



Norwich Market Consultation Summary (Phase 2) ***Proposed Design Feedback***

Executive summary

The consultation on the proposed design for Norwich Market received 691 survey responses, along with feedback from on-site engagement sessions and trader discussions. This brings the total number of responses across the wider project to 3,503. Key findings are summarised below:

Toilets (86% support): There was clear backing for renovation, with priorities including cleanliness, safety (CCTV/attendants) and more inclusive facilities. Concerns focused on the shared lobby and the need to increase capacity for women.

Seating and layout (78% support for more seating and 78% for rear stalls): People generally supported changes provided they avoid congestion, protect trader visibility and retain the market's character. Concerns included security, anti-social behaviour (ASB), maintenance and ensuring accessible seating for a wide range of users.

Wayfinding (67% support): Respondents supported clearer maps, colour-coded aisles and more intuitive signage. There was strong opposition to the "Norwich Market" sign, with a preference for a design more sensitive to the market's heritage. Some suggested to involve local artists in the design process.

The Undercroft (65% support): While respondents supported improvements and additional storage, many stressed the importance of retaining space for cultural and community use, as well as addressing damp, lighting and accessibility issues.

Maintenance and safety: Across the consultation, concerns about ASB, pigeon mess, cleanliness and security were repeatedly raised.

- **Canopies (77% support):** Respondents favoured retaining the colourful stripes, using easy-clean and noise-reducing materials and improving pigeon control.
- **Repairs (82% support):** There was strong preference for a phased, ongoing maintenance approach to minimise disruption.
- **Security (74% support):** People supported improved lighting and CCTV, while expressing caution about the use of heavy physical barriers.

Surrounding spaces and connectivity: Views on the motorcycle park were mixed, balancing concerns about ASB with its value as a social hub. Respondents called for more greenery, seating and lighting, better pedestrian-priority areas, improved disabled parking, cycle racks and clearer taxi arrangements. Cultural activities such as busking and pop-ups were widely supported.

Next steps: Feedback will shape the next stage of design development, with a focus on accessibility, safety, maintenance, the cultural role of the Undercroft and preserving the distinctive character of Norwich Market.

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Methodology

This consultation was undertaken to gather views from traders, visitors and the wider public on proposed improvements to Norwich Market. Feedback was collected through a multi-channel engagement approach designed to maximise reach and accessibility:

- Digital survey hosted on *Get Talking Norwich*, promoted through council communication channels and social media.
- In-person engagement sessions held at Norwich Market on 12–13 December, providing an opportunity for participants to view plans, ask questions and share feedback.
- Targeted outreach to traders, including meetings and discussions to ensure the views of those directly affected were represented.
- Supporting information, including visuals of proposed designs and background context, was provided in accessible formats.
- A total of 691 survey responses were received for this phase, bringing the cumulative total of project responses to 3,503.

Data analysis

Qualitative responses were analysed using thematic coding, with themes developed inductively from the data. To support this process, AI-assisted analysis tool, Copilot was used to generate an initial summary of coding categories and recurring themes. No data was used to train models. All AI outputs were checked and refined by officers; all interpretations and conclusions remain the responsibility of officers. AI tools were used only to support efficiency, not to replace human interpretation.

Limitations

Participation was self-selecting and not fully representative; younger people and some minority ethnic groups were under-represented. The in-person sessions involved fewer participants. Qualitative themes indicate common issues rather than statistical consensus.

In-person engagement at Norwich Market

On 12 and 13 December, the project team hosted on-site engagement sessions at Norwich Market. These sessions enabled visitors and traders to view the proposed designs, ask questions and share feedback directly with the team. Key points included:

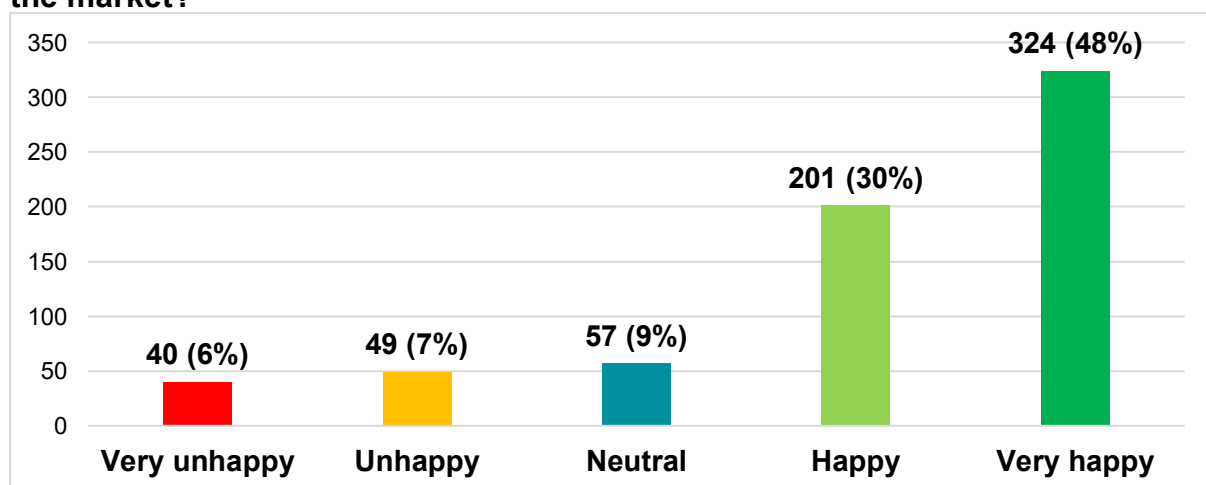
- Attendance was limited, but discussions were detailed and constructive.
- Feedback was positive, with strong attachment to the market's historic character.
- There was broad recognition that investment and change are necessary for future vibrancy and long-term sustainability.

Market layout

Adding seating

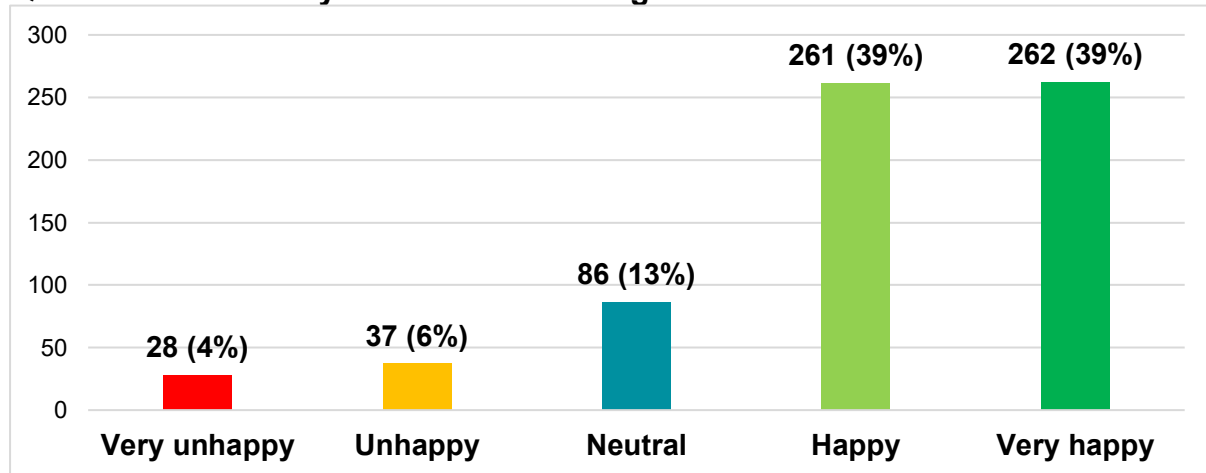
Respondents generally supported improving seating and making better use of space, provided that any changes are inclusive, well-managed and do not disadvantage existing traders or compromise the character of the market. This topic received 355 comments, which are summarised under three main themes below the graphs.

Question 1: How do you feel about changing the layout to add more seating to the market?



Adding new stalls at the rear

Question 2: How do you feel about adding more stalls at the rear?



Themes from qualitative feedback

1. Support for more seating – with emphasis on accessibility and comfort

- Covered seating was welcomed as a way to make the market more sociable and encourage longer visits.
- There were strong calls for inclusive design: seating with backs and armrests, adequate space for wheelchairs and prams, and a mix of options for solo diners, groups and families.

2. Concerns about anti-social behaviour and maintenance

- Many respondents worry that a central seating area could attract anti-social behaviour if not managed.
- Suggested mitigations include locking the area when closed, visible security presence and clear rules (e.g., no smoking/vaping).
- Cleanliness and pest control are key priorities, with calls for frequent cleaning and adequate bins.

3. Impact on market character and traders

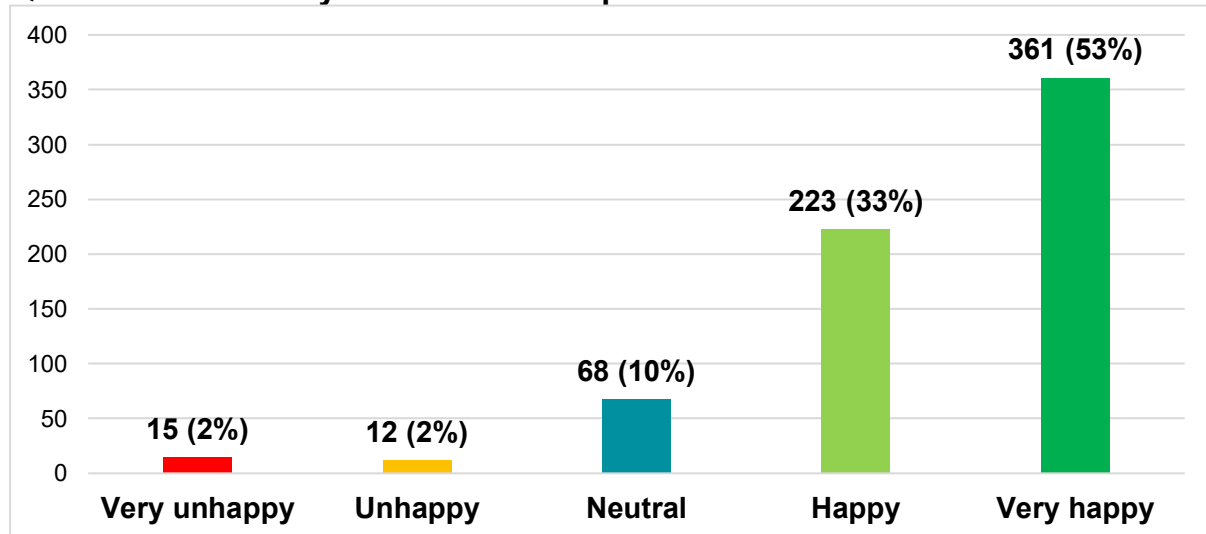
- Some respondents feared the market could lose its traditional feel and become “too food focused.”
- Concerns were raised about reduced visibility for traders relocated to the rear, alongside potential congestion in the central aisles.
- Preferences tended towards keeping rooflines, stall styles and general aesthetics consistent with the existing market design.

Facilities and navigation

Respondents strongly supported improvements to facilities and navigation, particularly the renovation of the toilets and clearer wayfinding. Feedback also highlighted the cultural importance of the Undercroft and the need for sensitive design and improved maintenance.

Toilets

Question 4: How do you feel about the plan to renovate the toilets?



86% of respondents were happy or very happy, showing clear support for renovation. Only 4% were unhappy, with concerns mainly relating to safety and layout.

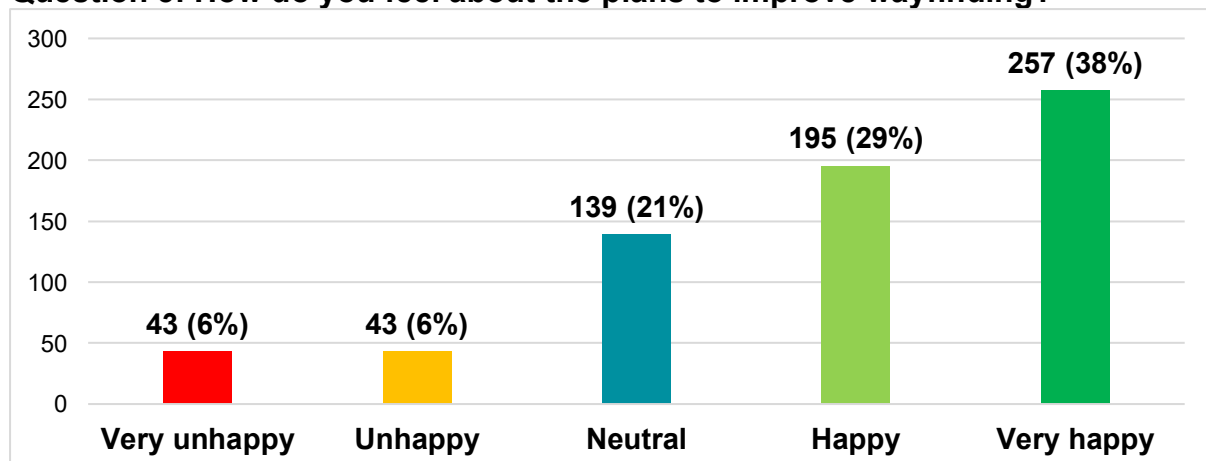
Safety and cleanliness: Requests for CCTV, attendants and regular cleaning. Concerns about anti-social behaviour and the shared lobby design.

Capacity and inclusivity: Calls for increased provision for women, Changing Places toilets and gender-neutral options balanced with the need for dedicated trader's toilets.

Design details: Suggestions included privacy screens for urinals, hooks in cubicles, child-height sinks and adequate hand-drying facilities.

Wayfinding

Question 5: How do you feel about the plans to improve wayfinding?



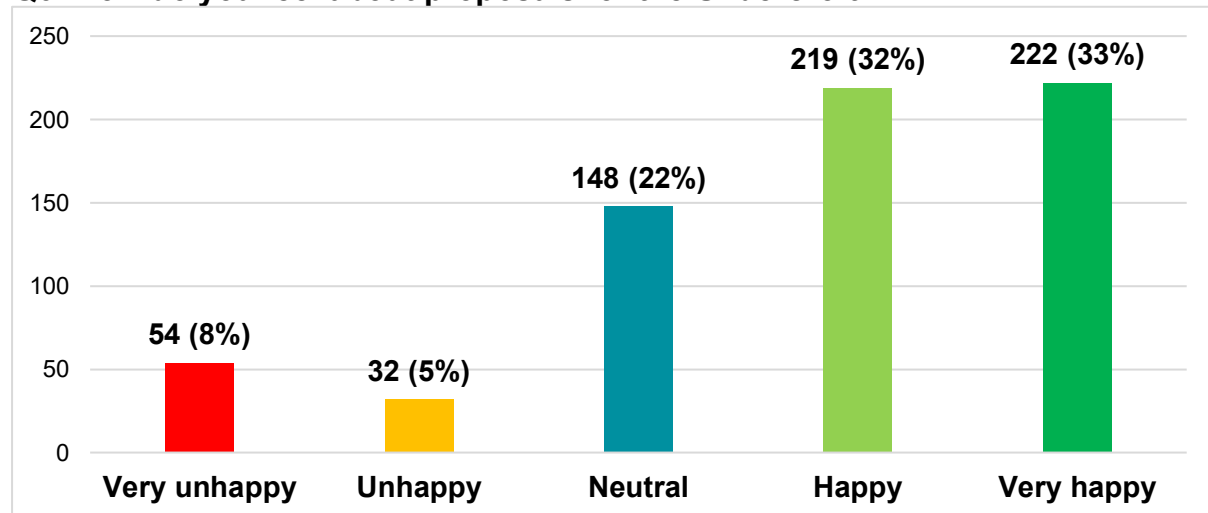
67% of respondents are happy or very happy, 21% were neutral and 12% were unhappy. Most opposition related to signage style rather than the principle of improving navigation.

Clear maps and signage: Requests for maps at entrances, digital signage, QR codes and colour-coded aisles.

Style concerns: Strong opposition to the large “Norwich Market” sign. Preference for heritage-sensitive, character-appropriate designs, with some suggesting a local artist competition to inform the signage style.

The Undercroft

Q6: How do you feel about proposals for the Undercroft?



There was majority support for improvements to the Undercroft, but comments revealed strong opposition to reducing gallery space. Neutral or mixed views often related to storage and accessibility.

Gallery space: Strong opposition to reducing exhibition space, which many described as vital for Norwich’s arts scene. Suggestions included integrating the Undercroft into a flexible cultural and social hub, combining seating with areas for exhibitions, performances and events.

Conditions: Concerns were raised about damp, leaks and poor lighting with requests for heating and better accessibility.

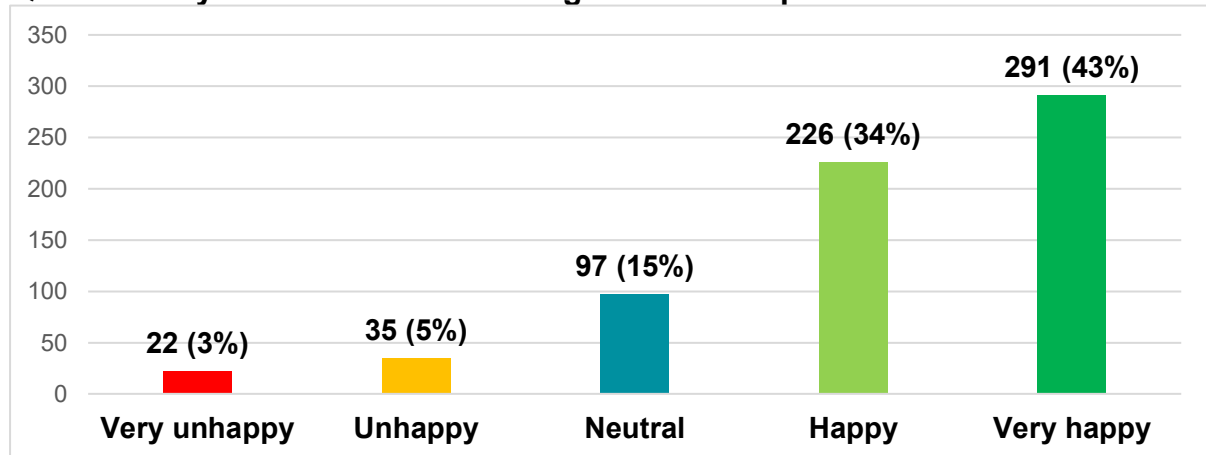
Trader storage: Mixed views were expressed: some support storage to reduce clutter on the market floor, while others fear it will dominate the space and reduce vibrancy.

Maintenance and safety: Canopies, repairs and security

Respondents strongly supported improvements to canopies, repairs and security measures. Feedback emphasised preserving the market’s character, ensuring practical functionality and addressing cleanliness and anti-social behaviour.

Canopies

Q8: How do you feel about this change to the canopies?



77% of respondents were happy or very happy, showing strong support for canopy improvements. Concerns mainly related to design aesthetics and maintenance. Comments are summarised below:

Design and appearance: Strong desire to retain colourful striped canopies; concerns about new designs looking dull or too modern; suggestions for adding colour or transparent panels for better light.

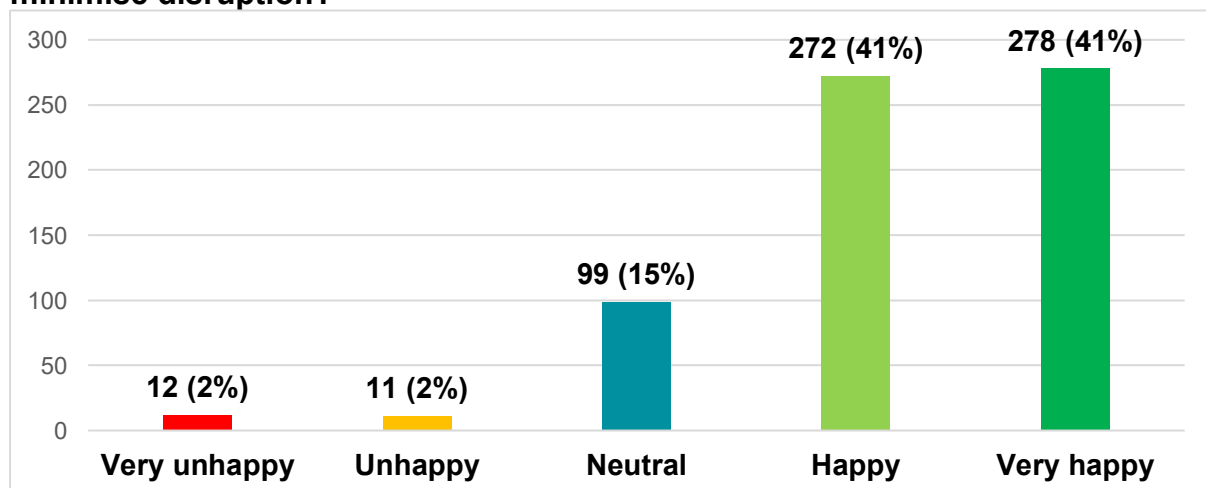
Maintenance and cleaning: Repeated concerns about dirt, staining and bird mess; requests for easy-clean materials and regular cleaning schedules.

Functionality and comfort: Comments focused on heat build-up, ventilation, noise from rain and adequate drainage.

Pest control: Effective pigeon deterrent was considered essential.

Repairs

Q9: How do you feel about our approach to improve the existing stalls to minimise disruption?



82% of respondents were happy or very happy, with very few negative responses. Comments emphasised the importance of phased work and continuous maintenance.

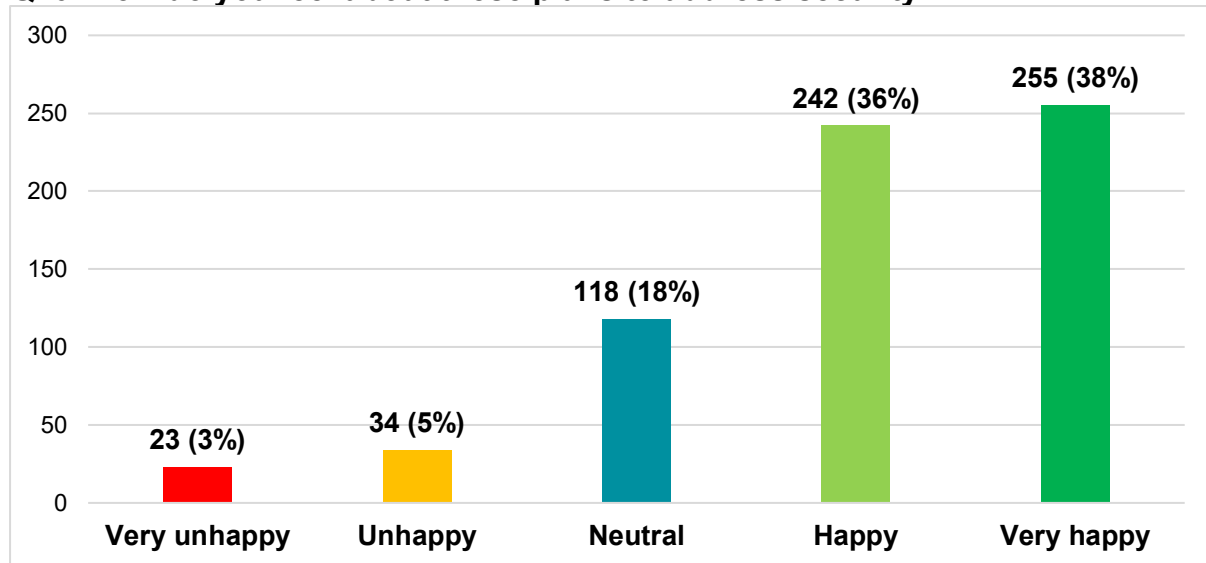
General sentiment: Widespread criticism of past neglect; strong agreement that repairs are overdue.

Approach and execution: Calls for continuous, routine maintenance rather than one-off large-scale revamps. Requests for phased work to minimise disruption; concerns about impact on traders during works.

Design sensitivity: Emphasis on preserving the character and visual identity of the market while making essential upgrades.

Security

Q10: How do you feel about these plans to address security?



74% of respondents were happy or very happy, reflecting strong support for security measures in response to concerns about anti-social behaviour. Neutral and negative responses often related to worries about over-surveillance and physical barriers.

Lighting and CCTV: Strong support for improved lighting and CCTV; some concerns raised about excessive surveillance.

Physical measures: Mixed views on gates and lockable areas - some saw them as essential for preventing ASB, others fear they create an unwelcoming environment. A few comments noted that security should be considered at a city-wide level to avoid displacing issues to nearby areas such as Hay Hill.

Anti-social behaviour: Widespread concern about vandalism, drug use and loitering; suggestions for design-led solutions (layout and lighting) rather than heavy barriers.

Evening use: Many want extended opening hours and events, but some fear seating areas could become magnets for anti-social behaviour without adequate management.

Overall design: Feedback, naming ideas and market offer

Overall design feedback

Question 12: Do you have any feedback on the overall design?

We received 314 text responses to this question. While views were mixed, three dominant themes emerged:

1. Preserve market character and identity

- Many respondents emphasised the importance of retaining the market's traditional character, particularly its colourful striped canopies and open layout.
- Some expressed concern that the redesign could create a more generic "food hall" atmosphere and reduce the diversity of the trader offer.
- Respondents asked that new structures, including canopies and signage, remain sympathetic to the existing aesthetic and avoid overly modern or industrial styles.

2. Seating and layout – support with conditions

- There was broad support for increased covered seating to encourage longer visits and create sociable spaces.
- Concerns were raised about congestion around a central seating hub. Some suggested positioning seating towards the rear or creating smaller clusters to maintain circulation.
- Accessibility was a consistent theme, with calls for wider aisles and seating designed for wheelchair users, prams and mobility scooters.

3. Accessibility and space

- Many respondents described the current design as cramped and expressed concerns that the proposals may create new bottlenecks.
- Suggestions included colour-coded zones and accessible signage to support easier navigation.

Naming

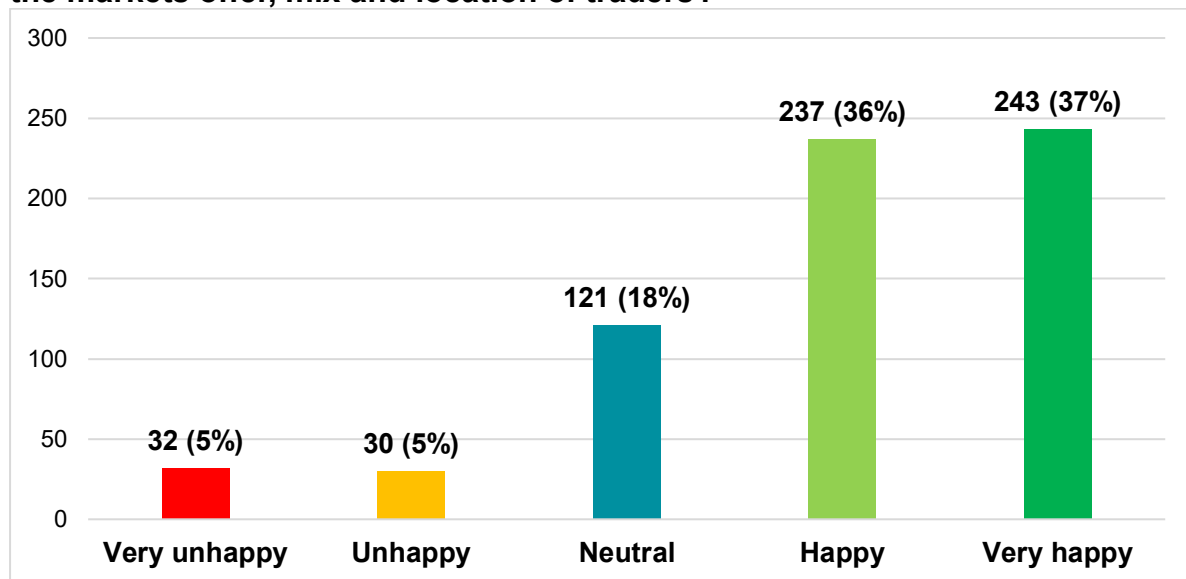
Question 13: We are looking for a name for our proposed design. Do you have any suggestions?

What people told us (themes)

- 1. Simple and descriptive names:** Examples included Market Court, Market Square and Market Hall. Respondents felt clear names support navigation and public understanding.
- 2. Place-making focused names:** A smaller number supported more emotive or community focused names such as *Market Heart*.
- 3. Avoid names that cause confusion:** Several respondents highlighted that Arcade may be confused with the Royal Arcade. Piazza was generally rejected as not locally rooted. A notable proportion felt the area does not need a new name, suggesting it remain part of "Norwich Market" and be labelled functionally on maps as a seating area.
- 4. Engagement with traders:** Several respondents asked that traders be involved in the naming decision. A short, ranked choice poll was suggested as a transparent next step.

Market offer

Question 14: How do you feel about this approach to more proactively shape the markets offer, mix and location of traders?



Sentiment leaned more positive than negative with a high proportion of neutral responses. Feedback highlighted:

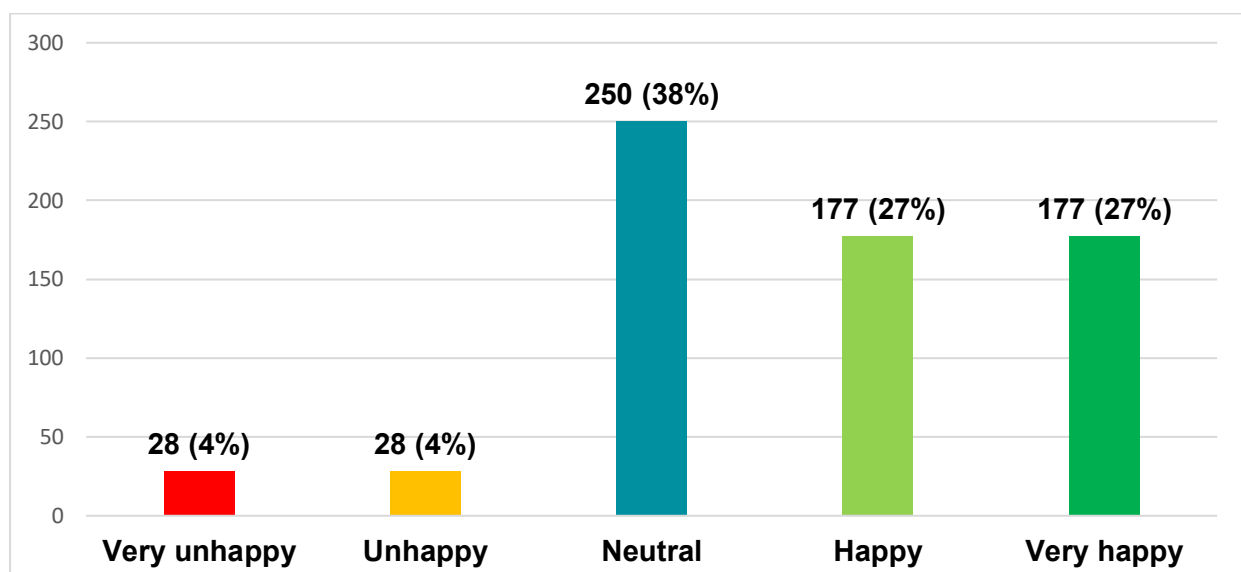
Support for a curated offer: Some respondents supported a more proactive approach, noting the potential to encourage variety and ensure a balanced mix of food, retail and specialist stalls.

Concerns about over-management: Others were cautious about the council being too prescriptive, expressing a preference to maintain independence and flexibility for traders.

Trader engagement: Any changes to the trader mix should be underpinned by transparent criteria and engagement with traders.

Motorcycle Park and the surrounding space

Question 15: How do you feel about the rethinking the use of the motorcycle car park on St Peter's Street?



Sentiment leaned more positive than negative with a high proportion of neutral responses. Feedback highlighted:

- Views on the motorcycle park are mixed: around a third want it removed or repurposed (often for seating), while a smaller but vocal group want it kept, with many neutral mentions simply noting it as part of the space.
- Key tensions centre on noise/ASB vs. community value - some see the motorcycle area as disruptive, while others view it as a well-used social hub that shouldn't be lost without an alternative nearby.

Question 16: What changes or improvements would you like to see in the spaces surrounding the market?

This question received 285 responses and comments are summarised below:

1. More seating, greenery and improved public realm: This was the strongest theme. Respondents requested additional seating, planting, trees, improved lighting and more bins. Some asked for better maintenance to ensure surrounding areas feel welcoming and well cared for.

2. Traffic and parking changes: A significant number of comments focused on vehicle movement and accessibility. Suggestions included increasing pedestrian-priority streets, reconsidering the motorcycle parking area, improving disabled parking, adding cycle racks and improving taxi rank arrangements.

3. Events, culture and activation: Respondents expressed interest in using surrounding spaces for cultural activity, including busking, performance areas, pop-ups, community events and public art. Many felt this could enhance vibrancy without overwhelming the market.

Demographics summary

Overview: The consultation attracted a broad mix of participants. Most respondents were aged 25–34 (22.8%), with a further 35% aged 35–54. The majority identified as female (55.6%) or male (41.2%), with very small numbers identifying as non-binary, transgender. Ethnic diversity was limited, with 95.1% identifying as White. Around one in five respondents (20.8%) reported a long-term condition or disability, most commonly physical or mobility impairments, neurodiverse conditions, long-standing health issues and mental health conditions.

Age group breakdown

Age Group	Number of responses	Percentage
Under 18	3	0.7%
18 – 24	16	3.7%
25 – 34	99	22.8%
35 – 44	76	17.5%
45 – 54	76	17.5%
55 – 64	68	15.7%
65 – 74	59	13.6%
75 – 84	30	6.9%



85+	2	0.5%
Prefer not to say	5	1.2%

Gender breakdown

Gender	Number of responses	Percentage
Male	178	41.2%
Female	240	55.6%
Transgender	1	0.2%
Non-binary	4	0.9%
Prefer not to say	4	0.9%
Other (please specify)	5	1.2%

Ethnic group breakdown

Ethnicity	Number of responses	Percentage
White	405	95.1%
Mixed or multiple ethnic groups	9	2.1%
Black, African, Caribbean or Black British	6	1.4%
Asian or Asian British	0	0%
Prefer not to say	6	1.4%
Other (please specify)	0	0.0%

Long-term condition or disability breakdown

Response option	Number of responses	Percentage
Yes	89	20.8%
No	325	76.1%
Prefer not to say	13	3.0%

Condition or disability type (for those who answered “Yes”)

Condition / definition	Number of responses
Physical or mobility impairment	36
Learning disability or difficulty	5
Neurodiverse	32
Sensory impairment	10
Long-standing illness or health condition (e.g., cancer, diabetes, chronic heart disease)	28
Mental health condition	27
Prefer not to say	3
Other (please specify)	6