

APPENDIX A – Markets Review - Action Plan

CREATING SUCCESSFUL MARKETS

Maximising the potential of markets and special events on the markets to support the vitality and viability of town centres.

Themes	Actions	Associated activities	Progress (for future reporting)
Grow the customer base for markets by raising awareness and attracting new customers and traders to West Suffolk markets	1. Officers to create a communications plan identifying what, when and who.	a) Work with Councillors and partners to continue to communicate information about West Suffolk markets. b) Ensure a wide range of social media platforms and communications tools are included.	
	2. Officers to deliver a development plan for each of West Suffolk’s markets which should be kept under review and monitored regularly. This will include measures to support new traders to	a) Benchmarking and researching best practice	

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	start up as well as existing traders to grow.		
<p>Provide opportunities for shoppers and members of the public to engage in community and wellbeing activities through markets; and</p> <p>Increase footfall in town centres more widely by improving their vitality through markets and events</p>	3. Officers to have discussions with town and parish councils and other organisations to explore putting on more special markets across the year and across the market towns (subject to demand and funding).	a) Setting up a monitoring and reviewing process to assess the success of event markets.	
<p>Support effective running, growth and ongoing financial viability of West Suffolk markets</p>	4. Carry out an officer-led review of the market licence regulations (MLR), with input from traders, to increase clarity, ensure consistency and improve	<p>a) Review the “permanent” and “casual” traders classification.</p> <p>b) Consideration should be given to different trading patterns whilst seeking to maintain the fullest possible</p>	

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	the offer across all West Suffolk markets.	<p>market to promote footfall for the collective benefit of all traders.</p> <p>c) Consider creating a plain English guide to the MLR.</p> <p>d) Apply a consistent approach to parking arrangements across markets.</p>	
	5. Market traders should be invited to regular meetings with the council's markets team to address issues of mutual interest and concern. These meetings could be held virtually if this suited the traders.	Liaise with market traders to understand how this could best work for them.	
Support effective running, growth and ongoing financial viability of West Suffolk markets	6. Carry out an officer-led review of the charging structure for markets, including the potential use of incentives and a review of the costs of supplies.		

Themes	Actions	Associated activities	Progress (for future reporting)
Support effective running, growth and ongoing financial viability of West Suffolk markets	7. Officers to investigate the opportunity for each market to aim to become financially self-sufficient within three years.	a) Understand current costs and allocation b) Consider alternative funding opportunities to support each market	
	8. Officers to review the provision of waste and cleansing services at each of our markets.	a) Understand which traders generate the most waste	

Themes	Actions	Associated activities	Progress (for future reporting)
	9. Explore options for alternative management and operation of the markets such as the town councils		
Reduce the environmental impact of West Suffolk markets and promote more sustainable shopping habits	10. Carry out an Officer assessment of reducing the environmental impact of the markets.	a) Understand the impact on the Council's operational resources of supporting changes to ensure they are sustainable and include options for how changes may be funded.	
	11. Co-ordinate a campaign to encourage traders and shoppers on all markets to reduce the use of single-use or non-sustainable packaging and receptacles, as well as promote increased recycling rates.		

