

# STALL ALLOCATION AND TRADER SELECTION

## 1.0 Background

- 1.1 The success of the new market is intrinsically linked to the quality, vibrancy and skills of those independent traders and their retail offer so our aim is to select the best independent traders that can offer products and services to meet the needs of our existing and new customers.
- 1.2 An online application form is available on [www.bradfordmarkets.com](http://www.bradfordmarkets.com) that all applicants must complete as it will be used to select each successful applicant that will be offered a stall/shop in the Darley Street Market.

## 2.0 Online Application Form

- 2.1 The form is broken down into 14 separate sections as follows:

- Section A Your personal details
- Section B Details of the stall(s) you have selected.
- Section C About your business
- Section D Your staff information
- Section E Your financial status and consent for a credit check
- Section F Your products or service
- Section G Your skills and experience
- Section H Your marketing & promotional activities
- Section I Your shop fitting proposals and budget
- Section J Your sustainability standards
- Section K About the food you sell if your product involves the sale of hot foods
- Section L Your opportunity to provide any supporting evidence
- Section M & N Our equality monitoring

- 2.2 The form has been designed to allow you to save and return to the form 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.
- 2.3 Once submitted you will receive 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.

## 3.0 Scoring Criteria

- 3.1 Sections A to D is not scored.

- 3.2 Section E is a Pass/Fail and should the applicant have an adverse credit score then this will result in the application not proceeding to the scoring stage and being rejected.
- 3.3 There are 6 sections - F, G, H, I, J and K that will be scored, as shown in Table 1 below and, therefore, each applicant will be expected to demonstrate they have a sound business model, relevant business experience, marketing and promotional skills and the ambition to create a high quality and attractive shop unit. Section K is only relevant to applicants selling hot foods.

**Table 1**

Section	Selection Criteria	Question(s)	Max Score Available
F	Your products or service	1 – 9	120
G	Skills and Experience	10 11	50
H	Your marketing & promotional activities	12 – 17	80
I	Your shop fitting proposals and budget	18 – 20	50
J	Your sustainability standards	21 - 25	50
Total (for non-hot food traders)			<b>350</b>
K	About the food you sell if your product involves the sale of hot foods	26 - 30	50
Total (Hot Food Traders only)			<b>400</b>

- 3.4 All questions in the above sections that are scored are worth a maximum of 5 points each.
- 3.5 Each answer will be assessed and will achieve a score from 1 point for a very poor answer to 5 points for an excellent answer as shown in Table 2 below.

**Table 2**

Score	Meaning
1	Very Poor Answer
2	Poor Answer
3	Acceptable Answer
4	Good Answer
5	Excellent Answer

- 3.6 Each question is ranked with weighting of between 1 to 5 based on the importance of each question.
- 3.7 The score will be applied to the weighting specified for each question to provide a final score. For example, if an answer to a question receives a score of 2 points and the weighting for the question is 4 then the overall score for that question is 8 points. Table 3 below shows the maximum score available for each question.

**Table 3**

Section	Selection Criteria	Question	Weighting Score	Maximum Score
F	Products or Service	1	4	20
		2	1	5
		3	2	10
		4	3	15
		5	2	10
		6	3	15
		7	3	15
		8	3	15
G	Skills and Experience	9	3	15
		10	5	25
H	Marketing & Promotional Activities	11	5	25
		12	2	10
		13	2	10
		14	2	10
		15	2	10
		16	4	20
I	Shop Fitting Works	17	4	20
		18	3	15
		19	4	20
J	Sustainability Standards	20	3	15
		21	2	10
		22	2	10
		23	2	10
		24	2	10
K	Healthy Foods	25	2	10
		26	Not scored	0
		27	Not scored	0
		28	Not scored	0
		29	5	25
30	5	25		

## **4.0 TRADER SELECTION**

- 4.1 The evaluation and trader selection process will take the form of a desktop evaluation by a panel of a minimum of 3 persons who will be suitably qualified having the range of skills to enable reasonable evaluation.
- 4.2 Only applicants that have passed the financial credit check stage (Section E) will proceed to the scoring stage.
- 4.3 Each score will be based only on the responses given to each of the questions in the scored sections.
- 4.4 As part of the evaluation process, applicants may be invited to an interview with the evaluation panel.
- 4.5 The selection process will take place over two selection rounds with some stalls left unallocated in round 1 to allow the Council in round 2 to consider where there are any gaps in products and services that would add value to the market's retail offer.
- 4.6 Round 1 will place each applicant in one of three divisions as follows:
- **Division 1**  
  
Applicants whose score is in the top 25% will be considered for one of their three stall preferences subject to stall availability, and there is no over representation or duplication of the product and/or service offered. Should this occur then the applicant with the lowest score will be placed in Division 2.
  - **Division 2**  
  
Applicant in this division will be considered as reserve traders. Should any applicant in Division 1 decide not to proceed, or are unable to comply with the terms of letting, then an offer can be made to any applicant in this division.
  - **Division 3**  
  
Applicants placed in this division will be judged unsuccessful in their application and will be rejected.
- 4.7 Round 2 will involve the selection of traders who the Council will directly approach as they have a product or service that was not offered in Round 1 that will add value to the markets retail mix.
- 4.8 The Council reserves the absolute right to allocate stalls at its discretion and does not guarantee to allocate any of the preferences identified by any applicant.