**SCHEDULE 3**

**SPECIFICATION**

1. **Background**

1.1 The Council wishes to award a contract to an experienced professional market operator with a strong vision supported by a proven track record able to maximise the potential of the Gurkha Square site in Fleet as a market venue and to operate a weekly Saturday Market, plus 6 additional Specialist Sunday Markets.

1.2 The Council requires the weekly Saturday Market plus 6 additional Specialist Sunday Markets to play a central role in supporting the long-term viability of the town. The Market is an important component in the regeneration of the town that is valued by the community, businesses and the Council.

1.3 The current Saturday Market on Gurkha Square has been operating for over 10 years. However, the number of stalls has dropped over the years. There is no uniformity or look to the market.

1.4 A plan of Gurkha Square is attached and the Market Site is edged in Green.

**2 The importance of a market to the economic success of the town centre**

2.1 A vibrant local market represents a key indicator of a town’s economic success; provides a major motivating factor for people to come to the town centre; contributes to the area’s diversity and attracts local residents as well as visitors from the growing catchment area.

2.2 The current Fleet Saturday market in Gurkha Square is not fulfilling its role as a vital element of the economic development of the town. To improve this situation, Hart District Council has agreed to grant a lease to the Council in order to take over the management of the weekly Gurkha Square Market and to introduce up to 6 specialist Sunday Markets. The Town Council is now looking for a professional Market Operator to bring innovation and rejuvenate the markets.

**3 Vison**

3.1 The market will be focused on creating an excellent customer experience ensuring it becomes the foundation of an exciting and vibrant town centre.

3.2 The new market operator must bring new and exciting experiences demanded by today’s modern shopper and thereby generate increased footfall. The new market profile needs to be improved through better publicity.

3.3 The vision is of a market that improves the sense of place; reflects the town’s own unique character which comprises a range of independent stores and a demographic that is ideal for this venture; incubates and nurtures the next generation of entrepreneurs; and stimulates prosperity.

4. **Staffing**

4.1 The Operator shall employ sufficient competent employees to ensure the services are performed efficiently and effectively. The Operator shall nominate a responsible person who must be fully aware of:

4.1.1 The tasks to be performed

4.1.2 the relevant policies and procedures relating to the operation of a market and in particular all rules and procedures concerning Health and Safety, Food Hygiene and Street Trading..

4.2 All employees of the Operator engaged in providing the services must carry an identification card in a form approved by the Council

4.3 All employees and stallholders shall treat members of the public with courtesy and shall not behave or act in a way that could damage the reputation of the Council

**5. Operating hours**

The Market Operator shall operate each Saturday except where those days fall on Christmas Day, Boxing Day or New Year’s Day. No stall shall be set up prior to 07:00 and all stalls and related equipment shall be removed from the site prior to 18:00 on each day. The site will be accessible to the Market Operator (not stallholders) from 6am – 6pm.

**6 Market Operator Duties**

6.1 The Operator shall:

* deliver, operate, manage and grow a new and vibrant market for Fleet Town Centre.
* work with The Council, existing traders, business and community groups to develop a strong vision for the Market site;
* bring fresh and innovative ideas that will raise the aspirations of the Market, delivering increased and sustained footfall;
* actively promote the market
* manage the market and stallholders on a day-to-day basis;
* ensure all stalls are readily identifiable by members of the public and each stall displays a notice detailing the stall number and the name of the trader.
* issue the necessary permits to stallholders
* remove and recycle waste
* ensure the site is vacated on time and left in a clean condition
* attend quarterly management meetings with the nominated Council officer;
* work in partnership with the Council’s communications team to ensure that all media releases (either traditional or electronic) are in line with the Council’s aspirations.

6.2 The market operator will have an innovative attitude to delivery, an awareness of current market trends and an extensive list of high quality and varied traders available to ensure the delivery on all market days. The Operator shall ensure the traders at all markets (Saturday and Sunday) offer high quality products that are not readily available on the high street

**7. Obligations of the Operator:**

1. Advertise for and recruit local traders.
2. Promote all markets and broadly advertise the market events
3. Liaise with local business owners to ensure that the market benefits all, increases the footfall to the centre shops, and to allay any concerns.
4. Provide an experienced market manager on site to set up the market, supervise traders during the operational hours and supervise the close down.
5. Provide operatives to place street advertising banners and road closure barriers at the start of the day and to dismantle the same at the end of trade.
6. Ensure that all traders complete the required Application Form and agree to standard terms and conditions, thus ensuring quality and uniformity of standards.
7. Comply with all applicable legislation on Health and Hygiene, Food Safety and Trading Standard
8. Provide uniform stalls with coordinated coverings/awnings
9. Ensure no stall sells goods or services which in the opinion of the Council are illegal or of an objectionable or dangerous nature. Under no circumstance shall livestock, cosmetic piercing, tattooing, semi-permanent skin colouring, electrolysis, acupuncture or similar service be permitted to trade on the market.
10. Ensure all traders offering open food have handwashing facilities including hot water, soap and hand drying facilities for their own use.
11. Complete a regular, comprehensive Risk Assessment.
12. Ensure all complaints are logged and promptly dealt with.
13. Provide a weekly report to the Council’s Officer of the number and mix of traders present, any complaints and the appropriate action taken.

**8. Miscellaneous Items**

The Operator must ensure that:

1. All equipment must be in good repair and operated in a safe manner
2. Generators may on occasion be used but require permission of the Council’s Officer or their representative and must be low noise and produce clean odourless emissions.
3. Traders set up pitches as quietly as possible so as not to disturb nearby residential properties. There shall be no playing of radios/amplified music and no sounding of vehicle horns. Traders shall refrain from the slamming of car doors and dropping of tailgates, and from causing other unnecessary noise during the set up.
4. Audible vehicle reversing alarms shall be switched off during the set up. Hazard warning lights or a banksman should be used on vehicles when entering pedestrian areas.
5. Alcohol sales are not permitted at the market without written permission of the Council.
6. Traders drive within the market area at a safe speed not greater than 5mph and vehicles are not permitted within the market area during trading times without the express permission of the Council’s Officer.
7. Smoking is not permitted at any time within the footprint of the market pitch/stall.
8. Traders do not bring to the market counterfeit goods, reproduction firearms or weapons, any weapons that propel an object, fireworks, drugs/drug paraphernalia or offensive publications or material.
9. **Performance Management**

9.1 The contract includes key performance management targets. The Operator will be required to submit to the Council regular performance statistics as well as granting regular unhindered access for the Council’s Officer to conduct their own surveys. The performance measures will cover the following areas:

* Levels of footfall
* Opening days/hours
* Stall holder occupancy rates.
* Details of mix of stalls at each market
	1. The Operator’s performance shall be regularly monitored against the following criteria

• The holding of markets on every Saturday, (except for public holidays)

* The market occupancy is at least 75% of full capacity of stalls on any given Market day.

• That market set up has not commenced prior to 06:00am and all stalls and related equipment has been removed from the site prior to 18:00pm on each Saturday or Sunday.

• That all stalls are of good quality in good condition uniformly presented.

• Nuisance or noise complaints received from the owners and occupiers of premises adjoining or in the environs of the Market Site.

• Posters, advertising boards and traffic controls have been removed at the end of each Market day.

• No stalls erected in the access areas.

• The Market site has been left clean and tidy at the end of each Market day.

• The Operator has removal all rubbish from the Market Site

* Minimum trading hours per market day.

9.3 Repeated failure to adhere to the agreed targets will attract a written warning identifying the breach and the required action. If corrective action is not taken in a timely manner the Council, as a first step, require the replacement of the Operator’s representative. Persistent failure to correct the notified breach may result in termination of the Contract.