

	A	B	C	D	E	F	G	H	I	J
1	Portsmouth Markets Action Plan 2023 - 20229									
2	STRATEGIC THEMES	Objective	Key Actions	Expected Strategic outcomes	Short Term Months 0-18	Medium Term Months 18-42	Long Term Months 42- 60	Delivered by/partners	Key Performance Measure	Outcomes Achieved
3	THEME 1									
4	MANAGEMENT	To enhance the existing markets' offer to become a dynamic, diverse and vibrant experience that adds value to the economic, social environmental and cultural fabric of Portsmouth	Review the current staffing structure and responsibilities	PCC remains in control of current markets. Dedicated recourse to manage the assets. Ensure service standards are met and VfM is achieved	ongoing	ongoing	ongoing	PMT	structure in place to successfullyrun markets, co ordinate across high streets and effectively place manage locations	
5			lead market role recruited	Professional markets management is focussed and resourced to deliver change	0-6			PMM		
6			Review Financial mangement systems	Clear financial reporting on which to make assessments and decisions	0-6			MC		
7			Rebuild the Market Traders' Association	MTA will provide a clear communication channel to facilitate the process of change required	4-12			MC, PMM		
8			consider introducing 'Friends of the Market' Group	Transparent communication channel with stakeholders who value the market and can act as a critical friend and can support activities and change.		18 -24		MC, PMM		
9			Review current policies, licences, fees and charges	Deliver a clear set of policies to direct the future development and safeguarding of the market and its customers. Ensure that the traders' licence is relevant and fit for purpose	3-9	review annually	review annually	MC, PMM		
10			Set weekly and monthly KPIs	Accurate measures of market performance will help to direct management decisions and actions. Ensuring that the Markets react to current trading conditions	6-12	review	review	MC, P&MM		
11			Join a professional Markets' Association	To provide on-going professional training, support and networking oportinites	0-6			PMM		
12										
13			Review management structure, support and delivery	Ensure that mangement is fit for purpose, delivering against targets and effective	12, 18	24,36,42	48,52,60	PMM		
14	THEME 2									

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15	MAINTENANCE	To ensure a clean, safe and attractive trading environment for traders and customers								
16		Stalls	Determine the ownership of the market stalls	responsibilities for future liability, maintenance and capital costs will be clear	0-6			MC, PMM	licences updated and reissued	
17			Stalls to be inspected and washed regularly	clean, safe market stalls	0-6			MC, MA		
18			Stalls to be installed / taken down according to H&S guidance	safety of traders and customers	0-6			MC, MA, Traders		
19			Transport and storage of stalls to be managed	Ensure that stalls are properly handled and stored to reduce damage and maintenance costs	0-6			MC		
20		Street scene	issues with street and tree maintenance to be reported to the relevant departments for action.	Ensure safe clean and attractive market environment. Reduce hazard risks to both markets' traders, equipment and customers.	ongoing	ongoing	ongoing	MC, MA		
21	THEME 3									
22	MARKETING	To raise the profile of, drive the profitability of PCC run Markets, by increasing customer numbers, dwell-time, spend per visit and repeat visits								
23			Devise and agree a comprehensive Marketing, Communications and Promotions Strategy for Portsmouth Markets that fits with other marketing activity in the city.To include re branding, social and digital media	Provide a clear and costed marketing plan, delivering consistent positive messages to customers old and new about the activities, products and opportunities available at Portsmouth Markets	0-12	review	review	PMM, MC and traders		
24			Devise a programme of marketing and promotional activity to launch the new market: relocation, vision, new products and activity	Ensure maximum awareness of the 'new' market in the city centre. Positive messages about the future of the market and the rationale for its renewal.	0-6			PMM, MC		

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25	MARKETING		Link themed Markets' events and activities to key events in the city and the calendar that are relevant to the population of Portsmouth and beyond, e.g Christmas, Chinese New Year, Diwali, Easter, Teenage Markets, Star- up Markets, Food Festivals, Love Your Local Market, Vintage Markets, etc.	Drive increased footfall and awareness of the markets and the Commercial Road and Cosham areas of the city.	12-18	18-42	ongoing	MC, MA supported by PMM		
26			Build and launch a new website dedicated to the markets' and city activities	One-stop site for consumers and business partners, raise awareness and increase trade.	0-12	review	review	MC, PMM		
27			Aim to achieve a national award for excellence	Provide focus and ambition for the market traders and mangement			48 - 60	PMT		
28			Consider introducing additional, specialist markets to new sites in Portsmouth, if the current markets are viable and growing and resources permit..	Increased choice for consumers, more opportunities for traders' attraction to other areas of the city			48 - 60	MC, PMM		
29			Install signage to the markets on site and on the approaches to the markets	Increased awareness, increased footfall, easier access.		Dec-24		MC, BS		
30	THEME 4									
31	SOCIAL, COMMUNITY & HEALTH	Use the market as an educational tool to raise awareness of social diversity and health								
32			Acquire population lifestyle(CACI, ACORN) analysis of Portsmouth	Information to tailor the markets to the needs of the customer.	3-9			MC		
33			Use the market and events to promote healthy living, local produce, fresh produce, local customers, lower air miles. 5- a-day, etc	Fulfil Local Authority requirement to inform the local population about health, reduce obesity, etc		18-24	ongoing	MC and Public health		
34	SOCIAL, COMMUNITY & HEALTH		Promote market events that celebrate the diversity of the population	Attract new customers to the market and encourage return visits. Encourage social cohesion		18-24	ongoing	MC, MA		

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2										
47	CULTURE & TOURISM	Use the Market as a hub for cultural activities to encourage tourism to the heart of the city and other areas of the city.								
48			Use the market to celebrate Portsmouth past, present and future with themed activities and events	Raise awareness of Portsmouth's maritime history. Attract tourists to the city centre. Increase footfall, dwell-time, new customers and repeat visits.		18-24	ongoing	MC, PMM		
49			Link themed markets to activities happening elsewhere in the city, e.g. Victorious Day, Freshers' Week, Air Day, etc	Add value to existing activities. Attract tourists and new customers to the city centre, increase footfall, dwell-time, spend, etc		12-ongoing	ongoing	MC		
50			Celebrate population diversity - organise Food Festival and themed markets	Attract new customers and showcase cultural diversity		Sept/Oct annually	Sept/Oct annually	MC		
51			investigate potential sites for new markets working with internal PCC teams to maximise asstes, improve connectivity between markets and increse vibrancy in currently underutilised spaces in the city	additional relevant markets and events that connect with city wide activity more, encourage footfall and dwell time and fit wit the 'Great Waterfront City' brand	6	annually/		MC	better internal connections with team that can enable markets and events to happen across the city	
52	THEME 8									
53	ENVIRONMENT	Provide a healthy, safe, environment for customers and traders and increase opportunities to reduce waste, increase recycling and promote localism								
54			Actively work with traders to initiate 'greener markets' where waste is minimal and recycling is encouraged	Create a modern, clean environment for both traders and customers.	12-18	ongoing	ongoing	MC		

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55	ENVIRONMENT		Introduce a waste mangement strategy to create high % of recycling	The markets deliver sustainability providing a local outlet for goods	18-24	ongoing	ongoing	PMT		
56			Explore the potential for more local produce as part of the product mix	Encourage reduced foodmiles and local spend.	12-ongoing	ongoing	ongoing	PMT		
57			Introduce cotton or paper carrier bags carrying the market/s logo	Reduce plastic waste in compliance with national policy. Promote Portsmouth markets as 'green markets'.				MC		
58			Promote business-to-business transaccationswith a special B-to-B market event.	Encourage local spend and reduced food miles.	18-ongoing	ongoing	ongoing	PMM		