

Eligibility criteria ARG Regular Licensed Market Traders or Market Organisers

- Applications can be from:
 - Regular market traders who hold a regular market licence and stand weekly at Staffordshire Moorlands District Council markets, licensed Staffordshire Moorlands District Council markets or private general retail market.
 - Market traders leasing a market shop/ lock up unit with at least 6 months remaining on the lease. The lease can be with Staffordshire Moorlands District Council markets or a private market operator.
 - Organisers of markets licenced by Staffordshire Moorlands District Council
 - A collective of regular or lease holding market traders with a nominated representative with responsibility for the grant.
- Applicants can only apply under Theme 1 or Theme 2 – not both for the same premise.
- Where an applicant may have a permanent lockup and also have outdoor stalls on some market days, they would be eligible to apply for both, but would need to provide evidence of separate leases of units/ regular licence for stalls to be eligible.
- Grants are available for markets operating within Staffordshire Moorlands District Council area only.
- A copy of the regular market trader licence, lease or licence to organise a market will be required to support the application
- For stall rent or lease receipts for payments will be required with evidence of other costs applied for (invoice or quotation). Stall rent or lease payments must be up to date. Applications cannot be accepted from traders with rent arrears.
- All activities funded by the grant to be completed by 31 March 2022.
- Only one application for theme 3 will be accepted per market.
- Applicants must be trading as a business for a minimum of 3 months at the point of application
- Organisers of or traders at charity fairs, car boot sales, one off markets, agricultural markets are NOT eligible for the grant
- Closing date for applications 28 Feb 2022

As part of the application process you will need to provide the following documents/information:

- A copy of the premises lease/ regular market trader licence
- Staffordshire Moorlands District Council licence agreement for market organisers
- Business bank account statement from the past 3 months that matches the bank account the grant will be paid into

- Quotes for the services/ activities applied to fund (theme 2)

Examples:

Any prices are examples only and you will need to obtain quotes or provide evidence of rent

Theme 1

Stall rent £20 per week x 35 weeks = £700. Application maximum 33% of stall rent = £231 plus £200 business support. Grant amount £431

As above with an additional stall booked 1 January 2022 – 31 March 2022. 75% of 13 weeks at £20 (£260) Grant amount £195

Lockup unit lease £3840 p.a. exc Vat. £73.85 per week x 35 weeks = £2,584.62. Application maximum 33% of lease payments = £852.83 plus £200 business support. Grant amount £1052.83

Theme 2

Leaseholder unit refurbishment. Example; Slatwall fit out £1,000. LED lighting upgrade £500. New floor covering £400 New counter £400. Total grant £2,300

Theme 3

Market Organiser or Trader Group grant up to £3,000; Newspaper advertisement £300 x 4, Professional Entertainment performing before 31 March 2022 £750, Promotional flyers design and print £500. Total grant £2,450