

4. Markets									
Outputs	Measurement	Target	2024-2025 Baseline	Q1 2025-26 Apr-Jun	Q2 2025-26 Jul-Sep	Q3 2025-26 Oct-Dec	Q4 2025-26 Jan-Mar	2025-2026	Notes
MAR 1 Outcome - Operation of the Shambles Market and facilitate meaningful engagement with all traders. Develop a new Markets Strategy for York which includes considering how best to use the powers in the Market Charter to support inclusive growth across the city. Ensure that Rules and Regulations are maintained and up to date ensuring compliance with all legislation and statutory requirements and implemented in a fair, transparent, and consistent basis. MIY to seek approval to the Council if required for changes.									
· Develop a Markets Strategy to support the retention and attraction of high-quality market traders to the current site along with exploring the use of other key sites within the city to support growth.	· Market Strategy completed Sept 2025.	1	1	n/a	Completed				Board Sept 25
· Collaborate closely with all partners including market traders to maintain markets viability.	· 20 new SMEs supported to start up/expand business.	60	35	17					on target to acheive
· Provide vibrant and financially viable markets that contribute to the footfall and economic activity of the city.	· 2 new speciality markets and temporary markets enabled in 2024/25.	4	4	0					
· Markets to be delivered cost neutral at minimum.	· Trader, customer, and non-customer surveys completed by Jan 2025.	1	0	0	completed				completed as part of strategy
	· 1 street food night market delivered to encourage families and students to attend to help kick start the family friendly evening economy	2	0	1					Wizard Night Market and Yorkshire Day Market Delivered
MAR 2 Outcome - Work with traders and other stakeholders to develop the market business plan to maximise its financial performance and continue to develop the offer.									
Undertake consultation and engagement to ensure buy in from all partners on the direction of travel for Shambles linking into the Market Strategy.	· Facilitate six weekly trader liaison meetings open to all traders. Facilitate meet the team 4 times a year.	1	6	2					consultation completed
	· Produce a business plan for consultation to achieve sustainability.	1	0	0					Will follow approval of the strategy.
MAR 3 Outcome - Operate York's market charter on behalf of the Council.									
· Create opportunities for speciality markets and local produce community-based markets to operate within the city.	· Facilitate community-based markets inc Acomb and Riverside	20	8	3					

	· 2 specialty markets held. Any other than the above that is processed.	9	9	0					
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Additional comments below: (N.B. use "Alt + enter" to start a new paragraph in a cell)

Mar 1 (4) Will be completed end of August
Mar 1 (7) trader, customer, and non-customer surveys completed by Jan 2025. - these were completed as part of the independent Market Strategy, findings available, end of August.
Mar 1 (8) Street food / night market was wizard/magic themed night market - 27 traders attended
Mar 2 (10) Last trader rep meeting held 11/06/25 - 1 retail trader representative and 1 food representative and no YMTF representative
Mar 2 (11) develop business plan/action plan once the market strategy is complete.
Mar 3 (13) Acomb Artisan markets started in Q1, one per month.