

**STRATEGY
TIMELINE**

<u>Completion Date</u>	<u>Theme</u>	<u>Action</u>	<u>Progress</u>	<u>Review</u>
Apr-16	1 - Market Position	Review trading hours	reviewed	ongoing
Apr-16	1 - Market Position	Monthly Report	Introduced 04/16	ongoing
Apr-16	1 - Market Position	Monthly traders Meetings	Introduced 04/16	ongoing
Apr-16	7 - Economy and regeneration	Introduce KPI's	Introduced 04/16	ongoing
Apr-16	7 - Economy and regeneration	Encourage traders to work together	Introduced 04/16	ongoing
Apr-16	7 - Economy and regeneration	Actively encourage new business	Introduced 04/16	ongoing
Apr-16	10 - Ethical and Environmental	Ensure traders keep areas clean	Introduced 04/16	ongoing
Apr-16	10 - Ethical and Environmental	Introduce maintenance plan	Introduced 04/16	ongoing
May-16	3 - Marketing and Promotion	Encourage regular visits by E.H.O.s	Intoduced 05/16	ongoing
May-16	8 - Innovation, entrepreneurship etc	Promote business opportunities	Introduced 05/16	ongoing
May-16	10 -Ethical and Environmental	Instigate 'green market'	Introduced 05/16	ongoing
May-16	10 - Ethical and Environmental	Safe and clean	Introduced 05/16	ongoing
May-16	10 - Ethical and Environmental	Review risk assessments	reviewed	ongoing annually
Jun-16	5 - Social and community	Opportunities for community engagement	Introduced 06/16	ongoing
Jun-16	10 - Ethical and Environmental	Develop markets open spaces	Introduced 06/16	ongoing
Jun-16	12 - Food and Health	Promote healthy food options	Introduced 06/16	ongoing
Jul-16	9 - Cuture and Tourism	Build on programme of town events		annually
Aug-16	6 - Consultation	Membership of business group in town	Started attending May 16	annually
Sep-16	1 - Market position	Introduce balance of goods policy		annually
Sep-16	1 - Market position/6 - Consultation	Introduce Annual Survey		annually
Sep-16	4 - Improvement and maintenance	Options paper on potential changes		annually
Sep-16	4 - Improvement and maintenance	Introduce colour	(Flags etc already done)	annually
Sep-16	7 - Economy and Regeneration	Identify demand for differenet goods	(link with survey)	annually
Sep-16	8 - Innovation and entrepreneurship	Implement new trader policy		annually
Sep-16	11 - Educational liaison	Develop liaison with Petroc		annually
Sep-16	11 - Educational liaison	Encourage school visits		annually
Sep-16	11 - Educational liaison	links with other educational centres		annually
Sep-16	11 - Educational liaison	School projects		annually
Sep-16	11 - Educational liaison	stall available for school use		annually
Sep-16	12 - Food and health	Healthy offer at least 3 days a week		annually
Oct-16	3 - Marketing and promotion	Develop communications plan		annually
Oct-16	3 - Marketing and promotion	Establish market brand		annually
Oct-16	5 - Social and Community	Use demographics for targeted promotion		annually
Dec-16	1 - Market Position	Introduce monthly coparison shopping basket		annually
Dec-16	2 - Market management	Review of Market management		annually
Dec-16	5 - Social and community and 9 - Culture and Tourism	Develop potential for specialist markets		annually
Dec-16	9 - Culture and Tourism	Use of market on non market days		annually
Jan-17	1 - Market position	Annual review of market rents		annually
Jan-17	2 - Market management	Implement training programme for staff		annually
Jan-17	4 - Improvement potential	Implement cleaning regime		annually
Jan-17	4 - Improvement potential	Annual recommendations re finance and changing conditions		annually
Jan-17	5 - Social and community	Attract and keep younger shoppers		annually
Jan-17	9 - Culture and tourism	Strive to attain national market award		annually
Mar-17	3 - Marketing and promotion	Establish markets website		annually
Mar-17	3 - Marketing and promotion	Dedicated digital support to traders		annually
Apr-17	3 - Marketing and promotion	Introduce market supplement		annually
Apr-17	3 - Marketing and promotion	Produce market promotion pack		annually
Apr-17	3 - Marketing and promotion	Attain 'Real Deal' charter		annually
Apr-17	4 - Improvement potential	Introduce maintenance plan	Monthly inspections started Apr-16	annually
Apr-17	5 - Social and community	Use shopper lifestyle profiles		annually
Apr-17	6 - Consultation	Produce terms of ref for 'friends of market'		annually
Apr-17	8 - Innovation, entrepreneurship	Promote new business ventures		annually
Apr-17	10 - Ethical and Environment	Explore potential for more local produce		annually
Apr-17	12 - Food and health	Annual review of goods suitability		annually
May-17	6 - Consultation	Secret Shopper exercise		annually
May-17	9 - Culture and tourism	Promote varied food offer		annually
May-17	9 - Culture and tourism	Continual development of 'Electric Nights'		annually
May-17	12 - Food and health	Work with groups on healthy food/living		annually
May-17	12 - Food and health	Run 'Healthy Living' market		annually
Jun-17	3 - Marketing and Promotion	Evaluate possibility of loyalty card scheme		annually
Sep-17	8 - Innovation, entrepreneurship	Implement 'trader of the year' award		annually
Sep-17	11 - Educational liaison	Competition for educational institutions etc		annually
Continual	1 - Market position	Learn' share and promote best practice		
	6 - Consultation	Maintain membership of relevant bodies		
	8 - Innovation, entrepreneurship	Encourage traders to develop and expand		