



Additional gate for local marketplace visitors

Country name:		Poland
Region:		Mazovia Region
City :		Szydłowiec
Public organisation responsible for the initiative	National language	Wodociągi i Kanalizacja Sp. z o.o. w Szydłowcu (spółka należąca do Jednostki Samorządu Terytorialnego: Gmina Szydłowiec)
	English	Municipal Services Office Ltd. in Szydłowiec - office serving local authority of Szydłowiec (local authority)
Department (if any)		n/a
Address:		11 Wschodnia Str., 26-500 Szydłowiec
Webpage:		http://www.wik-sztydlowiec.pl/
Public organisation representative:		The case has been prepared with the significant support of Dariusz Kujbida, CEO of Wodociągi i Kanalizacja Sp. z o.o. w Szydłowcu

Initiative description

Title:	Additional gate for local marketplace visitors
Features of group/s of beneficiaries	Micro enterprises, conducting business activity as sellers (fruits, vegetables, meat) at local marketplace in Szydłowiec, managed – in behalf of Municipal Office of Szydłowiec – by Wodociągi i Kanalizacja Sp. z o.o. w Szydłowcu (Municipal Services Office Ltd. in Szydłowiec).
Initiative / tool objective	To prevent visitors (buyers) visiting the local marketplace in Szydłowiec from COVID19 infection and therefore to maintain the business activity of over 250 micro/family enterprises, conducting their commercial activity on the marketplace.
Steps / phases / stages of tool / initiative implementation and its activities description	<p><u>Phase 1. Diagnosis of micro-enterprises needs</u></p> <p>The need to act in advance and minimize the negative effects of the long lockdown for the local marketplace was undertaken both by Municipal Office representatives (in particular – City Mayor) and private entrepreneurs who were offering their products on the marketplace on the daily basis. As result, the City Mayor and a Director of the respective Municipal Services Office identified the limited flow of the marketplace visitors on the marketplace area (having only one main entrance with the limited space) as the main risk</p>

	<p>factor, that can negatively impact the continuity of marketplace activity in the specific COVID19 circumstances.</p> <p><u>Phase 2. Solution and its implementation</u></p> <p>As the solution aimed at improvement of the suboptimal and potentially dangerous flow of the marketplace visitors, the Municipality come up with a cheap and practical solution. The second gate, previously permanently closed, had been planned to open. This enabled to use of the existing gate as an entrance and the second one as the exit from the marketplace.</p> <p>The implementation of the solution was both technical and organizational kind. Firstly, the necessary re-construction activities have been planned and implemented. Secondly, when the additional gate (to serve as an exit) was ready for opening, the necessary organizational activities have been introduced: the additional staff for supervising the flow of visitors in the new circumstances (including counting of the visitors) equipped with disinfectants and protective gear.</p> <p>It has to be highlighted as well, that apart from the above mentioned second gate – the additional, smaller third gate has been opened, enabling visitors the passage to the another (private) marketplace in the neighbourhood.</p> <p>Importantly, the process of supervision of visitors flow was managed not only by the Municipal Office employees but also by the representatives of the local firefighter's station.</p> <p><u>Phase 3. Evaluation</u></p> <p>The formal evaluation process has not been conducted, however, the experiences of representatives of the Municipal Services Office and the positive feedback from entrepreneurs were evidence that the initiative was a success. This statement is supported by the positive entrepreneur's attitude and acceptance of the new solution, despite the slight increase of monthly rent payment for access to the marketplace. They accepted the change with understanding, appreciating the support from the Municipal Services Office doing their best to ensure the continuity of their business activity and sell the products traditionally, despite COVID19 circumstances. If the solution were not implemented, most likely the marketplace would have to be closed, like many others in the whole country. This simple solution had a significant impact on the whole marketplace where 250 entrepreneurs conducted their business activity.</p>
<p>Expected result(s)</p>	<p><u>Initiative / tool organization dimension (what kind of added-value the initiative / tool brings for the implementing organization?):</u></p> <ul style="list-style-type: none"> • The main result from the Municipal Office / Municipal Services Office point of view was the effective prevention from COVID19 infection on the local scale with the maintenance of activity of a significant number of the local businesses offering their products on local marketplace. Regarding the second element, the relationships between entrepreneurs and local authorities have been positively strengthened. <p><u>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</u></p> <ul style="list-style-type: none"> • Economic effect for local family/micro–enterprises, in particular in the result of income maintenance. • Societal impact – the continuous activity of the marketplace, important from the local inhabitants point of view was ensuring supply for (mainly) food.

Transferability

Transferability to other countries (to be assessed by all Project Partners)	High – the initiative / tool can be transferred without the fulfilment of demanding requirements by adopting organization
Transferability on country of origin level (to be assessed by all Partner from specific country)	High – the initiative / tool can be transferred without the fulfilment of demanding requirements by adopting organization
Necessary resources	<p>Technical infrastructure:</p> <ul style="list-style-type: none"> • Offices: <ul style="list-style-type: none"> ○ Basic office infrastructure • Technology: <ul style="list-style-type: none"> ○ Basic ICT infrastructure (telephone, e-mail, computer with internet access), ○ Basic tools necessary for re-construction of the “old gate” mechanism. <hr/> <p>Knowledge:</p> <ul style="list-style-type: none"> • Competencies of members of implementing team: <ul style="list-style-type: none"> ○ Organizational skills and fluency in local relations. In particular, the good, positive relations with local firefighters station representatives, supporting the safe organization on the marketplace according to the new rules, ○ Communication skills, enabling efficient communication with representatives of companies, selling their products on the marketplace and with visitors, in regard to inform and execute new rules of visitors flow ○ Technical knowledge / ability to supervise / check the process of old gate reconstruction. • Procedures: <ul style="list-style-type: none"> ○ Not necessary – the initiative did not require any formal decisions, apart from internal decisions in the framework of Municipal entities, <hr/> <p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> • Operational costs of additional 8 employees, supervising – in the initial period (3-4 months) after the changes - the correct movement of marketplace visitors. In consequence, the workload has been reduced to approximate 3-4 persons. <p>Amount of costs to be financed (in EUR):</p> <ul style="list-style-type: none"> • Construction works (including enabling third gate, throughout wall reconstruction): approx. 700 EUR.
Key success factors:	<ul style="list-style-type: none"> • Pro-active approach of Municipal Office representatives in regard of collecting and analysing information on the possible forms of entrepreneurs support from the very beginning of COVID19 period. • The positive relations with Local Firefighters Station, enabling successful implementation of the new solution (support with visitors supervision).

<p>Key challenges:</p>	<ul style="list-style-type: none"> The main challenge was to negotiate and change the local entrepreneurs habits (developed naturally through many years of selling on the marketplace, for example allowing potential customers to touch and taste their products – as they say, old habits die hard). Regarding the COVID19 circumstances, this kind of activities were a risk factors, and the Municipal Services Office representatives with the help of local firefighters had a significant and crucial challenge to limit it. Currently, the additional supervision is not needed, since both entrepreneurs and clients got used to the COVID-19 safety rules.
<p>Impact on regional economy (general description)</p>	<ul style="list-style-type: none"> The described initiatives positively impacted business activity of over 250 local micro companies in maintenance of their operational ability.

Attachment:

Overall map of the marketplace

