

Cabinet – 30th April 2014

Response to the Regeneration Scrutiny and Performance Panel Report on Walsall Market Feasibility Study

Portfolio: Councillor Andrew
Deputy Leader &
Portfolio Holder Regeneration & Transport

Related portfolios: N/A

Service: Regeneration: Development and Delivery

Wards: St. Matthews

Key decision: Yes

Forward plan: Yes

1. Summary

- 1.1 Walsall Market has been situated in a temporary location since 2009. Initially this was to curtail the decline of the market but also in recognition of the fact that a permanent location complementary to emerging retail redevelopment proposals within the St Matthews Quarter of the town centre would require the comprehensive consideration of a more permanent, sustainable solution.
- 1.2 Through the Markets Working Group and the Regeneration Scrutiny and Performance Panel, attention was concentrated on the creation of a new Walsall market. This involved finding a permanent market location where the type and quality of the market would lead to an improvement in the overall attractiveness of the town centre. This would also enable additional trading days and events to be introduced to further increase the appeal of the town centre to customers.
- 1.3 This report presents the findings to date of the Market Feasibility Study, as supported by the Markets Working Group and the Regeneration Scrutiny and Performance Panel. It provides Cabinet will an overall 'direction of travel' for the project.

2. Recommendations

- 2.1 That Cabinet supports the undertaking of more detailed design work to reach a conclusion on the Walsall Market Feasibility Study and approves to take forward the findings of the Regeneration Scrutiny and Performance Panel in regard to the permanent location and design of Walsall Market

3. Report detail

- 3.1 Cabinet will be aware that, since 2007, Walsall Council has pursued the relocation of Walsall Market. Initially, a temporary relocation was undertaken not only to curtail the decline of the market and its impact on town centre footfall, but was also in recognition of the fact that a permanent location complementary to emerging retail redevelopment proposals within the St Matthews Quarter of the town centre would require a more sustainable solution.
- 3.2 The planning history included for the need to undertake a vitality and viability study to determine the impact of the market on the town centre. In October 2009, planning permission was granted to relocate the market to its current, temporary location, and subsequent consents were granted in 2010, 2011 and 2013 to enable the market to stay in this location until April 2015 (13/0433/FL as illustrated on Plan no. EMPS 3869) in order to provide continuation of the market whilst the permanent market solution is designed, programmed and implemented.
- 3.3 In June 2012, the Council's Regeneration Scrutiny and Performance Panel formed the Markets Working Group. The elected members group agreed to concentrate its attention on the creation of a new Walsall market. i.e. a permanent market location where the type and quality of the market would lead to an improvement in the overall attractiveness of the town centre, and would also enable additional trading days and events to be introduced to further increase the appeal of the town centre to customers.
- 3.4 As part of this work, a series of comprehensive customer surveys with stakeholders were undertaken to help to understand demand, inform decisions on economic viability, and identify sustainable improvements to Walsall Market. The Working Group also commissioned a consultancy team – GVA / The Retail Group – to advise on the options for the relocation of Walsall market and to make recommendations for the preferred option. The preferred location option for Walsall Market to emerge from this work was The Bridge.
- 3.5 In January 2013, Cabinet noted the conclusions of the Regeneration Scrutiny and Performance Panel and Markets Working Group and endorsed the recommendation to request a feasibility and design study to assess the planning considerations, design and financial implications of creating a new market square on The Bridge and an enhanced town centre public realm, based on the conclusions of the GVA/Retail Group work, all subject to the granting of planning permission.
- 3.6 In September 2013, Walsall Council sought to appoint a lead civil engineering and project management consultant, supported by a sub consultancy team, to undertake the Market Feasibility Study, providing their specialist disciplines to facilitate the creation of a new permanent location for Walsall Market. It was made clear that a feasible, viable and financially sound outcome was required from the commission in order to deliver a future planning permission for the preferred location and design option to emerge from the early stages of this commission. An experienced consultancy team was required in order to create an innovative design and cost estimate for the market which will also include the design of high quality town centre public realm improvements within the location

of the permanent market. Arup, supported by property specialists Glover Property and markets specialist Marketplace Europe, were appointed via a thorough tender process in October 2013 to undertake this work.

- 3.7 The Walsall Market Feasibility Study needed to ensure that the preferred option for the permanent location for the market took into consideration the 'Market Exclusion Zone' which is to be implemented prior to the practical completion of the Old Square Phase 1 Scheme; currently estimated to be early 2015 (the Market Exclusion Zone is illustrated on Plan no. EMPS 3869). This 'Market Exclusion Zone' has arisen from the Council's negotiations with the owners of the Old Square Shopping Centre and prospective tenants Primark and will create an area of public realm adjacent to the new retail units.
- 3.8 The work is also coordinated with the emerging Area Action Plan (AAP) for Walsall Town Centre, producing both work and consultation responses to inform decisions on the market and set out policies to protect and support it. The AAP Issues and Options Paper presented two options - to pursue the preferred permanent location for the market on The Bridge and in Bradford Street or to consider other potential indoor and outdoor locations for the market. A limited number of responses were received to the AAP consultation (summer 2013), in relation to the market location, which proved inconclusive.
- 3.9 Due to the fact that the Exclusion Zone and the now emerging Town Centre AAP was not considered as part of the GVA/Retail Group work due to the sequencing of events, the first task of Arup's commission was for the preferred and alternative locations in GVA's 2012 report to be reviewed in light of these factors.
- 3.10 In addition to this wider changing context, the major retail development proposals in the town centre have given further rise to the need for this work to present an up-to-date evidence base for the preferred permanent location of Walsall Market.
- 3.11 Arup reviewed the current market location, the preferred location to emerge from the GVA/The Retail Group work and the also the wider context in order to identify objectives for the new market. The following factors were considered in order to identify objectives for the new market:
 - Economic context;
 - Public realm;
 - Accessibility;
 - Successful markets elsewhere;
 - Exclusion Zone;
 - Viability;
 - Civil infrastructure; and
 - Planning policy.
- 3.12 In addition to the above, Arup reviewed the location requirements set out in the GVA and The Retail Group report (2012). Arup considered that a more detailed set of criteria were required that reflect the current market and context as previously outlined. The revised, robust location criteria required to compare and assess potential locations for the market are detailed in Appendix A.

- 3.13 Arup also reviewed the locations to be considered for the location of the permanent market, identifying two additional locations to those within the GVA 2012 Study, which were both identified through the APP site opportunities. These are the Gallery Square and the Crown Wharf Retail Park. However, four of the AAP opportunity sites that were identified as suitable for retail development were not taken forward by Arup as a potential location for the market as they were not considered available or deliverable for a market (please see Appendix B for detail).
- 3.14 In a change to the GVA 2012 Study, Arup's review considered the preferred option of The Bridge/Bradford Street/Digbeth as three separate locations, due to the presence of the Exclusion Zone which effectively separates these locations.
- 3.15 Following this location review, a total of 12 potential locations for the new market were identified for review, in addition to the current existing location (please see Appendix C). Each of the 12 potential market locations in Appendix C have been assessed based on the criteria identified in Appendix A. From this assessment, preferred locations were recommended.
- 3.16 The assessment detailed above has been conducted alongside and complemented by a thorough public, trader and stakeholder consultation process. In addition, Markets Working Group and the Regeneration Scrutiny and Performance Panel have been heavily involved and consulted at each key stage of the feasibility study.
- 3.17 Following the assessment as detailed above, some locations were not taken forward for further consideration due to their non-compliance with multiple major criteria (as detailed in the matrix, Appendix D). Other locations scored more positively in regard to the assessment criteria and therefore formed the basis of Arup's initial recommendation to the Markets Working Group, that the permanent location of Walsall Market should be positioned in and around The Bridge.
- 3.18 At a meeting of Regeneration Scrutiny and Performance Panel on 6 March 2014, the Panel agreed the recommendations of the Markets Working Group, that the preferred location of The Bridge is accepted, and that a public exhibition of the layout and design of the market in this preferred location could take place at the end of March 2014.
- 3.19 At its meeting 10 March 2014, the Markets Working Group was presented with a series of design options for the layout and design of Walsall Market in this location and the Group was asked to agree the design principles that formed the eventual design which was consulted upon; the design layout and visualisation that formed the consultation material for an event held over two days (21 and 22 March 2014) is shown in Appendix E. This same design was also subject to an engagement event held with market traders on 18 March 2014. The design principles consulted upon were formed of the following:
- The Bridge being the preferred location following the analysis shown in table 1
 - The clustering of approximately 70 stalls in one location to provide a focal point for the market, set within a new market square and assumes the removal of the plinth and the fountain. The number of stalls is a reduction from the current number of stalls (circa 100) but reflects an approximate 30% vacancy rate for Walsall Market. Arup's analysis indicates that Walsall is currently following national trends of decline in terms of

occupancy rates of market stalls, largely due to competition from discount stores, as well as internet and superstores.

- A judgement that the current, permanently fixed, tubular metal, traditional stalls appear outdated and would be replaced with modern, demountable marquee-style stalls that enable the market to contract and expand and ability to create an event space. This flexibility will ensure vibrancy through the minimisation of void stalls
- Stalls laid out in way that enables back- to- back trading and takes into consideration vehicular and pedestrian access, alongside loading/unloading arrangements and circulation space between stalls and building lines.
- An improved street scene and public realm provided high quality materials that set the tone for the market and will help to define and connect areas of the town centre. Careful use of materials will also highlight the existing architecture and heritage features of the area, resulting in a cohesive environment for people to shop within. It is proposed that the good-quality existing paving in and around The Bridge area will be reused as part of the new design to support value for money principles.
- A proposal to include an area where canopies, tables and seating can be arranged to support a new food offer vision for Walsall Market. The canopies in the proposed seating area will also be demountable, ensuring full flexibility of the space as a whole. This proposal is subject to further due diligence and negotiations to be undertaken as part of next phase of the project as it is currently located within the 'Old Square Phase 1 Exclusion Zone'
- Repositioning of pieces of public art and important monuments into locations which enable them to have greater visibility and serve to improve legibility in the town centre.
- Proposed waste management areas for the collection and management of trade waste.
- A recommendation that in order to serve a revitalised fresh food offer at Walsall Market, the Council should provide trader storage in a location near to the market. Walsall Market is considered unusual in being an outdoor market with no complementary indoor market that, in working examples, provides storage facilities.

3.20 A 'project team' approach has been adopted by the Council in relation to the above, to include all necessary disciplines in the discussions for the development of the market and public realm proposals.

3.21 The fountain on The Bridge and the podium on which it sits is proposed to be removed in order to facilitate the new market design. A separate piece of work will need to be undertaken to identify a more suitable location for the fountain. The clustering of the market on and around The Bridge gives the market an overall sense of presence in the traditional heart of Walsall Town Centre and presents the opportunity for the fountain to be positioned in a more suitable location.

3.22 At its meeting of the 22 April 2014, the Regeneration Scrutiny and Performance Panel was provided with feedback information from the second stage of consultation. The analysis of this consultation material will be formed into a consultation report for the purposes of the future planning application, however for the purposes of this report the feedback is summarised as: 388 people attended the 2-day consultation event and of that 82 paper responses were

received with 4 online responses. The majority of respondents support the proposal to locate the market at the Bridge and lower Park Street. 62 respondents support the location, 22 respondents do not support the location. 63 respondents support the proposed layout of the new market, 18 respondents do not support it. The majority of respondents rated the proposals as either “very good” or “good”. In addition to the above, all major landowners and all town centre retail businesses were invited to attend a ‘retailers presentation’ on 21 March 2014. 7 responses from retailers have been received to date whereby 6 of the 7 support the location of the Bridge and all 7 agreed with the proposed design and layout. 45 market traders attended the event on 18 March 2014 and through round table discussions provided feedback. The key issues that the traders raised were:

- Robustness of the demountable stalls and the ability for them to withstand regular use, the erecting and taking down and inclement weather
- The back-to-back arrangements are a new way of working; how will this work what might be the impact on trading areas and access for customers?
- Adequate provision needs to be made for loading/ unloading and accessibility to stalls.
- Provision should be made for catering vehicles and trailers to support the food offer
- What is the opportunity for the inclusion of a mixture of permanent and demountable stalls?
- Trader storage is a necessity if the food offer at Walsall Market is to be sustainable; as is suitable waste management arrangements and the ensuring the right power and water provision is made available.

- 3.23 The first and second stage consultation processes have been important to inform the progression of the design, and the Regeneration and Scrutiny Panel has been encouraged by stakeholder’s willingness to engage and provide feedback. The consultation feedback provided has also enabled Arup and the Council to consider the capital and revenue implications of the proposals to ensure the project can be delivered within the current capital budget and to minimise the operational costs of the changes.
- 3.24 Many of the concerns expressed by the market traders are understandable given that the design remains conceptual. Therefore the design considerations raised by the traders will continue to shape the proposals and it is important to ensure the operational aspects of the design are fully thought through. The role of the market traders is therefore important and their engagement will continue to be sought.
- 3.25 The Markets Working Group and the Regeneration Scrutiny and Performance Panel have therefore acknowledged that more work is now needed to progress the design from a concept to a fully formed proposal that is capable of being implemented. The Regeneration Scrutiny and Performance Panel therefore wishes to extend the feasibility study’s timeline beyond the original April 2014 date to enable this detailed design and operational work to take place.
- 3.26 As detailed in the report that went before Regeneration Scrutiny and Performance Panel 22 April 2014, a series of next steps for the Walsall Market Feasibility Study are set out. With a resolution to the extend the timeline, the next steps for the project will be for Arup with the benefit of all the stakeholder feedback including the requirement by the Council to ensure that the revenue

implications of the proposals are better understood, undertake further research into best practice from other Council's operating a similar market as that proposed for Walsall. Learning from others, and having a better understanding of the operational requirements of the proposals, will also enable the Council to develop revised and new management plans and arrangements to help ensure the permanent market is successful.

- 3.27 Following this review of the operating considerations of the proposals, further revisions to the design and layout will be made, and a review of the capital costs to implement the scheme will be made. It may be necessary, depending of the extent of these revisions, for further public and stakeholder consultation to take place. A commitment has been made to continue to hold events with the market traders to engage them in the design process, and our existing retailer/ business networks will also be used to keep these stakeholders up to date.
- 3.28 During the next stage of the project the Arup design team will also develop an implementation programme so that the Council and its stakeholders can understand how the market and town centre might continue to operate under a 'business as usual' premise whilst the changes to improve the market take place. It is recognised that Walsall town centre is currently going through a much welcomed programme of development and change, with projects such as the redevelopment of Old Square Phase 1 now underway. It is acknowledged that this change can bring disruption: The Council will wish to ensure that it minimises the impact on existing businesses during this transitional period and so the implementation of the permanent market will be carefully planned to take account of any other development activity occurring simultaneously in the town centre. How this activity will impact can only be known as this project and others progress; should provisions need to be made to adjust and flex the timescales around different projects to support the town centre then this will be done in consultation with the Scrutiny Panel, the Portfolio Holder for Regeneration and Transportation, and key stakeholders/ statutory consultees.
- 3.38 It will be important that the feasibility study and implementation of this project remains an item of business for the Regeneration and Performance Scrutiny Panel, supported by the Markets Working Group. It is therefore proposed that a Cabinet Report is sent to the meeting of the 30 April 2014 that sets out the direction of travel of the feasibility study and seeks agreement to continue the work that is necessary to provide a permanent Walsall Market. A revised work plan will now be developed with Arup and the Markets Working Group to ensure the detailed design is undertaken in an expedient and comprehensive way.

4. Council priorities

- 4.1 The Council has committed to focus on three priorities in the Corporate Plan and one of these is the economy. Continuing to support Walsall Market will sustain an income to the Council, and support small businesses growth and the vitality of Walsall town centre as set out in the Black Country Core Strategy and in the emerging Walsall Town Centre Area Action Plan, which was the subject of an 'Issues and Options' consultation earlier this year.
- 4.2 The permanent proposals for Walsall Market are in line with the following objectives as set out in the Marmot Review:

- Create fair employment and good work for all
- Create and develop healthy and sustainable communities.

5. Risk management

- 5.1 There is a risk that the proposal may not achieve planning permission, or may be challenged during the six week period for judicial review of any decision to grant planning permission. We have tried to mitigate against this risk by undertaking extensive pre-planning stakeholder consultation (as detailed in Section 12), as well as conducting early and ongoing engagement with the Local Planning Authority, but the proposal may still face opposition at the planning stage.
- 5.2 There is a risk that the proposal could be challenged through the forthcoming Town Centre AAP, which will look to allocate and protect the market in its new location. As such, the location could be challenged by consultees that object to the proposed location. We have limited this risk by undertaking extensive evidence gathering around all of the possible locations, clear justification of the chosen location and by undertaking extensive pre-planning stakeholder consultation (as detailed in Section 12). Furthermore, the embedding of arrangements for the market in planning policy will provide protection for the area and certainty for traders and property owners.
- 5.3 There is a risk that the costs could increase as the project progresses. There is a need to procure consultants to tender for the second stage of works (implementation of the proposal by a suitable contractor, subject to planning permission) which will incur a cost in itself. The project will be developed within the existing revenue and capital budgets, and only if a design or operational requirement calls for this budget to be reviewed will there be a need to return to Cabinet.
- 5.4 There will be an impact on the Town Centre and its users whilst the implementation works are taking place. The works are planned for an area where a high volume of other redevelopment is planned for the future, both in the short and long term. We will mitigate against the possible negative impacts of the implementation via the preparation of a phasing and implementation programme. There may be a need for a temporary move of current market stalls to facilitate this project. There will be ongoing engagement with the local business community and traders to further mitigate the risks associated with the possible disruption, emphasising the long-term benefits of the work to Walsall Town Centre.
- 5.5 There may be an operational risk for the Markets Service in operating a new market where the overall aim of the project is to deliver a successful and sustainable market with a different offer for the people of Walsall in order to ensure the viability, vitality and vibrancy of the market. In order to ensure the market continues to be successful, a resource to support the future management and marketing of the market will be required. Work has already commenced to review specific operational matters including a new encroachment policy, introducing new trade waste arrangements, a review of existing and future licenses, and a new severe weather policy but further changes to the way the market is managed will be inevitable with a project of this nature

6. Financial implications

- 6.1 The revenue costs for the feasibility study which includes a balance of payments towards consultancy fees are forecast to be spent in the current financial year (2014/15). As there is now work needed to take the design forward to a final stage it is not yet known what the final consultancy costs will be, however these costs will need to be funded from existing revenue budgets.
- 6.2 There will need to be a further piece of consultancy work whereby the tender documentation for the implementation of the scheme will be worked up. This will only be commissioned once planning permission has been secured. These costs will be funded from the approved Capital budget of £2m.
- 6.3 In respect of the existing markets budgets and forecasts, whilst there will be a reduction in the number of stalls, this should not have a net impact on income from the market, as the number of traders will remain the same because the market is currently running at below full occupancy rate, with a variation in the number of voids on any given market day. The proposals for the new Walsall Market will allow for room for future expansion. Further work will be undertaken during this next stage of the project to fully understand the operating costs of the new Walsall Market.
- 6.4 Officers from relevant disciplines have been involved the overall project team to design a scheme that has minimal impact on current maintenance budgets. Public realm is important to the overall vitality of the town centre but comes at a cost both of capital investment to implement the scheme and also possible revenue to maintain the high quality areas that it creates, therefore there may be a requirement for additional revenue funding to ensure appropriate long-term maintenance of the higher quality materials proposed for use on the public highway. The suitability of using the proposed materials and cost of maintaining those materials will need to be determined through the application of the required Highway Maintainability Audit.

7. Legal implications

- 7.1 There is a need to work within the rules of the current planning legislation, therefore the submission of a planning application will be required to establish the permanent home of Walsall Market. Until a planning permission is secured and any subsequent planning conditions are met, the scheme cannot be implemented. It is proposed that a planning application will be made in summer 2014.
- 7.2 There will be a six week period for judicial review of any decision to grant planning permission, and this would have to be built into the project timescale.
- 7.3 If the market is to be relocated, the Council will need to comply with the requirements of the Walsall Corporation Act 1969. Where it is proposed to alter the place where the market is held, the Council must give at least one month's notice by publishing a public notice in one or more local newspapers circulating in the borough, and by placing notices in conspicuous places through the borough.

- 7.4 Any contract for services or building / civil engineering works will need to be procured in accordance with the Council's Contract Rules and in accordance with legislation, including the Public Contracts Regulations 2006 (as amended)

8. Property implications

- 8.1 Arup's recommendation, that storage facilities should continue to be provided for the market in order to maintain the viability of the market, is likely to have implications on Council-owned property if privately-owned options are unavailable. The possible Council-owned locations for the provision of market storage are 57, 57a, 57b and 58 Lower Hall Lane, and/or Newport Street car park. There will need to be further work undertaken to consider the specification and design new storage facilities as well as the exact location, what it will consist of and the cost. This element of the project currently sits outside of this commission and may require a separate budget to be allocated, if the costs cannot be accommodated within the £2 million currently allocated for the project. The storage scheme will also require planning permission, taking into consideration its likely setting in a conservation area.
- 8.2 Currently, market storage is provided in rented storage containers located on leased land surrounding the old Lower Hall Lane car park. These arrangements are likely to be disrupted by the Norton and Proffitt scheme which has recently been granted planning permission, therefore there is a need for consideration to be given to short-term temporary market storage arrangements for the sites detailed above as well as long-term, permanent storage facilities.
- 8.3 The Council will make a planning application to demolish the 57 block and no. 58 Lower Hall Lane as a way of managing a poor quality, dilapidated Council asset, which would also provide the necessary space to facilitate the above short and long term options and will be subject to further work. The capital costs for a future demolition of the 57 block will be funded through the 'central demolition budget'.

9. Health and wellbeing implications

- 9.1 None directly arising from this report, however, as set out in Section 4, this project aligns to the Council's Corporate Plan in regard to creating and developing healthy and sustainable communities.

10. Staffing implications

- 10.1 As part of the next stage of the project a review of resources in managing the day to day operations of a new Walsall market will take place. Any implications for staff will only be known after this point where a review of operational needs and costs will be undertaken.

11. Equality implications

- 11.1 The markets service will still continue to operate within the rules and regulations of the Equality Act. At this stage of the project there are no immediate equality implications. Equality analysis, legal requirements and good practice issues are being considered throughout the project, and will continue to include engagement and consultation.

12. Consultation

12.1 The Walsall Market Feasibility Study has been subject to early, ongoing and robust consultation with the traders, the public and key stakeholders as set out in the project details section of this report.

Background papers

Response to the Regeneration Scrutiny and Performance Panel Report on Walsall Market - 23/01/13 Cabinet

Regeneration Scrutiny and Performance Panel Briefing Note- Walsall Market Feasibility Study- 22/01/14

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Simon Neilson
Executive Director
30th April 2014



Councillor Adrian Andrew
Portfolio Holder
30th April 2014

WALSALL MARKET LOCATION PLAN



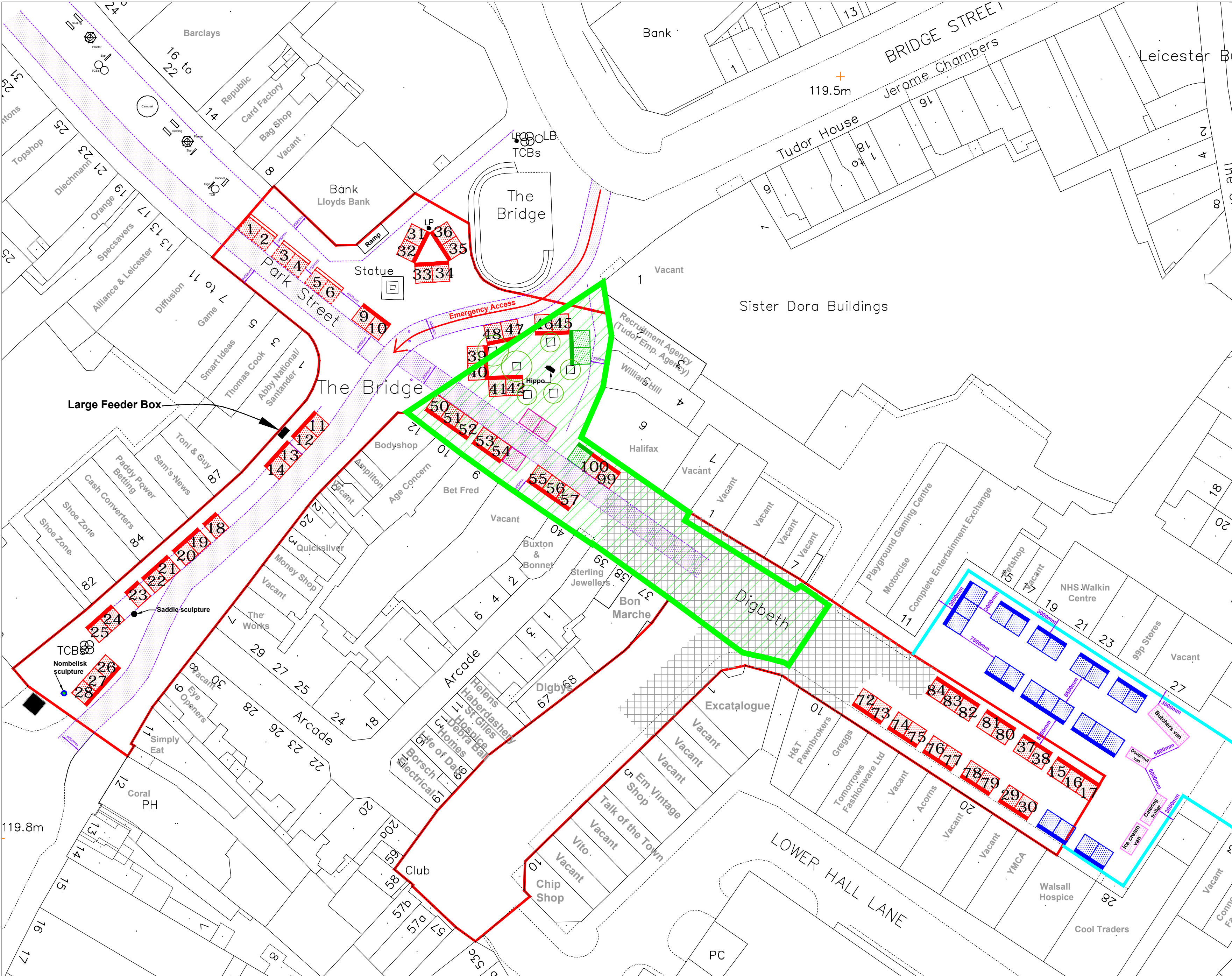
key:

- Existing Planning Application Boundary
- Historic Market Boundary outside of Planning Application boundary
- Primark exclusion zone
- Emergency access only
- Construction Zone - Stalls to be relocated prior to construction
- Existing stalls unaffected by construction zone
- Existing stalls numbered 1 through to 8 to be reconfigured as shown
- Existing Food concession vans unaffected by construction zone
- Location of 3 no. reinstated stalls
- Relocated positions of stalls affected by construction zone
- Relocated positions of food concession vans affected by construction zone - trader names relating to vehicle sizes as shown

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REGENERATION - DEVELOPMENT & DELIVERY

PROJECT:	Walsall Market Location Plan		
LOCATION:	Walsall Town Centre		
DRAWING TITLE:	Current Proposals for temporary relocation of Walsall Market		
SCALE:	1:500 @ A2	DATE:	3rd October 2013
DRAWN BY:	JAW/HK/ES	Plan No:	EPMS 3869



Appendix A

Location criteria used to compare and assess potential locations for the market

Location requirements	Explanation
Planning policy	
The market should be located within the Primary Shopping Area (PSA).	The PSA is defined in Policy WA1 of the Walsall UDP saved policies and the Black Country Core Strategy.
The market should be within a defined redevelopment opportunity area.	The new market should be located within a development/investment opportunity area as identified in Policy WA7 of the UDP.
The development should integrate positively with the surrounding uses.	The new market should accord with Policy S3 of the UDP Integration of Development into Centre.
Urban realm	
Does the market contribute positively to the public realm?	Is there an opportunity to enhance and/or increase the existing public realm such as accommodating special events and street entertainment?
Civil infrastructure	
Avoidance of buried utilities	To minimise programme and cost escalation.
Vehicles routed in strengthened areas	To avoid long term pavement failure
Provision of storage facilities where required.	As deemed necessary for equipment and produce storage.
Viability and vitality	
To accommodate 70 market stalls of 3m depth and 3m frontage.	Is there physically sufficient space to meet the minimum requirement (70 stalls)
The new market should not adversely impact on the role of the PSA or prejudice any redevelopment potential in a way that would harm the retail role of the wider town centre.	To accord with the regeneration emphasis for economic development outlined in the Black Country Joint Core Strategy. Avoidance of exclusion zone.
Pedestrian movement	Proximity to main desire line areas and through routes.
Accessibility and permeability	
Access for emergency vehicles and deliveries	Building regulations define access for fire services to buildings and local council regulations define general access to retail areas.
Policy requirements	Policy TRAN4 of the Black Country Core Strategy states that new developments should link to existing

	<p>walking and cycling networks, and to public transport nodes and interchanges. The links should be safe, direct and not impeded by infrastructure provided for other forms of transport.</p> <p>Policy GP6 Disabled People states that developments to which the public have access to will only be permitted if designed to provide good access for disabled people.</p>
Setting	
Compatibility with surrounding uses	Relationship with surrounding retail units, listed buildings, conservation areas and other facilities such as public open space. A sense of identity.
Visibility	A visible market is key to its success. The market needs to be a prominent use within the primary retail area.
Deliverability	
Affordability	The cost of relocating the market to each location.
Risk	Is there likely to be stakeholder and public support for the location (e.g. traders, retailers, general public).
Programme	Reliance on third parties and timing of surrounding development proposals.

Appendix B

AAP opportunity sites that were identified as suitable for retail development but were not taken forward by Arup as a potential location for the market as they were not considered available or deliverable

- Tesco – the site is currently occupied by Tesco with some further offices so no further potential for development;
- Morrisons – currently occupied by Morrisons with no opportunity for a market development;
- Former Tesco, Park Street – planning consent for major retail development (Old Square proposals); and
- Former Shannon's Mill Front – planning consent for the St Matthews development.

Appendix C

The 12 potential locations for the new market that were identified for review, in addition to the current location

1. Bradford Street; a pedestrianised area from the War Memorial in Bradford Place, up to the perimeter of The Bridge.
2. The Bridge and lower Park Street; the cross roads of the town centre, currently containing the podium, fountain, Sister Dora statue and the Hippo Statue. Partially including the Exclusion Zone.
3. The Digbeth area; extending into Market Square and High Street, including part of the current exclusion zone.
4. Lower Hall Lane; extending from the Digbeth area along Lower Hall Lane.
5. Upper Park Street; including the area fronting the Saddlers Centre, and Station Street, passing over the rail tunnel.
6. Gallery Square; a large open area in front of the Art Gallery and Wharf.
7. Old Square Shopping Centre; indoor traditional shopping complex containing Debenhams an adjacent to the Primark development.
8. Victorian Arcade; indoor traditional shopping arcade, located on an ancient market area, containing heritage buildings.
9. Jerome Retail Park; located south of the town centre, consisting of large retail stores and open parking facilities.
10. The Saddlers Centre; modern indoor multi-level shopping centre, well serviced and maintained, with direct links to the rail station.
11. Shannon's Mill; an area that will be developed by the introduction of St Matthews Quarter development, and
12. Crown Wharf Shopping Park; a modern retail park outside of the town centre, containing major chain stores with extensive parking.

Appendix D
Location Scoring Matrix

Potential market locations	Planning policy	Public realm	Civil infrastructure	Viability and vitality	Accessibility and permeability	Setting and visibility	Deliverability
Existing market location (Base case)	Inside PSA. Temporary planning permission only.	Numerous impressive architectural frontages, dating back to the Victorian era that could be enhanced from improved adjacent public realm.	Storm water culvert passes below western building frontages, restricting above ground loading and buried foundation use	Restricts retail frontages. Limited by exclusion zone.	Part of the main shopping area and close to public transport and public car parks.	Within the Bridge Street Conservation Area. Located on natural thoroughfare routes within the town.	Limited by the exclusion zone. Objections from local retailers in current format.
Bradford Street	Inside PSA.	Numerous impressive architectural frontages, dating back to the Victorian era that could be enhanced from improved adjacent public realm.	Storm water culvert passes below western building frontages, restricting above ground loading and buried foundation use	Potential to accommodate 20-30 stalls. Partly restricts retail frontages.	Excellent links from public transport and pedestrian routes.	Within the Bridge Street Conservation Area. Located on natural thoroughfare routes within the town.	Public area under the control of Walsall Council.
The Bridge and Lower Park Street	Inside PSA.	Numerous impressive architectural frontages, dating back to the Victorian era that could be enhanced from improved adjacent public realm.	Storm water culvert passes below western building frontages, restricting above ground loading and buried foundation use	Potential to accommodate 40-60 stalls with removal of podium. Partially within the exclusion zone.	Excellent links from public transport and pedestrian routes.	Within the Bridge Street Conservation Area. At the crossroads of the town centre.	Public area under the control of Walsall Council, but reliant on the removal of the podium, and restricted in size by the exclusion zone.

The Digbeth area	<p>Within the PSA. Development opportunity area, as per Policy WA10 of the UDP.</p> <p>Within the St Matthew's Quarter as identified in the APP Issues and Options document.</p>	<p>Forms an existing public open space/square, which could be enhanced.</p> <p>Future proposed development of the Old Square shopping centre will impinge into this space reducing its viability.</p>	Anecdotal evidence of underlying drainage channels not recorded on records.	<p>Potential to accommodate 50-60 stalls.</p> <p>Development of Old Square shopping centre will reduce available stall space.</p> <p>Partially within the Exclusion Zone.</p>	<p>Pedestrian accessibility would be improved by the completion of the former Tesco Metro redevelopment, which would attract customers to this area of the town centre.</p>	<p>Within the Bridge Street Conservation Area. Located on natural thoroughfare routes within the town.</p> <p>Will be improved by the development of St Matthews Quarter.</p>	Largely within the current exclusion zone and potential future Old Square Market phase 2 development.
Lower Hall Lane	<p>Inside PSA</p> <p>Within the St Matthew's Quarter as identified in the APP Issues and Options document.</p>	Limited opportunity in current state, but maybe enhanced by future development of St Matthew's Quarter.	Existing ATM facility restricting stall positioning.	<p>Potential to accommodate 15-25 stalls.</p> <p>Close to secondary retail units, no real positive benefit.</p>	Accessible to vehicles, but narrow access roads.	Located away from natural desire lines.	Affected directly by the St Matthews Quarter development.
Upper Park Street	Inside PSA.	Listed Public house could be enhanced from adjacent public realm works, but other buildings offer less opportunity for enhancement.	<p>Old footpath areas adjacent to building frontages lack adequate structural capacity for vehicles. Rail tunnel support beams lack capacity for vehicles.</p> <p>Multiple existing telephone and</p>	Potential to accommodate 40-50 stalls.	Excellent links from public transport and Pedestrian routes.	Located on busy thoroughfare routes within the town.	High risk of the areas being dug up to replace the rail tunnel.

			signage features with limited scope for relocation.				
Gallery Square	Whilst located within the town centre boundary it is located outside of the PSA, (UDP Policy WA1) and development opportunity areas (UPD WA7).	The market could increase the number of visitors and vibrancy of the existing public open space. There is also potential for canal side activities (UDP Policy LC9 (a)) adjacent to the site.	No known major restrictions	30-40 stalls depending on layout.	Good connectivity, but on the edge of the current pedestrian zone.	Out of sight of main pedestrian desire lines	No known objections Public events?
Old Square Shopping Centre	Inside PSA. Within the St Matthew's Quarter of Walsall Town Centre, an area identified for regeneration potential.	Indoors	Indoors	10-15 stalls in non-retail space, but potentially 18,000sqft market hall scheme prepared by Threadneedle to accommodate 60-80 stalls. Adjacent to the former Tesco Metro redevelopment with potential pedestrian links. However, the site is within the Old Square Phase 2 development area and therefore could constrain the	One way and narrow passage with limited vehicle access.	Part of the historic core of the town centre. Accessed by narrow passageway and not therefore immediately obvious.	Reliant on third parties associated with the Old Square Phase 2 proposals.

				flexibility of this proposal.			
Victorian Arcade	Inside the PSA.	Contains a variety of heritage listed buildings that could benefit from public realm improvements	Indoors	Good compatibility with retail units. 10-15 stalls only, with limited space between shop frontages.	Narrow access, with no provision for vehicles	A Listed Building, locating the market within the arcade would need to protect and enhance the historic character of the arcade. Accessed by narrow passageway and not therefore immediately obvious.	Reliance on third parties associated with land ownership and leaseholders.
Jerome Retail Park	Outside of the PSA	Open modern modular retail park with limited scope for improvements via public realm changes	No known major restrictions	60-80 stalls depending on location.	Good access, but poor connectivity with the town centre.	Away from town centre and natural desire line.	Reliance on third parties associated with land ownership and leaseholders.
Saddlers Centre	Inside the PSA.	Indoors	Indoors	20-30 stalls within non-retail areas, but potentially up to 35,000sqft available to accommodate 60 stalls with room for expansion.	Walsall rail station is contained within the Saddlers Centre.	Partially within the Bridge Street Conservation Area. Linked to Walsall rail station creating forced pedestrian movement and good visibility.	Reliance on third parties associated with land ownership and leaseholders.

Shannon's Mill	<p>Inside the PSA.</p> <p>Within the St Matthews Quarter as defined by the AAP Issues and Options Document.</p>	Area may be enhanced by future development.	Significant variation in ground levels may inhibit flexibility of future market space.	<p>Sufficient size to accommodate 70 stalls with expansion potential.</p> <p>Adjacent to the planning consent (Norton and Proffitt Ltd) for development within the St Matthews Quarter.</p> <p>Not within primary shopping frontage or on core desire line route.</p>	Limited access from George Street due to topography. Access restricted to Lower Hall Lane only.	Would not be visible to shoppers and located to the rear of major development proposal (Norton and Proffitt) and other retail units including the Asda superstore.	Programme for the Norton and Proffitt is uncertain due to recent Judicial Review proceedings.
Crown Wharf Shopping Park	Outside of the PSA.	Open modern modular retail park with limited scope for improvements via public realm changes	No known major restrictions	Existing retail, but potential to distract from the retail core.	Good access by car from further afield. Limited connectivity with the town centre.	Out of sight of main pedestrian desire line.	Reliance on third parties associated with land ownership and leaseholders.

