

P R E S T O N
M A R K E T S

LETTINGS POLICY
&
ASSESSMENT CRITERIA

LETTINGS POLICY

The Council's aim is to create an attractive, interesting and modern market, building on its prestigious heritage and in tune with 21st century customer expectation.

MARKET HALL

The new Market Hall will be predominantly food based sales (approximately 75%) both hot and cold food, and beverages, with a focus on quality produce. There is space for a limited number of quality non-food stalls and services that complement the food offer. Goods should exhibit interest that will retain existing customers as well as attracting a wide range of new people into the markets.

BOX MARKET

Sited under the historic Fish Market Canopy this quirky and contemporary design led addition to the market seeks to attract an eclectic mix of traders. Upgraded shipping containers will be provided which can be customised to suit individual requirements. Cobblers, florists, fashion-outlets, crafters, jewellers or specialist food retailers are just a few examples of the types of goods and services sought, but there is no end to the possibilities. Applications of a creative, unique and aspirational nature are welcomed. Food retailers need to be aware that there is no water supply or foul drainage at the Box Market

OUTDOOR MARKET

Trading under the 1875 Grade II listed larger Market Canopy, adjacent to the new Market Hall, the Outdoor Market is currently operating 3 days a week (Friday closed). Selling a range of quality new goods, there is also the potential to sell a range of cooked and uncooked foods including cakes, fruit and vegetables together with interesting and unusual mobile food and drink units.

SECOND HAND MARKET

Preston's second hand Market will continue to trade two days a week. Operating under the listed market canopies traders will sell a wide range of interesting second hand goods with the potential to sell quality craft and vintage items.

SUNDAY MARKET

This weekly market located under the Grade II listed larger Outdoor Market Canopy aspires to sell a range of products including vintage, antiques, household, food, crafts, collectibles and furniture.

SPECIALITY MARKETS

Speciality markets are welcome to apply to trade within the Outdoor Market space. The Council will consider each application on a case-by-case basis.

ASSESSING APPLICATIONS FOR A MARKET LEASE

Assessment Criteria

Applications will be assessed in accordance with the procedure set out below. Where scores are used, the application is assessed against the relevant criteria and scores allocated as follows:

0 = criteria not met

1 = criteria partially met

2 = criteria fully met

PRINCIPAL CRITERIA

If the application does not satisfy the principal criteria then it will not be scored.

1. DESIRABILITY OF OFFER

- Is the application creative and attractive?
- Does the application complement and add variety to the existing stall holders?
- Does the application focus on quality produce /products at great value prices?
- Does the application in respect of the Market Hall (75% food) add interest and attraction to the market?

2. TRADER RECORD (EXISTING TENANTS)

- Does the applicant have an acceptable record of rental payments?
- Has the applicant complied with existing market rules?

APPLICATION FORM

If the applicant has satisfied the points above, their application form will be scored against the criteria set out in the table below.

Business Case (weighting x3)	Score
• Rent/payment record - both short and long term (existing traders only)	
• Adherence to market rules - including opening times (existing traders only)	
• Food hygiene rating of 4* or above - food only (where applicable)	
• Credit Reference check	
• Confidence that the applicant has the ability to resource all stall start-up costs	
• Does the market have the availability of unit and storage required by the applicant?	
• Is the applicant willing and able to commit to the full opening hours of the market?	
• Is the applicants Business Plan deemed to be sustainable?	
• Is the application deemed to be creative so as to inspire new customers thus contributing to the overall success of the new market?	
• Is the applicant able to staff and manage the stall effectively?	
Total	
Weighted Total	

Quality of Offer and Design (weighting x2)	Score
• Confidence to deliver the proposed offer (existing traders only)	
• Is the offer attractive/creative and will contribute towards the success of the new market?	
• Do the products demonstrate variety and uniqueness?	
• Are the goods of a suitable quality, interest and desirability?	
• Will the offer generate footfall for the market?	
• Is the applicant willing to participate in market promotions and activities?	
Total	
Weighted Total	

Social Value (weighting x1)	Score
• Does the applicant pay the Living Wage Foundation to their employees?	
• Does the applicant encourage local employment?	
• Is the applicant an independent local trader?	
• Will the applicant seek local produce and suppliers?	
• Has the applicant considered environmental sustainability?	
• Customer relation record (existing traders only)	
Total	
Weighted Total	

Overall Weighted Total	
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NOTES

- It is unlikely that the Council will accept applications from any person or company with rent arrears for the markets or any other Council property.
- The Council prohibits the sale of nicotine/tobacco products unless they are a minor ancillary item falling within a range of other goods sold on the stall. In these cases discretion may be applied.
- The Council may choose to use an independent business advisor to help assess the business case of prospective tenants as and when required.
- The Council reserves the right to allocate stalls in accordance with its management of the new Market.
- Any lease will be dependent on the applicant being willing and able to comply with the Council's design guide and to create a stall which is attractive, has quality fixtures and fittings and is sympathetic to the architecture of the market.