



You want to be a Market Trader?

Choosing to become a Market Trader on Northampton Market could be the most satisfying career decision that you make. It is a great way to start your own business and a financially rewarding path to being your own boss.

Choosing to start your own market business can seem daunting and fraught with difficulties. Many people are put off by the fear of failing and consequently a lot of good business ideas never get realised. In 2006, a survey of 1500 Senior Citizens revealed that a significant proportion regretted not having started their own business.

In practice the decision to start your own business and trade from the Market does not have to be too difficult. Together with Business Link we have put together a business start-up package to help you through the initial stages of developing your business idea to realising it. With expert advice at your fingertips, you will be given guidance on setting up your business and nurturing it. Once you start trading from the Market, support and guidance is still available from your Business Link Start-Up Adviser, as long as you have registered with Business Link prior to starting trading.

What does it take to be a Market Trader?

Being a successful market trader depends on a variety of ingredients. However, your personality, the popularity of your product line, basic arithmetic skills and spoken English are considered as most important.

The traditional market image of where people go for groceries and simple household items is fast changing. Computer equipment, mobile phones, jewellery, cosmetics, clothing, haberdashery, etc., are now commonplace. What you choose to sell on your stall will depend entirely on you but the market is looking for new, different and unique lines to add to the existing wide variety. You may already have an idea of what you want to sell on your market stall and that's fine with us but we suggest you talk to our Market Officer for advice.

If you decide you want to start trading from the market, we strongly suggest you do so through our Market Traders Start-Up Programme. You will receive expert help to maximise the chances of your new business succeeding. And if you successfully complete the programme, we will reward you with a discount on your rent, if you trade a minimum of three days per week.

Our aim is to work with you to maximise the chances of your business succeeding. Some market stallholders have been so successful that they have outgrown the market. Of course we cannot promise that your market stall business will one day grow and develop into a world-renowned brand. But it is humbling to know that Marks & Spencer can trace their roots to Leeds Market.

Northampton Market Traders Start-up Programme

Do you have a business idea?

Do you want to access free business support with the added bonus of receiving 50% discounted market stall rents for up to six months?

Market Traders Start-up Programme

Northampton Market is working in partnership with Business Link to provide essential advice to individuals who want to start their own business. Business Link will provide access to a specialist Start-Up Business Adviser who can help you with business planning and ideas on how to access funding for your business. Business Link also offers **free** training workshops.

The Market Trader Start-Up Programme is aimed at helping people who want to start a new business by opening a stall on Northampton Market. The purpose is to provide such people with the opportunity to gain essential skills to run their own business.

The programme will offer you the opportunity to run your own business whilst providing you with necessary support, guidance and professional advice. All the advice you receive will be FREE. Once you have successfully completed the training and have traded from the Market a minimum of three days per week for six months, your stall rent will be reduced by 50% for up to six months. You will need to register with us beforehand.

Who Can Participate On The Start-up Programme

The programme is generally aimed at assisting new traders. To qualify you must be aged 18 year or older and not have traded from Northampton Market before. It is also important that you have not participated on Business Link Business Start-Up Programme before.

When you enrol and are accepted on the Market Traders' Start-Up Programme you will receive business support tailored around your individual needs.

What Are The Benefits Of The Programme

The Market Traders' Start-Up Programme is being delivered by Business Link; the UK's market leader in providing support to business start-ups. Through Business Link, you will work with a team of professional advisers who will offer you a helping hand, whether you want assistance with your business idea or checking its viability. They will help you to develop your business plan and provide you the greatest opportunity to succeed.

What Restrictions Are There

Northampton Borough Council checks all applicants for suitability to trade on its Market, including the goods intended to be sold. The Borough Council reserves the right to refuse any application or to vary the terms of offer.

What You Need To Do Next

There are just a few simple steps before you can take advantage of the Market Traders' Start-Up Programme.

1. You need to complete the Northampton Market Trader Application Form and return it along with the requested information to the Market Office. If you are having problems completing it, please call the Market Office and the Market Officers will help you.
2. Northampton Market Officers will make an assessment of your application form, and consider the type of goods you want to sell on the Market. If you have not fully decided what to sell that is OK. You may then want to consider talking to the Market Officers, as they will be able to advise you what is currently being sold on the Market and potential competition for your product range. The Market Officers may also arrange for you to meet other stall holders so that you get a real feel of that it is like to be a market trader.
3. Once your application has been given initial approval you will be given a provisional offer of a market stall. You will then be enrolled on the Market Traders Start-Up Programme and be referred to Business Link.
4. You will also attend FREE business training workshops (as applicable). This will provide you with essential knowledge on how to effectively manage your business and identify the common pitfalls that you may encounter in your new business.
5. After you have attended the workshops, if you need further help, Business Link may assign to you a Business Adviser who will offer you guidance and support to help you write your business plan. Developing a business plan can be an exciting but a challenging process as you will need to consider in detail how your business will be established, how it will operate and the likely income and costs you will incur. In effect the business plan will help you to decide if your business idea is viable. The Business Adviser will help you to get your business plan right.
6. Once you have successfully completed the Market Traders Start-Up Programme, Business Link will confirm to Northampton Borough Council that you have successfully completed their course. You will then be given a formal offer of a market stall.
7. Once you commence trading, you are not going to be left alone. If you have been working with a Business Link Business Adviser, that Adviser can continue to support you through the first year of your trading. After six months of trading, Northampton Borough Council will grant you 50% rent discount for up to a

further six months to help get your business established, provided that you trade a minimum of three days per week.

8. Northampton Borough Council may allow you a “test-trading” period. If you decide to do some test-trading before you finally make your mind up about whether you want to take a market stall on a regular basis or not, please make sure that you register with the Business Link Start-Up Service before you start test trading, as otherwise you won’t be eligible for this scheme if you decide to go ahead with it at a later date.