

Application selection process – trader brief

Introduction

The Council regulates street trading by issuing street trading licences and temporary licences authorising street trading on streets within the Borough pursuant to a licensing scheme contained within Part III of the London Local Authorities Act 1990.

Street trading without such a licence or trading in such a manner inconsistent with the terms and conditions of a licence constitutes a criminal offence.

The Council is responsible for administering and enforcing the regulatory scheme under Part III of the Act, together with the management of street markets and trading, ensuring fairness and competition between traders within the market and if relevant, any nearby shops.

The administration of the application procedure for licences, including the processing of applications, vetting of applicants, is an integral part of the street licensing function and so is undertaken by the Council to ensure fairness between applicants.

The Council may share the outcome of this trader selection process with the respective trader associations in the interests of transparency and fairness however, trader associations do not play a part or are involved in the decision making process in the granting of licences.

The selection process

There are two stages to the selection process:

1. Traders are required to submit an application form to us (available online: <https://www.hackney.gov.uk/markets-apply-to-trade>, if not provided with this information pack). We will review applications on receipt and invite successful applicants to an interview. Unsuccessful applicants will receive a notification by email, please note that we are not always able to provide individual feedback to applicants.
2. During the interview stage we will assess each candidate's suitability for their preferred market and use a scoring system to evaluate responses. Applicants who pass the interview process in accordance with our scoring system (as outlined in Appendix A), will be offered a pitch, given that their chosen market has sufficient availability and is not oversubscribed for their commodity. Those who score satisfactorily in their interview but sell a commodity that is oversubscribed will be placed on a short list for future vacancies or may be offered a pitch on an alternative market. A detailed breakdown of the scoring system can be found in **Appendix A**, at the end of this document.



What we are looking for

We need to be confident that traders are able to offer a consistently high standard of service and meet customer demand whilst managing their pitch safely and effectively. This is particularly important with regards to waste management, cleanliness and hygiene standards.

We will be scrutinising prospective traders based on the following criteria:

- **Previous experience in street trading or other relevant field**
Candidates will need to demonstrate their suitability for their preferred market as a street trader, giving a detailed explanation of their experience, capabilities and competence. This is particularly important with regard to customer service skills - whether these are gained in a directly public facing role or through any other avenue. We also pay close attention to knowledge of health and safety matters in this category. We will still consider start-up businesses provided that they can meet our expected standards.
- **Quality and uniqueness of commodity/concept**
We must ensure that we do not oversubscribe similar commodities in the market in order to ensure that the offering is diverse and attractive to customers. Your commodity or concept must be of a high quality and we are keen to have a diverse range of products in the market.
- **Knowledge of commodity/concept**
We expect traders to have a good knowledge and understanding of what they are selling, how prospective customers would benefit and to provide an informative service with clear pricing and offers.
- **Quality of stall display**
In order to create an appealing and aesthetically pleasing market environment we expect traders to be able to demonstrate their understanding of visual merchandising and marketing explaining how they will employ these practices on their own stall.

Where possible we are actively seeking traders whose products promote a healthy lifestyle and are fair-trade certified.

Our intention is for all traders at Hackney's Markets to be London based however, we will still consider applicants based outside Greater London. Shop owners who already own a business along a street on which there is a street market will be considered but will not be given priority over applicants who are new to the area. This is to ensure that the market offers a variety of commodities and broadens the appeal for visitors to the street.

Other requirements

Requirements for food vendors



All staff must hold a valid level 2 food hygiene certificate as a minimum requirement and the business must be registered with Hackney Council's Environmental Health team prior to commencing trade (this should only be done upon successful application for the market). If you are already registered with another borough's Environmental Health team this would be acceptable if evidence is provided.

You will need adequate hand washing facilities at your pitch (such as a [Tealwash unit](#)) with the means to heat water on site. You should also note that there is no public water supply in the area, so you must ensure that you bring an adequate supply of water when trading.

What you should send with your application form

Applicants should send any supporting evidence to illustrate why they are an ideal candidate for selection. This may be in the form of press releases, an example of your website, menu samples, photographs, reviews of your products and so on.

A photographic example of your trading setup will help you succeed with your application ideally while it is being used to trade.

Please ensure that you provide some form of supporting evidence to substantiate your application otherwise it is unlikely that you will progress to the interview stage.

Incomplete applications will not be considered.

What you should bring to your interview

Candidates should provide as much supporting evidence relevant to the above criteria as possible when they arrive for their interview. Candidates should bring samples of their chosen commodity with them to allow us to make an informed decision on the quality of their products.

What will happen after the interview stage?

The highest scoring candidates will be considered for one of the available pitches in the relevant market. In markets with only very limited available space, candidates who achieve a satisfactory final score (+60%) but are not among the highest scoring candidates will be kept on a shortlist and will be contacted should any future opportunities arise. Unsuccessful candidates may reapply at a later date and may be encouraged to trade at an alternative market in the borough to build up their experience.

Appendix A

How we will evaluate candidates

Candidates will be evaluated on four main criteria (bullet pointed in **bold** above) based on their responses to questions under interview. The weightings applied to each response will be as follows:

Criteria	Percentage of maximum overall score
Previous experience	30% *afforded a higher weighting due to wider scope of this category.
Quality and uniqueness of commodity / concept	30% *afforded a higher weighting due to wider scope of this category.
Knowledge of commodity/concept	20%
Quality of stall display	20%

Responses to questions relating to each of the three evaluation criteria will be scored as follows:

Score	Rationale	Definition
1	Response contains significant omissions, weaknesses or concerns, or is otherwise unsatisfactory.	Unsatisfactory.
2	Response contains some omissions, weaknesses or concerns.	Cause for concern.
3	Indicates an acceptable response.	Satisfactory.
4	Indicates a very good response.	Very good.
5	Indicates an excellent response.	Excellent.

There may be several questions relating to each of the three criteria. Scores to these questions will be cumulated and a mean average will be used to assess the overall score to that particular criterion.

E.g. Let us assume that we are evaluating the first criterion with four questions:

Criterion 1

Q1 = 3, Q2 = 4, Q3 = 4, Q4 = 5

$$(3+4+4+5) / 4 = 4$$

Therefore the overall score would be 4. Any candidate whose overall score for any criterion constitutes a 2 or below will be deemed as wholly unsuitable to trade at the site.

Once we have assessed the candidates' overall score for each of the three criteria, we will calculate the percentages of each and cumulate them to reach the final score for the candidate as a percentage. The highest scoring candidates may be offered a position at the



preferred Market, assuming that they are able to meet the requirements stipulated at the start of this brief.

E.g. The criteria have been scored with the following mean averages:

Criterion 1 (C1) = 4

Criterion 2 (C2) = 5

Criterion 3 (C3) = 4

Criterion 4 (C4) = 3

	C1	C2	C3	C4
Score	4	5	4	3
Percentage of maximum overall score	30%	30%	20%	20%

All scores have a possible maximum of 5.

C1: $5 / 4 = 1.25$

Proportional score: $30 / 1.25 = 24\%$

C2: $5 / 5 = 1$

Proportional score: $30 / 1 = 30\%$

C3: $5 / 4 = 1.25$

Proportional score: $20 / 1.25 = 16\%$

C4: $5 / 3 = 1.66$

Proportional score: $20 / 1.66 = 12\%$

Therefore:

$24\% (C1) + 30\% (C2) + 16\% (C3) + 12\% (C4) = 82\%$

The final score for the candidate is 82%