

Winchester City Street Market: Confidential Soft Market Testing Questionnaire

Please answer as many questions as you can. There is no maximum word count.
Please do not use brochures or marketing material as an answer to any question.

Organisation and contact details	
Name of organisation	
Name and position of individual completing this questionnaire	
Contact details including email and telephone number	
Please describe your organisation, its location, activities and track record in the market sector	
Fee and evaluation model The council wants to increase commerciality and income generation and ensure the street market is a good experience for residents, visitors and traders. Whilst we appreciate this is not a tender, it would assist the council to understand the various financial models which may be available between the contractor and the market management company.	
Please outline what financial model options you know of, their benefits and which you would recommend.	

Do you operate any shared income-based models which include a level of financial risk between operator and contractor? If yes, please provide detailed examples.

Please outline how an operator could generate additional income streams for both the operator and the council?

Fee and evaluation model- income from stall holders

In your experience, could traders pay for their pitch fees predominately by non-cash payments, such as credit, debit or contactless payments? If not, what are the barriers?

In your opinion, which is most effective, a single flat fee or a tariff of pitch fees based on location and time of year? Please provide reasons for your choice.

Transition

The Winchester street market is managed by an external contractor. If a new market management company were to be awarded the contract, there would need to be a period of transition to enable any change in operations to be introduced.

If you have taken over a contract, which included introducing new operating, legalisation and compliance policies, please describe your approach and how you overcame any challenges you faced.

If you were appointed to operate the street market, what considerations should be taken into account for a smooth transition to the new contract?

Please provide an indication of the role and the resources required from the council during the transition.

General Information to inform the specification

What do you see as barriers to achieving our vision for the city street market? Please refer to the Information Document.

Of the barriers you identified which could be mitigated and how? Which could not be?

What criteria do you use (other than compliance and legislation) to assess potential traders in order for them to trade in street markets you operate? For example, distance travelled by trader; quality, range and source of products; and compatibility to existing high street offer. Do you accept business start-ups, charities, national groups and chains? Please provide examples of the criteria used.

How do you ensure people want to return regularly to use the street market? How do you provide a variety and changing range of traders?

If you operate any street market which has a specific recognised brand, how do you enforce that with traders?

Please outline how an operator could support a green sustainable ethos, including the adoption of a no single-use plastic policy? Please also comment on the examples given below:

- using recycled or sustainable goods
- selling organic and seasonal foods
- paying the Living Wage for any employees
- using local or fair-trade products or ingredients
- selling goods that support the local economy
- reducing energy consumption and waste
- any other measures that could be taken

What length of contract would be most advantageous to both parties? Please provide feedback.

What are the main procurement issues you have faced with recent bids you have submitted?

If there is anything else you would like to add that you believe would help the council at this stage. Please indicate below.

Potential providers are invited to respond to the questions in this document by **9am Wednesday 19 July 2023**.

Potential providers may be invited to a virtual meeting to discuss their answers. Please confirm in your response if you are willing to meet on a MS Teams meeting with council officers on **Wednesday 26 July 2023**. Times to be mutually agreed.

Responses to the questionnaire and information gathered from subsequent meetings may be used to inform our future operations and approach to the tender exercise.

How to submit your response

Please return responses to the Economy Team at ecodev@winchester.gov.uk by **9am Wednesday 19 July 2023**.

Thank you for your interest and for your time to complete the soft market testing exercise.