

Overview and Scrutiny Committee – 19 January 2016

Performance Review of Contracts

Name of Contract:	Management of Staines market		
Supplier/Contractor:	Bray Associates Ltd t/a worldwide events		
Value:	£ 89,960		
Length:	3 + 2 years	Expiry:	November 2016 with option to extend for a further 2 years
Contract Manager:	Jackie Taylor		
Scope of Contract: Contract to operate Staines upon Thames market on behalf of the Council for 3 days per week (Wednesday, Friday & Saturday) . The contractor to manage the day to day operation on the Councils behalf including stall erection and dismantling, cash collection and all other aspects of market management.			
Contract performance measures: There are no KPI's set within this contract. The specification requires the contractor to maintain market income at the highest level possible which is monitored by the Head of Service and seek to encourage new traders to maintain a healthy & vibrant market environment. The contract also sets out clear standards for the monitoring of the sale of illegal goods.			
How often is contract performance reviewed?	Six monthly contract meetings are held with the contractor and the Neighbourhood Manager.		
When did last review take place?	The neighbourhood manager met with market contractors in July 2015 and the Head of Service has met with senior management to look at potential opportunities for 2016. Internal Audit has also recently undertaken a full review of market operations.		
How was the review undertaken? Contract meeting with senior management from Bray Associates Ltd looking at all aspects of current & potential income generation ideas, plus the internal audit review.			

Was Customer satisfaction monitored?	Bray Associates Ltd provide an annual customer service questionnaire but very few shoppers choose to be part of it.
If yes, by what means? Contractor's staff identify and make themselves available on a given day. In addition to this the contractors have also taken up a vacant SBC porta cabin at the rear of Staines high street which can be visited by both traders and shoppers.	
What was the outcome of the review? It is clear that whilst the contractors are doing their utmost to retain traders markets are in decline as they are coming up against stiff competition from shops such as Poundland and the Pound shop who sell market type goods. Tesco's also closed its doors on the 2 rivers this year and this created a decline in footfall on to the high street and subsequently the market, which impacted on traders. A number of large markets such as Blackbush and Wembley have also closed down in the last year which shows how the trade is falling into decline. Despite this market income remains very high albeit that it is reducing and the contractors are always looking at new ways to replace lost traders and new ideas to create new opportunities and experiences for both traders and shoppers.	