

# GUIDANCE NOTES

## PLEASE READ THIS INFORMATION CAREFULLY BEFORE COMPLETING THE APPLICATION

This document is intended to provide you with further information on Darley Street Market to assist your application for a stall(s) on one of the three trading floors. There are a number of accompanying documents you are advised to read before you start your online application.

### **MARKET DESIGN**

The market has four levels; a secure underground area for deliveries, storage and waste handling and three trading floors, two of which are accessed at street level.

Level 0 will specialise in non-food and beauty services alongside the outdoor market square that is fitted with large umbrellas to offer protection from the weather for ad-hoc trading, events and festivals and other outdoor activities. Level 1 will specialise in fresh foods and Level 2 will house an airy open-plan world hot food and drink hall.

A customer lift and four escalators will connect each trading floor around a central void that enables views up and down through each level. Each trading floor is also connected by two public stair cores.

### **LEVEL -1: THE BASEMENT AREA FOR MARKET SERVICING**

Access to the basement is from Piccadilly either on foot or by vehicle and controlled by market security.

There are 10 vehicle delivery bays with two having the latest electric vehicle fast charging points. Two trader goods lifts will transport products to and from each of the three trading floors.

There are 17 storage cages around the perimeter, a secure cycle rack and showers for traders and their staff who choose to cycle to work. A communal cold room will be available for the storage of butchers' animal by-product waste prior to collection by a licensed carrier.

Waste recycling and disposal will be managed from here.

### **LEVEL 0: NON-FOOD & SERVICES HALL AND THE MARKET SQUARE**

This hall is accessed from three public street entrances on Piccadilly, Darley Street and directly from the market square as well as a stair lobby off Piccadilly.

The first of two restroom facilities are located here providing men's, ladies' and accessible toilets, multi-faith room and ablution room.

There are 31 stalls, 2 large cafés and a stall adjacent to the main entrance from Darley Street that will make an ideal flower/plant shop.

The market square will have eight 7m x 4m umbrellas creating a covered area for around 16 stalls

for all types of ad-hoc outdoor trading, seasonal markets and food festivals. Each umbrella will have access to power from a pop-up service pillar and fitted with lighting and heating for early evening or night markets.

The umbrellas will be accessorised with gutters and side panels to create an instant pop-up marquee for outdoor enclosed events.

Around the perimeter of the market square is seating, raised planters, column mounted floodlights and traditional railings with three lockable entrance gates.

The market square will become the focus for future city centre events and a place for people to meet family and friends and where regular community, commercial, charitable and leisure events will take place. A large outdoor LED screen will show films, sporting and musical events as well as other free and ticketed events.

## **LEVEL 1: FRESH FOOD HALL**

This hall is accessed at street level from higher up Darley Street opposite the entrance to the Kirkgate Centre, or inside the market from either of the two other trading floors.

There are 31 stalls and a communal training kitchen for delivering cooking courses for customers of all ages as well as food safety courses for tenants. Fruit and vegetable tenants will be located on the Darley Street frontage as their displays will be visible to customers walking up this street who will see their colourful displays and be tempted inside. Communal seating overlooking the market square will allow customers to enjoy the views and market experience.

Two pop up test trading or food demonstration spaces are available here.

## **LEVEL 2: HOT FOOD & BEVERAGE HALL**

This hall will house 11 independent food kiosks and 2 bars with capacity for around 500 customers, seated inside or outside on the terrace overlooking the market square.

The market's main restroom facilities are located here providing men's, ladies', accessible, changing places and gender neutral toilets as well as separate parent and baby changing facilities.

A stage will provide the ability to hold a variety of daytime and evening entertainment.

This hall will be open into the evenings to support the local night-time economy with evening access from two public stair cores off Piccadilly and Darley Street as well as a customer lift.

The Council is looking to partner with a food & beverage operating tenant who has the vision and expertise to manage this hall and work with local independent operators to operate the kiosks as well as developing a hot food delivery service.

## **FLOOR PLANS**

The floor plans for the three trading floors show each stall, its suggested occupancy type and overall sales area in square metres. You should make a note of the stall number that you wish to apply for as you will need to quote this in your application.

The market will offer stalls in a variety of shapes and sizes.

- On Level 0 there are 34 stalls in total with 19 perimeter stalls, 13 island stalls and 2 cafes that also face onto the market square.

- On Level 1 there are 32 stalls in total with 17 perimeter stalls, 14 island stalls and a community kitchen.
- On Level 2 there are 13 kiosks in total with 11 kiosks specialising in food and 2 bars.

You have the option to choose up to 3 individual stalls and/or 3 multiple adjoining stalls of your choice and in order of your preference. For example, Stall Nos 1/2/3 would be classed as one choice in the same way as Stall No 4 only.

## TENANT DESIGN GUIDE

This guide provides you with details of each distinct stall types that will be provided across the three trading floors.

Each stall will be a basic 'shell' that can be customised to the trading requirements of each tenant.

The 'shell' stall will comprise of the following:

- The framework of the stall and in some cases an aluminium shop front.
- The flooring.
- The dividing partitions between the stalls.
- A cold water supply and drainage for all stalls on Level 1 and 2 and a selection of stalls on level 0.
- A single or three phase electricity supply connected to a distribution board and smart meter fed from the Landlord's own supply.
- A gas supply for the hot food kiosks on Level 2 and the two cafes on Level 0.
- Mechanical ventilation will provide background ventilation with some stalls being able to connect to external points.
- Data and telecom connections for taking secure payments over the internet.
- Signage board. The tenant's signage will be internally illuminated and fed from the Landlord's supply to ensure that all stalls remain illuminated during trading hours.

The exact details on what is being provided in each stall can be found on the **STALL SERVICES** document.

Those successful tenants will be provided with a stall design guide that will set out the key stages in the stall fitting out process to ensure consistency in the appearance and design of all stalls as well as details of the Council's formal approval process to the tenants' stall fitting out plans.

## RENTAL INFORMATION

Details of the annual rent payable and the indicative annual service charges payable for each stall, however, the actual operational costs will not be known for at least a year after opening so the service charges costs may increase or decrease.

The combined monthly figure shown excludes VAT and also excludes the payment, if any, of business rates as these are yet to be assessed by the Valuation Office.

The rent payable for the kiosks in the hot food and drink hall on Level 2 will be assessed when the Council has appointed a food & beverage operator to manage the food hall. The preferred operator will work with the Council to select the successful hot food and drink tenants.

The tenants in the hot food and drink hall will be charged rent based on a percentage of revenue turnover rather than a fixed rent and negotiations on the percentage level will take place with each successful tenant.

## **STALL SERVICES**

Details of the general utilities provided for all stalls with additional utilities such as gas, water and drainage provided for specified stalls. Not all stalls have water/drainage so if this is important to your business then you should select the stalls that include this.

On Level 0 the majority of perimeter stalls can be fitted with security roller shutters by the tenant. The perimeter stalls adjacent to Piccadilly, or located at the main entrance off Darley Street, will be fitted with aluminium shop fronts as part of the market's fire strategy. The island stalls will be fitted with heavy duty roller blinds.

On Level 1 & 2 the stalls are designed not to require securing at the end of each day's trading in order to improve customer visibility and product displays.

## **FINANCIAL SUPPORT TOWARDS STALL FITTING OUT WORKS**

The Council is keen to encourage both imaginative and creative stall design and professional product displays so each stall is finished to a high standard. Given the new and more diverse range of customers we expect the market to attract then it is essential we create a pleasurable shopping experience to appeal to both existing and new customers.

To assist traders in achieving excellent and innovative retail stall design the Council will offer a capital grant contribution and share the costs with traders towards their fitting out works. The maximum value of the capital grant contribution is shown for each stall. A trader can apply for a grant of 50% towards their fitting out costs up to a ceiling level that has been assessed for each stall.

## **LEASE TERMS**

The specimen lease is a three-year lease that does not provide the trader with any security of tenure. This means that you will not have an automatic right to remain in the stall(s) at the end of the three-year period. During the three year term the trader may choose to terminate the lease by giving a minimum of six months' notice in writing, or choose to leave the market at the end of the lease.

During the term of the lease the Council will continually monitor the performance of each trader and issues such as poor customer service, sale of poor quality goods, opening the stall late or closing early, delays in paying rent or other persistent breaches of the lease will be taken into account when the lease expires and may result in the lease not being renewed and the stall being re-let to another trader.

The rent in the lease will be fixed for the duration of the three-year term with only the service charges being subject to annual review. On lease renewal, subject to the trader's performance, the Council will consider the level of rent payable and negotiate a new rent on an individual basis payable for the following three-year term.

## **STALL ALLOCATION AND TRADER SELECTION**

Only applications submitted using the online application form at [www.bradfordmarkets.com](http://www.bradfordmarkets.com) will be accepted.

The application form has been designed to allow you to save and return to it at any time providing you have selected this option at the beginning and you will have a further opportunity to amend your answers before submitting your completed form.

Once you have completed your application and are happy with your answers then you will need to press the 'complete submit' button. You will receive an automatic notification that we have received your application and provided a unique reference number that you will need to quote should you wish to provide any further information to support your application. You will also receive a copy of your completed form to your nominated email address for your records.

It is important that you read the scoring criteria that the Council will use to select the successful traders

The application form is not legally binding on either party and submitting an application does not guarantee you a place in the market. We can reassure you that your application will be treated in complete confidence.

## **ADVICE OR REQUEST FOR FURTHER INFORMATION**

Applicants are advised to email [darleystreetmarketenquiries@bradford.gov.uk](mailto:darleystreetmarketenquiries@bradford.gov.uk) to raise any queries prior to submitting their application. Further information can be provided after submitting your application but please quote your unique reference number provided to you.

The Markets Manager will hold weekly trader surgeries should you prefer a face-to-face meeting and to book an appointment, please ring 01274 432175.