



Application Guidance

Overview

St Nicholas Market's Team are currently offering a trading opportunity within Bristol's prestigious and historical Exchange Market Hall, for which applications are now being formally invited from interested parties.

Trading will be licenced on a six-day week basis (Monday to Saturday) and the market stall on offer must be open for business from 9:30am to 5pm daily (subject to periodic review and changes). Additionally, occasional Sunday and evening trading is required throughout the year, especially during the summer months and Christmas period.

The currently vacant stall (16 / 16A) is situated at the front of the Exchange Hall, immediately adjacent to the market's Corn Street main entrance. The space is approximately 15.15sqm in size and the annual licence fee for this current financial year is £6667.92 inclusive of an electricity supply (rent is subject to annual inflationary increase and periodic review).

We encourage applicants to visit the stall in question to familiarise themselves with its location, for those who may require any form of access assistance or guidance please contact a member of the Markets Team.

Application process

Due to the stall's location, we are only accepting applications for the sale of non-food products and services, foodstuffs not intended for immediate consumption are permissible (such as oils or dried pasta for example). Applicants are advised to include images of the products they wish to sell when submitting their application, which will help with the review process. Expressions of interest can be made by way of application form, returning either by post, e-mail (MarketsEstate@bristol.gov.uk) or hand-delivering to the Market Office situated within St Nicholas Market's Glass Arcade (opposite Eat-A-Pitta).

Completed applications must be submitted before the closing deadline of Thursday 12th of September 2024 following which applicants will be shortlisted for interview.

Scoring Criteria for stall numbers 16 & 16a Exchange Hall

Initial shortlisting for interview will be awarded to applicants as per the scoring criteria listed below:

Table 1 Scoring Criteria

Scoring Criteria	%	
Locally sourced or made goods	10	
Aesthetic of goods & unit *	10	
Offer of customer service **	5	
Previous similar retail experience ***	5	
Existing business website or social media	5	
Concise and market relevant business plan	5	
Goods or service authenticity	30	(please see authenticity rating guide below)
Goods or service originality	30	(please see originality rating guide below)

* Due to the location of the unit available immediately adjacent to the Exchange Hall's Corn St main entrance, aesthetic of both product and display within unit hold significant importance, the area could be described as a 'shop window' for the Exchange market in general.

** Service is defined as to make fit for use, adjust, repair, maintain goods, or alternatively to offer a personal service to the customer.

*** Similar experience being market trading (indoor and or outdoor). For applicants who may be existing or previous St Nicholas Market traders, licence agreement terms & conditions compliance will be taken into account.

Originality rating guide

A score of **0 to 6** will generally disqualify products from being traded. This would be products very common in nature, generally devoid of originality and readily available at numerous outlets, or items better suited to other markets run by third-parties. Product examples might include items such as plain T-shirts, costume jewellery, bric-a-brac, or undesirable second-hand clothes.

A score of **7 to 12** would be awarded to low quality products or services. Only in certain specific cases or at the explicit request of customers will we see fit to accommodate such an item or service for sale.

A score of **13 to 18** would cover most products that are generally sufficiently original in manner, with a degree of attention to an overall novel appearance or presentation.

A score of **19 to 24** would indicate a product that is a good representation of originality. It may, however, display minor aspects that could be improved upon.

A score of **25 to 30** would be applied to products or services that carry our highest level of uniqueness. Such an item would be extremely novel in manner either generally or specifically to St Nicholas Market. Minor crossover of products would not detract in any substantial way from the overall originality rating of the item.

Authenticity rating guide

A score of **0 to 6** will generally disqualify products from being traded. This would be products produced with little or no regard for appearance or design, or items better suited to other markets provided by third parties. Examples might include goods catering towards cheap & cheerful or bulk buy items.

A score of **7 to 12** would barely qualify products for sale. Only in certain specific cases, or at the explicit request of customers will we see fit to accommodate such an item or service for sale.

A score of **13 to 18** would cover most products that are generally fashioned or presented in an acceptable manner, with a degree of attention to the overall appearance and quality.

A score of **19 to 24** would indicate a product that is a good representation of the standard required. It may, however, incorporate minor variances that could be improved upon.

A score of **25 to 30** would be applied to products that carry our highest level of evaluation. Such an item would be fashioned or presented in a nearly perfect manner. For items being hand-made, minor imperfections would not detract in any substantial way from the overall quality rating of the item, which would also compare well to high levels of competition.

Interview Process

Applicants will need a combined score of 60 or above to be shortlisted for interview. In the case of six or more qualifying for interview, the top five scoring applicants will be shortlisted only. Should nobody be appointed from the initial round of interviews, any remaining over 60 scoring applicants will be invited for interview (again in order of highest scoring). This process will repeat until such time as an appointment is awarded, or all possible viable candidates are exhausted.

During the interview process in addition to further expanding on the above application scoring criteria, interviewees will be asked to bring along example goods and or images, comprehensively detail the range of products and or services they wish to offer, effectively communicate stall presentation and display ideas, as well as inform of any business promotion and marketing plans they may have. Interviewees will also be asked to expand on their short and long-term business plans.

The offer of a trading stall will be based purely on interview performance, with the highest scoring candidate being successful (subject to desired outcome). Short listed applicants will be informed of the selection criteria prior to attending interview.

Trading Terms & Conditions

A current example of St Nicholas Market's resident business licence document issued to traders can be found [here](#).

Image of stall:



***Note: the above images are a visual representation of the trading spaces offered. Shelving/ units will not be included with the space.**

If you should have any specific questions regarding this trading opportunity or require assistance of any kind, please contact a member of the Markets Team.

Contact information

- Telephone – 0117 9224014
- E-mail – MarketsEstate@bristol.gov.uk

Address:

Markets Office, St Nicholas Market

The Exchange, Corn Street,

Bristol, BS1 1JQ.