

# 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  
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# Welcome to trading at Morecambe's Festival Market

## New to market trading?

Market trading is a great way of becoming you 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 for those on special offers are also reduced to £7.50 per week for the first two months of trading.

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. As above, Security charges for those on special offers are also reduced to £7.50 per week for the first two months of trading.

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.

## 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.

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.

## Festival Market Rents 2020-21

<b>WINTER - October to March</b>	<b>20/21</b>
<b>Permanent Stalls</b>	
Tuesday/Thursday	10.75
Saturday	12.75
Sunday	19.00
Full month	230.00
<b>Casual Stalls</b>	
Tuesday/Thursday	12.25
Saturday	14.25
Sunday	20.50
<b>Half Stalls</b>	
Tuesday/Thursday	8.00
Saturday	10.00
Sunday	15.00
<b>Shops</b>	
Tuesday/Thursday/Saturday	15.75
Sunday	19.00
Full Month	287.00
<b>Casual Shops</b>	
Tuesday/Thursday/Saturday (list price didn't include rates)	19.50
Sunday (list price didn't include rates)	25.50
<b>Trailer Space (per car park bay)</b>	
Tuesday/Thursday	14.50
Saturday	16.50
Sunday	23.50

### SUMMER – April to September

<b>Permanent Stalls</b>	
Tuesday/Thursday/Saturday	15.25
Sunday	24.50
Bank Holidays	15.25
Full month	318.00
<b>Casual Stalls</b>	
Tuesday/Thursday/Saturday	17.50
Sunday	25.50
<b>Half Stalls</b>	
Tuesday/Thursday/Saturday	10.50
Sunday	16.50
<b>Shops</b>	
Tuesday/Thursday	18.75
Saturday	21.00
Sunday	24.50
Full month	375.20
<b>Casual Shops</b>	
Tuesday/Thursday	22.25
Saturday	25.50
Sunday	28.00
<b>Trailer Space (per car park bay)</b>	
Tuesday/Thursday/Saturday	16.50
Sunday	26.50

**Vintage area** per month **85.00**

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

Extra Storage	11.00
Electricity (per day)	.60
Security if stock left on stall during hours of closure	16.00

#### Deposits

One month's rent of £300 (stall & unit), £100 (vintage area) is payable as a deposit prior to allocation of permanent stalls.

## 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

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.

## 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
- There is no edge protection to some edges of the roof
- Vehicles moving in and around the building
- Floor may be slippery. For example, oil spills, trader's stock spill, dropped food/drink, dog mess etc.
- Possible high levels of noise
- Aisle obstructions or hanging items to be aware of
- No major work will be permitted without a relevant Risk Assessment and Method Statement

## Who's who at the Festival Market

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

Maggie Trehitt  
Market Supervisor  
[mtrehitt@lancaster.gov.uk](mailto:mtrehitt@lancaster.gov.uk)

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

Rob Chapman and Helen Berg  
Market Assistants

## Other useful contacts

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

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

## 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](http://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 three different proof of ID (photo ID such as passport or driving licence, proof of address such as utility invoice or Council tax invoice and proof of right to work in Great Britain such as NI card/letter, wage slip or P45 with NI number on, British passport or full birth certificate) prior to trading at the Festival Market along with a deposit the equivalent of a month's rent

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 listed on the cover of this welcome pack.

# 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 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 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 heaters/kettles/toasters are NOT permitted.

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

- Fire Doors should not be used to exit the building at close of business. 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 when a Market Assistant is on duty – traders are required to “book in” with the Markets Office.
- 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 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

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

Customers – A free taxi phone is available for use between the pet shop and the butchers shop

## **Smoking**

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, not 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, you would be expected to remove your stock 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 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**

Regular market meetings provide traders with a formal opportunity to share ideas and concerns with the markets' manager and, if required, with other members of council staff.

Periodically, the Markets Office issues a newsletter called 'Festival Market Matters' which helps 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.



## **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 and Twitter 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 page as a way of promoting any offers, discounts or new items available on your stall to its followers.

[www.facebook.com/morecambefestivalmarket](http://www.facebook.com/morecambefestivalmarket)

### 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.

The Festival Market already has a regular newsletter to keep subscribers up-to-date with news on events, new traders and discounts. You can encourage your customers to subscribe to this by asking for a subscriber slips at the market office. Customers can subscribe to receiving the newsletter direct to their inbox at [www.lancaster.gov.uk/festivalmarket](http://www.lancaster.gov.uk/festivalmarket)

### 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. The Market can and will intervene if necessary.

# 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.

## Safe disposal of refuse and cardboard compactor

It is the responsibility of individual traders to dispose of refuse in the blue bins provided. 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.

## 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 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

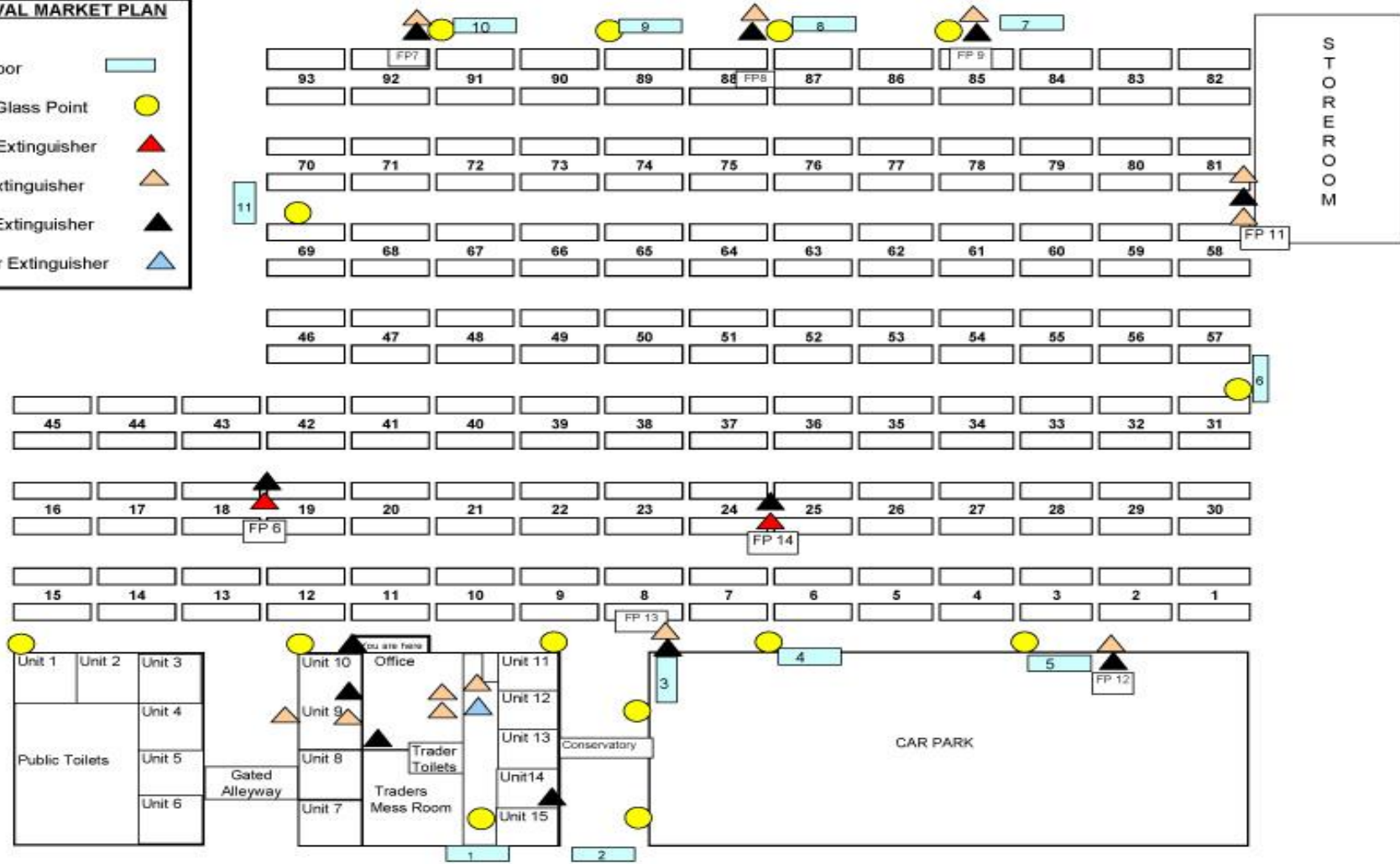
The Market Office will also, from time to time make tannoy announcements to inform traders if there are known shoplifters or troublemakers in the market. A code system has been devised which we hope will not sound too alarming to our customers but will warn you of impending trouble so that you may be 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.

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

# Fire Safety – Festival Market Plan

**FESTIVAL MARKET PLAN**  
**KEY**

- Fire Door 
- Break Glass Point 
- Water Extinguisher 
- CO2 Extinguisher 
- Foam Extinguisher 
- Powder Extinguisher 





## **MORECAMBE FESTIVAL MARKET RULES**

The following Rules have been made and adopted by Lancaster City Council for observance by Traders and all engaged at Morecambe Festival Market.

### **1. DEFINITIONS**

In these Rules the following definitions shall apply:

- (a) 'The Council' means Lancaster City Council.
- (b) 'Market' means Morecambe Festival Market.
- (c) 'Market Manager' means the Market Manager for the time being appointed by the Council and any Duty Assistant Manager or Supervisor authorised to act on his/her behalf.
- (d) 'Summer Months' means the calendar months of April, May, June, July, August and September.
- (e) 'Winter Months' means the calendar months of October, November, December, January, February and March.
- (f) 'Stall' means a Market Stall within the Market which measures 2.29 metres x 2.89 metres (7'6" x 9'6").
- (g) 'Unit' means a lock up shop within the Market which measures 2.74 metres x 3.66 metres (9' x 12').
- (h) 'Pitch' is an area of land allocated to a trader to erect their own stall or trailer.
- (i) 'Permanent Trader' means a person who has a licence to occupy a Stall or Unit for a fixed number of days each week.
- (j) 'Casual Trader' means a person who applies for a Stall or Unit on a daily or occasional basis, the allocation of a Stall or Unit depending on availability.
- (k) 'Market Days' are Tuesday, Thursday, Saturday and Sunday of each week and any Bank Holidays or other days on which the Council, in its discretion, determines that the Market shall be open for business.
- (l) 'Commodity' means the goods a Trader is allowed to sell and each Commodity is defined by the Market Manager.
- (m) 'Trailer Space' is the area of car park which is used for additional space when needed.
- (n) 'Waiting List' is a list of Traders names and addresses who are unable to obtain a Stall or Unit on the Market as either Permanent or Casual Traders due to either shortage of vacant Stalls/Units or excess of particular Commodities.
- (o) 'Sheeting Up' means stock left overnight on Traders' Stalls, usually accompanied by covering said stock or wrapping around the Stall with sheets or tarpaulin.
- (p) 'Security Arrangements' means the Traders as a body taking on the responsibility of hiring a security firm to guard their stock whenever the Market is closed to the public and unstaffed by LCC personnel.
- (q) 'Market Fee' means the amount of money payable by a trader to use the Stall/Unit.

### **2. OPENING HOURS AND OCCUPATION OF STALLS/UNITS**

- (a) The Market shall be open for business on Market Days during the Summer Months from 9.00 a.m. to 5.00 p.m. and on Market Days during the Winter Months from 9.00 a.m. to 4.30 p.m.
- (b) Stalls/Units must be open, un-sheeted and occupied by Permanent Traders by 9.00 a.m. on Market Days and must not be closed or sheeted up until after the Market closes to the public. Sheeting Up applies only when Security Arrangements are in place. Leaving goods on the Market and Sheeting Up will not be acceptable should Security Arrangements not be in place.
- (c) Permanent Traders who do not pay for Security Arrangements must remove all stock and fittings from their Stall on a daily basis. This includes any period of non-payment of fees or arrears unless the security firm has reached a satisfactory agreement with the trader concerned for repayment of the debt.
- (d) Permanent Traders with four day licences must open for any Bank Holidays when the Market is open in addition to their usual Market Days.



- (e) In the event of any unavoidable delay due to a reasonable cause, the Market Manager may at his/her discretion reserve a Stall or allow a Stall (or Unit) to remain temporarily sheeted (or shut) provided that notification of the reason for the delay is received before 9.00 a.m. on that day and an estimated time of arrival is given (telephone 01524 414251).
- (f) Permanent Traders intending to be absent from their Stall/Unit(s) shall notify the Market Manager by 9.00 a.m. that day. In this situation, Stalls must not be left sheeted up all day and Units must not be left closed as this is detrimental to the Market. Market Staff will therefore unsheet Stalls and open Units as usual but will endeavour to cover stock on the Stall(s) with the Trader's own sheets or place a barrier in front of the Unit entrance. Market Fees will still be payable and any loss of stock on view would be at the Trader's own risk.
- (g) Permanent Traders must not be absent for a period exceeding two weeks unless a leave of absence has been agreed in advance by the Market Manager or unless, in the event of illness, medical certificates are supplied for the period of absence. Stock must be removed from the Stall and Market Fees charges are still applicable for this period unless the Trader has arranged adequate staffing of the Stall.
- (h) Absenteeism on a regular basis (for example over 8 Market Days in a year) or consistent late attendance may result in application of Section 16.
- (i) All Traders must fill out an application form before commencing trading and must provide proof of ID (passport/driving licence/utility bill). Licence holders must be known to the Market Office.

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

- (a) The allocation of Stalls to Casual Traders will be on a daily basis.
- (b) Traders wishing to book a Stall/Unit on a casual basis should phone to book and pay in advance and report to the Market Manager at 9.00 am on the day of attendance.
- (c) On first attendance by casual OR permanent traders, an application form must be filled in and proof of possession of public liability insurance shown along with proof of ID to include address (eg utility bill) and photograph (eg passport/driving licence). It is also a requirement to provide proof of right to work in Great Britain which could be either a passport, National Insurance card, document with national insurance number on (eg wage slip) or full birth certificate.
- (d) Stalls/Units will be allocated to Casual Traders on a first come first served basis, suitability of Commodity will also be taken into consideration. Any Commodities not presently represented will be given preference. The Commodities sold in the immediate vicinity of the vacant Stall/Unit will also be considered in accordance with rule 8.
- (e) Casual Traders who sell a Commodity that is already represented must trade for a minimum of two days per week.
- (f) Casual Traders may leave stock on Stalls/in Units for a maximum of 2 weeks and only with the Market Manager's permission. They should also make arrangements to pay the relevant fees for the Security Arrangements.

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

- (a) Allocation of Stalls and consideration of applications from Permanent Traders wishing to move Stalls will be at the discretion of the Market Manager.
- (b) In the allocation of a Permanent Stall to a Casual Trader and in the event of more than one interested party, account will be taken of the Trader's starting date and number of casual attendances. The Commodity to be sold will also be taken into account.
- (c) A separate Waiting List will be maintained for Units. In allocating Units, account will be taken of the date of application and the Commodity to be sold. If there are no suitable Traders on the Waiting List, it will be advertised for any Permanent Trader who may wish to move Stalls/Units. Unit Traders will be given preference over Traders who occupy Stall/Units if their Commodity is only suited to Units. Any Stalls or Units which are un-let for over one month will be advertised for external applicants.
- (d) On allocation of a Permanent Stall/Unit, a check will be completed and the incoming Trader must sign (as listed in the Licence) to confirm they have received a complete Stall (eg boards and bars all in place as standard) or that the Unit is of an agreed standard
- (e) A licence will be issued to incoming Traders which must be returned by the date specified in the welcome pack. Failure to return the licence will be treated by the Council as an acceptance of all Rules applicable if trading is undertaken.

### **5. TRAILER SPACE/CAR PARK**

- (a) The Trailer Space is only to be used for Traders who have goods which are unsuitable for inside the Market or as an over-spill area when there are no Stall/Units vacant inside the Market.
- (b) Any Stalls occupying the Trailer Space will be charged for at the same rate as Stalls which will be the stall daily rent charge for the equivalent space of 9.29 square metres (100 square feet)

- (c) Traders requiring space on the Trailer Space will need to give prior warning to the Market Manager to enable the area to be cordoned off.
- (d) Any Trader who brings their own Stall to the Trailer Space must ensure that their Stall is of sound construction and stability and would not cause any danger to the public and be of a standard acceptable to the Market Manager.
- (e) Traders must not encourage members of the public to stand on the car park area but must serve onto the pavement area.
- (f) Market Traders must not park in the Trailer Space when the area is in use for trading if, in the Market Manager's opinion, this would block off external Traders from view and therefore be detrimental to the success of their businesses.
- (g) Traders must not display or sell goods from the car park area or parking bays other than in the Trailer Space.

## **6. USE OF STALLS**

- (a) All Stalls and Units are owned by the Council and must not be extended, altered or the orientation of the Stall changed without the prior written authority of the Market Manager. Any alterations to Stalls which involve Stall boards or bars will only be allowed if the boards and bars are re-incorporated into the Stalls from which they belong – they must not be removed from the Market. Traders will be liable for any customisation made to their Stall.
- (b) 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.
- (c) Goods shall not be placed (whether on the Stall, in the Unit or on the floor) so as to obstruct the free passage of persons using the Market.
- (d) There is an additional charge for any extra space which is used over and above the Stall/Unit allowance; this is 10p per square foot (£1.08 per square metre) per trading day inside the Market and 5p per square foot per trading day (54p per square metre) outside the Market. These charges will be made on a monthly basis, and one month's notice must be given to the Market Manager before extra space is reduced or increased. Extra space will only be allowed if safety is not compromised.
- (e) Traders must not remove parts from one Stall to be placed on another under any circumstances.
- (f) The Market is a no-smoking building and this applies to all Traders and includes e-cigarettes – the smoking law must be adhered to. Smoking must be away from the building, this is defined as being beyond the block paving. Ashtrays are provided for extinguishing cigarettes only, not as a point of congregation for smokers. Section 16 may be applied to any Trader discovered smoking inside the Market or on the block paving.
- (g) The electricity board attached to the Stall must not be removed or tampered with other than for re-set purposes.
- (h) Changes must not be made to the water system (pipes/taps/deadlegs in units or traders mess room) without approval.
- (i) When closing the Stall/Unit at the end of trading, it is each Trader's responsibility to ensure their electrical appliances are switched off.
- (j) Traders who display their Commodity on a vacant Stall must pay a charge (as advised). The rates office will be informed and fees applicable must also be paid. Unless payment is made for the Security Arrangements, stock must be removed at the end of each Market Day. Traders must also be prepared to remove stock at short notice in the event of the Stall being booked by either a Casual or a Permanent Trader.
- (k) Traders must not sell goods of any description from any area other than their allocated Stall, Unit or Pitch.

## **7. VEHICLES, MARKET TROLLEYS AND STORAGE CAGES**

- (a) Vehicles (including delivery vehicles) must be clear of the unloading areas by 9.30 a.m. and must not return before 5.00 p.m. during Summer Months or 4.30 p.m. during Winter Months on any Market Day, except in exceptional circumstances and with the prior authorisation of the Market Manager.
- (b) No vehicles are permitted inside the Market and no vehicles, except emergency vehicles, shall be permitted to park on the paved area at any time without authorisation from the Market Manager (to include the area adjacent to the Station Pub/Wacky Warehouse).
- (c) 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.
- (d) The Market Office will maintain keys for storage cage locks. Traders must inform the Market Office when wishing to commence and cease utilising a storage cage and must sign an allocation sheet upon allocation. One full calendar month's notice is required to cease using storage cages.

## 8. GOODS

- (a) A Permanent Trader shall not stock, display, store for collection (including items sold online), or sell any goods other than those specified in his/her licence and shall at all times keep the Stall or Unit fully stocked with those goods specified in the licence.
- (b) A Permanent Trader must obtain prior written consent from the Market Manager for any change to the goods specified in their licence.
- (c) Goods may be stored or left on the Market, but the Council, its Managers, servants and agents shall not be liable for any loss or damage however caused to such goods (including goods in storage cages).
- (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 Environmental Health) 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.
- (e) Any Trader found in possession of, or suspected of selling goods of a counterfeit nature, will be reported to Trading Standards and will face a lifetime ban from Lancaster City Council Markets.
- (f) The Market Manager will endeavour to maintain a good mix of Commodities being sold on the Market. This may mean that identical or similar items to those already being sold are not allowed on a Trader's licence. This decision will be at the Market Manager's discretion.
- (g) Items which tend not to be sold in isolation on a stall – for example key rings, fridge magnets, sunglasses – may be incorporated, in writing, into licences selling other goods if they are deemed by the Market Manager to be in keeping with the goods presently sold and subject to (f) above.
- (h) Second hand goods are not allowed on the Market unless agreed with the Market Manager. Further details are available upon enquiry and at the Market Manager's discretion. Where applicable Traders must register as a dealer in second hand goods and provide proof of such to the Market Manager.
- (i) E-cigarettes, legal highs, tobacco products and other similar items are not allowed to be sold in the Market.

## 9. GENERAL

- (a) Pitching will be allowed at the discretion of the Market Manager.
- (b) The lighting of the Market will be at the discretion of the Market Manager and Traders must not touch or interfere with any electrical point or fitting.
- (c) The opening and closing of all Market doors shall be at the discretion of the Market Manager.
- (d) Traders must arrange for their Stalls/Units to be supervised at all times to the satisfaction of the Market Manager. If a Manager is employed to staff a Stall/Unit for the purpose of an absence the Market Manager must be advised of the Manager's contact details.
- (e) Traders are required to keep and leave Stalls/Units in a reasonably clean condition at all times. Bins and bin liners will be provided for Traders to dispose of trade waste produced on the Market.
- (f) A cardboard compactor is provided for the disposal of non-contaminated cardboard (e.g. no food items/cans/plastics/soiled cardboard etc). All Traders must be instructed in the safe use of the compactor by a member of the Market Staff prior to use, after which Health and Safety instructions must be followed at all times. Traders must responsibly dispose of their own cardboard as instructed.
- (g) Traders must arrange suitable public liability insurance of £5m (incorporating 'product liability' insurance for any type of food trade) in respect of their occupation of a Stall/Unit at the Market. 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.
- (h) The Council recognises the Market Traders Committee as representatives of the Festival Market Traders.
- (i) The Council may close the Market and use the site for any purpose other than a Market on a maximum of eight Market Days in any year, but shall give at least one month's prior notice to the Market Traders Committee to this effect.
- (j) Traders must ensure any portable electrical items are tested (PAT tested) by a registered electrician prior to use on the Market. These tests must be organised and paid for by Traders on an annual basis and all Trader owned electrical items must display a dated sticker as proof of such. Any item not displaying an in-date PAT test 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.
- (k) Traders who employ staff should keep a first aid kit and an accident book on their Stalls/in their Units.
- (l) Traders who employ casual staff aged under 18 should supply details of these staff to the Market Manager. An ID badge will be supplied for said staff to gain access to the Market. Traders should adhere to employment laws which can be referred to at [www.hse.gov.uk/youngpeople](http://www.hse.gov.uk/youngpeople) .

- (m) If access to the Market is required for re-stocking on a non-Market day the Market Manager must be informed. Traders will not be allowed access unless a member of Market Staff is on duty. No alterations to Stalls or use of equipment should take place without prior discussion with Market Staff.
- (n) Traders must be responsible for Health and Safety at all times to ensure the safety of themselves, their staff and others around them, and are obliged to comply with the Market Manager's reasonable instructions and take reasonable care of their own Health and Safety, to include the supply of a risk assessment appertaining to the running of their business from a market stall/Unit (standard risk assessments available from the Market Office).
- (o) The Market Manager must be informed immediately of any change of contact details.
- (p) If a trader submits notice to terminate their licence to trade the impending stall vacancy will be announced on the traders' notice board to ensure all traders have the opportunity to express their interest. Expressed interest does not guarantee allocation, it is at the Managers' discretion who will make a decision based on what is of benefit to the Market as a whole.
- (q) Unit Traders are responsible for the installation, upkeep, PAT testing and repair of their own equipment and equipment appertaining to their own business (eg water heater/extractor fans/cookers/fridges etc).
- (r) Fire doors are alarmed and should only be used in the case of emergency.

## **10. MARKET FEES**

- (a) All monthly Market Fees invoices must be paid in full by the end of the month for which they pertain in accordance with the directions on the reverse of the invoice and no Trader will be allowed to be in arrears at any time.
- (b) Permanent Traders will be responsible for all Market Fees relating to their Stall(s)/Unit(s) for the Market Days specified in their licence whether they are trading or absent on those days.
- (c) A schedule of current Market Fees is available from the Market Manager.
- (d) A deposit of one month's Market Fees will be payable by all new Traders – 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. Traders on any promotional rate, that may be offered from time to time, must pay a deposit equivalent to one month's standard fees.
- (e) Payment of Market Fees must be made prior to the allocation of a Stall or Unit to a Casual Trader. If a telephone booking is made, Market Fees must be paid on booking with a debit or credit card.
- (f) Traders afforded a promotional rate are responsible for payment of fees for the full term stated on the licence. Promotional rates are only offered to a traders once during a rolling 12 month period.
- (g) Cash may not be used to pay Market Fees.
- (h) The Market Fees applicable are subject to increase and will be re-assessed annually.
- (i) From April 2016 all new traders must pay Market Fees by Direct Debit.

## **11. SALE OF BUSINESSES**

- (a) Traders wishing to sell their business – i.e. stock, 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 proposed purchaser must agree with the Council that the Commodity available on the Stall or in the Unit will not be changed for a period of 12 months from the date of purchase, and then only in accordance with Rule 8(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) Storage cages used by Traders who are selling their businesses will not pass automatically on to the purchaser of the business if there are any Traders on the Waiting List.
- (f) The Market Manager reserves the right to refuse any applicant as he/she sees fit.
- (g) The Stalls/Units are owned by the Council and would therefore not be included in any business sale.
- (h) No Trader shall be allowed to sell a business if their 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/s, who will respond 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.

### **13. TRADERS RIGHTS**

- (a) The Council will provide a Stall/Unit suitable for trading, will cleanse the Market area and provide general lighting as necessary for Traders that have adhered to these Rules.
- (b) The Council will provide necessary supervision during Market Days.

### **14. CONDUCT**

- (a) Operating from a public building 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 notice board displays and welcome pack 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 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) Any Trader who brings a dog to the Market must ensure the dog does not cause nuisance or annoyance and must keep the dog on a lead at all times.
- (f) If the Market Manager receives persistent complaints about a Trader's conduct, manner or business practises the Manager will bring these complaints to the Traders attention to enable improvements to be made. If further complaints are received the Manager will apply the terms of Rule 16.

### **15. 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.

### **16. FAILURE TO OBSERVE RULES**

- (a) In the event of a Trader failing to comply with or contravening any of these Rules, the Council will issue an oral warning, followed by a written warning for a second offence. If a third offence occurs the Council may in its absolute discretion terminate the licence of a Permanent Trader or, in the case of a Casual Trader, require the Trader to leave the Market, and may re-allocate the Stall/Unit. The warnings are cumulative, even if issued for breaches of different Market Rules, and each warning will be kept on file for 12 months from the date of issue.
- (b) If, in the opinion of the Market Manager, a serious breach of the Rules occurs the Council may choose to terminate a licence immediately. Any Trader who re-applies to attend the Market after termination will only be re-instated at the discretion of the Market Manager.
- (c) As an alternative to the above, the Market Manager may consider suspending (and barring from the Market) a Trader if it were felt to be more appropriate in the circumstances. In the event of a suspension the daily Market Fees would still be payable. If a suspension were to last for more than one Market Day, all stock would have to be removed from the Stall/Unit.

**LICENCE FOR USE OF STALL IN THE FESTIVAL MARKET, MORECAMBE**

THIS LICENCE is granted the \_\_\_\_\_ day of \_\_\_\_\_ by the LANCASTER CITY COUNCIL

of Town Hall, Lancaster (“the Council”)

to \_\_\_\_\_

of \_\_\_\_\_ (“the Trader”)

WHEREAS

The Council is the owner of the Festival Market, Morecambe and the Trader has requested the Council to grant them the licence to use a stall in the said market

IT IS AGREED as follows:

- 1. The Council hereby grants to the Trader the right to use on **Tuesday, Thursday, Saturday and Sunday and Bank Holidays from Easter to August** in each week throughout the year when the market is open, the stall(s) numbered \_\_\_\_\_ or such other stall(s) of equivalent size as the Council may from time to time in its absolute discretion determine.
- 2. The Trader may display and sell the following goods from the stall(s): \_\_\_\_\_ and shall not display or sell any other class of goods from the stall(s) without the written consent of the Market Manager.
- 3. The Trader shall at all times observe and comply with the Morecambe Festival Market Rules for the time being in force (copy attached).
- 4. The Trader shall be invoiced monthly, irrespective of whether trading or not, and shall pay in advance such fees in respect of the stall(s) as shall be prescribed on the monthly invoice by the Council. No trader will be allowed to trade if in arrears.
- 5. The Trader shall not permit any person other than the Trader’s employees or family members to operate the stall(s) and only in agreement with the Market Manager.
- 6. This Licence may be determined by the Trader giving to the Council a minimum of one full calendar month’s notice, in writing, to expire on the last market day of a calendar month. Any invoices issued for the notice period must be paid in full prior to the end of the notice period, whether or not the Trader trades for the notice period.
- 7. This Licence may be determined forthwith by the Council in the event of any contravention by the Trader of the Morecambe Festival Market Rules for the time being in force, or may be determined at any time by the Council giving to the Trader a minimum of one calendar month’s notice, in writing, to expire on the last market day of the calendar month. Any monthly invoice must be paid in full prior to the end of the notice period whether or not the Trader trades for the notice period.
- 8. This Licence is personal to the Trader and may not be assigned or transferred by the Trader.
- 9. Nothing in this Licence shall be construed as creating the relationship of landlord and tenant between the parties.
- 10. This Licence supersedes any previous licence(s) issued to the Trader.

SIGNED .....

DATE .....

WITNESS .....