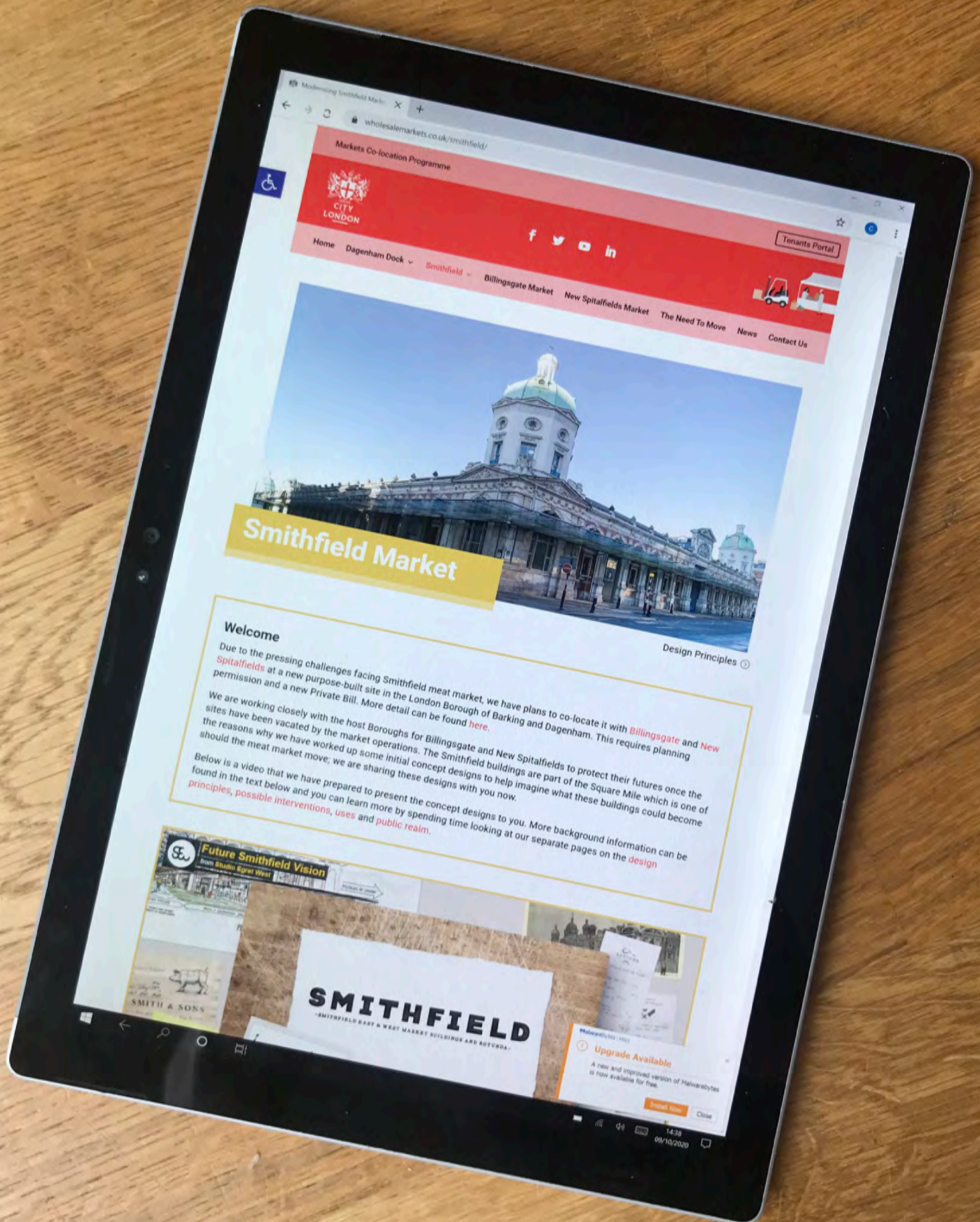




Smithfield Market Public Engagement Report

October 2020

Prepared by Iceni Project on behalf of
the City of London Corporation



The project website

1. Introduction

1.1. Context and Objectives

The Smithfield area is currently undergoing a huge amount of change. When the Elizabeth Line opens Farringdon is set to become one of the busiest train stations in the UK, the Museum of London is relocating to various buildings to the west of the current meat market and the City of London's Culture Mile continues to grow as a home for contemporary culture.

Smithfield market is also changing. Due to the pressing challenges facing Smithfield meat market, the City of London Corporation have plans to co-locate it with Billingsgate and New Spitalfields at a new purpose-built site in the London Borough of Barking and Dagenham. This requires planning permission and a new Act of Parliament.

The City of London Corporation have appointed architects Studio Egret West to explore the potential future of the East and West Market buildings and associated Rotunda, should the meat market move, working alongside Hawkins\Brown and the Museum of London on a unified vision for the wider transformation of Smithfield.

Studio Egret West have been working to develop initial concept designs for Smithfield market to create a sustainable and accessible place of beauty and opportunity for all Londoners.

The objective of this initial engagement exercise was to understand aspirations for the site and gather people's thoughts on the early design principles, interventions and uses.

The feedback presented in this report will go on to inform further engagement and consultation activities as the proposals progress.

1.2. The engagement

The City of London Corporation ran this initial engagement exercise over a five-week period between the 31st of July and the 4th of September 2020.

The engagement was open to all stakeholders and the general public. Due to COVID-19 restrictions, all engagement material was shared online via the City of London's market relocation website <https://wholesalemarkets.co.uk/smithfield/> and stakeholders were able to leave their feedback using the website. Those without access to the internet were sent a paper copy of the consultation material as well as a feedback form in the post.

The engagement was advertised via a flyer delivered to over 7,000 addresses in the area surrounding Smithfield which asked people to visit the project website to learn more. A press release was also issued to advertise the consultation, receiving media coverage from outlets such as the Architects' Journal.

One-to-one meetings were also held via video call with key stakeholders such as Historic England.

1.3. Analysis of the responses

This report shares the key findings of the feedback form responses.

The qualitative questions have been thematically analysed. This approach was chosen as it provides a way of summarising patterns in a large body of data, highlights similarities and differences across the data set, and can generate unanticipated insights. Each of the qualitative question responses have been read, analysed, coded, and assigned to a theme or themes relevant to the question asked.

Those who responded to this consultation constitute a self-selecting sample, and therefore appropriate caution should be applied when interpreting and utilising the response numbers in this report.

Percentage figures have either been rounded to the nearest whole number and as a result, not all response totals may equal 100%. The response numbers to each of the questions varied and therefore the figures for each question have been included.



Grand Avenue cut



Possibly the most significant and exciting intervention is a cut through part of the floor of the Grand Avenue to connect, visually and physically, with the basement levels. Carefully and sensitively removing a part of what is currently a road would bring natural daylight and ventilation into the below ground spaces of the former rail Goodyard and help visitors move around the buildings more easily.

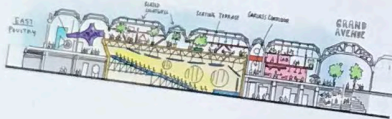
The cut would also, very importantly, allow the ground floor halls to be connected to one another below ground so that they could work together for large events or activities whilst maintaining public access through the Grand Avenue.

Grand Avenue stalls



Continuing the legacy of food, new kiosks could be introduced onto the Grand Avenue as two-storey freestanding pavilions that sensitively sit within the historic structure. The stalls would bring new life and activity to the Grand Avenue with micro industries and independent food and drink start-ups making and selling produce on site and providing training and cookery lessons.

Multi-purpose box



There is opportunity for a soundproof, flexible space that would provide the multi-media experience audiences will expect in the future from great destinations. Designed and curated to complement, not duplicate, the existing event spaces in the local area, the box would be the venue whether it's a local performance, award ceremony or product launch.

Buyers Walk gantries



The lofty, airy volume of the current 'Buyers Walk' could be accentuated by the introduction of a first-floor gallery, opening up the opportunity for creating a mezzanine level and for people to gain a different view and experience of the existing structure.

East Poultry Avenue bridge



A roof over the Rotunda



2. The responses

2.1. Who we've spoken to

A total of 62 people responded to the feedback form. 60 responses were received via the City of London Citizen's Space consultation portal with 2 responses received directly via letter .

The table below breaks down the 62 survey responses by the stakeholder group.

Group	Number
Local Resident	44 (71%)
Other	8 (13%)
Local Business	6 (10%)
Special Interest Group	2 (3%)
Market Supplier	1 (2%)
Market Customer	1 (2%)

56 (90%) respondents stated that they were answering in a personal capacity. 6 (10%) respondents stated that they were representing an organisation or business.

2.2. Age and ethnicity

Participants were mainly White British and over the age of 34.

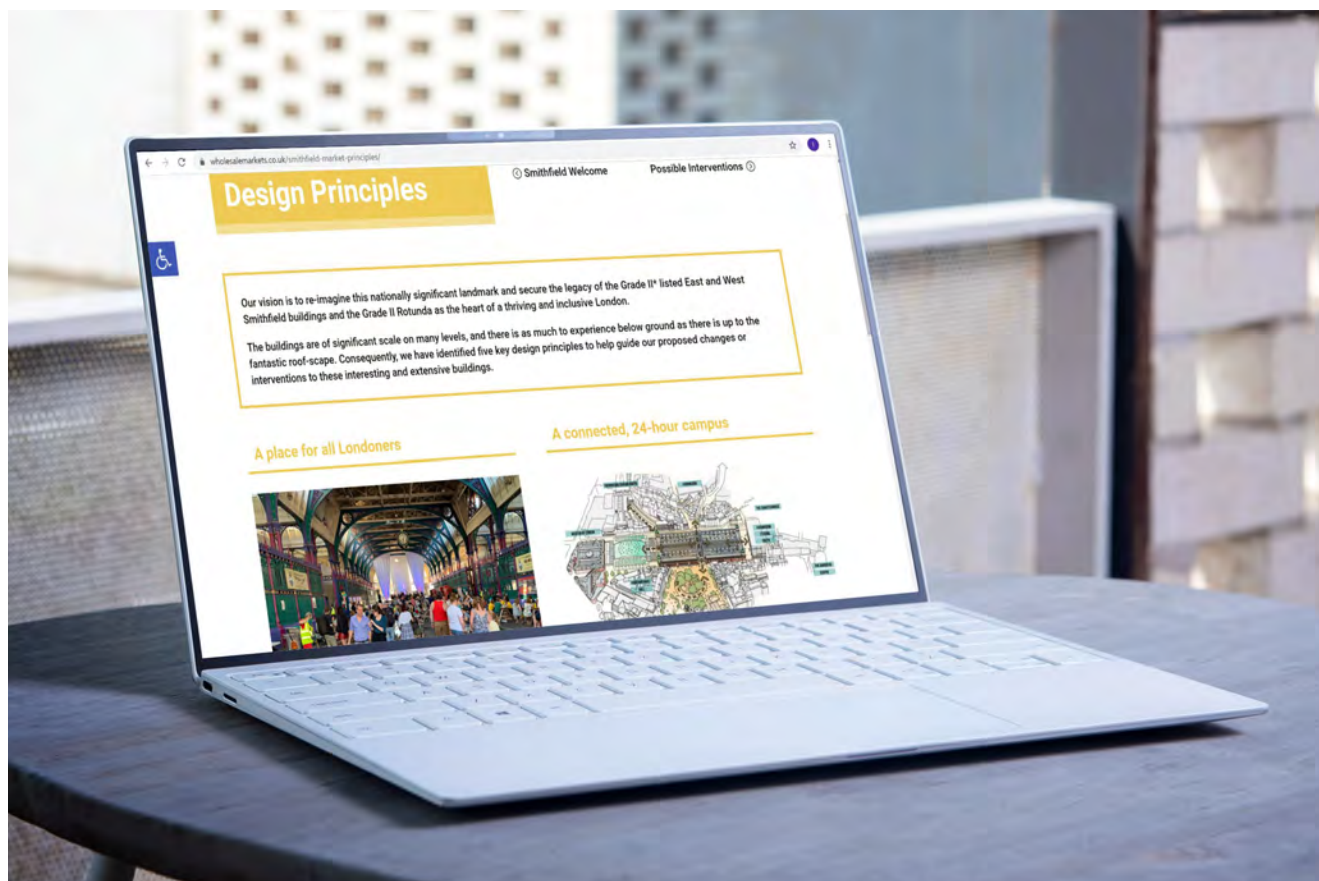
Whilst lower numbers of young and BAME people responded to this initial exercise, these groups will be directly engaged in future engagement exercises in order to help meaningfully shape and influence the design.

Ages

Under 24	0	0%
25 to 34	9	15%
35 to 44	15	24%
45 to 54	13	21%
55 to 64	9	15%
65 +	13	21%
Prefer not to say	3	5%

Ethnicity

White British	33	53%
White Irish	5	8%
White Other	10	16%
Chinese	1	2%
Black Caribbean	1	2%
Mixed Other	1	2%
Any Other	2	3%
Prefer not to say	9	15%



2.3. Key findings summary

Overall feedback was very positive with respondents welcoming the design principles and interventions.

- Nearly half of the respondents raised how the building will be used as the greatest challenge to overcome to transform Smithfield into a place for all Londoners. Comments highlighted:
 - The need for an ‘independent feel’ with opportunities for small businesses and retailers.
 - People also felt that the building should be multipurpose with uses for all Londoners including an offer for residents, communities and people who are less likely to access cultural infrastructure.
- Conservation was people’s highest priority for the transformation of the market closely followed by how the building would be used.

- The majority of responses to the question ‘what opportunities if any have we missed?’ related to how the building will be used, mostly highlighting opportunities for cultural uses.
- Though comments were largely positive and supportive there were some topics that were more negative including:
 - The need to minimise disturbance to local residents, particularly sensitively managing any 24-hour activity and associated noise.
 - The need for a robust traffic management plan.
 - Questions around any impacts of COVID-19 on the plans including challenges with securing funding post-pandemic, attracting footfall and safely managing groups of people in the building.

The following sets out the findings for each of the questions in more detail.



Artists' impression of the a market in the halls

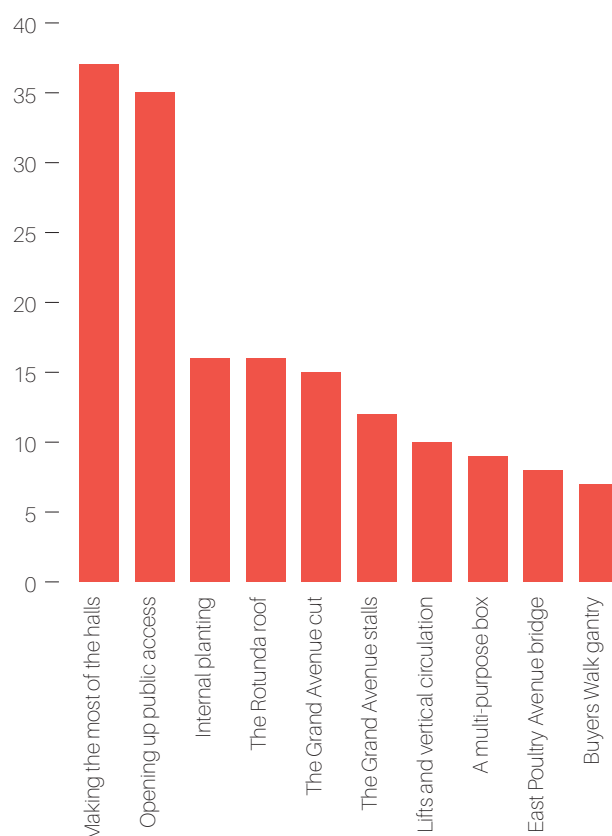
2.4. Detailed responses

Which, if any, are the three interventions you most support?

50 people answered this question casting 165 votes in total. Respondents could select multiple answers.

The top two topics were making the most of the halls and opening up public access, both receiving over double the number of votes to the next highest topic.

Making the most of the halls	37	22%
Opening up public access	35	21%
Internal planting	16	10%
The Rotunda roof	16	10%
The Grand Avenue cut	15	9%
The Grand Avenue stalls	12	7%
Lifts and vertical circulation	10	6%
A multi-purpose box	9	5%
East Poultry Avenue bridge	8	5%
Buyers Walk gantry	7	4%



Our vision is to transform Smithfield into a place for all Londoners. What do you consider to be the greatest challenge that will need to be overcome to achieve this?

56 people answered this free text question. The following provides an overview of the main topics raised. Please note people raised more than one topic in their answer and the below percentages have been calculated based on the number of people who raised each subject matter.

- **Use** - 26 people (46%) who answered the question felt that how the building will be used is the greatest challenge to overcome. Many spoke about the need for an 'independent feel' with opportunities for small businesses and retailers. The need for the building to be multi-purpose, with uses for all Londoners was raised including an offer for residents, communities and people who are less likely to access cultural infrastructure.
- **Disturbance** - 7 people (13%) who answered the question felt that minimising disturbance to local residents was a challenge to overcome. People mainly mentioned sensitively managing any 24-hour activity, particularly noise.
- **Traffic** - 7 people (13%) highlighted traffic as a challenge to overcome. Comments mainly mentioned a need for a robust traffic management plan to minimise the number of vehicles coming into the area.
- **Inclusivity** - 7 people (13%) who answered the question mentioned that creating an inclusive environment was a challenge to overcome. Comments highlighted a need to make

Smithfield interesting and welcoming for diverse communities, families, residents and visitors alike. Affordability was also mentioned.

- **Footfall** - 6 people (11%) highlighted that encouraging a greater footfall of people to the area was a challenge to overcome.
- **COVID-19** - 5 people (9%) were concerned about any impacts of COVID-19. Comments mentioned challenges with securing funding post-pandemic, attracting footfall and safely managing groups of people in the building.
- **Economic viability** - 5 people (9%) mentioned the economic viability of any future uses as a challenge to overcome.
- **Market relocation programme** - 5 people (9%) commented on the relocation of the existing market. Whilst some said that this was a challenge to overcome others made general positive comments about the relocation.
- **Public realm** - 4 people (7%) who answered the question mentioned the need to improve surrounding public realm as a challenge to overcome.
- **General positive comments** - 4 people (7%) who answered the question made general positive comments welcoming the ideas and concepts presented.
- **Conservation** - 4 people (7%) mentioned the importance of conserving the existing building.
- **Cost** - 4 people (7%) who answered the question mentioned the cost or financing the project as a challenge to overcome.

We have established five design principles that we believe together will address issues of access, connectedness, conservation of the historic buildings, a continuation of the legacy of food and sustainability.

What do you consider to be the highest priority for the transformation of Smithfield market?

56 people answered this free text question. The following provides an overview of the main topics raised. Please note people raised more than one topic in their answer and the below percentages have been calculated based on the number of people who raised each key subject matter.

- **Conservation** - 16 people (29%) who answered the question stated that conservation is one of their highest priorities for the transformation of Smithfield market.
- **Use** - 15 people (27%) stated that how the building is used is one of their highest priorities for the transformation of Smithfield market. Many mentioned creating a meaningful and exciting place that would attract residents, visitors, and city workers alike. Encouraging smaller local business to use the site was also mentioned.
- **Food** - 9 people (16%) noted continuing the legacy of food as one of their highest priorities for the transformation of Smithfield market.
- **Sustainability** - 7 people (13%) mentioned sustainability. Most comments highlighted 'sustainability' in general with some directly referring to the sustainable credentials of the building and resource management.
- **Inclusivity** - 7 people (13%) noted inclusivity as one of their highest priorities for the transformation of Smithfield market. Comments mainly highlighted a desire to attract a range of audiences and users to the space.
- **History** - 6 people (11%) felt that celebrating the historic legacy of the site was one of their highest priorities.
- **Connections and movement** - 5 people (9%) who answered the question mentioned improved connections and movement. Many spoke about the opportunity to open up the site to the surrounding area.
- **Transforming the area** - 4 people (7%) who answered the question emphasised the importance of this opportunity to transform the area and its surroundings.
- **Revealing the historic structure** - 4 people (7%) who answered the question stated that revealing the historic structure is one of their highest priorities for the transformation of Smithfield market. These comments were different to those around conservation and refer to improving the building by uncovering original design features.
- **Economic viability** - 4 people (7%) who answered the question highlighted ensuring the economic viability of any future uses.

We have identified 10 key building interventions. What, if any, opportunities have we missed?

25 people answered this free text question. The following provides an overview of the main topics raised. Please note people raised more than one topic in their answer and the below percentages have been calculated based on the number of people who raised each subject matter.

- **Use** - 6 people (24%) who answered the question mentioned opportunities that related to the use of the building. Many comments suggested the opportunity for a variety of cultural uses such as live music.
- **Public realm** - 4 people (16%) mentioned improving the public realm and creating new green spaces.
- **Partnerships** - 3 people (12%) who answered the question raised the opportunity for partnerships with local stakeholders, suggesting working with local businesses and institutions like the Museum of London and St Barts Hospital.
- **Pedestrian and cycle routes** - 3 people (12%) who answered the question raised the opportunity for new pedestrian and cycle routes with the surrounding area.

Do you have any additional comments that you have not already included?

31 people answered this free text question. The following provides an overview of the main topics raised. Please note people raised more than one topic in their answer and the below percentages have been calculated based on the number of people who raised each subject matter.

- **Use** - 10 people (32%) who answered the question raised how the building will be used suggesting various commercial, retail, entertainment, cultural and community uses as well as potential for use by educational, health and cultural institutions.
- **General positive comments** - 6 people (19%) who answered the question made general positive comments welcoming the ideas and concepts presented.
- **Public realm** - 4 people (13%) who answered the question mentioned the public realm suggesting outdoor spaces should be included in the plans as well as improved connections to the surrounding area.
- **The design interventions** - 4 people (13%) who answered the question directly referred to the design interventions with 1 person welcoming the Grand Avenue stalls, 2 mentioning the Grand Avenue cut and another interested in the internal planting.
- **Engagement** - 3 people (10%) who answered the question mentioned partnering and engaging with the local community and businesses.
- **Food growing** - 3 people (10%) who answered the question welcomed the idea of food growing.
- **Business plan** - 3 people (10%) focussed on the need for a robust business and financial management plan.

2.5. Stakeholder feedback

The Museum of London and a heritage stakeholder shared their feedback via letter and free text responses have been analysed separately. A summary of their responses can be found below:

The Museum of London

Overall, the Museum of London welcomed the proposals making the following points:

- The design principles were welcomed, especially restoring the historic structure and creating a place for all Londoners.
- There was emphasis on the importance of a sustainable approach to redevelopment.
- Support for the proposed interventions was clear, particularly opening up and enhancing public access and better connecting the site including the Grand Avenue cut intervention and the East Poultry Avenue bridge.
- They highlighted a need to coordinate uses of the building with Culture Mile.
- The importance of maintaining the site's legacy was raised.
- The importance of creating a place that engages diverse communities was highlighted.
- It was highlighted that work on the public realm will support the aspirations of Culture Mile and the City Transport Strategy, as well as aligning with the initial concept designs being produced should the meat market move and the relocation of the Museum of London to the area.
- The opportunity to strengthen the City's role as a centre for cultural as well as commercial excellence was raised.

Heritage stakeholder

The heritage stakeholder was supportive of the proposals in general, raising the following points:

- The stakeholder emphasised the importance of the preservation of the structure, and a conservation led approach to the design and uses of the building.
- They showed strong support for the creative uses.
- There was concern around the proposed introduction of a multipurpose box in the south west quarter due to alterations that might need to be made to the existing iron structure.
- A desire for continued City of London Corporation ownership was expressed.
- The group highlighted the opportunity for consultation with St Bart's Hospital as the proposals progress.
- A need for partnership with the local community, stakeholders and businesses was mentioned.
- The importance of north, south and east west links for pedestrians was raised.
- There was support for the Grand Avenue cut, noting the opportunity for views both down into the basement and up to ground and roof levels.
- The Grand Avenue stalls and Buyers Walk gantries were welcomed.
- A roof over the Rotunda was welcomed with interest in how the central core will be used.
- The importance of circulation was highlighted.
- Opportunities for the public realm including widening pavements and new public spaces were mentioned.

