



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	
Trading Name(if applicable)	
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 – New Traders Information Pack

Starting Out

Casual or 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. However, some traders prefer to operate on a casual basis indefinitely.

The Markets Team will discuss the requirements of both the trader and those of Herefordshire Council. Most authorities have a method of stall letting, basically the longer you attend the more chance you have of being allocated a regular stall or pitch when one becomes available.

The exceptions to this are if you are selling a line of goods that might clash with another trader.

The Markets Team will consider this and might place such traders as far apart as possible, or the casual trader may be placed on the waiting list until such time as a stall becomes available.

Deciding what to sell

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

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

Herefordshire Market Locations

Markets operate throughout Herefordshire between Tuesday and Saturday as follows:

Tuesday	Market Hall Kington	You provide stalls	8.00 am till 4.00pm
Wednesday	Commercial Street, Hereford City	We provide stalls	8.00 am till 4.00pm
Thursday	Market Place, Ross-on-Wye	You provide stalls	8.00 am till 4.00pm
Friday	Corn Square, Leominster	You provide stalls	8.00 am till 4.00pm
Saturday	Commercial Street, Hereford City	We provide stalls	8.00 am till 4.00pm
Saturday	Market Place,	You provide stalls	8.00 am till 4.00pm

	Ross-on-Wye		
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Ledbury Town Council administer the Ledbury Retail Market which takes place every Tuesday and Saturday. Please contact them direct if interested in Ledbury Market, on **01531 632306**.

Bromyard no longer operate a retail market.

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 above.

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/>

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>

Accounts & VAT

All income needs to be accounted for. If your turnover exceeds £64,000 in any 12 month period or less it will be necessary to register for VAT, which means that if your goods are standard rated 17.5% of your sales (or whatever is the prevailing rate) will be paid to the Customs and Excise.

You will of course be able to claim 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, unless you wish to receive a very high tax assessment. The best thing to do is to take a professional attitude, and retain a good accountant right from the start.

Not only will an Accountant advise you on how best to keep your books, and keep you on the straight and narrow with the Customs & Excise and Inland Revenue people, he will also offer you sound advice on operating a viable business.

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 pay National Insurance contributions, (except in the case of a married woman, who can opt out).

This can be done by stamping a card, or opting for the easy way of using a direct debit system at the bank. This method ensures it does not slip your memory.

Food traders, particularly ones selling perishable products, should make themselves aware of the Food Hygiene Legislation such as statutory temperature controls in selling, displaying and transporting foods.

If you use your own stall it will be necessary for you to register the address where the stall is kept. Consumer legislation, such as the Sale of Goods Act, and the Trade Descriptions Act must be strictly

adhered to. For advice contact Herefordshire Environmental Health & Trading Standards Department <http://www.herefordshire.gov.uk/environment/22937.asp>

Returns By Customers

If an article is brought back that is faulty 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. By adopting this attitude you may occasionally be taken for a ride by an unscrupulous and dishonest customer, but the good reputation you will build up completely justifies it.

Trade Descriptions

To adhere to the Trade Descriptions Act is really quite simple.

Don't sell counterfeit goods, and don't describe your goods incorrectly.

If you are selling seconds don't describe them as perfect.

If you are selling Egyptian new potatoes, don't describe them as English.

Weights and Measures are to be in Metric but can (now) have Imperial equivalents present.

If you fail to follow these guidelines you will eventually fall foul of Herefordshire Council Trading Standards, and apart from the fine you will be facing the prospect of damage to your reputation and exclusion from future market activity.

All technical enquiries can be dealt with by Herefordshire Council Environmental Health & Trading Standards team who can be contacted at <http://www.herefordshire.gov.uk/environment/22937.asp>

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Useful Service Examples:

Accepting Credit Cards



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