developed in Wrexham. There were some references to the inclusion of zero waste/recyclable products in the responses to the public consultation. The possibility of including a bottle deposit return scheme to encourage recycling as a unique selling point was also suggested.

- 4.33 It was agreed that resources should be focused on the regeneration of the Butchers Market initially, to act as a catalyst for wider regeneration of the Henblas and High Street area of the town centre (e.g. High Street entrance could be redeveloped as one of the key gateways to the Butchers and General Markets.)
- 4.34 It was suggested that the necessary links are established with the Markets Manager in Chester in view of the significant increase in occupancy following their recent development of the markets.

### **(e) Survey Responses**

- 4.35 It was important to ensure that the markets offer in Wrexham town centre took into account the views and needs of people who live, visit and work here.
- 4.36 The following surveys were undertaken:-

Survey	Date	Time
Yourvoice online - public	1 July – 31 August 2019	24 hours
Town Centre public survey (Queen's Square)	6 July 2019	10am – 3pm
Monday Market Traders	1 July 2019	10am – 3pm
Butcher's and General Market Traders	2 July 2019 10 July 2019	1 – 3pm 10.30am – 12.30am

This section provides an analysis of the key findings. The responses are attached as appendices:-

- Appendix 3 – responses to the online public consultation and town centre surveys (368 respondents).
- Appendix 4 – summary of responses to open questions
- Appendix 5 – responses to the market trader questionnaire (25 respondents)

## Responses to online public and town centre surveys

4.37 Current Offer - Overall people rated the markets as follows (having taken 'Don't know' out)

	MONDAY MARKET		GENERAL MARKET		BUTCHERS MARKET	
	Very Good / Fairly Good	Average/ Fairly Poor/Very poor	Very Good / Fairly Good	Average/ Fairly Poor/Very poor	Very Good / Fairly Good	Average/ Fairly Poor/Very poor
Environment	60%	40%	52%	47%	62%	38%
Offer/Goods On Sale	40%	59%	40%	58%	60.5%	38.5%
Accessibility	77%	23%	59%	38%	65%	32%
Convenience of Location	76%	24%	N/A	N/A	N/A	N/A

Other key messages:-

- Monday Market – approximately 49% of respondents go to the market for something specific, but related mainly to fruit and vegetables and plants/flowers stalls. 44% go to browse which is positive.
- General Market – approximately 66% of respondents go for something specific, but this related mainly to clothes and Welsh items. Only 29.5% go to browse .
- Butchers Market – approximately 74.5% of respondents come in for something specific. Majority (60%) of respondents stated their main reason for visiting the Butcher's Market was for food. Only 21% go to browse.
- Just over a third of respondents didn't visit the markets but took the time to complete the survey. The main reasons why individuals don't visit Wrexhams markets - 79% Goods on Sale and 37% environment.

It is interesting to look at in the context of how many people come to the markets for specific items and how many come to browse e.g Butchers Market - 74.5% of respondents come into the Butchers Market for something specific, so the fact that this represents the highest respondents that say the offer/goods on sale are Very Good or Fairly Good makes sense.

### What Needs to Improve?

4.38 85% of respondents had visited other markets in the UK and so were able to provide an informed response to the open questions about what improvements they would like to see. The themes identified in the summary of responses is attached at Appendix 4. The top 6 themes with the highest number of respondents for each open question are outlined below.

4.39 **Question 12** – what improvements, if any, would you like to see made to the Monday market, General market or Butchers' market? (170 respondents).

<b>Top 6 Themes</b>	
More variety of stalls	45
More stalls	35
Food stalls	21
Improved access	15
Focus on a food hall	9
Local food producers	7

4.40 **Question 15** - What was the appeal of the other markets that you have visited? (251 respondents)

<b>Top 6 Themes</b>	
Variety of goods/stalls	122
Food stalls	42
Atmosphere	38
Food Hall/Court	23
Better Quality Products	22
Local Produce	17

4.41 **Question 16** – Other Comments? (190 respondents)

<b>Top 6 Themes</b>	
Offer more variety	60
Buildings	57
Food	20
Marketing	18
Opening times	8
Anti-Social Behaviour	7

#### **Responses from the Market Trader questionnaires – Appendix 5**

4.42 There were 25 respondents to the Market Trader questionnaires (74% response rate). The following key points were noted.

Offer:-

- The improvements suggested by the traders were targeted towards their existing customers (e.g. access for elderly, proximity car parking) and therefore missing an opportunity to attract a wider demographic.

Environment:-

- Improvements regarding the environment were also supported in the public consultation, particularly the comments around removing some of

the centre stalls to create a dwell space. This was also supported by the market trader representatives who attended the meeting of the Task & Finish Group in July.

- Most were happy with the current opening hours, but there were a few comments about some traders going home early and a suggestion of extending trading to Saturday for all traders. There was no mention of extending opening hours into the evening for the indoor markets.

Income/trade:-

- Very few respondents (3) had stated that their business was improving. Where there had been an improvement, one of the reasons stated for improvement was that they had reduced their range to focus more on quality products.
- Reasons stated for a decline in business included increase in internet sales (only 2 respondents advertised/sold products on line), decrease in footfall in the town centre, car parking.

4.43 Footfall counters in the Butcher' Market and General markets were recording an increase in footfall since the installation in August 2019. This didn't seem to be improving trade, possibly because people were only going to buy specific items and other stalls were not providing the right offer. It could also be due to the public using the markets as cut-through between streets as referred to in the SWOT analysis from the Glyndŵr student appraisals.

#### **(f) Meeting with Market Trader representatives**

4.44 Representatives of the Indoor and Outdoor Markets were invited to attend a meeting of the Task & Finish Group on 17 July 2019. The purpose was to receive feedback from the site visits to other successful markets and to have the opportunity to feedback their views/ideas of what changes could be made to town centre markets as part of the regeneration of the town centre.

4.45 The following key messages were presented by the representatives who attended from the Wrexham indoor markets.

Environment:-

- The appearance of the markets required an update. There was a need for adequate heating in the General market over the winter period.
- The town centre was not considered to be a standalone destination.
- Anti-social behaviour in the bus station was also stopping people from visiting the town centre.
- 'To Let' signs with related costs displayed could help generate tenants for empty stalls.
- The wholesale adoption of the layout and offer of markets in Altrincham and Chester was not considered appropriate as each trader operated due to their unique circumstances.
- Signage to the Markets was in need of improvement.

Offer:-

- There is scope for the markets to be a tourist attraction.
- Although some stores had experienced a decline in business this was not uniform and some had increased.
- The Markets had not been involved in the Victorian Street market and it was thought that they could add to such events.
- Open space seating in the centre of the Butchers Market for a café area, surrounded by perimeter stalls and theming as a heritage quarter were broadly supported.
- Markets were not to be considered in isolation but as part of the overall retail offer for Wrexham Town Centre. The use of Henblas Street was key in regenerating the Markets.

Accessibility:-

- Trader representatives felt that the majority of visitors to the Butchers market were pensioners and it was not thought that the disability access was adequate. This was also the same for parents with pushchairs.
- The cost of town centre parking was thought to stop people visiting the town centre and that free parking should be given after one o'clock each day. Also close proximity parking.
- The loss of the bus stop on the High Street was considered to be one reason why business had declined. Provision of low cost/no cost parking near the markets would be a benefit.
- The repositioning of the Monday Market and possible Farmers markets could also benefit the area – particularly if it relocated to Henblas Street.

Management:-

- Rent levels were considered too high and it was thought that these should be varied when there are a high number of vacancies.
- There was a need for market management to be based in the market to deal with on-site issues
- The markets realised that they had a role in effective change.

Other:-

- There were differing views between stallholders in the Butchers and General market as to what needed to be done.
- Currently there were no specific days identified for the busiest periods of business (although the appraisals from the Glyndwr students stated that Saturdays and Mondays were the busiest days).
- There was no appetite to open on a Wednesday afternoon

### **(g) Management of the Town Centre Markets**

- 4.46 Prior to 2013 all enquiries and agreements were dealt with and administered by the Commercial Estates Team within Wrexham Council. The commercial estate team at this time managed the markets including the staff. In 2013 the

Town Centre team was established and it was determined that the Town Centre Team would take over the initial enquiry and letting process with support from commercial estates. It was also agreed that the Town Centre Team should manage the markets and staff and that tenancies should be more flexible. From this time, all tenants either started on a Casual Agreement and moved onto a Tenancy at Will or started on a Tenancy at Will.

4.47 The following three forms of tenancy agreements are currently in use:-

- **Periodic Tenancy Agreements** – rents are fixed at the time of granting the tenancy but the service charge based on space occupied changes every year.
- **Tenancy at Will (TAW)** – Tenants on a Tenancy at Will pay an ‘occupation fee’.
- **Casual traders** – Casual traders will typically pay a daily fee (currently £10.00 per day) and the days that they attend the market will be agreed in the licence agreement, usually up to a maximum of 8 weeks.

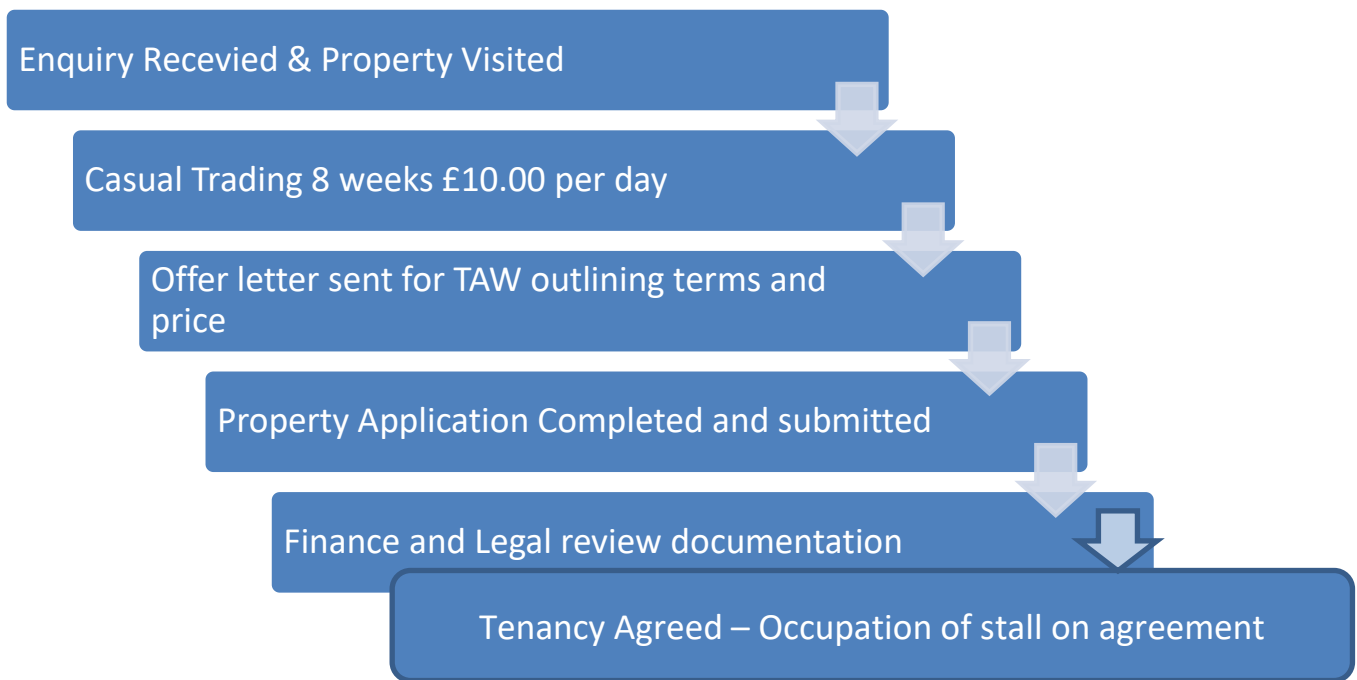
4.48 When rents were originally set by commercial estates they undertook a review of market rent at that time to determine an appropriate rent. Since the Town Centre Team have taken over rental agreements rents have remained the same and the only change is the service charge. These are reviewed every year and are based on the previous years’ service spend. There was wide variation in the rents charged for the historical periodic tenancies (difference of up to approximately £16 per m<sup>2</sup>). This needed to be addressed and implemented effectively to enable regeneration of the markets.

4.49 It was suggested that a consistent approach for all future tenancies would be desirable. In order to facilitate redevelopment, Periodic Agreements would need to be terminated and if appropriate compensation paid in accordance with the statutory formula.

### **Lettings process**

The current process is as follows





4.50 The process of letting a market stall on a casual basis by way of a licence agreement is quick and effective and can be delivered by the team within days, however the timescale to get someone onto a Tenancy Agreement from the time they return the property application form usually takes from 1 – 3 months. This is dependent mainly upon the capacity of finance and legal service and some external factors such as financial vets (from banks, references etc.). Generally bank references are not requested but are sometimes required and this can slow the process down. There have been occasions when they have taken up to 6 months.

4.51 Other delays can sometimes be caused by applicants not providing sufficient information on the form. It was suggested by the Task & Finish Group that an online system would probably be more efficient.

#### **Trader’s regulations review and enforcement options**

4.52 The current trader’s regulations are out of date (the last review was in 2015) and have not been enforced for many years and for many reasons so had not been effective in raising standards in the markets. For example, trading times are notoriously difficult to enforce due to many of the traders being Sole Traders who have other commitments outside of the markets. Preston market had strong enforcement of regulations. This had resulted in having some vacant stalls, but improvement of standards in those which remained.

4.53 Officers agreed that the Regulations needed to be simplified and updated and would also need to be reviewed to reflect any new offer in the markets in order to maintain standards.

## (h) Potential Funding

2.6 The Group noted that funding in the region of £2m could be applied for in respect of the regeneration of the indoor town centre markets from the following funding schemes.

- **Townscape Heritage Scheme (THS) Lottery Funding** - £1,520,000 lottery funding had recently been confirmed. The scheme would provide grants to target refurbishment of buildings with architectural and heritage value in the town centre conservation area, which included the General and Butcher's Markets. Approximately £1m of this could be allocated for the Markets, prioritising repair and maintenance and access issues and any further recommendations of this Task & Finish Group. Funding would be available from 2021/22 onwards. Match funding of £400k had also been allocated in the Council's Capital Programme for 2021/22 and 2022/23. The purpose of the Capital Programme funding is the creation of a Heritage led regeneration programme using the town's distinctive heritage as a catalyst for regeneration to increase market confidence and private and public investment.
- **Targeted Regeneration Investment (TRI) Welsh Government Funding** – £5.7m Welsh Government funding to support economic growth in Wrexham town centre has already been secured for other projects. The Council had indicated an expression of interest for the town centre markets to be supported from this fund, to be informed by the recommendations from this Task & Finish Group. Funding has already been fully allocated to other projects for years 2 and 3 of the programme (2019/20 and 2020/21), but the Council could submit a bid for the markets for year 4 (2021/22) which would tie in with the timescales for the funding already secured from the THS lottery funding and the Council's capital programme. Town Centre Property Improvement Grants element (aimed mainly at improving shop fronts) could relieve some of the demand on the THS funding.

4.55 The Group agreed that, in addition to the above funding, potential funding opportunities from Community Council contributions and from the possible establishment of a Business Improvement District could also be explored.

## (i) Conclusions

4.56 In order to take forward the regeneration of the markets, there are some critical points that would need to be considered:-

- Top level "Vision" for the markets needed to be established and communicated.
- High level commitment to market regeneration to establish a 'market quarter'- at the heart of the Council plan and ambition for regeneration of the area.

- Resources should be focused on the regeneration of the Butchers Market initially, to act as a catalyst for wider regeneration of the Henblas and High Street area of the town centre (e.g. High Street entrance could be redeveloped as one of the key gateways to the Butchers and General Markets).
- Quality thresholds for market stalls needed to be set - better to have a stall empty than goods and services that didn't complement the 'vision'.
- Markets Manager Role and an Officer/Member Markets Board established to manage the change process and to vet applications after the markets are developed to support the Markets Manager.
- Marketing strategy would need to be undertaken
- Tenancy agreements and Regulations would need to be reviewed and enforced, particularly contractual opening times to ensure continuity and to fully embrace opportunities to link into the evening economy.
- Need to build flexibility into the stalls to have mix of permanent and temporary offer to encourage 'theme' days.

- 4.57 It was clear from the visits to other successful markets, the responses to the public consultation and the appraisal of the of the Glyndŵr students, that 'pleasure and leisure' was the key feature of successful markets. Food and entertainment was a common theme in attracting footfall as customers prefer to spend money on experiences as opposed to goods. Markets provide an excellent platform for meeting and other social activities as identified in visits to other markets.
- 4.58 The majority of respondents to the trader questionnaire state that their business is declining. The reasons included a decline in town centre footfall and an increase in on-line shopping. This could be down to the fact that the offer currently provided in the markets is meeting historic but not current customer demands. Only 2 of the traders who responded provided online sales.
- 4.59 From the responses received from the market trader's questionnaire, it appeared that there was a limited offer of the food and niche products that were being suggested in the public surveys. The layout in the indoor markets is not conducive to accommodate a food court to encourage dwell time and facilitate a 'pleasure and leisure' offer. At the end of March 2019, the Butcher's Market and General Market budget reported an operating surplus, but income was less than predicted and there was a vacancy rate of 50% in the Butcher's Market. This supports the conclusion that the current offer does not meet market demand.
- 4.60 Prior to the meeting of the Group in July with representatives of the town centre markets, market traders had been against dwell time in the Butchers Market and the suggestion to remove stalls to create dwell space had been rejected. Public consultation supported the development of a dwell space for people to meet, but there was no support for the evening economy from the traders and they did not appear to be providing the type of goods/services which would support this vision.

- 4.61 There would need to be physical regeneration works to support the vision and there is an expectation that the Butchers Market would have to close during the first phase of regeneration works. Officers would work with Market Traders to meet their needs during this period, which could take six months or more. The timescale would be dependent upon receipt of funding and the scale of the regeneration work, but significant building work is not anticipated to start until 2021, at the earliest.
- 4.62 Although some of the more successful markets were privately run, the Task & Finish Group agreed that the management of the Wrexham town centre markets should remain in house to retain local knowledge and expertise.

## 5.0 IMPLICATIONS

- 5.1 **Policy Framework** – The recommendations support the Council's in-year priority of focusing on modernising and diversifying the town centre economy, within the Economy theme and objectives in the Council Plan.
- 5.2 **Budget** – There is potential to secure capital funding of approximately £2m for the regeneration of the town centre markets from the National Lottery Heritage Fund, Targeted Regeneration Investment fund and match funding of £800k from the Council's capital programme (see paragraph 4.54 of report). There would be revenue funding implications due to loss of income during any period of renovation works to the markets and compensation/concessions for the market traders.
- 5.3 **Legal** – Legal implications relating to potential changes in tenancy agreements have been considered as part of this review.
- 5.4 **Staffing** – There are no staffing implications arising from this report.
- 5.5 **Equality/Human Rights** – The online public consultation included equalities monitoring questions which will be retained by the town centre staff
- 75% of respondents were aged 45+
  - Only 10% were aged 16-24
  - 22% were retired
  - 60% were employed
  - 18% had a health problem or disability which limited their day to day activities

The proposed vision for the regeneration of the markets would involve improving access including ramps and to improve the offer to attract a wider demographic.

- 5.6 Members are advised of their duty to consider the full Equality Impact Assessment (EIA) which is available at EIA00211/2019. Members of the

public can request a copy of the full EIA from the contact officer named in the header box of this report. A summary of the Equality Impact Assessment is attached at Appendix 6.

- 5.7 Risks – PR-03 in the Council’s Principal Risk Register -** There is a risk that the physical environment of the County Borough deteriorates / fails to improve. This risk includes the deterioration or the inability to invest in public assets, housing and communities.

This could result in Wrexham becoming a less enjoyable place in which to live, reduced inward investment and therefore increased social deprivation.

## **6.0 CONSULTATION**

- 6.1 The report and recommendations have been shared with the relevant Chief Officers and Lead Members. Public consultation and a survey of Market Traders has been undertaken. The responses to the questionnaires and on line survey are attached and an analysis is included in the report. The findings and recommendations in this report have also been shared with the Market Trader Representatives. They also attended a meeting of the Task & Finish Group in July 2019. Responses are included below.

### **Lead Member for Organisation – Finance, Performance, Health & Safety and Governance:**

I agree with the recommendations of the Town Centre Markets Task & Finish Group and was pleased to note their unanimous support. I would welcome the recommendations being supported by the Employment, Business & Investment Scrutiny Committee.

**Lead Member for Economy – Economic Development and Regeneration:**  
Support the recommendations.

### **Chief Officer Housing & Economy:**

Support the recommendations. The implementation and success of the vision and business case to take this forward will depend on the level of engagement and support from the Market Traders.

### **Market Traders:**

A letter outlining the recommendations for the Task & Finish Group was circulated to all market traders on 22 January 2020. The letter invited responses to be submitted via the markets representatives and these are appended below. Market traders have also been kept updated on the work of the Task & Finish Group as outlined in the table below. Market trader representatives have been invited to attend the meeting to respond to the recommendations outlined in the report.

Date	
25/01/2019	Letter to Butchers', General & Monday Market traders
30/01/2019	Town Centre staff walk around General & Butchers' Market
25/04/2019	Letter to Market Traders
07/05/2019	Discussed at General & Butchers Market traders meeting –
02/07/2019	Letters of invitation from the Chair of the Town Centre Markets Task & Finish Group sent to Market Trader Representatives to attend the meeting of the Group on 17th July to provide some feedback on the work of the Task & Finish Group to date and to seek their views/ideas on what changes could be made to the Wrexham town centre markets as part of the regeneration of Wrexham Town Centre.
09/07/2019	Discussed at General & Butchers' Market traders meeting
17/07/2019	Market Trader Representatives attended Task & Finish Group meeting.
03/10/2019	Discussed at General & Butchers' Market traders meeting.

#### **General Market Representative:**

1. Long term stability, businesses no longer have the available resources to make changes quickly, so please give us as much notice of any plans as possible so we can commit to your vision and work together for the future prosperity of the markets.
2. Maintaining income during any works, it's essential to the businesses in the General Market that they continue to trade while work is being done on the building wherever possible and where not, refer to point 1.
3. Honesty with traders, we saw with Tŷ Pawb that traders were not always told the full truth about the plans, which was for the greater good of the project. This proved not to be in the best interest of many of the traders and many suffered more hardship than they should have, again refer to point 1.
4. Consultation with Wrexham Market Traders, as EXPERTS in their field. Nobody in Wrexham, Manchester, Chester, Bury, Glyndwr or any other place that is being referred to in the decision making process, know as much about the past, present and future of trading in Wrexham's markets as the people in there all day, every day, gathering information about the requirements and wishes of the general public and responding to that research. The very livelihood of each market trader relies on us responding to this and making the right changes. The fact we are all still here when many large businesses have failed, should prove that we know what we are talking about. With all due respect to students and their universities, they have not had the conversations with the OAP's, nurses, military, and regulars that have visited the markets for decades, who no longer visit, and their very clear reasons why. This is not opinion, this is daily feedback from the actual customer to the

actual service providers, so please consider what we tell you as EXPERT feedback.

5. Works the traders consider important:-

- Better exterior signage, that is clear, visible, relevant, and created WITH the traders. Too much money has been wasted in the past, on signs that are now in the bin, or incorrect, or not effective.
- Painting and decorating the INSIDE of the Market. Lots has been spent in the past on the outside, but history tours come in to see the arches and roof inside, and it looks awful.
- Generic signs do not work. People ignore the signage if it is all the same, this is not just us, and national exhibition centres that have always provided standardised fonts at trade shows are not offering bespoke sign work following extensive research on the subject.
- Entrances need to be more inviting. Camouflage green is not working as many of our customers ask about the traditional black and gold from years back.
- Original gas lamps in the General market are beautiful and interesting, (do not replace them with cheap tin lamps like Chester Market!) but are dirty and expensive to clean/replace bulbs. Putting them on a pulley to lower them for servicing retains the original, highly desirable lamps, and reduces their long term cost significantly.
- Parts of the floor need repair or skimming, but not necessarily the whole floor.
- Integration with the town centre plans. The markets need to be involved at all levels, they are such a unique selling point but rarely benefit from any positive action or promotion of other town projects or events. Regular planning of town events needs to be open to creative ideas to include all town assets.

**Butchers Market Representatives:**

It is very strongly felt that open dwell space is not required in the market, this was agreed by 100% of the traders.

To obtain dwell space would require the reduction of centre stalls. We struggle to understand why the Task and Finish Group think it is a wise move to create more empty space in a second market. The town already has more than ample space in Tŷ Pawb. If customers require a food hall, Tŷ Pawb is the place to go. People can sit there all day if they want to. It is NOT what we want in the Butchers Market.

Improvements are needed in the market however this does NOT have to include removing stalls to create space.

Improvements that could be made immediately include:

- Additional ceiling lights, in keeping with the existing style but fitted with LED bulbs, preferable in easy reach for maintenance purposes; this would alleviate the problem of hiring a Cherry Picker to change light bulbs, costing hundreds of pounds for the privilege of such works being carried out.
- Removal of stall canopies, this would bring into view the beamed ceiling.

- Self level existing floor, then paint with industrial quality paint, or lino of an industrial quality, the latter being preferable.
- General painting of the market.
- Refurbishment of stalls.
- New heating system/or thorough servicing of existing system, which is not working properly at the moment.
- New toilets/rest rooms, for male and females.
- The opening up of perimeter shop units. This would require the refurbishment of the interiors and fitting new concertina shutters. These units could then have multi uses.
- Highlight entrances to the market to show that we are open for business, e.g., glass entrance feature on the Henblas Street entrance.
- Directional signs to be erected around the town, in Victorian style lettering, pointing to where the markets are.
- Reinstate the bus route up and down High Street, stopping opposite the market entrance, encourage bus companies from outside Wrexham to drop their passengers off in High Street.
- Saturday, free parking in Market Street car park from 10am for a two hour period. Customers pay for parking if they wish to stay longer. Signage in car park area showing the direction of the markets.

#### **Monday Market Representative:**

No recommendations for the outdoor market, though not much they could spend any money on to be fair.

## **7. EVALUATION OF OPTIONS**

### **Option 1 – No change**

- 7.1 The Butchers Market and General Market buildings will continue to decline and the markets offer will not meet the changing customer demands outlined in the public consultation. This will impact on the future sustainability of the markets and could result in a loss of funding to invest in the regeneration of the Henblas area of the town.

### **Option 2 – Support the regeneration the markets in line with the proposed vision outlined in Section (c) of this report.**

- 7.2 Improvements will be made to enhance the important historical and architectural features of the Butchers and General Markets. Improvements will also include the creation of dwell space to enable the type of food and leisure offer supported in the public consultation which should lead to increased footfall and trade, particularly with the developments in the Henblas Street commercial area referred to paragraph 4.8. It will also enable improvements to the access to the markets which is supported in the market trader consultation.



<b>BACKGROUND PAPERS</b>	<b>LOCATION</b>	<b>WEBSITE INFO.</b>
Atrincham Market	website	<a href="http://www.altrinchammarket.co.uk/">http://www.altrinchammarket.co.uk/</a>
Chester Market	website	<a href="https://www.chester.market/meet-the-traders/">https://www.chester.market/meet-the-traders/</a>
Shrewsbury Market	website	<a href="https://www.markethallshrewsbury.co.uk/home">https://www.markethallshrewsbury.co.uk/home</a>

**APPENDIX 1**

<b>SUMMARY (2018/19 Actual)</b>	<b>Butchers Market</b>	<b>General Market</b>	<b>Total Indoor Markets</b>	<b>9 Town Centre Shops</b>	<b>TOTAL Indoor Markets &amp; Town Centre Shops</b>
<b>Expenditure</b>	72,390	42,144	<b>114,534</b>	2,091	<b>116,625</b>
<b><u>Broken down as:</u></b>					
Reactive R&M	14,031	4,466	<b>18,497</b>	1,577	<b>20,074</b>
Regulatory R&M	2,259	3,318	<b>5,577</b>	0	<b>5,577</b>
Planned R&M	3,202	2,255	<b>5,457</b>	0	<b>5,457</b>
Other Expenditure	52,898	32,105	<b>85,003</b>	514	<b>85,517</b>
<b>Total Expenditure</b>	<b>72,390</b>	<b>42,144</b>	<b>114,534</b>	<b>2,091</b>	<b>116,625</b>
<b>Income:</b>					
Rent	45,519	11,202	<b>56,721</b>	41,451	<b>98,172</b>
Service Charge	15,533	11,834	<b>27,367</b>		<b>27,367</b>
Other	988	238	<b>1,226</b>		<b>1,226</b>
<b>Total Income</b>	<b>62,040</b>	<b>23,274</b>	<b>85,314</b>	<b>41,451</b>	<b>126,765</b>
<b>OPERATING SURPLUS/(DEFICIT)</b>	<b>(10,350)</b>	<b>(18,870)</b>	<b>(29,220)</b>	<b>39,360</b>	<b>10,140</b>
<b>Outdoor Market</b>					
Expenditure (waste removal)					5,955
Income					22,588
Net surplus from Outdoor Market					<b>16,633</b>
<b>OVERALL OPERATING SURPLUS/(DEFICIT)</b>					<b>26,773</b>

**Key Findings from Visits to Other Successful Markets**

**Altrincham Market**

Altrincham is a private development of indoor and outdoor market and separate market hut area. A number of existing stalls had been replaced with a mix of craft and fresh produce and a food court.

There were themed 'chalk board' brand signage throughout advertising what was on offer and opening times. There were very few vacant stalls. The market area consisted of:-

Outdoor Market (but covered with high glass ceiling):

- Mix of craft/fresh produce and wooden seating areas for food court (perimeter stalls)
- Small canopies and dressed to enable all stalls to be seen, creating a very open market feel.
- Only open on certain days – clearly displayed on 'brand' signage
- Different themed days (eg 'fish day', every 1<sup>st</sup> Friday farmers market)
- Mix of fixed and mobile stalls to create flexibility.
- Some stall owners cover certain days for each other – Saturday and Sunday are the busiest days
- Entertainment provided on some evenings

Indoor Market 'Market House':

- Opening hours 9am – 10 pm Tuesday to Sunday
- Perimeter stalls serving cooked and fresh food
- Wooden tables for seating in the large middle section for eating/drinking
- Clear signage with details of offer and opening times

Outdoor market huts (located approx. 100 yards from Market House):

- Mix of fresh produce/household (eg suitcases, handbags)/cooked food
- Wooden benches
- Covered with high roof
- Different opening times
- Wooden 'shack' serving refreshments and food – available for hire.
- Quiet in poor weather – very busy at lunchtimes and good weather.
- Leaflets with hand drawn maps of markets and opening times available

## Chester Market

This a 52 year old indoor market which is owned and managed by Cheshire West & Chester Council. The building has been refurbished but is in need of further investment. It has maintained some of the old hardware stalls but has replaced some stalls with fresh food/food court and more open 'urban' feel stalls. Occupancy levels after the refurbishment and change of offer increased from 40% to 95%. The Manager of the Chester Market also met with the Task & Finish Group to explain the methodology of their markets review.

Some interesting features:

- More consistent signage/photos clearly advertising products
- Theme nights (eg Foodie Friday - most food tenants and some older stalls remain - voluntary contribution eg £5 as contribution to entertainment).
- Part of Car parking fee can be reimbursed upon receipt.
- Key offer is pleasure and leisure (eg food and entertainment). Vegan new niche area.
- Reviewed tenancy agreements – new heads of terms to require business case for tenancies. Only viable business cases were allocated stalls
- Defined the reasons for change :-
  - Demographic
  - Offer (eg themed days)
  - Dwell time (eg extended Friday evening from 7-9pm)
- Training offered to market traders on social media and finances, etc
- Attracted a good anchor tenant (food)
- Utilised assistance of NABMA (National Association of British Market Authorities)
- Shutters art sprayed to mask any vacant stalls
- No storage was provided and casual traders were allocated a stall on a first come first served basis.
- VAT registered
- Discounts were offered to attract new traders (eg 50% reduction for first six months)
- Website improved to promote offer and events
- Opening hours were regularly enforced
- No charge for vintage fairs and records fairs
- Installation of electric and plumbing was required to support food offer
- Regeneration work was carried out on Sundays so traders remained open
- Approximate costs of the refurbishment were £25k plus £15k food court.

371 respondents accessed the campaign

Q1: What is your interest in Wrexham County Borough		
This multiple response question was answered by 368 respondents.		
Response	Number of Respondents	Percentage of Respondents
I live in the area	336	91.30%
I have business interest in the area	36	9.78%
I study in the area	9	2.45%
I work in the area	114	30.98%
Other	4	1.09%

Q2: How do you normally travel into Wrexham Town Centre?		
This multiple response question was answered by 366 respondents.		
Response	Number of Respondents	Percentage of Respondents
Bus	84	22.95%
Train	7	1.91%
Car	268	73.22%
Walk	110	30.05%
Cycle	9	2.46%
Other	3	0.82%
I don't visit Wrexham Town Centre	6	1.64%

Q3: What are the main reasons for you visiting Wrexham Town Centre?		
This multiple response question was answered by 331 respondents.		
Response	Number of Respondents	Percentage of Respondents
Shopping	272	82.18%
Leisure e.g. food, gym	137	41.39%
Services e.g. banking, insurance	209	63.14%
Medical e.g. optician	141	42.60%
Other	53	16.01%

Q4: When you are in Wrexham Town Centre, do you visit the Monday market, General market or Butchers' market?		
This single response question was answered by 350 respondents.		
Response	Number of Respondents	Percentage of Respondents
Yes	242	69.14%
No	108	30.86%

**MONDAY MARKET**

Q5: How often do you visit the Monday Market (outdoor)?		
This single response question was answered by 242 respondents.		
Response	Number of Respondents	Percentage of Respondents
At least once a week	45	18.60%
At least once a month	86	35.54%
Less than 4 times a year	40	16.53%
More than 4 times a year	24	9.92%
I don't visit this market	47	19.42%

Q6: What is the main reason for your visit to the Monday Market (Outdoor)?		
This open response (Free text) question was answered by 170 respondents.		
Response	Number of Respondents	
Plants/Flowers/garden	72	
Fruit & Veg	46	
Browse	44	
Bargain shopping	11	
Food	8	
Meat	6	
Ambience/Atmosphere	5	
Travelling through	5	
Bread	5	
Clothes	4	
Goods	4	
Eggs	3	
Nothing There	3	
Rugs	2	
Something different	2	
Not enough stalls	1	
To see how small it's getting	1	
Dog beds	1	
Only just started using Monday Market	1	

**GENERAL MARKET**

Q7: How often do you visit the General Market?		
This single response question was answered by 241 respondents.		
Response	Number of Respondents	Percentage of Respondents
At least once a week	31	12.86%
At least once a month	72	29.88%
Less than 4 times a year	65	26.97%
More than 4 times a year	26	10.79%
I don't visit this market	47	19.50%

Q8: What is the main reason for your visit to the General Market?		
This open response (Free text) question was answered by 157 respondents.		
Response	Number of Respondents	
Browse	35	
Welsh Items	17	
Clothing	13	
Cut Through	13	
Purchase goods	11	
Fancy dress	9	
Alterations	7	

Local shopping/support for local businesses	6
Rarely visit	4
School Uniform/sportswear	4
For anything I can't find in town and for food	4
Workwear	3
Anwar	3
Bargains	2
tights/knickers	2
Various	2
Atmosphere	1
Business - speak to shop/stall owners for advertising or magazine distribution	1
Excellent choice of products and to support local suppliers.	1
Good customer service	1
If I need something from there	1
Nostalgia..	1
Not enough choice	1
To see if it has improved	1
Random stuff	1
Rubbish	1
No Reason	7

(See separate sheet for Q9)

#### BUTCHERS MARKET

<b>Q10: How often do you visit the Butchers' Market?</b>		
This single response question was answered by 240 respondents.		
Response	Number of Respondents	Percentage of Respondents
At least once a week	76	31.67%
At least once a month	86	35.83%
Less than 4 times a year	30	12.50%
More than 4 times a year	33	13.75%
I don't visit this market	15	6.25%
This open response (Free text) question was answered by 200 respondents.		
<b>Q11: What is the main reason for your visit to the Butchers' Market?</b>		
Response	Number of Respondents	
Meat/Butchers	69	
Cards	28	
Haberdashery	26	
Browsing	23	
Butchers	23	
Pet supplies	21	
General shopping	14	
Cheese	13	
Craft	13	
General Food	13	
Walk through	12	
Books	11	
Sweets	9	
DVD's	8	
Pies	7	
Support Local Stalls	7	
Balloons	4	
Eggs	4	
Atmosphere	3	
Chat to stall holders	2	
Delicatessen	2	
Stationery	2	
Various	3	
Fresh produce	1	
Café	1	
Fish	1	
Honey	1	
To buy 1 pint of milk.	1	
Bread	1	
My main place for shopping as I dont like pre-packed supermarket goods	1	
Antiques	1	
Bargains	1	
Business - speak to shop/stall owners for advertising or magazine distribution	1	
Collectables	1	
Fancy Dress	1	
Find i more traditional market but seems to have not had the funding support that other markets have had pity	1	
Toys	1	
Unique gifts	1	
The vintage	1	
There are a few more stalls which are of interest than in the General Market	1	
Most stalls shut	1	
Nostalgia	1	
Please see previous comments	1	
If I need something	1	

#### Q13: What are the reasons you don't visit any of Wrexham's markets? (Monday Market / Butchers' Market / General Market)

This multiple response question was answered by 99 respondents.

Response	Number of Respondents	Percentage of Respondents
Environment	37	37.37%
The offer/Goods on sale	78	78.79%
Accessibility	8	8.08%
Inconvenience of location	16	16.16%
Other	17	17.17%

This open response (Free text) question was answered by 17 respondents.

Response	Number of Respondents
Depressing places	1
Dont go in on specific days due to working	1
Drug users and homeless all over Wrexham (intimidating)	1
I dont know what they offer. I only go where I need to when visiting Wrexham.	1
I don't know what's in there	1
I get the same stuff online but better quality and better priced	1
I shop locally to me - Manchester	1
Just not somewhere I think about	1
Markets are good, I come into town for specific reasons.	1
markets very poor	1
Never thought to	1
No reason to visit at present	1
No time and difficult to buy and load	1
Nothing exciting to entice me in	1
Opening hours / days	1
Parking charges	1
Work on Monday's and the goods are not to my taste and can get cheaper elsewhere	1

**Q14: Have you visited markets in other areas of the UK?**

This single response question was answered by 322 respondents.

Response	Number of Respondents	Percentage of Respondents
Yes	274	85.09%
No	48	14.91%

**DEMOGRAPHICS**

**Q17: Do you wish to answer the questions in this section?**

This single response question was answered by 315 respondents.

Response	Number of Respondents	Percentage of Respondents
Yes	257	81.59%
No	58	18.41%

**Q18: What is your age?**

This single response question was answered by 256 respondents.

Response	Number of Respondents	Percentage of Respondents
Under 16		
16 - 24	3	1.17%
25 - 34	27	10.55%
35 - 44	29	11.33%
45 - 54	77	30.08%
55 - 64	58	22.66%
65 - 74	50	19.53%
75+	12	4.69%
Prefer not to say		

**Q19: What is your gender?**

This single response question was answered by 256 respondents.

Response	Number of Respondents	Percentage of Respondents
Male	90	35.16%
Female	165	64.45%
Other		
Prefer not to say	1	0.39%

**Q20: Which of the following best describes you?**

This single response question was answered by 256 respondents.

Response	Number of Respondents	Percentage of Respondents
Heterosexual or Straight	219	85.55%
Gay	3	1.17%
Bisexual	5	1.95%
Other	3	1.17%
Prefer not to say	26	10.16%

**Q21: What is your preferred language?**

This single response question was answered by 254 respondents.

Response	Number of Respondents	Percentage of Respondents
English	223	87.80%
Welsh	26	10.24%
Other	2	0.79%
Prefer not to say	3	1.18%

Please Specify

This open response (Free text) question was answered by 2 respondents.

Response	Number of Respondents
All	1
English & Welsh both	1

**Q22: What is your religion?**

This single response question was answered by 248 respondents.

Response	Number of Respondents	Percentage of Respondents
No religion	87	35.08%
Christian (all denominations)	132	53.23%
Buddhist	3	1.21%
Hindu		
Jewish	1	0.40%
Muslim	1	0.40%
Sikh		
Any other religion	4	1.61%
Prefer not to say	20	8.06%

This open response (Free text) question was answered by 4 respondents.

Response	Number of Respondents
Agnostic	1
methodist	1
Pagan	1
Pagan-Wiccan	1

**Q23: What is your ethnic group? Choose the option that best describes your ethnic group or background.**

This single response question was answered by 257 respondents.

Response	Number of Respondents	Percentage of Respondents
White	238	92.61%
Mixed/multiple ethnic groups	1	0.39%
Asian/Asian British	1	0.39%
Black/African/Caribbean/Black British	2	0.78%
Other ethnic group	1	0.39%
Prefer not to say	14	5.45%

**Q24: What is your ethnic group?**

This single response question was answered by 238 respondents.

Response	Number of Respondents	Percentage of Respondents
Welsh / English / Scottish / Northern Irish / British Irish	236	99.16%
Irish		
Gypsy or Irish Traveller		
Any other White background	2	0.84%

Please Specify

This open response (Free text) question was answered by 2 respondents.

Response	Number of Respondents
European	1
German	1

**Q25 What is your ethnic group?**

This single response question was answered by 1 respondents.

Response	Number of Respondents	Percentage of Respondents
White and Black Caribbean		
White and Black African		
White and Asian	1	100%
Any other Mixed / Multiple Ethnic background		

Please Specify

**Q26: What is your ethnic group?**

This single response question was answered by 1 respondents.

Response	Number of Respondents	Percentage of Respondents
Indian	1	100%
Pakistani		
Bangladeshi		
Chinese		
Any other Asian background		

**Q27: What is your Ethnic group?**

This single response question was answered by 2 respondents.

Response	Number of Respondents	Percentage of Respondents
African	1	50%
Caribbean	1	50%
Any other Black / African / Caribbean background		

**Q28: What is your ethnic group?**

This single response question was answered by 1 respondents.

Response	Number of Respondents	Percentage of Respondents
Arab		
Any other ethnic group	1	100%

:Please Specify

This open response (Free text) question was answered by 1 respondents.

Response	Number of Respondents
Prefer not to say	1

**Q29: Which of these activities best describes what you are doing at present?**

This single response question was answered by 253 respondents.

Response	Number of Respondents	Percentage of Respondents
Employed in full-time job (30 hours plus a week)	114	45.06%
Employed in a part-time job (under 30 hours per week)	32	12.65%
Self-employed full or part time	22	8.70%
Full time education at school, college or university	6	2.37%
Government supported training scheme (e.g. Modern Apprenticeship)		
Unemployed and available for work	1	0.40%
Permanently sick/disabled	9	3.56%
Wholly retired from work	56	22.13%
Looking after the home	1	0.40%
Doing something else	6	2.37%
Prefer not to say	6	2.37%

(please describe)

This open response (Free text) question was answered by 6 respondents.

Response	Number of Respondents
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Carer	1
Full time, unpaid Carer for family members	1
Trying to feel useful and needed	1
Volunteer	2
Volunteer for 2 charities as well as member of participation group at the university	1

**Q30: Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?**

This single response question was answered by 256 respondents.

Response	Number of Respondents	Percentage of Respondents
Yes, limited a lot	18	7.03%
Yes, limited a little	28	10.94%
No	203	79.30%
Prefer not to say	7	2.73%

<b>Q9: How would you rate the following aspects of your visit</b>		<b>Appendix 3(i)</b>		
<b>ENVIRONMENT</b>	<b>MONDAY MARKET</b>	<b>GENERAL MARKET</b>	<b>BUTCHERS MARKET</b>	
Very Good	20.57%	16.86%	25.87%	
Fairly good	39.43%	35.47%	35.82%	
Average	29.71%	29.65%	24.88%	
Fairly poor	6.29%	11.05%	9.45%	
Very Poor	4%	5.81%	3.48%	
Don't Know	0%	1.16%	0.50%	
<b>OFFER / GOODS ON SALE</b>				
Very Good	14.37%	13.45%	30.50%	
Fairly good	25.29%	26.90%	30%	
Average	31.61%	30.41%	24.50%	
Fairly poor	16.09%	20.47%	8.50%	
Very Poor	12.07%	7.02%	5.50%	
Don't Know	0.57%	1.75%	1%	
<b>ACCESSIBILITY</b>				
Very Good	39.31%	27.06%	28%	
Fairly good	38.15%	32.35%	37%	
Average	16.76%	31.18%	18.50%	
Fairly poor	1.73%	3.53%	9.50%	
Very Poor	2.89%	3.53%	4%	
Don't Know	1.16%	2.35%	3%	
<b>CONVENIENCE OF LOCATION</b>				
Very Good	39.43%			
Fairly good	36.57%			
Average	19.43%			
Fairly poor	1.71%			
Very Poor	2.86%			

## RESPONSES TO OPEN QUESTIONS IN THE PUBLIC SURVEY

### Question 12. What improvements, if any would you like to see made to the Monday market, General market or Butchers' market?

There were 170 respondents to this open question. Themes commented on as follows:

Theme	No. of respondents
<b>More variety of stalls/goods:</b> <ul style="list-style-type: none"> <li>• Specialist merchandise</li> <li>• Good quality produce</li> <li>• Green stalls/reducing plastic/free from packaging</li> <li>• Local crafts/handmade goods</li> <li>• Get rid of tat</li> <li>• Café</li> <li>• Fresh flowers</li> <li>• Welsh products</li> <li>• Collectibles</li> <li>• Gin stall</li> <li>• Specialist wine stall</li> </ul>	45
<b>More stalls/split the stalls</b>	35
<b>Food stalls:</b> <ul style="list-style-type: none"> <li>• Artisan food</li> <li>• Local food producers</li> <li>• Vegan stalls</li> <li>• Fruit and Vegetables</li> <li>• Bread</li> <li>• Delicatessen</li> <li>• Fresh and cooked food</li> <li>• Fishmonger</li> <li>• Greengrocer</li> <li>• Jams</li> <li>• Cheese</li> <li>• Street food</li> <li>• Snack bars</li> </ul>	21
<b>Improved access:</b> <ul style="list-style-type: none"> <li>• Remove stepped access</li> <li>• Disabled access on High St and Henblas St</li> </ul>	15
<b>Focus on a food hall</b>	9
<b>Local food producers</b>	7
<b>Dwell space/entertainment/food :</b> <ul style="list-style-type: none"> <li>• Themed markets, such as hippy market, continental market (outdoor)</li> </ul>	7

Theme	No. of respondents
<ul style="list-style-type: none"> <li>• Live Music/Entertainment area in Butcher's Market with focus on food</li> <li>• Food area</li> <li>• Dwell space in Butchers Market</li> <li>• Community events</li> <li>• Seating space/dining space</li> </ul>	
<b>Opening hours:</b> <ul style="list-style-type: none"> <li>• Traders closing early</li> <li>• Open Wednesday all day</li> <li>• Stalls all closed early</li> <li>• Notices giving holiday dates</li> </ul>	7
<b>Parking:</b> <ul style="list-style-type: none"> <li>• Drop off/pick up point</li> <li>• On street parking High St</li> <li>• Parking closer by</li> <li>• Free parking</li> </ul>	6
<b>Market traders:</b> <ul style="list-style-type: none"> <li>• Professionalism</li> <li>• Should be more welcoming</li> <li>• Positive attitudes/banter</li> <li>• More enthusiasm from certain traders</li> </ul>	3
<b>Collection points for market food shop:</b> <ul style="list-style-type: none"> <li>• Drop off/pick up point</li> </ul>	2

Other points that were raised were:-

- Clutter and poor state of the markets
- General decoration in poor state and needs to be sympathetic to style of building
- Clutter – particularly in the arcade entrance to the Butchers' Market
- Zero waste/recyclable products would be a Unique Selling Point

### Question 15 What was the appeal of the other markets that you have visited?

There were 251 respondents to this open question. Themes commented on as follows:

Theme	No. of respondents
<b>Variety of goods/stalls:</b> <ul style="list-style-type: none"> <li>• Craft market</li> <li>• Antique goods</li> <li>• Leather crafts</li> <li>• T-shirt printing</li> <li>• Artwork</li> </ul>	122

Theme	No. of respondents
<ul style="list-style-type: none"> <li>• Kitchen equipment</li> <li>• Original artisan</li> <li>• Quality bric-a-brac</li> <li>• Fresh flowers</li> <li>• Sweets</li> <li>• Record fairs</li> <li>• Cockery</li> <li>• Shoes</li> <li>• Keys</li> <li>• Planters</li> <li>• Vintage clothing</li> </ul>	
<p><b>Food stalls:</b></p> <ul style="list-style-type: none"> <li>• Range of Food and Drink</li> <li>• Pizza oven</li> <li>• Locally grown produce</li> <li>• Herbs</li> <li>• Artisan breads</li> <li>• Cheese</li> <li>• Cafes</li> <li>• Vegetarian/vegan products</li> <li>• Free from foods</li> <li>• Modern and contemporary food stalls/cafes</li> <li>• Pies</li> <li>• Takeaway food</li> <li>• Homemade food</li> <li>• Foods from different parts of the world</li> </ul>	42
<p><b>Atmosphere:</b></p> <ul style="list-style-type: none"> <li>• Music</li> <li>• Friendly</li> <li>• Light/airy</li> <li>• Happy stall holders</li> <li>• Hip, modern vibe with a food offer</li> <li>• Consumer friendly – offer chip and pin</li> <li>• Liveliness</li> </ul>	38
<p><b>Food Hall/Court:</b></p> <ul style="list-style-type: none"> <li>• Food and beverage area</li> </ul>	23
<p><b>Better Quality Products</b></p>	22
<p><b>Local produce</b></p>	17
<p><b>Accessibility</b></p> <ul style="list-style-type: none"> <li>• All under one roof</li> <li>• Everything in one space</li> <li>• Easy access</li> <li>• Less clutter</li> </ul>	8
<p><b>Clean</b></p>	7
<p><b>Look attractive</b></p>	6

Theme	No. of respondents
<b>Better parking:</b> <ul style="list-style-type: none"> <li>• Free parking</li> <li>• Lower priced parking</li> </ul>	6
<b>Better opening times:</b> <ul style="list-style-type: none"> <li>• Opening times clearly stated</li> <li>• Open 6 days a week</li> </ul>	5
<b>Dwell time</b>	4
<b>Entertainment:</b> <ul style="list-style-type: none"> <li>• Music offer</li> <li>• Specialised themed markets</li> </ul>	4

Other comments include:-

Better layout, more attractive, lighter, brighter, bigger, space between stalls

Friendly stall holders

Artisan products, things you can't get off the High Street

Good signage to the markets

Historical building

Feeling safe

### Question 16 Further comments

There were 190 respondents to this open question. Themes commented on as follows (note there is some duplication with the themes stated above):

Theme	No. of respondents
<b>Offer more variety:</b> <ul style="list-style-type: none"> <li>• Books</li> <li>• Cafes</li> <li>• More fashionable goods to be offered</li> <li>• Toilets</li> <li>• Unique gift ideas</li> <li>• Themed markets eg Farmer</li> <li>• Local produce</li> <li>• Better offer of goods/more variety</li> <li>• Places to dine</li> <li>• Too expensive</li> <li>• Offer something for kids</li> <li>• Target a younger audience</li> <li>• Zero waste shop</li> <li>• Plastic free shop</li> <li>• Entertainment</li> <li>• Summer events</li> </ul>	60

Theme	No. of respondents
<ul style="list-style-type: none"> <li>• Junk on sale</li> </ul>	
<p><b>Buildings:</b></p> <p>Positive:</p> <ul style="list-style-type: none"> <li>• Good character of buildings</li> <li>• Heritage should be preserved/maintained</li> </ul> <p>Negative:</p> <ul style="list-style-type: none"> <li>• Allowed to deteriorate</li> <li>• Unattractive in appearance</li> <li>• Looks dirty, untidy &amp; dark</li> <li>• Create a funky vibe to eat and meet</li> <li>• Needs modernisation</li> <li>• Environment not inviting</li> </ul> <ul style="list-style-type: none"> <li>• Disabled Access required</li> </ul>	<p>17</p> <p>35</p> <p>5</p>
<p><b>Food:</b></p> <ul style="list-style-type: none"> <li>• Street Food</li> <li>• Quality Fruit &amp; Veg</li> <li>• Fishmongers</li> <li>• Food and drink hub required</li> <li>• Curry</li> <li>• Cakes</li> <li>• Food from different parts of the world</li> <li>• Takeaway food</li> <li>• Food, bread, cheese, pies</li> <li>• Butchers market should be just food</li> </ul>	20
<p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>• Market the venues</li> <li>• Market them as tourist attractions</li> <li>• Signage to locate the markets</li> <li>• WCBC to promote</li> <li>• Rename market to Ty Shack</li> </ul>	18
<p><b>Opening times:</b></p> <ul style="list-style-type: none"> <li>• Should be open in the evening</li> <li>• Stalls should be open during advertised opening times</li> <li>• Opening times should match other shops</li> </ul>	8
<p><b>Anti Social Behaviour:</b></p> <ul style="list-style-type: none"> <li>• Homeless hanging around – off putting</li> <li>• Feeling unsafe</li> </ul>	8
<p><b>Parking:</b></p> <ul style="list-style-type: none"> <li>• Better parking required</li> <li>• Cheaper parking required</li> </ul>	7
<p><b>Market traders:</b></p> <ul style="list-style-type: none"> <li>• Stall holders helpful</li> <li>• Retail technique course should be offered</li> <li>• Run as hobbyist enterprises</li> </ul>	<p>3</p> <p>2</p>
<p><b>Location:</b></p> <ul style="list-style-type: none"> <li>• Re-locate outdoor market to Llwyn Isaf</li> </ul>	3

Theme	No. of respondents
• Markets should be moved into the middle of town	
<b>De-pedestrianisation:</b> • Too many streets have been pedestrianised	1

NOTE – there were also a number of ‘no comments’ which haven’t been included.



**Appendix 5**

Summary of Responses from Questionnaire for Market Traders

<b>1. What products do you sell?</b>	
<b>Indoor Traders</b>	<b>Outdoor Traders</b>
Pet food, Wild bird foods, fish foods, pet accessories	Plants x 3
DVD's/CD's/Blu Rays	Fruit, veg and salad x 2
Avon	Smoking products x 2
Second hand books and toys	Dog beds x 2
Sweets, Chocolate, drinks, crisps, slushie drinks	Handbags, purses x 2
Butchers, meat, cooked pies, delicatessen	Fairy house mystical items, incense burners & holistic items etc
Food/drinks - Cafe	Pictures, tin signs, sports memorabilia
Greeting cards, balloons and partyware, stationery, papercraft	Rugs, mats, carpets, runners, all aspects of floor coverings
Gold, silver, coins, antiques, collectibles, jewellery, toy figures	Keycutting, batteries, Jewellery
	Towels & bedding
	Watches, straps and batteries, sunglasses
	Bread, cakes
	Ice cream, ice lollies, pop, slush

<b>2. Is your business performance improving or declining (what do you think the reasons are for this)?</b>	
<b>Indoor</b>	<b>Outdoor</b>
<b>Declining x 4</b> Reasons <ul style="list-style-type: none"> <li>Inaccessible</li> <li>Nobody comes to the market anymore.</li> <li>Internet Sales</li> </ul>	<b>Declining x 9</b> Reasons <ul style="list-style-type: none"> <li>due to reduced footfall in town centre x 4</li> <li>Change of Location of particular stall</li> <li>Out of town shopping, Free parking retail parks, decline in disposable income, PCP cars, mobile phones, etc</li> <li>internet (over populated) x 2</li> <li>rough sleepers, drug users and dealers in the centre of town. People do not feel safe so they have stopped shopping in Wrexham. Rent increase, traffic wardens.</li> </ul>
<b>Steady x 3</b> Reasons: <ul style="list-style-type: none"> <li>I have slightly changed my business model so trade is ok. There is certainly a decrease in footfall in the market though.</li> <li>Lack of customer flow</li> </ul>	<b>Steady x 5</b> Reasons: <ul style="list-style-type: none"> <li>Staying steady due to regular customers keeping prices steady and keeping well stocked and supplying good quality goods – comment - they don't cut keys online 'yet'</li> <li>I have built up good regular customers</li> </ul>
<b>Improving x 1</b> Reasons: <ul style="list-style-type: none"> <li>Card sales improving but craft sales decreasing rapidly. Right product for our location re card sales.</li> </ul>	<b>Improving x 2</b> Reasons: <ul style="list-style-type: none"> <li>It's up and down but since starting at Wrexham I noticed an improvement in sales, week by week.</li> <li>Improving because we have reduced our product selection and now focus on offering a quality product for a competitive price.</li> </ul>
<b>It varies from week to week x 1</b>	
<b>Don't know x 1</b> Reasons: <ul style="list-style-type: none"> <li>Only just started</li> </ul>	

<b>3. What improvements would you like to see made to the market building/layout? (Indoor Market traders only)</b>
Modernised, cleaned, tidied, painted, replace canopies x 5
Wheelchair access in Butchers' Market Henblas St & High St. x 2
Better Lighting x 2

CCTV
Less stalls in the middle
Layout is fine, does not need changing
Town Centre needs to reinvest in itself

<b>4. Would you like to see a change of location in the town? If so where? (Outdoor Market only)</b>
No x 7
Yes, Regent St x 3
Unsure x 2
Neutral x 2
I think wherever the market is it needs to be seen as one market and all traders need to be located together.

<b>5. Have you visited any other markets in the UK? If so is there anything we could emulate in our markets?</b>	
<b>Indoor</b>	<b>Outdoor</b>
No x 2	Location/Move to Regent St x 4
Parking / drop off points x 2	No x 2
Other markets can't be copied.	More customers/Keep people in Wrexham x 2
Advertise for particular traders on social media	Increased public safety/drug users problem x 2
Better layout of stalls	Traders who attend regularly
Fill stalls with traders	Coach/bus service
Structure and access	Limit like for like stalls
Located with busy major stores around them	Social media advertising
Better balance of stalls	More traders, themes (food festivals, music, entertainment)
Signage	Cheaper rent
Management presence	

<b>6. How do you attract and retain customers?</b>	
<b>Indoor</b>	<b>Outdoor</b>
Quality products, great customer service and expert advice x 8	Quality products, great customer service and expert advice x 14
Using Facebook and telling current customers	Facebook, advertisement
Try and sell different things	

<b>9. Do you undertake your own marketing/promotion/advertising? If so, where/when?</b>	
<b>Indoor</b>	<b>Outdoor</b>
No, word of mouth x 5	No, word of mouth x 8
Yes, social media x 4	Yes, Social Media x 6
Weekly promotion in window	Flyers, business cards, signs on stall

<b>10. Do the current opening hours suit your business? If not, please state suggested times.</b>	
<b>Indoor</b>	<b>Outdoor</b>
Yes x 5	Yes x 13
People still go home early before closing time, shouldn't be allowed x 4	I do worry about vans being left on site all day as it looks as if people are ready to leave. I mean on a normal sunny day as on a windy day the vans aid the stalls.
Core hours should be 9am – 4.30pm – 6 days a week (inc Wed)	Trade dies after lunch – poor customer base
Would suggest 9am – 5pm all traders to be open Monday to Saturday – bigger time scale for potential customers to come in.	Could offer a late night market on a Thursday once a month or try a Saturday.
Unless we can consider 10am – 2pm	

<b>11. Do you participate in Town Centre events?</b>	
<b>Indoor</b>	<b>Outdoor</b>
No x 8	No x 11
I would do x 2	We are willing to join in events and it would be nice to see stallholders at events.

	I would but I'm a new business so haven't had the opportunity yet.
	As much as possible but better communication on future events would be helpful.

12. How do you think we can increase footfall to the markets?	
Indoor	Outdoor
Free 2 hour parking in car parks/cheaper car parking x 3	Free short term parking on market days x 4
Parking on High Street/Chester Street x 3	Reduce ASB x 3
Better Signage x 2	Attract new traders x 2
Disabled ramp off Henblas St and High St x 2	Move to Regent Street x 2
De-pedestrianise some areas	Subsidised/improved bus service x 2
More promotion in local newspaper and social media	Advertising x 2
Advertising	Events on Market days
Fill the empty stalls	More regular traders who attend rain or shine
Reduce ASB	Coach Trips
Bring back major stores to town centre	Increase police patrol
Bus service to High Street	Shop rates a problem
	Reduce traffic wardens
	Different days, evening market, themed markets.

13. How do you think we can attract new traders to the markets?	
Indoor	Outdoor
Link up with Businessline/Enterprise Hub	Advertising x 4
Advertising/Advertise in Job Centre x 2	Reduced rent x 3
Make empty stalls look inviting and make sure there are rental details in windows.	Traders who t bring something different.
Cheaper rent/Free rent period x 5	Relocating
Let traders sell different things and maybe try and get fruit and veg traders interested	More footfall
Special events/demonstrations	Free parking from Mid day
Give more incentives	Unlikely – easier to get a job or trade online
By trying to sell it to them. People ask me how much the stalls are per week all the time.	I don't think you will – who wants to work 17 hour days any more.
Concentrate on accessibility to the town, get rid of all the traffic wardens and make it free to come to town.	Run a craft market 1 week in 4 amongst the normal traders.
Update and put new shop fronts on some of the empty shops.	

14. Is there anything else you would like to add?	
Indoor	Outdoor
Ramp on High Street x 3	Portable Toilet x 3
I think the signs on the windows of the High Street entrance should be on the bottoms of the windows to allow more light into the market. x 2	Happy as it is x 2
Accessibility into Town x 2	Better communication on events in the town x 2
Free or cheap parking x 2	Although markets are declining any dramatic changes or location changes will only make trade worse.
Short stay road parking on High Street	Relocation
Events to increase footfall x 2	Signage in car parks and bus station
We do not under any circumstances want stalls taken down to make open spaces, there is enough of them in Ty Pawb and that place is failing badly, ask the stall holders.	Professional traders/Variety of traders
Traders closing early and not even opening has a detrimental effect on the market x 3	Lower rent.
Earlier closing - 3pm	Events
Bus service.	Address ASB/Drug use
Market staff should be located in the market	I found Alan who organises the pitches very helpful and supportive.

Delegate one person to promote and find new stall holders for the next 6 months. Make it their sole job.	Social media advertising
A fact sheet for new traders giving advice/pointers/requirements	
Ongoing dispute of the cost of cleaners needs resolving	
Reduced Rent	
My back wall is falling down which I have reported 5 years ago and it still not been done and also my floor.	
Air conditioning	
I would love to meet the people that have the power/position to be able to make changes. If we carry on the same way that we have for the last 20 years or so it will only carry on to decline at what point will Council's wake up.	
Eagles Meadow should have been built for something else, maybe a place for kids, families, sports etc. In my opinion the shops should have stayed in the town centre and then footfall would be much better. I can say this as I am born and bred Wrexham person.	
A proper market manager who has a hands on approach – eg cleaning refuse removal, basic maintenance rather than merely office based, also operating on the days of the market is open, the cost of this would be less than all the current expenditure.	
Central Arcade is cluttered and uninviting, this area does not look acceptable.	

## Summary Of Town Centre Markets Task and Finish

Please note, this is a summary of the assessment. Refer to the full text.

Department: Housing and Economy  
 Department Reference: HE/EIA00211/2019  
 Responsible Officer: Steve Bailey  
 Job Title: Head of Housing and Economy  
 Completed Date:

Positive Impacts	
Impact	Description
Age Adults	The considerations for the task and finish group to make recommendation on are to change the building, the environment and the offer to attract an increased and more diverse customer base. DDA, H&S, layout, job creation are all considerations. Following Scrutiny the EIA process with be reviewed on any decision taken forward.
Age CYP	The considerations for the task and finish group to make recommendation on are to change the building, the environment and the offer to attract an increased and more diverse customer base. DDA, H&S, layout, job creation are all considerations. Following Scrutiny the EIA process with be reviewed on any decision taken forward.
Carers	The considerations for the task and finish group to make recommendation on are to change the building, the environment and the offer to attract an increased and more diverse customer base. DDA, H&S, layout, job creation are all considerations. Following Scrutiny the EIA process with be reviewed on any decision taken forward.
Disability	The considerations for the task and finish group to make recommendation on are to change the building, the environment and the offer to attract an increased and more diverse customer base. DDA, H&S, layout, job creation are all considerations. Following Scrutiny the EIA process with be reviewed on any decision taken forward.
Poverty	The considerations for the task and finish group to make recommendation on are to change the building, the environment and the offer to attract an increased and more diverse customer base. DDA, H&S, layout, job creation are all considerations. Following Scrutiny the EIA process with be reviewed on any decision taken forward.
Pregnancy & Maternity	The considerations for the task and finish group to make recommendation on are to change the building, the environment and the offer to attract an increased and more diverse customer base. DDA, H&S, layout, job creation are all considerations. Following Scrutiny the EIA process with be reviewed on any decision taken forward.
Welsh Language	The considerations for the task and finish group to make recommendation on are to change the building, the environment and the offer to attract an increased and more diverse customer base. DDA, H&S, layout, job creation are all considerations. Following Scrutiny the EIA process with be reviewed on any decision taken forward.
Age Adults	The considerations for the task and finish group to make recommendation on are to change the building, the environment and the offer to attract an increased and more diverse customer base. DDA, H&S, layout, job creation are all considerations. Following Scrutiny the EIA process with be reviewed on any decision taken forward.



