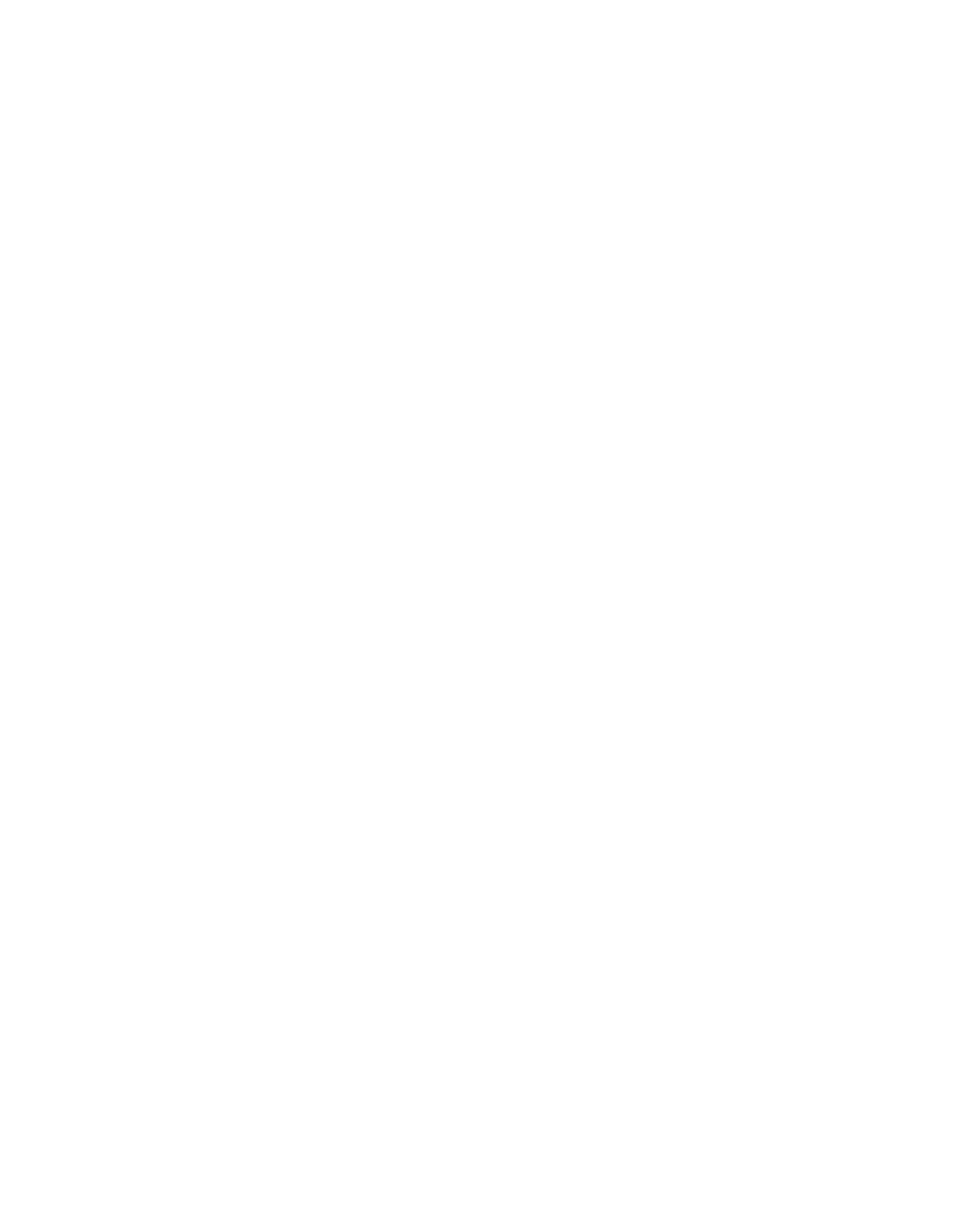
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TRADER APPLICATION FORM

# WELCOME

**Thank you for your interest in Cornhill Market, this application pack is designed to ensure you provide all of the information required during the application process and to help you understand our requirements in relation to the quality of the product, display standards, unit design and fit out.**

## THE CORNHILL MARKET

The historic Lincoln Central Market is undergoing a major transformation and will soon be rebranded

as The Cornhill Market. This exciting regeneration project aims to create a perfect blend of a traditional city marketplace and a high-quality food hall, providing a one-of-a-kind experience for visitors and traders alike.

The new Cornhill Market will be known for its exceptional produce and the unforgettable experience it offers. The atmosphere will be welcoming, bustling, and vibrant, invigorating the senses and leaving a lasting impression on everyone who steps through its doors.

Funded by a £5.9 million investment from the government’s Be Lincoln Town Deal and additional funding from Historic England, the renovation project includes opening blind arches, constructing a new mezzanine floor, relocating existing butcher and fishmonger stalls to the main market hall.

We are looking for distinctive independent businesses that can contribute to a diverse array of eating and drinking options. We have central seating area where visitors can enjoy a meal or some drinks or opt to take produce away to savor at home.

We are also seeking traders with a passion for non-food products and services. Our vision is to showcase a selection of non-food options, potentially including hand-crafted gifts, jewellery, homeware, original artwork, a repair shop, ceramics or flowers.

To keep the market atmosphere fresh and dynamic, we aim to incorporate a rotating variety of

pop-up stalls for both food and non-food retail, ensuring that every visit to the Cornhill Market offers something new and exciting.

By becoming a trader at The Cornhill Market, you will be part of a unique retailing and leisure space, designed to support local businesses and build on the already considerable success of the Cornhill Quarter. This is a fantastic opportunity for your business to thrive in a modern, dynamic, and inclusive environment while benefiting from Lincoln’s rich history and heritage.

We hope you are excited to be a part of this exciting new chapter in Lincoln’s history. The following pages will guide you through the application process.

**We look forward to welcoming you to the Cornhill Market!**

## THE CORNHILL MARKET OPENING HOURS:

**Monday\* Closed**

**Tuesday\* Closed Wednesday 09.00 – 22.00**

**Thursday 09.00 – 22.00**

**Friday 09.00 – 22.00**

**Saturday 09.00 – 22.00**

**Sunday 09.00 – 22.00**

**\*The market will be open on bank and school holidays and there may be different trading hours around Christmas.**

We encourage all tenants to trade to the maximum hours possible, we appreciate that not all businesses suit these hours. To assist, we operate minimum operating hours for retail and catering tenants:

|  |  |  |
| --- | --- | --- |
|  | **Retailers** | **Caterers** |
| **Monday** | **Closed** | **Closed** |
| **Tuesday** | **Closed** | **Closed** |
| **Wednesday** | **09.00 – 17.00** | **11.30 – 20.30** |
| **Thursday** | **09.00 – 17.00** | **11.30 – 20.30** |
| **Friday** | **09.00 – 17.00** | **11.30 – 20.30** |
| **Saturday** | **09.00 – 17.00** | **11.30 – 20.30** |
| **Sunday** | **11.00 – 16.00** | **11.30 – 20.30** |

All opening hours subject to review and change at the sole discretion of City of Lincoln Council.

## OUR OBJECTIVES

Shoppers today demand high quality and value for money. They expect a clean, safe and

comfortable shopping experience with plenty of choice. Our objective is to provide an environment that will fulfil the expectations of our local shoppers whilst attracting new visitors from across Lincolnshire and beyond. We aim to provide a wide variety of product, offer and price.

## UNIT DESIGN

As part of your application, you will be asked to provide information and evidence on how your

product will be displayed and presented. Please bear in mind that the proposed unit fit-out design will need approval from the Market Management who may recommend amendments to any design submitted to ensure that it meets the required standards and suits the product.

## OTHER FACILITIES

There are designated loading areas at the market with certain operating restrictions. Deliveries are

restricted to outside of market hours.

# APPLICATION FOR OCCUPANCY

**Please complete the application form and submit this together with all supporting documentation and evidence required as this will be used in the assessment process.**

## LEASES

Our leases are designed to offer traders a balance of flexibility. For full details please contact the letting agents.

Tenants will be responsible for the fit-out (excluding existing shell scheme), maintaining (cleaning) and the cost of the repairs of the unit other than wear and tear. The Market Management will maintain the common areas the cost of which is recovered via the service charge.

## ASSESSMENT PROCESS

Applications for units will be assessed on their individual merits, taking into account suitability for

both the unit and the market, a review of their business plan and an assessment of the businesses operating style and management/ownership.

By completing an application form, you are not guaranteed a unit.

## DESIGN GUIDE

This information will help those applying for stalls to understand our requirements for product display

and fit-out.

### GENERAL DESIGN PRINCIPLES

* **Create interest – first impressions count**
* **Keep it simple – allow the product range to speak**
* **Make use of variations in height to give a sense of volume**
* **Lighting effects are essential and can be used to draw the customer in**
* **Think about materials that compliment your product range, will wear well and be easily cleaned**
* **Use colour to add interest although a neutral backdrop may be more appropriate if you have colourful stock**

## UNIT LAYOUT

The layout of your unit is important in creating a pleasant and friendly shopping space for your

customers. Creating an area for shoppers to browse will increase the likelihood of making a sale. Effective separation of the space into sales areas, display regions and customer browse points is important in promoting and enhancing your business.

***‘THE QUALITY OF THE STALL AND THE PRODUCE ON DISPLAY MAKE THE DIFFERENCE BETWEEN A GOOD AND A GREAT MARKET EXPERIENCE’***

## LIGHTING AND AMBIENCE

Lighting is the most effective tool in enhancing the environment of your stall. Light, airy environments

will be more welcoming to shoppers and make the space feel more open. Low level lighting and spotlights can bring attention to displays to attract potential customers to the stall. All lighting must have an efficiency exceeding 25 lumens per watt of energy and/or be an LED installation, which will be approved as part of your stall design submission.

## FIT-OUT APPROVAL PROCESS

**Creation of design -** all applicants must include a concept design with their business plan.

**Acceptance of design -** if the application is successful, the applicant will be notified by way of a formal offer letter, which may also require the applicant to attend a meeting to review the stall design in more detail. In some cases, a more detailed look at products, their quality and other stock related issues may be required.

**Hand over –** the successful applicant will meet a member of the Markets Management Team prior to assuming occupancy to confirm fit-out works.

**Practical completion –** on completion of the stall fit-out, a member of the Markets Management Team will meet the applicant to review the work undertaken prior to the beginning of trade.

**Changes to the design –** If the design of the stall requires or is amended at any time during the fit- out period, the applicant must inform the Market Management team and/or submit new plans for approval if that is deemed necessary.

# ADDITIONAL INFORMATION

## STORAGE/WAREHOUSING

Limited additional storage may available, please discuss with Market Management.

## FOOD STALLS

Cornhill Market is particularly keen to reflect the changing face of cafe retailing and the creation of

a dedicated hot food stalls in the newly refurbished Market is critical to that objective. Food units are available, with the focus being on variety, uniqueness and a reflection of the cosmopolitan nature of the customers we want to see in the market.

We will receive high levels of interest in the hot food stalls and as such it is vitally important that you provide us with as much detail about how you will provide a point of difference to the fast food offer. Street food and trying something exotic and healthy will be what makes customers return and help to realise the potential of this space.

All food traders must be registered with a local authority environmental health department and will be required to have obtained a hygiene rating of 4 or above.

The Council already delivers a range of events and animation in the Town Centre and has plans to enhance this work over the coming years to create more reasons for visitors to spend time in the Town Centre. These events will create additional footfall and as such we would expect applicants to be proactive with these opportunities.

More specifically the City Square adjacent to the Cornhill Market is also undergoing significant improvements and it is the intention of the City of Lincoln Council to have a full program of animation in this space throughout the year. Stall holders will be encouraged to have the ability to open up

pop-up stalls in the square at events and to support longer opening hours to accommodate these events when necessary.

## BUSINESS PLANNING

In order to evaluate your application, you must provide a basic outline for your business. This needs

to give details of how it will add value to the market, promote itself and grow its customer base.

### EACH UNIT HAS THE FOLLOWING LIABILITIES:

* **Rent -** This will be set at the time of your application and reviewed in line with your occupancy agreement by the Council.
* **Service Charge –**
* **Business Rates –** These are levied by the Government and collected by the City of Lincoln Council.
* **Electricity –** Each unit will be sub metered and the tenant will be invoiced by the City of Lincoln Council.
* **Water –** Each unit will be sub metered and the tenant will be invoiced by the City of Lincoln Council.

## FURTHER INFORMATION AND ADVICE ON BUSINESS RATES:

Business rates will be payable, for further information please contact the agent.

## USEFUL CONTACTS

[www.holly.co](http://www.holly.co) small business advice on branding and marketing

[www.Fsb.org.uk](http://www.Fsb.org.uk) federation of small businesses

<https://www.lincs-chamber.co.uk/> Lincolnshire chamber of commerce

**CORNHILL MARKET**

# APPLICATION FOR LEASE

## GUIDANCE FOR COMPLETING YOUR APPLICATION

Cornhill Market welcomes applications from individuals and businesses interested in placing your

business within the newly redeveloped Market. If you are interested in becoming a tenant, please complete this application form in full, in accordance with the following guidance.

### PLEASE ENSURE THAT YOU:

* **Complete this form digitally, or in BLOCK CAPITALS and in black ink only**
* **Answer any questions that you do not feel applies to you with ‘N/A’**
* **Clearly label additional sheets, showing which section and question they relate to**

Completed application forms should be emailed to [**cornhillmarket@bankslong.com**](mailto:cameron.mcrae@bankslong.com)

### OR RETURNED TO THE FOLLOWING ADDRESS:

Cameron McRae

Eddisons Incorporating Banks Long & Co 26 Westgate,

Lincoln LN1 3BD

## FURTHER INFORMATION

If you require any further information, please contact: [**cornhillmarket@bankslong.com**](mailto:cameron.mcrae@bankslong.com)

## SECTION A - APPLICANT INFORMATION

This section of the application form is for information relating to the person submitting   
the application.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Surname** | Type Here | | | | |
| **Forename(s):** | Type Here | | | | |
| **Title:** | **Mr** | **Mrs** | **Miss** | **Ms** | **Other** |
| **Address line 1:** | Type Here | | | | |
| **Address line 2:** | Type Here | | | | |
| **Address line 3:** | Type Here | | | | |
| **Postcode:** | Type Here | | | | |
| **Tel No: (daily)** | Type Here | | **Mobile** | Type Here | |
| **Fax No:** | Type Here | | **Email Address** | Type Here | |
| **National Insurance Number:** | Type Here | | | | |
| **Date of Birth:** | Type Here | | | | |
| **Place of Birth:** | Type Here | | | | |

## SECTION B – BUSINESS INFORMATION

This section of the application form should provide information relating to the business being put

forward to trade in the market. Where this information is the same as above, please state ‘as above’.

**Name of business:**Type Here

**Please list all owners/partners:**Type Here

**Please give contact details of all owners/partners:**

Type Here

**Website address of business (if applicable)**

Type Here

## SECTION C – ADDITIONAL BUSINESS INFORMATION

This section of the application form should provide additional information relating to the business.

In particular it is important for the application to address the issues of quality of the product/

service and also offer an explanation of the product/service range and how this is to be displayed   
or presented.

**Is the operation to be a new business? YES**  **NO**

**If ‘No’, how long has the business been established?**Type Here

**What is the VAT number of the business (if applicable)?**   
Type Here

**What is the legal set-up of the company (Ltd, LLP, sole trader)?**Type Here

**What is the registered company number (if applicable)?** Type Here

**Please provide detailed information about the products/services that you wish to sell.**

Type Here

**Please enclose with your application photographic evidence of your products/services which demonstrates how they are to be presented/displayed.**

**Number of photos included:** Type Here

## IF YOU PLAN TO SELL FOOD:

**If ‘Yes’ state the local authority where you are registered**Type Here

**Are you aware of where your main ingredients are grown/sourced/produced? YES**  **NO**

**Please state your main ingredient suppliers and any links to Lincolnshire:**

Type Here

**Are you affiliated with any recognised food group such as Taste of Lincolnshire?**

**YES**  **NO**

**Please state:** Type Here

**Please provide a copy of your food hygiene rating (minimum 4 star)**

**Food hygiene rating enclosed? YES**  **NO**

## SECTION D – STAFF INFORMATION

This section of the application form should offer information about the individuals who will be

employed by the business and should include the business owner(s) if they are to work on the stall. All applications should show evidence of the expertise the trader has in the product area selected, including training and/or qualifications, previous work experience, experience of sourcing stock or other such evidence. Businesses wishing to sell products or provide services in which they have limited experience should demonstrate how they are to develop an expertise in this area.

(Please use additional sheets if required)

**How many employees will the business have?**

Type Here

**What formal training will the staff members have?**

Type Here

**What product knowledge and retail experience will the staff have?**

Type Here

## SECTION E – UNIT CHOICE

Please indicate the type of unit you wish to lease:

**Butcher**

**Fishmonger/Sushi**

**Hot Food Preparation**

**Cold Food / Reheat Retail**

**Fruit & Veg**

## SECTION F – FINANCES

**Cornhill Markets are keen to promote sustainability and therefore new businesses**

**will be required to provide a detailed forecast of their future income and expenditure within their application.**

All existing businesses must provide information relating to their current financial standing. This must include a profit and loss sheet for the last 12 months, highlighting both fixed/capital costs and operational revenues.

**Checklist:**

Existing business

I have included a profit/loss sheet for the past 12 months

I have highlighting both fixed/capital costs and operational revenues

## SECTION G – BUSINESS PLAN

This section of the application form is to allow you to provide additional information in support of

your application. It is necessary that applicants submit supplemental information, specifically a Business Plan for your venture. The Business Plan below should be a comprehensive analysis of the business and comprise further details than the financial information submitted in Section F. This should include more detailed information relating to the rationale behind the business and business operations (including additional financial information and performance management).

### ADDITIONAL INFORMATION INCLUDED (PLEASE LIST)

Type Here

# BUSINESS PLAN AND APPLICATION FOR MARKET

**APPLICANT NAME:** Type Here

**INTENDED TRADING NAME:** Type Here

**DATE:** Type Here

**BEFORE COMPLETING THIS APPLICATION, PLEASE CONSIDER THE FOLLOWING:**

* The information contained within the Market Charter provided.
* How your business may need to change and adapt to meet the new situations that present themselves in the newly adapted market.
* When answering the questions take the opportunity to think afresh about how you will be successful and what will be different about the visual appeal, the product and the service offer.

1. **What do you consider will be the strengths of your business and how will this add to the offer   
   of the Cornhill Market?**

Type Here

1. **Describe your “core” offer in one sentence.**

Type Here

## TARGET MARKET

1. **Do you see your new target market as ‘Budget’, ‘Mainstream’, ‘Premium’ or ‘ALL sectors’?**

Type Here

1. **What will make you stand out from the crowd?**

Type Here

1. **Are you intending to sell online?**

Type Here

1. **Please state the platform you intend to use (i.e. Deliveroo, Just Eat, Etsy, etc)**

Type Here

## MARKETING

**Please give details of any social media accounts that you have for the business and the number  
of followers for each account:**

Type Here

**Please give details of any other marketing or advertising that you do:**

Type Here

## DESIGN

**How will your new unit look? (Please provide a storyboard or describe in detail how you plan   
to project your image). Will it be ‘walk-in’, ‘over the counter service’, ‘self-selection’?**

Type Here

## SERVICE AND INTERACTION

### PROCESSES AND PROCEDURES PAYMENTS

**What methods of payment do you plan to accept?**

Cash  Credit/debit cards  Online sales

## REFUNDS

**Please outline your refunds policy.**

Type Here

## COMPLAINTS

**What process will you adopt to ensure that complaints are satisfactorily resolved?**

Type Here

## INSURANCE

**What insurance will you have in place? (Public liability, product liability, business contents etc.)**

Type Here

## VIABILITY AND STAYING POWER

**Describe your previous experience of trading, how will this ensure your viability   
and sustainability?**

Type Here

## FINANCE

**Indicate your ability to fund the necessary costs of fitting out and setting up your new business.**

**Fitting out:**Anticipated Cost: Type Here

**Stock Investment :**   
Anticipated Cost: Type Here

**Other :**Anticipated Cost: Type Here

**Describe source of funds:** Type Here

## FOOD UNITS ONLY TO COMPLETE THIS SECTION MENU

**Please provide a sample menu and describe your unique point of difference:**

Type Here

**Please sign below, confirming that the information you have provided is correct to the best of your knowledge and that it is the person who is applying for the lease who has completed/signed off the content of this form.**

**Signed:** Type Here

**Date:** Type Here

**Print Name:** Type Here

**This document is Private and Confidential**