

Stockton Outdoor Market Consultation Summary



Stockton-on-Tees
BOROUGH COUNCIL

In May 2021, Stockton-on-Tees Borough Council began a three-week consultation on the preferred location for Stockton Market in the future.

Traders, business owners and visitors to Stockton town centre were given the chance to have their say on where they would like to see the market positioned on the High Street in a reshaped town centre.

The consultation took place from Monday 24th May and lasted for three weeks until Sunday 13th June.

The main objectives of this consultation were to seek the views of market traders, business owners in Stockton and visitors to Stockton to identify the preferred location of the market in light of changes happening to the town centre, including the demolition of the Castlegate Shopping Centre.

Another objective of the consultation was to reaffirm the Council's commitment to its markets and to continue the relationship between owner, traders, staff and customers.

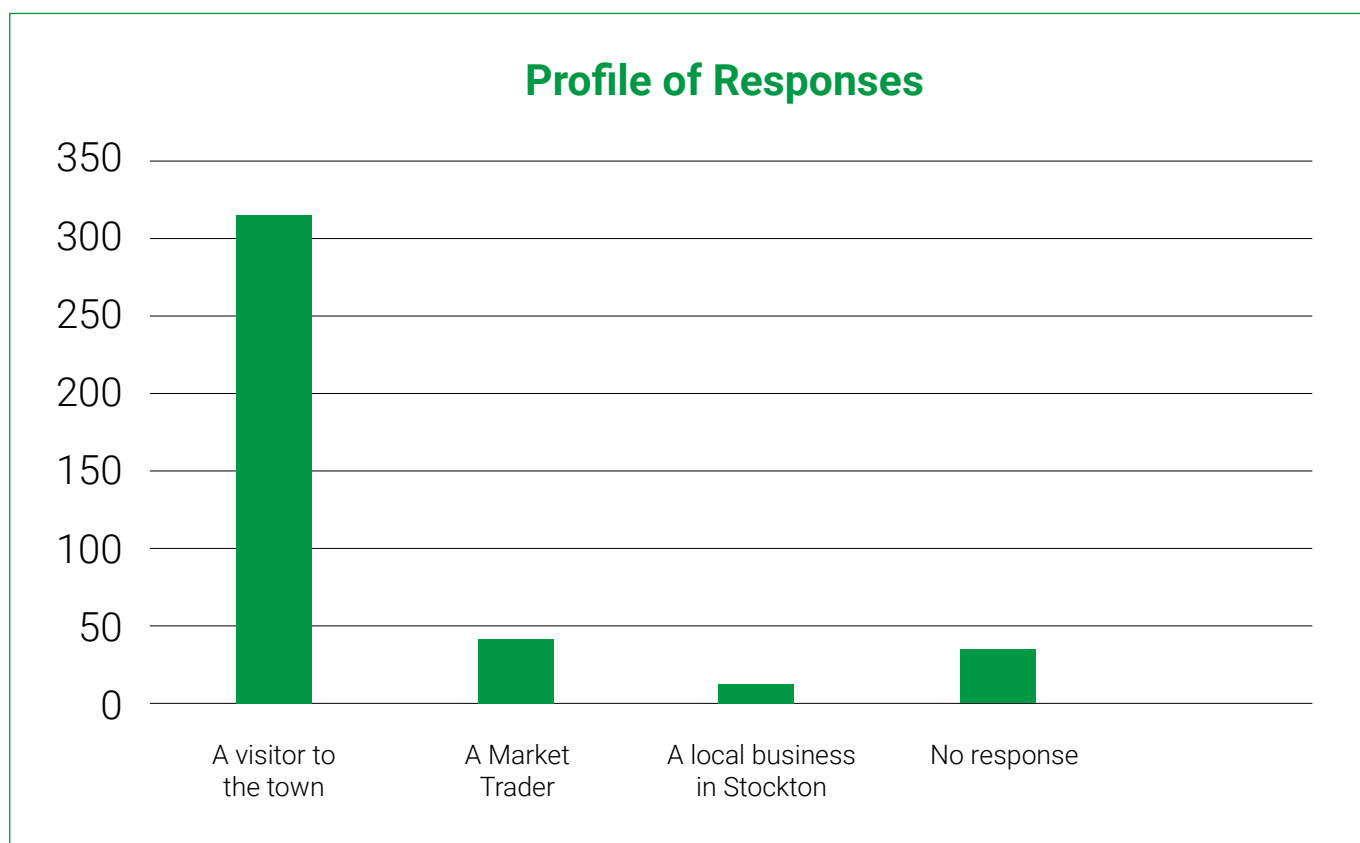
More information about the Council's market strategy can be found at:

[Stockton.gov.uk/markets/ourmarketsmatter](https://www.stockton.gov.uk/markets/ourmarketsmatter).

An online survey was created for responses, as well as six face-to-face sessions held at a consultation stall at Stockton Market, to ensure inclusive access for those to share their views. There was also a printed questionnaire available for those who did not have internet access.

The online consultation was also promoted widely on social media and was included in Stockton News, a magazine delivered to all households in the Borough.

All responses were added together, giving a final total sample size of 407.

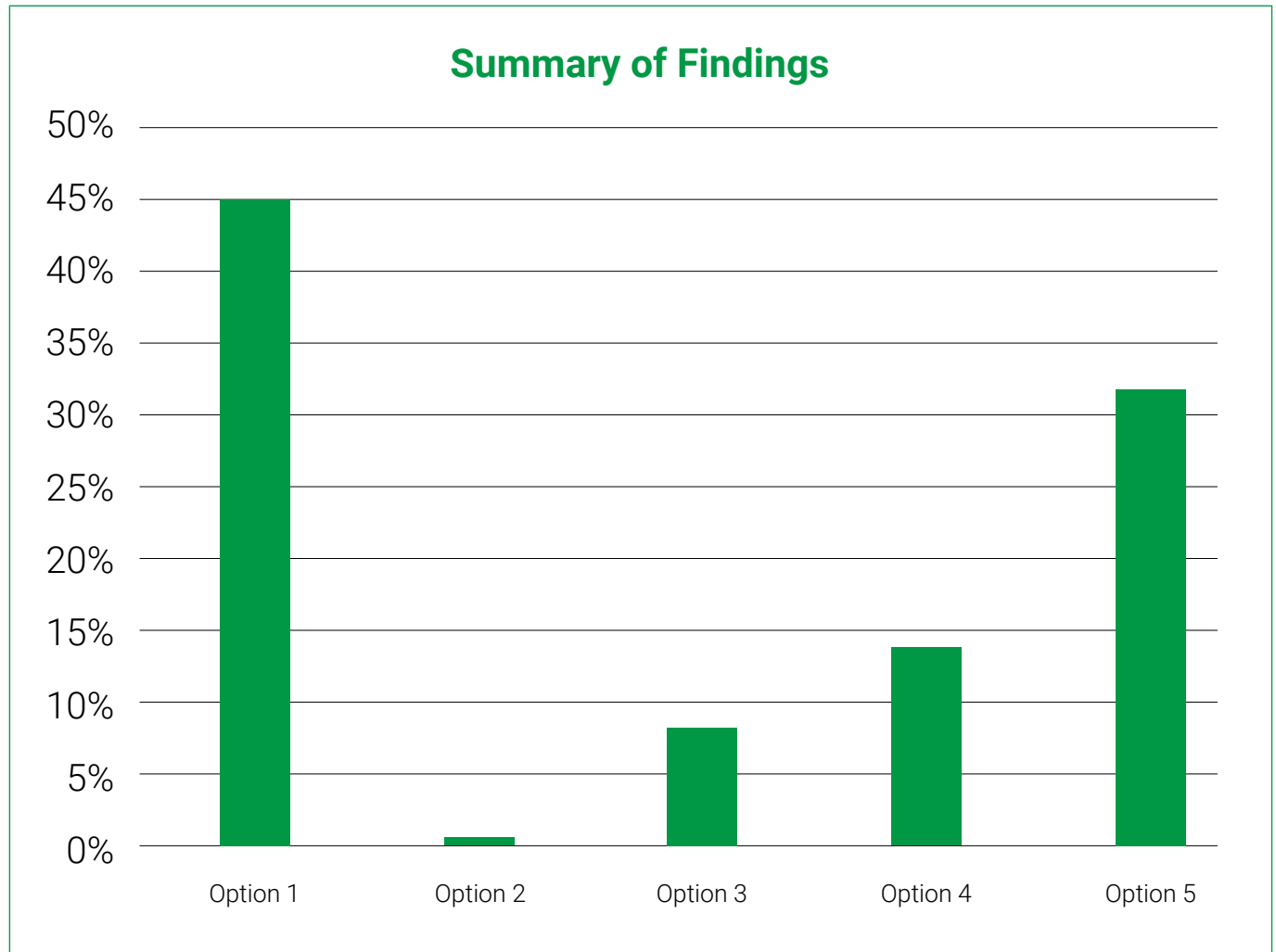


This summary presents the findings from the Stockton Outdoor Market Consultation, exploring views on the five options that were presented for the future location of the market, including the opportunity for it to remain in its current position.

It also explores a range of themes covering attitudes towards the future layout of the market, wayfinding and the impact of the weather on any new location.

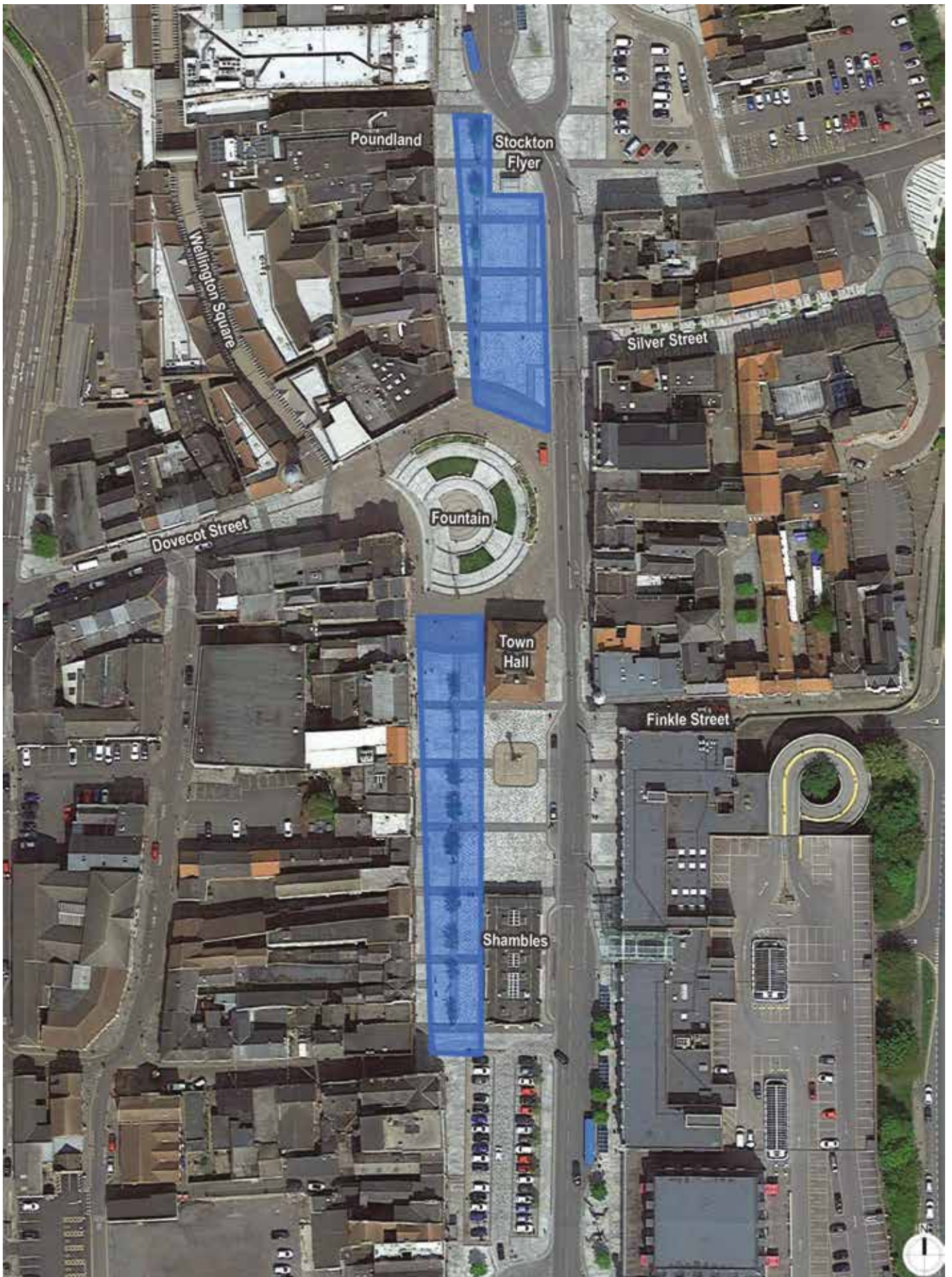
Summary of Findings

Here is the summary of findings from this consultation:



- 45 per cent of respondents chose option 1 as their preferred future location for Stockton Market – Between the Shambles and the Town Hall and towards the north of the High Street in the northern events space.
- 32 per cent of respondents chose option 5 as their preferred future location for Stockton Market – To remain in its current location between the Town Hall and the Shambles.
- 13.5 per cent of respondents chose option 4 as their preferred future location for Stockton Market – Next to the Town Hall, towards the north end of the High Street in the northern events space and into Dovecot Street to the left of the fountains.
- 8 per cent of respondents chose option 3 as their preferred future location for Stockton Market – Towards the north of the High Street, in the northern events space and on the car park in front of the Sun Inn on Knowles Street.
- One per cent of respondents chose option 2 as their preferred future location for Stockton Market – Between the Shambles and the Town Hall and towards the north of the High Street, on the car park in front of the Sun Inn on Knowles Street.

The consultation results suggest a clear majority for option 1 being the most preferred future location for Stockton Market.



Profile of Responses

- 44 people who responded to the consultation classed themselves as a market trader. This turnout is 92 per cent of existing traders at Stockton Market.
- 314 people who responded to the consultation classed themselves as a visitor to Stockton town centre.
- 13 people who responded to the consultation classed themselves as a local business in Stockton town centre.
- 36 people did not give a response to this question.
- 32 out of the 44 market traders (73 per cent) who responded to this consultation selected option 1 as their preferred choice. 11 voted for option 5 and 1 voted for option 4.

Additional Comments

Just under half of respondents offered additional general comments on the consultation.

The majority of the responses received were general comments offered in support of their chosen option. Comments show that the majority are in favour of option 1 as it sees the markets return to their original location and creates a link between its current location and shops in Wellington Square whilst keeping stalls 'together' with a heavy focus on footfall.

- *"Option 1 and 5 are the only sensible options. The stalls should be all within the same area so it is easy to 'follow the flow' of footfall. Stalls should be easy to find rather than dotted about in a few different locations"*
- *"The market should keep together. Bits of market here and there will not work well"*
- *"Option 1 is more in keeping of how Stockton Market used to be, where you could walk between stalls on either side along the High Street"*
- *"As a local business I benefit from the market presence and any option to move away from the Shambles would negatively effect my business."*



Several responses highlighted the need for car parking to be maintained on the High Street where possible, especially given the loss of available spaces once Castlegate and Swallow car parks are demolished.

- *“More spaces for disabled car space and better access for disabled people”*
- *“In order to attract shoppers into town and market please consider offering free parking on market days”*
- *“Don’t take away parking facilities that are well used by putting the market on when there is plenty of unused space available” Other comments received suggested that the markets could benefit from additional publicity and wayfinding along with a broader market offering and the pedestrianisation of the High Street on market days.”*
- *“It would be a great advantage to the town centre if the market had a greater variety of stalls that is a good balance of town markets (clothing/household stalls) and farmers market (local produce, artisan foods”*
- *“Make options available for one off traders to showcase their offers”*
- *“Keep traditional market in same location Look to create a ‘niche’ market like the orange pip market to complement”*
- *“...Proper way finding should be developed specifically for the market but that also ties in to the town’s overall branding....”*
- *“The main thing is for the market to be highly visible on days when it stands. High Street shopping is changing and will continue to change. The market needs to be supported through these changes”*

General concerns raised about the negative affect of anti-social behaviour and inclement weather exposed due to the demolition of Castlegate.

- *“I think the existing location, option 5, may become too exposed in inclement weather when the Castlegate Centre is demolished”*



Next Steps

A dialogue will now begin between the Council and market traders from July to assess and ultimately determine the individual location of traders' stalls within the footprint of option 1.

The individual needs of traders will be considered throughout alongside the operational requirements of the High Street in order to ensure that the market can operate in a safe and accessible manner alongside other uses.

It is proposed that the market will relocate in January 2022.



