



Stockton-on-Tees Market Regulations and Quality Standards 2015



Stockton-on-Tees
BOROUGH COUNCIL

Economic Regeneration and Transport

Big plans for an outstanding Borough

Introduction

Stockton has a proud 700 year tradition of delivering outstanding high quality markets across Stockton, Billingham and Thornaby. They are a key point of the Borough's heritage and ensuring that they continue to develop and thrive is a key priority for Stockton Borough Council. We aim to provide markets fit for 21st century retailing by utilising modern facilities and techniques to build on our quality brand. Our vision is to operate markets that reflect the character of our Borough and are thriving, attractive, sustainable, an asset to their town centres and;

- Appeal to residents and visitors alike.
- Are a good place to spend time.
- Are a good place to shop.
- Are a good place to do business.

We intend to make further improvements in the way our markets are run. This includes the introduction of modern technology, revising our internal systems and processes, investing in our markets and expanding the range of markets we deliver. We aim to create a modern and friendly environment for Shoppers and we will:

- Proactively encourage feedback from local residents, shoppers and businesses.
- Continue to work with partners such as Ward Members, NABMA and NMTF our staff and partners to recognise the work we have done and continue to do.
- Our customers are a key reason for our success and we all need to ensure that the shopping experience they receive is exceptional.
- The Council, its staff and Traders are all one team and need to work more closely and collaboratively in order to deliver value for money.
- We need to look at developing ourselves and each other so that we continue to provide an exceptional service for our customers.
- We want you to communicate areas where we can improve.

The Regulations and Quality Standards are a key way we can work together to ensure that the businesses, staff and customers involved in markets enjoy an experience to remember.



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Stockton Borough Council has produced the following Regulation and Quality Standards which form part of the agreement between The Council and Traders for the use of markets and trading spaces operated by Stockton Borough Council. We reserve the right to change these Standards at any time and will give at least 28 days' notice prior to any changes being implemented.

1.0 How To Trade within Stockton's Markets

Registration

- If you wish to trade on any of our markets, you must be registered with Stockton Borough Councils Markets team.
- To register with us, you must be eligible to work in the United Kingdom as a trader in compliance with the Immigration, Asylum and Nationality Act 2006, and provide evidence to support this.
- You must also complete and submit the relevant application form, along with all relevant supporting documents.
- We will only consider valid applications that are completed in full with all the supporting documents and received within any prescribed timescales.
- Food businesses must be registered with the local authority from which they are based, and must have a score of 3 or above on the Food Standards Agency Food Hygiene Rating Scheme (FHRS). Certificates must be provided, and these will be cross referenced against the FHRS national website. If businesses are exempt, they must provide contact details of their local authority environmental health department in order for this to be confirmed.
- For further information on the requirements for food businesses, please see additional document 'Food Safety Guidance for Market Traders' a copy of which can be obtained from the market staff.
- Stalls/pitches in Council markets are for traders and the Council will not permit the use of Council stalls for political parties and/or lobbying groups.
- We will process your application and notify you of the outcome as soon as possible, but at the latest within the timescales detailed within the application guidance.
- You must notify us in writing within 14 days of any changes to the information you have registered with us, and provide any documents we request as evidence of this change.

Legislation

- It is your responsibility to ensure that you and your employees comply with all current legislation in respect of your business and provide any relevant documentary evidence when we request to see it. For example the employment of children not over compulsory school age, including where they may provide assistance without receiving monetary gain.
- When applying to register with us, you must provide the required documentary evidence to show that you are eligible to work in the UK.

Proof of address

- When applying to trade on our markets you must provide documentary evidence of your home address.
- If you change your address then you must provide documentary evidence of your new address as soon as reasonably practical.

Examples of proof of address include;

- Mortgage statement (must be less than 12 months old)
- Gas or electricity bill (must be less than three months old)
- Phone bill - not mobile (must be less than three months old)
- Water bill (must be less than 12 months old)
- Council tax bill (must be less than 12 months old)

Insurance

- When you register with us you must provide proof of insurance with a minimum cover of £5,000,000 against third party and public liability for trading on British markets.
- In order to maintain your registration and occupancy you must maintain this level of insurance and provide evidence of the insurance cover when the policy is renewed or amended and when we request to see it.
- You must provide adequate insurance for all your employees, vehicles, stock, fixtures and fittings and any other valuables you bring onto the market.
- You must indemnify the Council from all claims, injury, damage, loss, expenses and costs howsoever caused, including those sustained through explosion, fire and theft, or the cessation, interruption or alteration of the market, unless negligence on our behalf is shown.
- You are responsible for the cost of repairing or making good any damage made by you, your employees, assistants, or agents to fixtures and fittings or other market property.
- You must comply with all the terms and conditions authorising the use of the trading and storage spaces and the market facilities. Failure to do so may result in the termination of the authorised use

Scoring Matrix

- The following Scoring Matrix will be used for all existing and new Traders and each individual Trader is required to achieve a minimum score of 90% on each individual category.
- There will be training and guidance available for any Traders who fail to achieve the 90% score.
- During the course of the yearly licence period, any Traders who fail to adhere to the Quality Standards will be re-assessed using the scoring Matrix and this will be at the Market Managers discretion.
- Traders who regularly require their scoring matrix reviewed due to failure of their standards on any category will be made to go through The Councils Disciplinary Procedures which are set out in Section 14 of this document and this could result in the Trader being suspended or their Licence cancelled altogether.

Canopy set up and presented in accordance with Design Guide	Design of the stall/ trading unit – within pitch allocation	Product/service range	Customer Service carried out to Satisfactory standards
Correct canopy in place (10)	Stall/structure fit for purpose (10)	Product range matches that set out in Market Licence (10)	Traders and staff friendly & approachable (10)
Canopy and accompanying sheets fitted neatly and tidy to stall (10)	Stall correct size and set out in allocated trading space (10)	Any products sold comply with Appropriate Legislation (10)	Name and display board clearly visible (10)
Canopy sets clean and presentable (10)	Displays set out to attract customers into stall (10)	Products are fit for purpose and not faulty and/or not fake (10)	Experience demonstrating skills and experience of chosen product/service range (10)
Supplied equipment to protect canopy used and maintained (10)	Electric Cables and equipment meet required standards and set out safely (10)	Returns Policy in line with standards set out in “Sale of Goods Act 1979” (10)	Traders and staff act professionally with fellow traders, market staff and customers (10)
Potential max score 40	Potential max score 40	Potential max score 40	Potential max score 40
Score:	Score:	Score:	Score:

Potential total score: 160 - minimum score of 36 required across each individual category.



2.0 Attendance

Traders with regular reservations must ensure that their stalls are set up and trading between the hours of 09.00 and 16.00 on each market day unless prior permission is granted by the Markets Officer to set up and trade after 09.00 and/ or to close earlier than 16.00.

Casual Traders must ensure that their stalls are set up and occupied by 09.30 and must continue trading until 16.00 unless prior permission is granted by the Markets Officer to set up and trade after 09.30 and/or to close earlier than 16.00.

- No Stalls or pitches regularly reserved for Traders will remain reserved after 09.00 without the prior agreement of the Markets Officer and will be re-allocated for that market day to a Trader on the casual list.
- Absences not notified in advance will result in the full toll for that market day being charged. Where prior notification is given before 09.00 on the market day, half toll (hereinafter referred to as the 'reservation fee') will be charged for that market day (unless holiday entitlement used).
- Traders must personally attend the stall every market day between the hours of 09.00 and 16.00 subject to sickness and holiday provisions as detailed in these regulations. Subject to prior written notification given to the Markets Officer each regular Trader shall be permitted an absence from the market of up to 4 market days each year as holiday.
- Absence from the market due to sickness extending beyond one market day must be supported by a medical certificate provided by a medical practitioner and further medical certificates must be furnished on request to the Markets Officer.
- Other absences must be notified in advance and must not exceed four market days in each year unless exceptional circumstances exist and the absences are agreed by the Markets Officer.

- If a Trader with a regular reservation fails to attend for three consecutive market days without notifying the Markets Officer of valid reasons for non-attendance, his stall or pitch will be re-allocated permanently to another Trader.
- Absences due to sickness amounting to more than 12 market days in any period of 12 months shall be referred to the Head of Service with responsibility for markets who will decide in their absolute discretion what action, if any to take.
- You must only use the space allocated to you, and must not alter or extend the trading space in any way without prior consent of the Markets Officer.
- Where consent is not provided and alterations are made, you will be responsible for any costs incurred in making good the changes.
- You must keep the space open for trade at all times during the market opening hours.
- You must obtain permission from us in advance if you wish to attend the market early or stay late.
- If you do not occupy your allocated trading space in accordance with the terms and conditions of your registration, occupancy agreement or reservation confirmation, we may take action, which could result in the termination of your Licence or booking.

3.0 Vehicles

- Vehicles must not enter or remain in the market area after 09.00 and must not return to or enter the market area until 16.00 except in the case of casual Traders who have until 09.30 to remove their vehicles from the market area.
- Max weight limit of market vehicle or any vehicles associated with any market related business shall not exceed 7.5 tonne
- The Markets Officer may at his entire discretion permit vehicles to enter a market area before 16.00 if in his opinion circumstances warrant such a decision.
- Vehicles must be driven in a safe manner, below 5mph and where required assistance given by a member of staff, fellow Traders or market staff if the situation could affect the safety of others.
- All Vehicles that enter the market area must be fit for purpose and safe to drive. Charges may be levied to any trader who brings a vehicles onto the Market space that causes damage or stains the paving.





4.0 Transfer of Pitch/Stall

- A regular Trader having continually attended any of the Council's markets for a period of not less than 10 years may apply to the Council for permission for his pitch or stall reservation to be allocated to a bonafide third party who is purchasing his business. Consent to the transfer shall be at the Council's absolute discretion.

If The Trader wishes to sell on his business then the following procedures need to be followed:

- The Trader selling the business puts his intention of selling the business in writing to the Market Manager.
- The Market Manager will confirm this in writing and set up a meeting with the seller, prospective purchaser and Service Manager – If necessary the prospective purchaser may be required to provide a detailed business plan and/or go through a standard Disclosure and Barring Service (DBS) check.
- If the prospective buyer meets the required standards then an offer of the pitch will be made and it will be made clear at this stage where the prospective purchaser will trade from.
- If the Council consents to the transfer then the purchaser of the business undertakes that he will only hold one market licence in his own right; that the stall will trade in substantially the same goods as the transferor's goods unless otherwise approved by the Council and that if required satisfactory trade and financial references will be made available on request.
- The regular Trader must cease trading and will not be allowed to trade on any market operated by the Council at any future date.
- The transfer of a regular pitch is not a guarantee that the new business will have the right to trade on the said pitch.
- The transfer only gives the new business rights to a pitch within the Market and the decision on where the new business trades from will be made at the absolute discretion of the Market Staff.
- The Council's decision will be final and binding.
- The grant by this Council of a licence for each stall or pitch will be on a daily basis only and reviewed annually, despite any references to reserved stalls or pitches in these regulations.

5.0 Charges

- The tolls and charges levied for any stall or pitch shall be such sums as may be decided by the Council.
- All tolls and charges levied by the Council will be collected for each market day for the day only, and any reservation fees outstanding for absences from the market shall be paid on the first day of return to the market.
- Market tolls will be paid between 10:00 – 11:45am in such a manner and to such office as the Markets Officer may direct.
- Market tolls will be charged in accordance with the prevailing policy of the Council. You may also be charged interest on any arrears, as detailed in your occupancy agreement. Charges may be reduced for authorised absence due to holidays and sickness.
- You may be charged for the costs incurred by the Council in remedying breaches of any of these Regulation and Quality standards.
- All tolls for Stockton Borough Council Markets can be viewed in the “Market Toll booklet” which can be obtained from a member of the market staff or viewed on line at www.stockton.gov.uk/markets





6.0 What You Can Sell, Store and Display

- You can only use the trading space for the buying, selling and storage of authorised commodities. Storage spaces can only be used for storing authorised commodities. Authorised commodities are those included in your registration confirmation, Licence agreement, booking form or reservation confirmation, local trader agreement or as agreed by the Market Manager at the time of daily casual allocation.
- You must get written permission from us to change the authorised commodities. To request a change to the authorised commodities you must complete and submit a change of details form which can be obtained from a member of the market staff.
- You are not allowed to display, sell or store the commodities prohibited by the Council, the details of which will be displayed at the market, including – but not exclusively limited to – the following.
 - Counterfeit or fake goods.
 - Any form of 'legal highs'
 - Any drugs or anything related to drugs whether pharmaceutical or otherwise.
 - Swords and knives (including any that are replica and/or ornamental, but excluding kitchen knives).
 - Firearms and ammunition (including any that are replica and/or ornamental).
 - Explosive materials (including fireworks).
 - Off-road vehicles.
 - Anything of a pornographic, offensive or of a morally questionable nature.
 - Any clothing that represents or promotes gangs, violence, drugs, firearms and ammunition.
- Where we decide that a commodity is prohibited, the market management team will notify the trader and agree steps for its removal.
- The sale of alcohol is restricted and only allowed where we have given written permission, following proof of compliance with alcohol licensing laws.
- The sale of tobacco or anything related to tobacco is restricted and only allowed where we have given written permission.

- The use or sale of gas or gas appliances is restricted and only allowed where we have given written permission, following proof of compliance with Gas Safe regulations and any other relevant legislation.
- You are responsible for ensuring that all electrical goods or equipment you store, display or sell at the market is fit for purpose and satisfies all relevant legislation.
- You must not use the trading space for pitching, unless we have given you permission to do so.
- All goods offered for sale as second-hand must have been sold by retail on a previous occasion.
- You must ensure that the sale, storage and handling of food and drink comply with the relevant legal requirements, standards and conditions of the Council's Environmental Health Department. – See additional document 'Food Safety Guidance for Market Traders' a copy of which can be obtained from the market staff.
- During the prescribed trading times, you must display all relevant permits, passes, certificates and other legal documents, including your trading name and address, in a prominent position within your trading space.
- You must undertake your business, including displaying and depositing your goods and equipment, from within the perimeter of your allocated trading space.

7.0 Conduct

- You are responsible for the conduct of yourself, your employees, assistants and agents. All must observe, respect and comply with the instructions and requirements of Stockton Borough Councils markets, authorised Council officers and members of the emergency services in securing the proper management of the market.
- You and your employees should extend normal courtesy to customers, traders and Council officers at all times. You must not use any obscene language, make any comments or undertake any act that may cause offence or harm to others.
- You shall at all times conduct your business in an honest, civil and business-like manner, without causing nuisance, obstruction or interference in any way to users or neighbours of the market.
- You must report to us all accidents, disputes, thefts, disorderly conduct, goods lost or found and damage to our property as soon as practicable, and in any event before leaving the market.
- You must trade in accordance with these Regulations and Quality Standards at all times. At its absolute discretion the Council may take appropriate enforcement action against you for any contravention.





8.0 Health and Safety

- You are responsible for ensuring the health and safety of yourself, your employees, assistants, agents and customers.
- You must take all reasonable steps to ensure the safety of all others attending your trading and storage spaces.
- You must make sure that there are no trip or slip hazards and that all equipment and goods are secure and not at risk of falling.
- You must consider the safety of others at all times while moving goods, equipment and refuse around the market, and wherever possible restrict such movements to outside the market opening times.
- You must ensure that you do not cause any obstruction at the market, and access for emergency services must be maintained at all times. The speed limit on our markets is restricted to 5 mph.
- All vehicles used at the market must be roadworthy and appropriately insured and taxed, and all drivers must be legally eligible and insured to drive the vehicle.
- Drivers must move safely around the market, considering the safety of others.
- Vehicles must only use the designated access ways, loading areas and parking spaces at the market.
- Vehicles must be loaded and unloaded immediately, and not left unattended.
- All vehicles (except those used as part of the trading space, eg. Catering vehicle) must be removed from the market during the market opening times.
- We reserve the right to remove goods and equipment displayed or deposited beyond the boundary of the trading and storage spaces that in our opinion is causing a nuisance, obstruction or hazard. The goods shall be either placed within the boundary of the trading or storage space or removed to storage.
- In the case of perishable goods we reserve the right to dispose of these.
- The use or attachment of anything likely to cause damage to our floors, buildings, vehicles, fixtures or fittings is strictly prohibited.
- Any modifications need to be agreed in advance by us.
- Please report to us anything you see at the market that you think is unsafe.
- Market Closure - The Market Management reserve the right to cancel or close a market if it is considered necessary on the grounds of public safety. This is entirely at the discretion of the Market Manger and his decision if final and binding.



9.0 Cleansing and Refuse

- Anyone attending the market is responsible for the proper use of the market facilities.
- You must dispose of personal waste properly and must not bring items or refuse onto the market specifically for disposal or abandonment.
- You are responsible for the cleanliness of your allocated trading space and the immediate surrounding area.
- You must clean up any spillages and/or items that can cause staining to the paving immediately or notify a member of the Market staff so plans can be made to deal with the issue at the earliest opportunity.
- You must keep everything within and around the trading space in a clean and tidy condition and free from refuse.
- You must dispose of your refuse legally and responsibly, recycling your waste where possible.
- You must use either the designated trade refuse disposal points at the market or a designated disposal facility outside the market; at the end of the market opening times you must remove all your goods and equipment from the trading space.
- All food traders must comply with any specific requirements relating to the storage and disposal of waste and the cleaning of equipment and premises. See additional document 'Food Safety Guidance for Market Traders' a copy of which can be obtained from the market staff.
- You must obtain and keep your waste transfer notes and have these available for inspection upon request.
- Costs may be levied to any Trader who doesn't responsibly adhere to the above stipulations and which affects the work schedule of the cleansing staff.

10.0 Electric, Heaters and Generators

- The Market Manager will determine the power loads. Where you are permitted to use the power you must ensure that you do not exceed the maximum power load, details of which are available at the market office.
- Electric leads and sockets must be connected to desired junction box and then led to stall/trailer in a safe and responsible manner.
- The Market Manager will have say on what is deemed acceptable and his decision is final and binding.
- You are responsible for ensuring that any electrical goods or equipment you use or provide on the trading space satisfies relevant legislation.
- When requested to do so, you must provide evidence of Portable Appliance Test certificates for all electrical goods and equipment within the trading space.
- You must not make any alterations to the electric wiring and fittings provided by us.
- Before making any electrical installations to your allocated space, you must obtain our permission.
- Electrical work must be undertaken by a competent electrician who is appropriately certificated (NICEIC), evidence of which you must provide for us on request.
- You must not use any heating apparatus or anything with a naked flame, except where we have permitted you to do so. Generators are not permitted unless authorised by us.
- Authorised generators must be super silenced or of a similar type, fit for use, regularly serviced, placed in an appropriately sized cage, and positioned within the confines of the allocated trading space so they do not cause obstruction, a hazard, or impede the operation of the market.
- The use of Liquid Propane Gas(LPG) /Pressurised cylinder(s) will not be permitted without the prior authority of the Markets manager.
- All LPG/Pressurised if approved for use must be stored outside any stall, vehicle or building and connected to the appliance via a securely fixed metal pipe or armoured flexible piping. All such cylinders must be stored upright in an open airway away from sources of ignition with suitable signage as to comply with the Health and Safety (Safety Signs and Signals) Regulations 1996. All such cylinders must also have fitted a pressure relief valve positively secured in the upright position.

The following are basic guidelines which should be adhered to when fitting electrical items in and around market stalls.

- All cables should be installed in a safe manner either at height out of reach or where run on the ground protected by approved matting to offer protection to the cable and prevent tripping hazards.
- All lamp holders shall fall within the space of the stall and a lamp must be fitted to each one.
- Cables and apparatus must be checked prior to use to ensure they are free from any damage.
- Insulation piercing lamp holders shall not be used unless the cables and lamp holders are compatible, and providing the lamp holders are non-removable once fitted to the cable.
- Cables shall be appropriately secured to the stalls with either plastic market stall clips or PVC cable ties.
- Before connecting to the electrical feeder pillar, the protection device (RCBO) should be tested for operation by pressing the test (T) button.



11.0 Quality Standards

- This information is designed to help you understand the quality standards required while trading on our markets, including the design and fit-out of the trading space, product display and customer service.

Canopy Design

- Canopies are to be blue and white vertical stripes.
- Side sheets are to be blue and white vertical stripes on bottom half and clear at top half unless otherwise allowed by Market Manager.
- Front and side skirts are to be blue and white vertical stripes.

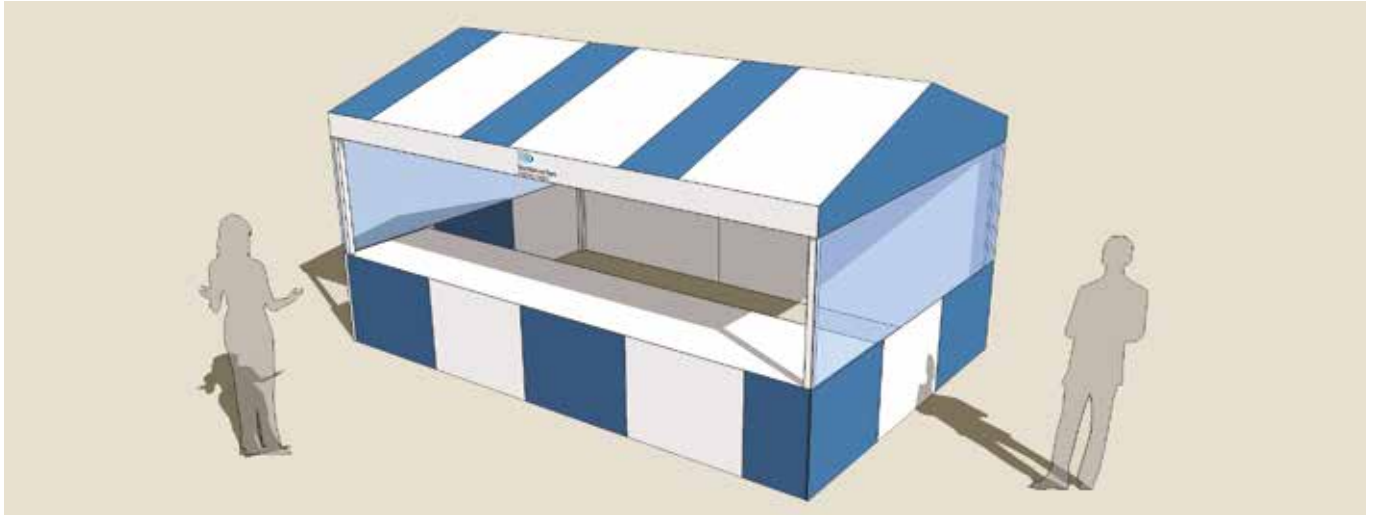
Canopy fitting

- Canopies are to be fitted to stall with clips and will have leather covers to protect the canopies.
- Canopies need to be set out straight and pulled tight with minimal overhang (not rolled up and clipped to stall).
- Side sheets need to be set out straight and clipped top and bottom to avoid sheets blowing into aisles.
- Front/side skirts need to be attached to relevant display table/box etc, set out straight and cover the display but not trailing on floor and secured so they don't blow around into the aisles or stall.

Canopy & front/side skirt maintenance

- Canopies are to be kept clean at all times with supplied cleaning products.
- Canopies are to be stored in an adequate location.
- Any damage is to be reported to Market Staff immediately.

The following is a basic example of how a dressed stall with the supplied canopies and front/side skirts should look:



Catering and food outlets

- Gazebos used for seating area's must be blue or blue and white striped and agreed for use by Market Manager.
- Any attached side and back sheets must be of same design as canopy or alternatively supplied by the Market Staff on request.
- Tables and Chairs are to be stainless steel with design spec agreed by Market Manager prior to setting up.

The right hand image is a basic example of how a catering unit tables and chairs should look.



12.0 General Design Principles

- We will review, discuss and agree the quality standards with you, considering the details provided in this document and taking into consideration the individual trading requirements and conditions.
- Where we have issued a Market Licence, the Market Manager will be responsible for ensuring that these standards are maintained.
- Consideration should be given to the quality of the design and presentation of the market, including the trading spaces, and the infrastructure must be fit for purpose and create a welcoming environment, thus providing a distinctive and warm shopping experience.
- The principles presented in this document have been identified as key success factors to provide appealing, good-quality trading space designs and effective product displays.
- The effect of these principles is to maintain quality standards throughout the market, thus providing an overall pleasant shopping environment.
- We are keen to promote creativity and imaginative retail design in both existing and future trader businesses.
- The aim is to ensure the design creates an effective retailing environment that suits the customer's shopping experience.

You should give consideration to the following general principles:

- First impressions count – create interest, ambience and drama.
- Keep it simple – allow your product range to speak.
- A sense of volume adds impact – make use of variations in height.
- A strong visual message is essential – appeal to all the senses.
- Signage is an integral part of the customer experience – use it to make a statement for branding, labelling and promotions.
- Branding your trading space through the positioning of signage in different areas of the trading space can have a powerful effect.
- Use curves to attract attention – eliminating the trading space frontage will draw more people into the area.
- Think about materials that will wear well and can easily be cleaned, and which complement your product range to the best advantage.
- Using colour adds to the interest and excitement of the experience. If you have a colourful stock portfolio, a neutral backdrop may be more appropriate and have a longer life than ornate or colourful backdrops, which may date as your product offer changes.



13.0 Use of Market Spaces

- The use of market space for catering and food outlets is linked and covered in the "street cafe guidance" document, a copy of which can be obtained from the market staff.
- The quality standards and expectations highlighted here apply to all.
- Visible hazards, damage, disrepair and litter are unacceptable and can affect the success of any operation.
- Where we feel that the quality standards presented do not meet the acceptable level, remedial action will be taken to agree the improvements necessary to achieve the required quality standards.

Product display

- How you display your goods will contribute significantly toward the success or otherwise of your business.
- Product display is generally the first thing the customer will see and, based on the quality, they will then decide whether to come in and browse or walk away. It is therefore essential that you use an effective trading space display to add quality to the goods and services on offer.
- When considering the presentation of your range of goods, clarity and the concept of 'less is more' are important. Ensure that the presentation of your stock, as well as its labelling and accessibility, sends a clear positive message to the customer.
- These examples indicate our quality aspirations, with the aim of clearly presenting goods in a visually appealing way that helps the customer to find what they are looking for with relative ease.

Space layout

- The layout of the trading space is important in promoting a pleasant and customer-friendly shopping space.
- You can enhance your business through effective separation of the space into sales areas, display regions and customer browse points.
- The overall atmosphere needs to provide a sense of space, and avoid being cramped, as this will promote a comfortable area for shoppers to browse and interact with the products or services, increasing the likelihood of completing a sale.
- Careful consideration should be given to the colour and materials used, which should be fit for purpose, reflect the overall quality and image of the product or service, and complement the product range (in terms of design, colour and texture).
- The individual materials and colours combined with the product range should create a wow factor.

Point of sale

- Successful point of sale will improve your potential sales. It has the ability to promote your business beyond the demise of your trading space and can often draw attention from your competitors.
- Effective signage can produce immediate interest and get the attention of passing shoppers.
- Good-quality point of sale enhances the quality of the products and services you provide. However, the opposite is also true, and bad point of sale is worse than none at all.
- Point of sale can specifically be used to identify bargains and discounts, sale periods, value products, unique products/services and selling points, and impulse buys.

Customer service

- We always highlight the importance of exceptional customer service. This is crucial when it comes to our customers having confidence in who we are and making purchases with us.
- Good customer service continues to be highlighted as the key to any successful business, and feedback has been obtained from our customers and those within the industry to highlight the successes evident.
- Customer service includes the entire shopping experience a customer can expect. In order to inspire confidence in shopping with us and to attract repeat business we should create a warm and friendly shopping experience.
- Customer service begins at the point a customer visits the market and your trading space, and continues even after a customer may have made a purchase and left.
- The main areas that need to be considered relate to what the expectations of our customers are and what will encourage them to feel comfortable making purchases of any commodity we have for sale.

Customer expectations

- Friendly and knowledgeable staff are a key part of our business and there is a need to ensure that they understand the importance of their role.
- Customers want to have the opportunity to browse freely without constant interruption.
- As and when support is required you will be the first to know and it is important that staff can provide full details of the products they are offering to sell.
- Customers may wish to know how products work, the key features and benefits, differences between products, and in some cases where the products are sourced.
- Having the knowledge of these areas can ensure that a purchase will result in repeat business.

Complaints handling

- It is imperative that customer dissatisfaction, however small, is dealt with in a proper manner.
- A customer who has a bad shopping experience will share their experience with many others.
- Given the impact of social media, this may be shared with hundreds and thousands of other people.
- It is always good to have a complaints procedure that is displayed at your trading space.
- This does not need to be extensive but should highlight how to report a complaint, what will happen next, potential outcomes and the time frames involved.

Returns policy/faulty goods

- Statutory rights and obligations dictate that where items are to be returned or are found to be faulty, this should be resolved to a satisfactory standard.
- By having a policy displayed at your trading space, customers will feel much more confident making purchases with you, irrespective of the value of the goods.
- A good policy will include the reasons permitted for a return, the expected outcome (eg. repair, refund, exchange) and any time frames involved (eg. the number of days within which an item can be returned when you will resolve this).



14.0 Regulation and Enforcement

- We regard the regulation and enforcement of the registration/licence agreements and quality standards seriously and will take appropriate action against any contravention any of them.
- The Council is committed to the highest level of conduct in the provision of all of its services including the operations of its markets.
- The purpose of this procedure is to ensure the effective management and conduct within the markets whilst ensuring the fair treatment of Traders.
- Breaches of reasonable conduct affecting the operation of the markets may take many forms.

The following is not an exclusive list but examples of conduct which would warrant disciplinary action:

- Infringement of any of the market license conditions or the market regulations.
- Failure to follow reasonable instructions properly given by a Council Officer.
- Improper use of or wilful damage to the market place and any equipment or assets provided.
- Breaches of safe working practises.
- Mistreatment of members of the public and/or customers.
- Theft or other allegations of dishonesty.
- Being unfit to be in the market by reason of drink or drugs (other than those medically prescribed).
- Use of offensive or abusive language towards any person.
- Fighting, physical assault or threatening behaviour.
- Discrimination against any employee, Council Officer, member of the public, other Traders on the grounds of their colour, race, disability, sex, sexual orientation, age or religion.
- The Council will refer any serious allegation of misconduct to the police for investigation.
- In other cases the Markets Officer or other appropriate officer (The Investigating Officer) will investigate the allegation.

If considered appropriate and proportionate the Traders may be suspended from attending markets whilst the allegation is being investigated. At the conclusion of his investigation if the Investigating Officer considers that further action against the Trader could be warranted the Investigating Officer will submit a report to the appropriate Head of Service or Deputy. The Trader will have the right to respond to the allegations within 10 working days including the submission of any written representations to the Head of Service or Deputy.

The Head of Service or Deputy will consider the report and any representations submitted by the Trader and take such action which is considered appropriate and proportionate including any of the actions or sanctions below:

- Advice and guidance on appropriate behaviour.
- Written warning.
- Suspension of the Trader from the markets for an appropriate period.
- Exclusion from the markets.
- The Trader will have a right of appeal to the appropriate Head of Service or Deputy who will consider the investigation report, decision, and any further representations from the Trader.
- The investigation and consideration of disciplinary action will be conducted in a timely and sensitive manner. The Trader will have the right to be represented by his relevant Trader's Association or other Trader. The Trader will be kept informed of progress with each step of the disciplinary procedure.

15.0 Making a Complaint or Resolving an Issue

Where a Trader has any complaint regarding the management of the Council's markets they shall follow the following procedures;

- In the first instance endeavour to resolve it informally with the appropriate Council Officer or Market Manager. However a complaint can be made in writing to the Market Manager or the appropriate Senior Officer (if the complaint relates to the Markets Manager) for a written response, which can be submitted either by the Trader directly or via a Traders Association. A full response will be issued within 10 working days, unless the matter is complex which may require a longer period of time to investigate. However, in these situations, the Officer will provide a suitable holding response with periodic updates as appropriate.
- Following this action, if the Trader is dissatisfied with the outcome they, or the Trader representative, can contact the Head of Service or the appointed Deputy with responsibility for Markets who will undertake a Stage Two complaint investigation and issue an appropriate response within 20 working days.
- Where a Trader remains dissatisfied with the outcome of a review and wishes to appeal, there is the option of contacting the Local Government Ombudsman if they feel that the Council is guilty of maladministration or have failed to follow the Council's policies.

Contact details of the Ombudsman are as follows:

In Writing: PO Box 4771
Coventry
CV4 0EH

E-mail: advice@lgo.org.uk

Telephone: 08456021983 or 0300 0610614

Text: 0762 4804323

Website: www.lgo.org.uk

16.0 Conduct and Presentation of Market Staff

In seeking to achieve excellence in customer care we will:

- Allocate stalls/pitches to all market Traders as quickly and as efficiently as possible, on each market day.
- Treat every market Trader fairly and courteously according to their needs and in accordance with the Council's Diversity and Equality guidelines.
- Support and consult with market Traders and value the contribution they make to Stockton Borough Councils markets.
- Maintain open and transparent communications with all Traders on Stockton's markets, listen and respond to their views and keep them informed of Council led changes and developments.
- Ensure that the market areas provide a clean, pleasant and safe environment for our customers and our market Traders.
- Improve our service by welcoming any comments, compliments and complaints and respond in an open, proactive and constructive way.
- Aim to increase internal and external awareness of our services through communication, promotion and marketing.
- Improve the customer experience by developing a customer care culture.
- Learn from the very best practice in the private and public sector.

17.0 Stockton Borough Council Markets

Stockton

Name: Stockton Market

Postcode: TS18 1AU

Type: Outdoor

Days: Wednesday, Friday, Saturday

Billingham

Name: Billingham Market

Postcode: TS23 2DX

Type: Outdoor

Days: Monday, Friday

Thornaby

Name: Thornaby Market

Postcode: TS17 9EX

Type: Outdoor

Days: Thursday

18.0 Definitions

The Council – shall refer to Stockton-on-Tees Borough Council

Trader – means a person offering goods or services for sale on any Stockton on-Tees market

Regular Reservation Trader – A trader who has been granted a licence to trade on a particular trading position on a Stockton-on-Tees market

Casual Trader – a trader who attends a market in the hope of a vacant trading position or is otherwise in the process of obtaining a licenced position.

Employment of Young Persons – A “child” is any person not over compulsory school age’ and “employed” is extended to include any child who assists in a trade or occupation even when the child receives no monetary reward. A young person is anyone under 18 years of age. All traders must comply with the Children and Young Persons Act 1963 , The Education Acts 1944-48 and the Employment of Children Act 1973





If you would like this information in any other language or format for example
large print or audio please contact

01642 393939

إذا كنت ترغب الحصول على هذه المعلومات بلغات أو
بأشكال أخرى على سبيل المثال بالطبعة الكبيرة أو
بالشريط المسجل فالرجاء الإتصال 'بدايفرستي تيم'
Care For Your Area على هاتف رقم 01642 393939

ARABIC

اگر شما این اطلاعات را به زبان یا شکل دیگری مثلا چاپ
بزرگ یا بصورت صدا میخواهید لطفا با تیم دایورسیتی
(گونگونی) Care For Your Area با شماره 01642 393939 به تماس شوید

FARSI

**Si vous souhaitez obtenir ces informations dans
d'autres langues ou sous un autre format, par
exemple, en gros caractères / version audio, veuillez
contacter l'équipe Care For Your Area au n° 01642 393939**

FRENCH

نهگەر ههزێ لێ یه ئهم زانیاریه به دهستت بکهوێت به
زمانهکانی تریان به شیوهیهکی تر بۆ نمونه چاپی گهوره/یان
به تیپی تۆمارکراو تکایه په یوهندی بکه به 'تیمی دایفیرستی'
Care For Your Area له سهەر زماره‌ی تهلهفون 01642 393939

KURDISH

欲要這份資訊的其它語言版或其它版式例
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01642 393939 接洽 '多元化隊' Care For Your Area

CHINESE

ਜੇ ਤੁਸੀਂ ਇਹ ਜਾਣਕਾਰੀ ਕਿਸੇ ਹੋਰ ਬਣਤਰ ਜਾਂ ਬੋਲੀ ਵਿੱਚ, ਵੱਡੀ
ਛਪਾਈ ਵਿੱਚ ਜਾਂ ਟੇਪ/ਸੀ ਡੀ 'ਤੇ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ
01642 393939 ਨੂੰ Care For Your Area ਨੰਬਰ ਉੱਤੇ ਫ਼ੋਨ ਕਰੋ।

PUNJABI

اگر آپ ان معلومات کو کسی بھی اور زبان یا انداز، مثلاً بڑے پرنٹ/آڈیو ٹیپ وغیرہ میں حاصل کرنا
چاہیں، تو ڈائریکٹی ٹیم Care For Your Area کو اس نمبر پر فون کیجئے 01642 393939

URDU