

Markets

Action Plan

Finding	Recommendation	Risk Score	Management Response	Responsible Officer	Implementation Date
Objective: District Markets are run efficiently, safely, legally and in line with the Council's stated objectives.					
1. Risk: The markets are failing to meet their stated objectives.					
1.1a No service plan is in place for the Markets service	I recommend that the Strategic Director, Place and Performance ensures that strategic and operational objectives for markets are set and that contribution of markets is referred to and articulated in a service plan and the relevant area development plan. SMART targets should be set in accordance with this in order to measure performance and service delivery.	5 – High	Generally agreed. The 'service' comprises one officer, so a fully fledged service plan may be unnecessary and could be a distinct part of the overall Communities Service Plan with clear objectives and specific improvement plan.	Assistant Director – Communities Area Development Manager – South	Complete
1.1b Budget income targets are not set realistically	I recommend that as part of the above process, the Strategic Director, Place and Performance, ensures that the budget income targets for future years are set realistically to accurately reflect anticipated income.	4 – High/Med	Unavoidable commitment bid submitted June 09 Inescapable commitment approved. Income target now reduced to a realistic level.	Assistant Director – Communities	Complete

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1.1c Lack of focus on strategic direction across the district	I also recommend that the Strategic Director, Place and Performance considers whether the Market Service would be best served under the sole responsibility of one or other of the Heads of Area Development in order to ensure strategic direction across the district is focussed.	4 – High/Med	Agreed. Can be considered as a follow on from the restructure. Will be managed in Area South, but with input from Area West.	Assistant Director - Communities	Complete and ongoing
2. Risk: Markets cease to remain viable.					
2.1a The web site does not give enough detail on the markets offered	I recommend that the Assistant Director - Communities ensures that the website is updated to maximise potential trader and customer knowledge in one hit.	2 - Low/Med	Agreed New market page live on the website.	Joy Streetin	Complete
2.2a Time allocation of the Market Supervisor	I recommend that the Assistant Director - Communities recharges the Market Supervisor's time spent supporting one off markets, which are covered under the Town Centre budget.	2 - Low/Med	Agreed No one-off markets supported recently. Ad Hoc journal transfers will be actioned as and when these markets take place.	Sara Kelly Joy Streetin	Complete
2.3a Incentives through engagement is not undertaken	I recommend that the Assistant Director - Communities introduce a forum for meeting with Market Traders or their representatives on a regular basis; this should include a	3 - Medium	Generally agreed. Need to be flexible about method of engagement. Traders show little inclination to come to meetings.	Joy Streetin	Complete

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	representative for Area West Traders.		<p>Dates will be set from Summer 2010.</p> <p>Survey designed to take place July/August 2010.</p> <p>Outcomes of survey will be reported to Area South Committee.</p>		
2.4a There is a lack of promotion through signage on market days	I recommend that the Assistant Director - Communities considers using signage on main transport links into the town centre and in particular at TIC's to promote market days.	3 - Medium	<p>Highway signage subject to planning and highway regulations - but agreed about TICS.</p> <p>Promotional markets leaflets distributed to all TIC's and other outlets.</p>	Joy Streetin	Complete.
2.5a There is no public engagement during the operation of markets	I recommend that the Assistant Director - Communities produces a survey which can be adapted to coincide with the strategy and objectives of service and this be utilised to glean information from the public.	3 - Medium	<p>Agreed. Should form part of shopper surveys in South and West undertaken as part of regeneration.</p> <p>Will form part of shopper surveys when undertaken by regeneration teams.</p>	Joy Streetin Ian Budd Regeneration Officers	Complete. Report to Area South in March 2011 by TCM. West Regeneration Officer undertaking separately.

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3. Risk: The reputation of the Council is damaged as a result of illegal or inappropriate trading.					
3.1a No central files for each market	I recommend that the Assistant Director - Communities sets up central files for each market containing objectives, Charters where they exist and other site specific information such as plans.	3 - Medium	Agreed. Now completed.	Assistant Director – Communities Sara Kelly	Complete
3.2a Market guidelines are not reviewed (content)	I recommend that the Assistant Director - Communities reviews the Market guidelines to ensure they are current, giving consideration to the suggestions outlined in this report.	2 - Low/Med	Agreed Updated, awaiting approval by legal.	Joy Streetin Sara Kelly	Complete
3.2b Market guidelines are not reviewed (timely)	I also recommend that the Assistant Director - Communities ensures that Market guidelines are reviewed periodically and are dated to evidence this.	2 - Low/Med	Agreed Updated, awaiting approval by legal, will be reviewed Summer 2011.	Joy Streetin Sara Kelly	Draft Complete

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3.3a Trader registration process	I recommend that the Assistant Director - Communities ensures that evidence of all trader registration forms are retained and filed appropriately; any traders who do not have registration forms on form should be required to complete one.	4 - Med/High	Agreed. Now completed.	Joy Streetin Sara Kelly	Complete
3.3b Trader Insurance checks	I recommend that the Assistant Director - Communities ensures that a robust process is introduced to ensure all traders have appropriate and up to date public liability insurance.	4 - Med/High	Agreed Now completed. In future insurance documents will be checked annually upon expiry to ensure they have been renewed.	Joy Streetin Sara Kelly	Complete
3.4a No documented contingency plan in place (staff & traders)	I recommend that the Assistant Director - Communities ensures that a documented contingency plan is produced. This should include staff cover arrangements, any changes to site and location of markets, arrangements for cancellations due to unforeseen circumstances.	3 - Medium	Agreed Now completed. We now have emergency contact details for all staff and written procedures for opening and closing all markets. We also have written guidance on office procedures that need to be followed for all markets. Procedures are held on markets file and also stored in J Drive.	Joy Streetin Sara Kelly	Complete

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3.4b No contingency plan in place	I recommend that the Assistant Director - Communities considers potential mediums for notifying members of the public in the event of a market cancellation.	3 - Medium	Agreed Markets supervisor will contact local radio stations to broadcast closures.	Joy Streetin	Immediate
4. Risk: Income is not received, is lost or misappropriated.					
4.1a There are delays in the banking of income.	I recommend that the Assistant Director - Communities ensures that where possible income is banked without delay on the same day.	3 - Medium	Agreed. This is normal practice. It is not always safe to count money on the street in the car before banking	Joy Streetin	Immediate
4.1b Income is taken home by the Market Supervisor	I recommend that the Assistant Director - Communities consults with the Insurance Officer to ascertain whether the current arrangement of taking cash home overnight is in the best interests of the Market Supervisor.	2 - Low/Med	Related to above especially Chard market on a Saturday A night safe will now be used.	Joy Streetin	Complete

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5. Risk: A member of staff, public or market trader is injured at a market.					
5.1a Risk assessments have not been completed (site)	I recommend that the Health and Safety Advisor updates the health and safety risk assessments for all SSDC markets periodically. This should include a site assessment for each market location.	4 - Med/High	Risk assessments have been completed for markets, but site risk assessments held up. This is underway. Now complete for all sites. Held on file and on J Drive.	Health and Safety Officer	Complete