

Winchester City Market Transition and Media Plan FRAMEWORK DRAFT - Oct 23 - Sept 24

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Abbreviations				
WCC	Winchester City Council			
SMT	Southern Market Traders			
MO	Market Operator if different to SMT			
Programme stage - Milestone				
Approval	Action	Activity/key messages	Timeline	Responsible
	Cabinet meeting		Oct-23	WCC
Post Approval of - Operating Policy and Tender Exercise	Meeting with existing market operator	To advise of the cabinet decision and further discussions regarding the mobilisation of the operating policy. Update on the process regarding procurement.	Oct-23	WCC/SMT
	Meeting with market traders	Meet the traders with the current market operator. Outline principles of operating policy, the approved trader criteria and selection process, the six month period available to those traders who do not meet the criteria and any support and advice that WCC can provide	Oct-23	WCC/SMT
	Media statement and related corporate social media	The strength of the existing market using it to springboard to achieve the vision for city street market and that we are procuring	Oct-23	WCC
	Inclusion in About Winchester	Extending media story content	Autumn 23 edition	WCC
Tender exercise	Procurement process	As per procurement policy	Nov 23 to Feb 24	WCC
	Appointment of market contractor	As per procurement policy	by end of Feb 24	
	Inception meeting	Agree immediate and medium term priorities	by end of Feb 24	WCC/MO
Transition Period	Weekly Market Operator Meetings	Weekly meetings with market operator/s to underpin the operational transition between operators if operators change	Mar-24	WCC/MO
	Meeting with market traders	Introduce market operator, if applicable. Workshop approach to implement operating policy. Develop operating relationships with traders who will need to make changes in order to meet the requirements of the operating policy over the six month period of transition	Mar-24	WCC/MO
	Media statement and related corporate social media	Announcement of Market Operator. Reconfirm vision. Advise support arrangements from both WCC and MO	early 01/03/2024	
	Pre election period		26 March - 6 May 24	WCC
Implementation period	Proactive recruitment of new traders	To increase average occupancy and to curate a waiting list of traders.	April 24 - ongoing	MO
	Deployment of approved trader assessment process for all new trader applications		April 24 - ongoing	MO
	Monthly Approved Trader drop in sessions	To facilitate the implementation of the operating policy. Support traders and meeting policy requirements. Gain feedback.	April - Sept 24	WCC/MO
	Media statement and related corporate social media	Tactical media in response to any emerging negative comment. Success stories. Announcement of any new approved traders.	Summer & Autumn 24	WCC
	Inclusion in About Winchester		Spring/Summer edition	WCC
	Review of operating policy	Ongoing review of policy to consider any necessary changes in response to risk and issues emerging throughout the period of transition.	Apr - Sept 24	WCC/MO
	Existing market traders undergo approved trader assessment process		Oct - Dec 24	WCC/MO
	Execution of notice periods	Any existing traders that continue not to meet the requirements of the operating policy are served notice to leave the market. Four weeks notice will be given. Existing traders will be eligible to submit future applications and undergo the approved trader assessment process.	Jan-25	WCC
	Media statement and related corporate social media	Tactical media in response to any emerging negative comment resulting from notice. Success stories. Announcement of any new approved traders.	Summer & Autumn 24	WCC