The city of Barcelona’s food markets remodelling process
Barcelona XIXth century - A new start up The Cerdà Plan

The vision: an equalitarian city with a network of markets.

The result: 18 markets built of iron and glass, created as modern markets into a town network.
1940s to 1970s

Construction of new markets where there were open air markets and in the new districts.

From 18 to 40 markets.

90s

Modernization and reform policy to adapt the markets to future challenges.

Since 1992, 19 markets have been renovated.
The markets of Barcelona

Today's City -
Population of Barcelona:
1.6 millions (2010)
Barcelona markets today

- Public network of 43 markets in 73 neighbourhoods.
- 39 Food markets and 4 non-food.
- 19 markets have already been renovated.
- 9 markets now under renovation.
  (Period 2009 - 2012).
- 11 markets to be renovated.
- 206,769 Square metres of built area.
- 3,278 Commercial stalls, 8,000 workers.
- 65,000,000 Visitors a year
- €1,000,000,000 Turnover.
Barcelona Municipal Markets Institute (IMMB)

- Contribute to the health and the quality of life of the citizens of Barcelona through the efficiency of the system of public markets.

- Promotes and supports modernisations and renovation of the markets and their commercial practises.
The Project: Llibertat Market
General and specific objectives of the project

**General aims:**

- Recover and renew the city’s historical heritage.
- Boosting commerce in the area.
- Create public space of interaction between its citizens.
- Sustainable management of urban flows of people.
- Contribute to improving the quality of food.
General and specific objectives of the project

Specific goals:

- Provide a quality public service of primary necessity which is planned and managed in public-private partnerships.
- Maintain and gradually improve the urban public-private local shops in every neighbourhood or district.
- Provide a structured process to facilitate dialogue and cooperation with all involved public administrations.
Results: Tangible, specific and measurable

Administration and other entities involved in the process:

Public: Barcelona City Council, Barcelona Provincial Council.

Private: Association of traders, traders assembly, construction companies, new traders.

Plataforms citizen: Residents Association at the district council, private citizens.
Results: Tangible, specific and measurable

Funds allocated:
- Private: € 6,000,000 (From the economic contributions of traders and new traders).

Bigger surface area:
- News spaces generated: from 2,200 m² to 4,400 m² with a new underground floor for services.

Number of Visits:
- Llibertat Market: before its reform (2006) received 18,000 visitors per week. After the reform (2009) it reached 35,000 visitors per week.
Results: Tangible, specific and measurable

New Services:

For the consumers and traders:

- New parking.
- New halls/meeting room.
- Air conditioning.
- Excavation of a basement for logistic activities and recycling systems.
- New supermarket.
- Home delivery.
- Expansion of shopping hours.
Results: Tangible, specific and measurable

More Activities Traders + IMMB

- Discounts and loyalty campaigns: Cumulative 5% discount.
- Projects to improve social and environment: Distribution to customers of 5,000 shopping bags to be reused.

More citizen participation

- Musical performances: “Tradicionarius” - Folk in the market,..
- Events at traditional festivals: Carnival, Christmas,..
Implementation: Strategic axes for the Remodelling of the Llibertat Market

1. Proposal and study previous to the reform.
   - Negotiation and approval of the parties (IMMB and traders) of the technical, commercial and economic terms.
   - Pre-commercial feasibility study (IMMB and traders).
   - Eventual participation of the municipal departments and approval of municipal governing bodies of the proposal.
Implementation:
Strategic axes for the Remodelling of the Llibertat Market

2. Reform Planning

- Objectives: Specification of the proposal and final approval.
- Study architectural design and direction of the work and planning for it, and the temporary market.
- Negotiation with individual traders for the final composition of the new market.
- Approval of the project on its technical side, commercial and budget.
- Communication to citizens and other entities involved.
Implementation: Strategic axes for the Remodelling of the Llibertat Market

3. Work Execution

- Public Bid and construction of temporary market.
- Transfer of traders to temporary market.
- Public Bid and execution of works in the new market.
- Coordination with the District of the possible effects of the actions in the surrounding area.
- Communication of progress of the work.
Implementation: Strategic axes for the Remodelling of the Llibertat Market

4. Inauguration

- Transfer the traders to the new facility.
- Communication and inauguration of the renewed market.
- Dismantling the temporary market and redevelopment of the affected area.
- Ongoing promotion of market activities, extension of services, promotions and discounts, educational activities...
Results of markets at city level

Degree of satisfaction

Municipal Omnibus Survey 2011
Are you going to buy to municipal market?

Percentage

Year 2006 2010 2011
Yes No

2006 2010 2011
Renovating markets, transforming cities
SEQUENCE OF THE REMODELLING PROCESS OF THE MUNICIPAL MARKETS

**PUBLIC SECTOR**
- Definition of the overall aim of the action: architectural, commercial, (budget)
- Feasibility study and commercial mix
- Public bid and writing of project
- Integral Remodelling
- Partial Remodelling
- Provisional Market
- Carrying out works and move

**PRIVATE SECTOR**
- Negotiation with the traders of the conditions for the remodelling
- Individual negotiation with the traders (continuity or not)
- Call and/or bid for new operators and commercial offers
- Adaptation of the commercial spaces by the operators

**FINANCING**