

Appendix 2

Implementation plan

Task	Lead Officer	Deadline	Key actions	Review
Complete budget setting process	JMH/HS	April 2010	Identify cost reductions Renegotiate costings Reduce current specifications on contracted areas	Completed
Put in place strategy to reduce market arrears on a sustainable basis.	JMH/MS/SC	April 2010	Regular monthly analysis of arrears Quarterly chasing letter sent out Liaison with LIBERATA on recovery	Completed
Complete Enforcement training programme	AB/MS	April 2010	Identify training needs Liaise with Resource centre to organise training	Completed
Extend Geraud contract to meet procurement timetable deadline	AG/JMH	May 2010	Complete Geraud UK contract extension Gateway 3 report	Completed
Put in place Publicity and Marketing Plan	JMH/LH	Ongoing	Identify budgets Identify media Prepare leaflets and other materials	October 10
Seek capital investment to upgrade the market infrastructure and the public realm in and around market areas	DW/JMH	Ongoing	Identify possible funding streams Look at existing capital programme to assist with improvements	December 2010
Complete draft design for East Street improvements and carry out consultation	JMH/QK	August/Sept 2010	Agree which options should be taken forward with available budgets	November 2011
Carry out improvement works	QK	Jan 2011	Contractors on site	February 2011
Review stall allocation policies, e.g. five stall and commodities rules	JMH/MS	August 2010	Identify trading gaps Analysis current Casual traders and potential traders	September 2010
Adopt Market and Street Trading Strategy	JMH/DW	Sept 2010	Get Strategy approved to begin process of retendering	December 2010
Take forward agreed delivery option	JMH/SC/JW	Oct 2010	As outlined in Gateway 1 report	March 2011
Bring a more commercial approach focused on retail, marketing and	JMH/LH/MS	Ongoing	Identify and involve Business start up organisations Look for grant funding	December 2010

Task	Lead Officer	Deadline	Key actions	Review
promote the social value of markets			Look for new market opportunities	
De designate obsolete sites	SC/MS	Oct 2010	Identify sites Consult as necessary Complete de designation report	December 2010
Consultation on changing markets legislative framework to Food Act 1984	JMH/KH	December 2010	Confirm Counsel opinion Consult with Traders and other bodies Publish Press notice Close and reopen chosen markets under new legislation	December 2010