

# **Cambridge Market Square Project**

## **Vision and Concept Design Consultation Report May 2022**



# 1. Executive Summary

This report provides the outcome of the public consultation carried out by Cambridge City Council between 19<sup>th</sup> May 2021 and 31<sup>st</sup> July 2021. The consultation primarily covered a proposed Vision and Concept Design for the Market Square Improvement Project. As part of the Concept Design, the use of new demountable stalls was proposed. To secure public feedback on a potential demountable stall system, a separate online questionnaire (including hard copy option) was created and publicised. A summary of the consultation report was included in the appendix of an update report on the project, which was approved by Executive Councillor following scrutiny at Environment and Communities Committee in March 2022.

Over the past couple of years, the Council has gained much feedback on the needs and wishes for possible improvements to the Market Square, through a range of key stakeholder events/ meetings. Over that period, which has included challenges arising from the pandemic, it has become clear that the development of any project for the Market Square is highly complex and needs to be considered within a wider range of issues than just the square itself.

The Council is very conscious that the wording of some questions in the 2021 consultation survey, in particular where a single question covered both the proposed Vision and Concept Design and also provided for both a direct response and free text narrative option, made the survey more challenging both for responders and for analysis. We apologise for this and have therefore focussed our analysis more strongly on analysis of the free text responses, in order to better understand people's views on the individual elements.

Whilst the demountable stall system demonstrated during the 2021 public consultation, was only a possible example, we are also very conscious that it was only available towards the end of the consultation period. Once again, we are very grateful to the number of respondents who added further comments to their responses which allowed for a more detailed analysis of their views on this aspect.

A fuller analysis is provided within the sections below and in Appendix 1, but in brief, and at a very high level, the main views from the consultation reaffirm previous engagement responses in key areas namely:

- The support and commitment generally for the outdoor market as primary user of the square
- The importance of the space to visitors as the heart of the city
- The desire to see some improvements including:
  - To the square – improvement in surface/ accessibility, general appearance (cleanliness, waste management, infrastructure etc), increased pedestrianism and opportunities for more seating etc
  - To the outdoor market/ stalls – looking at other options for layout, increased diversity of type, arrangement etc
  - There is a wide range of support for improvements which also support flexible/ evening uses outside of the outdoor market use of the space, to ensure that the space remains welcoming and safe to all users during the evening period, but in consideration of the potential impacts on key stakeholders/ adjacent residents

The consideration of any possible improvements clearly also requires review of a number of contextual issues, including but not restricted to; listed heritage status, adjacent assets and vistas, traffic management and connectivity, and environmental and sustainability standards. Consideration will clearly also need to be given to budgetary constraints prevailing at the time of a proposed project. Respondents were asked in the survey to identify their priorities for action, should there be constraints on achieving final proposals. The initial summary provided within the update report to Committee in March gave a 1-5 prioritisation based on the survey findings at that point. When checking the data for the final report, however, there was an error found in the summary, and this is corrected in this report. The five top themes remain, but with slightly amended positions within the top five. Surface improvements and accessibility is deemed the priority by respondents.

The final appendix also includes the demographic data. There is no detailed analysis at this time on that data, but the findings will be considered in regard to future proposals for ensuring the square is a space for all to enjoy.

The consultation in 2021 was issued before the Council agreed a more formal review of the project, which was undertaken in the latter part of 2021 following a variety of concerns raised. As a result of the review, the update report submitted to the March 2022 committee

saw an amended draft high level vision approved, with any future project proposals arising being redeveloped within the wider framework of the following considerations alongside the consultation responses:

- The wider recovery of the City Centre and the support which the Council's assets may play in contributing to the recovery
- The reiteration of the Council's commitment to the seven day market, with some more flexible use of the space, where appropriate
- The timing and requirements for two major projects which are likely to directly affect the square, namely the potential for a district heat network within the city, on which a feasibility report is expected early in 2023; and Greater Cambridge Partnership's proposed road network hierarchy changes, on which consultation is due later this year
- The statutory requirements for listed assets maintenance alongside other compliance requirements
- The need to consider the Council's commitment to achieving net zero carbon status for its assets by 2030

The Council would like to reiterate its thanks to the number of respondents to the Market Square public consultation for their time and focus. The consultation has provided a wide range of feedback, which will remain a very important element of any amended proposals which may come forward in the future. Indeed, the feedback, as stated, has already been taken into account within the committee report. The current further work being progressed will also inform the potential for improvements to the space. We intend to continue to engage closely with key stakeholders as further work progresses. Further public consultation will also take place at an appropriate point as any project develops.

## **2 Introduction**

The Council is considering a project to enhance the Market Square as Cambridge's main civic space and 'home' to its popular daily outdoor market. The project forms part of the Council's wider recovery strategy for the city, responding to the impacts of the pandemic and driving greater fairness and equality for residents and environmentally sustainable development. Within that context, the City Council is reviewing how its city centre assets, including the Market Square and its daily market, can further support the delivery of the strategy.

The Market Square’s daily market provides a vibrant and diverse 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.

To help inform and shape the project, the Council has engaged with key stakeholders to identify the key benefits of the square currently and those things which present as requiring investment and improvement. Workshops for key stakeholders were held in 2020. following the publication of an initial project Feasibility Assessment report in 2019. Listed below are the key stakeholder groups who attended the 2020 workshops:

Bidwell’s (representing University College freehold interests and businesses adjacent to the square) Cambridge Association of Architects Cambridge BID Cambridge Cycling Campaign Cambridge Living Streets Cambridge Past Present & Future Cambridge University Estates team Don Pasquale Restaurant FECRA Friends of Cambridge Market	Great St Marys Church Gonville & Caius College Healthwatch Historic England Hobson’s Conduit Trust Kings College Market Traders Association Police Transition Cambridge Visit Cambridge
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The following is a summary of the output from the key stakeholder workshops:

### **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 Daily 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

### **Issues Identified with the Current Space:**

- 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, Hobson's conduit etc
- Lack of evening offer and uninviting, dark space at night, encouraging anti-social behaviour

The output from the stakeholder workshops, input from technical staff, on site meetings by the design team and the consultants' own assessments were used to develop a proposed Vision and Concept Design, which was approved for public consultation in March 2021. The sections below outline how the public consultation was conducted and provides an analysis of the consultation responses. The output from the process is being used to inform the next stage of the project.

### **3. Consultation Plan**

The public consultation on the proposed Vision and Concept Design took place between 19<sup>th</sup> May 2021 and 31<sup>st</sup> July 2021. Feedback to the consultation was channelled through an online questionnaire (with paper copies available on request) which was extensively promoted and used a variety of methods to reach the wider community, including:

- 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<sup>th</sup> June 2021
- Poster's advertising consultation in various locations across city – ref. Appendix 4.
- Postcards placed in Shopmobility offices and on market stalls – ref. Appendix 4.
- Email link to consultation sent to key stakeholders, statutory organisations, community, resident and equality groups
- Link to consultation mailed to member businesses of the BID and remained an item on weekly bulletin throughout period
- Meeting held with and link provided to Cambridge City Disability Panel members
- Link shared with Community Safety Partnership
- Engagement with families attending ChYPPS (Children and Young People's Participation Service) school holiday activity programme and family support
- Engagement with Cambridge Youth Panel and Drama Group

As part of the consultation plan, a commitment was given to display examples of demountable stall systems identified as being potentially suitable to be used on the market, in place of the current fixed stalls. Despite extensive research at the time, only one system (from City B

Group) was identified and available for display during the consultation period. This led to examples of the available system being displayed on the market between 14<sup>th</sup> July 2021 and 31<sup>st</sup> July 2021, with supporting public information boards highlighting that the system was available in larger sizes (than those available on display) and could be configured to suit different internal trading layouts – ref. Appendix 3. To secure public feedback on the potential demountable stall system, a separate on-line questionnaire (including hard copy option) was created and publicised.

## **4. Consultation Analysis**

The following section provides a summary analysis of the questionnaire responses to the proposed Vision and Concept Design and potential demountable stall system display consultations.

### **4.1 Vision and Concept Design**

The Vision and Concept Design consultation generated 1,058 responses to the on-line questionnaire; a further 4 hard copy responses and 17 letter responses were made direct to the Council Project Team. Analysis of the responses which were submitted directly to the Council reveal broadly similar themes to those made on-line, with comments reflecting the range of views both in support of and in opposition to the proposed redevelopment and the Vision and Concept Design. **A full analysis of the on-line survey questionnaire responses is included in Appendix 1.**

It is acknowledged that the design of the questionnaire and in particular the presentation of some of the questions has resulted in challenges with conducting detailed analysis of responses; this is reflected in some of the free text comments made by survey respondents. The respondents were asked to identify whether they agreed with the Vision for the project and the proposed Concept Design and 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.

To support the analysis of the 'open questions' (i.e., where respondents were able to provide their own free text responses) and introduce rigour to the process of analysis, the review of responses was conducted by one officer. The responses were read, reviewed and sorted into identified broad themes with counts made of the number of responses by theme. The seven questions where free text commentary was possible were selected for further detailed analysis due to the significance of the subjects covered in the questions and the range of responses received.

Early in the survey we asked some closed questions of respondents to find out where visitors/ customers for the Market Square mostly come from and what their use of the square and shopping habits are. We found the following from the responses:

- 96% of respondents were from individuals within the CB postcode area
- 57% of respondents visit the Market Square at least once a week all year round; with a 70:30 split between day/ early evening visits
- The majority of respondents come to shop in the market or city centre, followed by using the Market Square as a thoroughfare
- Their primary mode of transport to the square is by walking or cycling

This would support the importance of the Market Square to local city residents, whilst also to some in the Greater Cambridge area.

## **The Market Square – Current View and Suggestions for Improvement**

A number of questions with accompanying narrative related to the respondents' views on the Market Square as it is now, and gave possible suggestions for improvements. It was clear from the responses that the key attraction for those visiting was the outdoor market itself and the chance to interact with the traders whilst shopping for fresh food outside (clearly a particularly important factor during the pandemic). Supporting the local economy was also seen as an important factor. The fact that the square sits at and represents the very

heart of the city was the second highest reason for visiting the square, with many respondents also including the vista of the historic setting and architecture in and around the square as an attraction, alongside the fact that it is a very good meeting place.

Whilst it is clear that a number of people felt that the square is, effectively, fine as it is, a higher number of respondents felt that there were possible changes which would improve it. The predominant theme was in regard to the surface and accessibility of the square, which is in line with previous feedback. There were a number of respondents who would like to see a more diverse range of market stalls in the market (better quality and more variety of stalls, less hot food) and also changes to the layout to make it more open and provide further seating. There was also a strong desire for a cleaner, tidier general appearance.

Indeed 94% of all respondents felt that the surface (accessibility/ general appearance) and changes in layout and appearance of the stalls (more space between stalls, better layout, improve and spruce up stalls) were the most important changes to focus on, with the added desire for an increase in pedestrianism of the square (with relevant exceptions for loading/ emergency etc) to support this.

## **The Draft Proposed Vision and Concept Design**

As acknowledged above, this was a challenging question to analyse responses on, given it covered two areas and a wide range of items within the two areas as well, in a single question. The direct survey responses set out in Appendix 1 suggested that the views were both split and conflicted. About half of the respondents to this question very helpfully provided more detailed narrative, which actually identified the parts of the questions they agreed or disagreed with.

Once again, the general appearance of the Market Square and reorganisation of the layout of the market stalls was a predominant theme of those supporting the changes. The importance generally of the market itself was reiterated. The use of traditional materials in any improvements, alongside the need for any replacement stalls to be appropriate for use in this space was also deemed important, as well as an increase in the variety of seating options.

Very valuable insight was gained from the detailed comments from those who, at the basic level, disagreed with the Vision/ Concept Plan as then proposed. Many indicated through their comments that they did not disagree with all of the elements. Of those elements they did disagree with, the top themes were the following: Although there was a separate survey relating specifically to demountable stalls, a high number of respondents used this area to suggest that the example option did not meet the requirements of a heritage design and were too small or flimsy. Many also suggested that static food stalls should be considered within any options analysis. There was further support for the commitment to the market as the primary user of the square, with concerns raised by some over the suitability of the space for some of the proposed events, although this was contradicted by some of the more specific responses in that regard (see below). Some respondents, possibly those who in answering earlier questions suggesting the square is fine as it is, also commented here that the proposed scheme should not be a priority and cost estimates were excessive.

## **Flexible Use of the Square**

The survey suggested some specific options in this regard, and there was a wide range of views on these as potential options. Respondents were able to make more than one choice on this question. In relation to wider feedback around the issues and opportunities in regard to evening use of the space and making it more welcoming and safer for use during that period, there was wide scale support for a wider range of uses, including, for example, evening/ night markets, seating and eating areas, live music/ staged events, arts events and outdoor cinema/ theatre options. It was also clear from the additional comments submitted however, that the outdoor market remained the priority use for the daytime and that flexible uses should be focussed around this. There were also a number of understandable concerns raised around the need to fit appropriate flexible use within the space realistically available, as well as the clear need to consider the potential impacts from or to, those activities on key adjacent residents and stakeholders for example: Great St Mary's services, bell ringing, and on students, in particular during exam periods. Some of those consulted, however, did suggest in their wider responses that there were other spaces for events in the city more appropriate than using the Market Square.

## **Other**

Finally, respondents were offered a further chance to make any final comments in regard to the consultation. The majority of comments covered reaffirmation of their previous responses for example, including the desire to make changes to the square and improve infrastructure, whilst retaining the outdoor market and that flexible use for other events should either be elsewhere or only held around the current outdoor market hours. Others used the opportunity again to refer to the proposal on the demountable stalls, on which further specific information is provided below. There were proposals for further consideration of a mix of more permanent/ demountable stalls with the demountable ones needing to be durable. There were further suggestions that the specific example displayed did not appear to be appropriate for use. A number reiterated the need to consider the impact of any evening use on stakeholders, as mentioned above. A few confirmed their view that the project is not a priority.

New suggestions not previously raised were also included at this point. In particular respondents mentioned the need to further consider the sustainability and environmental standards for any improvements to the square, as well as the importance of supporting further visits with the appropriate public transport options and cycle parking.

## **4.2 Demountable Market Stall System**

The demountable stall consultation generated 84 online questionnaire responses, 1 letter and 1 video of Felixstowe Container Market. A full analysis of the questionnaire responses is included in Appendix 2. To support the analysis of the open questions, all the free text responses were reviewed and based on the review, were then sorted under identified broad response themes/ categories. A number of respondents had already referred to the demountable stalls and the example stall provided in particular, as shown in the previous section.

Overall in both consultations but more specifically in this area, there was no or very little disagreement with appropriate use of demountable stalls in principle (where suitable, of suitable type and with appropriate management arrangements). However, the vast majority of those responding within this part of the consultation disagreed that the example provided was suitable for this location, primarily since it was considered to be unable to withstand multiple set up/ take-downs, was too flimsy for uses required, and unable to

withstand the prevailing weather conditions. On the stalls themselves, many felt that the proposed Concept Design did not fit with the heritage surroundings and there were a range of views on the proposed canopy design, including those who felt that the current striped canopies are synonymous with the market. There were some further suggestions around an option to create a range of generic typologies for stalls (potentially 4) to suit all needs.

Other suggestions reiterated that a mix of more permanent and suitable demountable stalls should be an option considered and that a revised layout should include the options for accommodating food stalls in appropriate settings to minimise impacts of fumes/grease.

## **5. Consultation Outcome**

The consultation findings are broadly similar to those from the 2020 key stakeholder group workshops and wider engagement activity, with the following broad key themes:

- General support for improvements to the square, in ways which support its status as the heart of the city and place for all
- Strong support for increased pedestrianisation of the space
- Universal support for ensuring the continued seven day a week market use
- Strong support for additional seating and eating
- Support for some additional appropriate use of the space during the evening provided consideration given to noise levels and impacts on residents
- The key themes in support of improvements to the square included accessible surface, general appearance and cleanliness/ odour management, changes to address issues of anti-social behaviour, connectivity and visibility, management of waste and bins/surface infrastructure.

In relation to the type of stalls used in future, a mix was suggested by many, with little disagreement with the principle of use of some demountable options, providing they were appropriate for the specified use and prevailing weather etc. There was widespread concern that the specific example used within this consultation did not meet the criteria required for a demountable option.

## **Current Actions**

The executive summary and the recent report to committee provide further detail of the review and current status of the project and the relationship to other projects and considerations required at this time. The project team are taking into account all of these issues in regard to the review and the framework for future amended proposals which may come forward when appropriate. In the meantime, we are continuing to carry out a range of activity which will provide further evidence and intelligence to inform any such proposals, and to address the key issues, risks and concerns identified. A summary description of each of the key areas of work is provided below:

- Specialist engineer assessment of listed granite setts, fountain plinth and associated voids
- Dependency mapping with Urban Heat Network Feasibility Assessment and Network Hierarchy review projects
- Specialist legal advice being sought in relation to the Council's market powers
- Further investigation of stall design and layout needs/ options, including investigation of inset solar panels to provide sustainable power
- Further work on practical options for temporary relocation of the market during any renovation phase if proposed
- Trader storage locations to support management of delivery/loading where practical
- Waste management solutions
- Investigation into possible funding solutions for any future project
- Events programme and infrastructure needs assessment, based on anticipated likely use of available space for public
- Establishment of a key stakeholder project liaison group

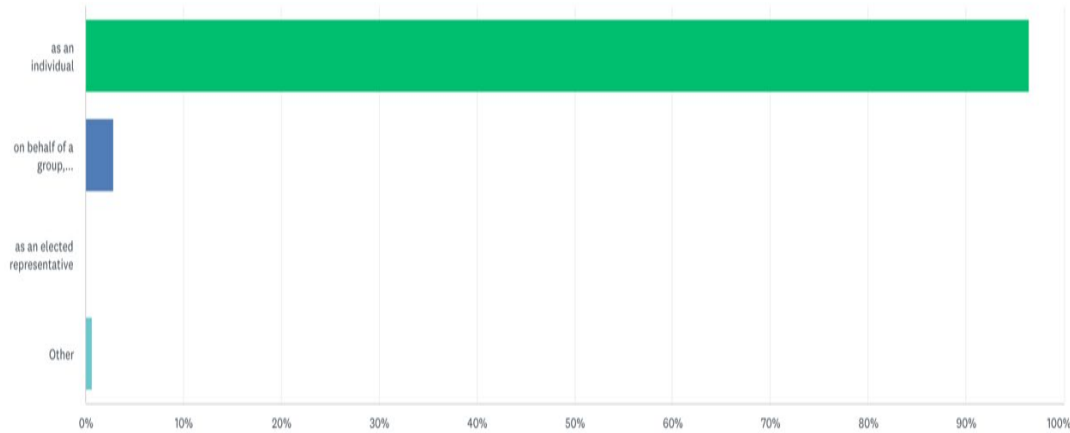
The Council is mindful of the importance of preserving the historic context of the market square and the need to ensure that any improvements carried out are with the minimum of harm to the historic character and appearance of the square and the important listed buildings in the nearby areas.

# Appendix 1: Vision and Concept Design Questionnaire Analysis

## Question 1: I wish to respond as ... (tick relevant category given)

I wish to respond:

Answered: 1,047 Skipped: 11



Number of responses: 1,047

Response rate: 98.96%

Category	% of Question Responses	No of Question Responses
Individual	96.47	1010
Group, organisation or business	2.87	30
An elected representative	0	0
Other	0.67	7

**Q2 If you are responding on behalf of a Group, Organisation or Business, please provide their name below:**

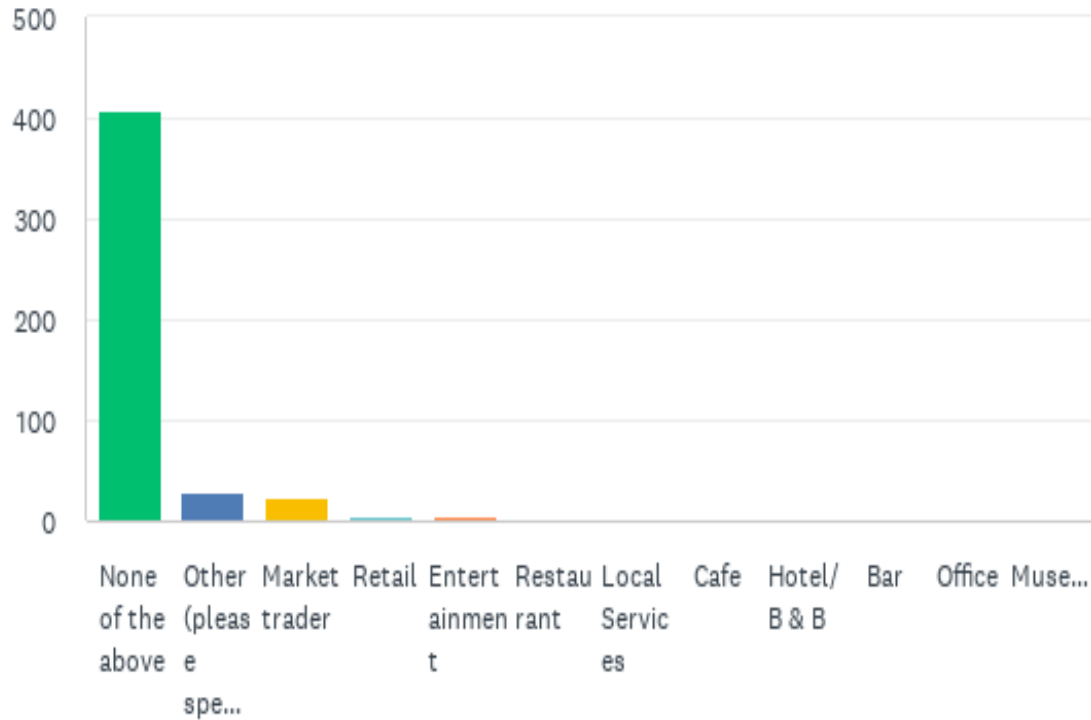
**Answered: 90**

**Skipped: 968**

<b>Category Identified</b>	<b>% of Question Responses</b>	<b>No of Question Responses</b>
<b>An Individual</b>		
<b>A Group, Organisation or Business</b>	<b>8.506%</b>	<b>90</b>
<b>An Elected Representative</b>		
<b>Other</b>		



**Question 3: If you are a Business, What Type of Business Do You Operate?**

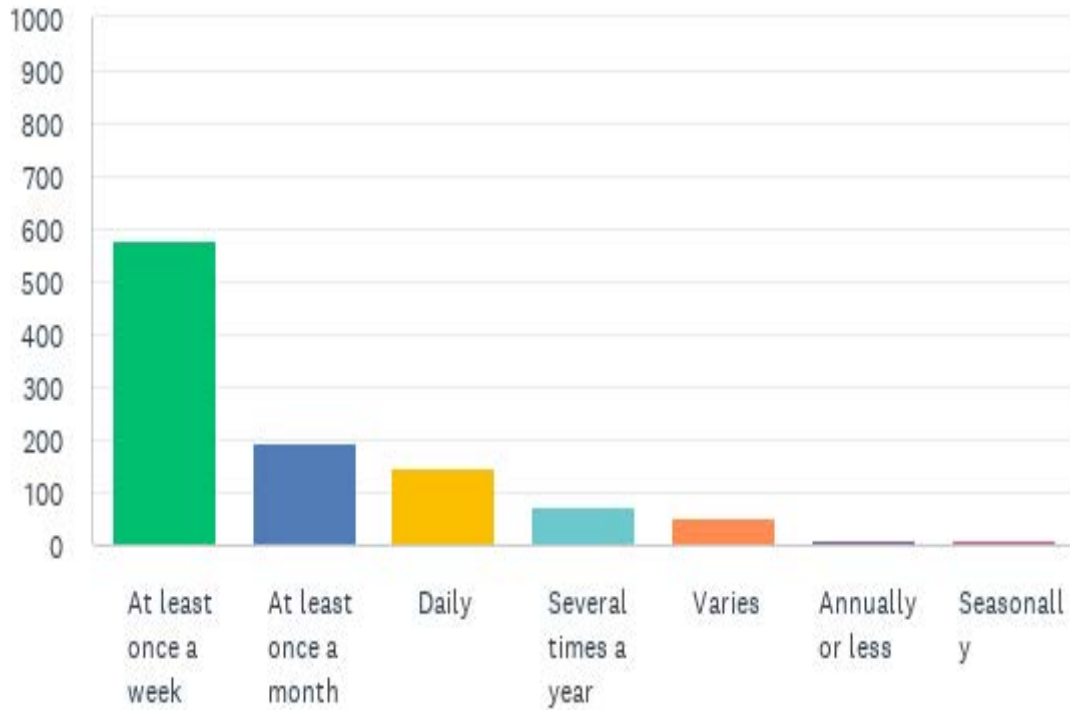


Number of Responses: 483 Response Rate: 45.65%		
Category	% of Question Responses	No of Question Responses
None of the above	84.47	408
Other	6.00	29
Market Trader	4.97	24
Retail	1.24	6
Entertainment	0.83	4
Restaurant	0.62	3
Local Services	0.62	3
Cafe	0.41	2
Hotel/ B&B	0.41	2
Bar	0.21	1
Office	0.21	1
Museum	0	0

**Question 4: Please Provide the First Part of your Postcode, ie. first two letters and number, eg. CB1**

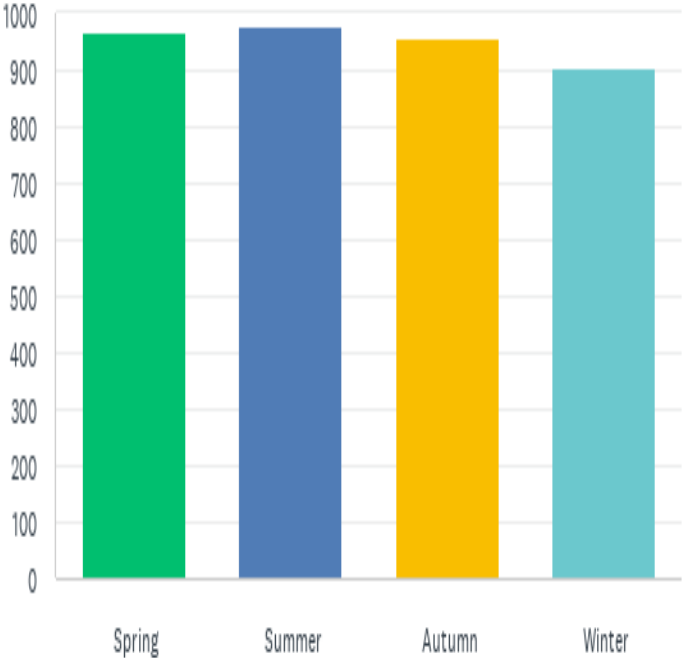
<b>Category Identified</b>	<b>% of Question Responses</b>	<b>No of Question Responses</b>
<b>CB area postcodes</b>	<b>93.57%</b>	<b>990</b>

### Question 5: How Often Do You Visit the Market Square?



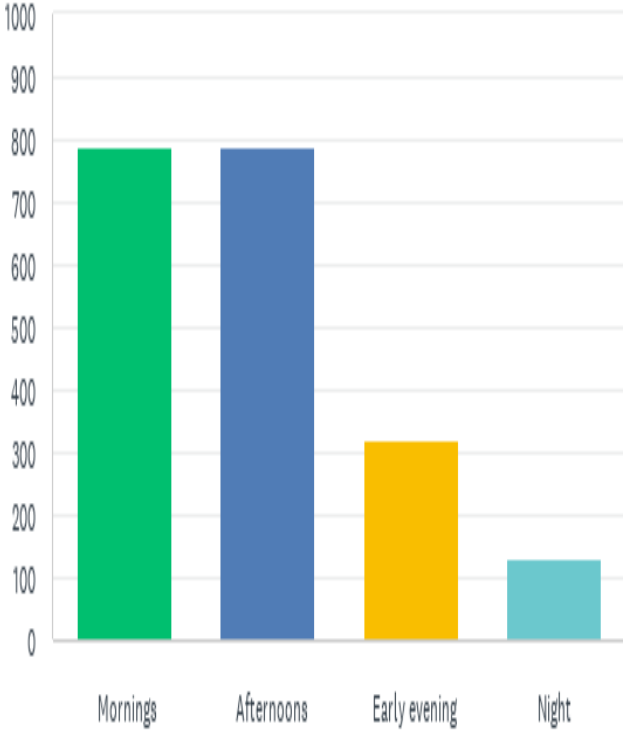
Number of Responses: 1,013 Response Rate: 95.75%		
Category Identified	% of Question Responses	No of Question Responses
At Least once a week	57.06	578
At Least once a month	19.15	194
Daily	14.71	149
Several times a year	7.50	76
Varies	5.13	52
Annually or Less	1.28	13
Seasonally	0.79	8

**Question 6: Which Seasons Do You Typically Visit Throughout the Year?**



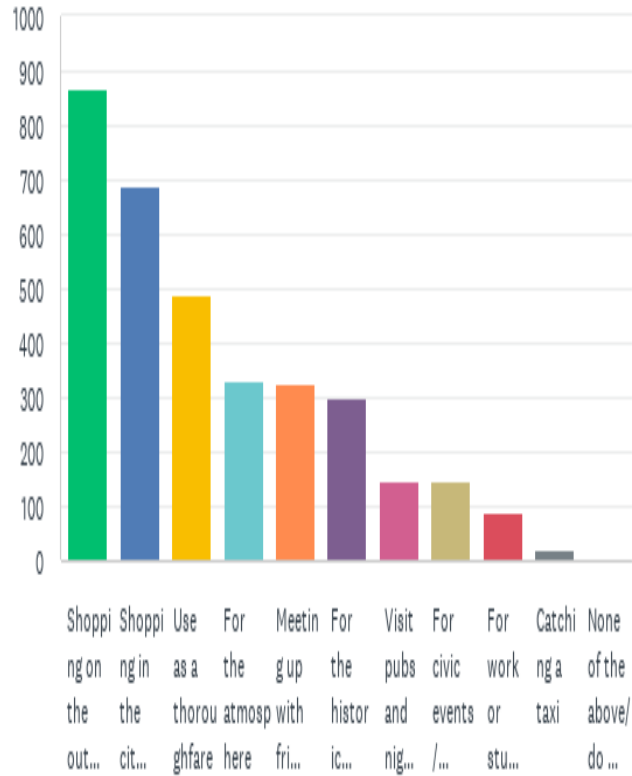
<b>Number of Responses: 994</b> <b>Response Rate: 93.95%</b>		
<b>Category</b>	<b>% of Question Responses</b>	<b>No of Question Responses</b>
<b>Spring</b>	<b>97.38</b>	<b>968</b>
<b>Summer</b>	<b>98.59</b>	<b>980</b>
<b>Autumn</b>	<b>96.38</b>	<b>958</b>
<b>Winter</b>	<b>91.15</b>	<b>906</b>

**Question 7: What Time of Day Do You Visit the Market Square?**



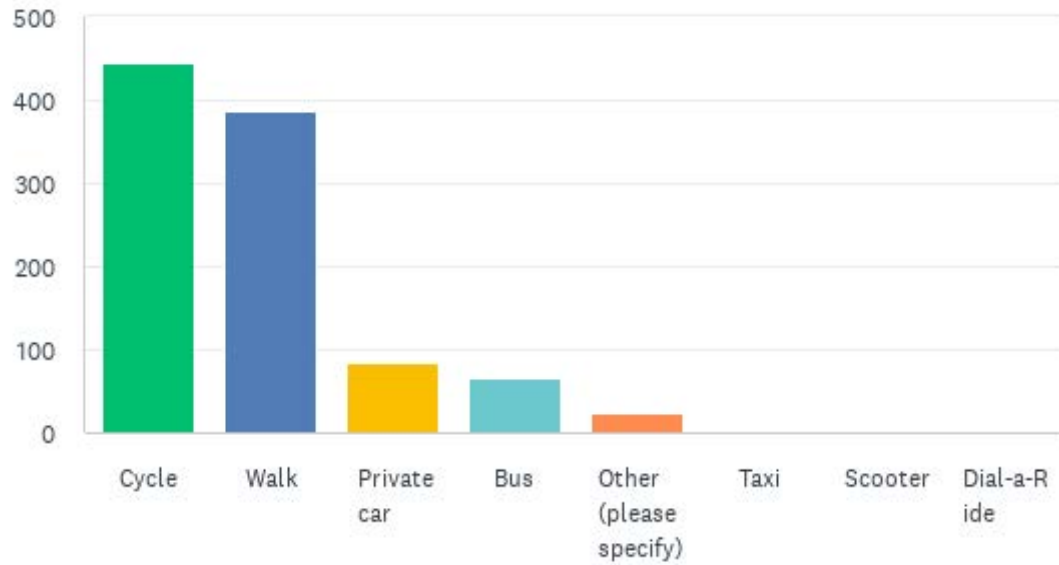
<p><b>Number of Responses: 1,004</b>  <b>Response Rate: 94.90%</b></p>		
Category	% of Question Responses	No of Question Responses
Mornings	78.69	790
Afternoons	78.78	791
Early evening	31.87	320
Night	12.85	129

## Question 8: Why Do You Visit the Market Square?



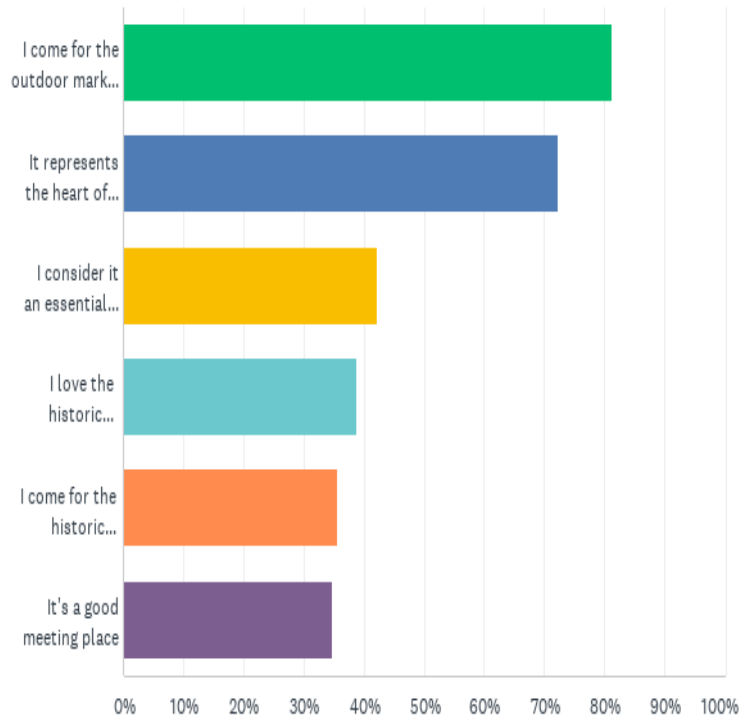
Number of Responses: 1,008 Response Rate: 95.27%		
Category	% of Question Responses	No of Question Responses
Shopping on the outdoor market	85.91	866
Shopping in the city centre	68.35	689
Use as a thoroughfare	48.81	492
For the atmosphere	32.84	331
Meeting up with friends	32.54	328
For the historic views	29.56	298
Visit pubs and nightlife	14.58	147
For civic events	14.58	147
For work or study	8.83	89
Catching a taxi	1.98	20
None of the above	0.4	4

**Question 9: What is your Primary Mode of Travel to the Market Square?**



<b>Number of Responses: 1,011</b>		
<b>Response Rate: 95.56%</b>		
<b>Category</b>	<b>% of Question Responses</b>	<b>No of Question Responses</b>
<b>Cycle</b>	<b>44.11</b>	<b>446</b>
<b>Walk</b>	<b>38.28</b>	<b>387</b>
<b>Private Car</b>	<b>8.41</b>	<b>85</b>
<b>Bus</b>	<b>6.53</b>	<b>66</b>
<b>Taxi</b>	<b>0.30</b>	<b>3</b>
<b>Scooter</b>	<b>0.10</b>	<b>1</b>
<b>Dial a Ride</b>	<b>0</b>	<b>0</b>

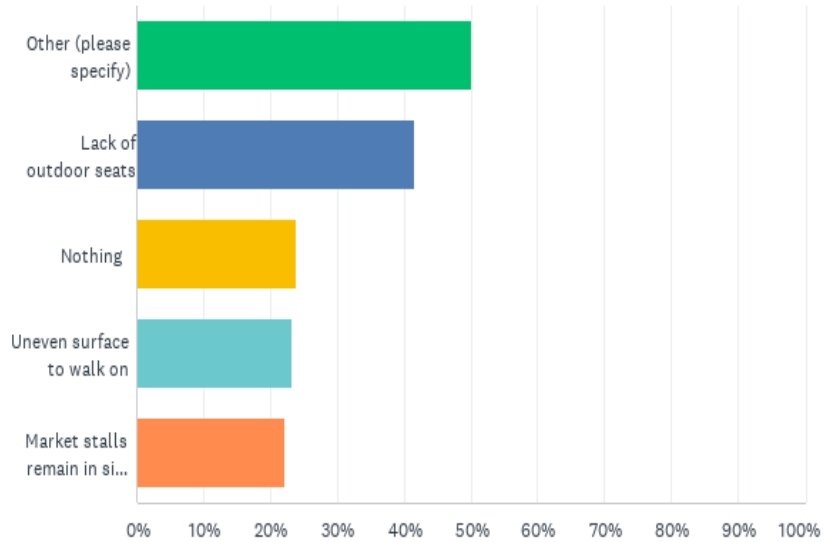
### Question 10: What do you Like about the Market Square?



Number of Responses: 932 Response Rate: 88.09%		
Category	% of Question Responses	No of Question Responses
I come for the outdoor market and atmosphere	81.22	757
It represents the heart of the city	72.21	673
I consider it an essential part of any visit to Cambridge	42.17	393
I love the historic granite setts ('cobbles')	38.73	361
I come for the historic setting and architecture	35.52	331
It's a good meeting place	34.66	323

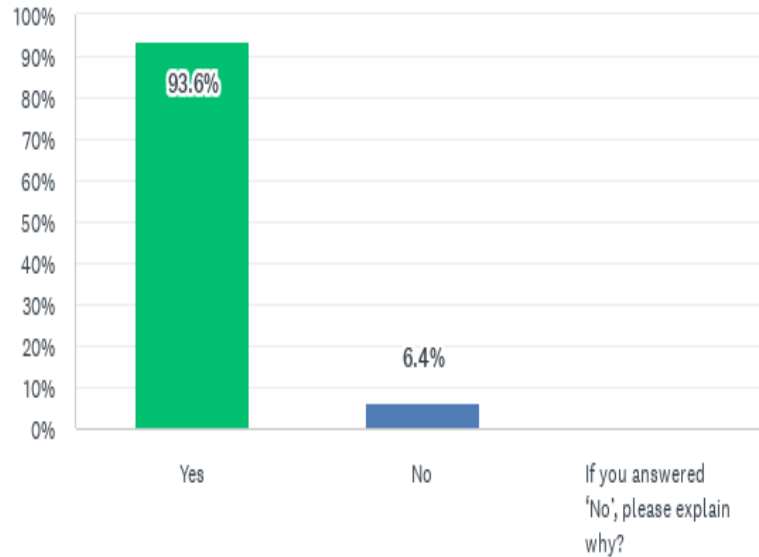


**Question 11: What Do You Dislike about the Market Square at the moment, or What Are Your Current Concerns?**



Number of Responses: 956 Response Rate: 90.36%		
Category	% of Question Responses	No of Question Responses
Other (please specify)	50.21	480
Lack of outdoor seats	41.63	398
Nothing	23.85	228
Uneven surface to walk on	23.22	222
Market stalls remain in situ when market shut	22.28	213

**Question 12: Would You Support Making the Square a Pedestrian Only Space Except for Vehicular Access at Certain Specified Agreed Times for Set Up/Take Down of Daily Market and Adjoining Commercial Deliveries?**

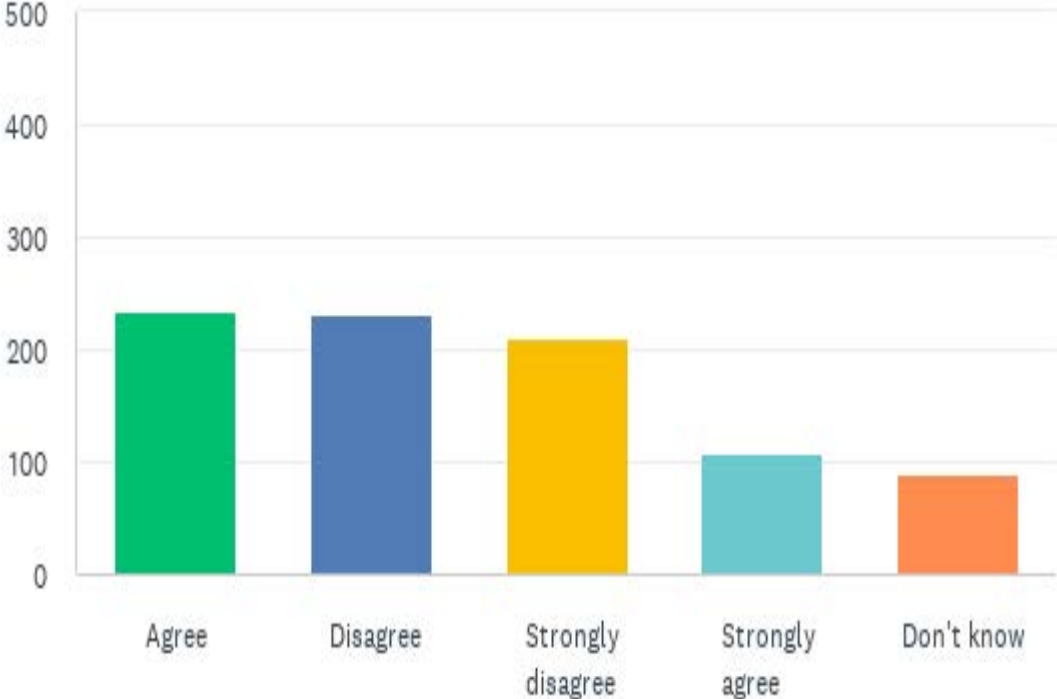


<b>Number of Responses: 816</b>		
<b>Response Rate: 92.16%</b>		
<b>Category</b>	<b>% of Question Responses</b>	<b>No of Question Responses</b>
<b>Yes</b>	<b>93.63</b>	<b>764</b>
<b>No</b>	<b>6.37</b>	<b>52</b>
<b>159 comments were made giving reasons for why No was selected</b>		

**Question 13: If you could change One Single Thing to Improve the Market Square what would it be?**

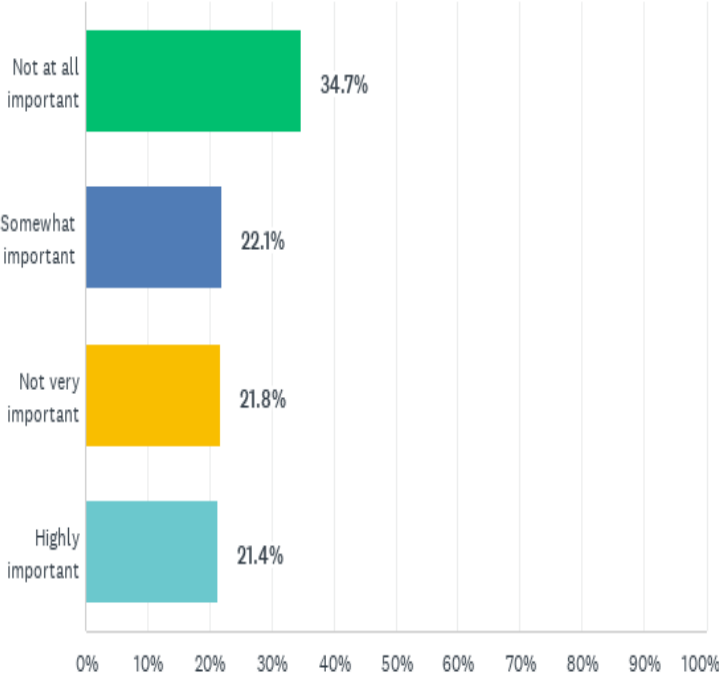
**Number of Responses: 866 free text responses received**  
**Response Rate: 81.85%**

**Question 14: Do you Agree with the Proposed Vision and Concept Design?**



<b>Number of Responses: 873</b>		
<b>Response Rate: 82.51%</b>		
<b>Category</b>	<b>% of Question Responses</b>	<b>No of Question Responses</b>
<b>Agree</b>	<b>26.92</b>	<b>235</b>
<b>Disagree</b>	<b>26.46</b>	<b>231</b>
<b>Strongly Disagree</b>	<b>24.17</b>	<b>211</b>
<b>Strongly Agree</b>	<b>12.26</b>	<b>107</b>
<b>Don't Know</b>	<b>10.19</b>	<b>89</b>

**Question 15: How Important is it to have Demountable Market stalls, which can be cleared away, when the Market is closed so that the available space can be used for other public events or activities?**



<b>Number of Responses: 875</b> <b>Response Rate: 82.70%</b>		
Category	% of Question Responses	No of Question Responses
Not At All Important	34.74	304
Somewhat Important	22.1	193
Not Very Important	21.83	191
Highly Important	21.4	187

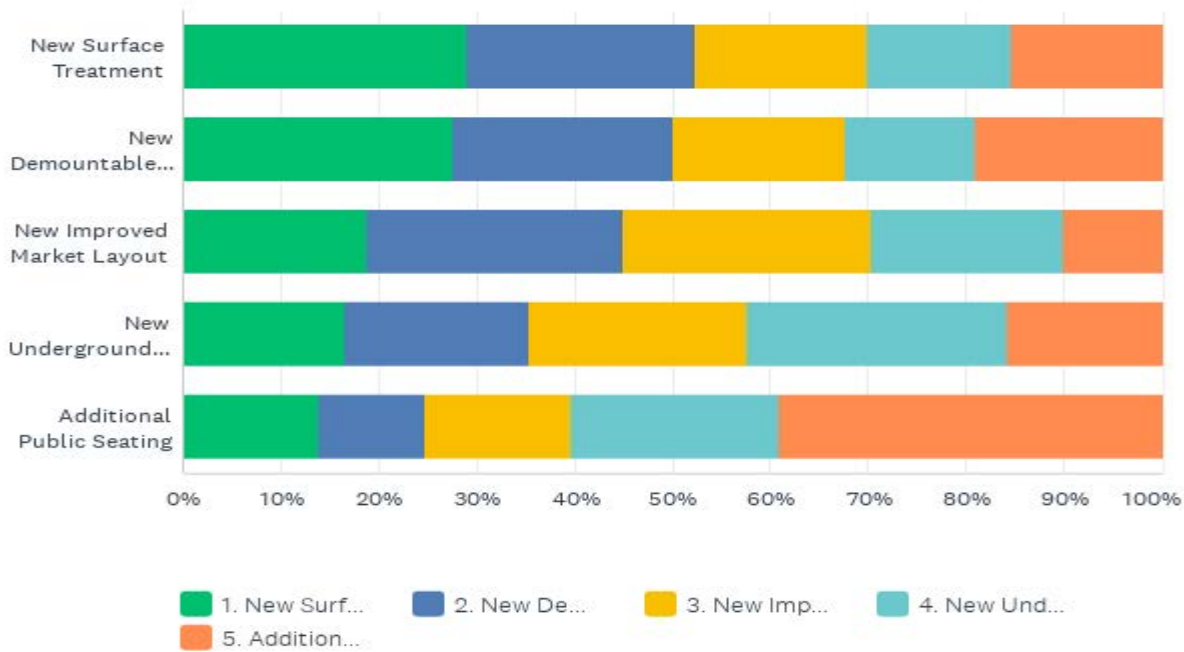
**Question 16:**  
**What Should Be the Focus and Extent of the Cambridge Market Square Project if we cannot raise the Funds Required to Undertake All of the Proposed Changes?**

(Please rank in descending order of priority, where 1=Top Priority; 2= 2<sup>nd</sup> Highest Priority, etc).

This question is weighted between the five choices to determine ranking order.

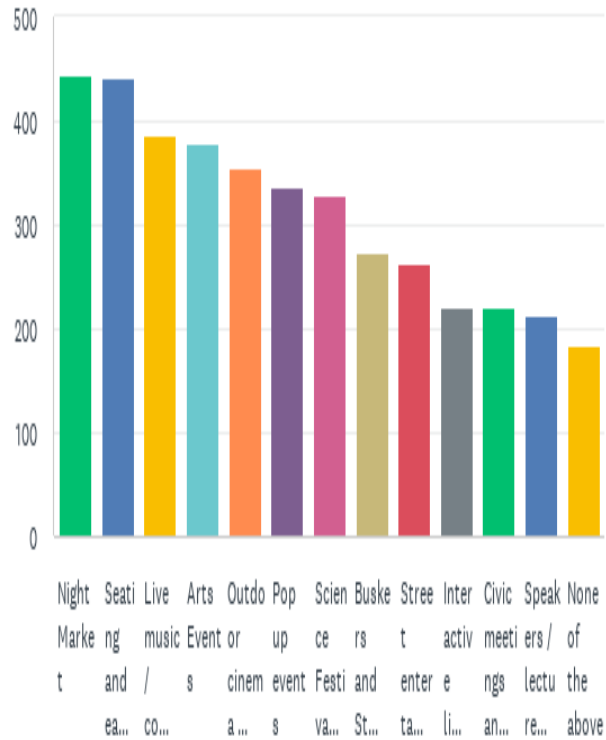
Total votes received does not therefore result in highest ranking.

Please Note - The original analysis of this question and as reported at Committee was incorrectly calculated and the correct order of priorities is shown here



	1. NEW SURFACE TREATMENT	2. NEW UNDERGROUND WASTE MANAGEMENT SYSTEM	3. ADDITIONAL PUBLIC SEATING	4. NEW IMPROVED MARKET LAYOUT	5. NEW DEMOUNTABLE MARKET STALLS	TOTAL	SCORE
New Surface Treatment	29.01% 228	23.28% 183	17.56% 138	14.89% 117	15.27% 120	786	3.36
New Demountable Market Stalls	27.68% 232	22.43% 188	17.54% 147	13.25% 111	19.09% 160	838	3.26
New Improved Market Layout	18.81% 149	26.26% 208	25.25% 200	19.70% 156	9.97% 79	792	3.24
New Underground Waste Management System	16.58% 125	18.83% 142	22.28% 168	26.66% 201	15.65% 118	754	2.94
Additional Public Seating	13.98% 106	10.82% 82	14.78% 112	21.37% 162	39.05% 296	758	2.39

**Question 17: The intention is for the Market Square to become a flexible space, which as well as continuing to be the venue of our popular outdoor market, is also able to host a seasonal programme of inclusive evening events and activities. Which of the following type of outdoor event and activity would you be interested in attending/ participating in?**



Number of Responses: 859 Response Rate: 81.19%		
Category	% of Question Responses	No of Question Responses
<b>Night market</b>		<b>445</b>
<b>Seating and eating areas</b>	<b>51.34</b>	<b>441</b>
<b>Live music/ concerts/ staged events</b>	<b>45.17</b>	<b>388</b>
<b>Arts events</b>	<b>44.00</b>	<b>378</b>
<b>Outdoor cinema/ theatre performance</b>	<b>41.21</b>	<b>354</b>
<b>Pop-up events</b>	<b>39.23</b>	<b>337</b>
<b>Science Festival/ university events</b>	<b>38.42</b>	<b>330</b>
<b>Buskers and street performance</b>	<b>31.78</b>	<b>273</b>
<b>Street entertainment</b>	<b>30.50</b>	<b>262</b>
<b>Interactive light projections</b>	<b>25.84</b>	<b>222</b>
<b>Civic meetings, protests and parades</b>	<b>25.61</b>	<b>220</b>
<b>Speakers/lectures/ demonstrations</b>	<b>24.91</b>	<b>214</b>
<b>None of the above</b>	<b>21.54</b>	<b>185</b>

### **Question 18: Is There Any Other Feedback You Would Like to Give in Relation to the Proposals?**

**Number of Responses: 424 free text responses received**

**Response Rate: 40.08%**



# Appendix 2: Demountable Stall System Questionnaire Response Analysis

## Question 1: What do you Like about this Demountable Stall Design?

The following is a summary analysis of the key themes/ categories from the 86 responses received:

### *Strength:*

- Lightweight and easily dismantled
- Moveable and easily replaceable
- Portable, strong and attractive
- Won't keep wind and rain out (the sample stall not being wind-proof was a recurring comment)

### *Materials:*

- Robust and easily dismantled for cleaning surfaces
- Plastic and not even Cambridge Blue
- Stalls already corroding

### *Size:*

- Too small, flimsy and cheap (the sample stall being too small, flimsy and cheap was a recurring comment)

### *Design*

- Great design, bringing market into 21st Century
- Strong colours work well and space would benefit from overall design
- Doesn't communicate unique character and history of the market
- No character
- Not visually appealing – too much plastic
- Nowhere for electrics

- Not fit for trading over 7 days
- Feet a trip hazard

**Question 2: Is there anything you feel could be improved about its Design? If so, what?**

The following is a summary analysis of the key themes/ categories from the 86 responses received:

*Strength*

- Won't withstand 40mph winds
- Need to be larger and sturdier/ more robust and made to various sizes
- Traders not consulted and their requests for consultation has been overlooked
- Stronger frames and larger canopies to overhang stock and customer area
- Stronger joints, fixings and side flaps needed. Need to be stronger with side and back bars so can be interconnected to form large flowing space
- Too flimsy for long term use and over 7 days therefore not cost effective

*Materials*

- Plastic and not as hardwearing as current stalls, cheap and flashy
- Try using wood not plastic
- Aluminum will dent, bend and rust very quickly

*Size*

- Not enough space for products, deeper tables needed
- Not big enough for fruit and veg, butcher, fishmonger

*Design*

- Currently traders have bespoke stalls with reinforced bars that the sample stall cannot possibly accommodate

- A continuous waterproof roof over rows of stalls is needed
- Durability, dimensions, design, everything not liked - Why not replicate what we already have? Tried and tested
- Need proper full time external market stalls to maintain business continuity
- Not in keeping with character of market, design should reflect beautiful, historic surroundings and not look like it has come out of the Argos catalogue
- Stalls will all look the same – characterless
- Go for contemporary sail like awnings and steel cables with lighting and PV panels to generate electricity

### **Question 3: What types of Stall Configuration would you want to see?**

48 responses were received with additional votes given for the four options of stall configuration, as follows: 'Walk in stall' - 29 votes; 'Counter on either side' – 19 votes; 'Counter at front' – 28 votes; 'Counter at back' – 23 votes; and 'Side and/ or rear racking system for hanging/ displaying products' – 23 votes

The following is a summary analysis of the key themes/ categories from the 48 responses received:

#### *Strength*

- Strong weather resistant stall with good weather protection
- Stronger structure to accommodate stallholders and their merchandise, including shelving or the ability to serve customers behind the stalls (as is currently in operation). Also, that could withstand customers serving themselves - some current stalls in operation now are self-service as a result, with stalls strong enough to withstand heavy footfall as customers select their items. The proposed stalls could be knocked over should an accident occur

#### *Materials*

- No suggestions made

#### *Size*

- Same dimensions as current stalls

### *Design*

- Closed floors and sealed units for hot food vendors
- Hot water and drainage for food prep and hygiene
- Electrics for effective trading
- Keep stalls as they are now
- Keep the present stalls, old stalls add to market character
- Do not support demountable stalls
- A fully customisable space as with current pitches which can be tailor made to suit all configurations and types of stock. In other words, a blank canvas
- Just improve what is there already
- There needs to be an empty box so that it can be made by the market trader to their own bespoke needs
- Different feet as people will trip and fall over those great clunky ones
- Historically pleasing yet not too modern
- Just a strong and weather-proof skeleton stall with a good wind and waterproof roof (like we have on the fixed stalls)

### *Configuration*

- How they are now. Each trader has different requirements which need to continue to be met
- Single configuration doesn't work as diverse stalls with different layouts
- Permanent
- Counter at back and on one side

**Question 4: It is possible to customise this Demountable Market Stall to your specification. What would you want to see included?**

The following is a summary analysis of the key themes/ categories from the 68 responses received:

*Strength*

- More sturdy
- Seems flexible enough
- Stronger material. It's not strong enough

*Materials*

- No suggestions made

*Size*

- Different widths and depths
- An area of at least 3m x 3m of usable space, electricity and a water supply and drainage would be a massive plus
- Something much bigger. Also, more stable, with lots more display space

*Design*

- Space for trader's equipment, full weather proofing to allow year-round use of the stall, raised platform for traders
- Electric supply, led lights, stronger frames, permanent placement
- Racks
- Protection from the rain/wind on 3 sides
- Easy to pack up
- A way to make a tiered level or two
- More space. Grid mesh sides, strong enough supports to anchor personal display items
- Much larger display area, lots of storage for fruit/veg stalls

- Traders can't customise stalls to specific specifications, because they currently have to move about from stall to stall. Each stall needs to be totally versatile and able to support all types of businesses
- Different sizes. Different strengths. Not so flimsy looking. Able to stand up to weather conditions - awning should extend to protect staff and customers
- More surface area
- Shelving

#### *Configuration*

- More vertical display area for products. For 'food & beverage' stalls, there should be more space for food preparation and cooking in - situ so traders have better storage for food ingredients, especially those that need refrigeration in the hot summer

#### **Question 5: Are there any other Design Requirements which you feel ought to be included in the Demountable Stall Trial Brief?**

The following is a summary analysis of the key themes/ categories from the 67 responses received:

#### *Strength*

- Testing what weight it will hold, storage shelves if needed, wind and weather resistance
- Safe and easy to install and demount
- Demountable stall frames are unstable, wobbly and can easily be blown down by strong winds in adverse weather conditions
- Windproof to 75mph
- Heavier, sturdier
- Ensuring it can withstand rain/snow/strong wind
- weather testing
- Capable of holding weight

#### *Materials*

- No suggestions made

### *Size*

- No suggestions made

### *Design*

- Permanent stalling for the larger stall holders with full Health and Safety provisions A more robust design
- A bigger overhang from the roof coverings
- Suitable height and accessibility for customers in wheelchairs
- Where is the electricity supply?
- Stalls need ability to fix to the ground. Lightweight stalls get battered and lifted even with weights
- A more contemporary design, instead of this faux version of an old school market stall. If you are modernising - make it current!
- Good design means beautiful and practical. Let's do better for our wonderful heritage city
- Sturdy and durable enough structure to withstand any weather
- Flexible shelving. Greater display potential
- To be sheeted on the sides that need to be
- Space for stall holder to keep extra goods

### *Configuration*

- The cooking and food stalls need to be separate to make it accessible for those not wanting food to comfortably get to the other stalls
- Use them just for the centre of the market for occasional traders and leave the old heavyweight ones round the perimeter and for regular veg/ bread/ cheese/ fish traders

### *Other*

- Cambridge runs a 7-day a week market that does not close due to inclement weather - unlike what occurs at collapsible stall markets in other locations like Ely
- I would support a trial which places the regular traders round the perimeter and the demountable stalls in the centre
- Discussion with actual stall holders
- I would like to see some kind of modernisation, but the current trial I feel is a step sideways or even backwards

- Examples where these stalls are used elsewhere
- Sustainability. Quality. Heritage. Practicality

**Question 6: If you Dislike the stall or feel it is unsuitable, please tell us why**

The following is a summary analysis of the key themes/ categories from the 76 responses received:

*Strength*

- Flimsy
- Too flimsy to trade from in poor weather therefore will damage trader's livelihoods
- Wholly inadequate structurally and aesthetically for any serious market trader. Flimsy and ugly
- Not robust. Can't see that it would stand the test of time after being dismantled a few times. Don't think 12.5 kg weights would hold this down on a windy day therefore a H&S concern

*Materials*

- Looks cheap and not durable. The council will need to regularly replace them as they will not have the longevity of the existing ones. Will be more wear and tear with this model
- Cheap looking
- Too modern looking for a traditional market

*Size*

- Too small
- 3x3m sized stall too inflexible, too larger for some, too small for others

*Design*

- How will walk through stalls be accommodated?
- It seems functional and would solve the problem of the current haphazard arrangement which prevents proper deep cleaning of this



important public space

- The design should reflect the context and heritage of the market and fit the historical beauty around
- It will be very sad to lose the striking of colourful stall tops in exchange for this bland, homogeneous blue stripe
- I AGREE with the proposal to constrain yourself to looking for a commercially available design. It would be financial madness to consider developing your own design, just in order to purchase a few 100. R&D always costs more and takes longer than you think it will!

### *Configuration*

- Can we have a mix of permanent and removable market stalls?

### *Other*

- Plan misconceived and will destroy ancient heritage of market
- Set up and take down time and no of staff needed to do it needs establishing
- Concerns council won't be able to afford take down then it will left to traders
- Consider the financial viability very carefully. What evidence is there of sufficient demand for evening events? Will these be sufficiently profitable/beneficial to justify the costs of new stalls and the labour involved in dismantling and reassembling them each time?
- I completely appreciate the reasoning behind wanting demountable stalls, but this is nowhere near good enough
- Closing the market that is in a wind level hazard zone will curtail the traders' working days and disrupt continuity of business.
- Business needs need putting at the centre of the market projects agenda for their continuum of business
- Fewer fast-food stalls and more stalls actually selling things that people actually need
- I love it!
- The market needs to keep its character & not become an identical, unified, boring block of stalls
- Consider use of containers like Felixstowe Market

# Appendix 3: Demountable Stall System used for Consultation



## Appendix 4: Postcard and Poster used to promote Consultation

# CAMBRIDGE MARKET SQUARE

## *Have your say!*

We are proposing multi-million-pound improvements to the market square and would welcome your views. To access the public consultation documents and have your say, please click on the following web link and scroll down to 'current consultations':

[www.cambridge.gov.uk/consultations](http://www.cambridge.gov.uk/consultations)



[www.cambridge.gov.uk/market-square-project](http://www.cambridge.gov.uk/market-square-project)

 CAMBRIDGE CITY COUNCIL  
Photo credit: LDA Design

# CAMBRIDGE MARKET SQUARE

## *Have your say!*

We are proposing multi-million-pound improvements to the market square and would welcome your views.

To view the proposals and have your say, please use the QR code or weblink below.

[www.cambridge.gov.uk/consultations](http://www.cambridge.gov.uk/consultations)

Public consultation open from: Wednesday, 19th May - Wednesday, 7th July 2021



Scan to access survey



[www.cambridge.gov.uk/market-square-project](http://www.cambridge.gov.uk/market-square-project)

 CAMBRIDGE CITY COUNCIL

## Appendix 5 – Questionnaire Demographic Responses

### Question 19:

Closed Question/ Permission to Store Sensitive Data/GDPR:

Number of Responses: 843

Response Rate: 79.68%

Category Identified	% of Question Responses	No of Question Responses
Yes	87.43	737
No	12.57	106

### Question 20:

Closed Question/ Which of the Following Describes How You Think of Yourself?

Number of Responses: 836

Response Rate: 79.02%

Category Identified	% of Question Responses	No of Question Responses
Male	40.43	338
Female	50.84	425
In Another Way	0.24	2
Prefer Not to Say	8.49	71

**Question 21:**

Closed Question/ At Birth - Were You Described As:

Number of Responses: 834

Response Rate: 78.83%

Category Identified	% of Question Responses	No of Question Responses
Male	40.29	336
Female	50.60	422
Intersex	0.00	0
Prefer Not to Say	9.11	76

**Question 22:**

Closed Question/Does Your Gender Identity Match Your Sex as Registered at Birth?

Number of Responses: 831

Response Rate: 78.54%

Category Identified	% of Question Responses	No of Question Responses
Yes	89.65	745
No	0.36	3
Prefer Not to Say	9.99	83

**Question 23:**

Closed Question/ What Was Your Age Last Birthday? Please Write Your Age in the Box Below:

Number of Responses: 820

Response Rate: 77.50%

Category Identified	% of Question Responses	No of Question Responses
Under 12	0.00	0
Under 18	0.37	3
18-24	3.66	30
25-34	12.56	103
35-44	14.15	116
45-54	22.93	188
55-64	21.22	174
Over 65	25.12	206

**Question 24:**

Closed Question/ Would You Consider Yourself Having a Long-Term Illness or Impairment That Affects Your Mobility?

Number of Responses: 832

Response Rate: 78.64%

Category Identified	% of Question Responses	No of Question Responses
Yes	8.65	72
No	83.77	697
Prefer Not to Say	7.57	63

**Question 25:**

Closed Question/ Do You Have Any Physical or Mental Health Conditions or Illnesses Expected to Last 12 Months or More? If Yes, What is the Nature of your Condition or Illness?

Number of Responses: 823

Response Rate: 77.79%

Category Identified	% of Question Responses	No of Question Responses
Yes	9.84	81
No	72.05	593
Vision	0.97	8
Hearing	3.52	29
Mobility	4.37	36
Dexterity	1.94	16
Learning/Understanding	1.09	9
Memory	0.61	5
Mental Health	4.13	34
Stamina	3.16	26
Behaviour	1.58	13
Prefer Not to Say	12.39	102

**Question 26:**

Closed Question/ Does Your Condition/Illness Reduce Your Ability to Carry Out Day-to-Day Activities?

Number of Responses: 647

Response Rate: 61.15%

Category Identified	% of Question Responses	No of Question Responses
Yes, A Little	13.91	90
Yes, A Lot	3.25	21
Not At All	66.92	433
Prefer Not to Say	15.92	103

**Question 27:**

Closed Question/ Are You a Blue Badge Holder?

Number of Responses: 796

Response Rate: 75.24%

Category Identified	% of Question Responses	No of Question Responses
Yes	3.02	24
No	96.98	772

**Question 28**

Closed Question/ How Would You Describe Your Ethnic Origin? (Tick One from the Following):

Number of Responses: 827

Response Rate: 78.17%



Category Identified	% of Question Responses	No of Question Responses
Prefer Not to Say	10.88	90
White – English, Welsh, Scottish, Northern Irish or British	69.53	575
Asian or Asian British	1.69	14
Black or Black British	0.48	4
Mixed	2.06	17
Arab	0.12	1
Any Other White Background	12.70	105
Any Other Asian Background	0.00	0
Any Other Black Background	0.00	0
Any Other Mixed Background	0.36	3

Any Other Ethnic Background	0.48	4
Any Other Background (Please Give Details)	1.69	14

### Question 29

Closed Question/ Do You Have a Religion or Belief? If Yes, What Is It?

Number of Responses: 815

Response Rate: 77.03%

Category Identified	% of Question Responses	No of Question Responses
Yes	2.45	20
No	51.53	420
Bahai	0.00	0
Buddhist	0.86	7
Christian	25.52	208
Jain	0.00	0
Jewish	1.10	9
Hindu	0.37	3
Muslim	0.37	3
Sikh	0.12	1
Rastafarian	0.00	0
Prefer Not to Say	15.58	127

Other (Please Specify)	2.09	17
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### Question 30

Closed Question/ Which of the Following Best Describes Your Sexual Orientation?

Number of Responses: 803

Response Rate: 75.90%

Category Identified	% of Question Responses	No of Question Responses
Bisexual	3.74	30
Gay Man	1.99	16
Gay Woman/Lesbian	1.00	8
Heterosexual/Straight	71.23	572
Prefer Not to Say	22.04	177

### Question 31

Closed Question/ Are You Married/In a Civil Partnership?

Number of Responses: 820

Response Rate: 77.50%

Category Identified	% of Question Responses	No of Question Responses
Cohabiting	10.61	87
Married	50.61	415
In a Civil Partnership	1.10	9

Single	13.41	110
Divorced or Civil Partnership Dissolved	4.39	36
Separated but Still Legally Married/In a Civil Partnership	0.73	6
Widowed or a Surviving Partner from a Civil Partnership	2.44	20
Prefer Not to Say	15.61	128
Other (Please Specify)	1.10	9

### Question 32

Closed Question/ Are You Currently Pregnant or Have You Given Birth in the Last 6 Months?

Number of Responses: 820

Response Rate: 77.50%

Category Identified	% of Question Responses	No of Question Responses
Yes	1.59	13
No	92.20	756
Prefer Not to Say	6.22	51