

## PROPOSED IMPROVEMENTS TO THE MARKET SQUARE

**To:**

Councillor Rosy Moore, Executive Councillor for Climate Change,  
Environment and City Centre  
Environment & Community Scrutiny Committee 24/03/2022

**Report by:**

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**Wards affected:**

All

Not a Key Decision

### 1. Executive Summary

1.1 The City Council has been working with stakeholders to consider the potential opportunities for improvement of the Market Square. Stakeholder views raised at scrutiny committee in regard to the project in early 2021, alongside the continued impact of the pandemic, offered the Council's team the potential to consider all of the evidence and views collated over the past few years and to review the project.

1.2 The project team have reviewed the feedback, previous reports and more recent work. There is a groundswell of support for changes to the market square, making it a more accessible, attractive, welcoming, exciting and safe place to visit, shop and gather both during the day and into the evening. Stakeholders want to see the 7 day market continue, but also want the ability to experience other events in the space.

1.3 The pandemic has not only led to changes in customer demands on space, products, but increased the speed with which the retail sector has

changed, and many of the City's main retail area freehold and leaseholders are already looking to the recovery and longer term mixes in uses which help support a sustainable future in the longer term. The Council needs to consider how the market square can compliment and align with other activity within the city centre.

1.4 The City remains a both highly successful place and one which experiences significant issues in sustaining that success, which require a collaborative approach to solutions. The aims and aspirations in addressing climate change, both through a more radical approach to efficient energy solutions , and prioritization of public and sustainable transport, whilst reducing the level of private car access to the city centre, are important opportunities for the city, and the Council, and both could have a significant impact on the future use of, and design of, improvements to the market square

1.5 This report therefore provides an update on the review of the project, the other major projects potentially impacting on, or which may impact on the city centre, and the additional work done to look at the possible options for sustainable improvements to the square to address stakeholder requirements in an effective way whilst recognizing the importance of the surrounding heritage, alongside the needs for a fit-for purpose future.

## **2. Recommendations**

The Executive Councillor is therefore asked to:

2.1 Note the update on the project status and next steps at section 8.0 for the project workstreams

2.2 Note the need to consider the project in line with other key projects including the heat network feasibility study and GCP's Road network hierarchy review and any resulting proposals which may arise before progressing a more detailed scheme proposal, in order to ensure that a strategic approach is taken to the project. This is likely to mean that the development of any scheme, if still feasible, for approval to progress to a planning application will not be finalized until at least 2023.

2.2 Approve the amended vision as proposed in section 4.3

2.3 Delegate authority to the Director, in consultation with Chair and Spokes, to continue to develop the project in line with the Corporate Programme Office and project management requirements, and with the Council's formal decision processes. The project will be managed in collaboration with partners leading other major schemes which may have an impact on the outcomes for this project. Formal scheme development, where proposed, will be developed in line with current policy, including on voluntary and statutory consultation, and brought to committee. Future delivery of any approved project will be subject to available funding.

2.4 Note the proposal to set up a liaison group to ensure updates on the project are shared with key stakeholders. The Liaison group engagement does not preclude other specific engagement with partners, or replace the relevant voluntary or statutory public consultation processes.

### **3.0. Project Context and Background**

Any proposals for possible improvement to a place such as the Market Square, is necessarily complex with a multitude of dependencies, and the review has considered a number of topical issues arising within the City Centre which need to inform, and be informed by this project. These include:

- City Recovery
- Exploration on the potential for a District Heat Network
- Possible Changes in Road Hierarchy and Modal Shift
- Changes in Waste Management Requirements
- Heritage and Cultural Considerations in and around the Market Square
- Management of a 7 day market

The primary impact of these on the project are explored in more detail below.

#### **3.1 City Recovery**

3.1.1 Cities and City centres are experiencing unprecedented change through the impacts of the global pandemic, through ongoing changes in consumer habits driving structural change in the retail sector, and in the further impacts of, and requirements arising from, the need to address climate change.

3.1.2 Cambridge, a city both of global and local reputation, has additional needs in addressing its key issues of transport congestion and air quality, alongside the need for more housing, and also, inequality.

3.1.3 Whilst there are cautious early signs of the City's resilience in recovery, the impacts have still been significant. Over the last eighteen months to two years the city has seen the unemployment claimant count rise by over 100% from a traditionally low base, alongside the decimation of the visitor economy and 80% reductions in footfall in the city centre.

3.1.4 A retail industry at 5.6% of Cambridge's workforce already challenged by longer term changes in customer shopping habits has been hit particularly hard by the pandemic and the closure of non-essential shops, alongside the impacts on charities, tourism and hospitality (9.2% of the Cambridge workforce), leisure, and education related businesses (which provide 16% of Cambridge employment).

3.1.5 Early indications are that, in line with previous challenging periods, Cambridge is showing good signs of recovery in many areas, but there is still a long way to go. The *Cities Outlook 2022* – the Centre for Cities' annual economic assessment of the UK's largest urban areas shows that the level of retail voids in Cambridge is relatively low in comparison to many cities (11.9%) but this is still high (4% increase) in comparison to the pre pandemic situation in the city. The report shows that some of the stronger economically cities have been hit hardest owing to issues such as traditionally high rents and the high proportion of office based workers staying away from centres/offices. The Centre for Cities specifically demonstrates the paradoxes in impact of the pandemic between Cambridge and Mansfield ([Cambridge and Mansfield: a tale of two high streets | Centre for Cities](#)).

3.1.6 The pandemic has opened up the need to develop a recovery strategy (draft approved by Executive Council following scrutiny at Strategy and Resources committee in 2021), with a view to socialising and developing the detail and generating collaborative delivery plans with partners across the city.

3.1.7 The purpose of the strategy is to respond to the impacts of the pandemic on Cambridge and drive a recovery and longer-term development strategy and plan that shifts Cambridge towards greater fairness and equality for residents and environmentally sustainable development.

3.1.8 It is the start of a long-term plan, to be developed with partners and communities to understand and put in place the collaborative actions needed to improve our city, from services, to planning/development, to investment in social, environmental and sustainable economic infrastructure.

3.1.9 The intention is to ensure that the strategy can make our long-held vision a reality: *‘One Cambridge - Fair for All’, in which economic dynamism and prosperity are combined with social justice and equality.*

3.1.10 For the City, we consider that this could mean a number of things, including for example:

- A fairer, greener Cambridge will be an exemplar of a sustainable, net zero carbon city and an inclusive, liveable city, a welcoming and collaborative and innovative Cambridge.
- A city that makes informed choices to balance the needs and opportunities of current and future generations for all our residents.
- A city that works together to make the reforms and investments to create a fairer, greener city.
- Reviving the city centre to improve access and experience for pedestrians – locals and tourists, with sustainable, efficient transport options into and around the city.
- Enhancing and opening up the cultural, heritage and leisure offers to all
- New development opportunities for business, housing and leisure which enhance the existing offer, increasing usable space and improving sustainability (zero-carbon, biodiversity, air quality green spaces)
- Services, businesses and infrastructure that work for local people, designed around the communities in which they live, focused on quality, access and inclusivity for residents.

3.1.11 Within that context the City Council is reviewing how its city centre based assets, including the market square, can provide further support to the future delivery of the strategy. We will also work with other freeholders and long term tenants to understand their plans for the future of current retail centres where redevelopment options are being considered, and how this project can align with them.

3.1.12 The market square provides an opportunity to provide a focal city centre space which can facilitate people coming together and encourage community cohesion. Hosting the 7 day market alongside a wider range of activities and uses it can draw in a variety of people throughout the day, week, and year. Increasing vibrancy requires a focus on the needs of both the local businesses, customers and the most vulnerable visitors.

### 3.2 The Market Square – Background and Context

3.2.1 The Market Square lies at the very heart of the city centre, surrounded by the historic core. Like many towns and cities, a traditional use for a “market square” is a market, and Cambridge has been able to hold a market since the 13<sup>th</sup> century. The market is currently operated under the 1985 Cambridge Act. Cambridge remains one of the few places in the country to support a seven day a week outdoor market in its market square. The market provides a vibrant and diverse daily retail offer, and fulfils an important local economic function, both directly, by providing opportunities for small independent businesses to set up and trade on the market; and indirectly, through helping to animate and, thereby, attract footfall to the city centre. The economic and social impact of COVID has further highlighted the economic and social importance of the market to the city. Throughout the pandemic, the outdoor market has provided essential services and fulfilled a vital social function for residents.

3.2.2 As part of the longer-term delivery of the City vision, the market square will be centre stage in provision of a key public realm space within the city centre.

3.2.3 Following a report on the market square presented to the Council by Cambridge Past Present and Future in 2015, the Council has been engaging with key stakeholders and the public to identify the key benefits of the square currently and those things which present as requiring investment and improvement.

3.2.4 Workshops for key stakeholders were held in 2020 (2 general and 2 specifically for market traders) following the publication of an initial report by BDP in 2019

3.2.5 Those present included the following key stakeholder groups

|  |   |
|--|---|
| Cambridge Association of Architects<br>Friends of Cambridge Market<br>Cambridge Living Streets<br>Historic England<br>Cambridge BID<br>Kings College<br>Healthwatch<br>FECRA | Cambridge University Estates team<br>Bidwells (Agents for University Colleges)<br>Gonville & Caius College<br>Cambridge Past Present & Future<br>Landlords for businesses adjacent to Square<br>Visit Cambridge<br>Police |
|--|---|

|   |   |
|---|---|
| Market Traders Association<br>Hobsons Conduit Trust | Transition Cambridge<br>Great St Marys Church<br>Cambridge Cycling Campaign |
|---|---|

Council staff from the following teams were also present in their policy and, where relevant, statutory consultee roles, Equalities, Access, Road Safety, Environmental Health, Housing, Street Lighting, Highways, Archaeology, Tree team, Cycling, Licensing Property, Transport and Infrastructure. City and County Councillors also attended.

3.2.6 The high-level summary findings of the workshops were as follows:

The Market Square:

- is a focal point and central attraction to City commercial/cultural/social centre
- enhances the vibrancy of the city centre
- supports the local economy and businesses, including those with shop fronts surrounding Commercial centre
- provides an important setting of, and vistas to, the historic core and heritage buildings and environment around it

The 7-day Market:

- Provides a traditional market with unique traditional character with a good variety of stalls
- Supports independent businesses through provision of opportunity for a range of traders and for start-ups
- Supports attraction for city centre tourism and footfall
- Has vitality, vibrancy, great ambience and buzz during day with a relaxed atmosphere

3.2.7 However, feedback also included reference to issues and to the need for improvements and enhancements to be made to the square. A high-level summary of these is included here.

- Lack of seating and space to gather/eat outside
- Vista to surrounding historic buildings and streets and the customer flow into and out of square needs improvement

- Limited accessibility to all through uneven surface and surrounding highway uses. Fountain not in use
- Prominent and visible waste and refuse facilities
- Confusing signage. Lack of information about history of the market square as a civic and commercial centre and its features, the fountain, Hobsons conduit etc
- Lack of evening offer and uninviting, dark space at night, encouraging anti-social behaviours

3.2.8 Following some initial proposals for an improvement project, a draft vision was developed as the following:

*“Our Vision is to secure multi-million-pound capital investment to transform the market square into a multi-functional outdoor space, which continues to support a vibrant, successful and diverse seven day a week local outdoor market, but with an improved stall layout and design, which allows the square to be used by the community for other events and activities, both during the day (in and around the market) and into the evening. We will create a fully inclusive, high quality civic space, which is welcoming and accessible to all sections of our community; and designed and managed to a standard, which befits the city’s profile and reputation, as an international visitor, University and business destination*

*The market square will be an attractive city centre destination, where residents and visitors come together to shop for local food and produce, artisan crafts and services, sit out and enjoy delicious street food from around the world, people watch and socialise. It will provide a year-round venue for a diverse programme of leisure and cultural events and activities, both in and around the daily market and into the evening, including for outdoor theatre, film shows, concerts, civic gatherings and street entertainment. By engaging our city community in the design and development of this exciting civic project, we will deliver a transformed market square which:*

- *Respects the site’s rich heritage value and the central role it has played, and will continue to play, in Cambridge’s social and economic development*
- *Sustains a vibrant, diverse and commercially successful daily local market, whilst enabling flexible use of the space for other events and activities during the day and into the evening*

- *Maximises the city's 'green' credentials, including opportunities to support our zero carbon, biodiversity and associated sustainable development objectives*
- *Integrates with and supports Cambridge's wider city centre economic and social activity, including helping to animate the 'high street' and attract and sustain visitor footfall"*

The vision and concept design were issued for public consultation in May 2021. 1165 responses were received. A brief summary of the consultation is provided below with a more detailed summary report in Appendix 1. Following the Environment and Communities Committee meeting in March 2022, the intention is to publish a final report on the Market Square website.

- 96% of responses were received from individuals within the CB area postcodes
- 57 % of the overall responses to the consultation state that the respondees visit the market square at least once a week all year round with a 70/30 split between day and early evening visits
- The majority come to shop in the market or city centre, followed by using the market square as a thoroughfare, to meet up with friends, for the atmosphere and historic views and setting
- Primary mode of transport to the square is by walking or cycling

3.2.9 In general, whilst there are views at each end of the spectrum, the emerging findings are broadly similar to the earlier workshop and wider engagement outcomes. The broad themes were as follows:

- The Market Square is seen as an important space at the heart of the city
- There is general support for the aim of the vision to improve the square in ways which support its status as the heart of the city and a place for all
- There is strong support for increased pedestrianism of the space
- There is good support for the 7 day market
- There is also support for additional use of the space during the evening
- There is support for elements of the proposed concept design, but also comments in regard to possible changes/amendments in order to improve it
- Whilst there is no specific disagreement to the principle of demountable stalls, the vast majority of respondents to the consultation did not agree with the style/type proposed within the consultation.

Of those responding the main themes in regard to desired improvements included the following:

- Improvements to general appearance, including an accessible surface
- Lack of seating, and eating space , cramped layout
- Dead space in the evening/ lacking café culture/ no life between 5 and 9pm/ lack of activity other than market
- Need to address safety/ issues of anti-social behaviour in evening, with lack of through visibility
- Management of waste, odour and cleanliness
- Lack of toilets and nowhere to wash hands if eating outdoors
- Too many hot food stalls and takeaways and tourist stalls

93% of respondents prioritised improving accessibility and pedestrianisation

Just under a quarter of respondents suggested that no changes at all were required, although, given the nature of the question, and the context for the majority of these responses, we believe that possibly a proportion may be referring to the 7 day market itself, rather than the square per se. This needs further analysis.

Emerging themes are picked up in the relevant areas of this report, and in next steps.

3.2.10 Following the work done on the project to date, and the last report to Environment and Communities Committee in 2021, alongside the engagement and feedback to date, including challenges to elements, the Council announced its intention to review the project and the feedback and to come back with an update in March 2022.

## **4.0 The Market Square Project - Proposed Vision and Objectives**

4.1 The Council has considered the Market Square within the context of its wider Cambridge Futures work, alongside wider strategic priorities and strategies around anti-poverty, climate change, and the Greater Cambridge Partnership's proposed review of the road network hierarchy as part of its City Access plans. This work, building on previous consultations e.g. on Making Connections, Making space for People etc, will also need to be reflected in the new Local Transport and Connectivity Plan being developed by the Cambridgeshire and Peterborough's Combined Authority.

4.2 This, alongside other major projects, will mean that the market square project will have to be progressed in line with early outcomes and indications from this work, as making best use of space within the square, and factors such as the prioritization given to pedestrians, are important elements of the project. Other key projects under climate change objectives, such as the exploration of the potential for a heat network within the city centre, will also need to inform further work on the Market Square.

4.3 There are aspects of the project which can and need, however, to progress with further work to ensure that, as we move forward, project decisions can be taken in a timely manner and with regard to relevant evidence.

### 4.3 The Vision

4.3.1 Responding to feedback from the consultation, the Council are proposing the following amended vision and objectives for the Market Square Improvement Project. Any vision for the square needs to reflect its importance as the heart of the city whilst providing a modern environment for its visitors, setting off the heritage assets adjacent to it. It is therefore proposed that the draft vision be:

*“An inspiring, strategic public realm heart to the city centre, the market square will be welcoming to all to work, visit and spend time here. A 21<sup>st</sup> century international and local multi-generational and multi-cultural space, celebrating Cambridge’s history and heritage, it integrates a thriving, sustainable, accessible, safe and open environment, connecting the surrounding streets with spaces to shop, wander, stop and socialise. A bustling 7-day market, space for seating and eating, additional business and social opportunities and engaging and inclusive cultural events will add to the richness of the area, making this an active day and evening hub in the city centre for local businesses, residents, and the wider community.”*

### 4.4 Key Objectives

The key objectives are proposed as the following (broadly same as previous):

The project will:

- Aim to achieve the agreed vision

- Integrate with and support Cambridge's wider city centre economic and social activity, including helping to animate the 'high street' and attract and sustain visitor footfall"
- Ensure that the square contributes to the Council's and City's actions in addressing climate change and inclusion.
- Ensure the square sustains a vibrant, diverse and commercially successful daily local market, whilst enabling flexible use of the available space for other events outside the market where practical.

## **4.5 The Proposals**

Following discussions with statutory partners, and in consideration of the work done to date and feedback, it is clear that there is in principle support for improvements to the area, but the project is complex and requires further work before a reviewed design and layout can be proposed. In broad terms, however, the Council is investigating further detail on the following:

### **4.5.1 The Market Square**

4.5.1.1 Currently the square provides restricted and somewhat inaccessible spaces owing to the surface treatment, highways layout, and stall layout and orientation etc. Improvement to the surface would provide benefits and increased accessibility to traders, visitors and local customers, in compliance with the Equality Act.

4.5.1.2 Subject to the relevant advice and consents, the proposal would be to develop a design and plan to improve the surface of the space, providing a more level surface with minimal kerb heights, to support the safety and accessibility of both disabled users as well as those with sight limitations. The changes will target drainage improvements, optimize access for pedestrians and cyclists.

4.5.1.3 The LDA concept design (2021) was based on extending the space provision for trading and reducing considerably the highway, in particular around the Market Hill area. Further discussions with the County Council and Greater Cambridge Partnership team have, however, confirmed that there are challenges under the current national legislation in achieving this.

4.5.1.4 Any reduction/removal of adopted Public Highway can only be approved on the basis of the area in question being proved to the satisfaction of statutory consultees as being “redundant”. This is not the case for the area of Adopted Public Highway which is included in the current concept design and therefore the proposed option could not be entirely supported in its current form by CCC Highways.

4.5.1.5 It may, however, be possible to reduce the carriageway to facilitate the extension of space available specifically for pedestrians. This is subject to access requirements for existing premises which are being explored with County colleagues.

4.5.1.6 It is also possible, however, that possible changes in the road hierarchy, should they arise from the proposed GCP review, will open up further opportunities, and work progress on deliverable options will need to be informed by that review. The feedback from the consultation with the strong support for further pedestrianism can be fed into the review.

## **4.5.2 The Fountain**

4.5.2.1 The fountain is located in the centre of the square, and is listed. If it can be renovated in place in an appropriate manner, it would not only provide an attractive heritage water feature but also a potential opportunity as a setting for gathering and seating. Further work needs to be done to explore how this can be done in a way which compliments the other changes and retains sufficient space.

In regard to the above the project team have appointed engineering consultants to review and reconcile current reports and to identify the next stage surveys and investigative works and estimated costs.

## **4.5.3 Future Sustainability**

4.5.3.1 The Council is committed to a target of achieving net zero carbon by 2030 and improvement projects related to its assets will need to demonstrate that they are fully focused in that arena. Aside from encompassing appropriate environmental and social criteria and credentials more generally into any physical improvements made to the square, the project team have focused particular time on the following issues.

### **4.5.3.2 Energy Generation for surrounding Assets**

The project team have been considering the scope for supporting green energy generation through the project, around the construction and also using the market square assets themselves, to identify any potential for the provision of energy to surrounding assets. With limited scope for solar or wind, and the challenges of retrofitting historic and listed buildings in a compact city centre, a renewable heat network is likely to be the major component and only viable means of decarbonising a historic city-centre with many listed buildings, including buildings owned by the City Council, including the Guildhall and the Corn Exchange.

The Market Square redevelopment proposals also raised the question about the opportunity to incorporate boreholes into this important public realm, to help contribute to the supply of renewable heat, for example to the Council's Guildhall and Corn Exchange. A very basic calculation has been done by a heat pump supplier to determine the possible heat load achievable from this area alone and it was found that a large percentage of heat could potentially be provided from this site. However an additional heat source is still likely to be needed and it wouldn't provide a surplus to help heat the New Museums site. It is therefore proposed that the Market Square is one of the areas considered as a potential heat source as part of the national Heat Network Delivery Unit (HNDU) study, so we can explore in more detail the technicalities and difficulties of this site and if a city-scale heat network provides a viable alternative.

A separate project team is working on a bid to the HNDU to fund a feasibility study for a Cambridge City Centre heat network. The bid will be submitted in Spring 2022, and if successful, the feasibility study will establish the feasibility of a city centre district heat network, test options for future expansion, and prepare for further funding bids for detailed project development, as well as considering the linkages to a market square project

The alignment with these two projects is important: as outlined above a district heat network would be a major step forward in decarbonising the historic city centre and the Market Square could provide a significant contribution. Therefore it is essential to take the time to either incorporate the square into the DCN project, or it is not feasible, definitively rule it out. The Market Square team will take this time to fully consider all the options and practical challenges for proposed improvements and to then align them as relevant with a heat network project should feasibility within this space be proven.

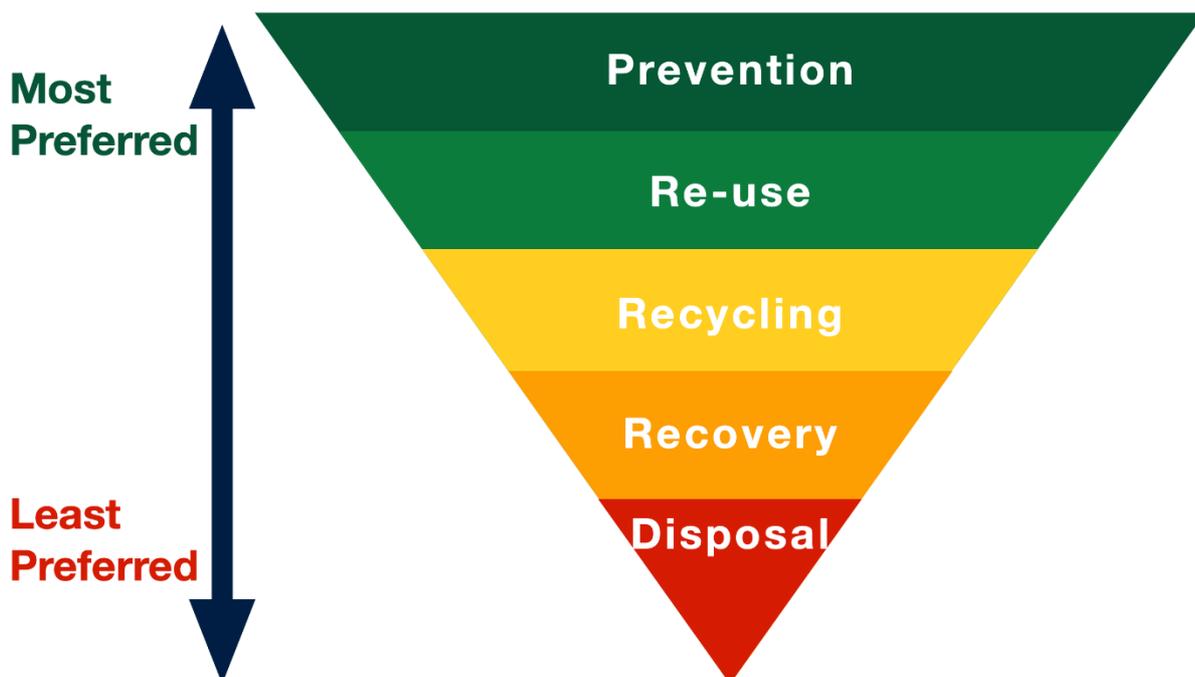
#### 4.5.3.3 Generating Power through Market Stall Canopies

Further information around the orientation and possible design for market stalls is provided later in this report but there is potential to utilize the improvements to the square and market through installing new canopies with solar power generation as part of the overall mix of energy. West Bromwich market have already done this, and the team have spoken to them about the project. Canopies with the potential for inclusion of solar panels will be designed to help prevent overheating. Further work will be developed on design and deliverability of such an approach as the project progresses. This option was raised within the consultation responses.

#### 4.5.3.4 Waste Management

4.5.3.4.1 The Council's policies and targets on climate change require robust management of waste within functions carried out on its properties. The emerging findings from the consultation also focus strongly on improved waste management. The concept design originally proposed moving the current waste management provision from the ground level to basement level. In principle, freeing up space at ground level and improving the appearance and vista for the square remains a priority, but for the Council and the Greater Cambridge Shared Waste Service, the management of waste in the space has more critical importance in addressing the climate change agenda.

4.5.3.4.2 The waste hierarchy is outlined as follows:



4.5.3.4.3 It therefore follows that our primary objective will be to work with traders and others to reduce the level of waste materials, in particular cardboard, which makes up the current volume of waste associated with the market operations, and to remove waste themselves where possible. Designing more efficient waste practice into trader business to meet waste hierarchy and legislative needs would also result in helping the Council improve the efficiency in waste management, and reduce the need for vehicle movements within the City for the collection of the market waste which also contributes to reducing Co2 emissions.

4.5.3.4.4 A project workstream has therefore been created to develop more detailed proposals and a management plan for the market square project that will be in line with the wider City Litter Strategy.

4.5.3.4.5 Under the current arrangements, 24t of general waste per week, generated by the market, is taken to landfill. This equates to 2.5 refuse lorry loads. 4 x 1100 litre bins are emptied daily, seven days a week. Each 1100 bin weighs 85KG on average. Some recycling waste will be being disposed of in the general waste. There are higher volumes of all types of waste in the summer months when the market is busier

4.5.3.4.6 In addition to this, 1 ¼ tonnes of food waste is being collected per week under the shared waste contract with the markets team. However, circa 2 tonnes of additional food waste (part of the 24 tonnes collected weekly) is being put into the general waste in black bags by the hot food traders. The law around food waste generated by businesses is changing in 2023 and collections need to be put in place to stop this type of waste going to landfill. All food waste collected in the correct bins/ vehicles goes to composting for use on local farms as a high-grade fertiliser.

4.5.3.4.7. Cardboard is collected separately. 2 to 4 tonnes of cardboard collected from the market each week. Twice weekly collection in summer, one collection a week in winter. The cardboard is squashed and baled by the compactor then placed in the skip provided by the shared waste service. The compactor and skip currently are permanent features of the market square

4.5.3.4.8 It is, however, fair to say that not all market traders generate large volumes of waste. 19% of traders generate the most waste with only 4% identified as the highest individual volume waste generators.

4.5.3.4.9 The Trader waste audit has not been able to include all food production to date owing to differences in contracts but the data collected in

itself confirms that there is further work to do to both reduce the amount of waste produced and to ensure that the management and collection processes are as efficient as possible and reduce the impact on the square's amenity space in future if possible.

4.5.3.4.10 A number of options for management of the residual waste are therefore under investigation, but the originally proposed location of waste storage bins underground within the square has a number of constraints, including accessibility for larger waste lorries and handling equipment for underground bins. In future any waste lorry access may be restricted to a straight route from Kings Parade and out through Market Street. Alternative locations for underground waste storage for both market and other businesses are also being explored.

#### **4.6 Market Stalls Orientation and Siting**

4.6.1 The resurfacing of the square provides an opportunity to review the type and layout of the stalls. Whilst the consultation received some conflicting comments on the orientation questions, there was a theme from stakeholders to see better connectivity to the surrounding streets, better views and vistas of the adjacent buildings, and a feeling of improved safety and security and sightlines, with design required to address issues of anti-social behaviour. These things could be supported by a change in orientation to an East/West direction, which would connect the square better to the surrounding streets, open up the vistas onto important heritage assets and also create more space and visibility. The improvements to the surface will inform space availability and therefore design proposals will need to consider further work on this and the need to ensure sufficient space for stalls.

4.6.2 An East/West orientation could also, incidentally help protect the stalls from wind rose as the primary wind rose arises comes from Guildhall Street and Peas Hill, assuming a design led approach with this in scope.

#### **4.7 Market Stalls – construction**

4.7.1 Much of the feedback during workshops and consultation has centred on concerns from traders and others, over the “demountable stalls” discussions, so the review period has offered the team the opportunity to do further research on the facts surrounding the use of “semi-permanent”, “temporary” or other type of stalls. The word “demountable” is possibly somewhat confusing in any case, since the current stalls are actually demountable, in that they are attached to the square surface with brackets which allow them to be removed. The emerging themes from the consultation did not suggest necessarily a

disagreement with the principle of “removable” stalls by the majority of respondents, but rather with the specific model used for the consultation proposal.

The team have therefore focused more on the practical implications for a future design in relation to the priority being for the market use during the day, and how the stall design and type might support both flexible evening use without stall removal and/or how designing some stalls to be fit for purpose but also more easily moved when and where necessary, may offer more flexible evening space when required.

4.7.2 At the moment, the emerging thinking is that there are likely to be a mix of stalls. This option was also suggested by respondents to the consultation. Although many may, in practice, remain in situ, they will be set with detachable brackets to allow removal for deep cleaning or other requirement. The design of new stalls will also take into account the potential for their use for other activity within the evenings after the daily market has closed, without removal of stalls e.g. using stalls with canopy protection as informal seating/eating and gathering areas or for additional restaurant seating space (subject to licences) to help support adjacent businesses. Some stalls may therefore be able to remain in situ the vast majority of the time whilst being used more flexibly in the evening. These stalls are likely to be used by multiple day or 7 day traders with heavier duty stall specification need. There will also be provision, however, for some stalls to be more easily removed, if required, after the traders have left, in order to provide additional space for evening events where required (subject to further work being done to explore the use of Market Hill). Further work is being done on researching of such stalls which can meet all uses alongside meeting climate change objectives.

4.7.4 In terms of possible designs for the latter type, the majority of concerns seem to arise around a) their stability and b) their resilience to wind. Average wind speed in the UK between 2001-2021 has been generally between 9-10mph. The average wind speed in Cambridge City is c7mph with the strongest this month of c24mph. The windiest month is December. The Council has studied other markets around the country and wind rose, including the most windy city in the UK, St David's. St Davids has an average windspeed of 12.9mph and strongest this month of c31.3mph

4.7.5 The 5 year average windrose in Cambridge City and St Davids suggests that the following applies:

| <b>Force</b>           | <b>Average annual time at this speed in Cambridge</b> | <b>Average annual time at this speed in St Davids</b> |
|------------------------|---|---|
| Gentle (7-12mph)       | 41.47%  | 30.09%  |
| Moderate (12-18mph)    | 21.5%   | 26.18%  |
| Fresh (18-24mph)       | 5.12%   | 13.17%  |
| Strong (24-31mph)      | 0.7%  | 7.21%   |
| Near Gale (31-38mph)   | 0.1%  | 0.31  |
| Strong Gale (46-54mph) | -   | 0.07%   |
|                        |   |   |
|                        |   |   |

4.7.6 In Cambridge, even under the auspices of the storms this month, with forecast wind speeds of 80mph or more, the forecast speed in the city itself was only about half that. That does not mean that Cambridge and the market square itself, even where buildings effect some protection, does not experience severe weather events, but the risk of itdoing so needs to be understood in context.

4.7.7 St Davids holds a one day a week market rather than a seven day one, but market stalls used include gazebos, and its average wind speed is nearly double the average speed of Cambridge. Other towns and cities also successfully use a mixture of gazebos and demountable stalls, even in windy places. There is therefore no evidence to suggest that Cambridge cannot potentially use at least some market stalls which are more easily removable when required. Consideration will be given to the location and use of such stalls. Further work needs to be done on design and demonstration to provide the assurance required on stability etc.

## **4.8 Other Uses**

4.8.1 The continued use of the Market Square for the 7 day market is a priority for the Council . Whilst the project may require temporary relocation whilst any proposed works are implemented, the long term uses for the square will be around the general 7 day market provision.

4.8.2 The Council has also considered the high number of stakeholder responses which indicated a desire to address the issues of safety and activation of the space in particular in the evenings.

4.8.3 The market square already hosts a number of events across the year, including for example films, buskers, civic events, sports events etc. Within the project, the aim will be to develop events which help address the feedback provided, within the constraints. The principles will be:

- A sustainable and manageable programme of events ranging in scale and impact, minimising disruption to the daily needs of the traders and the Market Square, and in consideration of local residents.
- A flexible space with facilities that if needed, could be used at short notice to bring people together and provide a focal point, e.g., funeral, memorial, one off celebrations

4.8.4 The Cultural team have pulled together an initial options report which indicates the potential for a mix of events based on these principles. They may include:

- Small scale regulated entertainment e.g. Buskers, Street entertainment, additional charity stalls, civic events etc, which can be run around the market operation with minimum infrastructure requirements.
- Use of market stalls in situ with rearranged temporary seating could
- Regulated entertainment (licence required) - live music, sports etc. Are likely to require some additional space and infrastructure e.g. 3 phase power

Anticipated higher impact uses would be infrequent.

4.8.5 Frequency of more general events will depend on the successful build up of a programme in a sustainable, measured and sensitive way over a suggested period of 3-5 years. It will also depend on effective and strategic management of the programme from an overall cultural perspective. Engagement with businesses and customers, residents would be critical.

A final programme plan will need to both inform, and be informed by, the likely space availability, alongside noise and other issues, which in turn is dependent on a number of other parameters e.g. highways

## **4.9 Parking, Loading, Transport Access**

4.9.1 The Council is working with the Greater Cambridge Partnership, County Council and the Combined Authority to improve public transport access and services and increase the pedestrian and cycle routes into and across the city, reducing the levels of carbon emissions over time. Business delivery needs and access also need to be considered.

4.9.2 Reducing the levels of daily delivery requirements for the market will be important. Where stock is perishable, this remains a key constraint, but for other traders, reorganization of the basement facility to allow for greater storage potential could help reduce the need for daily access /unloading.

4.9.3 It is not possible to provide parking concessions or designated spaces for market traders in this regard owing both to the more general size of the vehicles involved, and also applying policy equally.

## **4.10 Infrastructure**

4.10.1 An important element of any future proposals will be to ensure that any relevant requirements for infrastructure, outside of those already mentioned, are designed in rather than retrofitted. These include electricity and lighting for example, both for the market and any additional events.

## **4.11 Facilities and Storage**

4.11.1 The current facilities are primarily underground in the basement, and the project offers the opportunity to redesign and improve these, subject to outcomes from the heat network feasibility and further investigations around the practical options for the basement and opportunities for expansion.

4.11.2 The consultations and workshops have included feedback on the provision of public amenities e.g. toilets. The public facilities at Grand Arcade, including a changing places facility, are however, only about 50m away from the square. Additional public facilities would take up much needed space on the square and, in the light of the availability of the public toilets, are not considered necessary. However, it is important that the project includes the provision of improved signage to the facilities, and we may need to review the opening times

4.11.3 For market traders, the basement does offer potential reconfiguration opportunities to improve storage space (for those with non-perishable goods) and also for some toilet provision on site, subject to accessibility constraints.

4.11.4 The reviewed design will look at maximizing the efficient use of the basement space, and providing appropriate access. Considerations will need to include more detail on waste management requirements and options, but initial discussions with the Greater Cambridge Shared Waste team suggest that an underground provision within the square basement may be impractical in management terms, although this may also depend on future volumes.

## **4.12 Biodiversity**

4.12.1 Enhancing the attractiveness of the area is an important requirement, as is increasing the biodiversity potential of a relatively small scale urban space with a high number of demands on it. The project also needs to consider the complementary requirements for human and natural environment. A paper on opportunities for biodiversity net gain is being developed to inform the project.

## **4.13 Signage, Marketing and Promotion**

4.13.1 The formal Destination Management Organisation for the City is being taken forward through a Community Interest Company, comprising the Council, BID and Fitzwilliam Enterprises. In the future, it is important that promotion of the market is linked to the wider offer for the city as a whole as this will increase the exposure of market businesses to a higher volume of potential customers.

4.13.2 Cambridge City Council City Markets and Street Trading Management Team have already undertaken a number of different projects to improve public awareness of the market as well as encourage new traders to the market. The team use a combination of mediums across different Social Media Platforms to promote both existing and new traders to the market including stories, posts and reels. There has been significant growth in engagement across these platforms in the previous 6 months with an increase in not only followers but post comments, shares and most importantly, the number of enquiries about the market coming through these pages.

4.13.3 Events such as the visit from HRH the Prince of Wales at the end of the year have helped increase the visibility on facebook and instagramin

particular, with more than 11,000 people engaging with the one post. Both platform has seen a 14% increase in the last 6 months.

4.13.4 Other coverage includes:

- Cambridge BID website features
- Promotion of “Love Your Local Market” Campaign
- Adverts on the popular “Park and ride” buses
- A 5 page and front page feature was recently included in the trader only publication “Market Trade News”.
- In 2021 the Market received a “travellers choice” award from Trip Advisor

4.13.5 The team are looking into the opportunities afforded by a specific site which is then linked to the wider City promotion, to support faster traction and to ensure the accessibility of features such as live links to which traders are on the market each day; this is a feature often requested by patrons and traders as with such a varied and changing 7-day market, it can be difficult for visitors to know if their favourite product is going to be available.

4.13.6 Improved signage to and from the market square, will be considered as part of any evolving project brief

## **5.0 Phasing**

5.1 Whilst financial and physical constraints may require compromises to be made in final designs and the introduction of possible phasing for the implementation of such a project, there are a number of elements which have critical dependencies which mean that certain groups of activities will need to be done in tandem. For example, it is important that the main resurfacing, all infrastructure/access and basement works are done together. This may be able to be phased around the space, but the space is not huge, and it seems likely that the whole of the market square will need to be cleared for major works for a period, if the funding is found for an agreed design/implementation plan.

5.2 The relocation workstream has already looked at a number of possible options for relocation but it is not possible to progress this work much further until we have a clearer idea of the project requirements, and timescales. These options include both Council owned assets and other potentially suitable locations.

## **6.0 Governance, Communications and Engagement**

6.1 The intention is that the Market Square and management of the market will remain in Council ownership and that an improvement project for the square will not change this. Formal Decisions on the project will be taken as required through the Council's decision-making processes.

6.2 The project is overseen by a project board, chaired by the Senior Responsible Officer, Joel Carre (Head of Environmental Services) and attended by the lead Director for the project and relevant Council, County Council and GCP officers.

6.3 The project is run within the framework of the Council's Corporate Programme Office and reports into a Programme Board, which in turn sits below the corporate Council Transformation Board.

6.4 Alongside its other communications and engagement platforms utilised for the project, the Council will also establish a key stakeholder liaison group for the project, comprising representatives from a range of organisations, including:

Ward members

Market traders and/or representative organisations,

Friends of Cambridge Market,

Adjacent businesses/organisations

FECRA

CPPF

Cambridge Living Streets

Business Improvement District

Council and Local Authority partner officers as appropriate

Other key stakeholders

The Group will be chaired by the Executive Councillor, Cambridge City Council.

This is a task and finish group for key stakeholders where the Council can provide information relating to the progress on the project in a timely fashion. The Group will agree frequency of meeting, which may depend on a particular period within a project lifecycle and the expectation of speed of progression.

The Liaison Group is not a forum for either voluntary or statutory public consultation which will take place at the relevant times relating to the scheme and will be implemented and managed in line with statutory requirements.

The Liaison Group does not preclude wider engagement with customers and stakeholders, and more detailed engagement is also likely to take place on a bilateral basis with specific organisations/individuals.

## 7.0 Risks

| <b>Risk Area</b>  | <b>Impact</b>   | <b>Proposed Mitigation</b>   |
|---|---|--|
| Programme progress in regard to HN project timing and potential land take, and in regard to road hierarchy review outcomes and timing | Risk of progressing market square project in isolation of other projects which may have major impact on space use | Ensure close engagement between projects through key partner membership of project board, liaison group and in between on detailed tasks   |
| Design restriction in regard to space availability and highways legislative requirements  | Potential showstopper to delivery of “place” and vision requirements  | Close investigation and analysis of options and working with partners towards acceptable S278 (notwithstanding wider projects above)       |
| Stakeholder engagement  | Challenge on project approach   | Review of information and reset of project. Ongoing engagement through Liaison Group plus wider public consultation at appropriate stages. |
| Funding   | Lack of capital funding available once project is progressed to   | Need to consider funding requirements and availability of  |

|  |                       |                                     |
|--|-----------------------|-------------------------------------|
|  | detailed scheme stage | wider funding at all project stages |
|  |                       |                                     |

## 8.0 Next Steps

### Next Steps include:

- Completion of the Trader audit
- Finalisation of the consultation report and analysis and publication
- Completion of the specialist engineer report ref proposed improvements to fountain etc
- Confirmation of project timelines of Heat Network and Road Hierarchy review, and their potential impact on the Market Square project
- Progression on workstream activity as far as practicable (in relation to dependencies) e.g.
  - Further work on highway and transport management issues and risks arising in relation to use of space
  - Legal advice and actions in relation to market management changes that may be required
  - Options for the temporary relocation of the market during any renovation phase
  - Further work on stall design, including investigation of inset solar panels to provide sustainable power options for the market
  - The events programme and infrastructure needs, based on anticipated likely use of available space for public
- Consideration of the relevant procurement options dependent on timing and scope of future scheme
- Establishment of the Stakeholder Liaison Group

## 9. Implications

### a) Financial Implications

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The project has an approved budget to develop a scheme. The need to ensure alignment with other projects will require residual budget to be carried forward through the BSR process if required to ensure that most efficient use is made of it in regard to the improvement project.

Once a more detailed scheme can be developed a capital budget will need to be secured as part of the project planning. This may well include funding applications for external support. The Government's emerging Shared prosperity Fund may be a possible source.

### **b) Staffing Implications**

None for this specific report

### **c) Equality and Poverty Implications**

None specific at this stage although as the programme progresses, the relevant implications will be considered as part of the overall programme. The strategic objectives, are in line with the antipoverty strategy, and sustainable development objectives, and with other equalities requirements.

### **d) Net Zero Carbon, Climate Change and Environmental Implications**

The relevant implications are being considered as part of the overall project.

### **e) Procurement Implications**

Any consultancy or contractor requirements will be procured in line with PCR 2015 regulations. The team will be giving further consideration in regard to workstream staging and the options for strategic partner development over the next few months.

### **f) Community Safety Implications**

The relevant implications are being considered as part of the overall programme

## **2. Consultation and communication considerations**

Referred to in the report

## **3. Background papers**

[Cambridge Market Square project - Cambridge City Council](#)

#### **4. Appendices**

Appendix 1 – 2021 consultation summary report and analysis

#### **5. Inspection of papers**

To inspect the background papers or if you have a query on the report please contact Fiona Bryant, Director of Enterprise and Sustainable Development, tel: 01223 - 457325, email: [fiona.bryant@cambridge.gov.uk](mailto:fiona.bryant@cambridge.gov.uk).

## Appendix 1

### Cambridge Market Square Project

#### Public Consultation Questionnaire Analysis Summary – Summer 2021

#### Summary of Responses to Proposed Vision and Concept Design

In early 2020, we held a series of workshops with a range of community stakeholders, including market traders, to help inform the next stage of the project (Concept Design) We held further stakeholder engagement activities in autumn and winter 2020 to help inform the emerging proposed Vision and Concept Design.

A public consultation on the proposed Vision and Concept Design and Demountable Market Stall System ran between Wednesday 19 May and Saturday 31 July 2021 to seek views on how the market square should be renovated and improved and on the commercially available demountable stall system set up on display. Two separate online consultations ran concurrently. Paper copies were available upon request. The consultation was extensively promoted and used a variety of methods to reach the wider community which included:

- News release prior to launch of public consultation with a further release towards the end of the period
- On-going social media and website content throughout consultation period
- Full page article in Cambridge Matters summer edition due on doorsteps circa 14 June 2021
- Poster's advertising consultation in various locations but include 24 of the council's distribution boards across the city, the market, car parks, the central library, food hubs and community centres
- Postcards placed in Shopmobility offices and on market stalls
- Email link to consultation to key stakeholders, statutory organisations, community, resident and equality groups sharing the poster and postcard (not exhaustive list)

The project web page has also been used to provide an outline of the project stages and progress made with key documents published

The Vision & Concept Design questionnaire asked a mix of 18 open and closed questions.

7 questions allowed free text commentary. . The Demountable Stall System Trial questionnaire asked 6 open questions all of which allowed free text commentary

1165 responses were received in total from both surveys. 1058 responses were submitted in relation to the Vision and Concept Design online questionnaire and 4 paper surveys completed. 17 letters were also received commenting on the Vision and Concept Design. 86 responses were submitted in relation to the Demountable Market Stall System survey (84 responded online, 1 letter received and 1 video of Felixstowe container market received)

#### General Data relating to the Respondents

- 96% of responses were received from individuals within the CB area postcodes.
- 57% of the responses received confirm that the respondents visit the market square at least once a week all year round with a 70/30 split between day (morning/afternoon) and early evening visits
- The majority come to shop in the City Centre and/or the outdoor market, followed by using the market square as a thoroughfare, to meet up with friends, or for the atmosphere and historic views and setting
- The Primary mode of transport to the square is by walking or cycling

## Summary of Responses

Respondents were initially asked to provide comments on **what they like about the Square currently**. The top answers were:

- Come for the outdoor market and atmosphere
- It represents the heart of the city
- Consider it an essential part of visit to Cambridge
- Love the cobbles/ historic setting and architecture/ good meeting place

They were then asked what they **dislike about the Market Square and any current concerns**

There were 480 detailed comments received for this question representing 50% of responses.

A broad summary of the comments is as follows:

- Surface needs to be made accessible
- Too many hot food stalls and takeaways and tourist stalls
- Lack of seating, cramped layout
- Square needs to be cleaner and better maintained and has a poor general appearance
- It smells, has too much litter, inadequate bins and rubbish collection and ugly compactor

## Respondents were asked to identify one single thing they would change about the space to improve the market square

866 people responded to this question (c81%)

### The top 7 answer themes were the following

1. Improve cleanliness and appearance
2. Move the waste
3. Level the surface
4. Reduce amount of hot food stalls on market
5. Increase food/produce/other types of stall
6. Increase use in the evening
7. Tidy up/replace stalls
8. Renovate the fountain

Specific Comments included:

- Renew the existing stalls and clean the market more often
- Remove all the old shabby stalls / tarpaulins and replace them with environmentally sustainable naturally sourced stalls with design values that reflect the life of this city
- Proper layout eg hot food away from fresh and chilled foods and better layout like other markets eg Norwich, Oxford, Saffron Walden
- Better spacing of stalls so nicer to browse

- More social eating and drinking space
- Make it useable as an event space
- Fewer fast food stalls and more fresh produce, clothing and gift stalls
- Better facilities for traders (bins, toilets, etc)

## **Pedestrianisation**

A specific question was put to respondents about their views on further pedestrianisation of the Space, providing the relevant set times for market/commercial delivery/pick up arrangements. 93% of respondents said that they would support further pedestrianisation.

## **Vision and Concept Design**

The respondents were asked to identify whether they agreed with the vision for the project and the proposed concept design. There were a wide range of views on this question on both sides. In hindsight it might have been easier to have split the question down, as many respondents found it difficult within the limits of the specific choice survey question to provide complete clarity where they supported parts e.g. the vision/principles but not all of the concept design.

On this particular question, however, the ability to apply free text gave further insight into their views, and a range of the comments only are provided below which represent some of the key themes.

They including the following:

1. Strongly agree with proposals
2. Strongly agree - The proposal will reduce congestion and make the shopping experience more pleasant as well we making the market look cleaner and tidier
3. Strongly agree - Stalls need to be fit for purpose
4. Support the proposals, however the following elements may not have been considered:
  - a sustainable drainage system to mitigate the amount of water from pavement run-offs, has this been explored? -
  - introduction of mature trees to enhance the setting of the square and key features, this would help to mitigate the heat, creating cool and fresh seating spaces; and protect the area from the wind during winter.
  - cycle racks, none of the drawings or visuals show cycle racks
  - seating: a variety of seating options (back rests, arm rest, heights) would be required to cater for all users, including people with mobility issues and children.
5. I do agree but trying to do a number of things at once and think could be clearer on what might look like in practice - though this may come through in next planning stage
6. Making the square accessible and available for other uses are great objectives, and reducing the number, reorganising the layout , and making the stalls removable are good ways of achieving these objectives.
7. Addresses all the key issues: make the paths between stalls wider, retain (and enhance!) the historic atmosphere, more seating (although not too convinced by the puzzle pieces), better cycle parking options; will also be nice to have more space to use the market space for other events – I think this will introduce Cambridge to a whole new appreciation of the market space and the benefits they get from having this large communal space (not just for a market, but for other activities as well;
8. I absolutely love the concept design, It's so well thought out.
9. Currently, the market square is not really used for anything other than by \*some\* shoppers. I never shop there so I have no reason to go there, except as thoroughfare. The proposed design would see the public space reimaged as a place for both traders and an actual focal point for the centre of Cambridge, where events such as concerts of outdoor cinema for the Cambridge Film enjoy street food from the market etc. On top of that, the design looks a lot more accessible

to all, cleaner, and more modern.

10. The market space needs to be re-imagined. The area needs more footfall and energy to be put back into the centre of town. For locals like us and for tourists it needs to have a real draw and be able to have a destination. The shops are closing and there is quite a depressing vibe there right now. It's such a wonderful place and nothing is made of it.
11. I am impressed with the comprehensive and sensitive analysis of all the practical and historical issues. The range of elements that have been considered: accessibility, aesthetics, improved seating, stall holder parking, stall design and the potential for the space to be used more in the evenings, makes the proposal very compelling.
12. It balances well a creative vision for what the Market Square could become, with consideration for the historic nature of the space and the needs of the market itself.
13. Current market square is a great space but is just not practical and rather 'old'. Definitely needs modernising! I understand that a fully covered space is probably not feasible but I'll take the current Concept Design! Looks good!
14. This is a crucial project for revitalising the centre of Cambridge. It therefore should be ambitious in scope and intent, forward thinking, and for the future
15. Proposals represent a significant improvement whilst retaining the historic outdoor market but more consideration should be given to the space at night outside of any events being held
16. Further pedestrianising the square is a welcome change, which hopefully will link into plans to further decrease deliveries to the centre of Cambridge
17. Its overall atmosphere is therefore particularly important as it sets a tone for the whole city and a person's impression of it.
18. As a major neighbouring landowner and substantial retail landlord in the market square area we welcome the project to improve the market and particularly to provide a uniform surface to improve accessibility and some seating areas, as the increasing number of food operators in the market has been noted.
19. We agree with the principles of the project, but it has yet to be proven that the design meets the needs of the current market and indeed, whether in practice it will be viable. Events in the market would be attractive, subject to sound levels and flood lighting, being kept under control so as not to intrude or adversely affect nearby residents and activities. However, there would need to be a balance between events and stallholders revenue earning, e.g. at Christmas time.
20. Agree in principle, but details of the design proposal need more work to be practicable
21. Agree with modernising the market with new collapsable stalls and night time use of market space but get rid of the granite setts (cobble) uneven, old and not wheelchair friendly
22. Agree with proposals- I support the idea of cleaning it up and making it more modern. I notice the number of stalls was reduced and I don't support that - keep the same number of places for traders. Some can hire double slots as the currently do.
23. I agree in principle. Please don't lose the heart of the market - local produce, local producers, daytime domestic shopping. Please ensure that standard outside seating in the market has shade where the seating is....preferably import some well grown trees, like a traditional Mediterranean market.
24. We agree with the principles of the project, but it has yet to be proven that the design meets the needs of the current market and indeed, whether in practice it will be viable. Events in the market would be attractive, subject to sound levels and flood lighting, being kept under control so as not to intrude or adversely affect nearby residents and activities. However, there would need to be a balance between events and stallholders revenue earning, e.g. at Christmas time.

25. Agree in principle, but details of the design proposal need more work to be practicable
26. Agree with modernising the market with new collapsable stalls and night time use of market space but get rid of the granite setts (cobble) uneven, old and not wheelchair friendly
27. Agree with proposals- I support the idea of cleaning it up and making it more modern.  
I notice the number of stalls was reduced and I don't support that - keep the same number of places for traders. Some can hire double slots as the currently do.
28. I agree in principle. Please don't lose the heart of the market - local produce, local producers, daytime domestic shopping. Please ensure that standard outside seating in the market has shade where the seating is....preferably import some well grown trees, like a traditional Mediterranean market.
29. Agree all except the "mandatory" stall designs. Please allow vendors more flexibility e.g. food display vans
30. The plan looks good as is. But how practical will the stalls be remains to be seen.
31. I agree with the plans to improve street furniture, including the much needed addition of seating. I agree with the plans to reduce the size of the road and raise it up. I do not agree that the existing stalls need to be replaced, or to be removed at night. There is a real danger of destroying the current community of market stallholders, who are a vital part of the market. Any changes to the stalls should be made with their needs in mind, and in such a way as to ensure continuity of business for them.
32. Getting rid of the lovely historic cobbles - is a very bad idea - keep them - there are no other cobbled areas in Cambridge outside the colleges!? Keep the cobbles and have similar/sympathetic stone to go next to them instead - need to make a feature of them rather than digging them all up
33. I agree with much of this and applaud it. As an occasional wheelchairs user, however, I find cobbles a Nightmare
34. The new layout proposed is ignoring the fountain again. There is no place making. The row of benches along the middle feels like feeling empty space. The seating proposed will not be adequate for people that need benches with back rest. It doesn't look inviting. It just looks like they turn 90 degrees the stalls and that was all.
35. Leave well alone, this is a vanity project
36. As a business rate payer and payer of high end rate for my food and drink business I wholeheartedly do not support allowing food and drink businesses paying very little rent or rates for a pitch at the market which results in a loss of business for us and the other ratepayers and high rent payers in the centre of the city
37. Strongly disagree too modern and soulless
38. I agree with most of the proposed vision for a fresh produce and crafts market and a space for people to enjoy. However, I disagree only with the part of the proposed vision that refers to "sit out and enjoy delicious street food from around the world". The fast food stalls should not be there as they have become a negative disruption to the established businesses in town and to our services. This is particularly damaging for established local and independent food businesses that find extremely difficult to compete against the advantages granted to these fast food traders

and will be squeezed out between them and the large multinationals which are better suited to survive in the long run.

Fast food stall traders compete under very uneven terms. The consequences of this fast food trade would be detrimental in the long term for our community, our services and the support that we, as community and authority, should give to the local entrepreneurship that support the growth of our economy and the building of a fair and rules based society.

## **Prioritisation**

Respondents were asked which actions they would potentially prioritise if there were financial constraints on the project:

The responses were prioritised as follows:

1. Waste Management Changes
2. Additional Seating and Eating Areas
3. New surface treatment
4. New demountable market stalls
5. Improved market layout and realignment of stalls

This will require further consideration as some actions have dependencies.

## **Additional Uses**

The Respondents were finally asked if they had a preference for particular uses of the Market Square in the evening. 859 respondents answered this question (c81%) positively.

The responses provided included quite a wide range of the activities provided as options. The two most popular were to make more use of the space for seating and eating areas and a night market (although there was insufficient clarity in the responses to determine whether those responding thought the night market should be for different traders, or an extension of the day market). The prioritisation of the use for seating and eating matches the responses to the other questions. The other uses with multiple support included live music and staged events/arts events, outdoor cinema shows and street performance and entertainment.

## **Specific consultation on the demountable stalls themselves**

There were 86 responses to the online survey (84 responses to online questionnaire, 1 written comment and 1 video sent in of Felixstowe Market which uses containers for the market traders).

The survey was made up of 6 questions, all of which allowed free text comments to be made. 410 comments were received across the 6 questions asked

The vast majority of comments did not disagree with the concept of a demountable stall per se. However, in relation to the specific design proposed, the following provided the general theme of comments.

Respondents were asked what they liked about the specific stall design. Whilst there were a small number of supportive comments, the vast majority did not like them for the following reasons:

- There are lots of concerns about its ability to withstand poor weather conditions
- The stall and canopy would not withstand multiple set up and take downs.  
A wider continuous canopy to stop rain coming down between the stalls and to protect customers and stock is needed
- A lighter weight demountable stall may be suitable for some type of trader but the City B example is too flimsy for the majority
- The proposed design is too modern for a traditional market and such a historic environment
- The existing striped canopies are popular and synonymous with Cambridge Market
- A mix of permanent and demountable stalls is being suggested with the food stalls accommodated together and separately due to the grease and fumes
- Four types of stalls need to be considered if we are looking to create a generic specification. Some traders are expected to move pitches regularly. Any stall we design therefore will need to have the versatility (could be designed separately, or we revert to insisting they bring on their own towable self-contained unit)
- It is not clear how we would run electricity to a demountable stall design but this can be investigated as part of the continuing research into the feasibility of introducing a demountable stall

There were some interesting contradictions in the free text on whether stalls should look the same or consistent, or vary with individual stall holders

Further analysis of the responses will be done, but some of the emerging themes are fed into the main report