



# Your Business Matters at Lancaster's Charter Market

A comprehensive guide for traders



Wednesdays and Saturdays (except Bank Holidays)

9am to 4.30pm (summer) / 4pm (winter)

Lancaster city centre

(Market Square, Market Street, Cheapside, Church Street)

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

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

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 Charter Market

## The Charter Market

The Charter Market is one of three markets run by Lancaster City Council (the others being the Assembly Rooms Emporium in King Street and the Festival Market in Morecambe). The Charter Market is a traditional outdoor street market located in Lancaster's city centre. With over 40 stalls selling a wide selection of quality products, we believe that Lancaster's Charter Market offers traders both new and experienced an unrivalled opportunity either to launch a new business or develop an existing one.

If you have never traded before, you'll be able to tap into the expertise of the established traders 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 Charter Market traders benefit from the large number of visitors we get to this area throughout the year.

## The market area

The market area is centred on Market Square, Market Street and Cheapside, with a small number of plots in Church Street. There are currently 48 plots in total, most measuring 3m by 3m with some 4.5m by 3m and a few of other sizes.

A plan of the market area showing the location of all the plots is attached.

## The market day

The minimum trading times for the Charter Market are 9am – 4.30pm (4pm in winter which is defined as the period between when the clocks go back at the end of October to when the clocks go forward in March). Your stall should be set up by 9am and should be staffed throughout the market day until 4.30pm (4pm in winter).

A member of the Markets Office is on duty each market day between 7am and 5pm and can be contacted on 01524 582504 or 07508 328604. They are based in Lancaster Town Hall in Dalton Square, just a short distance away from the market area, and are out on the market area between (approximately) 8am – 9.15am and 1pm – 2.30pm each market day.

## Becoming a trader on the Charter Market

All new traders on the Charter Market start as casual traders. This means you are free to attend as and when you like (subject to availability of plots). However you are not guaranteed a plot on market days and the location of your plot may change from day to day. (However we will try where possible to offer you plots in the same area.)

To become a casual trader on the Charter Market, you should first complete our Expression of Interest form which can be found on our website: <http://www.lancaster.gov.uk/community-and-living/markets/markets-trader-information/>. If your proposed stall is appropriate for the Charter Market we will contact you with details of how to then apply for a stall. Once your application is approved by the Markets Department, you may then book and pay for your first day's attendance (see "Market fees" below). Please do not turn up on the Charter Market without having first gone through this process as we will unfortunately not be able to let you trade.

The Charter Market is a popular market and preference is given to those wanting to sell commodities that are hand-made, are 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.

## Market fees

The fees for each plot are calculated according to its size with a minimum daily fee of £17.25 per plot for traders standing in Market Square, Market Street and Cheapside. For traders standing in Church Street the minimum daily fee of £16.00 per plot.

## Paying for your plot

As a casual trader, it is preferable if you book and pay in advance for your plot. This can be done either by calling 01524 582504 or 01524 414251 and making a payment over the phone or, once you have started trading on the market, by booking in person with the member of staff on duty that day for a future market day. **Please note: rent may be paid by credit or debit card only. Cash is not accepted under any circumstances.** Usually you will be told of your plot location when you book and pay. Occasionally this may not be possible. In this case you will be told your plot location at 8am on the day by the member of staff on duty.

If you do not book and pay in advance but just turn up on the morning of a market day, there is no guarantee that there will be a plot available for you. Also you will have to pay a surcharge of approximately 30% of the usual rent for the size of plot you require. So if you usually pay £17.25 for a plot but you turn up without having booked and paid in advance, you will have to pay £22.75 to trade that day (providing there is a plot available). If you do turn up without having booked and paid in advance, please ensure you are on site for 8am to pay your rent and be advised of your plot location. You must not start setting up your stall before this.

If you book and pay in advance for a plot but are then unable to attend, you must contact us **before 8am** on the morning of the day in question to let us know (01524 582504, 07508 328604, [markets@lancaster.gov.uk](mailto:markets@lancaster.gov.uk)). This allows us to re-let the plot if necessary. Also, providing you contact us before 8am, you may transfer your booking to another market day as long as you tell us which day you want the booking transferred to when you contact us. There will be a surcharge of approximately 20% for this. So if you have paid £17.25 for a plot, it will cost you £3.50 to transfer the booking to another day. If you do not contact us before 8am, you will not be able to transfer your booking and unfortunately you will lose the rent you have paid for that day.

## Becoming a permanent trader

Once you have traded with us regularly for 3 months, you may choose to become a permanent trader. This means that you will have a plot reserved for you and you will be issued with a licence specifying which plot this is and which days you may use it (Wednesdays, Saturdays, or both). In return you must pay for the plot on the days specified in your licence whether you attend or not. However you are entitled to holidays (4 days/year if you are permanent either Wednesday or Saturday, and 8 days/year if you are permanent both days) where no rent is payable. If you are ill for more than 7 days and you provide a Statement of Fitness for Work signed by a doctor (a 'sick note') or you can provide evidence of a hospital appointment to account for an absence, then rent is also not payable.

If you become a permanent trader, you will no longer have to book and pay in advance for your plot. Instead you will be issued with an invoice and a monthly payment plan which can be paid by a variety of means (direct debit, over the phone, online, at the Post Office, etc).

If you are unable to attend the market on a day you are licensed to do so, you must contact us **before 8am** on the morning of the day in question to let us know (01524 582504, 07508 328604, [markets@lancaster.gov.uk](mailto:markets@lancaster.gov.uk)). If the absence is a planned one, you must notify us at least 48 hours beforehand.

The notice period for permanent 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 rent due on your plot until the end of the notice period, whether you trade or not during this period.

## Your stall

You must provide your own gazebo, fixtures and fittings (display stands, tables, etc). These must all be of good quality and professional appearance, and meet Health and Safety requirements. (Please note we no longer accept new traders with metal-framed stalls built from individual metal bars onto the market.) In order to ensure that the overall appearance of the market enhances the city centre as a whole, there are minimum standards that we expect all stalls to meet:

- Gazebos: These must cover the whole of your stall so that all your fixtures and fittings are covered by it. They should be clean and in good repair.
- Metal-framed stalls (for existing traders who have these): Tarpaulins must be clean and fit your stall properly. Preferably these should be of one colour/design. They should be attached to your stall in a neat and symmetrical manner.
- Metal clips: Metal clips used to secure tarpaulins or other covers to your stall should be put on the inside of the stall as this looks neater (and also helps avoid any potential Health and Safety issues).
- Fixtures and fittings: These must be clean and in good repair. Use a skirt around the bottom of your stall to hide any unsightly fixtures and fittings or stock such as cardboard or plastic boxes. Skirts and all other covers used on your stall should be clean and in good repair. Avoid using too many different colours/designs on your stall as this can look untidy.

It can get very windy in the city centre so you are strongly advised to have weights of some sort for your gazebo. These should also be of good quality and professional appearance, and not detract from the look of your stall overall.

Your stall must fit within the plot you have been allocated and all items relating to your stall must also be contained within the plot. This includes stock, chairs, display stands, awnings, trolleys, signs, etc.

Trailers are allowed on the market only if they fit completely within the boundaries of a plot. They must be of clean and tidy appearance, and conform to the above minimum standards (where appropriate).

Your stall and the area immediately surrounding it should be kept clean and tidy throughout the market day. The plot must also be left clean and free of debris at the end of the day with all trade refuse created on your stall disposed of in the correct manner (see "Trade Refuse" below).

## **Your commodities**

You may sell and display for sale on your stall only the commodities that you have agreed with us (if casual) or that are specified on your licence (if permanent). If you are unsure exactly what this is or you want to add another commodity to your stall, please ask us.

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.

## **Food traders**

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 them. Food traders can also contact the Environmental Health Department directly regarding any queries or issues concerning the selling of food on the Charter Market (see *Useful Contacts* for details).

If you sell any sort of hot food on your stall, you must use some type of protective, oil-resistant floor covering underneath your stall (such as anti-fatigue flooring) whenever on the Charter Market to ensure the paving does not get marked or stained. Unfortunately any marking or staining that does occur will result in you being invoiced for the cost of removing the marks or stains.

## **Public liability insurance**

To trade on the Charter Market, 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 on or before your first day's trading with us and then annually on renewal.

## Health and safety

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

- Vehicles – Although the market is situated in the pedestrianised zone, vehicles do access the area throughout the day and particularly in the morning up to 10am. Please look out for moving vehicles and ensure there is nothing sticking out from your stall that may cause an obstruction (this includes A-boards and other signs).
- Slips, trips and falls – Council staff monitor the area for hazards that may cause slips, trips and falls, and our Street Cleansing team are out each morning in the city centre. Please keep your plot and the area around it clean and tidy at all times, and if you spot anything that you think may be hazardous, let us know immediately.
- Bad weather (wind and rain) – Please ensure you have a shelter and weights for your stall, as well as appropriate clothing for yourself. It can get extremely cold standing outside all day.

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.

If you use LPG gas on your stall for cooking or heating food, you must take special care regarding the risks associated with this, especially as a fire on one stall could easily and quickly spread due to the close proximity of other stalls and the type of awnings that most stalls have. In particular, you must ensure that cylinders are kept on level solid ground away from drainage gullies in case of leaks, that the regulators and pipework are checked on a frequent basis, and that cylinders are kept as far away from open flames as possible. If you wish to use LPG gas on your stall, you must include this and the measures you'll take to minimise any risk of fire in your risk assessment.

All market staff are first aiders. 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

The Charter Market is located in Lancaster city centre's pedestrian zone. You may therefore bring your vehicle onto the market area for loading/unloading purposes only. This should be done as quickly as possible and your vehicle removed as soon as you have finished. Please do not leave your vehicle unattended or block the highway at any time. This may mean you cannot load/unload directly next to your plot or that you and the traders around you have to stagger the times you bring your vehicles onto the market area.

Your vehicle must be removed from the market area by 9am and must not be brought back onto the market area before 4.30pm (4pm in winter). There are a number of car parks in and around the city centre which traders may use (fees payable). A map showing the location of these is attached.

On your first day's attendance on the Charter Market, you will be given a Market Trader Vehicle Permit. This must be displayed on the dashboard of your vehicle whenever it is on the market area. A second permit may be issued to those traders with more than one vehicle on request.

The registration number of your vehicle will be noted down on your first day's attendance by the member of staff on duty. These numbers are stored centrally and are used to check that all vehicles on the market area are authorised to be there. It is therefore extremely important that if you start using another vehicle, you let us know before bringing it onto the market area.

In cases of extreme bad weather which poses a Health and Safety risk, you may be allowed to bring your vehicle back onto the market area earlier than the times listed above. The member of staff on duty will advise you when circumstances are such that you may do this. In such circumstances, you must:

- Ring the member of staff on duty before you bring your vehicle onto the market area so that they can make a note of your name and the registration number of your vehicle.
- Display clearly your Market Trader Vehicle Permit on the dashboard of your vehicle when you bring it on to the market area.

Please be aware that Civil Enforcement Officers (traffic wardens) operate in the area. Failure to follow any of the guidelines in this section could result in you receiving a Penalty Charge Notice (parking ticket).

## **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 which you should take away with you at the end of each market day. Alternatively you may leave it in a designated area for collection by Lancaster City Council but only if it is in either a council-issued trade refuse bin bag or in a standard bin bag with a trade refuse label attached to it.

Trade refuse labels may be bought from the member of staff on duty. They cost £8.30 for a set of five (payment by credit or debit card only). Trade refuse bags can be bought in packs of fifty from the Lancaster Visitor Information Centre at The Storey in Meeting House Lane, or from the Customer Service Centre at Lancaster Town Hall in Dalton Square.

Trade refuse bin bags and bags displaying trade refuse labels should be left out no earlier than 4.40pm and no later than 4.55pm for collection by the city council from 5pm onwards. All bags must be tied at the top and should weigh no more than 15kg.

Any trade refuse left on the market area other than in accordance with the above constitutes fly-tipping/littering and may result in you being issued with a Fixed Penalty Notice or a fine. It also constitutes a serious breach of the Market Rules and may result in your licence being terminated (if a permanent trader) or permission to trade being denied (if a casual trader).



## **Electricity**

Electricity is available for traders standing on plots in Market Square, near New Street Square or at the entrance to St Nics shopping centre. A deposit is required in addition to a daily charge for use of this. Further details can be provided on request.

You may use a generator on your stall providing it is in a good state of repair, is kept within the boundaries of your stall and does not operate at a volume of more than 70 dB (at 2 metres).

## **Employing children**

Any children between the ages of 13 and 16 who work on a market stall (even if they are your own children and/or are not 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 attaching to this but the licensing itself is free and simply requires a form to be completed.

Further information on this, including a copy of the form, can be provided on request.

Alternatively more information can be found on the Lancashire County Council website: [www.lancashire.gov.uk/childemployment](http://www.lancashire.gov.uk/childemployment). Please note that your business insurance may be invalidated if young people in your employment are not licensed.

## **Newsletter**

'Charter Market Matters' is the traders' newsletter issued periodically to all Charter Market traders (permanent and casual). It's our way of keeping you up-to-date with what's happening on the market, and passing on information about future events and other items of interest. Where possible this is sent to traders via email. If you would prefer a paper copy please let us know.

## **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 Charter Market. There is also a page giving specific information for traders.

In addition to the above, the Charter Market has its own Facebook page [www.facebook.com/lancasterchartermarket](http://www.facebook.com/lancasterchartermarket). This is regularly updated with news of events, special offers, new attractions and additions on the Charter Market. If your business has its own Facebook page and you 'like' the Charter Market page, then we will like your business's page in return and share any postings you make on it regarding the market on the Charter Market 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 Charter Market**

Leave the M6 at junction 33 or 34 and follow the signs for Lancaster City Centre. The market is held in the town centre in Market Square, Market Street, Cheapside and Church Street.

Postcodes for these streets are listed below:

- |                 |         |                 |         |
|-----------------|---------|-----------------|---------|
| - Market Square | LA1 1HT | - Cheapside     | LA1 1LY |
| - Market Street | LA1 1HZ | - Church Street | LA1 1LH |

# Useful contacts

## Markets Department

Maggie Trewitt  
Market Supervisor  
01524 582504  
07508 328604  
[mtrewitt@lancaster.gov.uk](mailto:mtrewitt@lancaster.gov.uk)

Maggie usually works Wednesdays to Saturdays. She is based at Lancaster Town Hall.

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

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

Danielle Haydock  
Assistant Manager  
01524 414251  
[dhaydock@lancaster.gov.uk](mailto:dhaydock@lancaster.gov.uk)

Steve Pye and Rob Chapman  
Market Assistants

Steve and Rob 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 Charter Market. 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 and noise pollution.

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.

Switchboard  
01524 582000

Central Control (out of hours emergencies)  
01524 67099

## Non-council contacts

PCSOs 101  
Lancaster Police 01524 596649

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

# Promoting the market and your stall

The city council has a dedicated Communications and Marketing Officer who is responsible for promoting the three markets run by Lancaster City Council – the Charter Market, the Assembly Rooms Emporium 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.

Social media including Facebook and Twitter is also used to spread key information and incentives virally, and there is a Charter Market 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 to market and promote their own business so as to encourage both new and return visits from customers. Over the years the markets team 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.

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 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

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.

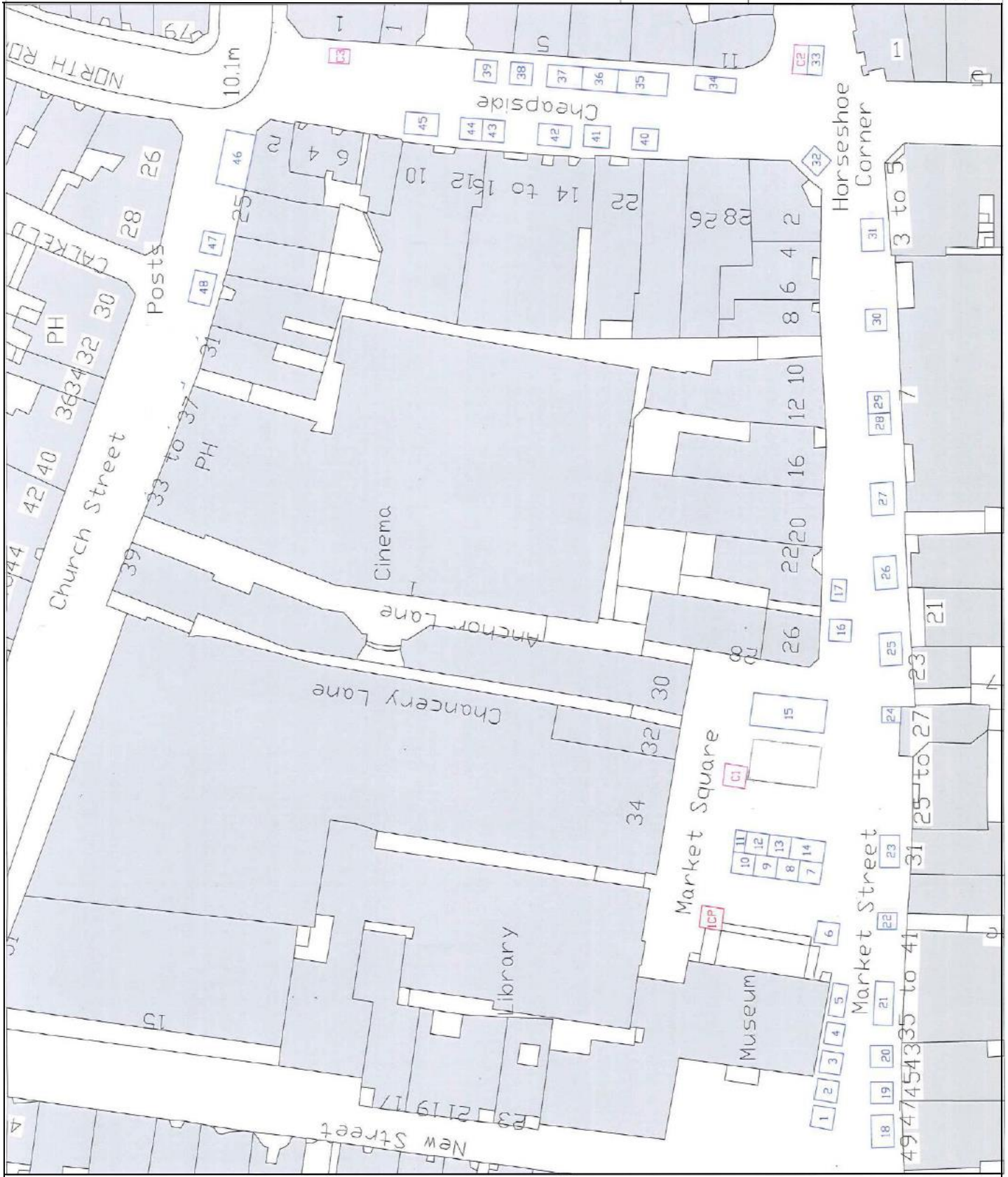
### Word of mouth

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 regards 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.

# Plan of Lancaster's Charter Market



## Key



Market pitch

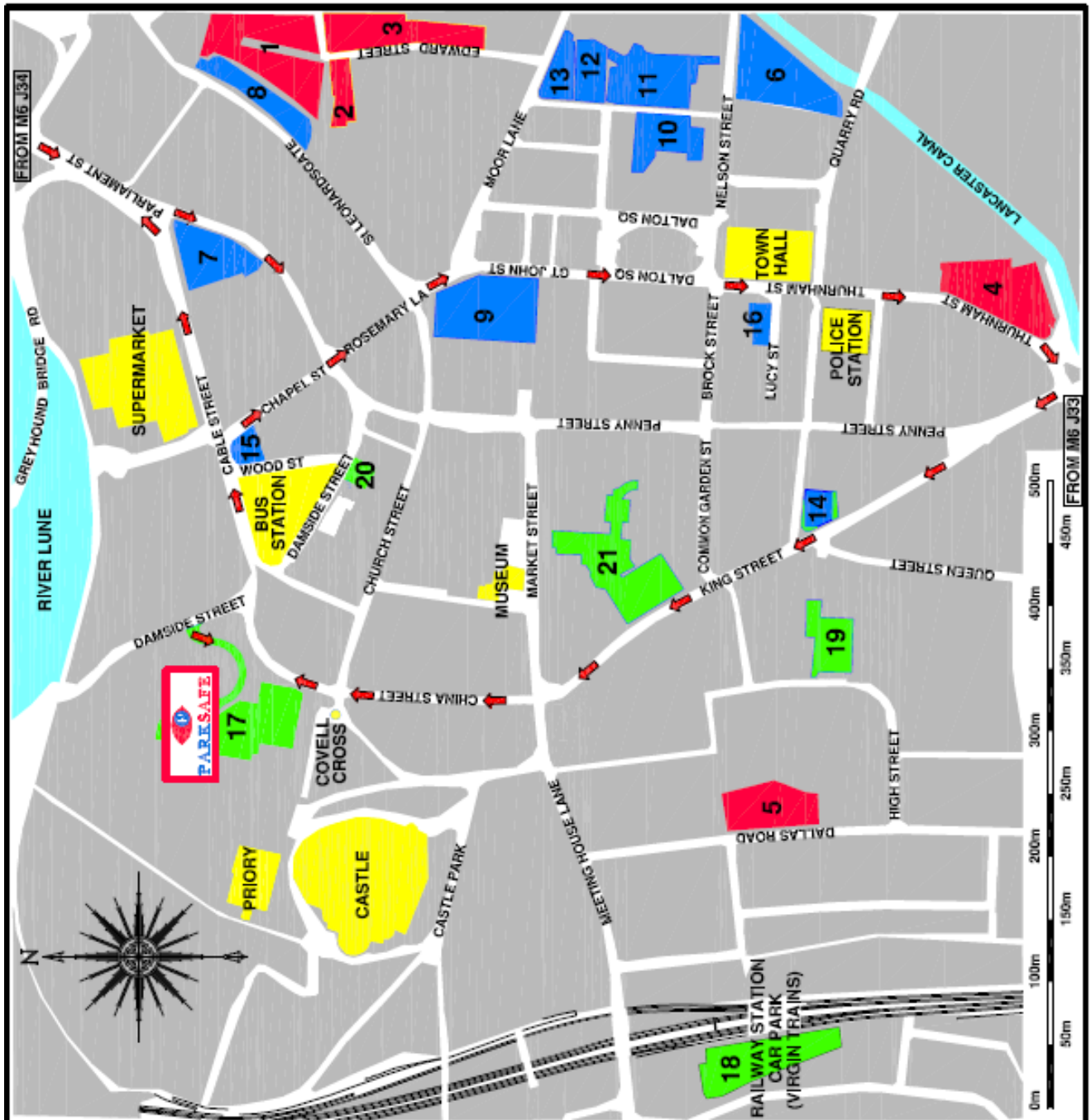


Street trading concession



Information and Charity Pitch

# 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 562534

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# Charter Market Rules



**LANCASTER  
CITY COUNCIL**

*Promoting City, Coast & Countryside*

## ENVIRONMENTAL SERVICES– SEPT 2017

Market Supervisor (Lancaster) Tel. (01524) 582504 – Wed/Thurs/Fri/Sat

Market Supervisor Mobile Tel. 07508 328604 – Wed/Thurs/Fri/Sat

Markets Office (Morecambe) Tel. (01524) 414251 – Tue/Thurs/Sat/Sun

## LANCASTER CHARTER MARKET RULES

The following Rules have been made and adopted by Lancaster City Council for observance by traders and all engaged at Lancaster Charter Market.

### 1. DEFINITIONS

In these Rules the following definitions shall apply:

- (a) 'The Council' means the Lancaster City Council.
- (b) 'Market' means Lancaster Charter Market located for the time being in Market Square, Market Street, Cheapside and Church Street.
- (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) 'Plot' means a specified area allocated within the Market for the placement of a Stall.
- (e) 'Stall' means a Market Stall erected and owned by a Trader and within the Trader's designated Plot on the Market.
- (f) 'Permanent Trader' means a person who has a licence to occupy a particular plot to trade for a given day/days per week.
- (g) 'Casual Trader' means a person who applies for a Plot on a daily or occasional basis, the allocation of a Plot depending on availability.
- (h) 'Trader' means a Permanent Trader or Casual Trader.
- (i) 'Market Days' are Wednesday and Saturdays each week and any other days on which the Council, in its discretion, determines that the Market shall be open for business.
- (j) 'Commodity' means the goods a Trader is allowed to sell and each Commodity is defined by the Market Manager.
- (k) 'Winter' means the period between when the clocks go back in October and when they go forward in March.
- (l) "Market Fee" means the amount of money payable by a Trader to use the Plot.

### 2. TRADING TIMES AND OCCUPATION OF STALLS

- (a) The Market shall be open for business on Market Days from 9.00 am to 4.30 pm (4.00 pm in Winter), except Bank Holidays.
- (b) Stalls must be erected and occupied by 9.00 am on Market Days. Failing this, a Plot may be re-allocated for that day by the Market Manager but the Market Fee will still be payable by the Trader except in accordance with Rule 2(e).
- (c) No Trader shall pack away before the closing time specified in Rule 2(a) unless permission is obtained from the Market Manager.
- (d) Traders who are unable to attend the Market due to unforeseen circumstances should notify the Market Manager by 8.00 am on the Market Day. If a Trader is delayed for any reason, the Market Manager may, at his/her absolute discretion, reserve the Plot provided that notification of the delay is received before 8.00 am on that day and an estimated time of arrival is given.
- (e) Planned absences, other than those under Rule 4(g), must be notified to the Market Manager 48 hours prior to the absence. Permanent Traders must not be absent for a period exceeding one week unless a leave of

absence has been agreed in advance by the Market Manager or, in the case of illness lasting longer than one week, a Statement of Fitness for Work is provided for the period of absence.

- (f) Absenteeism on a regular basis other than utilisation of holiday entitlement (for example over two weeks in a year) or consistent late attendance may result in the application of Rule 15.

### **3. ALLOCATION OF STALLS TO CASUAL TRADERS**

- (a) Prior to first attendance anybody wishing to trade on the Market as a Casual Trader must complete and submit an application form to the Market Manager who will then decide whether there is a vacant Plot suitable for use by the applicant.
- (b) On first attendance the Casual Trader must provide proof of ID to include address (e.g. utility bill), photograph (e.g. passport/driving licence) and proof of right to work in Great Britain (e.g. passport, National Insurance card, document with National Insurance number on it (e.g. wage slip) or full birth certificate).
- (c) Casual Traders should book in advance whenever possible and must pay for the Plot by credit or debit card on booking.
- (d) The allocation of plots to Casual Traders will be on a daily basis at 8.00 am on Market Day. Plots will be initially allocated to Casual Traders who have pre-booked and paid, in the order in which they have done this, and thereafter to Casual Traders who have not pre-booked and paid. Casual Traders who have not pre-booked and paid are not guaranteed a Plot and may be turned away at the discretion of the Market Manager.
- (e) Casual Traders who have not pre-booked and paid and who are allocated a Plot will be subject to a surcharge of approximately 30% in addition to the usual daily Market Fee for the Plot, and must pay the Market Fee and surcharge by credit or debit card to the Market Manager prior to occupying the Plot.
- (f) Casual Traders are not guaranteed a regular Plot.
- (g) Casual Traders who have pre-booked and paid but are unable to attend due to a reasonable cause must inform the Market Manager by 8.00 am on the relevant Market Day. The Market Fee paid will then be transferred to an alternative Market Day (provided this is within two months of the original booking) subject to an additional surcharge of approximately 20% payable in advance by credit or debit card. Casual Traders who do not contact the Market Manager by 8.00 am on the relevant Market Day will not be allowed to transfer the Market Fee paid to their next Market Day.

### **4. ALLOCATION OF STALLS FOR PERMANENT TRADERS**

- (a) Casual Traders wishing to become Permanent Traders must trade on a regular basis for a minimum of three months.
- (b) Allocation of plots and consideration of applications from Permanent Traders wishing to move stalls will be at the discretion of the Market Manager.
- (c) Plots may be varied from time to time at the discretion of the Market Manager.
- (d) In the allocation of a permanent Plot, and in the event of more than one interested party, account will be taken of the Trader's starting date, number of casual attendances and whether the Trader wishes to trade for one Market Day per week or both. The Commodity to be sold will also be taken into account in the allocation of Plots.
- (e) A licence will be issued to all Permanent Traders, one copy of which must be returned signed within one week of issue. Failure to return the licence will be treated by the Council as an acceptance of all Rules applicable if trading is undertaken.
- (f) Permanent Traders are entitled to holiday entitlement. This equates to 4 Market Days per year if trading either Wednesday or Saturday and 8 Market Days per year if trading both Wednesday and Saturday. The leave year runs from 1<sup>st</sup> April to 31<sup>st</sup> March. If a trader becomes a Permanent Trader part-way through the leave year, he/she will be allocated leave on a pro rata basis. When holiday entitlement has been, used any further pre-planned absences in that leave year must be notified to the Market Manager (see Rule 2e) and must be paid for in advance. Failure to do so will result in the loss of the licensed Plot and a new Plot will be allocated on the Permanent Trader's return. Unused leave at the end of a leave year may not be carried forward.
- (g) Permanent Traders who are pregnant or whose partner is pregnant may take an extended leave of absence of up to 12 consecutive weeks around the birth of their child in addition to holiday entitlement. The Permanent Trader must notify the Market Manager at least two weeks in advance of the day they wish to start their extended leave of absence as well as their expected date of return. During the extended leave of absence, Market Fees are payable at half the rate usually applicable to the Permanent Trader's plot and the Permanent Trader must not be in arrears at any time. If the Permanent Trader wishes to change their expected date of return, they must notify the Market Manager at least two weeks before their expected date of return or their new date of return (whichever is the earlier). Providing the Permanent Trader complies with the terms of this Rule and starts attending the Market again no later than 12 weeks after the start of their extended leave of absence, the Plot specified in the Permanent Trader's licence will be reserved for them. Failure to comply with the terms of this Rule may result in the Permanent Trader's licence being terminated forthwith and the loss of their licensed Plot. In such cases, the Permanent Trader may return to the Market but as a Casual Trader only.

- (h) Permanent Traders who decide to return to casual trading will not be able to return to permanent trading for a period of 6 months.
- (i) From 1<sup>st</sup> April 2013 all new Permanent Traders will be invoiced for their Plot and must pay the monthly instalments as instructed on the reverse of the invoice or by direct debit.

## **5. USE OF STALLS**

- (a) Once the location of the Plot and size of the Stall has been agreed Stalls are not to be altered or extended without prior written consent of the Market Manager.
- (b) All Traders are expected to provide their own Stalls and fixtures and fittings which should meet Health and Safety requirements and 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.
- (c) Items must not be placed on or against street furniture (including benches), on or against the plinth in Market Square or on the ground outside the boundaries of a Trader's Plot at any time.
- (d) Access to doorways, fire exits, recycling and litter bins, telephone kiosks and public seating must be kept clear at all times.
- (e) The size of Stalls allowed is dependent on the area of the Plot and is at the discretion of the Market Manager.

## **6. VEHICLES**

- (a) All vehicles used by Traders must be removed from the Market by 9.00 am and must not return to the Market before 4.30pm (4.00pm in Winter) except in exceptional circumstances and with the prior authorisation of the Market Manager in accordance with Rule 6(f).
- (b) Each Trader is issued with a Market Trader Vehicle Permit which must be displayed on the vehicle's dashboard whenever it is on the Market. Failure to do so could result in the issuing of a Penalty Charge Notice. Replacement/additional Vehicle Permits will be issued by the Market Manager on request from the Trader.
- (c) It is the responsibility of each Trader to ensure the Market Manager has the registration number of all vehicles which are brought on to the Market by the Trader for loading/unloading. Failure to do so may result in the Trader receiving a Penalty Charge Notice.
- (d) Vehicles are permitted on the Market for loading/unloading purposes only and this should be done as quickly as possible. Vehicles must not be left unattended at any time while on the Market.
- (e) During loading/unloading, vehicles must be positioned so as to cause minimum disruption to others. Vehicles must not block the highway at any time
- (f) In the case of exceptionally bad weather where there are Health and Safety concerns and a Trader's public liability insurance may be invalidated, a Trader may bring his/her vehicle back onto the Market before the times specified in Rule 6(a). However the Trader must obtain prior authorisation from the Market Manager to do so and must inform the Market Manager of the registration number of the vehicle concerned. Failure to do so could result in the issuing of a Penalty Charge Notice.

## **7. GOODS**

- (a) A Trader must not stock, display or sell any Commodity other than that specified in his/her licence (Permanent Traders) or specified in his/her application form (Casual Traders) and/or agreed with the Market Manager and must at all times keep the stall fully stocked with those Commodities.
- (b) A Trader must obtain prior written consent from the Market Manager for any change to the Commodity specified in his/her licence (Permanent Traders) or specified in her/her application (Casual Traders) and/or agreed with the Market Manager.
- (c) Traders selling food shall be responsible for due compliance with the Food Safety Act 1990 and all relevant regulations. Any Trader selling food 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 on the Market and (if a Permanent Trader) will have their licence terminated with immediate effect. Any such Trader who then applies to re-attend the Market will only be allowed to at the discretion of the Market Manager and, in any event, not within six months of leaving the Market. 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 (if a Permanent Trader) will have their licence terminated with immediate effect. Any Trader selling hot food must use protective (oil-resistant) floor covering within their stall to avoid damage to the paving. Any damage, marking or staining caused to the paving by a Trader operating in that area may result in the Trader being invoiced for the cost of repairing such damage or repairing any marking or staining.
- (d) Any Trader found in possession of, or suspected of, selling goods of a counterfeit nature will be reported to Trading Standards and may face a lifetime ban from Lancaster City Council Markets.
- (e) 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.
- (f) Traders must not sell goods of any description from any area other than their allocated Plot.

- (g) Where applicable Traders must register as a dealer in second hand goods and provide proof of such to the Market Manager.

## **8. GENERAL**

- (a) Traders must arrange for their Stalls to be supervised at all times to the satisfaction of the Market Manager in accordance with Rule 2.
- (b) Traders must ensure that everything they bring onto the Market is kept within the confines of their Plot throughout the Market Day. This includes stock and personal items.
- (c) Traders are required to keep and leave their Stall and immediate surrounding area in a clean and tidy condition at all times. Traders must ensure that any trade refuse created on their Stalls is kept within the confines of their Plot throughout the Market Day and does not encroach beyond the boundaries of their Plot at any time. At the end of the Market Day, Traders must remove all trade refuse created on their Stall from the Market unless the Trader wishes to leave it in a designated area for collection by the Council's Environmental Services in accordance with Rule 8(d).
- (d) The Council's Environmental Services will collect trade refuse from Traders providing it is in a Lancaster City Council trade refuse bag or in a bag clearly displaying a Lancaster City Council trade refuse sticker. Each bag must be tied at the top and should weigh no more than 15kg. The trade refuse should be left out no earlier than 4.40 pm and no later than 4.55 pm for collection from 5.00 pm onwards. Traders must not throw bags directly into the refuse collection vehicle. Any refuse left on the Market other than in accordance with this Rule constitutes fly-tipping. Any fly-tipping or littering offence will be treated seriously and could lead to a fixed penalty of £80 or a fine of £50 000.
- (e) Traders must arrange suitable public liability insurance cover of £5m (incorporating 'product liability' insurance for any type of food trade) in respect of their occupation of a Plot. Evidence of such insurance must be produced to the Market Manager prior to the first day's trading on the Market and subsequently on an annual basis.
- (f) The Council reserve the right to relocate Permanent Traders or to close the Market during special events or festivals.
- (g) Traders who employ staff should keep a first aid kit and an accident book on their stalls.
- (h) 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.
- (i) The Market Manager must be informed immediately of any change of contact details.
- (j) In the event of extreme weather the Market Manager may, in the interests of safety, decide to close the Market for that particular day.

## **9. MARKET FEES**

- (a) All Market Fees shall be paid daily or weekly/monthly in advance and no Trader will be allowed to be in arrears at any time. Any Trader who is in arrears will not be allowed to trade until the arrears are cleared. Traders who become Permanent Traders from April 2013 must pay their Market Fees either using an invoice or by direct debit. Traders who became Permanent Traders before April 2013 may pay their Market Fees either using an invoice or by direct debit or on each Market Day by credit or debit card to the Market Manager. Casual Traders must pay their Market Fees in accordance with Rule 3.
- (b) Permanent Traders paying by invoice or direct debit 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. Payment directions are printed on the reverse of invoices. 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) Permanent Traders will be responsible for the Market Fee relating to their Plot for the Market Days specified in their licence whether they are trading or absent on those days with the exception of Permanent Traders who are ill for more than 7 days and who provide a Statement of Fitness for Work signed by a doctor, who provide evidence of a hospital appointment, or who use holiday entitlement (where applicable).
- (d) Cash and cheques may not be used to pay Market Fees.
- (e) The Market Fees applicable are subject to increase and will be re-assessed annually.

## **10. SALE OF BUSINESSES**

- (a) Traders wishing to sell their business – i.e. stock, stall, fixtures and fittings, and good-will - 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.

- (c) It will be a condition of any sale that the incoming Trader must agree with the Council that the Commodity available on the stall will not be changed for a period of 12 months from the date of purchase, and then only in accordance with Rule 7(b).
- (d) Traders who change their Commodity will not be allowed to sell their business for a period of 12 months (at the Market Manager's discretion).
- (e) The Market Manager reserves the right to refuse any applicant as he/she sees fit.
- (f) The purchaser of the business will be classed as a Casual Trader and would need to comply with Rule 4a if they wished to become a Permanent Trader. The purchaser of the business would not therefore be guaranteed the same Plot or holiday entitlement as the vendor of the business.
- (g) No Trader shall be allowed to sell a business if his/her account is in arrears.

#### **11. COMPLAINTS**

- (a) Complaints by Traders of any matters affecting the Market must be brought to the attention of the Market Manager who will respond to the complaint within four Market Days.
- (b) If a Trader is not satisfied by the action taken on any complaint, he/she may refer the matter to the Chief Officer (Environmental) at Lancaster City Council.

#### **12. TRADERS RIGHTS**

- (a) The Trader, having kept to these Rules, shall be provided with a suitable plot for trading.

#### **13. CONDUCT**

- (a) Operating from a public establishment such as the Market requires traders to consider customers' perception of how they see traders behave and how they feel about their contact with traders. A negative perception could have an impact on whether customers return and whether they choose to speak highly of the Market - or the opposite. Word of mouth can be the best advertising. Traders should ensure that their values and behaviours have a positive impact on this. The booklet "Your Business Matters" contains a list of expected values and behaviours which should be adhered to.
- (b) A Trader shall not cause a nuisance or annoyance to any other Trader, the Market Manager, market staff or the general public.
- (c) A Trader shall not assault, harass or be verbally abusive to any other Trader, the Market Manager, market staff or the general public.
- (d) 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.
- (e) Traders must comply with all regulations, orders and byelaws that may be in force from time to time.
- (f) If the Market Manager receives persistent complaints about a Trader's conduct, manner or business practices the Manager will bring these complaints to the Trader's attention to enable improvements to be made. If further complaints are received the Manager will apply the terms of Rule 15.

#### **14. 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.

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

- (a) In the event of a Trader failing to comply with or contravening any of these Rules, the Market Manager will issue an oral warning, followed by a written warning for a second offence. If a third offence occurs the Market Manager may in his/her absolute discretion forthwith terminate the licence of a Permanent Trader or deny a Casual Trader permission to trade on the Market and may re-allocate the Plot used by that Trader.
- (b) If a serious breach of the Rules occurs the Market Manager may choose to terminate a Permanent Trader's licence or deny a Casual Trader permission to trade again with immediate effect and without warning. Any Trader who re-applies to attend the Market after termination of a licence or denial of permission to trade will only be re-instated at the discretion of the Market Manager and, for Permanent Traders, this will be as a Casual Trader only.
- (c) As an alternative to the above, the Market Manager may consider suspending (and barring from the Market) a Trader for a period of time if it were felt to be more appropriate in the circumstances. In the event of a suspension the daily Market Fee would still be payable.