

# Romford Market

Transformation Programme

Over 50's Forum 14<sup>th</sup> March 2017

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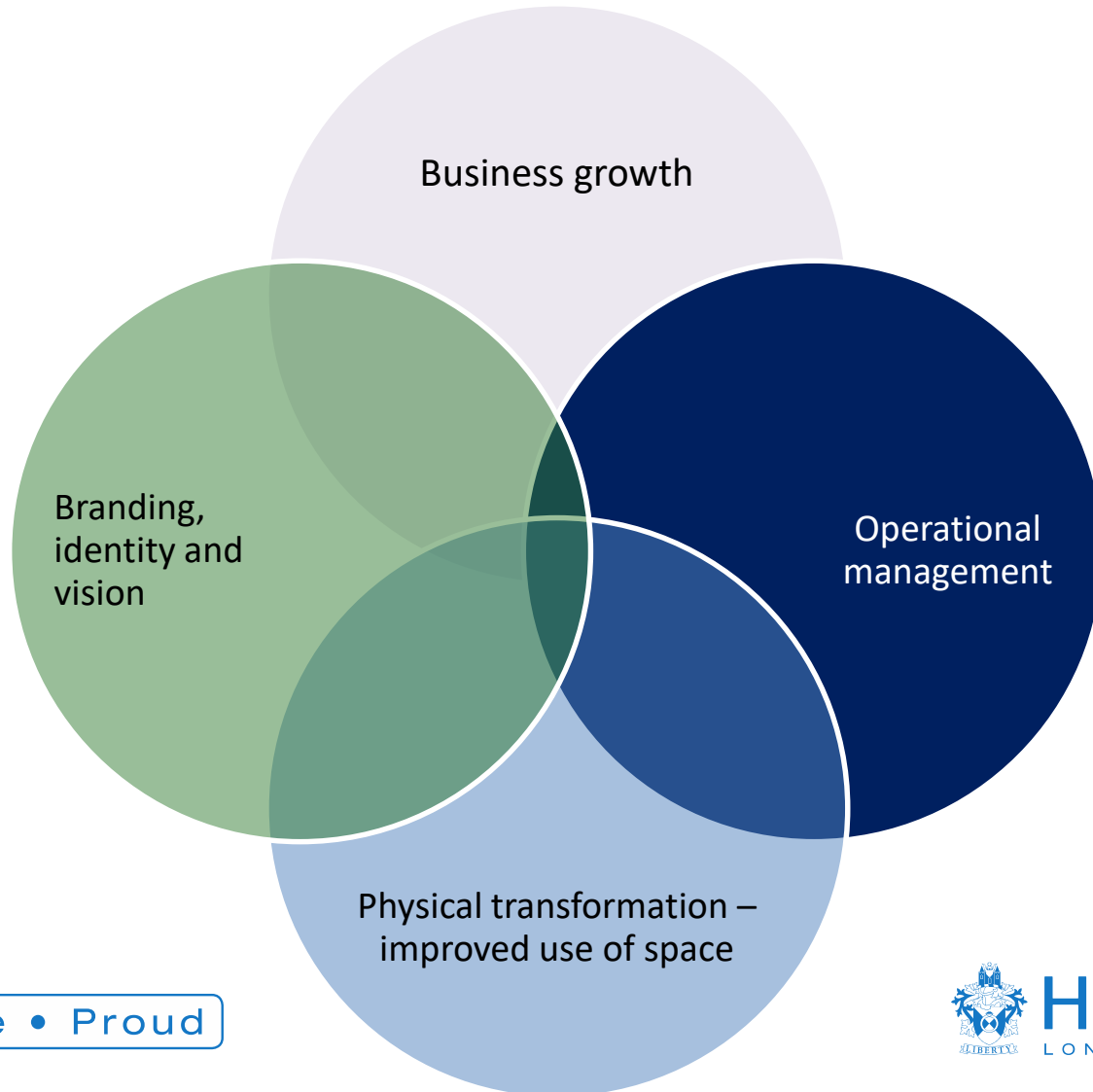


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# Today's objectives

- Overview of market transformation programme and the vision for the market
- Overview of the physical works development
- Overview of the business growth project
- Market management update

# 4 Themes of Market Transformation



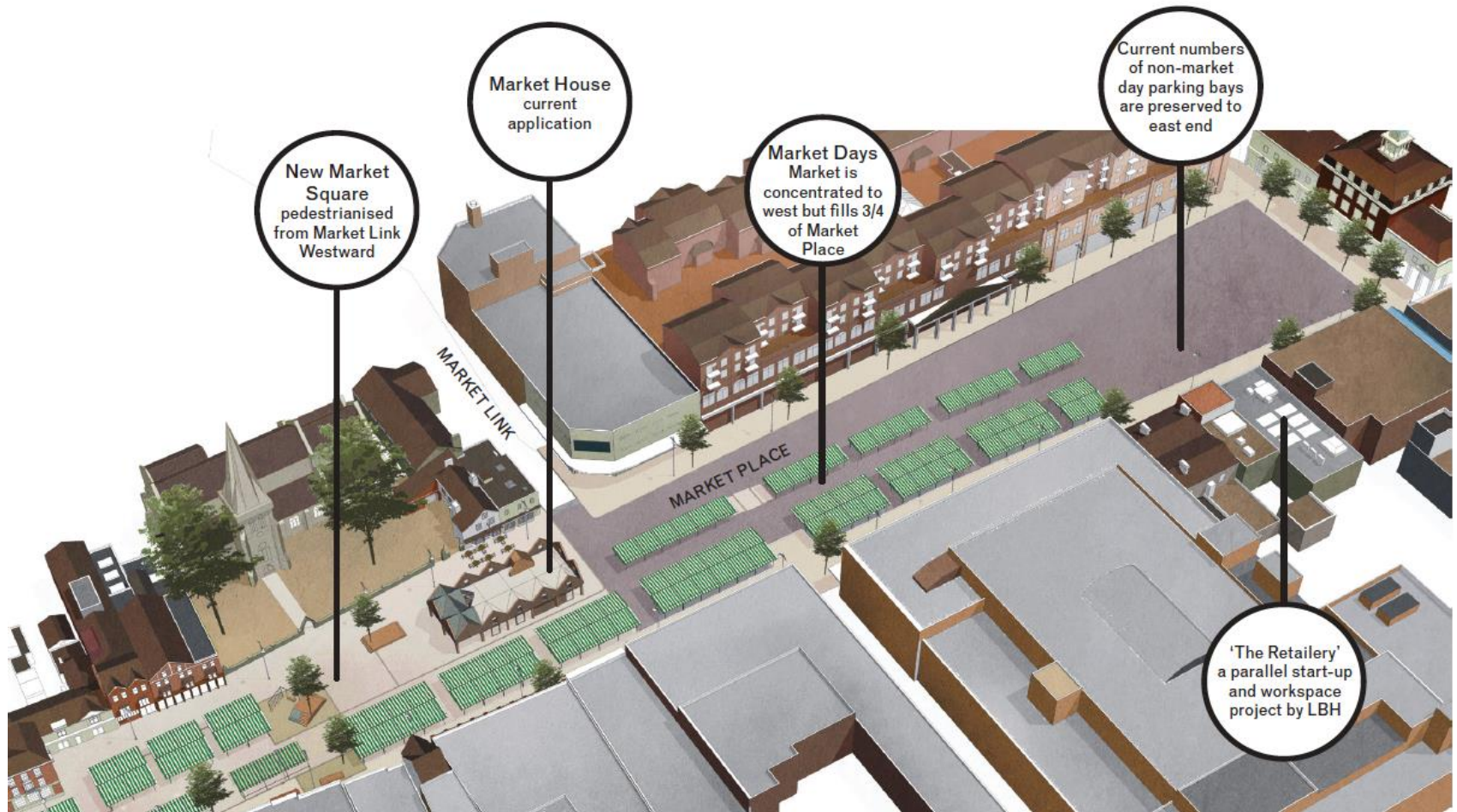
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# Vision for the Market

*“To transform Romford Market, create a new heart of the town in the Market Place and enable growth...”*

- a higher quality, more diverse product offer
  - retain current customers..but attract new customer demographics – overall increase in footfall
  - provide new places to eat, drink and socialise
- ....a catalyst for additional investment in the town

# Market Place Layout



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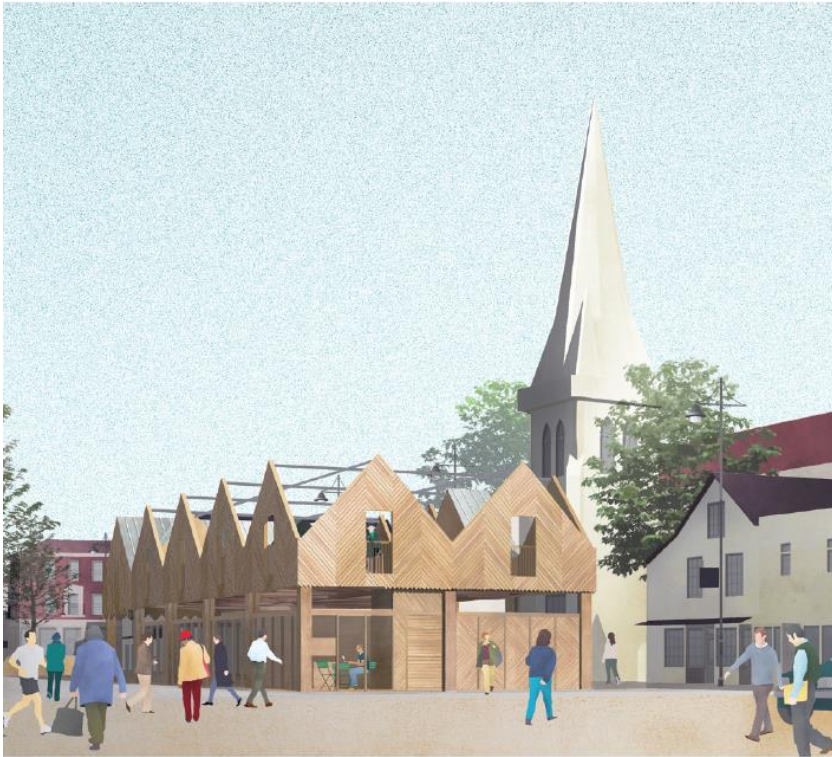


# Market House



- evocative of a 'market house'
- characterful roof profile that matches that of the nearby Church House.
- open frame on the first floor provides a framework for integrated canopies.

# Images of Market House



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# What will be there?

Catering –  
pop ups and  
semi-  
permanent

New Trees  
and planters

Permanent  
and  
moveable  
seating

Space for  
events and  
activities

A safe  
place to  
play

An  
accessible  
sensory  
experience



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# What will it be used for?

A meeting place –  
socialising,  
eating

Hosting  
visiting and  
seasonal  
markets

Informal  
group  
gatherings

Organised  
performance,  
events and  
activities

A gateway to  
the Church –  
weddings,  
funerals

Play

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# Programme – key dates

April- May  
2017

Construction procurement

Summer 2017

Start on site

Spring/Summer  
2018

Completion

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# Business Growth



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# Operational Management

- Highly experienced new Market Manager appointed in January 2017
- New Traders Panel – improved governance to strengthen engagement and communication
- Review of operations underway – stall set-up and breakdown, utilities
- Options analysis for new stall infrastructure and implementation
- Trader incentive scheme during construction phase to support retention and recruitment
- Trader pledge – raising the quality standard

# Further Information

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