

Market business start-up guidance



Contents

1.	Introduction	3
	Casual and permanent market traders	3
	Market license regulations	3
2.	West Suffolk markets.....	4
	Brandon	4
	Bury St Edmunds	4
	Clare.....	4
	Haverhill.....	4
	Mildenhall	4
	Newmarket	4
3.	Key contacts	5
	Market Supervisor and Market Officers	5
	Market Development Officer.....	5
4.	Social media	6
	West Suffolk markets - social media platforms.....	6
	West Suffolk Council protocol	6
	Our expectations of the traders	6
5.	Hints and tips for starting up.....	7
6.	Case studies.....	9
7.	Wider support organisations.....	11
	National Market Traders Federation (NMTF)	11
	MENTA	11
	Mission for Markets	11
	West Suffolk Council’s Economic Development Team.....	11
	GOV.UK.....	12

1. Introduction

This guidance is an introduction to the process of trading on a West Suffolk market. Please follow the website links given and feel free to contact our Markets Team (details in section 3) if you have any questions.

Markets are an excellent way to start a business, trial a product and get a feel for becoming self-employed without committing to higher overheads. During the year we have events markets in all of our towns, including makers markets, youth markets and sustainable markets.



Our markets are a huge part of community life and take place in Brandon, Bury St Edmunds, Haverhill, Newmarket, Mildenhall and Clare.

Casual and permanent market traders

You can trade for up to 12 weeks as a casual trader before you will need a licence from West Suffolk Council. This allows you time to see how you and your products trade before committing to becoming a permanent trader.

To trade on a casual basis, please contact our Markets Development Officer (details in section 3).

After 12 weeks, you can apply to become a permanent trader.

Market license regulations

To trade on our markets you will need to know, and follow, our rules and regulations. Some of the main considerations are:

- You will need the correct amount of public insurance for your stall
- You will need to comply with all relevant laws and regulations, including child protection, right to work and health and safety laws
- You will need to provide your own stall that is safe, clean, in good condition and with sufficient weights (for advice on gazebos please contact the Market Development Officer), and
- You won't be able to pack up your stall if the weather is bad unless a West Suffolk Markets officer has deemed the market is to be closed (as a trader you are committed to providing a service during the published market opening hours).

Next steps – please read information on trading at West Suffolk markets, including the Market License Regulations:
<https://www.westsuffolk.gov.uk/market-trading>



2. West Suffolk markets

West Suffolk has the following markets:

Brandon

Every Thursday and Saturday
9am to 1.30pm

Bury St Edmunds

Every Wednesday and Saturday
9am to 4pm

Clare

Third Saturday of the month
8.30am to 1.30pm

Haverhill

Every Friday and Saturday
9am to 3pm

Mildenhall

Every Friday
9am to 3pm

Newmarket

Every Tuesday and Saturday
9am to 3pm



Maps of each market, together with information on how to get to each of them, are available on the West Suffolk Markets website (link below). We recommend that you visit the town/s on a market day to get a feel for each of our West Suffolk towns. If you would like to meet one of our team at a market, then please get in contact with us to arrange this (contact details in Section 3 below).

Next steps – please read the detailed information about each West Suffolk market: <https://www.westsuffolkmarkets.co.uk>



3. Key contacts

Market Supervisor and Market Officers

The Market Supervisor manages the Market Officers. There are dedicated Market Officers at each market (times may vary from market to market).

If you have any problems with regards to the running of the market, or any operational issues, in the first instance speak to your Market Officer on a market day. Outside these times, you can ring or email the Market Supervisor.



Contact the Market Supervisor:

markets@westsuffolk.gov.uk

07950 884131

Market Development Officer

The Market Development Officer can give you advice on various things, including:

- What you need for your market stall (for example the best type of gazebo and appropriate, competitive public liability insurance)
- Special market events including seasonal, farmers and craft markets
- Social media pages and groups
- Other trading opportunities such as moving into premises or expanding your business), and
- Potential funding from sources such as West Suffolk Council's Business Start-Up Grant)

Contact the Market Development Officer:

economic.development@westsuffolk.gov.uk

01284 757093 / 07799 641836

4. Social media

West Suffolk markets - social media platforms

West Suffolk Council has a number of social media accounts to promote our West Suffolk markets. Please find details of these below:



Twitter: https://twitter.com/WestSuffolkMKTs	
Facebook: https://www.facebook.com/hashtag/westsuffolkmarkets	
Instagram: https://www.instagram.com/westsuffolkmrkts/	

West Suffolk Council protocol

Whilst West Suffolk Council regularly produces press releases and social media updates to promote our markets and special events, we will not produce social media for individual businesses.

Our expectations of the traders

We would like traders to let us know about your own social media and ask that you tag in West Suffolk Markets whenever possible.

Please let the Market Development Officer know when you want anything special to be promoted and we will do our best to accommodate your request.

Keep us informed about anything that you feel could be beneficial to yourself as a trader, other traders and our markets as a whole.

5. Hints and tips for starting up

Please find below some things you may wish to consider as you start your new market business.



- Market trading gives you the opportunity to **start small and grow**.
- You can **trade at various markets** and, if you have a niche product, there may be specific markets that will suit your business.
- Being your own boss is a great way to **develop entrepreneurial skills**, including marketing, sales, logistics and accounting, plus self-discipline, time management and effective communications.
- It is important for a market trader to **build a network of customers**, to gain genuine feedback and learn which products sell. You can **learn from others on the market**.
- **Who are your competitors?** Think about those on the market and local area, but also online. Regularly research this information.
- **What makes you and your products different?**
- Is there demand for your product or service? **Gather opinions** from speaking to people in the town centres.
- **Check what people are saying online about a particular market, product or service** for example Facebook, Twitter, Instagram. Read through the positives and the negatives.
- **Develop a three to five year business plan**, covering: Where am I now? Where do I want to be? How might I get there? Which way is best? How can I ensure I get there?
- Consider thinking through the marketing mix: **Product, Price, Place, Promotion** including advertising, direct marketing and public relations.

- **Do you need funding?** If so, research the type and amount you are looking for. The NMTF - the national trade association for market and street traders, events retailers and mobile caterers in the UK - endorses government-backed Start Up Loans UK (see: <https://www.nmtf.co.uk/start-up-loans>).
- **Make sure you are protected with public and product liability insurance.** Members of the NMTF are covered under an umbrella public, products and employers' liability policy (see: <https://www.nmtf.co.uk/what-we-offer>).
- Research **which suppliers are reputable and recommended** and get invoices and receipts for every purchase (see: <https://www.realdealmarkets.co.uk/>).
- **Register as a sole trader** — this means you are self-employed (see: <https://www.gov.uk/set-up-sole-trader>).
- **Make sure all your sales, spending and ordering are kept up to date** and documented, not only for your own accounting needs but to meet statutory reporting requirements.
- Your **first year is the most valuable for seeing what works for your business and what doesn't** — keep open to new opportunities, test different products and services and don't be afraid to make mistakes.

The support organisations outlined in section 7 will be able to help you with the above considerations.

6. Case studies

Markets are a great way to trial a business, build up a client base, gain experience and have the opportunity to develop the business in the way that suits the individual's lifestyle and their future aspirations.

Please find below a couple of case studies of businesses that started on the market, grew and developed strong businesses.

Shabby Shack Trading, based at Brandon, Bury St Edmunds, Mildenhall and Newmarket markets

Dave contacted us towards the end of 2020 for advice on market trading at West Suffolk markets. Before the pandemic, Dave worked at Jessops in Bury St Edmunds and was responsible for printing on canvases and reproducing photos. During the pandemic, Jessops were forced to close because they were a non-essential retailer which resulted in Dave being furloughed.



Despite being able to reopen during the summer of 2020, Jessops decided to close their Bury St Edmunds branch and Dave was made redundant. After receiving his redundancy payment, he decided to set up his own business. Having worked in the photography and printing business for many years, Dave decided to apply for a start-up business loan to help set up a market stall selling canvas prints and bespoke printing. He purchased a trailer and made this into his market stall.

Dave was ready to start trading in January 2021. However, due to the second lockdown, our markets were unable to let stallholders who were classed as 'non-essential' trade. At this point Dave re-thought his plan and came up with another idea.

Dave and his wife had always been interested in house plants. Between them they had an extensive knowledge of them and realised that as people were spending more time at home exotic house plants were in high demand.



After contacting us with his new products Dave was offered space at Mildenhall and Newmarket markets, and then eventually Bury St Edmunds market. Dave's purpose-built trailer looked great and attracted a lot of attention. His products didn't clash with any of our other traders and Dave fitted into market life easily.

Dave is now a permanent trader at our Mildenhall, Newmarket and Bury markets and is going to attend some of this year's Sunday markets. Although Dave's business is still new, he is looking at expanding. Although he is not able to commit to a shop, he would love to try a 'pop up shop' option or another low-cost way of trading. West Suffolk Council are committed to working with Dave and all our market traders to help their businesses grow, whichever route they decide to take.

Just Yarn by Jules, based in the MENTA-managed Harvey Adam Enterprise Centre in Brandon

Just Yarn by Jules started on Brandon market in 2018, with a small stall selling wool and knitting accessories. As business progressed, Julie started to trade at Mildenhall market and continued to build up her customer base. Julie's reputation grew, since she didn't just sell wool, she was also knowledgeable about her products and a very talented crafts person.



During lockdown, Julie was unable to trade on the markets as she was classed as a non-essential trader. Julie therefore she put her time to good use by making and knitting a whole range of items, including babywear, scarves, hats, shawls and more. These proved so popular that Julie then traded on our Makers Markets during the summer selling her handmade items.

During her years on the market, Julie discovered a gap in the market for craft lessons and workshops. Many people wanted to take up knitting and needlecraft, or improve their skills. So Julie looked at other ways of trading – this is where the idea of 'Studio Yarn' started.

After looking at several options and wanting to stay in her home town of Brandon, Julie found space at the Harvey Adam Enterprise Centre which is owned by the Council and operated by MENTA. With their help, Julie received the keys for her first unit in August 2021. The unit is ideal, both as a shop and an area for craft workshops, 'knit and natter' groups, and other arts and crafts related activities. The unit has enabled Julie to extend her range, but to keep trading on Brandon and Mildenhall markets where she enjoys the interaction from other traders as well as her customers.



7. Wider support organisations

<p>National Market Traders Federation (NMTF)</p> <p>The only national trade association for market and street traders, events retailers and mobile caterers in the UK. The NMTF offers practical guidance and business support to all members, including guides and courses. Membership includes comprehensive liability protection, legal and financial helplines, discounts from leading suppliers and an online members area.</p> <p>https://www.nmtf.co.uk 01226 749021 genoffice@nmtf.co.uk</p>	 The logo for the National Market Traders Federation (NMTF) features a stylized blue and white ribbon graphic above the letters 'NMTF' in a bold, blue, sans-serif font.
<p>Menta</p> <p>Work with small and medium enterprises (SMEs) across Norfolk and Suffolk to provide help, support, advice and training.</p> <p>https://www.menta.org.uk 0800 085 5090 heretohelp@menta.org.uk</p>	 The Menta logo consists of a red circle containing a white letter 'M', followed by the word 'MENTA' in a bold, dark grey font. Below this, the words 'Business ADVICE', 'TRAINING EVENTS', and 'NETWORKING SPACE' are stacked in a smaller font, with 'ADVICE' in green, 'EVENTS' in blue, and 'SPACE' in orange.
<p>Mission for Markets</p> <p>Latest facts and figures on markets in the UK, plus market traders share their start-up stories.</p> <p>https://www.mission4markets.uk</p>	 The Mission for Markets logo features a colorful, stylized graphic of market stalls and buildings in shades of purple, blue, green, and orange, with the text 'Mission For Markets' in a small, dark font below it.
<p>West Suffolk Council's Economic Development Team</p> <p>Support businesses with land and premises enquiries, invest in town centres, lobby for infrastructure improvements, make</p>	 The West Suffolk Council logo features the words 'West Suffolk' in a large, bold, blue font, with a blue and purple swoosh underneath. Below the swoosh, the word 'Council' is written in a smaller, dark grey font.

<p>business connections, help with skills development and access to funding.</p> <p>https://www.westsuffolk.gov.uk/business 01284 757114 economic.development@westsuffolk.gov.uk</p>	
<p>GOV.UK</p> <p>Extensive and detailed information on starting your business, from self-assessments to getting your business off the ground.</p> <p>https://www.gov.uk/browse/business</p> <p>Find government-backed support and finance for business, including grants, finance and loans.</p> <p>https://www.gov.uk/business-finance-support</p>	

**Thank you for reading our market business start-up guidance.
West Suffolk Council looks forward to supporting your business.**