

**BRADFORD
& DISTRICT
MARKETS**

New Business Application Pack

Information Pack

Guidance Notes

Please read this information carefully before completing the application.



@bradfordmarkets
www.bradfordmarkets.com



Application Process

Key Selection Criteria

We can provide opportunities for your business and offer a range of competitive rents and start up packages with flexible lease terms.

The broad overarching framework that the Markets Service follows when considering an application to take up a vacant stall(s), in no particular order of priority, are summarised below:

- The suitability for the Centre of the goods requested.
- The proximity of other units selling similar goods in the immediate vicinity e.g. whether adjacent, or in the same trading aisle or some distance away.
- The number of similar businesses selling such goods in the Centre and our overarching duty to ensure that fair and reasonable retail business opportunities for the local community are maintained.
- Whether introducing a similar product may lead to over-representation in terms of the number of outlets in the Centre.
- The potential of the product to 'add value' to the shopping repertoire already available in the Centre.
- An informed evaluation on whether the commodity applied for will meet future retailing trends.
- The Applicant's retail and business experience

All applications will be assessed on the above criteria and therefore it is important that you provide as much detail as possible when completing the application form.

Credit Scoring

The Council has to ensure that all prospective applicants have an ability to pay the rent for the unit(s) and in this respect we use a credit reference agency to confirm your credit status and identity. Please be aware that an adverse credit history may result in the Council declining your application.

GENERAL APPLICATION REQUIREMENTS & CONDITIONS

Applications must be completed full, leaving no gaps. No other form of application will be considered.

Any additional information such as photographs, brochures and plans should be attached to this pro forma application form.

Completed forms to be returned to: Markets Service
Units 1-5, Kirkgate Market Hall
Kirkgate, Bradford
BD1 1TE

Or by emailing a copy to: bradford.markets@bradford.gov.uk

Request for additional information can be made by either telephoning 01274 432245, emailing or writing to the above address.

TIMESCALES

Assessment of applicants takes 4 to 6 weeks from the date the application is validated.

All applications will be acknowledged and notified of the outcome of their application, receiving updates at relevant stages.

The applicant that has been short listed may be required to attend an interview and provide stock samples to a Markets Service representative.

Should the applicant be successful at the interview stage then the Markets Service will offer the opportunity to take a lease/tenancy of a vacant stall(s) and provide the terms and conditions of letting for further consideration by the applicant.

Notices advertising the proposed product in the vacant stall(s) are displayed on the market notice boards for ten days allowing tenants to comment prior to any letting being considered further. Should the product being offered by the applicant be a new product that is not available in the market then it will not need to be advertised in the market.

Help and Guidance on Completing the Application Form

About You

Firstly, you are required to write the unit number(s) and confirm which site you are wishing to start your new business venture. We also require you to give brief details of the types of goods you are proposing to sell (i.e. ladies clothing, childrenswear, household goods etc.). We will require a more detailed description in Section C. Each applicant must provide their personal details as requested on the form and must provide us with a previous address if you have not been at your current abode for more than 3 years.

About your Business - Do you trade or have you traded anywhere else? If yes, tell us here.

About your Products and Service

A detailed list of the proposed goods is now required, listing each item enabling the Council to consider further and compare against goods sold by existing traders. Have you visited the Markets to determine whether these goods are currently available? If yes, are the goods proposed already being displayed for sale? What is different about your products and the way in which you sell them? How will this benefit the customer? If No, can you advise of what benefit your business will bring to the Market and what if any improvements will be made?

About your Shop Fitting Works

Following your visit to view the unit(s), what improvements and/or shop fitting is required and what is your budget for this? We have compiled a general list of typical works for you to consider and therefore ask you to complete each relevant field with a brief description and an estimated cost. This should then be totalled at the bottom, as well as, providing an estimate of the time required for completing these works.

Please note the Council will require a detailed plan of any works to be carried out and this may be subject to a separate application. Any works will require Council consent prior to commencement.

The Council will also require copies of any certificates for any gas or electrical works. For example should you be carrying out any changes to the electrical or gas installation, this should be carried out by a competent and accredited contractor and copies of any certificates must be supplied to the Council.

Credit Reference

The Council uses Experian CitizenView which is a bespoke data access system that provides us with quick and easy access to Experian's consumer and business information databases. Governed by regulatory control, CitizenView enables authorised officers to make appropriate and informed decisions with regard to entitlement and eligibility assessment, debt management, tracing and recovery.

Each applicant is required to print and sign their name and date of birth in this section and must confirm their address for the past 3 years. If you have not resided at this address for more than three years, please provide the previous address.

Additional Information

The Disability Discrimination Act (1995)

The Council is committed to a fair and equitable process and to ensure that no one is disadvantaged within the selection process. We need to be aware of any disability and any adjustments which need to be made in accordance with the Equality Act 2010 in relation to Disability Provision.

The Disability Discrimination Act (1995), defines a person as having a disability if he/she has a physical or mental impairment which has a substantial and long term adverse effect on his/her ability to carry out normal day to day activities.

The Markets

The Oastler Shopping Centre – John Street, Bradford, BD1 3SR

The Oastler Shopping Centre (formerly John Street Market)

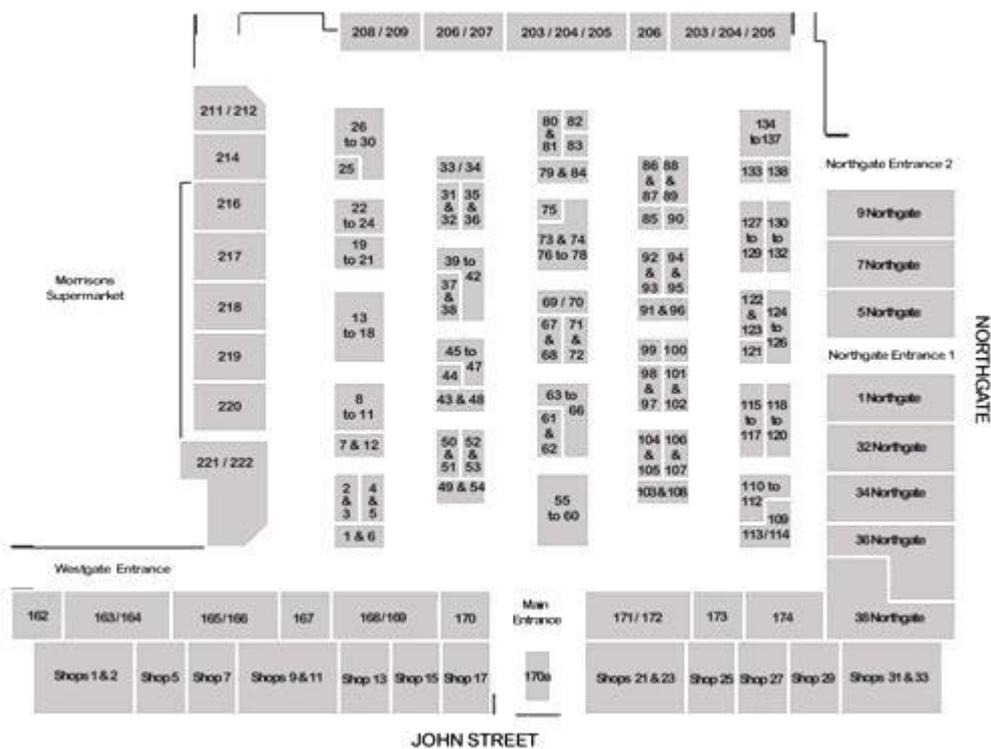
This venue was subject to a £4 million refurbishment in 2002 and has an excellent local shopper catchment with approximately **45,000** customers through the centre each week.

The centre comprises 173 retail units as well as 27 exterior units retailing on John Street, Northgate and Rawson Road.

The centre has 3 separate taxi ranks close by and local bus stops servicing the majority of the Bradford District. In addition, the train service is a six minute walk away. Several shopper car parks are in close proximity.

At the rear of the centre is a servicing area for tenants, which is available during retailing hours as well as over 25 individual storage units. The Centre's refuse removal and recycling facilities are located here.

The Centre is open from 8.30 a.m. to 5.00 p.m. Monday to Saturday.



Oastler Shopping Centre Unit Numbers and Locations

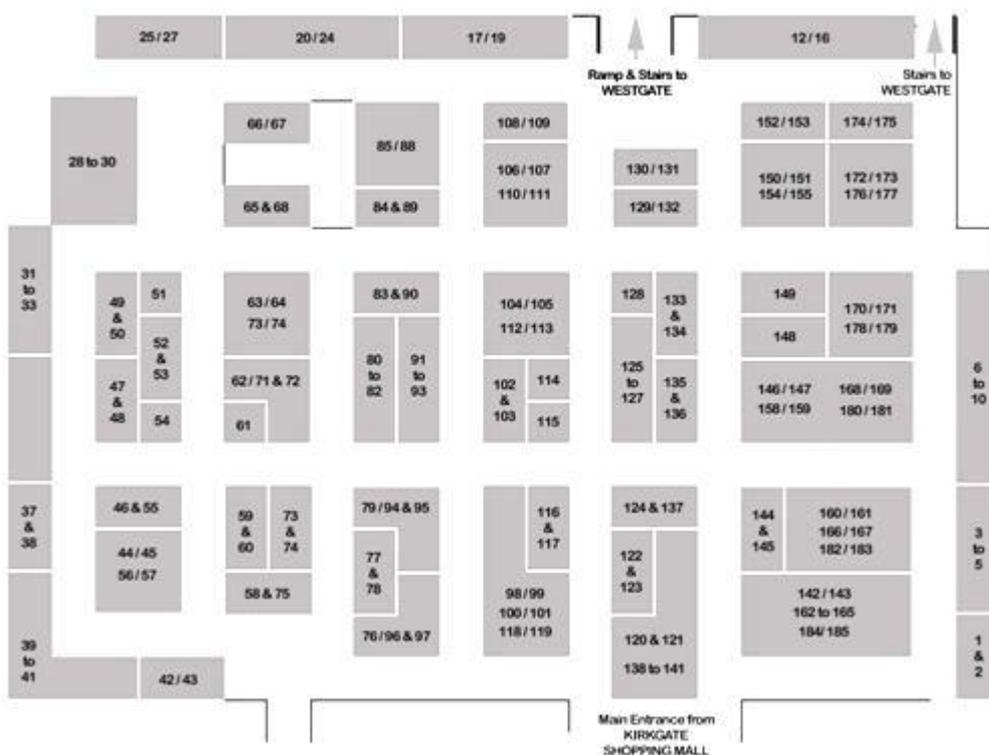
Kirkgate Shopping Hall – Kirkgate, Bradford, BD1 1TE

This Market is situated within the Kirkgate Shopping Centre and has direct internal access from the centre’s malls as well as a separate external access from Westgate. The shopping hall offers 184 units and attracts approximately **25,000** customers each week.

A 500 space shopper car park is situated on the roof with direct lift access into the Centre. There is a taxi rank located in Westgate as well as local bus stops serving the majority of the Bradford District. In addition, the train station is a 5-minute walk away.

The centre has a large underground service area for loading and unloading goods which is available to market tenants as well over 40 individual storage units located in the basement and 1st floor service corridors.

The Shopping Hall is open from 9.00 a.m. to 5.00 p.m. Monday to Saturday.



Kirkgate Market Unit Numbers and Locations

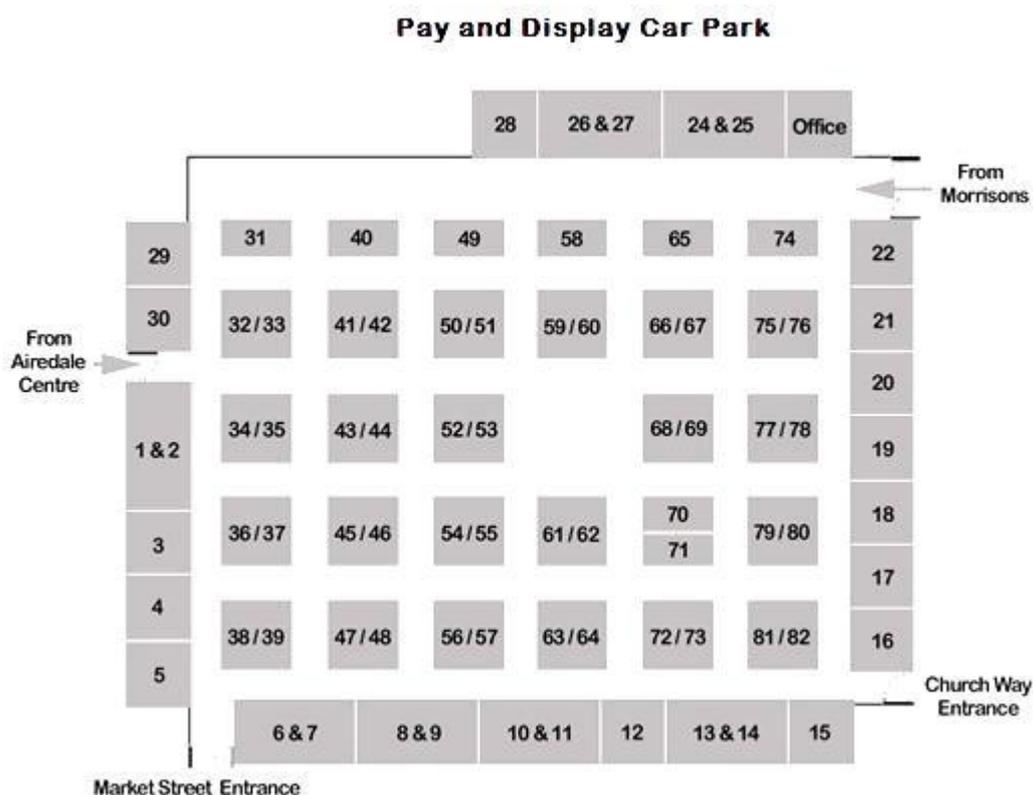
Keighley Market Hall – Low Street, Keighley, BD21 3PQ

This Market offers 29 perimeter shops and 51 island shops and enjoys an excellent position, being situated between the popular Airedale Centre at the heart of retailing in Keighley Town Centre. Nearby are branches of many major High Street names.

The average number of customer that visits the Market each week is approximately **30,000**.

The Market has nearby pay-&-display car parking for over 200 vehicles and extensive further car parking adjacent to both the Airedale Centre and Morrisons – both only 2 minutes walk away. The town’s bus station is also only 2 minutes walk away and here buses serving the whole of the Keighley area, the surrounding towns and villages, depart and arrive.

The Market is open to shoppers on Monday to Saturday from 8.30am to 5.00pm with Tuesday being the traditional half day closing at 2pm.



Keighley Market Unit Numbers and Locations

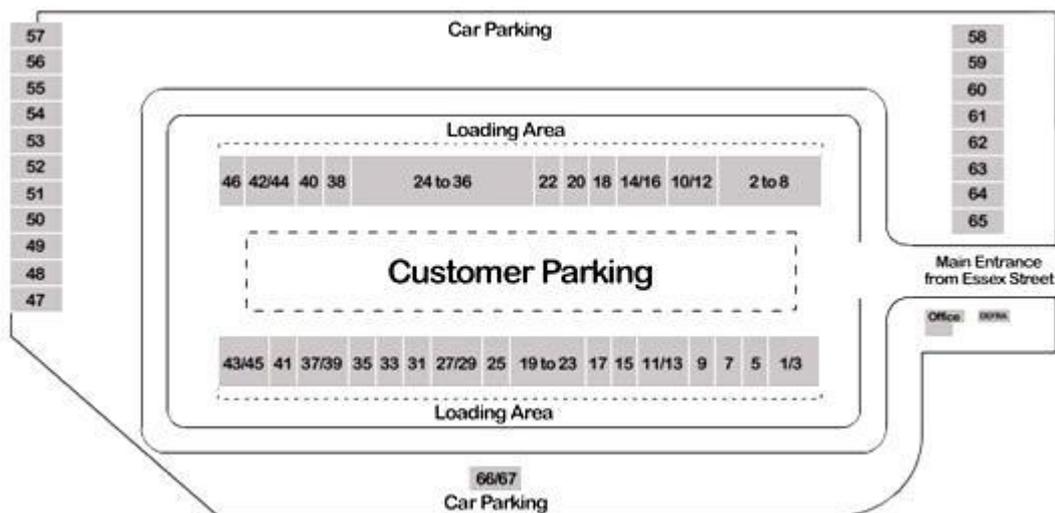
St. James's Wholesale Market – Essex Street, Bradford, BD21 3PQ

St. James's Wholesale Market is located on a six-acre site just off the A650 Wakefield Road, Bradford. It is easily accessible from the city centre and has convenient links to the nearby M62 and M1 motorways as well as other major towns and cities in the area.

Ample parking is provided for buyers in the main hall where the bulk of the selling takes place. A wide range of fresh fruit and vegetables, exotic produce and flowers are available from over 60 trading units. In response to demand, the product range has been extended in recent years to include pre-packed supplies to cater for restaurant owners.

The market is open from 5.00am - 11.30am Monday – Friday

and from 5.00am - 9.30am Saturday



St James's Market Unit Numbers and Locations

Our Outdoor and Specialist Markets/Events are:

Shipley Open Market

Shipley Open Market provides a focal point to the town centre; the open market operates on a Monday selling a great selection of second-hand items and bric-a-brac. On a Friday and Saturday, a wide selection of miscellaneous goods and fresh food products are available.

Monday (second hand only), Friday & Saturday 8.30am - 4.30pm

Bingley Open Market

Bingley Open Market located on the new Town Square adjacent to Main Street offers shoppers in this desirable small town the opportunity to shop at the market on a Friday and Saturday.

Friday & Saturday 8.30am - 4.30pm

Saltaire Farmers Market

Exhibition Rd Car Park, Saltaire

On the second Saturday of Every Month 10.00am - 3.00pm

Specialist Market Events

The service also runs a number of market events, such as European-style Christmas and Food Festival markets across the District.

Useful Contact Numbers

General Enquiries

Please contact the Market Service on 01274 432245 or alternatively you can send an email to bradford.markets@bradford.gov.uk

Other useful numbers

Environmental Health

Environmental Health, Health Protection, 6th Floor, Jacobs Well, Bradford, BD1 5RW or contact them call 01274 437766 or email: food.safety@bradford.gov.uk

Bradford Chamber of Commerce & Industry

Devere House Vicar Lane, Bradford, West Yorkshire, BD1 5AH
Tel: 01274 772777. Visit www.bradfordchamber.co.uk

National Markets Traders Federation

National Market Traders Federation, Hampton House, Hawshaw Lane, Hoyland, Barnsley, S74 0HA. Tel: 01226 749021. Email: genoffice@nmtf.co.uk
Visit <http://www.nmtf.co.uk/>

Trading Standards/Citizens Advice Bureau

George Street, Bradford, West Yorkshire, BD1 5AA. Tel: 0844 245 1282. Visit <http://www.citizensadvice.org.uk/>

Business Rates or Non Domestic Rates (NDR)

The Rateable Value's in the 2010 Rating List can be found on the lettings particulars for each vacant stall. For further information, please visit www.voa.gov.uk or contact the Council's Business Rates Department on: **01274 437744**

Marketing Information

The Markets service can offer you a wide range of tools to help you market your business –

We encourage traders to make use of our website www.bradfordmarkets.com

When your contract is confirmed you will receive a website form which you will need to complete with as much detail as possible. It is important to supply contact details for customers so please ensure a phone number and/or email address is provided.

We have the following social networking sites and encourage you to like/follow. That way we can work together in promoting your business.

Website	www.bradfordmarkets.com
Facebook	Bradford Markets
Twitter	@BradfordMarkets
Instagram	BradfordMarkets

Newspaper

When we have specific promotional events happening in the market we will notify the local newspaper via the council's press office. Depending on the nature of the event this will often result in a new story and/or photo opportunity. If you have any news stories please contact me to discuss.

Special Offers/Products

If you have a product on offer/sale or product of the month or something in particular you would like to advertise or promote. Please contact the Market Promotions & Marketing Officer who will arrange for someone to take a photo of the product and then promote it on face book and twitter.

General Marketing Advice

If you would like ideas on how to Market your business you can arrange for an informal chat with the Market Promotions & Marketing Officer who will talk through your business ideas and objectives and look at efficient ways to target your customers cost effectively.

FAQs

- Why do you need to do a credit check?

The Council has to ensure that all prospective applicants have an ability to pay the rent for the unit(s) and in this respect we use a credit reference agency to confirm your credit status and identity.

- What happens if I have poor credit?

The Council has to make a decision on the level of risk that an applicant's credit history poses. Therefore, dependant on this, an adverse credit history may result in the Council declining your application.

- Are there any incentives for new traders/business?

The Council are currently offering the following to all new business start ups across all venue's:-

**Six months half price monthly rental
No deposit required
Business Support Package (NMTF)**

- How much will I need to pay each week/month?

The Council invoices calendar monthly for rental payments and this is collected by Direct Debit on 15th of each month

- Do I need to pay a deposit?

To aid a new business in establishing themselves in any of our Market venues we do not require a deposit. This enables a new tenant to use such funds for fitting out the unit and/or to purchase stock

- What if I am unable to pay my rent on time?

Please contact the Markets office at the first opportunity. We can offer short term phased repayment plans to suit both parties. However if the agreed payment plan is not adhered to then we may refer the matter to the Council's Debt Recovery Team which may involve a visit from the Council's bailiffs and additional charges being applied.

- What are the lease terms?

The lease terms are individual to each venue and are set out in each lease or tenancy agreement should your application be successful

- How much notice will I need to give?

The notice period will differ dependant on the Market venue and will be specified in your trading agreement.

- When can I start?

The application process usually takes 4-6 weeks depending on meeting criteria and the Council being in possession of all the relevant information. A mutually agreeable start date will then be arranged.

- What can I sell?

The Council currently tries to offer a varied and interesting mix of different products for the benefits of the customer. We therefore seek to encourage products which complement and add value to existing offer.

- What is the service charge?

The Service Charge element of your rental payments covers costs incurred by the Council that can be passed on to tenants as described in the Terms of Lease. The types of costs that make up the service charge include items such as Staffing Costs, Security Provision, Cleaning, Utility Costs for the Market Hall itself (e.g. electricity, gas and water), Refuse Removal, Insurances, Health and Safety and Equipment Repairs/contracts.

- What else will I need to pay?

Business rates and utility bills (electricity and gas), also the upkeep/repair of the stall including the roller shutters, equipment (cold rooms extraction etc) and electrics, which need to be tested every 5 years.

- Do you provide anything such as counters, slat board etc?

No. The Council offers a shell unit and unless they are already fitted out, it is the responsibility of the incoming tenant. Section D of the application requires an applicant to determine what works and an estimate of costs for such works.

- Who can do the work

You or a third party contractor can carry out works on the unit assuming that you are fit and competent to do so. Therefore, should you wish to carry out any electrical work as an example, you will require an NICEIC registered electrician who can provide you with certification. Some unit alterations may also require approval from Building Regulations and require a secondary application. If you are unsure at any stage of making alterations to the unit, please seek the advice from this office before proceeding.