

Appendix B – outline terms of the Hertford Farmers’ Market incentive

Name of market incentive	Hertford Farmers’ Market – Four free months incentive
How many free / reduced fee sessions?	This is a monthly market, and the proposal is to offer four consecutive months free, that is, a free pitch once a month on a Saturday, for four consecutive months.
Describe the reduction in the fee	When benefitting from the <i>four free months incentive</i> , the fee of £163.00 (occasional street trading fee) would not be charged. All other rules and obligations relating to trading at Hertford Farmers’ Market will apply during the four free weeks incentive period.
Is there any other incentive for the stallholder?	No
Are there any obligations on the stallholder in return for benefiting from the reduced fee/incentives?	No
Are there exemptions from benefiting from the reduced fee/incentives?	<p>A stallholder could not benefit from this incentive if:</p> <ul style="list-style-type: none"> they have had a <i>four free months incentive</i>, during the 18 months prior to applying for the incentive, at any market run by East Herts Council <p>and/or</p> <ul style="list-style-type: none"> they have traded in Hertford Farmers’ Market at any time during the 18 months prior to applying for the incentive. <p>and/or</p>

	<ul style="list-style-type: none"> they have had an application to trade in an East Herts Council-run market refused or a granted consent revoked in the 24 months prior to applying for the incentive.
Can the same stallholder benefit more than once?	Yes if 18 months have elapsed since benefitting from a <i>four free months incentive</i> at any market run by East Herts Council.
What costs / other implications to the council are there of the proposed fee reduction/incentives?	None other than the cost of processing the application and granting the consent that will not be recovered during the <i>four free months incentive</i> period.