



NEW MARKET TRADER PACK

WELCOME

Thank you for your interest in trading at Bishop's Stortford Market. Applications are welcome from any trader throughout the year however traders are only allowed to commence trading at the first week of the month.

This pack will provide you with information on how to become a Market Trader. Please read through this pack carefully and contact the Market Manager if you have any further questions.

This pack includes-

- Details on the application process
- An application Form and the rules and regulations
- Shopping Charter
- Helpful information for traders

We believe that Bishop's Stortford Market offers traders both new and experienced an unrivalled opportunity either to launch a new business or develop an existing one.

If you have never traded before, you'll be able to tap into the expertise of the established traders with our Buddy Scheme as well as benefit from a supportive market team who are keen to see new traders become successful. The buddy scheme is operated by our established traders and they are happy to help with any questions or queries any new traders have- just ask the trader next to you!

If you already run your own business, you'll gain from having another outlet for your goods or services in addition to the extra advertising this provides for your business.

BISHOP'S STORTFORD MARKET

Bishop's Stortford is a market town and its market has been in existence from time immemorial. The first known recording of the market was in 1346 and was held by the Bishop of London.

Bishop's Stortford Town Council runs the market on behalf of East Herts District Council. The Town Council has run the Market since June 2015 and are contracted until 2019 to do so.

Market days are Thursdays and Saturdays and there are pitches available on both days. The market is located throughout the Town centre - South Street, Potter Street, Market Square and North Street.

Trading hours are Thursday and Saturday 8.30am – 4.30pm.

BISHOP'S STORTFORD TOWN COUNCIL AIM FOR THE MARKET TO HAVE:

- Strong links with local producers and the surrounding area
- Green and environmentally friendly credentials
- Unique and specialist products
- Strong identity and branding

WHAT THE COUNCIL LOOKS FOR IN OUR TRADERS:

- **Great trader** – friendly and out-going personality, can-do attitude, creative imagination, fun, positive, engages with customers and persuasiveness to sell
- **Great food** – intense flavour, consistency in high quality, and a ‘wow factor’
- **Great display** - enticing, original, welcoming, high quality and creative design
- **Great practices** - high standard of trading, good systems in place, health & safety conscious, environmentally aware and clean and tidy
- **Great ambassador** - helping to spread the word about Bishop’s Stortford as a shopping destination

WHAT BISHOP’S STORTFORD TOWN COUNCIL WILL PROVIDE:

- Pitch space (a pitch is 3m (frontage) x 3m)
- Electricity (for a small charge. Limited availability and only available in certain areas in the market)
- Parking Permit so that Traders are able to park at a reduced rate (certain car parks only)

WHAT YOU NEED TO PROVIDE:

- Proof of licenses and certificates required for your specific business including Public Liability Insurance
- Proof of your identity
- Stall(s) and tarpaulin. Traders are responsible for erecting and dismantling their own stalls
- Lighting should you require it

WHAT YOU NEED TO DO NEXT

Follow the simple application process on the next page and do not hesitate to contact the Market Manager if you have any further questions.

USEFUL CONTACTS

Bishop's Stortford Town Council (Market Authority)

The Old Monastery
Windhill
Bishop's Stortford
CM23 2ND

<http://www.bishopsstortfordtc.gov.uk>

The Market Manager

Ms Rosanna Zaffuto

Email: rosanna.zaffuto@bishopsstortfordtc.gov.uk

Tel: 01279 712143(Direct)

Tel: 01279 715000

Mobile: 07961 925966 (new number)

The part-time Market Assistant can be contacted via 07479 522838

East Herts District Council (for food licenses etc)

Wallfields
Pegs Lane
Hertford
SG13 8EQ

Tel: 01279 655261

<http://www.eastherts.gov.uk/>

Email: enquiries@eastherts.gov.uk

National Market Traders Federation

Hampton House
Hawshaw Lane
Hoyland
Barnsley
S74 0HA

Tel: 01226 749 021
<http://www.nmtf.co.uk/>

THE APPLICATION PROCESS

● ● ●
Step 1
Download the New Trader Information Pack

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Step 2
Fill in the Application Form and send the
appropriate certificates/licenses and
documentation

● ● ●
Step 3
Liaise with the Market Manager

● ● ●
Step 4
Send Payment and receive all trading
documentation

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Step 5
Start Trading

**BISHOP'S STORTFORD TOWN COUNCIL
MARKET APPLICATION FORM AND LICENCE**

Please return the completed form to the Market Manager at Bishop's Stortford Town Council, The Old Monastery Windhill Bishop's Stortford CM23 2ND or market@bishopsstortfordtc.gov.uk

This is not a valid licence unless signed and dated by the Market manager or another representative of Bishop's Stortford Town Council.

PERSONAL AND BUSINESS INFORMATION

Business Name	
Contact Name	
Business Address	
Telephone Number	
Email	
Business website/social media	

I have enclosed a copy of my driving license and I will provide the original for inspection on my first day of trading (please tick)

TRADER

Description of goods/services for sale	
Chosen Trading day(s)	Thursday Saturday

STALL DETAILS

Number of pitches required (1 standard pitch is 3m x3m approximately)	
Type of stall	Gazebo Steel framed Trailer Other BSTC stall (Farmers and Craft Market <i>Only</i>)
Do you require electricity?	For lighting/tills For cooking Not at all
Do you require a key to access the electricity bollard? (Please note there is £25 returnable key deposit)	Y N

I have enclosed a photograph of my stall to demonstrate how my goods are presented (please tick)

LICENCES AND CERTIFICATES

Please indicate what licences and certificates your business has and enclose copies-

Licences/Certificates	Tick as appropriate	Expiry date
Public liability insurance		

PAT test (required if you use any mains powered equipment)		
Gas safety certificate (required if you are using gas appliances for the purpose of cooking)		
Food hygiene training certificate (if you sell any or use any food)		
Current food hygiene rating (if you sell any or use any food). Minimum rating is 3.		
Confirm the number of fire extinguishers you have		

PAYMENT

Tariff (suitable for)	Price per pitch	Electric	When and how to pay	Tick ONE
New Trader (Traders who have never traded here before)	£43.60 for 4 consecutive weeks (trading every Thursday or Saturday)	Lighting and tills etc: £12.00 for 4 consecutive weeks Cooking: £24 for 4 consecutive weeks	Cash to the Market Manager on the first day of trading or by bank transfer before your trading date	
Monthly Payment (Traders who want to trade every week)	£87.20 per calendar month (trading every Thursday or every Saturday)	Lighting and tills etc: £12.00 pcm Cooking: £24 pcm	Standing order or cash/cheque to the Bishop's Stortford Town Council offices no later than 1 st of the month	
Weekly Payment (Traders who want to trade on an ad hoc basis)	£26.00 per trading day	Lighting and tills etc: £3.00 per trading day Cooking: £6.00 per trading day	Cash to the Market Manager on the trading day	
Periodic Trader (Traders who want to seasonally or in a pattern)	£65.40 per quarter (trading one day per month)	Lighting and tills etc: £9.00 per quarter Cooking: £14 per quarter	Standing order or cash/cheque to the Bishop's Stortford Town Council offices by 1 st of the month before the start of the quarter	
Farmers and Craft Market traders	£21.80	Lighting and tills etc: £3.00 per trading day Cooking: £6.00 per trading day	Standing order or cash/cheque to the Bishop's Stortford Town Council offices by 1 st of the month .	
Farmers and Craft Market traders-hiring a stall	Pitch Fee: £15.26 Stall Hire: £11.74 Total: £27.00 (inc VAT)	Lighting and tills etc: £3.00 per trading day Cooking: £6.00 per trading day	Standing order or cash/cheque to the Bishop's Stortford Town Council offices by 1 st of the month	

Late payment fees apply to all tariffs and are detailed in the Market rules and regulations.

I acknowledge and accept the additional terms of the payment tariff I have chosen which can be found in the Market rules and regulations

WASTE

DO YOU PRODUCE ANY WASTE THAT NEEDS TO BE DISPOSED OF AT THE MARKET?

Please circle: Yes

No

If Yes, what waste do you produce?

PARKING

Traders may obtain a parking permit from the Market Manager which entitles them to purchase a reduced price parking ticket and park in Link Road and Apton Road car parks.

Please confirm the vehicle you intend to bring to the market

Vehicle Registration	
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HOW DID YOU HEAR ABOUT BISHOP'S STORTFORD MARKET?

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DECLARATION

I hereby declare that:	Please tick
I am applying for a license for Bishop's Stortford Market and, if awarded, I accept the contract terms below	
The information above is correct to the best of my knowledge and belief. I accept that I am responsible for ensuring that Bishop's Stortford Town Council is made aware of changes to the above.	
I agree to pay the fee according to the tariff I have chosen above as issued from time to time by the Council, in the method specified in the tariff or as otherwise agreed in writing with the Market Manager	
I have read and agree to abide by the Market rules and regulations and understand that they may change from time to time on giving not less than four weeks' notice. The Market regulations can be downloaded here: http://www.bishopsstortfordtc.gov.uk/market or a hard copy can be requested from the Market Manager.	
I understand that I may not trade until permission has been issued.	
I confirm that I have a right to work in the UK and that Bishop's Stortford Town Council may make such reasonable enquiries as it sees fit to confirm my right to work status.	
I consent to Bishop's Stortford Town Council using my business name, details of the traded goods, business website or social media when advertising the market.	

Please note: We will only use your data for the purposes of processing your application and if successful, in connection with the license. Your information will not be sold or shared commercially. The information on your application will be shared with East Hertfordshire District Council, who is the responsible authority for market licences in the district. Your information may also be shared with other agencies or authorities for the purposes of the prevention and detection of fraud, where an appropriate request has been made under the Data Protection Act. During the course of processing or storage, information may reside or pass through electronic systems outside the EU.

Trader Signature		Date	/ /20
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FOR OFFICE USE ONLY**LICENCE TO OPERATE A MARKET STALL**

This agreement is made / 20 between Bishop's Stortford Town Council (referred to as 'The Council' of The Old Monastery, Windhill, Bishop's Stortford, CM23 2ND and the person specified in the personal and business information section of this document.

This licence is valid until December 2019 unless terminated earlier in accordance with the below. This agreement supersedes all previous licence agreements between the parties for the operation of market stall(s) on Thursday or Saturday in Bishop's Stortford.

The Council authorises the Licencee to operate a market stall(s) on up to _____ contiguous pitches on Thursday/Saturday in the area specified by the market manager within the area customarily used for a street market in Bishop's Stortford. The Licencee may expose for sale or advertise the goods :

The licencee is/is not licenced to use the supply of electricity from an adjacent electricity bollard. The licencee agrees to abide by the Market Rules and Regulations issued by the Council which may be varied from time to time on giving not less than four weeks' notice.

This licence will terminate when superseded by a later licence agreement between the parties. This licence may be terminated for convenience by either party by means of one month's notice given in writing (including email). Refunds of fees paid will only be made as specified in the tariff. The licence may be terminated or suspended without notice by the Council if the licensee contravenes any Market rule or Regulation. A trader may appeal against a decision to terminate or suspend their licence to the Chief Executive Officer or such other officer the Council appoints.

Signature on behalf of the Council		Date	/ /20
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MARKET RULES AND REGULATIONS

June 2018

Bishop's Stortford market operates every Thursday and Saturday except public holidays. Nothing in the regulations below shall be construed as placing an obligation on the council to provide a Market every Thursday and Saturday, but it is agreed that the council will endeavour to provide the Market except where prevented from doing so by circumstances beyond its control such as if adverse weather makes the holding of a market unsafe for the market traders or the public. In order to meet this obligation the Council may, at its absolute discretion, restrict, re-site or alter the layout of the Market.

The rules and regulations will be enforced by the Market Manager or another representative of Bishop's Stortford Town Council ("the Council").

LICENCES

- All traders must hold a valid and current Licence Agreement signed by the trader and the Council before commencing trade and at all times while trading.
- The Licence is personal to the licensee and may not be transferred, resold or sub-let. The stall must be operated at all times by the licensee, a member of the licensee's immediate family, or an individual employed directly by the licensee.
- Licensees must only sell goods which have been specified in their application and approved by the Market Manager unless otherwise agreed in writing by the Market Manager.
- No trader will be given the exclusive right to sell any item, type of item, or range of items and the Council may accept product lines that compete with existing licensees. The decision of the Market Manager on such matters will be final. Traders that sell multiple lines will be assessed on the predominant 'normal' item or items that they sell. The Council does, however, reserve the right to decline any application if it considers that any particular trade or line will be over-represented in the Market.
- The sale of alcohol, tobacco, live animals, fireworks, offensive weapons, pornographic material, unsafe goods, illegal or counterfeit goods is prohibited.

PITCHES AND COMMODITIES

- Licensees and pitches will be allocated by the Market Manager as he/she considers best for the Market. Licensees are not permitted to set up without prior consent. If works are taking place in an allocated pitch or the allocated pitch is for some other reason not available no refund will be due where there is an alternative pitch available anywhere on the market.
- Licensees are responsible for providing and erecting and dismantling their own stalls. Where Bishop's Stortford Town Council provides stalls for traders, the trader agrees not to modify or damage the stall (farmers and craft market only).
- Unless otherwise agreed, a pitch will be 3m (frontage) x 3m. Licensees may trade on multiple adjacent pitches if the licence so permits. There may be pitches allocated that are smaller or larger than specified above.
- Stallholders must trade from within the boundary of the pitch (this includes any merchandise or other items belonging or associated with the Licensee)
- Once set up, stalls and any merchandise or other items belonging to or associated with the Licensee must be not less than 1.4m from any building or obstruction to create a passage way for pedestrians
- Licensees do not acquire any enduring right to retain a specific pitch. Other than in emergency or for urgent operational reasons the Council will normally consult in advance on proposed reallocations however the Council reserves the absolute right to reallocate pitches as it sees fit.
- With the exception of stalls selling electrical goods, CDs and records, the use of amplified sound is prohibited. Licensees using amplified music and/or copyright material must be in possession of the appropriate permissions.
- Special permission to use recorded music may be sought from and will be given at the absolute discretion of the Market Manager
- Auctions (real or mock) are not permitted.
- Distribution of free printed matter within the market: distribution of free printed matter by or on behalf of a charity (within the meaning of the Charities Act 1993), or where the distribution is for political purposes, or for the purposes of a religion or belief a free space within the market will be designated. Terms are attached to this pitch which includes but are not limited to:

- one small trestle table is permitted only
- No gazebos are permitted
- Maximum stay is 4 hours per trading day
- Electric nor waste disposal will be provided
- The Town Council will not manage this space and is used on a first come first serve basis
- A list of free spaces is available on the website

Should any of the above wish to have a fixed space within the market they are welcome to apply for one.

TRADING HOURS, LOADING AND UNLOADING

- Trading hours:
 - Thursday 8.30am – 4.30pm
 - Saturday 8.30am – 4.30pm
- Farmers and Craft Market: Trading hours are 9.30am – 1.30pm.
- Licensees must occupy their allocated pitch by 8.00am on each market day unless express permission has been given by the Market Manager. Pitches not occupied by 8.00am may be allocated by the Council or its nominated representative at that time to casual traders in attendance. The decision of the Market Manager on such matters will be final. Licensees must be set up and ready to trade by 8.30am.
- No licensee may begin to clear their stall during the stated trading hours unless permission is given in writing by the Market Manager.
- The Market place must be cleared by 5.30pm on the day of trading.
- Vehicles will be allowed on the Market area whilst unloading and loading. This should be done as quickly as possible. Unloading vehicles must be removed by 8.30am. Loading vehicles must be removed by 5.30pm or otherwise at the Market Manager's discretion.
- Vehicles must not be left unattended at any time while on the Market.
- During loading/unloading, vehicles must be positioned so as to cause minimum disruption to others. Vehicles must not block the highway at any time

CASUALS

- Applications for casual stalls or pitches must be made to the Market Manager by no later than midday the day previous to the market.

PRESENTATION

It is the intention of Bishop's Stortford Town Council to ensure that the market is well presented and adequately stocked to be attractive to potential customers and traders. A high standard is required of all traders' presentations and merchandising and in pursuit of this the Council have set quality standards for all traders to abide by. These should be regarded as a minimum. Guidance on how to achieve this level will be given by the Market Manager. Should individual traders fail to conform with the quality standards their license may be terminated.

The Minimum Quality standards-

- Unless otherwise agreed with the Market Manager traders may only trade from gazebos or metal-framed stalls
- During trading hours, stalls and pitches must be presentable and in keeping with the Market
- Stalls, fixtures and fittings (display stands, tables, etc). must be of a good quality and professional appearance, and meet Health and Safety requirements
- Gazebos must cover all of the fixtures and fittings and should be clean and in good repair. Unless used for extensive display or prices or other information licensees strongly encouraged to have clear side sheets or sheets that have a clear window to present a view of the goods on sale from all directions.
- Metal-framed stalls: Tarpaulins must be clean and attached to the stall in a neat and symmetrical manner at all times (other than when adverse conditions make it unsafe to do so). Preferably these should be of one colour/design. Licensees strongly encouraged to have clear side sheets or sheets that have a clear window.
- Metal clips and Weights (where used) must be put on the inside of the stall as this looks neater (and also helps avoid any potential Health and Safety issues).
- Fixtures and fittings must be clean and in good repair.
- Licensees strongly encouraged to have a skirt around the bottom of the stall to hide any unsightly fixtures and fittings or stock such as cardboard or plastic boxes. Skirts and all other covers used on the stall should be clean and in good repair.
- Trailers and other vehicles that are used to sell goods from must be of clean and tidy appearance, and conform to the above minimum standards (where appropriate).

Licensees are strongly encouraged to:

- Keep their stall adequately stocked with goods attractively displayed
- Clearly price all products and display a returns policy, details of payment methods such as credit/debit cards accepted etc and public liability insurance to increase shopper's confidence.

PARKING

- Unless otherwise agreed in writing by the Market Manager, no vehicle belonging to a licensee or their staff may be parked in the Market area. Public car parking facilities are available at Link Road and Apton Road car parks.
- Licensees parking in these car parks may obtain a parking permit from the Market Manager. This entitles them to purchase a reduced price parking ticket and to park a commercial vehicle. The reduced rate is at £2.90 as of June 2015 but is subject to change. Both the reduced price parking ticket and the permit must be displayed on the windscreen. Vehicles must be parked wholly within a marked bay.
- Licensees parking at Apton Road Car Park must park in a designated market trader space where one is available. If no designated market trader space is available then licensees may park in any other space.
- Failure to comply with any of the above may incur a Penalty Charge Notice.
- It is the responsibility of each Trader to ensure the Market Manager has the registration number of all vehicles which are brought on to the Market. Failure to do so may result in the Trader receiving a Penalty Charge Notice.
- The Council will not, in any circumstance, be responsible for any penalty charges or fines incurred by any trader.

LITTER AND WASTE

- Throughout the day licensees must ensure the area surrounding their stall is cleaned and clear of all refuse. This includes sweeping pitches and immediately surrounding areas
- Licensees must ensure that all pitches and immediately surrounding areas are cleared of all refuse generated by their business at the close of business each day.
- Licensees must remove trade waste from their stall
- The Council will provide refuse disposal facilities on the market subject to breakdowns and other matters beyond its immediate control. Licensees must only use these facilities for waste generated at Bishop's Stortford market.
- Refuse must be disposed of in a safe manner in the waste receptacles provided by the Council. All sharp objects (tins and glass) must be wrapped and contained in hard boxes. Cardboard boxes or containers must be broken down and flattened. Lids of the refuse disposal containers must be closed at all times other than when in use. Where moved by traders, waste receptacles must not obstruct the highway, must be positioned adjacent to the pitch and must be aligned with the pitch to present a neat appearance.
- Licensees must not under any circumstance put their trade waste in public litter bins.
- Licensees providing containers for food or drink consumption on the market place must also provide disposal facilities unless permission has been given in writing from the Market Manager.
- If a licensee does not dispose of and/or remove trade waste in accordance with this clause the Council may remove the waste and charge the licensee the reasonable cost of removal and disposal. Traders who repeatedly fail to deal with waste in accordance with these guidelines will face termination of their licence.

BEHAVIOUR

- Licensees are expected to present a positive image at the market and to treat customers, fellow licensees and others with courtesy at all times.
- Licensees are required to conduct themselves in a manner that does not bring any adverse publicity to the market, fellow licensees or Bishop's Stortford Town Council.
- A licensee shall not, to the annoyance of any other person, ring any bell or blow any horn or use any other noisy instrument or loudspeaker to attract the attention or custom of any person to any sale or to any goods intended for sale.
- A licensee shall not permit any dogs, cats or other animals (whether domestic or otherwise) to come onto any stall on any part of the market except where the animal is an assistance dog for a person requiring such assistance.
- The following must be observed by licensees and any other person operating a stall at all times:
 - No swearing or arguing
 - No fighting
 - No drugs or alcohol (promotion or consumption)
 - No children (unless approved by the Market Manager)
- Responsibility for adherence to the rules and for the behaviour of any person employed or manning a stall still remains with the person to whom the licence was allocated. Failure to behave in accordance with these rules may lead to permanent termination of a licence.

ELECTRICITY

- Licensees may only use electrical equipment that it is in good condition, weatherproof and suitable for outside use. All electrical equipment (other than low voltage, battery operated equipment) must have a valid up to date PAT test certificate which must be available for the Market Manager to view upon request. Other evidence proving that equipment has been appropriately tested will also be considered.
- Licensees must ensure that trailing cables do not present trip hazards or any other hazard and are suitably protected and at a safe height.
- Licensees must not make any alterations or additions to the electrical wiring and fittings of the electrical bollards.
- Unless permission to use electricity for cooking has been given in writing and the appropriate fee paid, licensees are only permitted to use the electricity supply for appropriate lighting, refrigeration, scales and tills.
- Should licensees require electricity an electrical bollard key may be required. Keys can be obtained from the Market Manager and a £25 returnable key deposit is required.

GENERATORS

- Generators must be located so as not to be accessible to members of the public or other unauthorised persons. All cables must be routed away from pedestrian traffic routes in order to avoid tripping hazards and must be protected from mechanical damage.
- No re-fuelling or storage of fuel is allowed on site.
- Where the Market Manager considers that a generator is too noisy, he/she will require that the generator be switched off immediately.

ABSENCES

- In the interests of the market it is important that licensees attend the market regularly and that as many pitches as possible are occupied. Licensees are strongly encouraged to advise the Market Manager in advance of any planned absences and if possible any unplanned absences such as sickness.
- This license will terminate in the event of four consecutive absences by a trader who has not notified the Market Manager of their absence. Any advance payment will be forfeited.
- The section below is for Sole Traders only on the monthly tariff:
 - Short Term Sickness- Where absent through illness and a bona fide Medical Certificate is provided, the Council may credit a maximum of 2 weeks in any calendar year.
 - Long Term sickness- Long Term Illness is defined as a period of over 4 weeks. In situations where long term absence of a trader is necessitated through illness and where appropriate certification is provided, the Council will consider each case in the light of individual circumstances.
 - The Council recognises that Licensees may face at times distressing and personal situations for which they will need to take time away from the market. For the death of a close family member (defined as below) one trading day will be credited.
 - Definitions- For the purpose of this policy a close family member will include a husband, wife, partner, child, or parent, or person standing in loco parentis. A family member does not include grandparent, aunt, uncle, brother or sister etc.

TRADING REGULATIONS

- It is the responsibility for all licensees to acquaint themselves with the trading regulation regarding their own specialist area and abide by them. The licensee must ensure that all staff are properly trained to meet the necessary standards and regulations. Certificates of proof must be available to the Market Manager on request.
- Stallholders must ensure that they comply with all relevant legislation with regard to employment of minors.

TERMINATION

- Bishop's Stortford Town Council reserves the right to exclude or/and to terminate the license of any stallholder who has breached the market rules and regulations or falsified application information or whose actions are not in the best interests of the Market.
- The Market Manager can seek the immediate removal of a licensee, his employees, attendants or any other person associated with the licensee, who in the Market Managers opinion, is causing a nuisance, annoyance or danger to other licensees, Bishop's Stortford Town Council representatives or the public or who damages any property of the Council.

PROCEDURE FOR DEALING WITH COMPLAINTS

- Complaints by licensees in respect of any matters affecting the market must be brought to the attention of the Market Manager promptly, for investigation, relevant action and notification to the complainant of the result. Licensees must comply with any request from the Market Manager to provide written notification of a complaint.

- If a complainant is not satisfied with the action taken by the Market Manager on any complaint then the matter may be referred in writing to the Chief Executive Officer of Bishop's Stortford Town Council in accordance with the Town Council Complaints procedure. This procedure is available upon request or is available on Bishop's Stortford Town Council's website

HEALTH AND SAFETY REQUIREMENTS

Bishop's Stortford Town Council is committed to delivering, improving and developing a safe Market for licensees and customers. In order to ensure this Bishop's Stortford Town Council requires licensees to comply with the following requirements:

- Licensees are responsible for ensuring that their stall is properly constructed and assembled and that no modifications are made which constitute a safety hazard.
- Licensees must co-operate with the Market Manager with regard to risk assessments of the market both as a whole and of individual stalls.
- Licensees must immediately comply with any reasonable instruction given by the Market Manager or other Council employee in the interests of Health and Safety
- Licensees are required to ensure that their stalls are positioned so as not to obstruct the highway in a way which impedes pedestrian or vehicular movement around the Market, presents a safety hazard or which may be detrimental to the efficient operation of the Market.
- The decision of the Market Manager is final on the interpretation of this section.

LIABILITY AND INSURANCE

- Proof of public liability cover (minimum five million pounds) must be provided in all cases by the licensee. Licensees not displaying evidence of public liability insurance or providing evidence of their insurance as required may not be permitted to trade until this has been rectified. No rebate of the stall fee will be given in these circumstances.
- Licensees must notify the Market Manager of any changes in insurance and provide copies on request and on renewal.
- A Licensee shall indemnify the Council from and against all actions, proceedings, damage, claims, losses or outgoings of whatever nature arising out of the licensees use of any stall, pitch, vehicle or stand etc. on the market.
- A licensee shall have no claim for compensation for any loss whatsoever (other than amount equal to the pitch fee paid) on the termination or suspension or where a pitch is not available or made available to the licensee for whatever reason, nor for loss or damage to stock, to stalls or to any other items brought onto the market by the licensee.
- The Council will not be responsible for personal injury or death unless the personal injury or death has been caused by the negligence of the Council or its officers or Agents.

PAYMENT AND PAYMENT PLANS - GENERAL

- Pitch fees and other charges are determined by the Council, and will be notified to licensees in writing once approved by the Council. The Council will usually review all Pitch fees and other charges annually but may do so at any time.
- The fees levied for any stall or pitch shall be such amounts as may be laid down by the Council from time to time. All prices are for 3m of pitch frontage or part thereof. Pitches are 3m deep as standard however traders may extend further subject to not causing obstruction to the highway and at the absolute discretion of the Market Manager.
- Fees are for one pitch on either Thursday or Saturday.
- No refunds will be given if traders are absent from the market. Any reservation or other charges outstanding for absences from the market shall be paid in full on demand or in any event no later than the first day of return to the market.
- Bishop's Stortford Town Council reserves the right to charge for the entire footprint of fixed sized trailers including any tow bar or any other non-selling space. However as a concession and subject to availability of space on the market we may charge at our discretion for the retail frontage only. We reserve the right at any time to levy the whole charge or relocate the trader to another location where the overhang is otherwise not saleable.
- Receipts will be given for cash payments and any non-cash payments made by traders on the Weekly Payment Tariff. Receipts will not be given for payments, other than cash payments, made by traders on the Monthly Payment, New Trader or Periodic Trader tariffs. Traders on the Monthly Payment, New Trader or Periodic Trader tariffs may opt to receive monthly invoices subject to providing a valid email address.
- Payments can be by standing order, bank transfer (details below) or sent to Bishop's Stortford Town Council offices by cheque (payable to Bishop's Stortford Town Council).

Bank details:

Account Name: Bishops Stortford Town Council

Account Number: 00105598

Sort Code: 30 90 84

PAYMENT PLANS – ADDITIONAL TERMS

The following terms are in addition to those specified for the corresponding payment plan on the application form

Tariff	Additional Terms
New Trader	<p>Available to traders who have traded on Bishop's Stortford market on no more than 2 days in the past 24 months.</p> <p>The trader will be removed from the market should the licensee fail to pay the fee when requested.</p>
Monthly Payment	<p>Traders are contracted to pay monthly for a minimum of 3 months thereafter traders who wish to cease trading or wish to change to another tariff must give one month's notice in writing to the Market Manager, which must end at the end of a calendar month. Traders moving from monthly tariff to another tariff cannot move back onto the monthly payment tariff for 6 months.</p> <p>Traders moving to this tariff part way through a calendar month will pay £21.80 per pitch per trading day in the part month and in full for the following month.</p> <p>Traders may purchase additional pitches on an ad hoc basis at £21.80 per pitch per trading day. To benefit from this ad hoc rate traders are required to notify the Market Manager in writing to advise the number of additional pitches and the day(s) on which they are required no later than the 15th of the preceding month. No more than one request per month will be accepted. Traders who have not notified the Market Manager in advance may pay for any additional space occupied in accordance with the Weekly Payment tariff.</p> <p>Where rent payments are in arrears by more than two weeks, or where rent payments are repeatedly in arrears by any amount, late payment fees will be levied in accordance with the scale set out in the Late Payment of Commercial debts (Interest) Act 1998 and successor legislation or regulation. Where rent is in arrears by more than four weeks the licence agreement will terminate and the licensee will be removed from the market. The decision of whether to accept the trader back to the market after the debt is settled is at the discretion of the market manager. This decision is final.</p>
Weekly Payment	<p>The trader will be removed from the market should the licensee fail to pay the fee when requested.</p>
Periodic Trader	<p>Traders are contracted to pay for at least 3 months in advance; thereafter traders who wish to cease trading or wish to change to another tariff must give three months' notice in writing to the Market Manager which must end on a quarter end date.</p> <p>Where rent payments are in arrears by more than two weeks, or where rent payments are repeatedly in arrears by any amount, late payment fees will be levied in accordance with the scale set out in the Late Payment of Commercial debts (Interest) Act 1998 and successor legislation or regulation. Where rent is in arrears by more than four weeks the licence agreement will terminate and the licensee will be removed from the market. The decision of whether to accept the trader back to the market after the debt is settled is at the discretion of the market manager. This decision is final.</p> <p>Traders may purchase additional pitches on an ad hoc basis at £21.80 per pitch per trading day. To benefit from this ad hoc rate traders are required to notify the Market Manager in writing to advise the number of additional pitches and the day(s) on which they are required no later than the 15th of the preceding month. No more than one request per month will be accepted. Traders who have not notified the Market Manager in advance may pay for any additional space occupied in accordance with the Weekly Payment tariff.</p>
Farmers and Craft Market	<p>Traders must have created or produced the items they intend to sell.</p> <p>In the event that payment is not received at least 48 hours prior to the event a late payment fee of £5.20 will apply in addition to the pitch and stall fees.</p>
Farmers and Craft Market-hiring a stall	<p>Traders must have created or produced the items they intend to sell.</p> <p>In the event that payment is not received at least 48 hours prior to the event a late payment fee of £5.20 will apply in addition to the pitch and stall fees.</p>

CERTIFICATES

The Licencee warrants that certificates produced during and subsequent to the application process including:

- Public liability insurance
- PAT test (required if you use any mains powered equipment or a generator)
- Gas safety certificate (required if you are using gas appliances for the purpose of cooking)

- Food hygiene training certificate (if you sell any or use any food)
- Current food hygiene rating. Minimum rating required is 3.

will be renewed as necessary and new certificates will be presented to the Market Manager or when requested.

EQUAL OPPORTUNITIES POLICY

Bishop's Stortford Town Council is committed to equal opportunities where it applies to both the running of, and the trading on, the Market. This means that no one will be treated less favourably or suffer any detriment on the grounds of sex, race, ethnic origin, marital status, sexual orientation, age or disability. Bishop's Stortford Town Council is also committed to anti-discriminatory practices with regard to the service our customers, clients or contractors on the same grounds as above. This means that:

- No trader may abuse or refuse service to any customer on the grounds of sex, race, ethnic origin, marital status, sexual orientation, age or disability.

SHOPPERS CHARTER

- Stallholders must acquaint themselves with any Shoppers Charter provided by Bishop's Stortford Town Council and conduct their business in accordance with the Charter.

ENVIRONMENT

Environmental matters are assuming a growing importance and an increasing number of customers are environmentally conscious. Markets typically offer products with low or zero packaging, frequently locally produced, sold in a low energy environment. The Council will seek to promote green credentials and will encourage traders to be environmentally conscious.



BISHOP'S STORTFORD MARKET SHOPPING CHARTER

The Town Council and the market traders are committed to providing a quality market service so that you, the customer, will enjoy the experience of market shopping in our town. It is our hope that you will find all market personnel courteous and helpful and find a wide variety of goods and services on offer.

Bishop's Stortford Town Council will ensure:

- Market rules and regulations are complied with
- The market is safe place to shop

Bishop's Stortford Town Council encourages Traders to:

- Provide a helpful, friendly and courteous service
- Present attractive stalls

The law ensures that:

- Goods sold as new must not be faulty and must work satisfactorily.
- Goods must be as described verbally, on the label, packaging or otherwise.
- Services must be as described and carried out in a proper manner within a reasonable time and as a reasonable price.

If you are not satisfied with the goods or services you have received from any traders whilst shopping at Bishop's Stortford Market:

- First approach the stallholder concerned, along with any receipts, and explain the problem. In most instances the problem will usually be satisfactorily resolved at this stage.
- If you cannot reach an agreement with the stallholder then the Market Officer will act to settle disputes and can be contacted by telephone 01279 712143 or rosanna.zaffuto@bishopsstortfordtc.gov.uk



TRADER CHECKLIST

Below are a few top tips to help make sure you and your stall is looking its best!

YOU	TICK
Be clean, tidy and presentable	
Be polite, remember to smile and appear welcoming	
Be friendly, factual, helpful and have fun	
Don't smoke, eat, chat on your mobile or read while behind the stall	
Wear your own branding with a name badge	
Entice customers with samples and displays	
Get to know your regulars – by name, greet them and invite customers back- 'See you at the next market'	

YOUR STALL	TICK
Is your stall clearly labelled with your business name?	
Is your stall clean and tidy?	
Are you using colour, height and shape in displays to create an impact and interest?	
Does your stall look generous – do you replenish stock or rearrange it as needed?	
Consider displaying a returns policy, your public liability insurance and information that will increase shopper's confidence	
Display certificates, prizes, awards	
Look at your stall from a customer perspective and ask yourself "Would I buy from here?"	
With each sale, consider giving your customers a money-off voucher for use within a limited period of time – say 10% off all stock at your stall until the end of the month.	

YOUR PRODUCTS	TICK
Do your products look appealing and inviting?	
Are your products prominently displayed?	
Are all your products clearly priced? Show price comparisons if they are favourable	
Do you create a 'special value' offer or have any other offers or promotions?	
Point out other items on the market that might compliment what you are selling	
Talk about how your product is made or used- give ideas that inspire. Explain the benefits of your product. Would you consider creating and giving out a leaflet?	
Have 3 interesting points to say about your product.	
Do your customers know everything you do? Do you offer a service or deliver locally? Would a new customer know this?	
Have you considered cross selling with another trader? Do you offer for example jam that will work wonderfully with another trader's bread? Could you offer an incentive for buying both	
Are your products clearly labelled who they are for or what is the benefit?	
Do you take cashless payment?	

BUSINESS IDENTITY	TICK
Does your business have a recognisable brand?	
Do you have logos, a colour or theme? Are these displayed?	

PROMOTING YOUR BUSINESS

Below are a few top tips to help you promote your business

TOP TIPS		TICK
You and your business	You are your business' biggest draw providing customers with a great shopping experience will lead to recommendations and new customers	
Product presentation and your stall	Are you presenting your products in an incensing way? Have you read our trader checklist?	
Social Media	A great low cost way to let your customers keep up to date with your business. It's easy to keep them and new customers up-to-date on your latest offers and other incentives – all of which will help to generate return visits to your stall	
E-newsletter	As an incentive you could include special offers in the e-newsletter for your business. Using an online e-newsletter facility such as Mailchimp (http://mailchimp.com) is a very cost-effective way of promoting your business, with the only cost to you being your own time producing it.	
Online listings	Post basic business listings for free on the internet	
Local media	Love a great story! If you have some interesting customer or product line let the local paper know.	
Leaflets/flyers	<ul style="list-style-type: none"> • An eye-catching leaflet can be a good way to promote your business. You may wish to set up a special offer (such as a money-off voucher) for anyone who picks up a copy of your leaflet or flyer and brings it to your stall. • Many local businesses (non-competing) are usually happy to include leaflets from fellow traders and you could reciprocate by stocking some of their leaflets. 	
Posters	Simple posters are relatively easy to produce and can help to promote your business and any events you might be holding. Again, many local businesses may be happy to put them up in their premises. And don't forget to add your Facebook or Twitter details.	
Website	Easy to create yourself! Traders could maybe offer the core range of services online and ask customers to visit the market for more goods and discounts?	
The Market Manager	Can help!	