

Your Business Matters at Morecambe's Festival Market

A comprehensive guide for new traders



Tuesday, Thursday, Saturday and Sunday
9am to 5pm (4.30pm winter) and all Bank Holidays from Easter to August

Central Drive, Morecambe, Lancashire, LA4 4DW
www.lancaster.gov.uk/festivalmarket
Tel: 01524 414251 Email: markets@lancaster.gov.uk

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Welcome to trading at Morecambe's Festival Market

New to market trading?

Market trading is a great way of becoming your own boss, launching a new venture or expanding an existing one.

New traders, who take vacant stalls or shops to sell a commodity or provide a service not already available at the market are eligible for the special rate of just £100 per month for the first three months. This must be followed by one month trading at the regular rate (three months if signing up in May, June or July). There is a deposit to pay (see charges below). Security charges may also be on a promotional offer for the first few months.

Existing traders who take an additional stall or shop to sell a commodity or provide a service not already available at the market are eligible for the special rate of just £50 per month for the first three months followed by one month trading at the regular rate (three months if signing up in May, June or July). There is also the option to trade for four months at the promotional rate with two additional months at regular rates. Security charges may also be on a promotional offer for the first few months.

Testing your ideas in a market trader environment is probably the best way to strengthen the knowledge you have about your product and learn how to run a business.

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 whole range of events taking place in Lancaster and Morecambe each year. You also might find the following online guide produced by the National Market Traders Federation useful to refer to with lots of tips and advice - <http://www.nmtf.co.uk/spring-into-markets/>

Festival Market trading

The Festival Market is a general traditional covered market located close to Morecambe's Promenade. With over a hundred stalls selling a wide selection of products, we believe that the broader the shopping offer, the more people will be attracted to the market.

The Festival Market operates every Tuesday, Thursday, Saturday and Sunday of each week and all summer bank holidays plus any other Bank Holidays or other days on which the Council, in its discretion, determines that the Market shall be open for business.

During the Summer Months of April, May, June, July, August and September the trading hours are 9am – 5pm. During the Winter Months of October, November, December, January, February and March the trading hours are 9am – 4.30pm.

Shop units at the Festival Market have a lockable shutter and measure 2.74 metres x 3.66 metres (9' x 12').

With an annual programme of events at the market as well as a whole host of festivals taking place in Morecambe during the summer, all traders benefit from the additional footfall generated throughout the year.

To give you a clear idea of the goods and services on offer, we would recommend you visit the market on one of its trading days to identify a gap in the market that will be right for you. Alternatively, you can speak to our markets staff for ideas.

Best Practice, tips and advice

Following any permitted alterations made to Stalls/Units, Traders will be required to return the Stall/Unit to its original state at the end of occupation unless, at the Manager's discretion, the Trader is informed otherwise.

Where additional space is used and charged for (at the Manager's discretion) one month's notice must be given before space is increased/reduced (see welcome pack for further details)

Market trolleys must be removed from the Market and returned to the Traders' store between 9.30 a.m. and 5.00 p.m. during Summer Months and between 9.30 a.m. and 4.30 p.m. during Winter Months.

Storage cages are available at an additional charge – please enquire at the Market Office. The Market Office will maintain keys for storage cage locks and you will be asked to sign confirmation of receipt of your allocated key. The weekly charge for storage will continue to be levied until the cage is emptied and the key is returned and signed for.

Traders who employ staff should keep a first aid kit and an accident book on their Stalls/in their Units.

Traders who employ young people should adhere to employment laws which can be referred to at www.hse.gov.uk/youngpeople .

Any imminent stall vacancy will be announced on the traders' notice board to ensure all traders have an opportunity to express their interest. Expressed interest does not guarantee allocation, it is at the Managers' discretion. The benefit to the Market as a whole will be taken into account when deciding who is the successful applicant.

Festival Market Rents 2022/23

WINTER - October to March

Permanent Stalls

Full month £241.50

Shops

Full Month £301.35

SUMMER – April to September

Permanent Stalls

Full month £329.00

Shops

Full month £394.00

Year Round

Longstanding permanent traders can utilise an empty stall to display their licenced commodity at the following rates until such time as the stall is allocated to a permanent trader:

Half stall per month £100.00
Full stall per month £150.00

Casual Stalls

£30.00
Inside (stall provided) or per pitch in trailer space (bring your own stall)

Vintage area per month £110.00

Please note that the following additional services are available, if required:-

Extra Storage £11.00
Electricity (per day) .60

Deposits

One month's rent

The building

There are 15 lock-up shop units with a trading area of 13.37 square metres (144 square feet) each and 93 stalls with a trading area of 9.29 square metres (100 square feet) each at the Festival Market.

The market is cleaned on a regular basis and general lighting provided. The market is supervised by council staff at all times.

A map of the building is attached.

Mess facilities, toilets and notice board & WiFi

There is a traders' rest room located to the rear of the Markets Office and toilets. In addition there are public toilets located on the east side of the building. A notice board is located in the corridor outside the office door and traders' toilets where information that may be of interest to traders is displayed.

The Council will endeavour to provide a wifi service as an enhancement (this is not a guaranteed 'service' provided to traders. The provision of a WIFI connection will only be permitted if the following conditions are adhered to at all times:

- The Traders and any other parties who make use of the WIFI acknowledge that in doing so they will comply with all other legislation, rules, regulations, orders and byelaws that may affect the supply of WIFI
- The Market Manager has discretion at all times to request the immediate disconnection and removal of the WIFI supply without having to give any reason.
- Traders must accept that the wifi will from time to time not be available.

Possible hazards associated with this site

Although we make every effort to ensure the building provides a safe and secure working environment for traders, customers, visitors and council staff, there are some potential hazards that you should be aware of.

- Building is not designed to be 100% water-tight
- The building is not insulated – condensation often forms on the inside of the roof and may drip onto the stalls below
- There is no edge protection to some edges of the roof
- Mobility vehicles and trolleys moving inside the building and cars moving around the outside of building and surrounding car park
- Floor may be slippery. For example, rain water or condensation, trader's stock spill, dropped food/drink, dog mess etc.
- Possible high levels of noise
- Aisle obstructions or hanging items to be aware of

Who's who at the Festival Market

Danielle Haydock Assistant
Manager
dhaydock@lancaster.gov.uk

Maggie Trehitt Market
Supervisor
mtrehitt@lancaster.gov.uk

Lancaster City Council's Central Control can be contacted on 01524 67099 for out-of-hours emergencies.

Rob Chapman and Helen Berg
Market Assistants

Barry Bush – West Coast Security

Other important information

To become a trader at the Festival Market, you should first complete our Expression of Interest form which can be found on our website: www.lancaster.gov.uk/traderinterest

If your proposed business is appropriate for the market we will contact you with details of any promotional offers which may apply to you along with our application form.

All traders must provide public liability insurance and two different identity documents one of which should be photographic and one of which should evidence their address prior to trading at the Festival Market. One of these documents (or an additional document) must also confirm the applicant's right to work.

Examples of suitable ID are as follows:

Photo ID - passport or photo driving licence

Proof of address - utility bill, Council tax bill, letter from HMRC

Proof of right to work in Great Britain - NI card/letter, wage slip or P45 with NI number on, British passport or full United Kingdom birth certificate

In addition a deposit equivalent to one full standard summer months rent is required (even if the stall is taken on a promotional offer). This deposit this will be refundable on vacating the Stall or Unit providing the Stall or Unit is returned in the condition it was allocated and all invoices are paid in full.

Where a deposit is paid to reserve a stall, if after 6 weeks the stall has not been taken up on a permanent licence the deposit will not be refundable.

It is 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.

When allocated a permanent stall the market assistant will visit you on your first day to show you around and answer any queries you may have. You **MUST** man your stall and open for trade during all opening hours and days that the Council deems the Market should be open to the public.

Trader obligations and useful information

Displaying, moving and transporting stock

- Traders are responsible for not only their own health and safety but also that of others with regard to displaying, moving, storing and transporting stock. Boxes, clips and sheets must not be placed in positions which may become trip hazards or could injure any person. Traders must devise a regularly reviewed written risk assessment which may be beneficial should a public liability claim be made, a standard risk assessment is issued to all traders to aid with production of this important document.
- Goods or rails placed outside of the confinements of the basic stall should be uniform to avoid causing a trip hazard. Goods placed outside the market for display (when agreed by the Market Management) should not be brought inside the market in inclement weather. Plastic sheeting could be used to protect goods. If this is unsuitable, the facility for displaying outside will be withdrawn.

Electrical items

- All portable electrical items must be PAT (Portable Appliance Test) tested by a registered electrician on an annual basis and identified as having been tested by a relevant sticker placed on the appliance. LCC will endeavour to arrange a yearly test and traders will be re-charged. However, traders are free to find their own electrician if preferred.
- Each stall has a limited electricity allowance to ensure the circuit is not overloaded. If you overload your supply your stall will trip out. Items with higher wattage eg /kettles/toasters are NOT permitted.
- Heaters are not permitted on stalls in the Festival Market due to the increased risk of fire and limited electric supply.

Access and egress from the building (including booking in and out procedures)

- The Market Assistant is tasked with securing the building at the end of each trading day and they are not to be relied upon as a security guard . Traders are therefore strongly advised to remain on their stalls until they are satisfied that the building is secure and that all customers have vacated the building at the end of each trading day.
- Fire Doors should not be used unless there is a fire. They are alarmed to aid security of the site.
- Work or alteration to stalls will not be allowed unless prior consent is obtained from the Markets Office and the date for the work to be done is agreed to.
- Access to the building on non-market days will be permitted only when a Market Assistant is on duty – traders are required to “book in” with the Markets Office (normally Mondays)
- All traders must vacate the building by 6pm on any given trading day.

Permitted entry of general public

The general public should not be permitted entry to the market prior to 9am and after closure of the market. For everybody's security, if you see any member of the public in the market before or after closing please

politely ask them to leave the market. In addition ensure you close the designated sliding door or gate behind you when you leave the building.

Traders who employ personnel to look after their stall/s should inform the Markets Office when a new staff member is employed and (if arriving for work prior to 9am) the trader's new employee should make himself known to the Market Assistant.

First aid kit

- A first aid kit is located in the Markets Office. Please ask a member of staff if you require assistance. All market staff are trained first aiders.
- A first aid kit and accident book should be kept on any stall which employs staff

Location of telephone for emergency/other use

Emergency – Markets Office 414251/07920 766686

General – Phone box located on market car park – opposite Morrisons

Customers – A free taxi phone is available for use at the end of the alley between units 3 and 4.

Smoking and Vaping

Lancaster City Council operates a No Smoking Policy which includes the use of e-cigarettes. Cigarette pans are located around the outside of the building – please do not dispose of cigarette butts on the floor either inside or outside of the building and smoke away from the building to prevent smoke drifting back into the building. Please do not smoke on the block paving.

Overnight security

- A security firm is employed by the traders to guard traders' stock overnight. For further details regarding costs, please speak to a member of the Festival Market Committee (members' names are displayed on the notice board). If you do not wish to pay the cost of security, the stall should be cleared of stock, personal items or any items of value each night.
- The security firm is only employed to guard stock. If you require any further help or assistance for any reason please contact a member of Lancaster City Council staff based in the Market Office – tel. 01524 414251.

Parking facilities

The large pay and display car park around the building is for the use of the public and traders. Traders are requested to move their vehicles away from the building after off-loading to allow customers to park closer to the building.

Up to 9.30 am traders may off-load from vehicles but must have moved and parked their vehicles after this time.

An "Offloading" sign can be placed in the vehicle to help Traffic Wardens recognise traders' vehicles. However this does not guarantee tickets will not be issued.

Market meetings and newsletter

Market meetings to provide traders with a formal opportunity to share ideas and concerns with the market's management and if required with other members of council staff are arranged from time to time at the

request of the Market Committee. The Council recognises the Market Traders Committee as representatives of the Festival Market Traders.

Periodically, the Markets Office issues a newsletter by email to keep you up to date with what's going on at the market and also gives you the opportunity to pass information on to your colleagues or customers. A printed copy is displayed on the Markets noticeboard on the corridor to the mess room.

Promoting the Market

A council marketing officer is responsible amongst other things for promoting the three council-run markets in both Lancaster and Morecambe. The officer regularly liaises with the markets' manager to find ways in which the council can support traders by increasing the number of people visiting each destination from both inside and outside the district.

This includes regular press releases in the local and regional media promoting the festival's annual events as well as the circulation of posters and flyers to hotels, caravan parks, schools, council buildings and local businesses to name but a few.

An up-to-date Festival Market Visitor Leaflet is produced annually and distributed across public outlets in Lancashire to those looking to combine shopping with sightseeing in Morecambe.

Social media including Facebook and Twitter is also used to spread key information and incentives virally, and there is a dedicated Festival Market page on the council's website which is kept up-to-date with news of special offers and events.

The council welcomes ideas from traders which might provide incentives for people to visit the market. These can be fed back to the marketing officer via the markets' manager following regular market trader meetings.

However, the council is more than happy to offer marketing advice to individual stallholders on how to promote their own business if required, in order to encourage new and return visits to individual businesses located in the market.

See other useful contacts on page 5.

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 profit in return. Providing customers with a consistently memorable shopping experience and offering products which people will want to buy will generate a solid customer base as well as word of mouth promotion to 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.

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 yours is cheaper.

Make sure the price of all your products is clearly visible and if you are offering discounted items, make sure they are large enough and clear enough to attract attention from a distance.

Be informative

Make sure the prices are easily visible. New visitors to the town in particular may be shy and hesitant to go very close to items or might be less likely to ask about the price.

Believe in what you're selling and smile

If you believe in your product and offer great customer service with a smile, you will sell it.

Great customer service and interpersonal skills is key to getting customers returning to your stall. The best advert for your stall is word of mouth so you should be friendly and helpful at all times.

Social Networking

The power of online social networking like Facebook, Twitter and Instagram should not be under-estimated. Once you have regular customers following you or becoming your fans on Facebook, this is a great way 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.

As a Facebook user you might also like to use the Festival Markets own Facebook and Instagram pages as a way of promoting any offers, discounts or new items available on your stall to its followers. Tag us in your posts and we will share them (add in @morecambefestivalmarket and we will receive a notification to enable us to share your post)

www.facebook.com/morecambefestivalmarket

[Instagram: festivalmarket morecambe](#)

E-newsletter

If Facebook is too time-consuming and you don't have the resources for leaflets, another method to promote your business is an e-newsletter. This can be produced once a month and customers would sign up to be on a database to receive it. As an incentive you could include special offers for your business. Using an online e-newsletter facility such as Mailchimp is a very cost-effective way of promoting your business, with the only cost being your own time in producing it.

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.

Media

The council's 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 those with a human interest angle and events. 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

You may wish to set up a special offer (such as a money-off voucher) for anyone picking up a copy of the leaflet and bringing 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 will be happy to put them up in their premises. And don't forget to add your Facebook details.

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.

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 regards to their dealings with YOU or what they witness with regards to your interaction publicly with other traders or your staff. We recommend practising the following:-

- Be willing able 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 – and actually, being busy creates interest so if you are quiet, dust, tidy, clean – it will draw customers eyes
- Be interested – reading a book may pass time on a quiet day but a customer passing 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's no winner there.
- If you don't have an item a customer asks for and you know another trader does direct the customer to them. Keep them in 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 you can walk away and suggest the other party does the same. Market Staff can and will intervene if necessary.
- If a trader's conduct, manner or business practices are give rise to concerns or complaints the Market Manager will bring the concerns or complaints to the traders attention to enable improvements to be made. If no improvement is made and complaints or concerns persist the manager may progress the matter in accordance with section 15 of the Rules “Failure to observe rules”.

VALUES AND BEHAVIOURS

EXCELLENT CUSTOMER SERVICE OUTCOMES

- Put customers at the heart of your business
- Go the extra mile for your customer
- Learn from previous experiences – good and bad
- See promises to your customers through to completion

CONTRIBUTION TO THE PLACE

- Work with and support each other – traders and Market Staff – we all have the same aim, and that is to achieve successful Market
- Try to understand others – their point of view – it may differ from yours but that doesn't make it wrong
- Take professional and personal pride in your stall and the Market – look at your stall with the eyes of the customer

TEAMWORK AND COLLABORATION

- Work together
- Be positive about the Market at all times even if you don't feel it!
- Commit and share resources. If you are asked for it, don't sell it but know where it is sold – tell the customer – it keeps them in the Market and helps your fellow trader

RESPONSIBILITY AND ACCOUNTABILITY

- Take ownership beyond being a Market trader. If a customer needs help and you are able to please help – the way they experience contact with you may stop them from or encourage them to return
- Speak to fellow traders and Council employees with respect at all times

TRUST AND INTEGRITY

- Appreciate different perspectives
- Do what you say you are going to do - don't over promise and fail to deliver
- Treat customers as you or your family would like to be treated

Health and Safety Procedures

Fire

Any person discovering a fire should:

1. Raise the alarm by breaking the glass at break points (see following plan).
2. Leave building via nearest exits including fire exits. Encourage customers to leave as you do.
3. Close doors behind you (both sliding and fire exits) to prevent others entering.
4. Assemble in the car park by the Reel cinema.
5. Do not take risks.
6. Market staff will check the building for lone workers and others at risk such as the elderly or disabled.
7. Do not re-enter the building for any reason until authorised to do so.
8. A fire officer will advise market staff on duty when it is safe to re-enter the building. This will be circulated to door wardens who will then allow re-entry – traders first then customers.

Fire evacuation practices take place approximately every six months – traders are expected to leave the building quickly and will be allowed in as soon as the manager/fire officers allow

Fire panel and emergency lighting is checked on a daily basis; the alarm is checked on a weekly basis

Location of fire escapes

- Follow signed routes – see fire plan of market on page 4.
- Please ensure you are familiar with these prior to trading at the Festival Market.
- Traders are to ensure that fire escape routes are not impeded in any way as a result of their actions

Meeting point

- At the side of the Reel cinema and report to building manager on duty.
- Do not leave this point until you have made yourself known to the Duty Fire Warden.
- Do not re-enter the building until told to do so by an authorised person.

Disposal of refuse and recycling facilities

It is the responsibility of individual traders to dispose of general refuse in the black bin bags provided and place it in the euro-bins stored in the bin yard. Sharp objects should be wrapped and liquids sealed prior to disposal.

Uncontaminated cardboard should be disposed of in the compactor provided. The compactor is situated in the bin area and is an effective way of disposing of your waste cardboard as well as doing your bit for the environment.

Please ask for a demonstration of the compactor prior to first use and a reminder if at any time you are unsure. You will then be responsible for advising your staff (over 16) of operational procedures following the demonstration.

All plastic bottles, flexible (non brittle) plastics, plastic bags, bubble wrap, paper, newspaper, magazines, books with covers removed, tins and cans should be disposed of in the clear plastic bags which can be

provided regularly or occasionally by request. These bags should be placed in the euro-bins designated for recycling stored in the bin yard.

Compactor instructions

- Open the door
- Place cardboard waste in the void (no need to collapse boxes). Ensure there is no foodstuff, wood, metal or pressurised container in the waste.
- Close the door and handle **EVERY TIME** – no matter how little waste you put in.
- Stand to the side of the compactor and press the two buttons simultaneously to operate the press.
- Do not stand in front of the machine whilst it is compressing.
- Market Assistants will check the compactor regularly and are responsible for baling the waste.
- Please **DO NOT** put any cardboard waste in the council blue bins unless it is contaminated.

Dealing with shoplifters and anti-social behaviour

If you find yourself in an aggressive or violent situation, DON'T take risks.

- **Watch out for warning signs** – 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, you will enflame the situation. Maintain a pleasant demeanour if possible, 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.
- **Get help.** If you have access to a phone, try and use it to call for help at either the Market Office (01524 414251) or local police (01524 63333). The Market Office has access to a Community Radio, which can be used to immediately call for the police or the CCTV room. If you do not have access to a phone – try and raise the alarm by calling to a neighbouring Stallholder to get help.
- **Make a note of all incidents.** Dates, times and relevant information. This is vital should you decide to press charges against offenders.
- **Remember** the offender's clothing, build and distinguishing features.
- **Restrain** offenders only if your safety is threatened.
- **Do not touch** the offender, unless to prevent an assault on your person as this could be misconstrued as assault on them.
- **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. Remember as much detail as possible; the police may be able to pick them out on cctv.
- **Be alert** for suspicious behaviour. We have the right to refuse access to anyone acting suspiciously, aggressively or if they appear to be under the influence of alcohol.
- **If you feel you must detain** a shoplifter it is at your own risk and is YOUR own responsibility to phone the police and stay with the suspect until the police arrive. The Market Assistant will help but be aware they may be called to other emergencies. The trader's mess room can be used for this purpose but suspects cannot be taken to the Market Office.

- **ALL** incidents should be passed on to the police.

If in any doubt or you feel threatened, ASK for assistance.

Tannoy announcements

The Market Office will also, from time to time make tannoy announcements to inform traders if there are known shoplifters or troublemakers in the market. A code system has been devised which we hope will not sound too alarming to our customers but will warn you of impending trouble so that you may be more vigilant. If it is known who the offender is, the announcer will add which stall area the person/s are in. Please see below the codes used.

Code blue	known male shoplifter seen on the market
Code red	known female shoplifter seen on the market
Code yellow	group of problem children seen on the market
Code green	forged banknotes seen on the market
Code white	general problem at a particular stall – assistance required

Other H&S

- No major work will be permitted without a relevant Risk Assessment and Method Statement

Market Rules

A copy of the Market Rules and example of a Licence can be viewed on the Council's web page for Markets.

