

- CANNOCK & RUGELEY -

Market Hall

Becoming a Market Trader

Cannock and Rugeley have been holding markets since the 13th century when the original Royal Charter was first issued. The markets are situated in the town centres and offer a diverse range of products and services. There are currently 61 stalls in Cannock Market Hall, 27 stalls in the Prince of Wales and 45 stalls in Rugeley Market Hall. Stalls are available to rent on all markets, with the opportunity to also take a casual stall at Rugeley.

Cannock Market Hall, Market Hall Street, Cannock
tel 01543 464558

Prince of Wales, Church Street, Cannock
tel 01543 464558

Rugeley Market Hall, Bees Lane, Rugeley
tel 01889 584845



www.cannockchasedc.gov.uk/markets or email market@cannockchasedc.gov.uk

There are opportunities to become a market trader at Cannock or Rugeley Markets.

You will need:

- To visit the Markets you are interested in and talk to the Managers about charges, trading times, parking facilities and the commodity you wish to sell
- To know about the goods you are selling and local demand
- To be friendly and organised
- To be prepared to work 7 days per week around your business
- To use your stall to its best advantage
- To advertise regularly
- To be prepared to use other tools to complement your market stall; including social media
- Public Liability Insurance



Thinking of starting your own small business?

Below is a list of places that can offer help, advice and support to people wishing to set up their own small business.

- **Jobcentre** links for new businesses - Contact **0345 604 3719 (Cannock)**.
Can help with claims for New Enterprise Allowance, before trading commences, if you have been on Job Seekers for 6 months+
- Help with set-up costs (no grants).
- **Enterprise Clubs** also available for self employed people (in their first years of trading) for support and advice.
- **Stoke on Trent/Staffordshire help line** - Contact **0300 111 8002 (Ryan Cartwright)** for any business, any size and at any stage in development.
- **The Prince`s Trust**, support for 18-30 years old. Contact **01782 957093/ 207000** or locally **Lyn Barber 07970876708**.
- **Stafford New Enterprise Lead** Contact **01785 257057** then press 5 for further information.



* All numbers were correct at time of printing.

O2 Access to Finance (available anywhere in the UK)

Start-up loans available at: www.startuploans.co.uk

Start&Grow: for business support in the midlands

info@enterprisefirst.co.uk

Tel: 0800 652 6254 / 01252 319 272

Staffordshire New Business Capital Grant:

Tel: 0845 67 87 826

www.enterprisesupport.org/staffordshire-new-business-capital-grant



You could also check with your local Small Business Adviser about where to find out about short courses in business management.

Email econdev@cannockchasedc.gov.uk or call the team on **01543 464272**

Your Enterprise Agency or Chamber of Commerce may run business clubs where you can meet other small business owners. Remember your gross takings are not what you can spend. Keep all receipts, however small and allow for tax payable twice yearly. You are obliged to be VAT registered if your turnover exceeds £73,000. You can get further details by visiting the HMRC website www.hmrc.gov.uk/vat/start/register/when-to-register.htm#1



Useful things to know

New businesses must register with the Inland Revenue within three months of starting self employment.



Public Liability Insurance up to £5 million is required with 2 options listed below to get you started:

- The **NMTF** (National Market Traders Federation) www.nmtf.co.uk
- Combined Market Traders Insurance Association
www.cmtia.co.uk/id10.html
However most Insurers cover PLI so it is worth researching prices/cover available

Trade Associations can also help:

- **NMTF** - National trade association for market and street traders, events retailers and mobile caterers in the UK. Membership includes public, product and employer's liability protection, legal and financial advice and discounts from leading suppliers. Contact **01226 749021** or genoffice@nmtf.co.uk. More information at www.nmtf.co.uk
- **NABMA** - National Association of British Market Authorities NABMA is the leading markets organisation in the country. It promotes markets and provides a wide portfolio of services for its members. www.nabma.com

You must work to the Trade Descriptions Act and Sale of Goods Act:

If your product is faulty or not fit for purpose then the customer is entitled to a full refund, exchange or credit note at their discretion. If the product is not faulty and the customer has just had a change of heart then you have no obligation to refund.

However, it is worth remembering that bad publicity travels fast and not worth a confrontation.



Book Keeping

You must keep accurate records to pass these to an accountant for auditing at the end of the trading year. They will then produce a profit and loss account and balance sheet to be used for calculating your income tax liability.

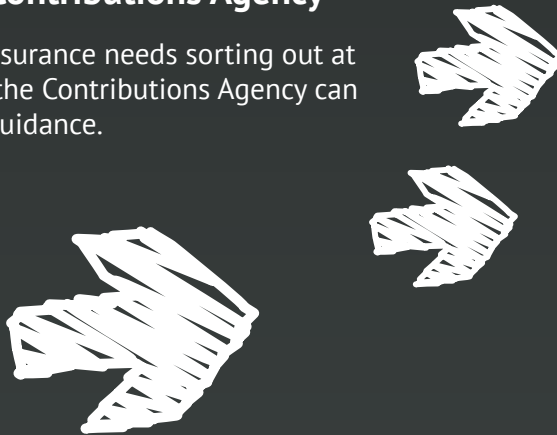
If you complete your own tax return you can contact your local tax office for further advice.

They may also help with other things like: Training courses in starting and running a small business; Business counselling and advice from experienced business people; Information services; Help in raising finance for the business; and with use of their facilities.



Help from the Contributions Agency

Tax and National Insurance needs sorting out at an early stage and the Contributions Agency can give you valuable guidance.



Marketing/Advertising

- A good sign is a great investment; with creative designs that reflect your product and service
- Distribute leaflets
- Local press and even local radio are also ways of advertising.
- Word of mouth is probably your most important form of advertising. Achievable by: Satisfying customers, building good relationships and by building up a good reputation and sorting out problems quickly and efficiently.



Remember good customer service costs nothing but delivers a lot!



Our stall lettings policy

The aim of the Lettings Policy is to promote healthy competition within the markets. Ensuring shoppers using the markets receive value for money, plus a wide variety and choice of goods, but without compromising the occupancy.

The following general principles will therefore apply:-

- To allow duplication of goods within any market at the Managers discretion.
- To allow traders to sell more than one commodity as long as it is agreed on your lease.
- To allow traders to occupy more than one stall within any one market where appropriate.
- Priority will be given to new trades/lines or innovative ways of trading giving added value to the market as a whole.

In all cases the final decision will rest with the Markets Management.



Permanent/Casual (Rugeley only)

You will need to

- Complete the application form/s attached; which are both confidential and compliant with Data Protection
- Hold Public Liability Insurance certificate, with indemnity cover up to £5 million (see disclaimer below)
- Provide 2 forms of identity, 1 with your current address.
- 4 weeks rent in advance is required (permanent stall only).
- £20 rent is required (casual stall only).

Please contact the **Market officer** on **01543 464558** for further details or to arrange a meeting.

Stalls are
available to
rent at
competitive
rates.

There will be
a probationary
period of 6 months
before a full
lease is issued

Cannock Market Hall

Market Hall Street, Cannock WS11 1EB | tel 01543 464558
Open Tuesday, Thursday, Friday and Saturday 9am to 5pm

Prince of Wales

Church Street, Cannock WS11 1DS | tel 01543 464558
Open Tuesday, Friday and Saturday 9am to 4.30pm

Rugeley Market Hall

Bees Lane, Rugeley WS15 2DR | tel 01889 584845
Open Tuesday, Thursday, Friday and Saturday 9am to 4.30pm



Disclaimer: Cannock Council will not be held responsible for any loss, damage or inconvenience caused as a result of any inaccuracy or error within these documents.

We are able to offer a free stall to registered charities at both markets, at the discretion of the Market Management, which will require Public Liability Insurance.

The Real Deal Campaign (is a government charter for safe and fair markets) and have a zero tolerance on the sale of counterfeit goods. Full details available on:
www.realdealmarkets.co.uk

If you are delayed or unable to attend the Market place for any reason please notify **Market Management** as soon as possible on **01543 464558**.

If selling food, you should be aware of and comply with food hygiene and health and safety legislation. An "Application Form for the Registration of a Food Business Establishment" can be obtained from our office which will be forwarded to the local authority's Environmental Health Department. You can also contact **environmentalhealth@cannockchasedc.gov.uk** or call **01543 462621** and ask for the Environmental Health department for more advice.



Setting up your stall

- Give your stall an identity; this will make your stall more appealing and easier to remember.
- Displays need to be enticing and have impact. Keep them clean and simple and well stocked, not cluttered and if possible with a theme.
- Pricing display is important; ensure that it is correct, up to date and clearly visible for the customer.
- Keep excess stock, empty boxes etc. hidden and from customers view.
- Make signage simple and easy to read, but not 'tacky'; explain who you are and give yourself an identity customers can have complete confidence in.
- Promotions are a good way to increase interest in your stall.
- Be friendly to your customers: Smile, chat, get to know customers names, provide information or samples. By gaining their trust you will gain their loyalty too.
- Think about the items you will need apart from your products: somewhere for money/change, carrier bags, covers and displays, pens, pricing labels etc.
- On non-market days attend wholesalers, stocktake and plan.



Social Media

Social media such as Facebook and Twitter all helps to get your product seen with websites and social media expected as part of any modern day business. These are very cheap if not free and very effective.



Application to trade on Cannock, Prince of Wales and Rugeley Market

If you wish to trade at Cannock/Prince of Wales/Rugeley Market you must complete this application form and hand it in to the Market Office with the original documents listed below:-

- Your current public liability insurance certificate (which must provide cover for a minimum £5 million) or your NMTF membership card
- Proof of your identity - we will accept only your photo driving licence or current passport
- Proof of your address - we will accept a recent utility bill/and/or bank statement

You must also provide 2 References.

*Title:

*First Name:

*Middle Name:

*Surname:

*Address:

*Post Code:

*Tel No's.

Date of Birth:

*Next of Kin:

*Contact No:

*National Insurance No:

*Email:

*Type of goods to be sold:

*Market applied for:

*Applicants Signature:

* Mandatory fields

Public Liability Insurance

Registration Number:

Date of Registration:

Expires on:

The Council will consider your application and undertake any due diligence that it deems necessary before confirming to you whether or not your application to trade on a Council Market has been successful. If your application is accepted, you will be offered a vacant stall in a position that, in the opinion of the Markets Officer, best complements the existing Market stall mix. In addition the Markets Officer will give priority to uses that best complement the Market, regardless of the length of time that a successful applicant has been on the Council's stall waiting list. The Market Officer's decision regarding when and where a successful applicant will be accommodated on the Market is final.

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PLEASE NOTE: Cannock Chase Council will hold and use your data in accordance with the Data Protection Act 1998. We may share this data with other departments within the Council where necessary. The Council is also under a duty to protect the public funds it administers, and to this end may use the information you have provided on this form for the prevention and detection of fraud. It may also share this information with other bodies responsible for auditing or administering public funds for these purposes. Your personal information will not be passed on for commercial use. For further information go to www.cannockchasedc.gov.uk contact **01543 464300**.

OFFICE USE ONLY

Proof of identification:

Date of application:

Stall allocated:

Name of Officer:

To be completed upon allocation of a stall

1. The stall should be open for trading during the opening times of the market.
2. The leaseholder to pay the total weekly charge of: £ on the due day by cheque/standing order.
3. The stall is to be used for the sale of
4. The stallholder must hold valid third party liability insurance.
5. Goods are to be stored within the stall at the sole risk of the stallholder.
6. If there is a dispute concerning goods being sold, or the manner in which the business is being conducted, the decision of the Market Officer is final. The stallholder must not, except with the prior written permission of the Council, interfere with the design of the stall, the drainage, water supply, electric wiring or fittings of the stall.
7. Any alterations approved by the Council will be made on a chargeable basis if the trader ceases trading.

I agree to abide by the above conditions pending the issue of the formal lease.

Signed:

Date:

Print Name:

Details for lease

Stall No:

Market:

Start Date:

Stall Rent £ per week

Service Charge £ per week

Total weekly charge £ per week

I confirm I have received instructions regarding fire regulations in the market.

Signed:

Date:

**SUBMIT
FORM**

**PRINT
FORM**



Cannock Market Hall, Market Hall Street, Cannock tel 01543 464558

Prince of Wales, Church Street, Cannock tel 01543 464558

www.cannockchasedc.gov.uk/markets or email market@cannockchasedc.gov.uk

 Search for 'Cannock Chase Life'

 @CannockChaseDC