



**HEREFORDSHIRE COUNCIL OPEN RETAIL MARKETS
New Traders Expression of Interest**

Please read the attached information pack and complete the form below, returning to:

**Herefordshire Council, PO Box 233
Markets, Fairs and Street Trading
County Offices, Bath Street
Hereford HR1 2ZF**

Full Name	
Are You A New To Market Trading?	Yes No
Trading Name	
Postal Address	
Email address	
Home Telephone Number	
Mobile Telephone Number	
Public Liability Insurance Provider & Policy Number	
Type of Goods (Brief Description) Please Specify if New or Used, End of Line, Collectible	
Number of Stall Spaces Required (single or double) or Specify Frontage Width	
Location/s Preferred (please circle)	Kington Tues, Hereford Weds, Ross Thurs, Leominster Fri, Ross Sat, Hereford Sat

I/We hereby express an interest for the use of a stall or stalls or pitch space on Herefordshire Open Retail Markets, as indicated above.

If my/our interest is accepted, I/we agree to pay the scale of charges as specified, and to observe the provisions of the licence, rules and conditions as prevailing.

Signed.....Dated.....

PRIVACY NOTICE: The information on the application form is required to process your application and to administer this service. It may contain personal data about you. As the data controller of that information, Herefordshire Council will process that personal data in accordance with the provisions of the Data Protection Act 1998. Where necessary we may share this personal data with partner organisations for the protection of public funds administered which may include the prevention or detection of fraud and auditing purposes.

If you have any concerns as to the use of your personal data please contact the Council's Data Protection Officer on 01432 260516

Herefordshire Council Markets & Fairs

New Traders - Information Pack

1. Starting Out

Market Trading is an exciting career where you will meet an array of diverse people, be your own boss and provide value for money products to the public, enjoying the fresh air and adding to the vibrancy of the streetscene.

It is essential that potential new traders should always make contact with Herefordshire Council Markets & Fairs Team in the first instance (01432-261934).

A trader is unlikely to get a **regular** stall or pitch on Herefordshire markets without first attending as a **casual**.

Regular traders enjoy certain privileges that casual traders do not e.g a guaranteed pitch on the market and a slightly reduced site rent. However, some traders prefer to operate on a casual basis indefinitely.

2. Deciding what to sell

The type of goods can therefore determine how quickly you might become a regular trader.

The decision of the Market Manager or his authorised representatives is final.

The Markets Team would be happy to advise which lines already exist, thus allowing new traders some direction in their choice of goods.

3. Herefordshire Market Locations

Markets operate throughout Herefordshire between Tuesday and Saturday as follows:

Tuesday	Kington and Ledbury	You provide stalls	8.00 am till 4.00pm
Wednesday	Hereford City	We provide stalls (3m x 3m gazebo)	8.00 am till 4.00pm
Thursday	Ross-on-Wye	You provide stalls	8.00 am till 4.00pm
Friday	Leominster	You provide stalls	8.00 am till 4.00pm
Saturday	Hereford City	We provide stalls	8.00 am till 4.00pm
Saturday	Ledbury, Ross-on-Wye	You provide stalls (3m x 3m gazebo)	8.00 am till 4.00pm

4. Do you need a stall?

The Retail Street Markets in Hereford City have stalls ready erected by the Markets Team on the day. Other markets and stall requirements are listed in the table on the previous page.

You might need to purchase a stall, tables or other accessories. Useful sites include <http://www.marketholdings-store.co.uk/index.html> or <http://www.customcanopies.co.uk/>

5. Public Liability & Trade Goods Insurance

All traders must be covered by insurance for Public Liability. Current valid insurance certificates should always be carried by traders, for inspection by the Markets Team.

Herefordshire Council requires traders to indemnify the Council from and against all claims, demands, proceedings, damages, costs, charges and expenses.

The minimum third party insurance should be for an amount of £2,500,000 (2.5 million).

Insurance cover of this type can be obtained via membership of The National Market Traders Federation www.nmtf.co.uk Membership of this organisation is not compulsory. Alternatively, independent specialist insurance advice can be found at <http://www.gmisl.co.uk/Products.html#ms>

6. Accounts & VAT

All income needs to be accounted for. You may find it necessary to register for VAT dependent on turnover, to be paid to HM Revenue and Customs. See <http://www.hmrc.gov.uk/vat/start/register/when-to-register.htm> or <http://www.hmrc.gov.uk/sa/register.htm> for further information.

You will of course be able to reclaim the VAT you have paid on your purchases. You will also, after the first year's trading, be required to submit accounts to the Inland Revenue, see <http://www.hmrc.gov.uk/selfemployed/> for more details.

7. Legal Obligations

A market trader must also be aware of other statutory legislation applicable to him or her. As a self employed person a trader is required to register and pay National Insurance contributions, see <http://www.hmrc.gov.uk/ni/index.htm>

- Food Safety

Food retailers should familiarise themselves with current practices and procedures and legislation regarding food preparation, especially in relation to labelling and packaging etc.

Please refer to http://www.herefordshire.gov.uk/business/food_production/food_standards.aspx and read the points below:

1. **Registration of Food Premises – you must be registered with the local authority where your business is based i.e where you produce, store or prepare the food/drink, or where you store a vehicle/unit.**
2. Correct transportation of food.
3. Provision of hand washing facilities where appropriate
4. Correct storage and display of food/drink
5. Temperature control
6. Design and cleanliness of stall/unit
7. Personal hygiene
8. Waste storage.
9. Food Hygiene training as appropriate

For further information and advice please contact Environmental Health on 01432 261761 or visit www.herefordshire.gov.uk and search for 'food safety'.

Hereford Retail Market is currently unable to sanction the preparation and sale of hot and cold food at any stall, where it is intended for direct consumption on site. The right to consider the sale of prepared cold foodstuffs is reserved if it is deemed to be an ancillary product within the totality of the overall stall product range.

8. Customer Returns

If an article is brought back that is faulty or damaged or not fit for the purpose for which it was sold, then the trader must rectify the matter either by exchanging the goods, giving a credit note or a full cash refund, but remember whatever method is used it is the **customers choice**.

Often goods may be returned that are not faulty but the customer has found out it was not really what they wanted, or in the case of clothing, it does not quite fit. In this case **there is no obligation** to make the matter right, but if you feel the reason is genuine, then in the long term it might be better to offer an exchange or refund..

You may lose a sale but you have built some goodwill, and the customer will most likely return again!

Good customer relations and your own reputation is vital to your business and the market as a whole!

9. Trade Descriptions

- 1) All items on sale must be clearly priced.
- 2) Items that are legally required to be sold by weight e.g cheese, meat, most fruit and vegetables must have a metric unit price (price per kg) displayed, whether sold pre-packed or loose. If pre-packed the goods must also be marked with the weight and selling price of the pack.
- 3) All weighing scales used for determining the selling price of goods must be stamped.
- 4) No signs or notices should be displayed that attempt to restrict a consumer's statutory rights.
- 5) A consumer's statutory rights are that goods must be of reasonable quality, fit for purpose and as described.
- 6) Food offered for sale must comply with statutory labelling requirements and compositional standards.

These conditions are in no way intended to be a comprehensive summary of all relevant legal requirements

Further and more detailed advice for traders is available at www.herefordshire.gov.uk
Click on Business, then Trading Standards and the Business Advice link.

Alternatively. Please contact business advice on 01432 261987

Useful Services

Accepting Credit Cards, examples of providers:

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