



# Bolton Market- Trader Application



**Bolton  
Council**



**Bolton Market**  
*Support local life*

## **Welcome....**

This application pack is designed to assist you with your application and to help you understand our requirements in relation to the type and quality of the product, display standards, stall design and fit out.

## **The Market**

Bolton Council has invested in the development of the market, which is located right in the heart of Bolton town centre and close to the main train and bus interchange.

With over 250 stalls across an indoor and outdoor location, the market has a growing reputation as having the finest food market in the North West attracting around a large number of visitors and aiming to achieve over 100 coach parties a year. The market has a mobile cookery demonstration kitchen in and has regular events taking place which adds to the visitor experience including a healthy eating 'Wellbeing' day each month which received the award for 'Best Market Innovation' 2012 (National Association of British Market Authorities- NABMA). There is a proactive marketing and events calendar to draw footfall including live music events & kids activities.

The redevelopment in 2013 builds on the quality and strength of the award-winning food offer with a major refurbishment of the East Hall, which is now called the Lifestyle Hall. The hall has been reformatted with multi-functional shop units, a selection have been fitted out with facilities for food traders to create a food court around a central communal seating area. The layout of stalls and the creation of new entrances present cleaner lines to lead shoppers through this section of the market from outside and through to the main food halls.

Floor surfaces have been renewed, and LED lighting has been introduced to reduce running costs whilst also helping to create a more modern retail environment. Free Wi-Fi is available to all customers & traders. New security systems (including CCTV) smart meters for utilities also help the market to maximise its green credentials.

This is an exciting opportunity for new traders to be part of an award-winning market, which is one of the premier shopping destinations in the North West.

The outdoor and indoor market is open every Tuesday, Thursday, Friday and Saturday from 9.00am until 5.00pm each day with a second hand market operating every Sunday morning.

## **Our Objectives**

Shoppers today demand high quality and value for money. They expect a clean, safe and comfortable shopping experience with plenty of choice. Our objective is to provide an environment that will fulfil the expectations of our local shoppers whilst attracting new visitors from across the North West and beyond. We aim to provide a wide variety of product, offer and price.

## **Stall Details**

In the refurbished Lifestyle Hall there will be 60 stalls. The stalls vary in size and can be fitted out dependant on the product or service requirement.

All stalls will have as a basic minimum:

- Mechanically operated roller shutter
- An electricity supply
- Demountable MDF partitions
- The facility for a telephone connection
- Access to Wi-Fi
- Independent metering for electrical supply
- Exposed suspended ceiling with integrated biocide (food units only)
- Resin floor finish
- Galvanised security mesh fixed to the top of the units
- 50mm timber painted fascia (for trader signage in accordance with the Trader Handbook)

## **Stall Charges**

Please enquire at Customer Services or the Market Management office. Payment for rent and other stall charges will be by invoiced, cheque or cash with a direct debit preferred.

## **Stall Design**

As part of your application you will be asked to provide information and evidence on how your product will be displayed and presented. Please bear in mind that the proposed stall fit-out design will need approval from Bolton Markets who may recommend amendments to any design submitted to ensure that it meets the required standards and suits the product. When considering stall design you should take into consideration the 'Design Guide', which is included in this information pack.

## **Allocation of Stalls**

The product range of the trader will, to a certain extent, determine the location of the stall or stalls offered. The layout and design of each stall is also of prime importance and is a key factor to providing a pleasant environment for shoppers. Your application should demonstrate how you will achieve this with the products or services you are proposing to sell.

## **Other Facilities**

There are designated loading areas and parking spaces at the market with certain operating restrictions. Deliveries are restricted to outside of market hours (before 9am and after 5pm, on non-market days Monday and Wednesday between 7am and 3pm).

There are 3 goods lifts to basement storage areas, and indoor separate customer and trader toilet facilities, pray room facilities & Free trader Wi-Fi.

## **Application for Occupancy**

Please complete the trader application form and submit this together with all supporting documentation and evidence required as this will be used in the assessment process.

## **Agreements to Occupy**

Agreements to occupy are designed to offer traders a balance of flexibility and security of tenure. Each stall will be available on a new lease of 3 or 7 years with a floating tenant break option enabling the lease to be terminated by way of six months' notice. Tenants will be responsible for the fit out decoration and repair of the stall, the Council will maintain the common areas the cost of which is recovered via the Service Charge.

## **Assessment Process**

Once each application has been assessed and the applicants interviewed, stalls will be allocated to applicants with the highest scores and after taking into consideration trade balance. Please provide a first, second and third choice of stall(s) to allow a degree of flexibility in the letting process. All applicants will be informed of the outcome of their application.

## **Design Guide**

This information will help those applying for stalls in the new retail market to understand our requirements for product display and fit-out.

## **General Design Principles**

- Create interest – first impressions count
- Keep it simple – allow the product range to speak
- Make use of variations in height to give a sense of volume
- Lighting effects are essential and can be used to draw the customer in
- Think about materials that compliment your product range, will wear well and be easily cleaned
- Use colour to add interest although a neutral backdrop may be more appropriate if you have colourful stock
- Your sign board should be clear and attractive and must contain the name of the proprietor and contact details for the stall. (Bolton Markets to approve prior to installation)

## **Stall Layout**

The layout of your stall is important in creating a pleasant and friendly shopping space for your customers. Creating an area for shoppers to browse will increase the likelihood of making a sale. Effective separation of the space into sales areas, display regions and customer browse points is important in promoting and enhancing your business. For fashion retail you may want to think about viewing space and a changing room.

## **Lighting and Ambience**

Lighting is the most effective tool in enhancing the environment of your stall. Light, airy environments will be more welcoming to shoppers and make the space feel more open. Low level lighting and spotlights can bring attention to displays to attract potential customers to the stall. All lighting must have an efficiency exceeding 25 lumens per watt of energy and/or be an LED installation, which will be approved as part of your stall design submission.

## **Stall Fit-Out Approval Process**

**Creation of design** – all applicants must include a concept design with their business plan.

**Acceptance of design** - if the application is successful, the applicant will be notified by way of a formal offer letter, which may also require the applicant to attend a meeting to review the stall design in more detail. In some cases a more detailed look at products, their quality and other stock related issues may be required.

**Stall hand over** – the successful applicant will meet a member of Bolton Markets Management Team prior to assuming occupancy to confirm fit-out works.

**Practical completion** – on completion of the stall fit-out, a member of Bolton Markets Management Team will meet the applicant to review the work undertaken prior to the issue of any licence or lease agreement.

**Changes to the design** – If the design of the stall requires, or is amended at any time during the fit out period, the applicant must inform Bolton Markets and/or submit new plans for approval if that is deemed necessary.

## **Additional Information**

### **Storage/Warehousing**

Limited additional storage may available, please discuss with Market Management.

### **Food Stalls**

Bolton Markets is particularly keen to reflect the changing face of cafe retailing (international food 'on the go') and the creation of a dedicated food court in the newly refurbished Lifestyle Hall is critical to that objective. Food units are available, with the focus being on variety, uniqueness and a reflection of the cosmopolitan nature of the customers we want to see in the market, especially over the lunch time period.

There will be a limit on the number of units selling similar product lines, the menu will be critical and will act as the user clause for any business setting up in this area of the market. We receive high levels of interest in these units and as such it is vitally important that you provide us with as much detail about how you will provide a point of difference to the fast food offer and how you will complement what is on sale elsewhere within this area. The Food Court is as important to the success of the market as the established food halls. Street food and trying something exotic and healthy will be what makes customers return and to help realise the potential of this space.

All food traders must be registered with a Local Authority Health Protection Service/Environmental Health Department and will be required to have obtained a minimum Grade 3 following any Health Protection Service Inspection.

## **Business Planning**

In order to evaluate your submission you must provide a basic outline of your plans for the business you are going to run. This needs to give details of how it will compete, add value and sustain itself in the first instance. Each unit has the following liabilities

- Rent -This will be set at the time of your application and reviewed in line with your occupancy agreement by the Council.
- Service Charge- This will be set and reviewed annually and is applied by the Landlord (in this case Bolton Council) to cover annual reasonable landlord running costs such as refuse removal and general electricity for the site as a whole.
- Business Rates – These are levied by the Government and collected by the Council. At present small business rate relief means that all of the units in the market, (individually) benefit from 100% relief from this cost. However this is based on a maximum square footage calculation and on how many other small businesses you may be running in your own name.

Further information and advice on Business Rates can be obtained from:

Revenue Manager, Business Rates, Bolton Council, Tel: 01204 331795

Further information and advice on business planning can be obtained from:

**Business Bolton** Tel: 01204 334444, Email: [business@bolton.gov.uk](mailto:business@bolton.gov.uk)

## **Useful Contacts**

### **Bolton Markets**

Ashburner Street  
Bolton  
BL1 1TJ

Tel: 01204 336825

Fax: 01204 336829

Email: [bolton.markets@bolton.gov.uk](mailto:bolton.markets@bolton.gov.uk)

### **Bolton Council**

#### **Department of Place**

Castle Hill Centre  
Castleton Street  
Bolton  
BL2 2JW

Tel: 01204 336500

Email: [environmental.health@bolton.gov.uk](mailto:environmental.health@bolton.gov.uk)

This application pack is also available electronically from our website at [www.bolton.gov.uk/boltonmarkets](http://www.bolton.gov.uk/boltonmarkets)



# Application Form



**Bolton  
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# **Bolton Market – Application for Occupancy**

## **Guidance for completing your application**

### **General Guidance**

Bolton Market welcomes applications from individuals and businesses interested in taking occupancy within the newly redeveloped Bolton Market, specifically into the new Lifestyle Hall which opened 2014. If you are interested in taking occupancy and becoming a trader at Bolton Market, please complete this application form in full, in accordance with the following guidance.

Please ensure that you:

- Complete this form in BLOCK CAPITALS and in black ink only
- Answer any questions that you do not feel applies to you with 'N/A'
- Clearly label additional sheets, showing which section and question they relate to

Completed application forms should be returned to the following address:

**Mr Peter Entwistle  
Markets General Manager  
Bolton Market  
Ashburner Street  
Bolton  
BL1 1TJ**

Application forms will be processed as stalls become available.

### **Further information**

If you require any further information, please contact:

Bolton Markets  
Ashburner Street  
Bolton  
BL1 1TJ  
Tel; 01204 336825  
Fax: 01204 336829  
Email: [bolton.markets@bolton.gov.uk](mailto:bolton.markets@bolton.gov.uk)



## Section A - Applicant Information

This section of the application form is for information relating to the person submitting the application.

Surname:					
Forename(s):					
Title:	Mr	Mrs	Miss	Ms	Other
Address line 1:					
Address line 2:					
Address line 3:					
Postcode:					
Tel No: (daily)			Mobile No:		
Fax No:			Email Address:		
National Insurance Number:					
Date of Birth:					
Place of Birth:					

## Section B – Business information

This section of the application form should provide information relating to the business being put forward to trade in the market. Where this information is the same as above, please state 'as above'.

Name of business	
Please list all owners/partners	
Please give contact details of all owners/partners	
Website address of business (if applicable)	

## Section C – Additional Business Information

This section of the application form should provide additional information relating to the business. In particular it is important for the application to address the issues of quality of the product/service and also offer an explanation of the product/service range and how this is to be displayed or presented.

Is the operation to be a new business?      Yes       No

If 'No', how long has the business been established? .....

What is the VAT number of the company? (if applicable).....

Please indicate which category/categories the products/services you wish to sell are in:

<b>Food</b>	Fresh meat & poultry	F1	
	Fresh fish	F2	
	Frozen foods	F3	
	Fruit & vegetables	F4	
	General food – tinned/packets/dried	F5	
	Bread/cakes	F6	
	Ice-cream, confectionary, soft drinks	F7	
	Delicatessen, dairy products, cooked meats	F8	
	Ethnic food	F9	
<b>Clothing &amp; footwear</b>	Ladies, gents, children's clothing	C1	
	Underwear, nightwear, swimwear, sportswear	C2	
	Footwear	C3	
	Bags, belts, luggage	C4	
	Jewellery	C5	
<b>Lifestyle &amp; Home</b>	Paper goods	L1	
	Household textiles (bedding, curtains)	L2	
	Furniture	L3	
	Household goods, cleaning, DIY	L4	
	Crockery, cutlery, glassware	L5	
	Floor coverings (carpets/rugs)	L6	
	Small electrical	L7	
	Mobile telephones	L8	
	Toys & hobbies	L9	
	Candles, frames & pictures	L10	
	Flowers, plants, gardening	L11	
	Music, cd's, computers	L12	
<b>Services</b>	Catering	S1	
	Hair, nails, beauty	S2	
	Shoe repairs, key cutting	S3	
	Clothing alterations	S4	
	Optician	S5	
	Pharmacy	S6	
	Post Office	S7	
<b>Health &amp; beauty</b>	Toiletries, perfumes	H1	
	Cosmetics	H2	
	Health foods, vitamin supplements	H3	
<b>Other</b>	Pet food	O1	
	Car accessories	O2	
	Fishing tackle	O3	
<b>If not listed please provide details:</b>			

Please provide detailed information about the products/services that you wish to sell

.....  
 .....  
 .....

Please enclose with your application photographic evidence of your products/services which demonstrates how they are to be presented/displayed. No. of photographs included .....

**If you will be selling food:**

Are you registered as a food business? Yes  No

If 'Yes' state the local authority where you are registered

.....  
.....

Are you aware of where your food produce is grown/sourced/produced? Yes No

Please state .....

Are you affiliated with any recognised food group? Yes No

Please state .....

Please enclose a copy of your food hygiene certificate with this application form

Food hygiene certificate enclosed? Yes No

**Section D – Staff Information**

This section of the application form should offer information about the individuals who will be employed by the business and should include the business owner(s) if they are to work on the stall. All applications should show evidence of the expertise the trader has in the product area selected, including training and/or qualifications, previous work experience, experience of sourcing stock or other such evidence. Businesses wishing to sell products or provide services in which they have limited experience should demonstrate how they are to develop an expertise in this area. (Please use additional sheets if required)

How many employees will the business have? .....

What formal training will the staff members have?

.....  
.....  
.....

What product knowledge and retail experience will the staff have?

.....  
.....  
.....

**Section E – Stall requirements**

This section of the application is to provide information about the space requirements of the business including the number of stalls requested. Stall dimensions are specified in the attached document.

Stall rents do not include utility charges, VAT or business rates all of which remain the responsibility of the business. Stall rents will be reviewed annually.

How many stalls are you applying for? .....

Using the 'Stall Guide for Prospective Traders', please rank your choice of stall(s), giving first, second and third choice. Where you have opted to apply for stalls in a group, please show each stall number in the group as the same rank.

Stall No(s).

1<sup>st</sup> choice: ..... 2<sup>nd</sup> choice: ..... 3<sup>rd</sup> choice: .....

### Storage/warehouses

Please note that storage requirements will accrue an additional charge and should be taken into consideration in your financial planning.

Please identify the utilities/services that your business will require

Gas	<input type="checkbox"/>	Telephone	<input type="checkbox"/>	Extraction	<input type="checkbox"/>
Electricity	<input type="checkbox"/>	Storage	<input type="checkbox"/>	Drainage	<input type="checkbox"/>
Water	<input type="checkbox"/>				

Please describe how the stall will be fitted out

.....  
.....  
.....

(Please can you provide and attach an artist's impression, image or photograph showing how the stall will look)

### Section F – Finances

Bolton Markets are keen to promote sustainability and therefore new businesses will be required to provide a detailed forecast of their future income and expenditure within their application. All existing businesses must provide information relating to their current financial standing. This must include a profit and loss sheet for the last 12 months, highlighting both fixed/capital costs and operational revenues.

Please state your projected annual surplus expressed as a total percentage of turnover for the first year's trading

.....

(Please provide evidence of this and include it in your business plan)

### Section G – Business Plan

This section of the application form is to allow you to provide additional information in support of your application. It is necessary that applicants submit supplemental information, specifically a Business Plan for your venture. The Business Plan should be a comprehensive analysis of the business and comprise further details than the information above. This should include more detailed information relating to the rationale behind the business (including detailed market analysis and product information) and business operations (including additional financial information and performance management).

Business Plan included?    Yes     No

Additional information included (please list)

.....  
.....  
.....

## Business Plan and Application for Bolton Market

Traders Name:

Intended Trading Name:

Date:

Before completing this application, please consider the following:

- The information contained within the Information Pack provided.
- How your business may need to change and adapt to meet the new situations that present themselves in the newly adapted market hall.
- When answering the questions take the opportunity to think afresh about how you will be successful and what will be different about the visual appeal, the product and the service offer. This is an opportunity to make a new start and present your business in a way that will inspire your staff, team and customers – both new and existing.
- 

### Strengths

What do you consider will be the strengths of your business?

### Weaknesses

What do you consider will be the weaknesses of your business and how will you deal with these?

### Opportunities

What opportunities will the new location present for your business?

### Threats

What are the threats to your business and how will you deal with them?

### Changes

Considering the above four sections, what will you need to **continue** doing?

Considering the first four sections, what will you need to **change** and do differently?

Describe your new “core” offer in one sentence.

What precisely is your business going to offer and how will you quantify/measure success?  
(for example: customer feedback systems, sales levels)

**Target Market**

Do you see your new target market as ‘Budget’, ‘Mainstream’, ‘Premium’ or ‘ALL sectors’?

What will this mean in terms of potential changes to your supplier base? Do you have enough supplier options?

How will you make those changes?

What will make you stand out from the crowd and give you competitive advantage?

**Visuals**

**Theatre**

**Stock assortment**

**Service**

What actions will you take to ensure that you achieve this advantage?

**Marketing**

How do you plan to participate in Marketing activity, joint marketing campaigns with other traders, general marketing, social media and events done by the Markets Management?

**Design**

How will your new unit look? (Please provide a storyboard or describe in detail how you plan to project your image). Will it be 'walk-in', 'over the counter service', 'self-selection', will you need fitting room facilities?

**Service and interaction****Processes and procedures****Payments**

What methods of payment do you plan to accept?

Cash  Cheques  Credit/debit cards  Online sales

**Refunds**

Please outline your refunds policy.

**Complaints**

What process will you adopt to ensure that complaints are satisfactorily resolved?

**Insurance**

What public liability insurance will you have in place?

**Viability and staying power**

Describe your previous experience of trading, how will this ensure your viability and sustainability?

**Business Development and Growth**

Describe how you see your business developing in terms of sales and profit:

*Short term:*

  
  

*Medium term:*

  
  

*Long term:*

**Limiting Factors**

What factors will limit your growth and what do you plan to do about them?

**Finance**

Indicate your ability to fund the necessary costs of fitting out and setting up your new business

<b>Fitting out</b>	Anticipated cost	<input type="text"/>
<b>Stock Investment</b>	Anticipated cost	<input type="text"/>
<b>Other</b>	Anticipated cost	<input type="text"/>

Describe source of funds:

**Food Units ONLY to complete this section**

**Menu**

Please provide a sample menu and describe your target market. (Note: your menu will be your user clause and because of the nature of the food court environment a 'blanket' food and drink listing will not be acceptable. Please describe your core product lines in as much detail as possible)

**Food Hygiene Certification**

Please provide a copy of your Local Authority Certificate (Minimum 4 star)

**For office use only**

Date received	<input type="text"/>	Date reviewed	<input type="text"/>	By (staff initials)	<input type="text"/>
Overall score	<input type="text"/>	Accepted	<input type="text"/>	Refused	<input type="text"/>
Notified by	Name: <input type="text"/>			Date:	<input type="text"/>



## Lifestyle Hall Rent and Service Charge Costs

Stall costs are based on 2016/17 charges. Business rates and utility costs are charged separately.

Stall Number	Sq ft	Rent Per Annum	Service Charge Per Annum
D1	100.34	£2,608.76	2455.33
D2	100.34	£2,608.76	2455.33
D3	97.83	£2,808.58	2455.33
D4	97.83	£2,797.39	2455.33
D5	104.28	£2,976.15	2455.33
D6	104.28	£2,976.15	2455.33
D7	80.75	£2,099.60	2455.33
D8	80.75	£2,099.60	2455.33
D9	80.75	£2,099.60	2455.33
D10	152.99	£4,242.63	2455.33
D11	104.28	£2,976.15	2455.33
D12	126.18	£3,545.75	2455.33
D13	158.20	£4,378.03	2455.33
D14	85.54	£2,224.09	2455.33
D15	85.54	£2,224.09	2455.33
D16	171.99	£5,063.68	2455.33
D18	85.54	£2,224.09	2455.33
D19	85.54	£2,224.09	2455.33
D20	158.22	£4,378.03	2455.33
D21	126.18	£3,545.75	2455.33
D22	104.28	£3,241.15	2455.33
D23	80.75	£2,099.60	2455.33
D24	152.99	£4,242.63	2455.33
D25	80.75	£2,099.60	2455.33
D26	80.75	£2,099.60	2455.33
D27	104.28	£2,976.15	2455.33
D28	104.28	£2,976.15	2455.33
D29	97.83	£2,808.58	2455.33
D30	97.83	£2,808.58	2455.33
D31	100.34	£2,608.76	2455.33
D32	100.34	£2,608.76	2455.33
D33	85.54	£2,224.09	2455.33
D34	85.54	£2,224.09	2455.33
D35	85.54	£2,224.09	2455.33
D36	138.52	£3,866.63	2455.33
D37	144.25	£4,015.46	2455.33
D38	144.25	£4,015.46	2455.33
D39	138.52	£3,866.63	2455.33
D40	85.54	£2,224.09	2455.33
D41	85.54	£2,224.09	2455.33
D42	85.54	£2,224.09	2455.33
D43	147.00	£3,822.00	2455.33
D44	152.00	£3,200.00	2455.33
F1	375.89	£6,803.12	4087.38
F2a	249.33	£4,448.32	2546.24
F2b	192.90	£5,015.28	2455.33
F3a	361.19	£6,531.74	2546.24
F3b	208.82	£3,889.62	2546.24
F4a	208.00	£3,889.62	2546.24
F4b	216.00	£4,860.00	2479.23
F5	106.78	£3,235.74	3045.19
F6	161.35	£4,845.80	3045.19
F7	85.54	£2,224.09	2776.56
F8	85.54	£2,224.09	2776.56
F9	85.54	£2,224.09	2776.56
F10	106.49	£3,033.74	2843.72
F11	92.05	£2,658.35	2882.09
F12	92.05	£2,658.35	2882.09
F13	106.49	£3,033.50	2843.72
F14	85.54	£2,224.09	2776.56
F15	85.54	£2,224.09	2776.56
F16	85.54	£2,224.09	2776.56
F17	161.35	£4,844.50	3045.19
F18	106.78	£3,235.74	3045.19