

## Assembly Rooms Emporium Welcome Pack

A comprehensive guide for traders



King Street, Lancaster, LA1 1JN

[www.lancaster.gov.uk/markets](http://www.lancaster.gov.uk/markets)

[www.facebook.com/AssemblyRoomsEmporium](https://www.facebook.com/AssemblyRoomsEmporium)

Email: [markets@lancaster.gov.uk](mailto:markets@lancaster.gov.uk) Tel: 01524 582504 / 07508 328604

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# Welcome to trading at Lancaster's Assembly Rooms Emporium

## The Assembly Rooms Emporium

The Assembly Rooms Emporium is one of three markets run by Lancaster City Council (the others being the Charter Market also in Lancaster and the Festival Market in Morecambe). The Assembly Rooms Emporium is an indoor market which is home to an eclectic mix of stalls specialising in pre-loved and alternative goods, as well as arts and crafts. With a range of stalls selling a wide selection of quality products, the Assembly Rooms Emporium offers traders both new and experienced a great 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 working all around you as well as benefit from a supportive Markets Office who are keen to see new traders become successful. 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.

And with a wide variety of events taking place in Lancaster and Morecambe each year, all Assembly Rooms Emporium traders benefit from the large number of visitors we get to this area throughout the year.

## The market

The Assembly Rooms Emporium is housed in a Grade II listed heritage building (built in 1759) in Lancaster city centre just a few minutes' walk from both the railway and bus stations. There are several stalls in the main hall of varying sizes, a back room and a café. A plan of the market is attached.

## The market day

The Assembly Rooms Emporium is open from 10am to 5.30pm Tuesday to Saturday and 11.30am to 4pm on Sundays and some Bank Holidays. Your stall should be staffed during opening hours unless otherwise agreed with the Markets Office. Staffing can include an arrangement with another trader or traders to look after your stall. Please inform the Markets Office of unforeseen absences before 9am on the day in question. Planned absences such as holidays should be communicated to the Markets Office in advance.

## The markets team

The Market Supervisor (Lancaster) is based in Dalton Square, just a short distance away from the Assembly Rooms Emporium. The Market Supervisor's usual working hours are 7am to 5pm, Wednesday to Saturday. Any queries, concerns or comments you have regarding the market should be directed to the Market Supervisor in the first instance (see *Useful Contacts* for details).

The Markets Manager and Market Supervisor (Morecambe) are both based at the Festival Market in Morecambe. If you need to speak to someone urgently and you cannot get in touch with the Market Supervisor (Lancaster), please contact them (see *Useful Contacts* for details).

## **Becoming a trader in the Assembly Rooms Emporium**

To become a trader in the Assembly Rooms Emporium, you should first complete our Expression of Interest form which can be found on our website:

[www.lancaster.gov.uk/traderinterest](http://www.lancaster.gov.uk/traderinterest) . If your proposed stall is appropriate for the market, we will then contact you with details of how to apply for a stall. You will need to provide proof of insurance (see *Public Liability Insurance* for details), a risk assessment, and proof of identity.

The Assembly Rooms Emporium is a popular market and preference is given to those wanting to sell commodities that are hand-made, produced locally or regionally, are not commonly found in city centre shops, and that offer something not currently represented on the market. All commodities must be of good quality. Please note that unfortunately not all applications will be successful.

If your application is successful, you will be issued with a licence which you will need to sign before you start trading in the market. You will also have to pay a deposit equal to one month's fees. This will be refunded when you leave the market providing your stall is left in the condition in which it was allocated to you, you have removed all your items from the market, and you have paid all your fees.

The notice period for traders is a minimum of one full calendar month, expiring on the last market day of a calendar month. You must give notice in writing. You remain liable for the fees due for your stall until the end of the notice period, whether you trade or not during this period.

## **Market fees**

The fees for stalls are calculated according to their size and range from £30 per week upwards. There is also a small additional fee of around £5 per month payable by all traders towards the PPL PRS licence which allows traders to play music in the market.

You will be issued with an annual invoice and a monthly payment plan for your fees which can be paid by a variety of means (direct debit, over the phone, online, at the Post Office, etc).

## **Your stall**

You have to provide your own fixtures and fittings for your stall (display stands, tables, etc). These must all be of good quality and professional appearance, and meet health and safety requirements. All items relating to your stall (stock, display stands, etc) must be contained within the boundaries of your stall. If there are vacant stalls in the market, all traders may use these stalls as extra display space but permission must first be obtained from the Markets Office.

If you wish to hang items on the wall, please use the picture rails provided. Under no circumstances must anything (including nails etc) be attached to the walls without prior permission from the Markets Office. Please note, items hung from the picture rails should be positioned there only by means of a reaching hook. Any traders using ladders or other means

to access the higher picture rail do so at their own risk and Lancaster City Council cannot accept any responsibility for injury resulting from such activity.

An area measuring 0.5m on either side of each wall heater and 0.75m below each wall heater must be left clear for health and safety reasons. In order to avoid damp or condensation arising, we recommend that wall displays are changed on a monthly basis to avoid having the same sections of wall covered for long periods of time.

Stock may be left on your stall overnight but this is at your own risk and you should ensure you have adequate insurance in case of burglary or theft.

## **Your commodities**

You may display and sell on your stall only the commodities that are specified on your licence. If you want to add another commodity to your licence, please ask the Markets Office.

If you are selling second-hand goods other than books, you will need to get a Second-hand Dealer's Licence. For information on this and to apply for one, please contact our Licensing Department (see *Useful Contacts* for details). There is a one-off charge of around £50 for this.

If you are selling foodstuffs, you must have a Food Hygiene Rating of 3 or above. You must also comply with the Food Safety Act 1990 as well as any other relevant regulations. Details of all new food traders on the market are passed to Lancaster City Council's Environmental Health Department who can issue Food Hygiene Ratings for those traders who do not have one. Food traders can also contact the Environmental Health Department directly regarding any queries or issues concerning the selling of food in the Assembly Rooms Emporium (see *Useful Contacts* for details).

Certain commodities may not be sold in the Assembly Rooms Emporium. These include:

- Tobacco, e-cigarettes and related products
- Drugs (including legal highs), drug-related products or items promoting the taking of drugs
- Fur products (excluding second-hand fur and sheepskin)
- Class 3 laser pens
- Guns, replica guns including BB guns, ornamental swords and knives (except kitchen knives which may be sold to those aged over 18 who have provided ID)
- Fireworks
- Any product which in the opinion of the Lancaster City Council promote, incite or glorify hatred, violence, racial, sexual or religious intolerance or could bring the Council into disrepute.

## **Public Liability Insurance**

To trade in the Assembly Rooms Emporium, you must have public liability insurance with cover of £5million (incorporating product liability insurance if selling foodstuffs). You will be required to provide proof of this before starting to trade on the market and then annually on renewal.

## **Health and safety**

You must take reasonable care of your own health and safety, and that of your staff, customers and others around you. All traders are required to submit a risk assessment before

trading on the market. Advice on this, including a generic risk assessment that can be adapted to individual needs, can be provided on request.

Please keep your stall and the area around it clean and tidy at all times. If you spot anything on the market that you think may be hazardous, let us know immediately. Naked flames and flammable liquids are not allowed inside the building at any times. The use of fan and convection heaters as well as block adaptors is also prohibited due to the fire risk associated with these.

A copy of the Assembly Rooms Emporium's Fire Procedure is attached and is also on display in the building. Please ensure you familiarise yourself and your staff with the procedure and also with the locations of the call-points, fire escapes, fire extinguishers and other fire equipment. Fire drills are held on an annual basis. The fire alarm is tested weekly, and health and safety checks are also carried out on a weekly basis by market staff. The corridor between the inner and outer fire exits towards the rear of the building must be kept clear at all times.

All market staff are first aiders. A first aid box is kept in the stairwell to the rear of the market. In an emergency, please ring 999 and ask for an ambulance. If you employ staff on the market, you should keep a first aid kit and accident book on your stall.

## **Your vehicle**

There are no facilities for parking vehicles at the Assembly Rooms Emporium. There are several car parks in and around the city centre which traders may use (fees payable). A map showing the location of these is attached.

Traders may park on the highway to load and unload in accordance with the loading restrictions as displayed on this section of highway (please check the signage first).

Some traders park temporarily on the forecourt in front of the Assembly Rooms building for loading and unloading purposes. Please note however that by driving over the pavement to get onto the forecourt, you are committing an offence and therefore you may be charged if a police officer witnesses you doing this. Please also note that any encroachment onto the footpath (which is a slightly different colour to the forecourt and follows the line of the buildings on either side of the Assembly Rooms building) when parked on the forecourt could result in you receiving a Penalty Charge Notice ('parking ticket'). Parking on the forecourt is therefore at your own risk and unfortunately we would not be able to offer any assistance if you received a Penalty Charge Notice or were charged with an offence. If you do decide to park here, please ensure it is for loading and unloading purposes only and remove your vehicle as soon as you have finished doing this so access to and visibility of the market are not obstructed for longer than necessary.

## **Trade refuse**

All businesses are required by law to dispose correctly of refuse created by their business. This means you are responsible for disposing of all trade refuse created on your stall.

A Lancaster City Council trade refuse bag is kept in the kitchen. All traders wishing to dispose of trade refuse may place it in this bag but please ask the trader in the café first about when it

is most convenient to do this. Full bags should be tied securely and put out for collection next to the litter bin in front of the Assembly Rooms before 2pm on Tuesdays and Fridays only. (Bags must not be put out on any other day.)

A Lancaster City Council trade recycling bag is also kept in the kitchen. All traders wishing to dispose of trade recycling may place it in this bag but again please ask the trader in the café first about when is most convenient to do this. Paper, cardboard, tins, cans and plastic bottles may be put in this bag but not glass or any other sort of plastic. When full, the bag should be tied securely and put out for collection next to the litter bin before 9.15am on Tuesdays only. (Again, bags must not be put out on any other day.)

If a bag is not collected by the time the market closes, please bring the bag back into the building and contact the Markets Office the following day to arrange collection. Bags must not be left outside overnight or at any other time as this constitutes fly-tipping/littering. Also no other bags of rubbish or loose refuse should be left out at any time as this would also constitute fly-tipping/littering which may result in you being issued with a Fixed Penalty Notice.

Please also note that we pay a fee for these bags (to cover the cost of collection) so please do not put them out for collection unless they are full.

## **Electricity**

Lighting and heating are provided and are included in the fees paid by traders. There are also plug sockets in or near all stalls which traders may use at no extra cost, providing such use is not excessive. Each trader is responsible for ensuring all electrical items in their stall are switched off at the end of each market day.

All portable electrical items (i.e. items with plugs) must be PAT tested by a registered engineer prior to use on the market (unless the item is less than a year old and a receipt can be provided to prove this). They must then be re-tested on an annual basis.

The Markets Office arranges for an electrician to come and test all portable electrical items in the market once a year. There is no obligation to use this electrician. However if you don't, you will need to make your own arrangements to get all your portable electrical items tested on an annual basis. Any item not displaying a current PAT sticker and more than a year old must not be used on the market and should be removed immediately from the building.

## **Market facilities**

There are toilets situated at the back of the market for use by traders and customers of the market. (Please note these are not public toilets and members of the public who are not customers of the market should be directed to the nearest public toilets which are in the Market Gate Shopping Centre, situated on the other side of the one-way system.) The toilets are cleaned twice weekly.

There are notice boards within the market which are used to display Lancaster City Council notices. However, when there is space other notices that might be of interest to customers may be displayed. There are also leaflet racks in the building displaying leaflets of interest.

Free Wi-Fi is available in the market for traders and customers via the Lancaster City Council's City, Coast & Countryside network.

## **Smoking**

Smoking (including the use of electronic cigarettes) is prohibited in all Lancaster City Council buildings, including the Assembly Rooms Emporium. Smoking is also not permitted on the portico, steps and access ramp to the front of the building as smoke here may drift into the building and may deter customers from entering.

## **Employing children**

Any child between the ages of 13 and 16 who works on a market stall (even if they are a relative and whether or not they are paid) must be licensed with Lancashire County Council. (Children under the age of 13 are not allowed to be employed in any capacity). There are rules and regulations attached to this but the licensing itself is free and simply requires a form to be completed. Failure to do so could result in a fine being issued.

More information and the form can be found at: [www.lancashire.gov/childemployment](http://www.lancashire.gov/childemployment) . Checks on the employment of children in markets are made by Lancashire County Council periodically. Please note that your business insurance may be invalidated if young people in your employment are not licensed.

## **Website**

The Lancaster City Council website contains a section on the City Council's markets ([www.lancaster.gov.uk/markets](http://www.lancaster.gov.uk/markets)). There are pages for each of the three markets, including the Assembly Rooms Emporium. There is also a page giving specific information for traders.

In addition to the above, the Assembly Rooms Emporium has its own Facebook page [www.facebook.com/AssemblyRoomsEmporium](http://www.facebook.com/AssemblyRoomsEmporium). This is regularly updated with news of events, new attractions and additions on the market. If your business has its own Facebook page, tag the Assembly Rooms Emporium page in any posts you make about your stall and we will then share your posts to the Assembly Rooms Emporium page.

## **Your contact details**

It's very important that we have up-to-date contact details for you at all times (postal address, phone number, email address). If any of these details change, please let us know in writing as soon as possible.

## **How to get to the Assembly Rooms Emporium**

Leave the M6 at junction 33 or 34 and follow the signs for Lancaster City Centre. The market is located in King Street on the one-way system, in between the Penny Almshouses and Crows Hotel. The postcode (for SatNavs) is LA1 1JN.

# Useful contacts

## Markets Team

Maggie Trew hitt  
Market Supervisor (Lancaster)  
01524 582504 or 07508 328604  
[mtrewhitt@lancaster.gov.uk](mailto:mtrewhitt@lancaster.gov.uk)

Maggie is based in Dalton Square and usually works Wednesdays to Saturdays.

Tracey Preston  
Markets Manager  
01524 414251 or 582922  
[tbruce@lancaster.gov.uk](mailto:tbruce@lancaster.gov.uk)

Tracey is based at the Festival Market in Morecambe which is open Tuesdays, Thursdays, Saturdays, Sundays and some bank holidays

Danielle Haydock  
Market Supervisor (Morecambe)  
01524 414251 or 582922  
[dhaydock@lancaster.gov.uk](mailto:dhaydock@lancaster.gov.uk)

Dani is also based at the Festival Market in Morecambe which is open Tuesdays, Thursdays, Saturdays, Sundays and some bank holidays.

Rob Chapman and Jon White  
Market Assistants

Rob and Jon occasionally cover for Maggie or help out on market days. Both are based at the Festival Market in Morecambe.

## Other useful contacts at Lancaster City Council

Cath Gillin  
Communications and Marketing Officer  
01524 582044  
[cgillin@lancaster.gov.uk](mailto:cgillin@lancaster.gov.uk)

Cath is responsible for promoting and marketing the Assembly Rooms Emporium. She can also provide advice and guidance to traders on an individual basis.

Environmental Health  
01524 582935  
[environmentalhealth@lancaster.gov.uk](mailto:environmentalhealth@lancaster.gov.uk)  
[www.lancaster.gov.uk/environmental-health/](http://www.lancaster.gov.uk/environmental-health/)

Environmental Health provide advice and guidance on a range of issues including food hygiene.

Licensing  
01524 582033  
[licensing@lancaster.gov.uk](mailto:licensing@lancaster.gov.uk)  
[www.lancaster.gov.uk/business/licensing/](http://www.lancaster.gov.uk/business/licensing/)

Licensing issue a range of licences including second-hand dealer licences and licences for people wanting to sell alcohol..

Lynette Page  
Economic Development Officer – Business & Skills  
[lpag e@lancaster.gov.uk](mailto:lpag e@lancaster.gov.uk)  
01524 582096 or 07747 472064

Lyn can provide advice and support on how to grow your business, and can direct you to other sources of information and guidance.

Out-of-hours emergency control centre  
(8pm to 5am)  
01524 67099

## Non-council contacts

PCSOs 101

This number can be used to report crimes that do not require an emergency response, including anti-social behaviour.

# Spring Into Markets

NMTF (National Market Traders Federation) have an online guide to retail market trading called Spring Into Markets which can be found at [www.nmtf.co.uk/info/sim/](http://www.nmtf.co.uk/info/sim/) . A comprehensive guide to starting up as a market trader, it also contains much that will be of interest to established traders wishing to develop and improve their business.

Topics covered include:

- Starting Up
- First Impressions
- Great Customer Service
- Using Social Media
- Selling Your Products
- Product Presentation
- Making Signage Work For You
- Allocating Space
- Is the Price Right?
- Increasing Sales With Promotions
- Creating 'Good Value'
- Creating Extra Sales
- Monitoring Performance
- Simple Profit and Loss
- Your First Year

The guide is free to view and well worth referring to.

# Promoting the market and your stall

Lancaster City Council has a dedicated Communications and Marketing Officer who is responsible for promoting the three markets run by the City Council – the Assembly Rooms Emporium, the Charter Market and the Festival Market. The officer regularly liaises with the Markets Office to discuss ways of increasing the number of people visiting the city council's markets from both inside and outside the district.

This includes regular press releases in the local and regional media promoting events happening on the markets as well as the circulation of posters, flyers and leaflets to hotels, caravan parks, schools, City Council buildings and local businesses to name but a few.

However, social media including Facebook and Twitter is also used to spread key information and incentives virally, and there is an Assembly Rooms Emporium page on the city council's website which is kept up-to-date with news of special offers and events ([www.lancaster.gov.uk/markets](http://www.lancaster.gov.uk/markets)).

The City Council is also happy to offer guidance to individual traders on how best to market and promote their own business so as to encourage both new and return visits from customers. Over the years the Markets Office has seen many successful and not-so-successful market stalls and are happy to provide advice. The Communications and Marketing Officer is also happy to advise traders on an individual basis on any aspect of marketing and promotion. The City Council's Economic Development Officer – Business & Skills can also provide advice and support on how to grow your business, and can direct you to other sources of information and guidance. (See Useful Contacts for contact details.)

Some top tips about marketing your stall are listed below.

## Top tips for marketing your stall at low cost

Marketing your stall isn't all about business cards, flyers, posters and spending money on advertising which can cost you more than you'll get in return. Providing customers with a consistently memorable shopping experience as well as offering products which they want to buy will all help generate a solid customer base. It will also lead to word-of-mouth recommendations which will encourage new customers to your stall.

### Presentation

Treat your stall as your shop window to entice shoppers. It should be well organised, clean and tidy with no clutter.

Display your items in a customer-friendly way so that people feel comfortable approaching your stall to take a closer look. Arrange your best-selling items or any items on offer at the front of your stall.

Ensure your stall looks attractive from a distance so it'll encourage customers to come nearer.

### Get your pricing right

People expect to find bargains at a market so if you're selling something you can pick up at a nearby supermarket, make sure that your item is cheaper or has some other unique selling point.

Everyone loves a bargain so consider having some discounted items or special offers to draw people in.

### Be informative

Make sure the prices are easily visible. People can be shy about asking the price of items and hesitant to go too close to stalls which don't display prices clearly.

### Incentives

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.

### Believe in what you're selling and smile

Let your passion and enthusiasm for your products shine through – this in itself will attract customers. And remember to smile! Great customer service and interpersonal skills are key to getting customers to return to your stall. The best advert for your stall is word-of-mouth so be friendly and helpful at all times.

### Social networking

Don't underestimate the power of online social networking like Facebook and Twitter. Once you have regular customers following you on Twitter or becoming your fans on Facebook, 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. If you have set up a Facebook page, don't forget to promote it to your existing customers through any leaflets or posters you have printed.

### E-newsletter

If Facebook is too time-consuming and you don't have the resources for leaflets, another way to promote your business is via an e-newsletter. Decide how often you want to produce it (for example, monthly) and get your customers to sign up to a database to receive it. 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

There are a number of sites on the internet which will allow you to post basic business listings for free. Research your own business area and see what is available and take advantage of these free channels.

### Local media

The City Council's Communications and Marketing Officer can provide a list of contacts for the local media, both for editorial and advertising.

The local media are always interested in good news stories, especially events and those with a human-interest angle. If you or one of your customers (with their permission) has an interesting story to tell, you may wish to contact the media and use the opportunity to promote your business.

### Leaflets/flyers

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 if appropriate.

## Word of mouth

This can be the best or the worst promotion for your business. It is in your own best interests that you ensure your values and behaviours put you in the best light possible so that your customers enjoy their visit and their interaction with you so much that they sing your praises if talking about their visit. This can be in regard to their dealings with you or what they witness with regards to your interactions publicly with other traders or your staff.

We recommend practising the following:

- Be willing to listen to your customer, in particular with regards to complaints.
- Do what you say you will do. If you promise obtaining goods ordered by customers do so. Don't over-promise and leave a customer feeling let down.
- Appreciate different perspectives.
- Go the extra mile – people notice.
- Take professional and personal pride in your stall, stock and appearance. Being busy creates interest so if you are quiet, find something to do on your stall – it will draw customers' eyes.
- Be interested – reading a book may pass time on a quiet day but a customer passing by may not wish to disturb you. Make eye contact, smile, be ready and willing to start a conversation – even “Hello, how are you? The weather is ....” would be a good start to show you are approachable.
- Learn from previous experience.
- If a customer is aggressive with you, rise above it and smile and be pleasant. See if you can turn the situation around and have them leaving the market feeling less aggressive than when they arrived. Meeting fire with fire results in total burnout and there are no winners there.
- If you don't have an item a customer asks for and you know another trader does or has something similar, direct the customer to them. Keep them on the market. The more successful each trader is individually, the more successful the market as a whole will be.
- People like to be in places with a good, happy, atmosphere – they want to feel comfortable when they shop here. If you have a problem with a customer complaining or another trader, do not air the problem in public or in the very least remain calm and pleasant.
- If any situation threatens to get out of hand, walk away and suggest the other party does the same. The Market can and will intervene if necessary.

# Dealing with shoplifters and anti-social behaviour

It is rare that we have problems with shoplifters or anti-social behaviour in the Assembly Rooms Emporium. However, as with all buildings to which the public have access, it can be an issue.

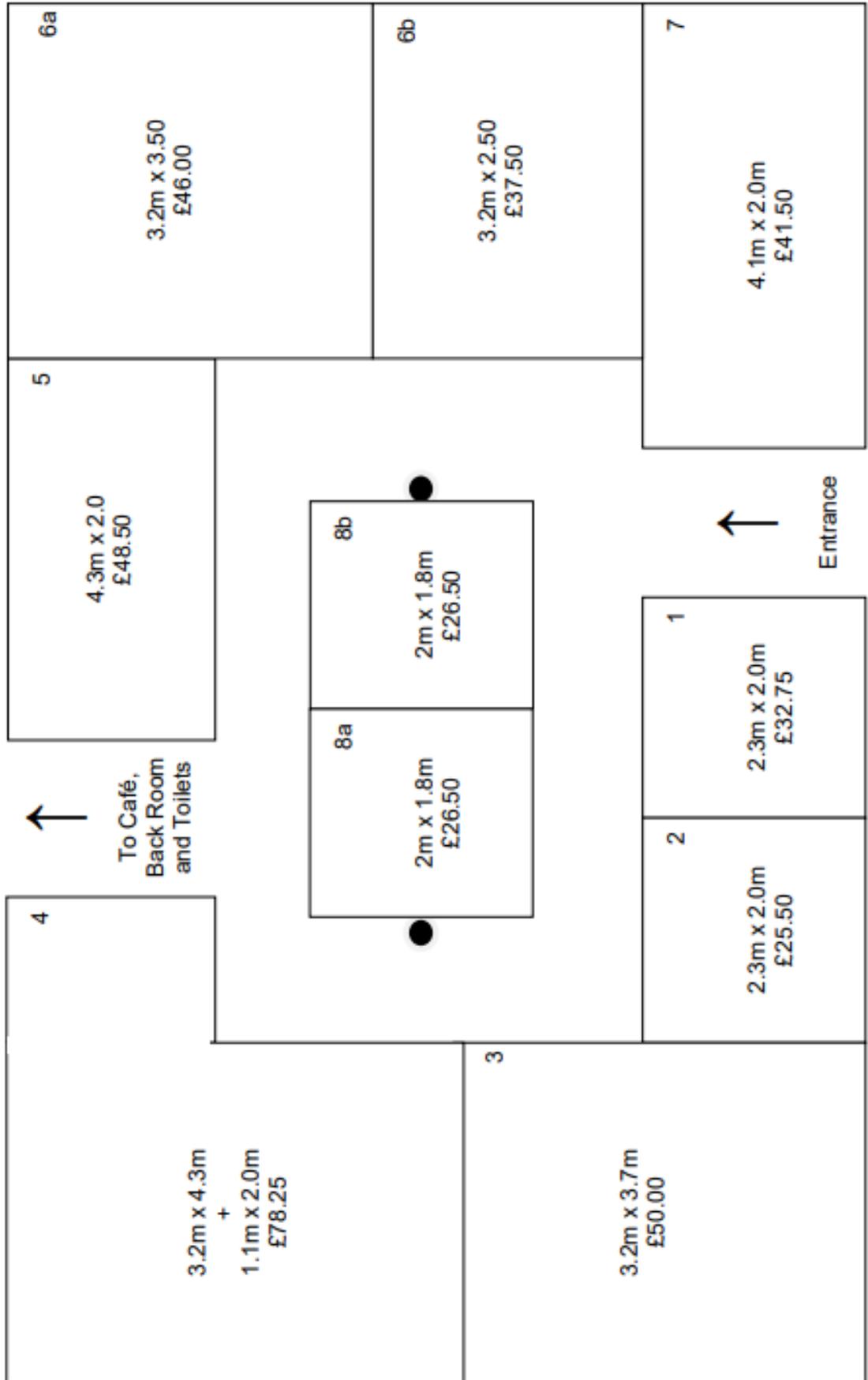
Remember - your safety is more important than property. If you find yourself in an aggressive or violent situation, DON'T take any risks – your personal safety should always come first. These tips may help:

- Watch out for warning signs such as hostile body language, nervousness or the smell of alcohol.
- Avoid actions that may trigger violence such as standing too close to people, pointing, touching, turning your back, swearing, shouting, or making sudden movements.
- Keep calm and behave as normally as possible. If you are angry and aggressive it will enflame the situation. Maintain a pleasant demeanour even if you do not feel calm or pleasant towards the other party. It is very difficult for people to be angry and aggressive towards someone who is not responding in the same manner.
- Keep your distance from threatening behaviour. If there is shelter available, such as a counter or table, get behind it and try not to get involved in an argument.
- Do not touch the offender unless to prevent an assault on your person as this could be misconstrued as an assault on them.
- Get help. Ask another trader to help. If you feel the situation is getting out-of-hand or feel threatened, call the police.
- Make a note of all incidents as soon as possible after the event - dates, times and relevant information. This will be invaluable if you decide to press charges against offenders.
- Try to remember what the offender looked like – height, build, clothing, hair, any distinguishing features.
- In a robbery, it is important not to take risks. Assess the situation and if necessary wait until the robbers have left the building before raising the alarm.

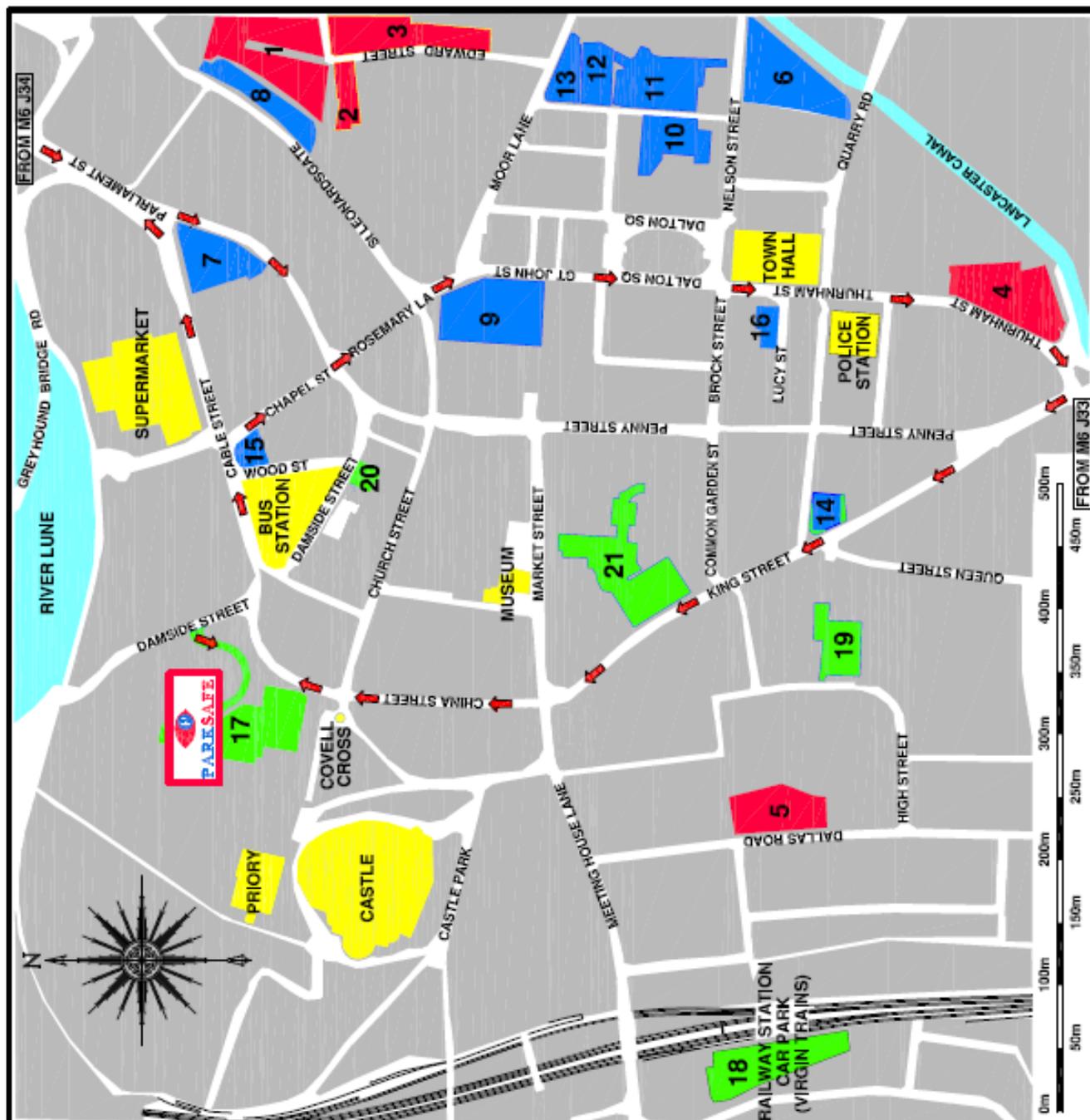
# Plan of Assembly Rooms Emporium

**Stall measurements and rents**

Back room £73.50  
Café £69.00



# Map of Car Parks



## Pay and Display Car Parks Lancaster

### Long Stay

1. Upper St Leonardgate. LA1 1QH.
2. Lodge Street. LA1 1QW.
3. Edward Street. LA1 1QH.
4. Auction Mart. LA1 1XU.
5. Dallas Road. LA1 1LD.

### Short Stay

6. Nelson Street. LA1 1PT.
7. Cable Street. LA1 1HD.
8. Lower St Leonardgate. LA1 1QH.
9. St Nicholas Arcades. LA1 1NG.
10. Charter House. LA1 1PU.
11. Moor Mills 1. LA1 1PU.
12. Moor Mills 2. LA1 1PU.
13. Moor Mills 3. LA1 1QJ.
14. Spring Garden Street. LA1 1RQ.
15. Wood Street. LA1 1LQ.
16. Lucy Street. LA1 1YF.

Also:

Private Car Parks..

17.  24hr secured parking. Pay on foot. LA1 1EQ.
18. Railway Station. LA1 5SL
19. High Street. LA1 1LA.
20. Damside Street. LA1 1PD.
21. Marketgate. LA1 1JF.

All car parks operated by Lancaster City Council  
(Unless otherwise stated)

For parking enquiries, telephone: 01524 582534

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# Assembly Rooms Emporium Rules



**DIRECTORATE FOR COMMUNITIES AND THE ENVIRONMENT  
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Market Office tel. (01524) 582504**

## **ASSEMBLY ROOMS EMPORIUM RULES - DEFINITIONS**

To be considered alongside Assembly Rooms Emporium Rules (from February 2021)

In these Rules the following definitions shall apply:

- (a) 'The Council' means Lancaster City Council.
- (b) 'Market' means Assembly Rooms Emporium located in King Street, Lancaster or other location as the Council may in its absolute discretion determine.
- (c) 'Market Manager' means the Market Manager for the time being appointed by the Council and staff authorised to act on his/her behalf.
- (d) 'Trader' means a person who has a licence to occupy a Stall to trade for a fixed number of days each week.
- (e) 'Stall' means a specified area allocated within the Market for the purpose of trading.
- (f) 'Market Days' are the regular days that the Market is open (listed in the Welcome Pack) plus any other days on which the Council, in its discretion, determines that the Market shall be open for business.
- (g) 'Commodity' means the goods a Trader is allowed to sell. Each Commodity shall be defined by the Market Manager.
- (h) 'Market Fee' means the amount of money payable by a Trader to use the Stall.

## **ASSEMBLY ROOMS EMPORIUM RULES**

The following Rules have been made and adopted by Lancaster City Council for observance by Traders and all engaged at the Assembly Rooms Emporium. For definitions of terms used within this document, please consult the Market Office.

### **1. GENERAL AUTHORITY OF THE MARKET MANAGER**

- (a) Traders and all attending the Market are required to observe and carry out the reasonable instructions of the Market Manager.
- (b) The Market Manager is responsible for the general administration of the Market including its management.

### **2. ALLOCATION OF STALLS**

- (a) All Traders must fill out an application form before commencing trading and must provide proof of ID (photo, address and right to work). Traders must be known to the Market Office.
- (b) Allocation of Stalls and consideration of applications from Traders wishing to move Stalls will be at the discretion of the Market Manager.
- (c) Consideration will be given to Commodities when allocating Stalls to Traders. Unrepresented Commodities will be given preference.
- (d) A licence will be issued to Traders which must be signed before trading can commence. However, trading by any Trader on the Market will be treated by the Council as acceptance by the Trader of all the Market Rules.

### **3. OCCUPATION OF STALLS**

- (a) Stalls must be open and staffed during opening hours (unless prior permission is obtained from the Market Manager). Staffing can include an arrangement with another Trader or Traders to look after the stall, in which case a note must be displayed on the Stall stating where payment for goods can be made. The Market Manager must be informed of any such arrangements. The opening hours can be found within the Welcome Pack which is issued to all new Traders.
- (b) Traders intending to be absent from their Stall (in addition to any arrangement under Section 2a) shall notify the Market Manager by 9.00 a.m. that day.
- (c) Absenteeism on a regular basis may result in the application of Section 15. Market Fees are still applicable during any absence.

### **4. USE OF STALLS**

- (a) Stalls are not to be altered or extended, and fixtures and fittings are not to be added to the structure of the building (including using the walls for display purposes), without the Market Manager's permission. Stalls must be returned to their original state and all such fixtures and fittings removed at the end of their occupation (unless, at the Market Manager's discretion, the Trader is informed otherwise). If not, the Trader whose Stall it is may be charged for the cost of returning the Stall to its original state.
- (b) All Traders are expected to provide their own furnishings, fixtures and fittings within their Stall which should be of a professional standard and appearance as well as meeting any other standards required by the Market Manager in order to enhance the appearance of the Market as a whole.

### **5. HEALTH AND SAFETY**

- (a) Goods shall not be placed (whether on the Stall or on the floor) so as to obstruct the free passage of persons using the Market or to cause a trip hazard.
- (b) When closing the Stall at the end of trading, it is each Trader's responsibility to ensure his/her electrical appliances are switched off.
- (c) Traders are not permitted to have any naked flames in the Market such as lit candles, incense sticks, portable grills or gas burners.
- (d) Traders are responsible at all times for the Health and Safety of themselves, their staff and others around them, and are obliged to comply with the Market Manager's reasonable instructions regarding Health and Safety.

### **6. GOODS**

- (a) A Trader shall not stock, display, store for collection (including items sold online), or sell any Commodity other than those specified in his/her licence and/or agreed with the Market Manager. Commodities may only be sold from the allocated Stall which should be kept fully stocked with those Commodities. Changes or additions to Commodities must not be made without prior written consent from the Market Manager.
- (b) Commodities must not be placed for display or sale on the forecourt of the building.
- (c) Commodities may be stored or left in the Market, but the Council, its Managers, servants and agents shall not be liable for any loss or damage however caused to such Commodities.
- (d) Traders selling food shall be responsible for due compliance with the Food Safety Act 1990 and all relevant Regulations. Any Trader selling food (and subject to inspection and rating by the Council's Environmental Health team) who fails to maintain a Food Hygiene Rating score of 3 or above for more than six months will no longer be allowed to trade in the Market and will have his/her licence terminated with immediate effect. Any Trader selling food who, in the opinion of the Council's Environmental Health Department, poses a serious and immediate threat to public health, will no longer be allowed to trade on the Market and will have his/her licence terminated with immediate effect.
- (e) A Trader shall not possess or sell counterfeit goods in the Market. Any Trader found in possession of, or suspected of, selling goods of a counterfeit nature will be reported to Trading Standards.
- (f) No Trader will be afforded sole trading rights in any Commodity. However the Market Manager will endeavour to control Commodities to maintain a good balance of trade.
- (g) Where applicable, Traders must register as a dealer in second-hand goods and provide proof of such to the Market Manager.
- (h) The following Commodities may not be sold on the Market: tobacco, e-cigarettes and associated products; drugs (including legal highs), drug-related products or items promoting the taking of drugs; fur products (excluding second-hand fur and sheepskin); class 3 laser pens; guns, replica guns including BB guns, ornamental swords and knives (except kitchen knives which may be sold to those aged over 18 who have provided ID); fireworks; and any products which in the opinion of the Council promote, incite or glorify hatred, violence, racial, sexual or religious intolerance or could bring the Council into disrepute.

## **7. VEHICLES**

- (a) Traders wishing to load/unload should do so in accordance with the loading restrictions as specified on signs displayed on the highway. Traders should not park on the forecourt or drive over the footpath in front of the Market.

## **8. GENERAL**

- (a) Traders are required to keep and leave their Stall and the immediate surrounding area in a clean and tidy condition at all times.
- (b) Traders must ensure that any trade refuse created on their Stall is kept within the confines of their Stall and does not encroach beyond the boundaries of their Stall at any time. Lancaster City Council bags for trade refuse and recycling are provided on a weekly basis for use by all Traders in the Market. When full, these bags should be placed for collection on the days and times specified in the Welcome Pack which is issued to all new Traders. Bags must not be left out at any other time or overnight. Any refuse left outside the front of the Market other than in accordance with this Rule may constitute fly-tipping which will be treated seriously and may lead to a prosecution.
- (c) Traders must have suitable public liability insurance of £5m (incorporating 'product liability' insurance for any type of food trade). Evidence of such insurance must be produced to the Market Manager prior to the first day's trading in the Market and subsequently on an annual basis.
- (d) Smoking (including vaping) is not allowed in any part of the building, under the entrance portico or on the entrance ramp.
- (e) Traders must ensure any portable electrical items are tested (PAT tested) by a registered electrician prior to use in the Market. These tests must be organised and paid for by Traders on an annual basis and all trader-owned portable electrical items must display a dated sticker as proof of such. Any item not displaying a current PAT dated sticker must be removed immediately from the Market, unless the item is less than a year old and the Trader can provide a receipt to prove this.
- (f) Traders are responsible for the installation, upkeep, PAT testing and repair of their own equipment and equipment appertaining to their own business (e.g. water heaters, extractors, cookers, fridges, fans etc).
- (g) The Market Manager must be informed immediately of any change of contact details.
- (h) Access to doorways, fire exits and the toilets must be kept clear at all times. Fire extinguishers, fire exit signs and fire call points should be kept clear at all times.

## **9. WI-FI**

- (a) The provision by the Traders of a Wi-Fi connection will be permitted only if all of the following conditions are adhered to at all times.
- (b) All costs in connection with the supply of Wi-Fi are to be the joint and several responsibility of the Traders who have arranged for the installation or who make use of the Wi-Fi.
- (c) The Traders and any other parties who make use of the Wi-Fi acknowledge that in doing so they will comply with all data protection legislation in force.
- (d) The Traders and any other parties who make use of the Wi-Fi acknowledge that in doing so they will comply with all other legislation, rules, regulations, orders and byelaws that may affect the supply of Wi-Fi.
- (e) The router or any other equipment in respect of the Wi-Fi supply can only be sited outside of the stall area with the permission of the Market Manager and at a location convenient to the Market Manager.
- (f) The Market Manager has discretion at all times to request the immediate disconnection and removal of the Wi-Fi supply without having to give any reason.

## **10. MARKET FEES**

- (a) A deposit equal to one month's Market Fees is payable by all new Traders prior to their first day's trading in the Market. This is refundable on vacation of the Market providing the Stall is returned in the condition it was allocated, all the Trader's goods are removed from the Market, and all Market Fees are paid in full.
- (b) Traders will be issued with an annual invoice which must be paid in full by the end of the invoice period and a monthly payment plan detailing the instalments which must be paid each month. Any Trader in default of the monthly payment plan attached to the annual invoice will be deemed in arrears and in breach of the Market Rules. In addition to this any such Trader will not be allowed to trade until the arrears are cleared and the monthly payment plan adhered to.
- (c) Promotional rates will be offered to a Trader only once during a rolling 12-month period.
- (d) The Market Fees applicable are subject to increase and will be re-assessed annually.

## **11. SALE OF BUSINESSES**

- (a) Traders wishing to sell their business must notify the Market Manager and advise of a proposed date of termination of licence once a sale agreement has been reached.

- (b) The Market Manager must be introduced to and may wish to interview the proposed purchaser of the business. The Market Manager reserves the right to refuse any applicant as they see fit.
- (c) No Trader shall be allowed to sell a business if his/her account is in arrears.

## **12. COMPLAINTS**

- (a) Complaints by Traders of any matters affecting the Market must be brought to the attention of the Market Manager in writing, who will respond to the complaint within fifteen Market Days.
- (b) If a Trader is not satisfied by the action taken on any complaint, he/she may refer the matter to the Director for Communities and the Environment at the Council.

## **13. TRADERS RIGHTS**

- (a) The Council will provide a Stall suitable for trading and cleaning of the toilets for Traders that have adhered to these Rules.

## **14. CONDUCT**

- (a) Traders must comply with the values and behaviours expected of all Traders. These are listed in the Welcome Pack.
- (b) A Trader shall not assault, harass, be verbally abusive, cause a nuisance or annoyance to any other Trader, the Market Manager, market staff or the general public.
- (c) Any Trader who brings a child or children under the age of fourteen to the Market shall be responsible for the conduct of the said child or children, and in particular for any damage or nuisance caused by them.
- (d) Traders must comply with all regulations, orders and byelaws that may be in force from time to time.

## **15. FAILURE TO OBSERVE RULES**

- (a) In the event of a Trader breaching any of these Rules, the Council will issue a warning: a level one warning for initial/minor breaches and a level two warning for subsequent/multiple/serious (at the Market Manager's discretion) breaches. Warnings will be held on file for one year following issue.
- (b) If a level two warning is issued (whether following previous warnings or not) and a further breach occurs (even if of a different Market Rule), the Market Manager may in his/her absolute discretion choose to suspend or terminate a Trader's licence.
- (c) In the event of a temporary suspension Market Fees would still be payable and stock would need to be removed for the suspension period.
- (d) As an alternative to the above and if the Market Manager considers a very serious breach of the Market Rules has occurred he/she may, in his/her absolute discretion, immediately terminate a Trader's licence. If this occurs the Trader's stock must be removed within two Market days. If this is not done, Council staff will remove the stock to storage and a fee will be levied for the work entailed and the storage costs.

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