

# SSDC Market Service Plan 2010/11

Main Actions	Target & Completion date 2010/11	Milestone	Resources			Output	Outcome	Performance Measures	Risk
			Lead Officer	Days	£s				
Manage and supervise the operation of the markets effectively in accordance with Council rules and procedures.	Sept 2010	Survey of market traders.	Joy Streetin	5	Existing staff resource	Completed survey	A better understanding of traders expectations and requirements for the market	Relevant reports to Area South and Area West respectively on results of survey.	Low
	April 2011	To issue relevant licences, in conjunction with the Legal Unit to market traders.	Joy Streetin	10	Existing staff resource	Appropriate licences obtained	Well run market	Annual update report to Area South and Area West.	Low
	April 2011	Act as key holder to the Ladies toilet at the bus station in Yeovil.	Joy Streetin	5	Existing staff resource	Accessible facilities available within market trading hours.	Appropriate amenities provided to support the market.	Annual survey of traders.	Low
	April 2011	To prepare estimates, maintain databases and to prepare reports as requested by the Area Development Manager South and West.	Joy Streetin	5	Existing staff resource	Appropriate databases and reports prepared.	Efficient and transparent service.	Annual update report to Area South and Area West.	Low
	April 2011	Receive and resolve complaints from traders, members of the general public and other stakeholders in accordance with the Council's complaints procedure.	Joy Streetin	4	Existing staff resource	Documentation and resolution of complaints in accordance with the Council's complaints procedure.	Good communication and satisfied customers.	Annual update report to Area South and Area West.	Med
	April 2011	To be 'on-call' as necessary to deal with emergency matters in the market.	Joy Streetin	5	Existing staff resource	The provision of emergency cover.	Ensure that traders receive good quality service.	Annual update report to Area South and Area West.	Low
	April 2011	Annual review of emergency procedures and contingency plans.	Joy Streetin	2	Existing staff resource	An updated emergency procedure and plans.	Safe and successful markets.	Annual update report to Area South and Area West.	Med
Ensure compliance with Health and Safety Legislation.	April 2011	Conduct appropriate risk assessments in relation to working practice within the markets.	Joy Streetin	10	Existing staff resource	Completed risk assessments.	Safe and successful markets.	Annual update report to Area South and Area West.	High

Main Actions	Target & Completion date 20010/11	Milestone	Resources			Output	Outcome	Performance Measures	Risk
			Lead Officer	Days	£s				
Periodic reviews of markets across the district.	April 2011	Carry out a review of the delivery of markets in Area West.	Andrew Gillespie/Joy Streetin	10	Existing staff resource	A completed review.	More successful and profitable markets in Area West.	Annual update report to Area West.	Low
	April 2011	Annual review of Market Service Plan.	Kim Close/Andrew Gillespie/Joy Streetin	3	Existing staff resource	Annual update of service plan.	Well and successful markets.	Annual update report to Area South and Area West.	Low
Establish and maintain effective and professional relationships.	April 2011	Annual report to Area Committees.	Joy Streetin	4	Existing staff resource	Annual update report on markets presented to Area Committees.	Better understanding of the issues relating to markets amongst elected members.	Annual update report to Area South and Area West.	Low
	April 2011	Annual meeting with local emergency services.	Joy Streetin	0.5	Existing staff resource	Annual meeting.	Good relationships with emergency services.	Annual update report to Area South and Area West.	Low
	April 2011	Annual meeting with the Council's Health and Safety Officer.	Joy Streetin	0.5	Existing staff resource	Annual meeting.	Good relationships with the Health and Safety Officer.	Annual update report to Area South and Area West.	Low
	April 2011	Annual meeting with Yeovil and Chard Town Councils.	Joy Streetin	0.5	Existing staff resource	Annual meeting.	Good relationships with the Town Councils.	Annual update report to Area South and Area West.	Low
To be responsible for all aspects relating to the finance of the markets.	April 2011	To maintain an accounting system for market trade takings which is consistent with the Council's financial policies.	Joy Streetin	40	Existing staff resource	Audited accounts	Transparent record of financial transactions relating to the market.	Reports to Audit Committee	Med
To maximise the income of the markets in line with Council policy	April 2011	Specific advertising to be placed in the local media quarterly.	Joy Streetin	5	Existing staff resource	Adverts in the local media.	Attracting new traders and customers.	Annual update report to Area South and Area West.	Low
	April 2011	Promote the market as part of the town centre and integrate with the Yeovil Vision.	Kim Close/Joy Streetin	3	Existing staff resource	Comment in the annual report.	Ensuring a consistent strategic approach to markets and the Yeovil Vision.	Annual update report to Area South and Area West.	Low
	April 2011	Promote the market as part of the town centre and integrate with the Chard Vision.	Andrew Gillespie/Joy Streetin	3	Existing staff resource	Comment in the annual report.	Ensuring a consistent strategic approach to markets and the Chard Vision.	Annual update report to Area South and Area West.	Low

