

Criteria and Conditions For Discounted Rent Market Traders Start-Up Programme

1. Statistics show that businesses are most vulnerable in their first year of trading. To maximise the likelihood of your new business succeeding, we recommend that you first get expert advice and guidance from Business Link and then start your business with their support.
2. Past experience shows that people who sought Business Link help prior to starting their businesses fared better than those who did not seek their support.
3. The information you provide on your Application Form will be shared with Business Link to determine whether you are eligible for the Business Start-up Programme. This process is straightforward and a vast majority of people are eligible.
4. Once you are accepted on Business Link's Start-Up programme, you will be assigned a business adviser and you will attend a number of business workshops to prepare you to start and manage your own market stall. You will also develop a tailored made business plan for you new market stall business. Once your have successfully completed the Business Link Market Traders Start-Up Programme, you will then be able to start your market stall business and trade from Northampton Market.

Discounted Rent For New Traders

5. Northampton Borough Council is keen to encourage local people to start and successfully manage their own market business. The Council is now encouraging all new traders to commence Business Link's Business Start-Up Programme prior to trading from Northampton Market.
6. For people that successfully complete Business Link's Start-Up Programme, the Borough Council will be prepared to provide discretionary financial incentives in the form of discounted Market rent for up to six months.

Qualification For Discounted Market Rent

7. Discounted Market Rent Scheme is not open to:
 - Existing businesses or individuals trading from Northampton Market
 - Individuals or businesses who have traded from Northampton Market in the past 12 months
8. To qualify for discounted rent, you will need to meet the following conditions:
 - (a) You must first complete the application form included in this pack and return it to the Market Office to register your interest to become a market trader.
 - (b) You must not be indebted to Northampton Borough Council or be in arrears with regards to any charges, fee or rents that are owed to the Council.

- (c) You must be eligible for Business Link's Business Start-Up Programme. The information you provide on the Application form will be shared with Business Link to determine your eligibility.
- (d) You will need to have enrolled and successfully completed Business Link's Business Start-Up programme.
- (e) You will need to present a viable business plan. Business Link will assist with this if required.
- (f) You will need to demonstrate capacity to start and manage a Market Stall as an on-going concern.
- (g) You will need to have traded on average at least three days per week from Northampton Market for six months before you qualify for discounted rent.

Qualification Period

9. The period for which your business can start trading from Northampton Market and still be eligible to discounted rent is one year. This period allows you the flexibility to start trading either one or two days on average per week and gradually build up your trading to three days on average in order to qualify for the discounted rent period. However condition (g) above will still apply. It is therefore important to build up your business to trade at least three days per week on average to qualify for the discounted period. Discounted rent will only be granted for the same number of days traded per week as in the pre-discount period.

Discount Market Rent Period

10. The Discounted Rent Period Must:
- (a) Commence within one year after your new business commenced trading from Northampton Market.
 - (b) Your business must trade a minimum of three days per week over a period of six months within the first year of trading from Northampton Market.
11. Once you have met all the above criteria, rents paid to the Borough Council thereafter for the period of up to six months will be subjected to up to 50% discount, provided a minimum of three days trading per week is maintained throughout. Discounted rent will only be granted for the same number of days traded per week as in the pre-discount period.
12. If market rent falls into arrears, the discounted rent will be rescinded immediately.
13. Northampton Borough Council reserves the right to refuse any application, to vary the terms of offer or terminate the discounted rent scheme.