

LINCOLN CENTRAL MARKET – PUBLIC ENGAGEMENT SURVEY RESULTS FEBRUARY 2011

Lincoln Central Market public survey results and analysis, 8th -22nd February 2021

This report explains and summarise the public pre-application consultation and engagement recently undertaken by the City of Lincoln Council with local residents and businesses and on the Council's proposals for the re-development of the Lincoln Central Market building and City Square to the north of the building. This report provides a detailed analysis of the survey results and illustrates some of the key outcomes from the survey.

The proposed works at the Central Market aim to restore and repurpose the Grade II listed Building within Lincoln City centres prime retail area to create a modern and diversified market offer, combining non-food retail, food, leisure and technology. The scheme will 're-invent' the Market to provide a greater opportunity to include a variety of traders in order to respond to local needs and demand, ensuring that Lincoln has the appropriate enterprise infrastructure to support business growth. This will in turn underpin the future financial viability of the market and contribute significantly to the recovery of the High Street. The survey was carried out for a two-week period between the 8th and the 22nd February 2021, and the basis of this report analyses the results of this survey. In total 723 responses were received as part of the survey.

Context of engagement

As part of the preparation of the design and subsequent planning application significant consultation and community engagement was undertaken. This included discussions with relevant authorities and stakeholders as well as with members of the public.

The key objectives of the scheme's public consultation were to:

- Keep stakeholders and the public aware of the progression of the scheme as well as providing an opportunity for feedback and where appropriate and possible their views fed into the design of the scheme
 - Meet statutory requirements
 - Increase both public and stakeholder awareness of the scheme
 - Provide consistent, clear and regular information to those affected by the scheme, including the nature of any scheme-related impacts. Also, look at when and how these impacts will affect people or groups both during delivery and once operational
 - Address any queries or perceptions of the scheme where these are inconsistent with the scheme objectives and forecast outcomes
- To ensure everyone who wishes to find out more about the project knows how to do so

The survey sought to understand what the residents of Lincoln wished to see in the market and its surrounding area in terms of the aesthetics of the building internally and externally, goods offered in the market, operational hours and aspirations for any new offers which the existing market lacked.

The following set of questions were asked, forming the basis of the survey, and the intention was to provide respondents with the opportunity to provide more comprehensive responses to the questions rather than just asking 'closed questions'. This would enable people to have a voice where their views were listened to and provided meaningful feedback to the project design delivery team. The questions asked as part of the survey included:

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- Do you visit the Lincoln Central market?
- If you don't visit the market, why is this?
- How often do you visit the market?
- What do you visit the market for?
- What do you like about the market?
- What don't you like about the market?
- What would encourage you to visit the market or to visit more often?
- Would you like to see the stone arches around the building (facing the river) replaced with glazing?
- If yes, please tell us why?
- If no, please tell us why?
- What type of items would you like to buy in the market?
- What facilities would you like to use in the market?
- Would you like to see the market operating hours extended to cater for the evening economy?
- If yes, please tell us what you would like to use the market for during the extended operating hours?
- Would you like to see City Square used for events / seasonable events?
- If yes, please tell us what events you would like to see take place in City Square during the year?
- Would you use City Square as somewhere to sit and enjoy lunch and a drink, from the market food and beverage stalls, if seating was provided?
- Would you like to see community services in the market?
- If yes, what other community services would you like to see in the market?
- Are there elements of other markets that you have visited that you liked, and that you believe should be incorporated into any future plans for Lincoln market?
- If yes, what are these?
- Have you any further comments related to the market proposals?

Methods of communication

A range of methods of communications have been used to promote the survey and ensure that its reach extended as wide as possible within the city, including market stall holders, local residents and stakeholders. The survey was promoted via the City of Lincoln Council's social media platforms and published on Facebook, Twitter and LinkedIn. The social media carried out by the CoLC's communications team reached 23,579 people and 3915 people engaged with this social media. There were also 37 reactions to it, with a further 37 responses and a total of 34 shares.

The survey was also circulated amongst the local print and online media, including The Lincolnite, Lincolnshire Live and the Lincolnshire Echo. Both the Lincolnite and Lincolnshire Live published articles promoting the survey on their respective websites and the Lincolnshire Echo published a front page article in their printed paper, on 11th February, promoting the survey.

The survey was also issued to major employers in the City who circulated the survey to their staff:

- Employees from the following organisations:

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- City of Lincoln Council
- Lincolnshire Co-operative Society Limited
- Siemens
- University of Lincoln staff and students
- Bishop Grossteste University staff
- Lincoln College Staff and Students
- The survey was also circulated amongst seven Neighbourhood Boards in the City including:
 - Abbey
 - St Giles
 - Bracebridge
 - Moorland
 - Ermine
 - Birchwood
 - Sincil Bank
- Carholme Community Forum
- Voluntary Centre Services
- Lincoln Climate Commission circulation list
- Visit Lincoln
- LSIP Businesses

In total 723 responses were received as part of this survey. This compares favourably to other surveys carried out by CoLC, as Table 1 illustrates. This suggests that the issue of the Central Market is an important one for local residents and stakeholders and illustrates that the results for this particular survey represent a wider spectrum of views within the City.

| Survey | Response |
|---|----------|
| Public Toilets | 816 |
| Lincoln Central Market | 723 |
| City Recovery and Town Deal | 372 |
| Your experience of contacting the Council | 305 |
| Citizens Panel November 2020 (this was only sent out to Citizens Panel members) | 271 |
| Befriending Service | 96 |

Table 1. Response rate of recent CoLC public surveys

Breakdown of survey results by question

| 1) Gender breakdown of responders | |
|-----------------------------------|-----|
| Male | 285 |
| Female | 424 |
| Prefer not to say | 14 |

| 2) Age breakdown of responders | |
|--------------------------------|-----|
| Under 18 | 5 |
| 18-24 | 52 |
| 25-34 | 123 |
| 35-44 | 129 |
| 45-54 | 142 |
| 55-64 | 139 |

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| | |
|-------------------|-----|
| 65+ | 124 |
| Prefer not to say | 9 |

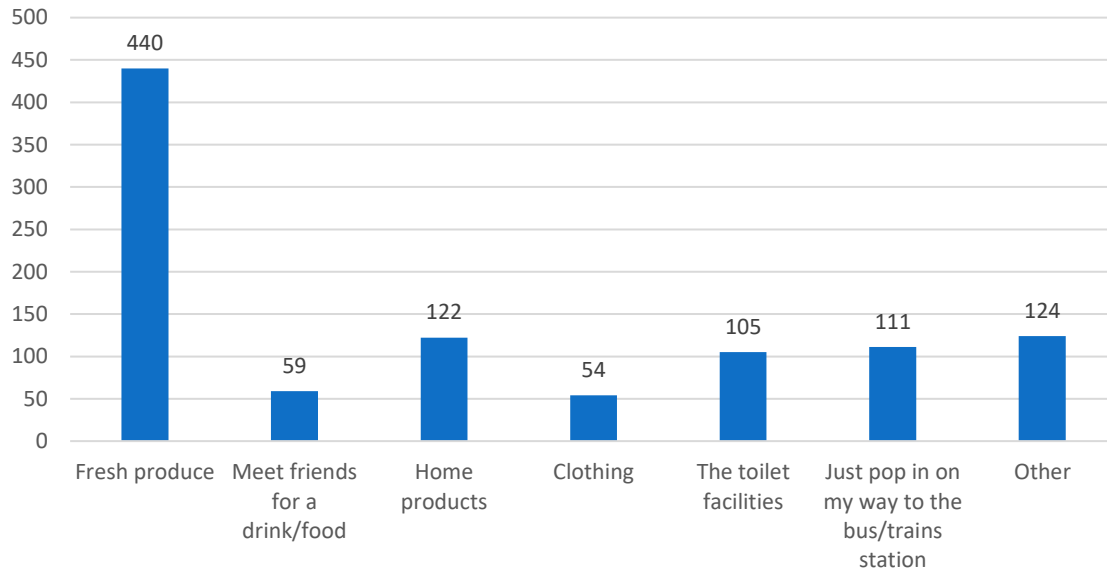
| 3) Do you visit the Lincoln Central Market | |
|--|-----|
| Yes | 575 |
| No | 142 |

| 4) If you don't visit the market, why is this? |
|--|
| Don't use because it is dark and dingy, however have always wanted it to become a real market offer as there is so much potential and the building is so beautiful |
| It isn't appealing to visit as it is run down and dirty |
| No shops that cater for my needs |
| I would visit more often if the stalls were more varied and had something different to offer |
| Opening hours don't accommodate my working pattern |
| The shops in and around the market offer the same products |
| I don't like the presentation, there doesn't appear to be sufficient local produce |
| Not enough local food stalls |
| It is not a pleasant building to walk into or around |
| Doesn't look inviting to go in and I am not sure what is actually in there anymore |
| Top five reasons stated: |
| Lack of variety |
| Doesn't sell the products that I wish to purchase |
| Feels neglected |
| Unappealing atmosphere |
| Out of date |

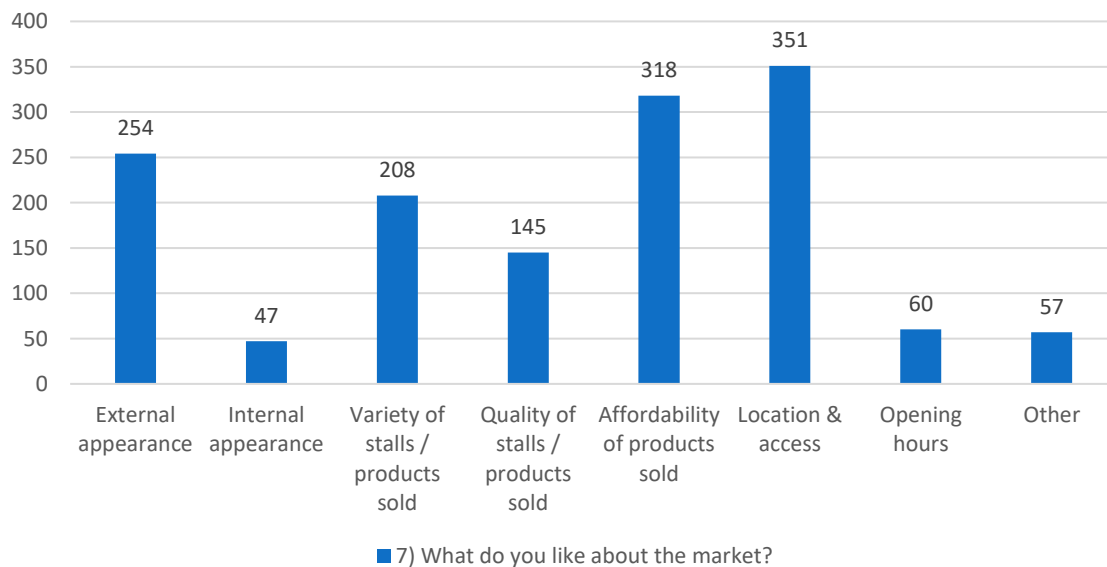


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6) What do you visit the market for?

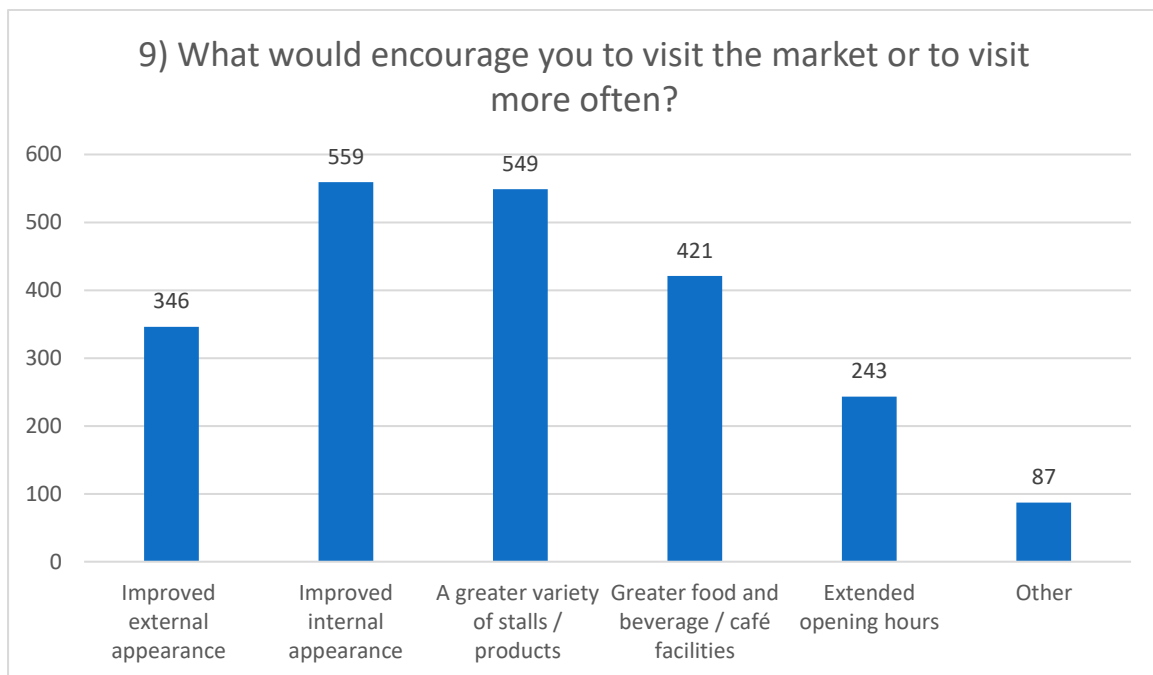
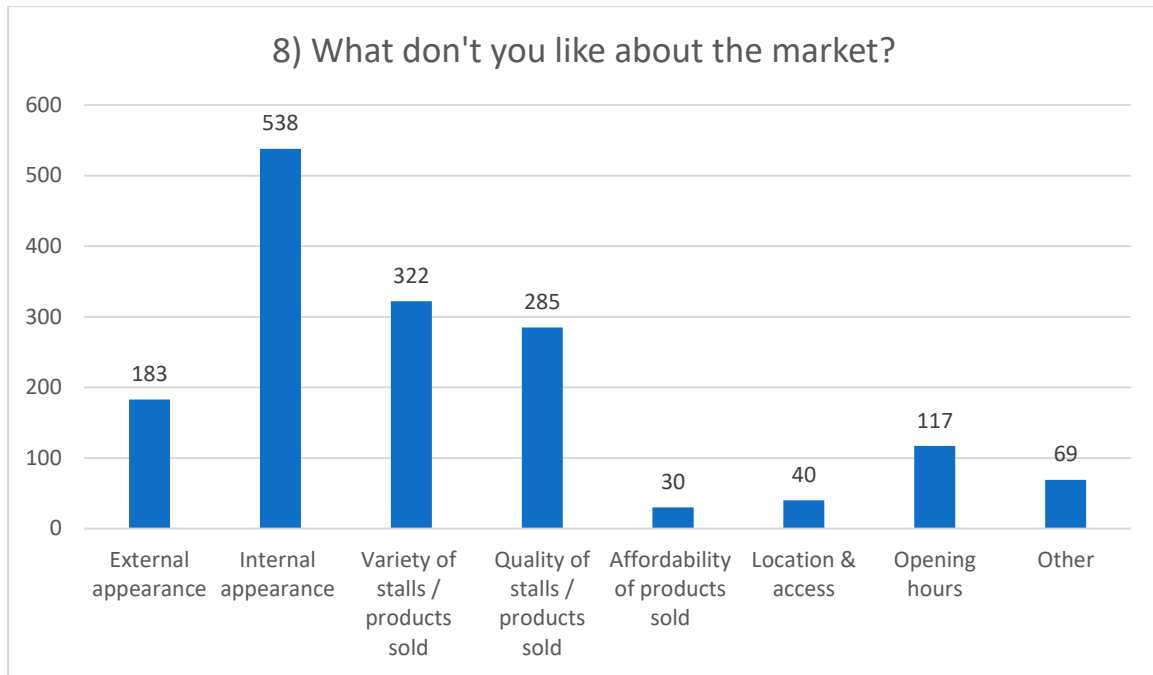


7) What do you like about the market?



■ 7) What do you like about the market?

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10) Would you like to see the stone arches around the building glazing?

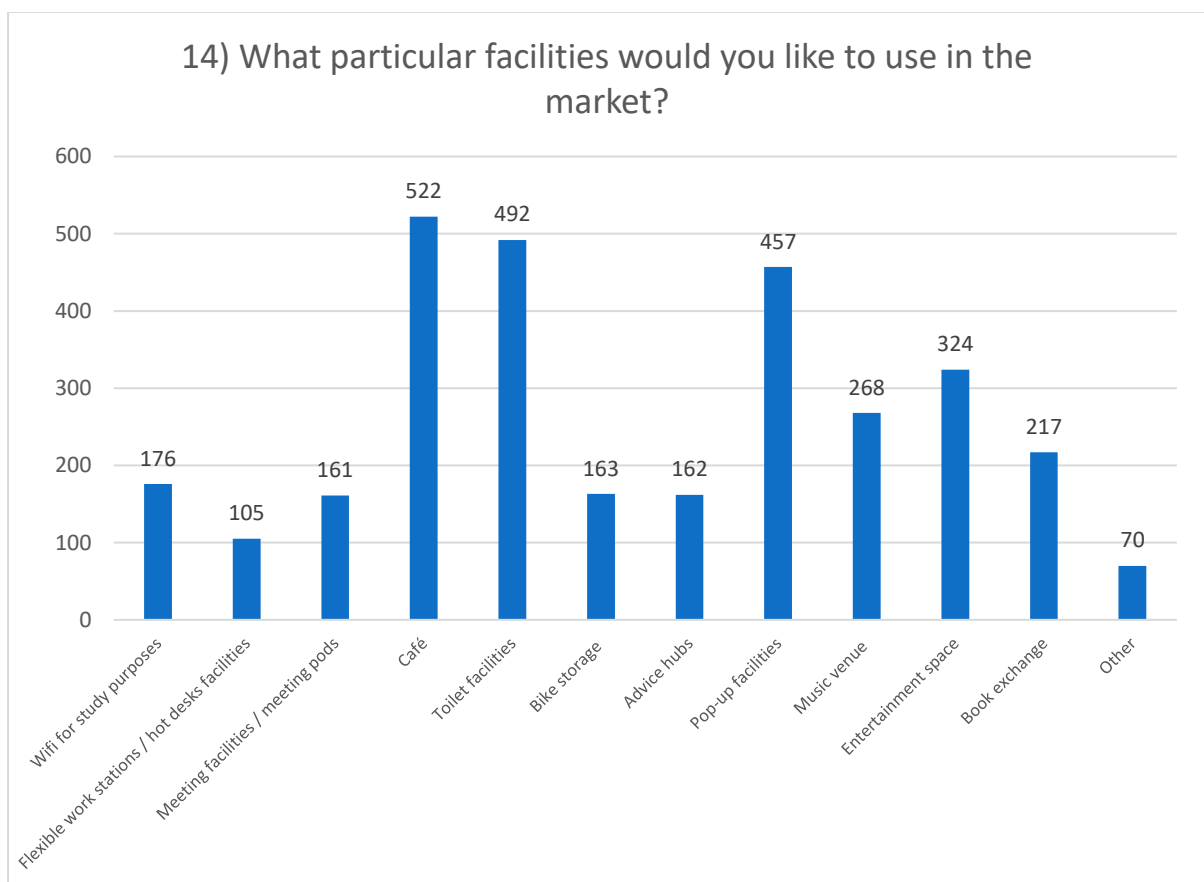
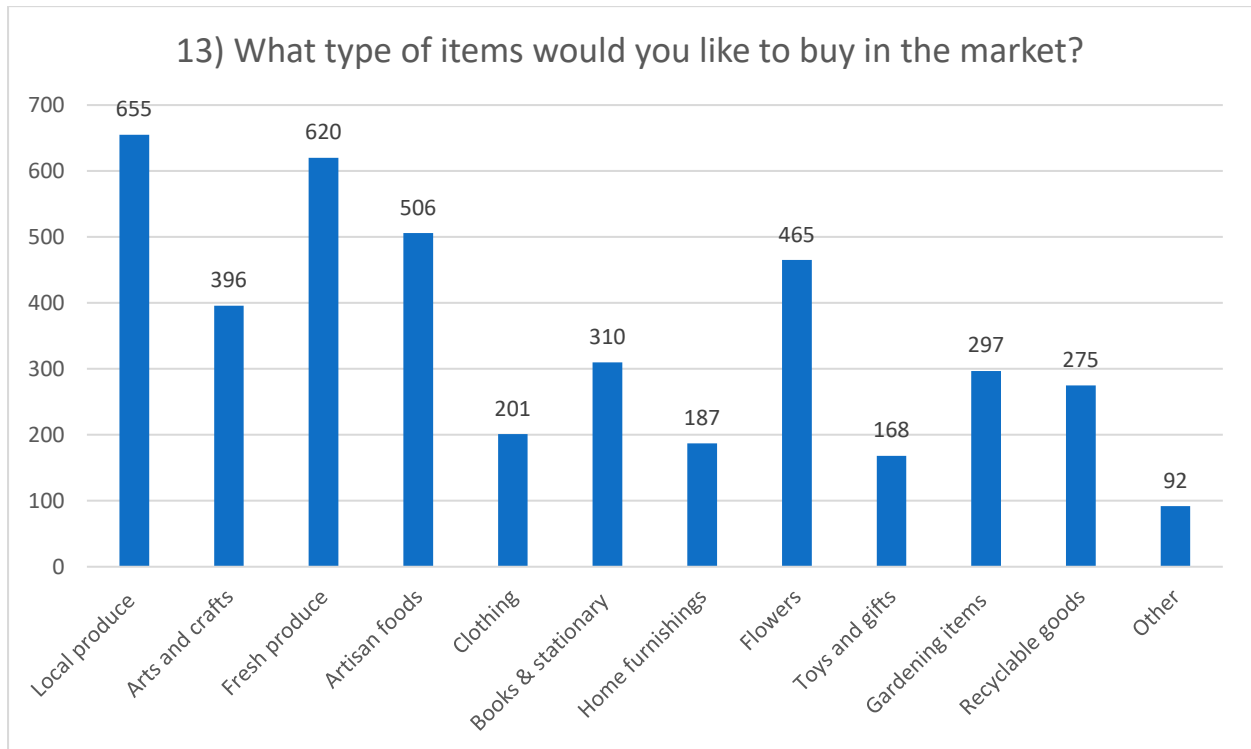
| | |
|-----|-----|
| Yes | 507 |
| No | 196 |

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| |
|---|
| 11) If yes, please tell us why |
| To lighten the internal space to create a panoramic view of City Square |
| Would make the space much more inviting |
| It would create a more modern and vibrant feel |
| It would be more in keeping with the new Cornhill development |
| It would encourage people to see what was on offer in the new market |
| It will create a much nicer environment inside |
| Would be more usable in all weathers, due to increased light |
| It would create a greater connection between internal and external spaces |
| It would let more light in and give an enhanced up to date appearance |
| It can feel a little insular when inside, and the windows would hopefully make the place feel more 'airy' |
| Top five reasons stated: |
| Create a modern feel |
| Would allow a greater amount of natural light into the building |
| It would entice more people into the market |
| It would be a more pleasant shopping experience |
| Would help connect the market with the surrounding area |

| |
|--|
| 12) If no, please tell us why |
| Because I like how original it looks and don't want it looking updated |
| It looks good as it is |
| Retain the original heritage of the area |
| UPVC on a listed building is a crime |
| I cannot see any real benefits for the cost |
| It would limit the internal layout, so that stalls would all have to be in the middle |
| The stones arches are part of it and look nice. |
| They are an integral part of the charm and age of the building |
| I like the character of the building which reflects the history of the Cornhill quarter as the county town of a rural county |
| Money could be better spent on improving other elements of the building |
| Top five reasons stated: |
| The building looks nice as it is |
| Glazing would remove the character of the building |
| Original features should be retained |
| Money could be better spent |
| It would ruin the feel of the building |

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15) Would you like to see the market operating hours extended to cater for the evening economy?

| | |
|-----|-----|
| Yes | 494 |
| No | 200 |

16) if yes, please tell us what you would like to use the market during the extended operating hours.

Open mike events

It would provide it with a Covent Gardenesque feel

Entertainment venue for live music, food and drink

Reading, with a coffee

Evening shopping, for food and drinks

Café and meeting people

Purchasing fresh fruit and veg

It would be a great place for people to meet before going out for the evening

Quality street food / local food

Craft and vintage stalls

Top five reasons stated:

Somewhere to met people

Listen to live music

Entertainment space

A place to eat fresh, local produce

Exhibition space

17) Would you like to see City Square used for events/seasonable events

| | |
|-----|-----|
| Yes | 622 |
| No | 56 |

18) If yes, please tell us what events you would like to see take place in City Square

Christmas market stalls

Live music / musical events

Ice rink in winter

Multicultural events (Chinese New Year / Diwali / Rosh Hashanah, etc.)

Promote local art and culture

Outdoor theatre

Farmers market / craft stalls

Events for young people

It's more accessible than uphill Lincoln and would bring people to enjoy the improved Sincil St area.

Family inclusive events to celebrate seasonal occasions such as Easter and Christmas plus all of the school holidays.

Top five reasons stated:

Music events

Outdoor food markets

Christmas market stalls

Arts and craft fairs

Ice rink in winter

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19) Would you use City Square as somewhere to sit and enjoy lunch and a drink, from the market food and beverage stalls if seating was provided?

| | |
|-----|-----|
| Yes | 612 |
| No | 60 |

20) Would you like to see community services in the market?

| | |
|-----|-----|
| Yes | 337 |
| No | 333 |

21) If yes, what other community services would you like to see in the market?

| |
|---|
| Place for young kids to play or do arts and crafts |
| City information to help visitors to the area |
| Local advice from the Council / public facing Council services |
| Meeting space |
| Community advice centre |
| Tourist information. Information on walking trails for the city |
| Space to encourage community engagement and diversity within the city |
| It would be good to have citizen advice, a satellite contact point for the council and adult learning. |
| Open drop-in meeting for people who are lonely and need some company - In groups of similar people - elderly, singles, parents with young children and so on. |
| Affordable meeting spaces for small groups - similar to the community spaces in a couple of the supermarkets. |
| Top five reasons stated: |
| Tourist information point |
| Meeting rooms for public to hire |
| Public facing Council services |
| Community engagement |
| Place for people to meet other members of the community |

22) Are there elements of other markets that you have visited that you liked, and that you believe should be incorporated into any future plans for Lincoln market?

| | |
|-----|-----|
| Yes | 360 |
| No | 283 |

23) If yes, what are these?

| |
|--|
| Food courts, with a wide selection of takeaway foods with a central eating area |
| Street food type market |
| Local artisan food stalls |
| Markets that encourage small and independent businesses |
| Vintage stalls / craft events |
| A proper market that should be at the heart of the city where food/ produce clothing etc is affordable for the whole community not just focusing on one particular area of the population. |
| Central coffee bar to take in the sights and sounds of the market. In Jersey, they have it next to a beautiful flower stall with a beautiful glazed roof. |
| Security on doors. Lifts, charging points, changing facilities, ramps on all entrances for disabled. |

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Having cafes/ restaurants in the market, as well as take away eateries, such as bakeries/ doughnut shop/ ice cream parlour or drinks take away.

Showcasing the fabulous breadth of local food producers here. We have wonderful cheese, meat, fruit product producers etc, make them a star attraction for residents and tourists alike.

24) Have you any further comments related to the market proposals?

I really look forward to this lovely space being used again in a modern communal way

Please make sure that there is plenty of space for wheelchair users

Affordable rent to attract young and new local businesses

Don't gentrify the offer, ensure that it fits the needs of the city

Needs to be redeveloped into an area that can be used by everyone

The space is fantastic and could be used so much more by a variety of students, workers, shoppers and those looking for somewhere to have coffee and lunch. It needs to be brighter, cleaner, modern with modern facilities that can be used in various ways.

Change is definitely good however I would recommend it being done tastefully and to be kept with Lincolnshire's roots and appeal at the forefront

Keep the project focused on what's commercially viable for the sustainable prosperity of the market and its traders and don't let the project be high jacked by some out of town consultancy company more focused on their bottom line trying to pitch their homogenous sales pack of one size fits all.

Modernise it, move forward with good design, no need to look back at what used to be, the traditional stall design suggested is probably no longer fit for purpose?

Key findings

- Overall, there has been a favourable response to the proposal from those who have completed the survey, with a clear appetite for a new market offer
- The majority of people who currently visit the market do so to purchase fresh food, and this is something that people wish to see retained in the new market offer
- Responders are keen to see a wide-ranging food and beverage offer that can also cater for the evening and night-time economy
- Support for a wide variety of stalls during the day, with a focus on local and artisan products, in a space that can be utilised for cultural events in the evenings
- There is support for the newly refurbished Market and City Square to become a hub for showcasing local and regional produce, events and crafts
- People would visit the market more often if there was a greater variety of stalls that had a greater range of things to offer
- 414 responders would like to see the stone arches replaced with glazing, compared with only 156 who wouldn't
- It was considered that the current market building didn't feel overly welcoming from the outside and that the opening up of the stone arches would benefit the relationship of the building with the outside public realm and brighten the internal space
- The opening up of the stone arches would also create a much more useable internal space, that would be lighter and more appropriate for a range of activities
- 414 people would like to see the operating hours of the market extended to cater for the evening economy, compared with only 162, who would not like to see them extended
- In the extended operating hours people said that they would like the market to be used for the following purposes:

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- Open mike events
 - Entertainment of live music
 - Evening shopping
 - Food and drink offer
 - Quality street food
 - Craft and vintage stalls
 - Exhibitions for local artists / students / crafts people
- 515 people are keen to see City Square used for events throughout the year, and these may include:
 - Christmas market stalls
 - Live music events
 - Ice rink
 - Outdoor theatre
 - Farmers market and craft stalls
- Responders suggested that the following community services could be included as part of the market offer:
 - Place for children to play and do arts & crafts
 - Information on the city for visitors
 - Public facing council services
 - Community advice centre

If you have further questions related to this survey, please contact Michael Hurtley of the City of Lincoln Council: Michael.Hurtley@lincoln.gov.uk.