



Client – Leicester City Council, East Midlands



Leicester City Council wanted to revitalise its historic city centre market, which has been in existence since the 12th century, and needed a complete picture of how best this could be supported to make it sustainable. The market currently employs over 800 people and was where **Dunhelm Mill** was founded in 1979, and will always be associated with **Gary Lineker**.

Working with key stakeholders within the council and looking at other markets throughout the country we assessed the opportunities and needs of the market, its existing and potential client bases and how best to enhance its long-term viability and economic performance. Our plan needed to reflect the existing customers and traders needs, while recognising the changing nature of the city's customer base.

*"It has been a real pleasure to work with so many committed professionals within the council and markets team to look at how best the **revitalisation project** can develop a **sustainable future** for the market. Developing sustainability through a revitalised market offering ensures that the **800 people** employed in the market are fully supported across the whole width of support they need including the **£600,000** infrastructure investment being made." Says Richard Gourlay [Cowden Consulting](#)*

The resulting report makes over 20 recommendations to develop and support a long term sustainability of the market within the city. The realisation that the City Centre Market is a major employer and tourist attraction has changed the perception of the market and the potential it offers throughout the city. One physical change, creating a flexible open space branded "Market Place" will enable the market to diversify its offering to the wider public, including live entertainment ready food, speciality mini / niche markets.

Many other recommendations support existing market traders and provide the ladder for new businesses starting up to get going with the right support to be successful. Encouraging existing businesses to locate to the market is also important, especially local foods and crafts, through to budding entrepreneurs.

"This report provides the city with the blueprint for its market to become even more successful and competitive in today's retail environment, providing increasing employment by having a dynamic, flexible and economically successful market as a beating heart of the city." says Richard Gourlay, [Cowden Consulting](#)