

Project Implementation Plan

Version control: JF/6, RS/1, SH/4, v1

Project (title): Market Improvements

Improve the market to make it an attraction for local residents

Lead Councillor: Robert Sexton

Lead Officer: Bertie Rawlings

Scope of the Project:

- Recruit market trader to join the Market Working Group
- Identify reasons for poor attendance of traders and buyers
- Research other markets, liaise with Superintendents and learn lessons
- Improve market appearance
- Improve safety for traders
- Review positioning of stalls
- Consider introduction of specialist markets
- Research possibility of closing off a street on market days
- Review viability of 3 markets per week
- Advertise for additional traders
- Encourage public to attend through Council bulletin and media articles
- Revise market handbook and implement rules
- Purchase additional equipment, as required, e.g. gazebos, barriers and cone toppers

Project stakeholders:

- Market traders
- Chamber of Commerce
- Local retailers
- Council staff
- Public

Timescales:

- | | | |
|----------------------------------|---|------------------------------------|
| • Recruit market trader | - | Completed |
| • Poor attendance of traders etc | - | Completed |
| • Research other markets | - | Completed |
| • Improve market appearance | - | by 31 st December, 2024 |
| • Improve safety | - | by 31 st December, 2024 |
| • Review stall positions | - | by 31 st December, 2024 |
| • Specialist markets | - | by 30 th April, 2025 |
| • Closing off streets | - | by 30 th April, 2025 |
| • Review viability of 3 markets | - | Completed |

- Advertise for additional traders - Completed
- Encourage public attendance - by 30th April, 2025
- Revise market handbook - Completed
- Purchase additional equipment - by 31st October, 2024

Measures of success:

- Increase in number of traders by 25%
- Increased footfall
- Letters of appreciation
- Specialist markets established
- Use of equipment purchased
- Handbook rules being adhered to

Budget:

Code 4800 includes budget £2,000 24/25 General Market Expenses

Purchase of equipment	£3,000
Advertising	£ 300