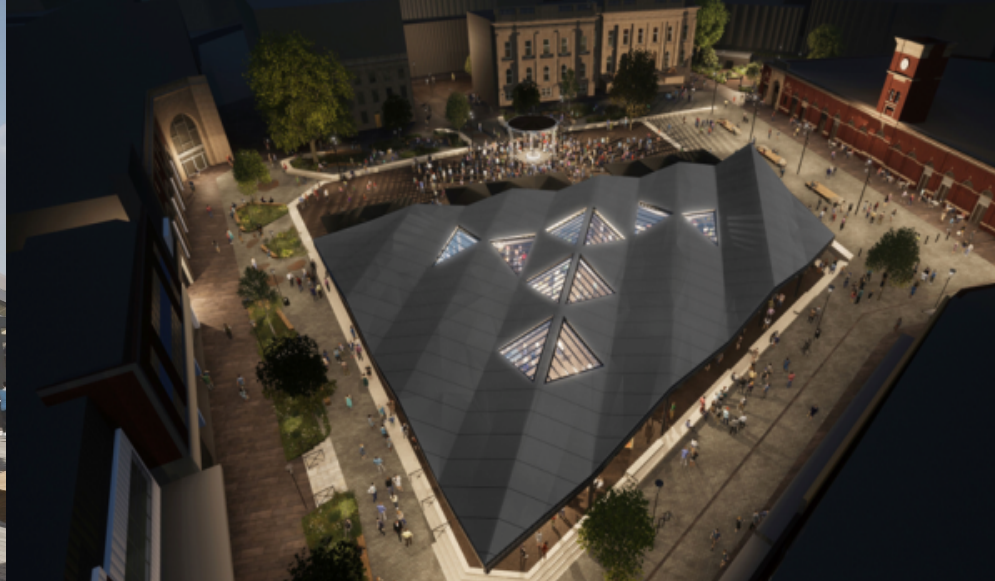


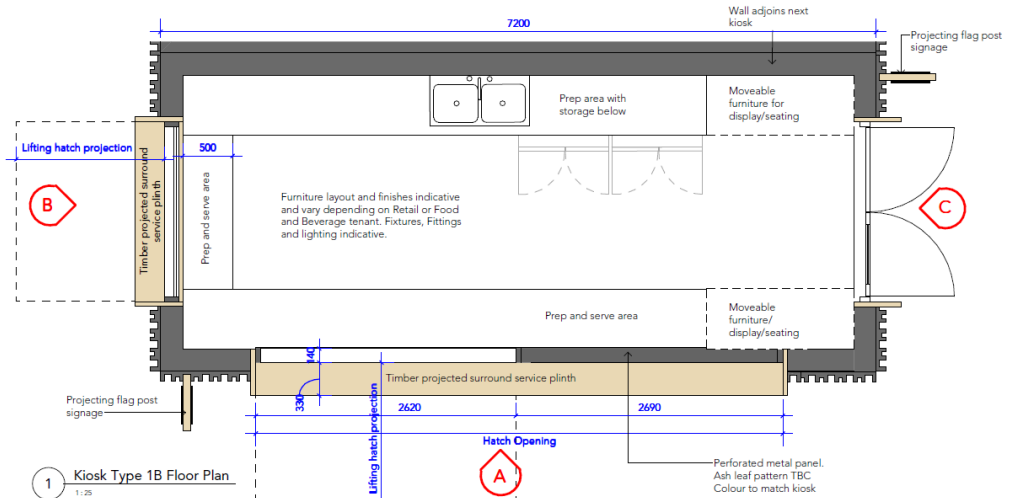
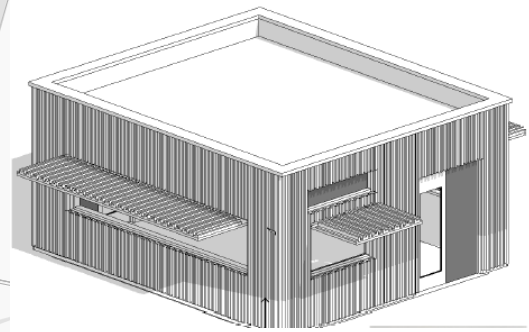
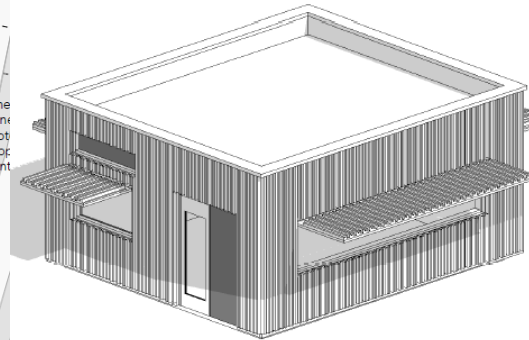
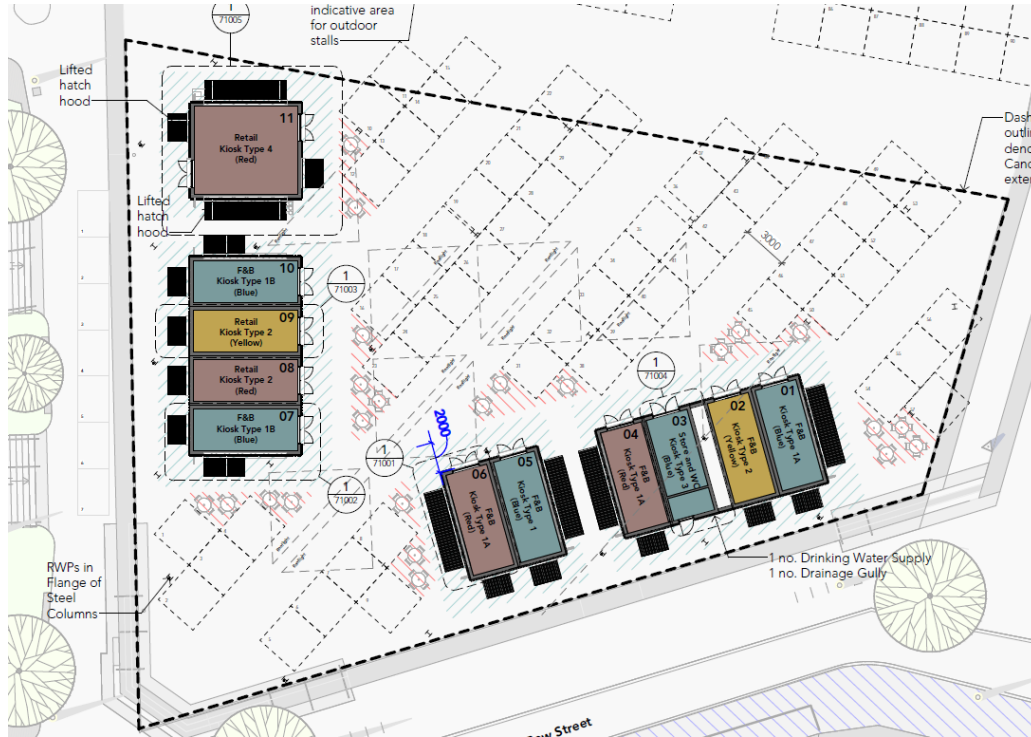
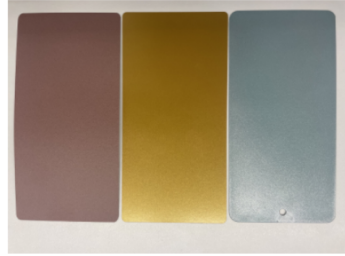


Ashton Market Square Update March 2024

Market Square Ambition



Market Square Kiosks



Temporary Market Options

- Temporary location to accommodate the outdoor market provision throughout main construction works
- Temporary market to be operational from early June 2024 until the end of August 2025 (period of c15 months)
- No ideal scenario! 'Do nothing' not an option.
- No planning approvals required – General Permitted Development Order (GPDO)
- Complexities with relocation include:
 - Trader preferences
 - Logistics and practicalities i.e utilities, drainage, power
 - Budget of £125k
 - Variance in market trader numbers throughout week
 - Capacity constraints
 - Funding and timescales

Temporary Market Operation

Temporary market will operate in a different way than current arrangement which:

- Currently operates 7 days a week – provides a diluted offer.
- Operates at a loss – 23/24 - £64k (realignment of costs associated with town centre cleansing/bollard operations is required).
- Capacity ranges from an avg of between 10 up to 60 stalls taken throughout the week. Varies depending on time of year.

Operation of temporary market:

- Strengthened offer. Concentrate trading days to Tuesdays and Saturdays.
- Sunday tabletop market relocated to Hyde market
- Specialist markets
- Capacity – c30-35 pitches
- Flexible market infrastructure– gazebos and parasols
- Kiosks – 6 new kiosks installed following outcome of Expressions of Interest

Temporary Market Options

Option 1 – Fletcher Square/Market Street/Bow Street

Pros

- Market centrally located
- Trader buy-in
- Limits disruption from construction
- Precedent from Friday In The Square

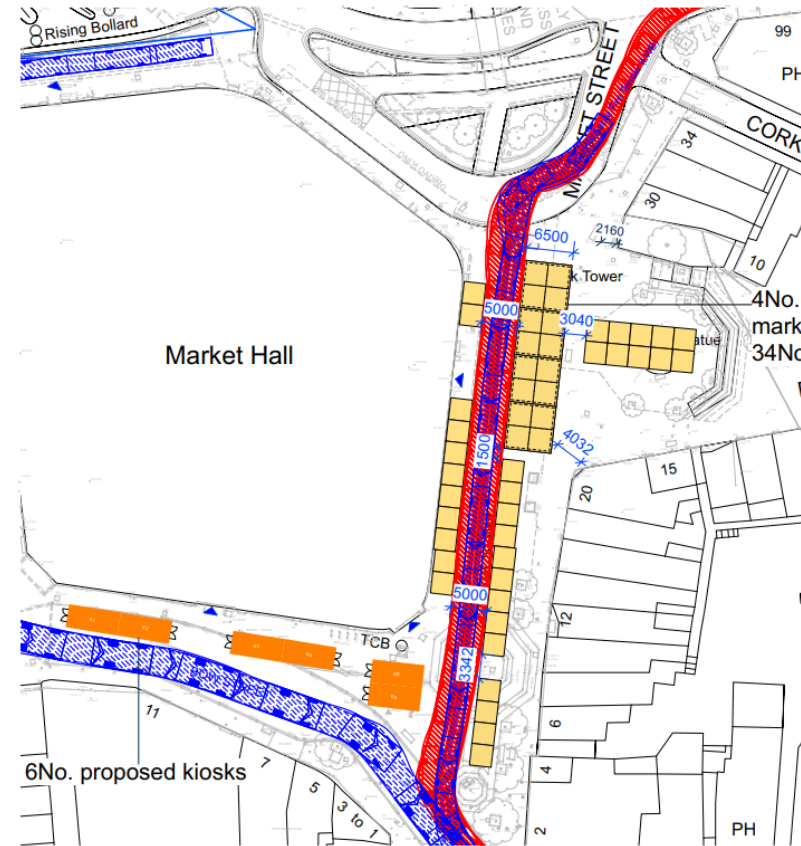
Cons

- Limited capacity for trader numbers
- Vehicle tracking – pedestrian movement
- Vehicle tracking – damage to infrastructure
- Impacts on neighbouring businesses
- Kiosks – fire risk to Market Hall
- Utilities

Risk to project delivery – Low

Risk to Market Sustainability – Medium

Estimated cost - £125k



Option partially discounted

Temporary Market Options

Option 2 – Old Cross Street Car Park

Pros

- Limits disruption from construction
- Precedent from Pheonix Market
- Good access for traders
- Some car park spaces still accessible
- Higher capacity for trader numbers

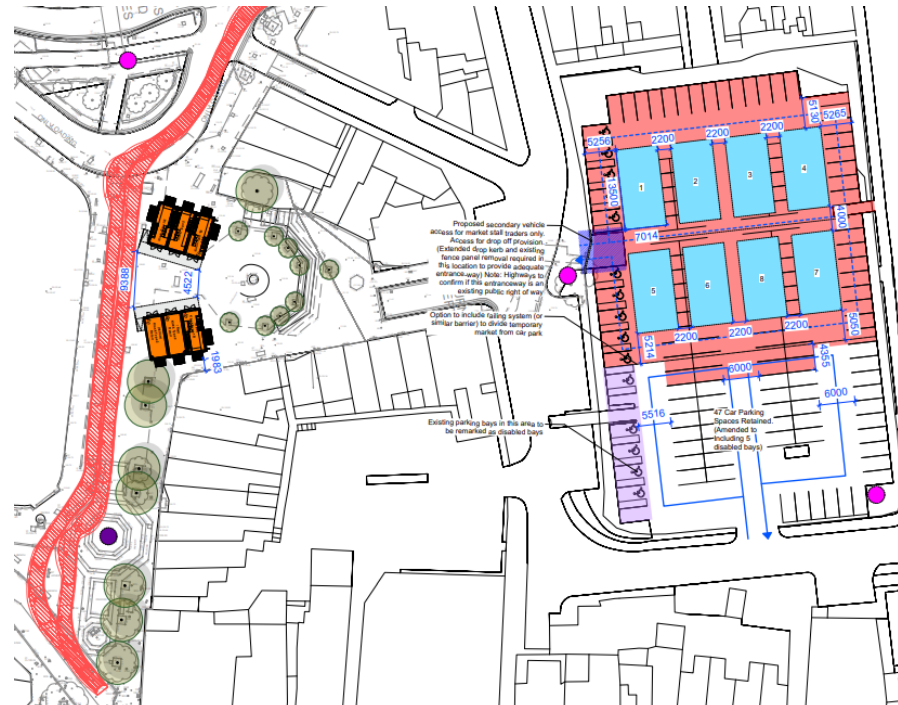
Cons

- Possible reduction in business rates income and ticket revenue
- Well-used parking spaces lost
- Not centrally located
- Potential difficulties from trader buy-in
- Located away from kiosks

Risk to project delivery – Low

Risk to Market sustainability – High

Estimated cost - £125k



Option discounted

Temporary Market Options

Option 3 – Former Wilko Unit, Tameside One

Pros

- Limits disruption from construction
- Likely get a higher trader buy-in
- Flexible capacity – trader pitches
- Higher revenue income
- Storage space – less vehicle access required

Cons

- Currently with administrators
- Cost
- Planning permission for change of use
- Impacts on attracting permanent occupiers
- Impacts on Market Team operations

Risk to project delivery – Low/Medium

Risk to Market sustainability – Low/medium

Likely cost – c£610k (excl. Facilities Management costs)

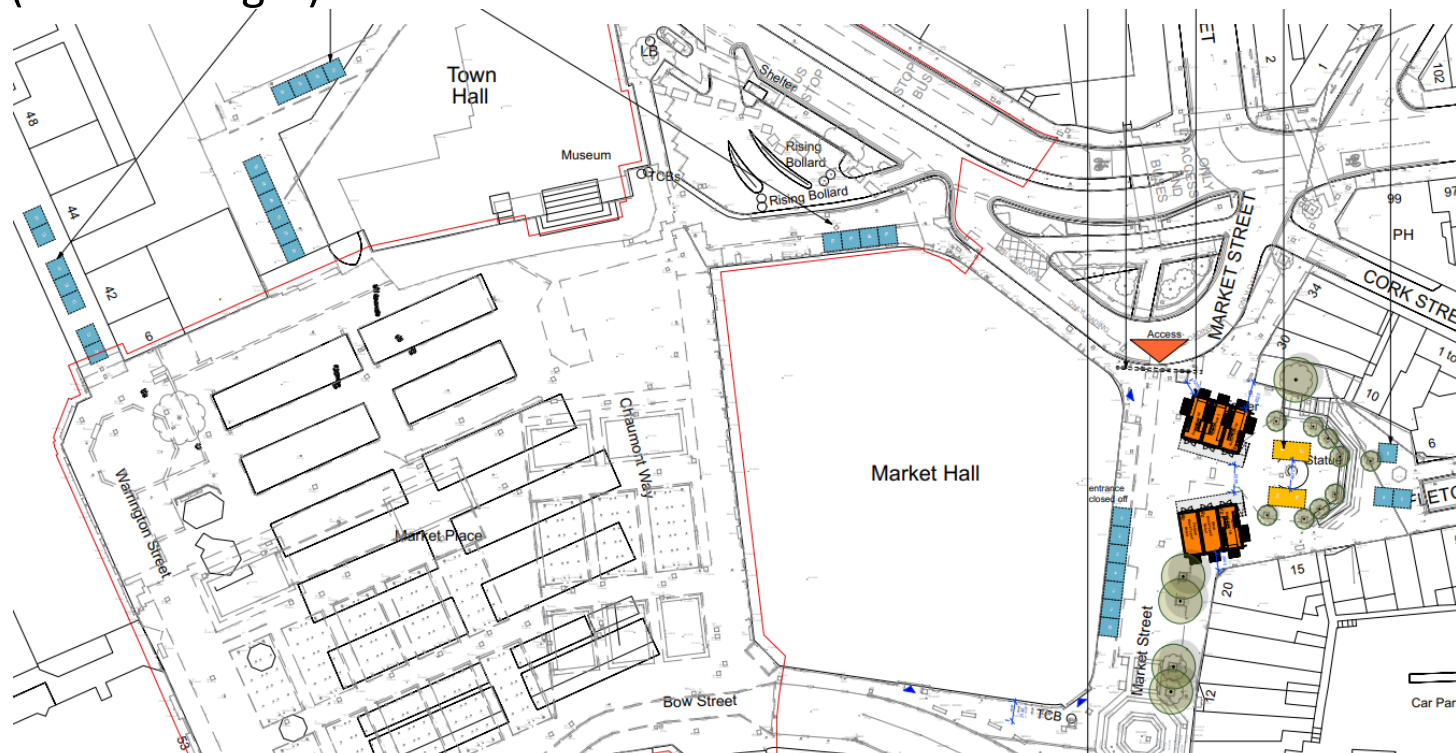


Option discounted

Preferred Approach

Market Trail

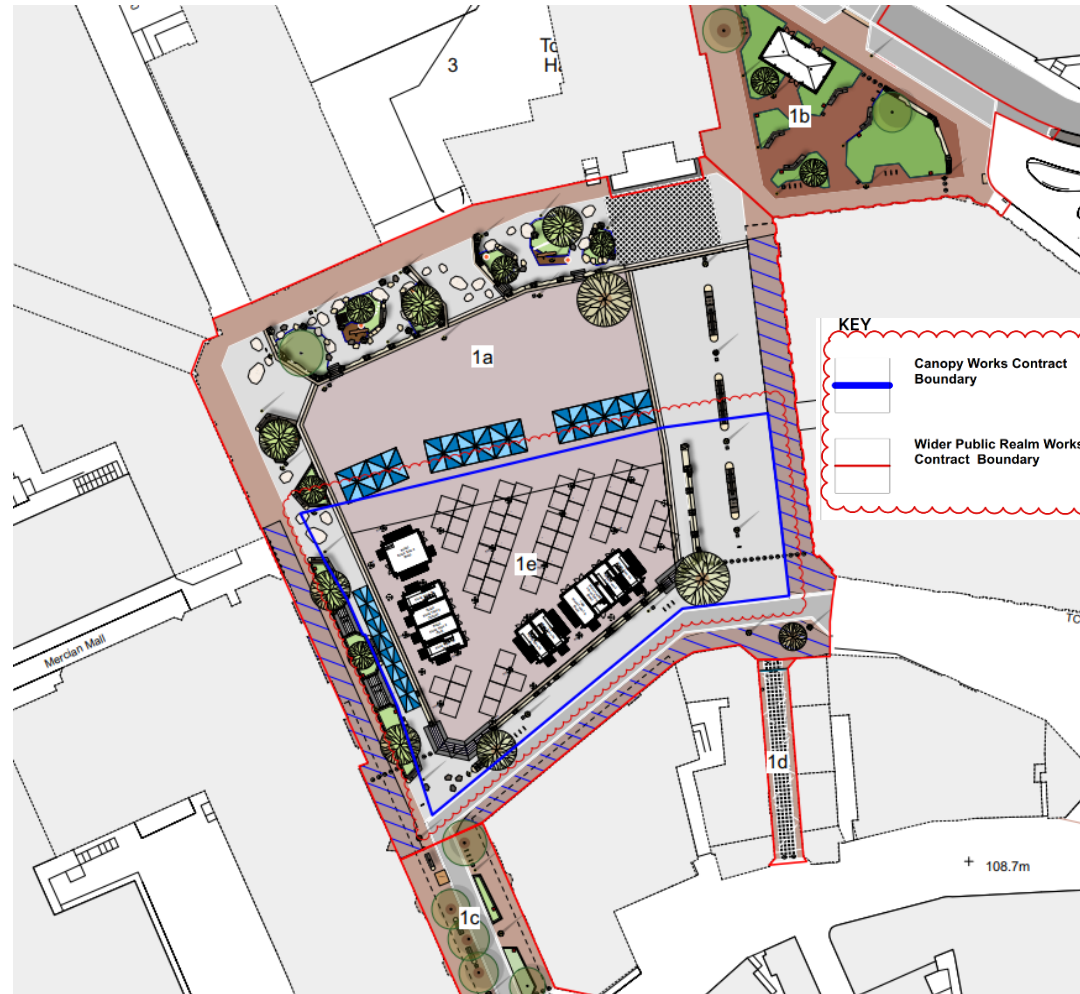
- Capacity for c30-35 traders – focus on Fletcher Square. Utilising ‘pockets’ around the square dependent on trader demand
- 6 kiosks (5 tenants)
- Concentrated offer across Tuesdays and Saturdays
- Gazebo’s (inc. 1 or 2 parasols)
- Offer to trade at Hyde market
- c£70k set up costs (below budget)
- Specialist markets



Mobilisation

Construction to be delivered by 3 contractors:

- Kiosks – WhiteCrate Ltd to be appointed
- Canopy and public realm beneath - procurement currently out to tender following EOI exercise
- Remaining public realm works – to be delivered by Council's Engineering Service



Next Steps

- Prepare comms plan to discuss hoardings, wayfinding, promoting the market offer and regular updates for the local community, businesses and traders
- Advise kiosk operators on the outcome of EOI and issue Break Notices to tenants
- Update outdoor traders on temporary market proposals
- Appoint canopy contractor – April 2024
- Temporary Market – mobilisation and lead in May/June 2024
- Temporary Market operational – June 2024
- Main construction works to Market Square commence – June 2024