



Pontypool Indoor Market
A Prospectus for New Traders



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Computer generated image of what the market could look like

Pontypool Indoor Market Prospectus

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Welcome

Welcome to our guide to trading in Pontypool Indoor Market. Have you ever wanted to start a business or perhaps you are an established retailer already, perhaps you're looking to move or expand?

Whatever your circumstances Pontypool Indoor Market can provide you with high quality accommodation at low cost.

The Market is undergoing a huge transformation and within this publication you will find information about available stalls, the facilities on offer and the reasons why it's an exciting time to trade in Pontypool.

Blaenavon



Pontypool



Cwmbran



*Strong transport links, excellent trade opportunities
and a long standing community spirit.*

Introducing Pontypool

The Town

Formerly a hub of industrial activity, Pontypool is now home to an abundance of creative activity with a flourishing market offer, distinctive architecture and a beautiful park.

Pontypool serves a catchment population of approximately 36,000 in mid and north Torfaen and has an important role in providing services and facilities for these communities. In recent years, the town has seen huge investment with the £13 million Pontypool Settlement Area (PSA) Programme, new housing developments and business investment while the town centre is the home of Local Government and administration for the borough of Torfaen. The town's free parking helps to attract thousands of visitors each week and football is increasing year-on-year

About Torfaen County

Torfaen lies in the south east corner of Wales with 91,200 residents. It has strong transport links, excellent trade opportunities and a long standing community spirit. The other major settlements in Torfaen are Cwmbran and Blaenavon. Blaenavon is famous as a World Heritage site, while Cwmbran is the main employment centre.

Excellent motorway access means Torfaen is just 2 hours from London and 30 minutes from Bristol and Cardiff via the M4.

The county is just 90 minutes from Birmingham via the M50. These good road links provide easy access to local, regional and national airports in Cardiff, Bristol and Birmingham.

Good rail access to major cities is available from Pontypool Railway Station just a few minutes away from the town centre and Cwmbran and Newport stations are ten minutes away by car.

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In addition to learning about the Market in this brochure, you'll find everything you need to know on our new website at www.torfaen.gov.uk/markets

Investment in Pontypool

The Pontypool Settlement Area Programme (PSA) is a 5 year physical regeneration programme (2010-2015) with a concentration of projects within the town centre. These projects were identified by Torfaen County Borough Council as those that would most enhance the lives of Pontypool residents, the experience of shoppers and traders in the town and act as a catalyst for investment and regeneration activity. Projects include an award-winning High Street Public Realm scheme and a Townscape Heritage Initiative project which awards grants to property owners who wish themselves to invest in Pontypool buildings. The Pontypool Settlement Area Programme is funded by the EU's European Regional Development Fund, Welsh Government's Targeted Match Fund and Heads of the Valleys Programme, Heritage Lottery Fund, Bron Afon, SEWTA, Cadw, Pontypool Regeneration Partnership and Torfaen County Borough Council.

A new Pontypool Branding reflects the town's aspirations to be a vibrant and attractive place for work, shopping and leisure – promoting its strong heritage, beautiful park, nearby canal and friendly shopping environment.

The PSA Project is also funding the £2.2M refurbishment of Pontypool Indoor Market. Since 1894 the Market has been the heart of Pontypool Town.

Once completed it will once again be a meeting place, a place for refreshment, entertainment and somewhere to purchase everything from fresh produce to white goods.

Here shoppers can get to know their butcher, baker and iron monger in the knowledge that their pounds are contributing to their local economy.

The investment in Pontypool Indoor Market reflects the value Torfaen County Borough Council places on it.

About the Markets

Pontypool Indoor Market

Pontypool Indoor Market is at the centre of Pontypool town, linked to its surrounding streets by entrances on three sides. It is held in high regard particularly by residents of the town. It is a grade II listed Market Hall purpose-built in 1894, at a cost of £22,280, by Pontypool Local Board to provide a 6,700 sq. ft. covered market space. A competition had been held to design the market, which was won by D J Lougher (Pontypool) and Robert Williams (London) in 1893. Williams would later design the town's hospital. This was followed four years later, by the construction of the Jubilee Building on Crane Street to celebrate Queen Victoria's diamond jubilee.

The site is owned by Torfaen County Borough Council and operated by its Economy, Renewal and Culture team.

Please see 'The Indoor Market Refurbishment Project' page for further details.

Pontypool Outdoor Market

Pontypool has a successful Outdoor Market which trades weekly on a Wednesday. On special occasions the market switches its trading day e.g. Christmas Eve so as to provide a convenient service to its customers.

Some traders combine the selling power of both the Indoor and Outdoor Market, maximising the number of shoppers that they engage with.

Please see the 'Outdoor Market Trading' page for further details





The Indoor Market Refurbishment Project

The £2.2M project will help us to achieve our Vision of:

A high quality, diverse and vibrant market steeped in history and showcasing a superb local food offer

Objectives of the Market

- To provide a quality retail offer with a focus on local products
- To provide a supported, low risk hub for new retail business
- To create a vibrant, digitally active community hub
- To facilitate a range of activities and demonstrations
- To enhance and preserve a key architectural asset

The market has always had an excellent Fresh Food offer at its heart and the refurbishment project is increasing the number of catering stalls.

Facilities

The images included will help prospective traders understand the quality shopping environment we are creating. Features include:

- Free Shopper Internet Access (WI-FI)
- Public toilets with a dedicated baby changing/feeding room
- Tourist Information Point - a hub to find out about local attractions
- Event space - the heart of the refurbished building offering a busy events programme
- SIX street entrances - making it the most permeable retail building in Pontypool
- A number of FREE car parks ensuring convenient shopper access

We know that as a quality trader you will expect quality facilities also. That is why we have ensured that the market has the following:

- Separate traders' toilets
- Fully alarmed systems in all common areas
- On site market warden who will ensure that excellent standards are maintained

The Market Management Team will work with traders on a range of promotional activities aimed at maintaining good levels of footfall and we'll always support you and your business. We want it to thrive.

Please see the 'Trading in the Indoor Market' page for further details.

Some of our traders have been with us for over 20 years.

Trading in the Indoor Market

Our Target Businesses

The Indoor market is looking to attract quality traders who are enthusiastic and dedicated to providing a high level of customer service. A diverse shopping offer will ensure that customers keep coming through the doors. An emphasis will be placed on the food and drink offer making the market a place that tantalises the taste buds.

Although not in any way a comprehensive or exhaustive list, we wanted to give a flavour of just some of the business types we would like to hear from. Please do not hesitate to contact us if you wish to provide an alternative product or service:

- | | |
|--------------------------|------------------------------|
| Baker | Gift shop |
| Restaurant / Cafe | Saddlery |
| Florist | Fruit & Veg |
| Newsagents / Post office | Handbags/Shoes |
| Phone Accessories Shop | Beautician / Beauty Products |
| Sweet shop | Haberdasher |
| Key cutting / Engraving | Salad Bar |
| Fabric shop | Hairdresser |
| Butcher | Pizza Parlour |
| Fishmonger | Hardware shop |
| Delicatessen | Cake shop |
| Coffee shop | Traditional Fish & Chips |
| Milkshake / Juice bar | Body Art |
| Panini / Baguette shop | Cheese producer |
| Clothing store | Sports shop |
| Nail bar | Bikes and Skateboards |



Computer generated image of what the market could look like

Please see the 'Invitation to Trade' pull out sheet for further details.

"The support provided from the Market Management Team and the Council has been highly instrumental in the success and rapid growth of our small enterprise."

Giten Kapdee - Digilogue Emporium – started running his computer repairs business from a single table one day a week in Pontypool Indoor Market in January 2012 and expanded into his own High Street shop in January 2014

Available Stall Types

The different types of stalls available for rental are:

Ventilated Catering: for food retailers that will be cooking on site

Catering: for food retailers without a cooking requirement

Refreshment: for pre-pack or off-the-shelf food retailers

Non Food

Casual stalls: Providing the ultimate in flexible trading these stalls are rented on a daily or weekly basis and can be moved to strategic locations around the market. Ideal for test trading or start up businesses.

Some traders will prefer cooler environments as it's more conducive to the products that they sell (butchers, florists), however others will prefer a little warmth. For these traders we have designated Lower Crane street arcade which will have heating integrated into the units providing a warmer environment than in the main market.

To view an up-to-date schedule of available stalls please refer to the pull-out sheet or visit our website at www.torfaen.gov.uk/markets



Outdoor Market Trading



Pontypool has a successful Outdoor Market which trades weekly on a Wednesday. Our newly improved Public Realm area is also ideal for Farmers Markets, French/German/Italian Markets

Existing (regular) Traders

A mix of hot food retailers, electronics, clothing, accessories, DIY supplies and home wares currently make up the Outdoor Market offer.

Costs

Outdoor Market pitches start at £25 per week with rental incentives for Indoor Market Traders should they wish to trade from both markets. Located very closely together, dual occupancy of the markets is a great way to maximise trade.

Stall Enquiries

Outdoor Market stall enquiries should be directed to the Town Centre Management Team on 01495 766029



Business Support Services from Torfaen Economy & Enterprise

When you become the proud holder of a stall within Pontypool Indoor Market, you'll join the growing number of Torfaen businesses that take advantage of our high quality business support services - all designed to help you grow and flourish. So whether you're just starting up in business, or are already established and looking to expand, then we'll be there to help you along your journey to success.



Whether you're the baker, the florist, the hairdresser or the grocer in Pontypool Indoor Market, you'll be able to...

- **access our 'one stop shop' service for business advice and support.** If you need marketing inspiration or want some business planning advice simply call us to discuss. And if we feel you would benefit from talking to other agencies, we'll make sure we point you in the right direction
 - **meet other local businesses via Torfaen Business Voice** – our local, popular business networking club. With a programme of annual events, a quarterly newsletter and free publicity opportunities, membership represents excellent value for money and also provides you with access to a pool of new business customers and contacts
 - **attend our dedicated, innovative business events** such as business breakfasts and evening networking
 - **discover more about how we support enterprise development and budding entrepreneurs**
 - **promote your business through us.** For example, every stall holder is entitled to an entry on the Torfaen Business Directory. And if you have a good news story that you'd like to tell other businesses about, then we'll help you by adding it to our website news
 - **sign up for our email bulletins and electronic newsletters** – all packed with business news, insight and advice. Virtually all our services are free of charge, so yet another reason why trading in the Pontypool Indoor Market provides good value for money with a positive impact on your bottom line.
- Our customer service team are enthusiastic, dedicated and helpful. We look forward to meeting you.
- For further information about Torfaen Economy and Enterprise visit our website www.southwalesbusiness.co.uk

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Contact Us

We hope you have enjoyed this publication - your next step is to make contact with our professional team. We look forward to hearing from you.

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Torfaen Economy & Enterprise 01633 648083
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South Elevation facing Market Street.
Showing also, smaller view of the West Elevation and part of Local Board Offices & other buildings

