

01.



Markets open

2020 was marked by the COVID-19 pandemic. The food markets, as a basic supply service, remained open, with all the conditions of prevention and safety in order to ensure the supply of fresh products for the citizens

The Municipal markets have always been a priority for Barcelona City Council, aware of their importance as an essential service. All the effort made to provide an up-to-date and fully performing market network is the reason why we have been able to respond to the coronavirus crisis. As a basic provision service as the markets, from the moment the state of emergency was declared, a single and clear message was communicated to the public, first with signs on the access doors in the markets and, at the same time, on the websites of the Municipal Institute of Markets of Barcelona (IMMB) and Barcelona City Council, and their respective social networks:

“The Municipal markets are open; we are a basic provision service.”

The IMMB has worked on ensuring the supply of commodities and on applying the measures necessary for both workers as well as for the customers. In this way we have achieved that all the markets have continued to operate normally and we have ensured that everyone, in spite of the lockdown, has had the opportunity to buy in their market and their trusted stall.

In all this work, it is worth highlighting the effort of the traders, the soul of the markets, without whom nothing would have been possible. They have continued to work in front of the public, adapting to the new needs of the customers, such as online sales and home delivery.

This effort has been accompanied by the Administration and has been rewarded with the loyalty of citizens, who have valued municipal markets as the third best service in the city, only behind the firefighters and the libraries.

The actions have taken the form of the development of plans and measures aimed at:

- Maintaining the operation of the markets and their services during the lockdown phase.
- Carrying out a communication plan aimed at the needs of the citizens and the traders.
- Ensuring the continuity, in the contingency phase, of the Institute’s services and the subsequent plan for the restoration of services, such as also the adaptation of the municipal markets and their establishments to the different phases of easing of the restrictions.
- Reactivating the activity in the markets, within the framework of economic recovery measures of the “Barcelona never stops” plan and the government measure “Emergency plan and post-COVID-19 measures for commerce, markets and the restaurants of Barcelona”.



Operational functioning and prevention and safety measures

01. Actions for ensuring the service and good functioning

Remote work

Providing essential staff with equipment in the first instance, and to the entire staff of the IMMB in a second phase.

- 29 emergency equipment and mobile phones for essential service staff in the markets (March-June)
- 43 remote work points to cover the entire staff (October)
- Mobile phones for staff of territorial and essential services

Coordination protocol, information and rapid response

Setting up a direct online communication system between the management team of the IMMB, the directors of the markets and the traders' associations, and the traders, to define and coordinate the actions, distribute information of interest and collect queries and incidents.

Deployment of the structure of human resources of the IMMB

- Onsite and online support
- Guarantee of immediate support

Coordination and resolution of incidents

with Mercabarna and the retailers' associations, in order to guarantee the supply of fresh products. As a minimum usual opening time, it was established to open every morning, Monday to Saturday, and Friday afternoon.

Homes delivery services

There were 24,481 between March and June (13 markets)

Online sales

Monitoring the operation of the online sales platforms working with the markets. Orders multiplied by ten in the first weeks of the state of emergency.

- Redefining logistics with Ulabox (3 markets)
- Expansion of the Manzaning service from 11 to 30 markets and from 150 to 290 establishments, between the months of March and September.
- Preferential care systems for vulnerable people and over 65 years of age.

02. Prevention and safety services and supplies

Providing PPEs to traders

- 7,000 face masks weekly (April-May)
- 11,000 face masks weekly (June-July)
- Gloves and sanitisers

Coordination with traders' associations for disinfection of furniture, high contact surfaces, changing rooms and common areas.

Monitoring rubbish collection and cleaning of containers and compactors, in coordination with the City Council's Cleaning Department.

75 auxiliary staff to control access on Fridays and Saturdays complemented the services and measures of safety and control of accesses and flows that the traders' associations already provided, in order to avoid crowding situations during the peak of the pandemic (March-June). Subsequently, the presence was maintained of one person per market (from July 2020 to 31st January, 2021). Furthermore, apart from the auxiliary staff hired, 35 Barcelona City Council workers were added as volunteers.

Infrastructures of control of accesses

Following the pandemic, the process was accelerated of the already planned installation of sensors and screens for counting people in all the accesses of the markets. By the end of the year, the entire sensor network was deployed and currently we are working on the application for managing the data of market visits. A total of 335 sensors and 134 screens have been installed.



Communication

Special signage in the markets, with indications of accesses and rules of prevention and safety.

Communication of the different services that the markets offer the citizens to avoid having to leave home (home delivery service and online sales), following the slogan #quedat-acasa (“stay at home”). Promotion on social and digital media of all individual service initiatives developed by the traders’ associations of the markets

Collaboration with audiovisual and digital media, and inclusion of information from the markets in the different channels provided, in order to inform the public: municipal websites desdecasa.barcelona and decidim.barcelona, usual services of citizen attention, 010 and barcelona.cat and botiguesobertes.barcelona of the Foundation Barcelona Comerç.

Communication campaign

“Markets Open. By phone, on the website, at the door of your home” in the paper and digital press, and on social media (June)

Campaign to foster local consumption, in collaboration with the Communication Department of Barcelona City Council (July-October).

The tributes paid by the Guardia Urbana (local police) every Saturday, at 12 noon, non-stop from 4th April to the end of lockdown, were very important to traders and their users. They also had a major impact in the media. The initiative of giving out plants in the spring, from the Urban Ecology Area, was also very popular, reaching the traders and their customers between 28th April and 7th May.

BARCELONA

MERCATS OBERTS

Al telèfon, al web, a la porta de casa teva.



Més informació: 010

desdecasa.barcelona

DES DE CASA

Support and reactivation measures in the markets

Within the framework of the “*Barcelona never stops*” plan and the government measure “*Emergency plan and post COVID-19 measures for the commerce, markets and restaurants of Barcelona*” of the IMMB, the following measures should be highlighted:

A. Deferral and readjustment plan of the fees and specific treatment of the non-food markets.

B. Call for grants for general expenses and commercial recovery measures.

The 31 applicant markets received a subsidy.

C. Collaboration agreement with the Federation of Municipal Markets (FEMM).

In 2020, the FEMM was constituted as an entity that grouped together the administrative associations of the concessions in the municipal markets of the city of Barcelona. The municipal markets are managed in accordance with a public-private model and the agreement with the FEMM involves a collaboration agreement for the joint activation of a series of new projects and common lines of action for the economic boosting and modernisation of the service.

D. Advice and assessment.

Municipal reinforcement of advice and assessment for companies and workers.

E. Support for surveillance and cleaning services.

The IMMB has continued to support a part of the contracting of certain services such as, for example, surveillance and/or cleaning of the markets of Santa Caterina, Sant Antoni, Encants de Sant Antoni, Dominical del Llibre, La Boqueria and La Llibertat.

F. Specific reactivation plans for non-food markets.

Response to the 713 businesses that have been unable to carry out their activity. Specific support for non-food markets and those most affected by the COVID-19 crisis: La Boqueria, Encants de Sant Antoni, Dominical de Sant Antoni, Encants Fira de Bellcaire.

G. Exemptions, deferrals and rebates of fees which were included in the Mayor’s decree of 2nd July, 2020.

Investment in COVID-19 measures

Total: €4,114,414

- 1 Investment in computer equipment
- 2 Investment in face masks, gloves and sanitiser
- 3 Hiring of auxiliary staff for control of accesses
- 4 Sensors and screens for control of accesses
- 5 Signage of the markets
- 6 Non-recovered payments for cleaning and surveillance services
- 7 Reinforcing the online sales
- 8 Subsidies
- 9 Plans for reactivation of non-food markets
- 10 Tax exemptions in the non-food markets
- 11 Compensation for limitations in the execution of public works and service contracts (59 files suspended - compensation foreseen for 21)

