

1. Background to discussion of Markets Regulations	
1.1	On 7 June 2022, IPSC agreed to add to the work programme a review of the Markets Rules and Regulations (Regs) which the Council uses to guide operations of the Town Centre indoor and outdoor markets. These have been in place with few updates since 1971, when the markets opened. Since then, the role of markets in the community has changed drastically, meriting a review of the Regs.
1.2	At the same meeting on 7 June 2022, IPSC endorsed several related recommendations which centred around thoughtful redesign and sustainment through stronger engagement with traders, young people, and national markets organisations. To help achieve these objectives, a meeting around the Markets Regs was held in a hybrid context in Rotherham Town Hall and on Microsoft Teams on 19 June 2022. Cllrs Wyatt, Atkin, Bennett-Sylvester, T. Collingham and Jones contributed suggestions directly to the service.
1.3	The consensus of Members was a desire to make the Regs clear, accessible, visually engaging, and digitally publishable, for example, as part of a future suite of online resource documents for market traders. It was agreed that, currently the repetitive structure, outdated design, and wordy voice of the Regs present hurdles to prospective traders and current traders seeking information. Therefore it was hoped that a redraft of the regs should be undertaken to make it easier for new traders to access the information they need whilst protecting the Council and traders against risk.
1.4	Potential barriers are described in section 2 with Members' examples of possible mitigations at section 4.
2. Potential areas for improving the Markets Regulations	
2.1	Structure: The current structure is repetitive and does not seem to follow any organisational principle.
2.2	Voice: <ul style="list-style-type: none"> The voice of the document is wordy and vague, and use of jargon potentially alienates newcomers to the markets scene. Stipulations throughout the regs suggest rules are flexible and are derived from the Markets Manager rather than from clear, consistent expectations set out in the Regs. Parts of the document do not employ inclusive language around gender.
2.3	Design: The Regs exhibit outdated branding and could be more visually engaging. Supporting documents could better illustrate the offer to traders and what new traders can expect. The redesign should consider what aspects of trading are better <i>shown</i> than told about in the Regs.

3. Possible timescales for associated actions	
3.1	19 July 2022: Members discuss Regs with service leads and identify potential interventions.
3.2	August – November 2022: Drafting and consultation with stakeholders and experts and implementation of feedback on design of reworked draft.
3.3	Autumn 2022 – scrutiny review recommendations received by Cabinet
3.4	Winter 2022 – Reworked draft added to Design Services Work Programme; Cabinet's response to scrutiny review recommendations.
3.5	Summer 2023: Update on Markets Redevelopment submitted to IPSC.
4. Suggestions for the redraft	
4.1	<p>Structure:</p> <ol style="list-style-type: none"> 1. That consideration be given to what prospective and current traders come to the document needing to know and that the content be reordered to move from general to specific information as readers progress through the document. 2. Further, that consideration be given to beginning the document with a mission statement, followed by the revised general rules and that the document utilise hyperlinks for internal references for enhanced navigability of the resource.
4.2	<p>Voice:</p> <ol style="list-style-type: none"> 3. That officers in the Markets team undertake a concise redraft of content that gives clarity whilst maintaining legal requirements.
4.3	<p>Design:</p> <ol style="list-style-type: none"> 4. Whereas a rebranding of the redeveloped markets may be forthcoming, that Members be given an opportunity to comment on the rebranding process and ensure the branding is reflected throughout the suite of documents to be made available accessibly online. 5. That the suite of documents mentioned above be produced in collaboration with the Council's design team to ensure reader-friendly, accessible information design.
4	<p>Feedback:</p> <ol style="list-style-type: none"> 6. That consultation on the reworked draft be sought with the following groups: <ul style="list-style-type: none"> • Traders • Officers from asset management; policy, performance and intelligence; and legal services • Representatives of NABMA and NFMT • IPSC Members

