



Lancaster's Charter Market Welcome Pack

A comprehensive guide for traders



Wednesdays and Saturdays (except Bank Holidays)

9am to 4pm

Lancaster city centre

(Market Square, Market Street, Cheapside, Church Street)

www.lancaster.gov.uk/markets

www.facebook.com/lancasterchartermarket

Email: markets@lancaster.gov.uk Tel: 01524 582504 / 07508 328604

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Welcome to trading at Lancaster's Charter Market

The Charter Market

The Charter Market is one of three markets run by Lancaster City Council (the others being the Assembly Rooms Emporium in King Street and the Festival Market in Morecambe). The Charter Market is a traditional outdoor street market located in Lancaster's city centre. With a wide range of stalls selling an extensive selection of quality products, Lancaster's Charter Market offers traders both new and experienced an unrivalled opportunity either to launch a business or develop an existing one.

If you have never traded before, you'll be able to tap into the expertise of the established traders working all around you as well as benefit from a supportive Markets Office who are keen to see new traders become successful. If you already run your own business, you'll gain from having another outlet for your goods or services in addition to the extra advertising this provides for your business. And with a wide variety of events taking place in Lancaster and Morecambe annually, all Charter Market traders benefit from the large number of visitors we get to this area throughout the year.

The market area

The market area is located in Market Square, Market Street, Cheapside and Church Street. There are currently 40 plots of varying sizes.

A plan of the market area showing the location of all the plots is attached.

The market day

The minimum trading times for the Charter Market are 9am-4pm. Your stall should be set up by 9am and should be staffed throughout the market day until 4pm unless prior permission has been obtained from the Markets Office. Trading must cease at 6pm at the latest (or earlier if instructed by the Markets Office).

A member of the Markets Office is on duty each market day between approximately 7am and 4.30pm and can be contacted on 01524 582504 or 07508 328604. They are based in Lancaster Town Hall in Dalton Square and are out on the market area at the start of the market day, later in the morning to collect market fees and occasionally later in the day.

Becoming a trader on the Charter Market

All new traders on the Charter Market start as casual traders. This means you are free to attend as and when you like (subject to availability of plots). However, you are not guaranteed a plot on market days and the location of your plot may change from day to day (but we will try where possible to offer you plots in the same area).

To become a casual trader on the Charter Market, you will need to complete our [online application form](#). You will need to provide proof of insurance (see *Public Liability Insurance*

below), a risk assessment, and proof of identity. If your application is approved by the Markets Office, you may then book and pay for your first day's attendance (see *Market fees* below). Please do not turn up on the Charter Market without having first gone through this process as we will unfortunately not be able to let you trade.

The Charter Market is a popular market and preference is given to those wanting to sell commodities that are hand-made, are produced locally or regionally, are not commonly found in city centre shops, and that offer something not currently represented on the market. All commodities must be of good quality. Please note that unfortunately not all applications will be successful.

Market fees

The fees for each plot are calculated according to its size with a minimum daily fee for casual traders of £24.50 per plot (for plot sizes up to 3m by 3m).

Paying for your plot

Please book and pay for your plot before the day you wish to trade. This can be done either online via our eStore at www.lancaster.gov.uk/information/online-payments or, once you have started trading on the market, by booking in person with the member of staff on duty that day for a future market day. Please note, market fees must be paid by credit or debit card only. Cash and cheques are not accepted. Usually, you will be told of your plot location when you book and pay. Occasionally this may not be possible. In this case you will be told your plot location on the morning of the day you have booked by the member of staff on duty.

If you do not book and pay in advance, there is no guarantee that there will be a plot available for you and you will have to pay a surcharge of £5 (in addition to the usual market fee). If you haven't booked and paid in advance, please ensure you speak to the member of the Markets Office who is on duty before you start setting up your stall so that you can pay your market fee and surcharge, and be advised of your plot location. You must not start setting up your stall before you have done this.

If you book and pay in advance for a plot but are then unable to attend, please contact us as soon as you know this and no later than 7.30am on the day in question. This will allow us to reallocate the plot to another trader to ensure the market remains as full and attractive to customers as possible. Also, providing you contact us before 7.30am, you may transfer your booking to another market day within 2 months of your original booking. If you do not contact us before 7.30am, you will not be able to transfer your booking and unfortunately you will lose the market fee you have paid for that day.

Becoming a permanent trader

Once you have traded with us regularly for a while, you may choose to become a permanent trader. This means that you will have a plot reserved for you and you will be issued with a licence specifying which plot this is and which days you may use it (Wednesdays, Saturdays, or both). You will also pay £2 less per plot per day than casual traders. In return you must pay for the plot on the days specified in your licence whether you attend or not. However if you are ill for more than 7 days and you provide a Statement of Fitness for Work signed by a

doctor (a 'sick note') or you can provide official evidence of a hospital appointment to account for an absence, then the market fee is not payable.

If you become a permanent trader, you will no longer have to book and pay in advance for your plot. Instead you will be issued with an invoice and a monthly payment plan which can be paid by a variety of means (direct debit, over the phone, online, at the Post Office, etc).

If you are unable to attend the market on a day you are licensed to do so, please contact us as soon as you know this and no later than 7.30am on the day in question. This will allow us to reallocate the plot to another trader to ensure the market remains as full and attractive to customers as possible.

The notice period for permanent traders is a minimum of one full calendar month, expiring on the last market day of a calendar month. You must give notice in writing. You remain liable for the market fees due on your plot until the end of the notice period, whether you trade or not during this period.

Your stall

You have to provide your own gazebo, fixtures and fittings (display stands, tables, etc). These must all be of good quality and professional appearance and meet health and safety requirements. Please note that unfortunately we no longer accept new traders with the old-fashioned metal-framed stalls.

In order to ensure that the appearance of the Charter Market enhances the city centre as a whole, there are minimum standards that we expect all stalls to meet:

- Gazebos: These should cover the whole of your stall so that all your fixtures and fittings are contained within it. They should be clean and in good repair.
- Metal-framed stalls (for existing traders who have these): Tarpaulins should be clean and fit your stall properly, preferably of one colour/design. They should be attached to your stall in a neat and symmetrical manner.
- Metal clips: Metal clips used to secure tarpaulins or other covers to your stall should be put on the inside of the stall as this looks neater (and also helps avoid any potential health and safety issues).
- Fixtures and fittings: These should be clean and in good repair. Use a skirt around the bottom of your stall to hide any unsightly fixtures and fittings or stock such as cardboard or plastic boxes. Skirts and all other covers used on your stall should also be clean and in good repair. Avoid using too many different colours/designs on your stall as this can look untidy.

It can get very windy in the city centre so you are strongly advised to have weights for your gazebo. These should also be of good quality and professional appearance and not detract from the look of your stall overall.

Your stall must fit within the plot you have been allocated and all items relating to your stall must also be contained within the plot. This includes stock, chairs, display stands, trolleys, signs, etc. Awnings are permitted provided these are not excessive in size and can be quickly removed if required to allow the passage of emergency vehicles.

Trailers are allowed on the market only if they fit completely within the boundaries of a plot. They should be of clean and tidy appearance and conform to the above minimum standards (where appropriate).

Your stall and the area immediately surrounding it should be kept clean and tidy throughout the market day. The plot must also be left clean and free of debris at the end of the day with all trade refuse created on your stall disposed of in the correct manner (see *Trade Refuse* below).

Your commodities

You may sell and display for sale on your stall only the commodities that are specified on your licence (if you are a permanent trader) or that you have agreed with us (if a casual trader). If you are unsure exactly what this is or you want to add another commodity to your stall, please ask us.

If you are selling second-hand goods other than books, you will need to get a Second-hand Dealer's Licence. For information on this and to apply for one, please contact our Licensing Department (see *Useful Contacts* below). There is a one-off charge of around £60 for this.

Certain commodities may not be sold on the Charter Market. These include:

- Tobacco, e-cigarettes and associated products
- Drugs (including legal highs), drug-related products or items promoting the taking of drugs
- Fur products (excluding second-hand fur and sheepskin)
- Class 3 laser pens
- Guns, replica guns including BB guns, ornamental swords and knives (except kitchen knives which may be sold to those aged over 18 who have provided ID)
- Fireworks
- Any products which in the opinion of the Council promote, incite or glorify hatred, violence, racial, sexual or religious intolerance or could bring the Council into disrepute

Food traders

If you are selling foodstuffs, you must register your business with the local authority where you are based before you start trading on the Charter Market and you will be expected to have a Food Hygiene Rating of 3 or above. You must also comply with the Food Safety Act 1990 as well as any other relevant regulations.

Details of all new food traders on the market are passed to Lancaster City Council's Environmental Health Department who can issue Food Hygiene Ratings for those traders who do not have them. Food traders can also contact the Environmental Health Department directly regarding any queries or issues concerning the selling of food on the Charter Market (see *Useful Contacts* below).

If you sell any sort of hot food on your stall, you must use some type of protective, oil-resistant floor covering over the whole of your stall (such as anti-fatigue flooring) whenever on the Charter Market to ensure the paving does not get marked or stained. Unfortunately, any marking or staining that does occur may result in you being invoiced for the cost of removing it.

Public liability insurance

To trade on the Charter Market, you must have public liability insurance with a minimum limit of indemnity of £5million. You will be required to provide proof of this on or before your first day's trading with us and then annually on renewal.

Health and safety

Although we make every effort to ensure the market area provides a safe and secure working environment for traders, customers, visitors and council staff, there are some potential hazards associated with the nature of the market area that you should be aware of:

- Vehicles – The market area can get congested at the beginning and end of the market day when traders are setting up. Please look out for moving vehicles and ensure there is nothing sticking out from your stall that may cause an obstruction (this includes A-boards and other signs).
- Slips, trips and falls – Council staff monitor the area for hazards that may cause slips, trips and falls, and our Street Cleansing team are out each morning in the city centre. Please keep your plot and the area around it clean and tidy at all times, and if you spot anything that you think may be hazardous, let us know immediately.
- Bad weather (wind and rain) – Please ensure you have a shelter and weights for your stall, as well as appropriate clothing for yourself. It can get extremely cold standing outside all day.

You must take reasonable care of your own health and safety, and that of your staff, customers and others around you. All traders are required to submit a risk assessment before trading on the market. Advice on this, including a generic risk assessment that can be adapted to individual needs, can be provided on request.

If you use LPG gas on your stall for cooking or heating food, you must take special care regarding the risks associated with this, especially as a fire on one stall could easily and quickly spread due to the close proximity of other stalls and the type of awnings that most stalls have. In particular, you must ensure that cylinders are kept on level solid ground away from drainage gullies in case of leaks, that the regulators and pipework are checked on a frequent basis, and that cylinders are kept as far away from open flames as possible. If you wish to use LPG gas on your stall, you must include this and the measures you'll take to minimise any risk of fire in your risk assessment. You must also get your gas equipment checked annually by a Gas Safe Registered Engineer and provide a copy of your Gas Safety Record to the Markets Office.

All market staff are first aiders. In an emergency, please ring 999 and ask for an ambulance. If you employ staff on the market, you should keep a first aid kit and accident book on your stall.

Your vehicle

The Charter Market is located in Lancaster city centre's pedestrian zone. You may therefore bring your vehicle onto the market area for loading/unloading purposes only. This should be done as quickly as possible and your vehicle removed as soon as you have finished. Please

do not leave your vehicle unattended or allow it to block the highway at any time. This may mean you cannot load/unload directly next to your plot or that you and the traders around you have to stagger the times you bring your vehicles onto the market area. Please be considerate at all times to other traders and do not park in front of or block access to other traders' stalls.

Your vehicle must be removed from the market area by 9am and must not be brought back onto the market area before 4pm. There are a number of car parks in and around the city centre which traders may use. Information (location, charges, etc) can be found on the Council's website: www.lancaster.gov.uk/parking/

A one-way system is in operation on the pedestrian zone. Please ensure you adhere to this at all times.

On your first day's attendance on the Charter Market, you will be given a Market Trader Vehicle Permit. This must be displayed on the dashboard of your vehicle whenever it is on the market area. A second permit may be issued to those traders with more than one vehicle on request.

The registration number of your vehicle will be noted down on your first day's attendance by the member of staff on duty. These numbers are stored centrally and are used to check that all vehicles on the market area are authorised to be there. It is therefore extremely important that if you start using another vehicle, you let us know before bringing it onto the market area.

In cases of extreme bad weather which pose a health and safety risk, you may be allowed to bring your vehicle back onto the market area earlier than the times listed above. The member of staff on duty will advise you when circumstances are such that you may do this. In such circumstances, you must:

- Ring the member of staff on duty before you bring your vehicle onto the market area so that they can make a note of your name and the registration number of your vehicle.
- Display clearly your Market Trader Vehicle Permit on the dashboard of your vehicle when you bring it on to the market area.

Please be aware that Civil Enforcement Officers (traffic wardens) operate in the area. Failure to follow any of the guidelines in this section could result in you receiving a Penalty Charge Notice (parking ticket).

Trade refuse

All businesses are required by law to dispose correctly of refuse created by their business. This means you are responsible for disposing of all trade refuse created on your stall which you should take away with you at the end of each market day. Alternatively, you may make arrangements with Lancaster City Council to remove your refuse. There are charges for this. For more information, please ask the Markets Office.

Any trade refuse left on the market area other than in accordance with the above guidance constitutes fly-tipping/littering and may result in you being issued with a Fixed Penalty Notice or a fine. It also constitutes a serious breach of the Market Rules and may result in your licence being terminated (if you are a permanent trader) or permission to trade being denied (if a casual trader).

Electricity

Electricity is available in a limited number of plots in Market Square, near New Street Square and at the entrance to St Nics shopping centre). A deposit is required in addition to a daily charge for use of this and all electrical items using the supply must be PAT tested annually. Further details can be provided on request.

Anti-social behaviour etc

As the Charter Market is located in the city centre, you may occasionally see incidents of anti-social behaviour (ASB). ASB is any unreasonable behaviour that has a detrimental effect on others, and causes alarm, harassment, distress, annoyance or nuisance. Examples include rowdy or drunken behaviour, abusive language, illegal drug use or aggressive begging.

If you witness ASB (or any other criminal behaviour), please report it directly to the police either via 101 to speak to the local neighbourhood policing team or 999 if it's an emergency (a crime is in progress, violence is being used or threatened, etc). It's important to report all incidents as then the police will be able to direct more of their resources to tackling this issue. Let the Markets Office know too (but please note we cannot report ASB on your behalf as the police need to talk to the person who has witnessed it).

Buskers are a regular feature in Lancaster city centre and often add a pleasant and vibrant feel to the city centre. However occasionally some can be a little too enthusiastic in their playing, particularly as regards the volume. In these circumstances, it is always worth having a polite word with them as most do not want to inconvenience anyone else. If this doesn't work and the issue continues, then please contact our Environmental Health Department (see *Useful Contacts* below). Unfortunately the Markets Office have no powers to require buskers to lower the volume of their music or stop playing completely.

Employing children

Any child between the ages of 13 and 16 who works on a market stall (even if they are a relative and whether or not they are paid) must be licensed with Lancashire County Council. (Children under the age of 13 are not allowed to be employed in any capacity). There are rules and regulations attached to this but the licensing itself is free and simply requires a form to be completed. Failure to do so could result in a fine being issued.

More information can be found at www.lancashire.gov.uk (search for 'child employment') Checks on the employment of children in markets are made by Lancashire County Council periodically. Please note that your business insurance may be invalidated if young people in your employment are not licensed.

Communications with traders

The Markets Office keeps traders up to date on issues relating to the market and anything else that may be of relevance or interest via email. Traders who do not have an email are given paper copies. If you would like a paper copy of something emailed to you by the Markets Office, just ask.

Website

The Lancaster City Council website contains a section on the city council's markets (www.lancaster.gov.uk/markets). There are pages for each of the three markets, including the Charter Market. There is also a page giving specific information for traders.

In addition to the above, the Charter Market has its own Facebook page www.facebook.com/lancasterchartermarket. This is regularly updated with news of events, special offers, new attractions and additions on the Charter Market. If your business has its own Facebook page and you 'like' the Charter Market page, then we will like your business's page in return and share any postings you make on it regarding the market on the Charter Market page. (Don't forget to tag us though so we are notified of your posting!)

Your contact details

It's very important that we have up-to-date contact details for you at all times (postal address, phone number, email address). If any of these details change, please let us know as soon as possible.

How to get to the Charter Market

Leave the M6 at junction 33 or 34 and follow the signs for Lancaster City Centre. The postcode for the streets where the Charter Market is located are as follows:

- Market Square LA1 1HT
- Market Street LA1 1HZ
- Cheapside LA1 1LY
- Church Street LA1 1LH

Useful contacts

Markets Team

Maggie Trew hitt
Market Supervisor (Lancaster)
01524 582504 or 07508 328604
mtrewhitt@lancaster.gov.uk

Maggie works Wednesdays to Saturdays and is based in Lancaster Town Hall in Dalton Square on Charter Market days.

Danielle Haydock
Market Supervisor (Morecambe)
01524 414251 or 582922
dhaydock@lancaster.gov.uk

Dani is based at the Festival Market in Morecambe which is open Tuesdays, Thursdays, Saturdays, Sundays and some bank holidays. She occasionally covers for Maggie.

Rob Chapman, Paul Wyspianski & Anthony Dilworth
Market Assistants

Rob, Paul and Anthony occasionally cover for Maggie or help out on market days. They are also based at the Festival Market in Morecambe.

Other useful contacts at Lancaster City Council

Business Support Hub
business.support@lancaster.gov.uk
www.lancaster.gov.uk/business/business-support

The Business Support Hub provides free support to help local businesses start, grow and succeed (see *Business Support Hub* below).

Environmental Health
environmentalhealth@lancaster.gov.uk
www.lancaster.gov.uk/environmental-health/

Environmental Health provide advice and guidance on a range of issues including food hygiene and noise pollution.

Licensing
licensing@lancaster.gov.uk
www.lancaster.gov.uk/business/licensing/

Licensing issue a range of licences including second-hand dealer licences and licences for people wanting to sell alcohol.

Anti-social Behaviour Team
asb@lancaster.gov.uk
www.lancaster.gov.uk/asb

The Anti-social Behaviour Team deal with all reports of Anti-social Behaviour in Lancaster.

Switchboard
01524 582000

Non-council contacts

Police non-emergency
101
<https://www.lancashire.police.uk/contact-us/>

This number can be used to report crimes that do not require an emergency response, including anti-social behaviour.

Business Support Hub

Lancaster City Council's Business Support Hub provides free support to help local businesses start, grow and succeed.

They know that every business is different and has its own needs and demands. Their team of experts will work with you on a review of your business to identify the areas where they, or their partner organisations, can best assist.

They can help you with:

- Business grants, finance and funding
- Recovery from the Covid-19 pandemic
- Access to Finance from Boost Business Lancashire
- Skills, training and recruitment
- Business advice, mentoring and coaching
- Growing your business
- Finding suitable sites and premises
- Doing business with the council
- Supporting local community groups and organisations

For more information visit www.lancaster.gov.uk/business/business-support or email the Team at business.support@lancaster.gov.uk

Values and Behaviours

EXCELLENT CUSTOMER SERVICE OUTCOMES

- Put customers at the heart of your business
- Go the extra mile for your customer
- Learn from previous experiences – good and bad
- See promises to your customers through to completion

CONTRIBUTION TO THE PLACE

- Work with and support each other – traders and Market Staff – we all have the same aim, and that is to achieve successful Market
- Try to understand others – their point of view – it may differ from yours but that doesn't make it wrong
- Take professional and personal pride in your stall and the Market – look at your stall with the eyes of the customer

TEAMWORK AND COLLABORATION

- Work together
- Be positive about the Market at all times even if you don't feel it!
- Commit and share resources. If you are asked for it, don't sell it but know where it is sold – tell the customer – it keeps them in the Market and helps your fellow trader

RESPONSIBILITY AND ACCOUNTABILITY

- Take ownership beyond being a Market trader. If a customer needs help and you are able to please help – the way they experience contact with you may stop them from or encourage them to return
- Speak to fellow traders and Council employees with respect at all times

TRUST AND INTEGRITY

- Appreciate different perspectives
- Do what you say you are going to do - don't over promise and fail to deliver
- Treat customers as you or your family would like to be treated

Promoting the market and your stall

The city council has a dedicated Marketing Team which is responsible for promoting the three markets run by Lancaster City Council – the Charter Market, the Assembly Rooms Emporium and the Festival Market. The Markets Office and Marketing Team liaise regularly to discuss ways of increasing the number of people visiting the city council's markets from both inside and outside the district.

This includes regular press releases in the local and regional media promoting events happening on the markets as well as the circulation of posters, flyers and leaflets to hotels, caravan parks, schools, city council buildings and local businesses to name but a few.

Social media including Facebook and Twitter is also used to spread key information and incentives virally, and there is a Charter Market page on the city council's website which is kept up-to-date with news of special offers and events (www.lancaster.gov.uk/markets).

The city council is also happy to offer guidance to individual traders on how to market and promote their own business so as to encourage both new and return visits from customers. Over the years the Markets Office has seen many successful and not-so-successful market stalls and are happy to provide advice.

Some top tips about marketing your stall are listed below.

Top tips for marketing your stall at low cost

Marketing your stall isn't all about business cards, flyers, posters and spending money on advertising which can cost you more than you'll get in return. Providing customers with a consistently memorable shopping experience as well as offering products which they want to buy will all help generate a solid customer base. It will also lead to word-of-mouth recommendations which will encourage new customers to your stall.

Presentation

Treat your stall as your shop window to entice shoppers. It should be well organised, clean and tidy with no clutter.

Display your items in a customer-friendly way so that people feel comfortable approaching your stall to take a closer look. Arrange your best-selling items or any items on offer at the front of your stall.

Ensure your stall looks attractive from a distance so it'll encourage customers to come nearer.

Get your pricing right

People expect to find bargains at a market so if you're selling something you can pick up at a nearby supermarket, make sure that your item is cheaper or has some other unique selling point.

Everyone loves a bargain so consider having some discounted items or special offers to draw people in.

Be informative

Make sure the prices are easily visible. People can be shy about asking the price of items and hesitant to go too close to stalls which don't display prices clearly.

Incentives

With each sale, consider giving your customers a money-off voucher for use within a limited period of time – say 10% off all stock at your stall until the end of the month.

Believe in what you're selling and smile

Let your passion and enthusiasm for your products shine through – this in itself will attract customers. And remember to smile! Great customer service and interpersonal skills are key to getting customers to return to your stall. The best advert for your stall is word-of-mouth so be friendly and helpful at all times.

Social networking

Don't underestimate the power of online social networking like Facebook and Twitter. Once you have regular customers following you on Twitter or becoming your fans on Facebook, it's easy to keep them and new customers up-to-date on your latest offers and other incentives – all of which will help to generate return visits to your stall. If you have set up a Facebook page, don't forget to promote it to your existing customers through any leaflets or posters you have printed.

E-newsletter

If Facebook is too time-consuming and you don't have the resources for leaflets, another way to promote your business is via an e-newsletter. Decide how often you want to produce it (for example, monthly) and get your customers to sign up to a database to receive it. As an incentive you could include special offers in the e-newsletter for your business. Using an online e-newsletter facility such as Mailchimp (<http://mailchimp.com>) is a very cost-effective way of promoting your business, with the only cost to you being your own time producing it.

Online listings

There are a number of sites on the internet which will allow you to post basic business listings for free. Research your own business area and see what is available and take advantage of these free channels

Local media

The local media are always interested in good news stories, especially those with a human interest angle and events. If you or one of your customers (with their permission) has an interesting story to tell, you may wish to contact the media and use the opportunity to promote your business.

Leaflets/flyers

An eye-catching leaflet can be a good way to promote your business. You may wish to set up a special offer (such as a money-off voucher) for anyone who picks up a copy of your leaflet or flyer and brings it to your stall.

Many local businesses (non-competing) are usually happy to include leaflets from fellow traders and you could reciprocate by stocking some of their leaflets.

Posters

Simple posters are relatively easy to produce and can help to promote your business and any events you might be holding. Again, many local businesses may be happy to put them up in their premises. And don't forget to add your Facebook or Twitter details if appropriate.

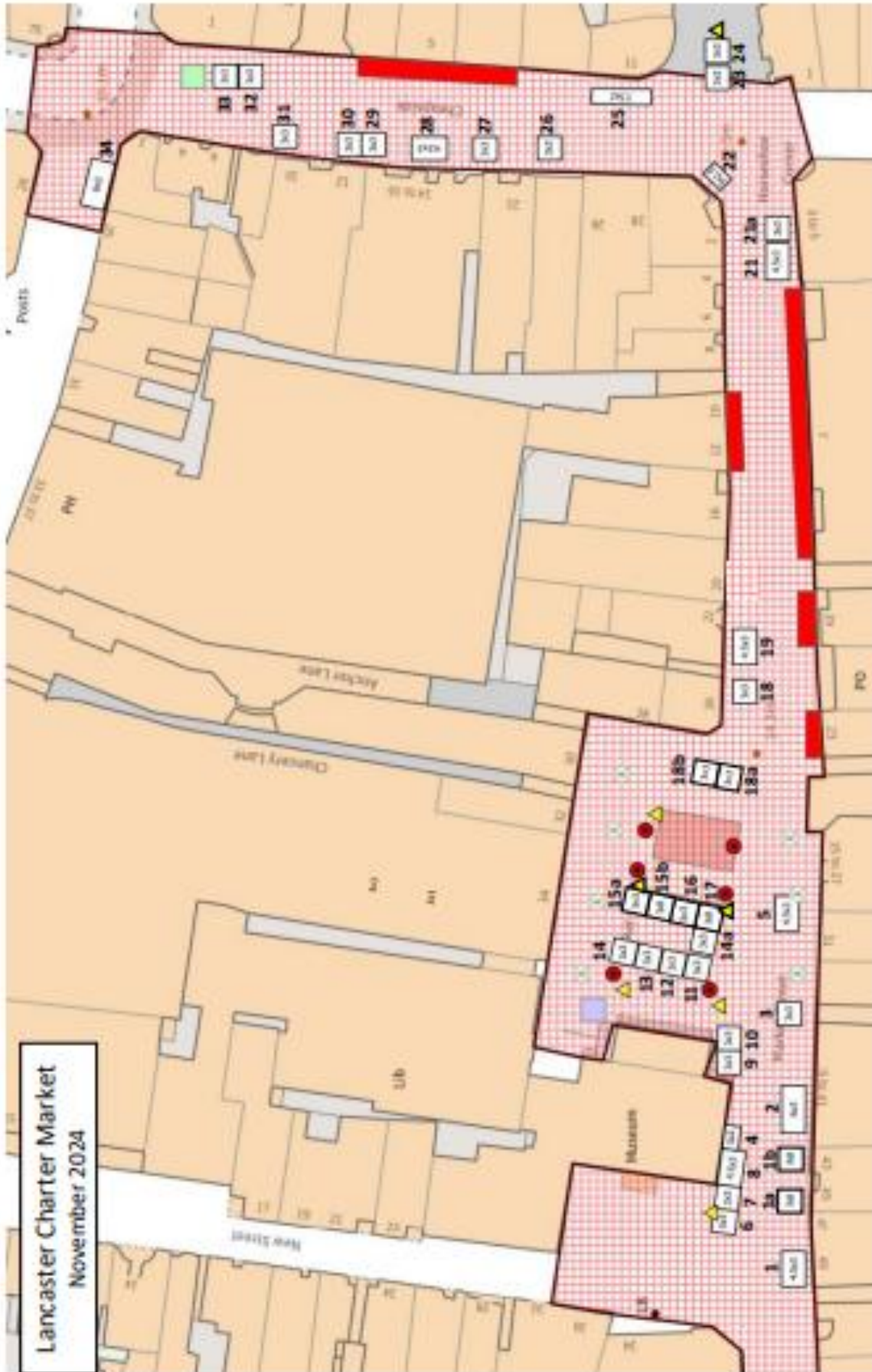
Word of mouth

This can be the best or the worst promotion for your business. It is in your own best interests that you ensure your VALUES and BEHAVIOURS put you in the best light possible so that your customers enjoy their visit and their interaction with you so much that they sing your praises if talking about their visit. This can be in regards to their dealings with YOU or what they witness with regards to your interactions publicly with other traders or your staff.

We recommend practising the following:

- Be willing to listen to your customer, in particular with regards to complaints.
- Do what you say you will do. If you promise obtaining goods ordered by customers do so. Don't over-promise and leave a customer feeling let down.
- Appreciate different perspectives.
- Go the extra mile – people notice.
- Take professional and personal pride in your stall, stock and appearance. Being busy creates interest so if you are quiet, find something to do on your stall – it will draw customers' eyes.
- Be interested – reading a book may pass time on a quiet day but a customer passing by may not wish to disturb you. Make eye contact, smile, be ready and willing to start a conversation – even “Hello, how are you? The weather is” would be a good start to show you are approachable.
- Learn from previous experience.
- If a customer is aggressive with you, rise above it and smile and be pleasant. See if you can turn the situation around and have them leaving the market feeling less aggressive than when they arrived. Meeting fire with fire results in total burnout and there are no winners there.
- If you don't have an item a customer asks for and you know another trader does or has something similar, direct the customer to them. Keep them on the Market. The more successful each trader is individually, the more successful the market as a whole will be.
- People like to be in places with a good, happy, atmosphere – they want to feel comfortable when they shop here. If you have a problem with a customer complaining or another trader, do not air the problem in public or in the very least remain calm and pleasant.
- If any situation threatens to get out of hand, walk away and suggest the other party does the same. The Market can and will intervene if necessary.

Plan of Charter Market



Charter Market Rules



**LANCASTER
CITY COUNCIL**

Promoting City, Coast & Countryside

**SUSTAINABLE GROWTH
April 2026
Market Office tel. (01524) 582504**

LANCASTER CHARTER MARKET RULES

In these Rules the following definitions shall apply:

- (a) 'The Council' means Lancaster City Council.
- (b) 'Market' means Lancaster Charter Market located in Market Square, Market Street, Cheapside and Church Street, Lancaster or other location as the Council may in its absolute discretion determine.
- (c) 'Market Manager' means the Market Manager for the time being appointed by the Council and staff authorised to act on his/her behalf.
- (d) 'Trader' means a Permanent Trader or Casual Trader.
- (e) 'Permanent Trader' means a person who has a licence to occupy a Plot to trade for a fixed number of days each week.
- (f) 'Casual Trader' means a person who applies for a Plot on a daily or occasional basis, the allocation of a Plot depending on availability.
- (g) 'Market Days' are the regular days that the Market is open (listed in the Welcome Pack) plus any other days on which the Council, in its discretion, determine that the Market shall be open for business.
- (h) 'Commodity' means the goods a Trader is allowed to sell. Each Commodity is defined by the Market Manager.
- (i) "Market Fee" means the amount of money payable by a Trader to use the Plot.
- (j) 'Plot' means a specified area allocated within the Market for the placement of a Stall.
- (k) 'Stall' means a Market Stall erected and owned by a Trader and within the Trader's designated Plot on the Market.

The following Rules have been made and adopted by Lancaster City Council for observance by Traders and all engaged at Lancaster Charter Market.

1. GENERAL AUTHORITY OF THE MARKET MANAGER

- (a) Traders and all attending the Market are required to observe and carry out the reasonable instructions of the Market Manager.
- (b) The Market Manager is responsible for the general administration of the Market including its management.

2. ALLOCATION OF PLOTS

- (a) All Traders must fill out an application form before commencing trading and must provide proof of ID (photo and address). Traders must be known to the Market Manager.
- (b) Allocation of Plots including requests from Traders wishing to move Plots will be at the discretion of the Market Manager who will consider the Trader's Commodities, Plots previously allocated to the Trader, other businesses in the vicinity, and the operational efficiency and overall layout of the Market. Unrepresented Commodities on the Market will be given preference.
- (c) In the allocation of a Plot to a Permanent Trader, and in the event of more than one interested party, account will be taken of each Trader's starting date, number of attendances and whether the Trader wishes to trade for one Market Day per week or both.
- (d) Plots may be varied from time to time at the discretion of the Market Manager.

- (e) Casual Traders are not guaranteed a regular Plot. Casual Traders will be allocated a Plot on the morning of their booked Market Day. Where a Casual Trader is allocated a Plot before their booked Market Day, this may be changed at the discretion of the Market Manager if required for the considerations listed in 2(b). Casual Traders who attend the Market without having booked and paid in advance are not guaranteed a Plot and may be turned away at the discretion of the Market Manager.
- (f) Trading by any Trader on the Market will be treated by the Council as acceptance by the Trader of all the Market Rules. A licence will be issued to Permanent Traders which must be signed before trading as a Permanent Trader can commence.

3. OCCUPATION OF PLOTS

- (a) Stalls must be open and staffed during opening hours (unless prior permission is obtained from the Market Manager). The opening hours can be found in the Welcome Pack which is issued to all new Traders.
- (b) Traders who are unable to attend the Market must notify the Market Manager as soon as they are aware that they will be unable to attend, and no later than 7.30am on the Market Day.
- (c) Absenteeism on a regular basis by Permanent Traders, or consistent late attendance or frequent late notification of absences by Permanent or Casual Traders may result in the application of Rule 15.

4. USE OF PLOTS

- (a) The location and size of the Plot is at the discretion of the Market Manager.
- (a) Traders must ensure that everything they bring onto the Market is kept within the confines of their Plot throughout the Market Day. This includes their Stall, stock and personal items. Items must not be placed on or against street furniture (including benches), on or against the plinth in Market Square, or on the ground outside the boundaries of a Trader's Plot at any time.
- (b) All Traders are expected to provide their own Stall and fixtures and fittings which should meet Health and Safety requirements and be of a professional standard and appearance as well as meeting any other standards required by the Market Manager in order to enhance the appearance of the Market as a whole.
- (c) Access to doorways, fire exits, recycling and litter bins, telephone kiosks and public seating must be kept clear at all times.

5. HEALTH AND SAFETY

- (a) Traders are responsible at all times for the Health and Safety of themselves, their staff and others around them, and are obliged to comply with the Market Manager's reasonable instructions regarding Health and Safety.
- (b) All Traders must submit a risk assessment before commencing trading and subsequently on an annual basis.
- (c) Goods must not be placed (whether in the Stall or on the floor) so as to obstruct the free passage of persons using the Market or to cause a trip hazard.
- (d) All Traders using LPG (gas) must have their gas equipment checked annually by a Gas Safe Registered Engineer and provide a copy of their Gas Safety Record to the Market Manager.

6. GOODS

- (a) A Trader must not stock, display, store for collection (including items sold online), or sell any Commodity other than that specified in his/her licence (Permanent Traders) or specified in his/her application form (Casual Traders) and/or agreed with the Market Manager. Goods may only be sold from the allocated Plot which should be kept fully stocked with those Commodities. Changes or additions to Commodities must not be made without prior written consent from the Market Manager.
- (b) A Trader must not possess or sell counterfeit goods on the Market. Any Trader found in possession of, or suspected of, selling goods of a counterfeit nature will be reported to Trading Standards.
- (c) No Trader will be afforded sole trading rights in any Commodity. However, the Market Manager will endeavour to control Commodities to maintain a good balance of trade.
- (d) The sale of second-hand goods is limited and at the Market Manager's discretion. Where applicable, Traders must register as a dealer in second-hand goods and provide proof of such to the Market Manager.
- (e) The following Commodities may not be sold on the Market: tobacco, e-cigarettes and associated products; drugs (including legal highs), drug-related products or items promoting the taking of drugs; fur products (excluding second-hand fur and sheepskin); class 3 laser pens; guns, replica guns including BB guns, ornamental swords and knives (except kitchen knives which may be sold only to those aged over 18 who have provided ID); fireworks; and any products which in the opinion of the Council promote, incite or glorify hatred, violence, racial, sexual or religious intolerance or could bring the Council into disrepute.

7. FOOD TRADERS

- (a) Any trader selling food must register their business with the local authority where they are based before commencing trading on the Market.
- (b) Traders selling food shall be responsible for due compliance with the Food Safety Act 1990 and all relevant Regulations. Any Trader selling food (and subject to inspection and rating by the Council's Environmental Health team) who fails to maintain a Food Hygiene Rating score of 3 or above for more than three months will no longer be allowed to trade on the Market and (if a Permanent Trader) will have his/her licence terminated with immediate effect. Any Trader selling food who, in the opinion of the Council's Environmental Health Department, poses a serious and immediate threat to public health, will no longer be allowed to trade on the Market and (if a Permanent Trader) will have his/her licence terminated with immediate effect.
- (c) Any Trader selling hot food must use protective (oil-resistant) floor covering on their Plot to avoid damage to the paving. Any damage, marking or staining caused to the paving by a Trader operating in that area may result in the Trader being invoiced for the cost of repairing such damage or repairing any marking or staining.

8. VEHICLES

- (a) Vehicles are permitted on the Market for loading/unloading purposes only and this should be done as quickly as possible. Vehicles must not be left unattended at any time while on the Market. During loading/unloading, vehicles must be positioned so as to cause minimum disruption to others. Vehicles must not block the highway at any time.
- (b) All vehicles used by Traders must be removed from the Market by 9.00am and must not return to the Market before 4.00pm except in exceptional circumstances, in which case the Trader must obtain prior authorisation from the Market Manager and must inform him/her of the registration number of the vehicle concerned.
- (c) Each Trader must display their Market Trader Vehicle Permit on the vehicle's dashboard whenever it is on the Market.
- (d) It is the responsibility of each Trader to ensure the Market Manager has the registration number of all vehicles which are brought on to the Market by the Trader for loading/unloading.
- (e) Failure to comply with any of Rule 8 may result in the Trader receiving a Penalty Charge Notice.

9. GENERAL

- (a) Traders must arrange for their Stall to be supervised at all times to the satisfaction of the Market Manager. Traders are required to keep and leave their Stall and the immediate surrounding area in a clean and tidy condition at all times. Traders must ensure that any refuse created on their Stall is kept within the confines of their Plot throughout the Market Day and does not encroach beyond the boundaries of their Plot at any time.
- (b) At the end of the Market Day, Traders must remove all refuse created on their Stall from the Market unless the Trader has an agreement with the Council's Refuse and Recycling Department for it to be collected from a designated area. Further details including costs can be obtained from the Market Manager. Please note, any refuse not removed from the Market constitutes fly-tipping. Any fly-tipping or littering offence will be treated seriously and could lead to a fine or prosecution.
- (c) Traders must have suitable public liability insurance of £5m. Evidence of such insurance must be produced to the Market Manager before commencing trading and subsequently on an annual basis.
- (d) The Council reserve the right to relocate Permanent and Casual Traders or to close the Market during exceptional circumstances at its absolute discretion.
- (e) The Market Manager must be informed immediately of any change of contact details.
- (f) In the event of extreme weather the Market Manager may, in the interests of safety, decide to close the Market for that particular day.
- (g) Permanent Traders who decide to return to casual trading will not be able to return to permanent trading for a period of 6 months.

10. MARKET FEES

- (a) Permanent Traders will be issued with an annual invoice, which must be paid in full by the end of the invoice period, and a monthly payment plan detailing the instalments which must be paid each month. Any Permanent Trader in default of the monthly payment plan attached to the annual invoice will be deemed in arrears and in breach of the Market Rules. In addition to this any such Trader will not be allowed to trade until the arrears are cleared and the monthly payment plan adhered to.
- (b) Permanent Traders will be responsible for the Market Fee relating to their Plot for the Market Days specified in their licence whether they are trading or absent on those days unless they are ill for more than 7 days and can provide a Statement of Fitness for Work signed by a doctor, or they provide official evidence of a hospital appointment.
- (c) Casual Traders must book and pay in advance to attend the Market. Payment must be by credit or debit card only. A surcharge will be applied to any Casual Trader who attends the Market without having booked and paid in advance and who is allocated a Plot.

- (d) Casual Traders who have booked and paid in advance but are unable to attend will be entitled to transfer their booking to another Market Day within two months of their booked Market Day, provided they inform the Market Manager by 7.30am on the morning of the booked Market Day of their absence. Casual Traders who do not inform the Market Manager as specified will not be able to transfer their booking and will lose the Market Fee paid. The Market Fee paid is not refundable.
- (f) Promotional rates will be offered to a Trader only once during a rolling 12-month period.
- (g) The Market Fees applicable are subject to increase and will be re-assessed annually.

11. SALE OF BUSINESSES

- (a) Permanent Traders wishing to sell their business must notify the Market Manager and advise of a proposed date of termination of licence once a sale agreement has been reached.
- (b) The Market Manager must be introduced to and may wish to interview the proposed purchaser of the business. The Market Manager reserves the right to refuse any applicant as he/she sees fit.
- (c) The purchaser of the business will be classed as a Casual Trader and would not therefore be guaranteed the same Plot as the vendor of the business.
- (d) No Trader shall be allowed to sell a business if his/her account is in arrears.

12. COMPLAINTS

- (a) Complaints by Traders of any matters affecting the Market must be brought to the attention of the Market Manager who will respond to the complaint within five Market Days.
- (b) If a Trader is not satisfied by the action taken on any complaint, he/she may refer the matter to the Chief Officer for Sustainable Growth at the Council.

13. TRADERS RIGHTS

- (a) The Council will provide a Plot suitable for trading for Traders that have adhered to these Rules.
- (b) The Council will provide necessary supervision during Market Days.

14. CONDUCT

- (a) Traders must not assault, harass, be verbally abusive, cause a nuisance or annoyance to any other Trader, the Market Manager, market staff or the general public.
- (b) Any Trader who brings a child or children under the age of sixteen to the Market shall be responsible for the conduct of the said child or children, and in particular for any damage or nuisance caused by them.
- (c) Traders must comply with all regulations, orders and byelaws that may be in force from time to time.

15. FAILURE TO OBSERVE RULES

- (a) In the event of a Trader breaching any of these Rules, the Council will issue a warning: a level one warning for initial/minor breaches and a level two warning for subsequent/multiple/serious (at the Manager's discretion) breaches. Warnings will be held on file for one year following issue.
- (b) If a level two warning is issued (whether following previous warnings or not) and a further breach occurs (even if of a different Market Rule), the Market Manager may in his/her absolute discretion choose to suspend or terminate a Permanent Trader's licence or deny a Casual Trader permission to trade on the Market temporarily or permanently.
- (c) In the event of a temporary suspension of a Permanent Trader, Market Fees would still be payable.
- (d) As an alternative to the above and if the Market Manager considers a very serious breach of the Market Rules has occurred, he/she may, in his/her absolute discretion, immediately terminate a Permanent Trader's licence/deny a Casual Trader permission to trade.