

Wellington Market - Engagement Outcomes

Telford and Wrekin Council successfully secured capital regeneration programme funding from central government to acquire and invest in Wellington Market, bringing a strong community asset into public ownership and allowing the Council to invest in and operate the market in line with strategic objectives for Wellington.

In order to identify priorities for investment and plan for future market operations, a detailed engagement exercise has been undertaken to gather opinions on the current market and understand aspirations for the future. The exercise had three strands, public, market trader and stakeholder engagement. This report summarises the outcomes of each strand of engagement from December 2023 - February 2024.

1,567 Public Survey Responses Received

1,452 completed online, 115 paper surveys completed, over 60 face-to-face conversations with the public.

53 Market Trader Surveys Completed

All traders were invited to participate in the surveys.

Interfaith Groups Engaged

Focus Groups with Local Students

Over 30 Local Businesses Engaged

Councillors, Town Councillors and MP Engaged

The outcomes of these engagement exercises will be used to inform the next steps in the design process, identifying key priorities and interventions for the market as part of an emerging design.

We are committed to continually communicating updates and relevant information to stakeholders and the public, with market traders being continually engaged throughout the design process.

Engagement Summary of Outcomes

Public

Market Traders

Stakeholders

 Attitude to the Market

Supportive of the market and traders as a community asset. Desire to see continued improvement and diversity of offer.

Overall positive about the market and the performance of their businesses within the market. Would like to see improvements to infrastructure and footfall.

Very supportive of the market as 'the beating heart of the town' and keen to see it become an anchor for wider success across Wellington.

 Infrastructure

Heating, toilet facilities, automatic doors.

Heating, toilet facilities, flooring, wifi, electrical capacity, unit improvements.

Heating, enhanced entranceways, improved appearance and modern facilities with heritage appeal.

 Trading Hours

Extended opening and more regular evening opening. Consistency of trading hours of stalls during advertised trading hours.

Additional hours for street food traders. No change for other traders.

Extended opening days, more evening opening for street food and more evening events.

 Events

More events including food festival, farmers markets and more frequent night markets.

More diverse, family-friendly events. Pop-up traders not to compete directly with existing traders' offer.

More events with a focus on pop-up activities, night markets for street food and greater participation in wider town centre events.

 Physical Works

Minimise disruption and keep the market trading during works. Improve the market without 'sanitising' the offer.

Heating, toilets and roof works were the top three priorities. Keen to see disruption minimised during works.

Welcomed investment and the need to modernise and make the market more attractive. Some referenced enhancing the layout to improve customer flow.

Public Engagement - Summary of Outcomes



Support for the Market

The public were extremely supportive of the market, in particular the unique character of the space, friendly market traders and sense of community. There was a desire to see incremental improvements to the market rather than major interventions, in the style of Shrewsbury Market.



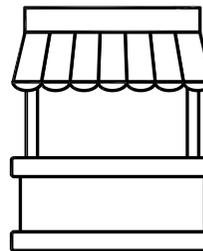
Infrastructure

Physical infrastructure is a key priority for the public, in particular, providing heating in the market hall and improving the toilet facilities. Other infrastructure priorities included automatic doors.



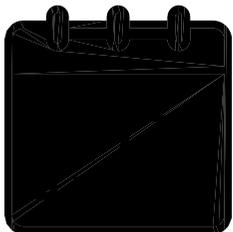
Trading Hours

There was a desire for additional trading hours, with many commenting that the market should be open additional days across the week, and more frequently in the evenings.



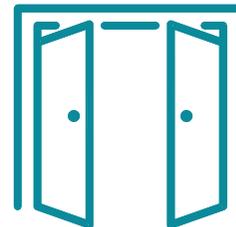
Market Traders

Widespread support for market traders and the character of the market. A desire to see new and more diverse stalls trading in the market, particularly more fresh food and retail units. Some desire to see higher quality stalls in the market.



Events

There was a desire for more and more diverse pop-up events, in particular a food festival, farmers market and more frequent evening markets with live music, street food and pop-up bars.



Entranceways

Desire for more accessible and attractive entranceways which include automatic doors that are accessible, and do not cause draughts in the market.



Marketing & Advertising

Desire to see improved marketing across social media, including other platforms than Facebook, and more promotion of events.



Physical Works

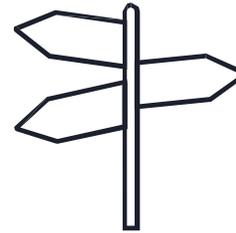
The public were keen to see minimal disruption to the market during any necessary building works, and to keep interventions to a minimum rather than 'for the sake of it'

Market Trader Engagement - Summary of Outcomes



Infrastructure

Physical infrastructure is a key priority for traders, in particular heating in the market hall and improvements to the toilet facilities. Other frequently mentioned infrastructure issues included the flooring, wifi and electrical capacity.



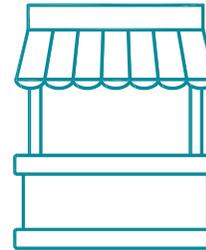
Signage and Wayfinding

There was a desire to see improved signage both externally to the market, in particular at the entranceways, and within the market to encourage people to come into, and then circulate around, the market.



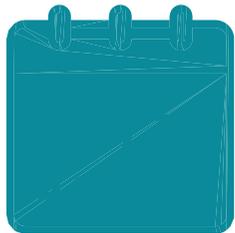
Trading Hours

There was a desire for additional trading hours for street food traders, without the rest of the market being required to open additional hours.



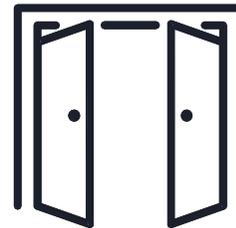
Trading Units

There are a number of issues specific to individual trading units which are impacting traders' ability to operate effectively. These may be related to servicing, trading footprint or aesthetic issues.



Events

There was a desire for more regular and more diverse pop-up events, but with a focus on family-friendly entertainment and offers that are not in direct competition with the permanent trader base.



Entranceways

Feedback included that the entranceways to the market lacked clear signage and visual appeal, with issues relating to the physical doors.



Marketing & Advertising

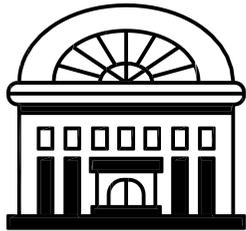
Improved promotion of the market was considered a key intervention, with a desire to see active and consistent central marketing that is delivered alongside traders and supports all of the traders rather than focusing on any specific group.



Communication

There was a desire to see increased communication between market management and traders, both in person and through emails and newsletters.

Stakeholder Engagement - Summary of Outcomes



Support for the Market

Stakeholders were supportive of the market, identifying it as a key asset to the town that forms a fundamental part of the town's identity. Keen to see the market succeed and act as an anchor for Wellington.



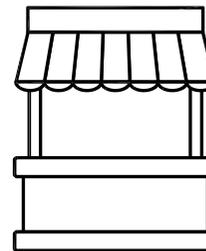
Infrastructure

Improvements to heating and entranceways. Desire to see modern facilities while honouring the heritage appeal. Keen to see a more attractive and inviting aesthetic in the market.



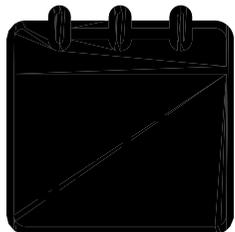
Trading Hours

There was a desire for extended trading hours, with many commenting that the market should be open additional days of the week to support increased footfall in the town centre.



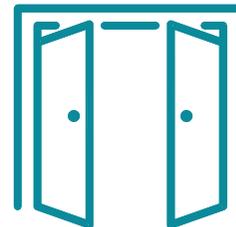
Market Stalls

Desire to see additional offers represented in the market, including more craft and locally-produced offers. Increased visual appeal of stalls, including merchandising, layout and signage. Additional pop-up and event market traders. Market stalls to be incubator spaces for local businesses.



Events

There was a desire for more and more diverse events, in particular, more night market style events pop-up markets and greater participation of the market in wider town centre events.



Entranceways

Desire for more accessible and attractive entranceways which include automatic doors that are accessible. Improve visual appeal of the market from the street, including improved signage, public art etc.



Young People

A desire to see more opportunities within the market to engage young people, with youth markets, additional offers to attract younger demographics and more events like night markets, live entertainment and family-friendly activities for children.



Wider Town Centre Offer

Keen to see the market project as a catalyst for wider regeneration around the town centre. Improved additional offers and more footfall attracted into the market and wider town.