

Appendix A – outline terms of the Ware Commercial Market incentive

Name of market incentive	Ware Commercial Market – Four free weeks incentive
How many free / reduced fee sessions?	This is a weekly market, and the proposal is to offer four consecutive weeks free, that is, a free pitch once a week on a Saturday, for four consecutive weeks
Describe the reduction in the fee	<p>When benefitting from the <i>four free weeks incentive</i>, the fee of £163.00 (occasional street trading fee) would not be charged. All other rules and obligations relating to trading at Ware Commercial Market will apply during the four free weeks incentive period.</p> <p><i>Note: a trader will not be precluded from applying for a four free weeks incentive at Ware Commercial Market at the same time so long as the four weeks at both markets coincide. In this case, the fee reductions at both markets will apply concurrently</i></p>
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 weeks 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 Ware Commercial 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?	<p>Yes if:</p> <ul style="list-style-type: none"> benefitting from a <i>four free weeks incentive</i> at both Hertford and Ware Commercial Market for the same four-week period <p>and/or</p> <ul style="list-style-type: none"> 18 months have elapsed since benefitting from a <i>four free weeks 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 weeks incentive</i> period
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