



The Market People Features & Benefits



www.themarketpeople.com

www.themarketpeople.com



**Markets can and should
play a crucial role in the
future of our town centres.**

Contents

Introduction..... 4

**A universal operating platform
for the market and event industry 6**

Introducing the Market PASS 10

Marketing & Reputability..... 12

Advantages for Market Traders 14

Advantages for Market Operators..... 20

Advantages for Local Officials 26

Advantages for Venue Hosts 28

Advantages for Market Suppliers..... 31

Data Protection & User Privacy..... 32

User Ratings..... 34

Introduction



What is The Market People?

The Market People is a powerful, purpose-built online application, providing professional accreditation, networking and promotional tools that are available nowhere else and have the potential to change forever the way market professionals in the UK work and interact with each other. The system has been built exclusively for market and events professionals *by* market and event professionals, and has been designed to cater for all user categories including market traders, market operators, local regulatory officials, venue hosts, suppliers and performers.

Meet the Team

Philippe Basset

The creator of The Market People project, Philippe owns and runs Savoir Fayre Ltd, a successful market operating company. He has fifteen years' experience in organising speciality markets and working with local councils throughout the United Kingdom. Philippe's inquisitive mind, fuelled by a passion for all kinds of markets and events, has provided him with a unique wealth of knowledge regarding all aspects of the market and events industry in the UK and Europe that he has been able to bring to The Market People.

Jay Izzet

Jay has been the owner of a successful business for the past fifteen years. He brings a wealth of business knowledge to the project, and has become an authority on business solutions and entrepreneurial ideas for new businesses. He has significant experience of working at national level across different industries.

Pete van Jaarsveldt

Pete has been in the IT business since 1987 in a variety of roles in companies both large and small. His breadth and depth of knowledge enable him to deliver enterprise grade systems using industry best practices. Pete and his team are responsible for delivering The Market People applications and infrastructure.

Built exclusively
for market professionals
by market professionals



A universal operating platform for the market & event industry

Markets can and should play a crucial in the future of our town centres. They have the potential to become keystones of the retail industry, but they need to adapt to modern consumers habits.



The situation now

- It is predicted that within ten years **two-thirds of high street retail units will have disappeared;**
- Online e-commerce sales are **set to increase by 12 to 20% a year;**
- The most successful high street retail brands have **combined face-to-face and e-commerce sales effectively;**
- The disappearance of small independent businesses **reduces the diversity of products on offer in town centres.**

To respond to these challenges, the market industry has to forge a unified strategy, share data, assets and performance results, while maintaining the creativity and flair of the individuals within it.

The shape of things to come

We predict that small towns will see an increase in 'touring markets' (farmers' markets) and semi-regular markets organised by local communities. Regular indoor or outdoor markets will have to become more 'composite markets', with themed areas changing regularly to keep the customers

interested. Market places will need to become more engaging, and provide consumers with some form of street entertainment. New traders will be using the market place to support their online businesses, to introduce their products face-to-face with potential new consumers, in a 'see it, try it before you buy on line' form of promotion. The image and prestige of markets will have to improve in order to give customers the same confidence when buying from a stall that they have when buying in a shop or online.

The challenges

To be able to organise and manage these types of markets and events efficiently presents plenty of logistical challenges:

- Where can we find traders to **participate in exciting themed markets?**
- How can we **promote these markets to traders and the public** effectively?
- How can we **let the public know** what is happening at their local market place?
- How can we **monitor and regulate** large numbers of 'irregular' traders, protect customers and ensure product traceability?
- How can we **maintain or improve the quality** of the industry and its reputation?
- How can we **process higher numbers** of applications from traders?
- Where can we find **talented and suitable entertainers** to enliven markets?
- Where can we find operators to **organise exciting themed markets?**

The solution - a universal operating platform

It is in this spirit and to give the industry the tools to meet these challenges that The Market People has created a universal operating platform for the market and event industry.

One platform where trader credentials are checked and processed. This will not only speed up the application process but will also standardise procedures and remove unnecessary red-tape.

One platform for all market and trading events, allowing traders to find available pitches instantly across the country without having to spend hours finding the operator's contact details or delving about in various websites.

One platform allowing traders to find available trading areas anywhere in the country, submit applications, confirm bookings, submit required documentation to the relevant authorities, advertise to the public and keep in touch with their customers - all as part of the same simple process.

One platform allowing the public to find the market event they are interested in ... they're notified automatically when their favourite type of event or market is taking place, can rate and review the event or market they attend, are notified when their favourite trader has an offer, can follow their favourite traders, and because

The Project

A universal operating platform for the market & event industry (cont.)



they can rate and trace a trader after making a purchase it gives them confidence that they can buy safely from the market.

One platform where event hosts and town centre managers can find event organisers and market operators ... will improve the quality and diversity of events they will be able to host, while reducing their workload and help them make informed decisions when selecting a contractor.

One platform for promoting markets and events to the public ... will have an enormous impact on the way not only markets and events are promoted, but individual traders and town centres too. This will only cost a fraction of

normal marketing techniques. Imagine the impact a common marketing strategy will have on the industry if every market, event, trader and stall can advertise on the same platform, nationally: "to know more about us visit the market people.com". The recent success of National Market Day demonstrates this formidable marketing power.

One platform that interacts automatically with all stakeholders, allowing operators to find traders, suppliers, performers, submit required documentation automatically to relevant council officers, and advertise for their events to the public and the traders all as part of the same simple process.

One platform for officials to verify traders and operators credential seamlessly ... aids the identification of rogue and illegal traders, improves product traceability and avoids duplicate work.

One platform allowing sharing of performance feedback and statistics. This will help us to shape the best market retail solutions for the future.

Put simply, can the market industry, town centres and local government afford not to have a universal market management platform? And can any industry stakeholder afford not to be part of a platform that allows every type of market configuration to be managed easily, that is easy to use and which massively improves workflow efficiency for every category of industry stakeholder that uses it? If the answer to either of these questions is no, then the solution is the Market People.

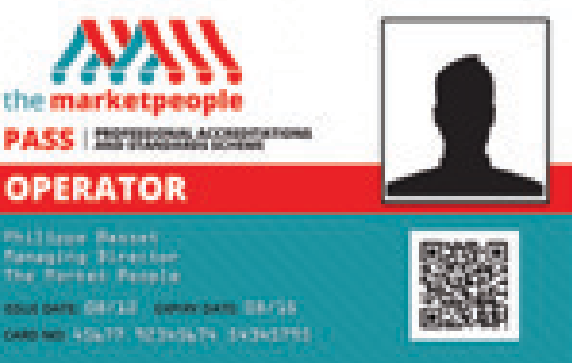


Can the industry, town centre and local government afford not to have a universal platform?

The Project

Introducing the Market PASS

An innovative and exciting new system that will revolutionise the organisation and regulation of the market industry, we present the Market PASS.



What is the Market PASS?

The Market PASS (Professional Accreditation and Standards Scheme), is a new form of professional accreditation developed and managed exclusively by The Market People for market traders and operators, which provides proof that the holder's documentation is in order and up to date, allowing for fast-track license applications, and underlining the holder's status as a responsible professional in the public eye.

Acquiring a Market PASS

A trader, assistant trader or operator can choose to purchase a Market PASS as part of their membership of The Market People. The information that is required in order to obtain one is similar to that required by local government officials when issuing licenses, so when a trader or operator holds a Market PASS they are able to use it to fast-track any license applications or renewals they need to undertake. But just as importantly, the Market PASS acts as stamp of professionalism and authenticity for traders and operators.

Key advantages

- **proof of ID;**
- **alcohol / hygiene license etc for traders;**
- **risk assessment / method statements etc for operators;**
- **data Protection Act and ISO27000 Infosec compliant;**
- **only contractually bound, accredited users (e.g. licensing officers) can see sensitive data relevant to them;**

- **fixed low fee;**
- **guarantees paperwork is correct;**
- **can apply for a pitch online;**
- **another small fee gets premium services;**
- **book a pitch (or several) anywhere in the country;**
- **own webpage;**
- **receive ratings from customers;**
- **banner with VR code;**
- **displays information about the trader such as ratings, contact details and social media.**

How it works

With the Market PASS, traders are provided with a sign for their stall, this includes the name of the stall, The Market People logo and web address and a 3D QR barcode. Coupled with our Smartphone application this allows the public to scan the barcode, login to The Market People, rate traders and access previous ratings, view stall details, 'follow' the trader and share the information with friends, on the spot. The public can search for particular traders on The Market People. This doesn't just allow the trader to promote himself and give confidence to the customer, it also promotes The Market People website too, creating a promotional 'snowball' effect to everyone's benefit. The 3D QR barcode has also another advantage, it allows traders to include their barcode on any item (publication, product label, carry-bags etc), allowing them to easily distribute their business details to their customers in many different ways.



Marketing & Reputability

Enhanced marketing and promotional options are among the greatest advantages The Market People offers market operators and market traders.



The challenges and the opportunities

To understand just how valuable this will be to them, we need first to understand the challenges and opportunities they face when attempting to market their businesses as things currently stand:

- **the internet** is the biggest advertising platform in the world, having overtaken television advertising in term of budget;
- one of the major challenges faced by small businesses is to **generate traffic to their website** - very few traders or operators have the knowledge and/or resources to maximise their exposure online;
- the market industry in general **lacks computer literacy**;
- **social media** are the newest marketing phenomenon;
- **markets are everywhere**, and as a whole the industry has huge commercial potential, but it is rarely used effectively;
- if individual markets are **badly promoted**, a trader's marketing exposure is limited or non-existent;
- **unless a trader attends a market** no one knows what they have to offer or if they exist;

- **when a market customer is unhappy** about a product or service they have purchased, they will, on average, mention it to others 13 times, but only four times when they are satisfied – **word of mouth is extremely important**;
- because it is very difficult for individual stall holders to differentiate themselves from the market as a whole, **when a customer is unhappy with a purchase**, they will say: "I bought this at the market, it was terrible", instead of mentioning a particular stall. This has an implication for the whole market, including excellent traders.

The problem

The industry doesn't make best use of modern technology, individual traders hardly ever promote themselves, the industry suffer from a 'cheap' image and needs to reassure customers regarding the quality of the products and services provided. For an effective marketing strategy the industry needs a focal point.

The solution

With a single platform to regulate and promote all markets and events in the UK, the exposure of the industry on the internet is amplified. It gives the public a single, brand-strength destination where they can find anything they want or need to know about markets, events, individual traders and products on offer. It provides the industry with a level of e-marketing expertise normally reserved for large corporations. It allows a team of dedicated experts to focus on increasing the industry's media exposure.

How can we make it happen?

Firstly we provide hosts, operators and traders with a set of powerful marketing tools that allow them to clearly describe what they are offering to a relevant and attentive audience. When an event is



published on The Market People it is automatically shared with other event and market listing websites and services through RSS syndication, giving instant and maximum exposure:

- **market and event listings** provide the public with full event details including a list of individual stall attending, the products they offer, traders' daily promotions, a program of event with list of entertainers, and much more;
- individual traders are **automatically linked to social media** allowing visitor to 'like' them and recommend them to friends;
- **registered members of the public** can choose to be notified when a type of event is held within their area;
- registered members of the public can **rate stalls and events** encouraging traders and operators to raise their profile and be rewarded for their effort;

All the above functionality is included in The Market People membership. But most importantly, the unified approach is what makes the difference.

Advantages for Market Traders

The Market People and the Market PASS have been developed principally to benefit and promote market traders in their everyday businesses.

The Market People system provides multiple benefits for market traders, but they can be set into four broad categories:

- 1. Easier access to markets, events and trading pitches.**
- 2. Automated processes - reduced paperwork.**
- 3. Improved networking, marketing and promotions.**
- 4. Professional accreditation.**

1. Easier access to markets, events and trading pitches

Easy National Market, Event & Pitch Search and Notification

With The Market People system, it's easier than ever before for market traders to find markets, events and pitches that suit them quickly and easily anywhere in the UK. Our system allows market operators across the country to organise new markets and/or events and, provided the operator has fulfilled all relevant legal requirements (see *Local Government Officials section below*), publish full details of it on our system. Market traders can then use our simple search tool to browse through the full list of published markets and events by

type, location, date and/or operator. When they find a market or event that they are interested in attending, they can look through the list of available pitches at that market or event, find one that suits them perfectly, and apply to book it.

Easy Booking Applications for Trading Pitches

Our pitch booking system has been specifically designed to make the pitch booking process as simple, quick and painless as possible for market traders. Every market or event listing published on The Market People provides comprehensive information about available pitches. All market and event listings include the following information:

- number of pitches;
- types, sizes and locations of pitches;
- operator ratings by other traders;
- operator terms and conditions;
- equipment and services provided;
- prices;
- commodity restrictions;
- access, parking & facility information;
- average public attendance;
- trading hours;
- list of existing permanent stalls.

Once a market trader has found a pitch (or pitches) that suit them, they then submit a booking application for that pitch (or pitches) as either a casual or permanent trader. The process is very quick and simple - just a few mouse clicks and the application is complete.

Quick Responses to Pitch Booking Applications

Finding a great pitch and applying to book it is one thing, but getting an answer from the market or event operator quickly is another thing altogether. With The Market People, once a market or event operator has received a pitch booking application from a market trader, and the trader has fulfilled all requirements of the operator's Terms & Conditions, they are able to notify the trader immediately whether their application has been successful. For successful applications, licenses and street trading consents are issued automatically.

Start Trading Immediately

Because The Market People system has been designed to enable all users to comply easily and fully with all relevant legal requirements, a market trader can rest assured that all the boring but necessary paperwork and legal red-tape has been sorted out during the process, so they are able to begin trading as soon as a market operator has accepted their application.

Easy Stall and Assistant Trader Management

Not only does The Market People system make booking pitches incredibly easy for market traders, it also makes it a simple job for a trader to organise their stall(s) and assistant trader(s) with a minimum of fuss and delay. For example, should a trader need an assistant trader to replace them at the last minute, this can quickly and easily be arranged via the traders control panel on as long as the assistant has registered with The Market People system as an assistant trader).

2. Automated processes - reduced paperwork

Although The Market People is a new system, there is very little to do with the business of a market trader that our system doesn't make easier for traders registered with us. Most of the usual processes, like finding a good pitch, booking a



The Benefits

Advantages for market traders (cont.)

pitch, applying for a license, keeping legal and insurance documentation up to date, finding good suppliers and promoting a business have been simplified and automated with The Market People so they are easier to do and easier to keep track of long-term. With just a few clicks, a trader can set up their account and arrange for notifications to be sent to them if there is anything to do with their account that needs attention. So, where setting-up, running and promoting a market trader business used to involve a mountain of paperwork, our system takes all the strain and frees the trader up to focus on the important thing - trading.

3. Improved networking, marketing and promotions

Any market trader that uses The Market People system will be amazed and delighted at how easy and convenient it makes their working lives, but our system offers even more than that. Networking with other market professionals including suppliers, marketing products and/or services direct to the general public and actively driving customers to their stall(s) is all now possible for traders, all as part of the same online system.

Publicly Viewable Stall Details

Stall details for all attending traders are displayed for the general public to browse and view in the event or market listings section of The Market People. Each stall profile can include a link to the trader's business profile on The Market People (if that trader has opted to make their profile visible to the public). For popular markets and events, this information is then visible to thousands of

potential customers across the UK.

Publicly Viewable Business Profiles

If a trader chooses to have their business profile on The Market People made visible to the general public, they will be able to promote their business, the products they sell and even special promotions like seasonal products, new product lines, or time-limited special offers.

Mini Websites

As well as a detailed business profile on The Market People, traders also have the option of signing up for a promotional and/or e-commerce mini website as part of their membership package.* Their business profile can then include a prominent link to their mini-website (or another website for their business if they have one).

Keeping Customers Informed

Traders can use their business profile (and their mini-website if they have one) on The Market People to keep regular customers informed about where and when they will be trading next. Customers can check a trader's whereabouts and avoid going to the wrong location(s) if a trader moves around a lot.

Discrete Email Notifications

If a trader chooses NOT to make their business profile publicly visible on The Market People, customers are still able to contact them and place orders and leave feedback through our discrete notifications system without knowing the trader's private email address, thereby avoiding spamming and respecting a trader's privacy. This system enables customers to provide traders with both

Market traders will be amazed and delighted how easy TMP makes their working lives.

* Only available with Premium Membership

The Benefits

Advantages for market traders (cont.)

positive and negative feedback where appropriate, which can be particularly useful to a trader in maintaining their reputation and giving customers the confidence to buy their products.

Mobile Phone App

Using the forthcoming The Market People mobile phone app*, customers will be able to instantly rate and recommend stalls to other potential customers, and check out other customers' ratings and recommendations. The app will also allow customers to store stall details and to contact a trader later for further purchases if they wish to do so, making repeat business easier than ever.

Advertising Campaigns

With their business profile and mini website (if applicable), traders will be able to participate to national advertising campaigns, as well as local promotional initiatives.

Opportunities for New Traders

Our system provides new opportunities for business owners who might never have traded on a market before but want to boost their sales by selling face-to-face with their customers.

Networking

It's critical for a trader to find the right supplier or suppliers, and it helps to be the first to know when a relevant product line or special deal is available. Correspondingly, it's just as critical to a supplier or manufacturer to be able to find good traders to sell their goods, so it works both ways. All this is easy to achieve with The Market People.

* Due to be launched in early 2013

4. Professional Accreditation

The Market PASS

The Market PASS is a new form of professional accreditation introduced in conjunction with The Market People, and which provides proof to the world that a trader's documentation is in order and up to date, allowing for fast-track license applications (see below), and underlining a trader's status as a responsible professional in the public eye. In conjunction with our forthcoming mobile phone app, the Market PASS allows customers to instantly rate and review the service and/or products provided by a trader, and check ratings and reviews left by previous customers. It provides professional authenticity for the trader and peace of mind for the customer in knowing that a trader is fully compliant with all legal regulations and has been recommended by other customers.

Getting a Market PASS

A Market PASS is acquired by a market trader as a membership option on The Market People. It can either be applied for when the trader first signs up to the service or added later as a premium membership option. Full benefits of the scheme and instructions on how to apply are available at The Market People

Fast-Track Licensing

Once a trader has been issued with a Market PASS, they have proof that they have fulfilled all the requirements demanded by local government officials in issuing full trader licenses. So when applying for a full license, the trader need only provides the issuing authority with their Market PASS for the license to be issued.



Customers will be able to instantly rate and recommend stalls to other customers.

Advantages for Market Operators

The Market People system has been designed by industry experts to remove or simplify the headaches faced by market operators.

Our system provides market operators with an exclusive set of tools to enable them to work as efficiently as possible:

1. **Create, manage & promote new markets and/or events**
2. **Receive and process trader bookings quickly and easily**
3. **Receive payments from traders**
4. **Monitor trader ratings**

1. Create, publish & manage new markets and events

Create new markets and events and manage existing ones

The Market People system is perfectly calibrated to make setting up new markets, and managing existing ones, as straightforward as possible. Using The Market People step-by-step market creation form it's simple for market operators to create any number and type of new markets at any time. Our system allows market operators to quickly and easily record all the necessary details, upload the required documents (marketing, operational, legal, etc), and to fully configure any type of market or event in just a few clicks:

- **Create and manage any type of market or event** - multiple or single area, daily or weekly bookings, casual and/or permanent traders, assigned pitch policy or not, occasional, regular or recurring market or event.
- **Specify whichever type of unit(s) are available** (e.g. indoor, outdoor, disseminated town centre pitches in town centre, etc).
- **Specify pitch structure(s)**, (e.g. market stalls, umbrellas, popups, etc).
- **Select the relevant unit of measurement** (e.g. sq ft, m), or indicate if all are the same, or all different in size and shape.
- **Notify traders of which equipment and services** are included as standard in the pitch price, and which are extra (including equipment stock control).
- **Choose your own pricing policy** - per day, per type of unit, by individual unit etc. Or **select a special price** you may want to apply for certain periods, commodities or traders.
- **Specify whatever terms and conditions** you require, (including access restrictions, trading hours, commodity or equipment restrictions), whether it's for an individual pitch or the whole market.

All this is easy for market operators with our system, and if all the necessary details aren't available at once, the operator can save the information they've entered into the form and come back and complete the process later.

Publish details of your markets and events

Once all the required information has been provided and the form is complete, the operator can then publish their market or event in The Market People event listings. These listings are viewable by all other users of The Market People (unless you have specified otherwise) and are a very effective way of generating interest in your market or event. Additionally, your market or event will be displayed on various event listing websites, and when traders book a market or event, their customers are notified too.

What's more, all relevant market or event details will be sent directly to all The Market People users who have indicated they are interested in hearing about that type of market or event without them even having to search through the listings. Importantly, each different user type (e.g. traders, officials, the general public) will only receive the information that they have indicated is of interest to them. For example, only market traders will receive information about prices and set-up times, while only officials will receive information about risk assessments, liability insurance, etc. In this way, The Market People ensures that all

the right information goes to all the right people at the right time all the time.

Manage your markets and events

Once your market has been published, a lot of work still needs to be done in managing the market before it takes place. For example, processing booking applications, assigning pitches and checking trader credentials. Managing a market or event has never been easier than with The Market People system. The system allows you to:

- **select stall holders**, by type of commodity or main line of product and notify them about vacancies on your market or event;
- **select traders** according to their stall commodity and most importantly their ratings;
- **receive and process trader booking applications** (see *Trader section*);
- produce **accurate lists of stalls attending a market or event**, allowing you to plan and



The Benefits

Advantages for market operators (cont.)

- shape your event accordingly;
- **process trader applications instantly** with just one click;
- **monitor trader bookings**, waiting lists, attendances, accounts and ratings;
- **receive payment from traders** using just a smart phone;
- **register your staff** and allocate them an appropriate access level within your The Market People account;
- **produce yearly statistics** on market performances, for example attendances, turnover, the effect your policy has on your market, your market or event's performance compared to similar markets or events;
- **share documentation** such as method statements, generic risk assessments, policy, terms & condition with other operators;

Any details of a market or event that are changed or updated after it is published are automatically also updated in that market or event's public listing on The Market People.

2. Receive and process trader bookings

When you've created your market or event on The Market People, you'll want to get it booked up with good traders as quickly as possible. All market traders that have indicated in their account notification preferences that they are interested in hearing about the type of market or event you are providing, and that is within the geographic area in which they wish to trade, will receive an automated email informing them of your market or event and inviting them to apply for a booking.

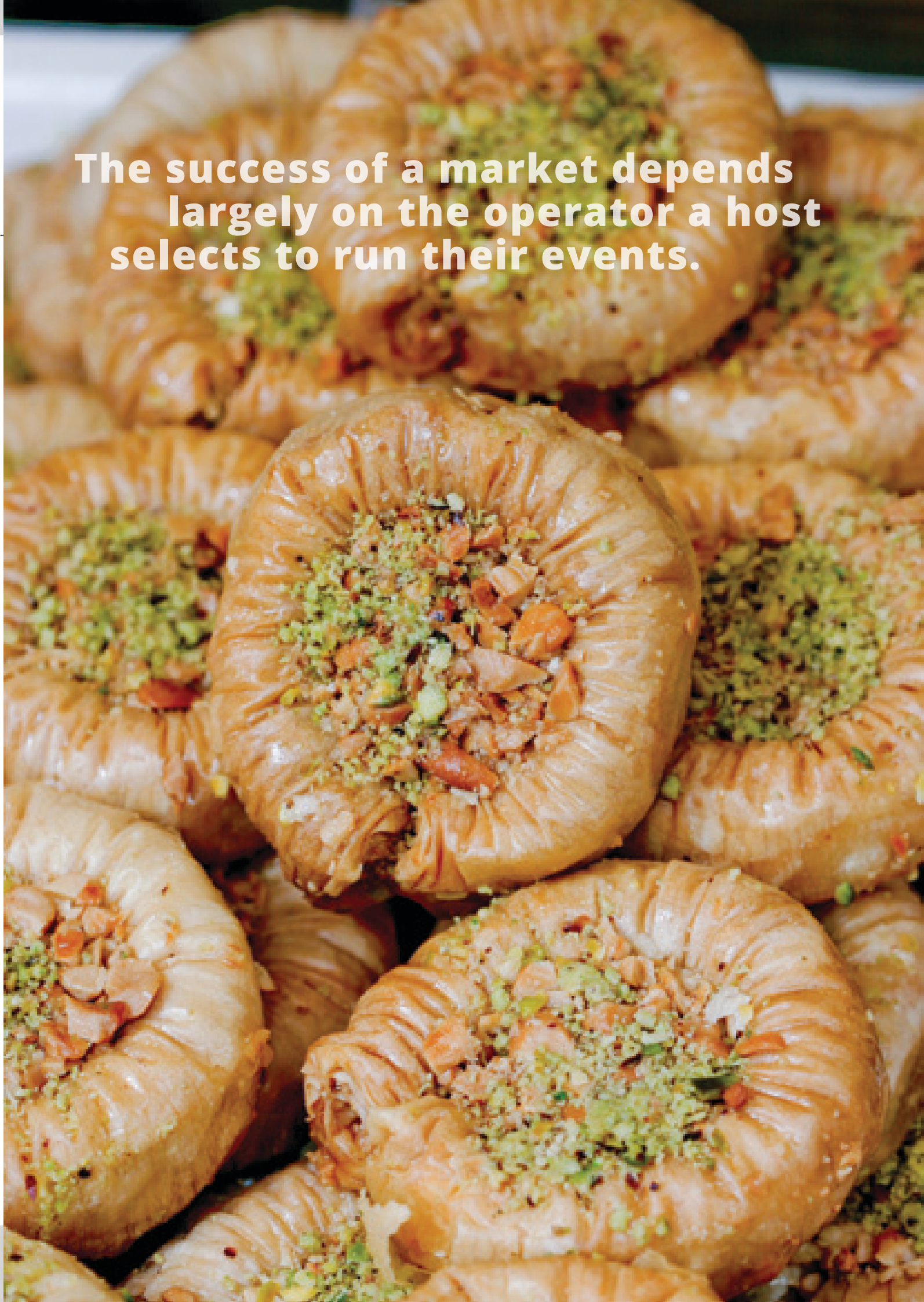
The Market People also gives you the option of searching for the sort of stalls you'd like for your market or event. You search by type of commodity, and all search results include stall and product details including photos and business name and ratings (you won't be able to see the traders contact details at this stage). You can then simply select the stalls you are interested in having at your market or event, and send then an automated email inviting the trader to apply for a booking.

When a trader applies for a booking to your market or event, either as permanent or casual, you will be able to access and check:

- **their business details** and business contact information;
- **their stalls**, with products details and photos;
- **their Market PASS** (and their assistant traders' Market PASS where relevant) ;
- **their ratings** from the public, previous operators and local government officials;
- **the number of units** they require;
- **the list of equipment and/or services** they will require in addition to their pitch (if you provide any equipment);

Because all traders registered with The Market People have had their documentation checked and verified independently by both The Market People and the relevant local government officers, the operator does not need to be concerned with additional regulations and red-tape, and can safely make an informed decision to accept or refuse the trader's application.

Traders are then notified whether or not their application has been accepted, and can confirm



The success of a market depends largely on the operator a host selects to run their events.

Once a trader has attended an operator's event, the operator will be able to rate the stall and the trader

The Benefits

Advantages for market operators (cont.)

their booking with a single click. Their stall is then confirmed as booked to both the trader and the operator and the stall details are listed in the event details for the public. If the trader has been accepted as permanent they are automatically booked for all the relevant dates. All relevant local regulatory officials (e.g. trading standards, environmental health, licensing, etc.) are then informed, allowing them to check the trader's status, documentation, ratings and comments previously entered by other officials. If necessary, traders are issued an automated license on behalf of the relevant council.

3. Receive payments from traders with a Smartphone

The Market People allows market operators to receive payments onsite from traders with our forthcoming free smart phone app:

- **take any form of payment** (operator accounts allow you to define your preferred payment method);
- **specify when payments are due** (e.g. before or after a booking can be confirmed);
- **record payments** with a simple click;
- **send an invoice** to the user;
- **send a receipt** to the user;
- **print invoice and receipt** (at the office, onsite printing requires additional equipment);
- **receive advance payments** (when receiving advance payments, the amount received is

entered and balanced automatically against future bookings).

Currently, while operators can receive online payments, they will need to set up a separate merchant account in order to be able to do so.

4. Monitor trader ratings

Once a trader has attended an operator's market or event, the operator will be able to rate the stall and the trader. The operators can review the attendance and performance of permanent and casual traders on a weekly, monthly or yearly basis. They can also view trader ratings from other operators and the general public. Ratings from the public are based on three criteria:

- product quality;
- value for money;
- service and presentation.

Ratings from operators are based on four criteria:

- product quality;
- value for money;
- service and presentation;
- the trader's general conduct.

The overall rating of a trader is calculated as an average between the different criteria and user type. Ratings and reviews can then be checked at any time by market visitors (the general public), inspectors and operators with a simple scan of a Smartphone over the QR code on the trader's Market PASS.



Advantages for Local Officials

While inspectors and enforcement officers aren't always the most popular stakeholders in the market industry, they are still very important.



The The Market People monitoring system provides approved enforcement officers access to relevant trader, event and operator information, including required documentation and other official reports.

1. **Independent accreditation of market traders and operators**
2. **Quick and easy monitoring of market professionals operating in your area**

1. Independent accreditation of market traders and operators

The Market People understands that the role is vital to ensure public safety and to protect the industry against the bad image that a few rogue traders or operators can give to the industry's reputation. The Market People monitoring system doesn't simply allow inspectors to sanction the bad traders, but also to praise and encourage the good ones, thus creating a better relationship between both parties.

The Market People monitoring system allows approved enforcement officials to concentrate on rogue traders and minimise unnecessary and unpopular inspections. By sharing notes and

comments with other officials, the system gives the inspector the freedom to make accurate and intelligent decisions. It also highlights where there are contradictory policies and helps to harmonise local authority's policies across the geographic spectrum.

It also allows approved enforcement officials to inform traders and operators about any unusual risks, such as outbreaks, potential riots, extreme weather conditions, fake goods or money in circulation, and issue warnings when judged necessary.

Local authorities have two options when adopting The Market People scheme:

- to use the system for **events and markets operated on public land** or by operators that have registered with The Market People;
- through the localism act to introduce **an operator license to be compulsory for anyone organising event or market** within their jurisdiction.

The first option has a more 'liberal' approach but allows the possibility for rogue traders and operators to avoid being properly checked. It is also not fair for traders operating on the public land as they are under more scrutiny than traders and organiser operating on private land. The second option doesn't give a choice to the operator but puts everyone under the same regulation and allow a better monitoring and product traceability.

2. Quick and easy monitoring of market professionals operating in your area

The Market People allows you to make informed decisions on whether to carry-out an inspection or contact the operator. Coupled with the Market PASS it guarantees that traders' and operators'

paperwork is up-to-date. It provides officials with a previously unavailable window on the status of market professionals in their area, increasing accountability of traders and operators and product traceability, while at the same time reducing the amount of paperwork involved and lowering costs.

PLEASE NOTE: Our system provides approved enforcement officers access to the information relevant to their duty and to their duty ONLY. It is strictly reserved for the following groups of officials:

- For trader monitoring:
 - **Trading standards**
 - **Health and safety**
 - **Environmental health**
 - **Market right**
- For event safety and operator monitoring:
 - **Market right**
 - **Health and safety**
 - **Planning**
 - **Highways**
 - **Fire brigade**
 - **Police**
 - **TFL**
 - **Safety advisory group (SAG) member for large events.**

Advantages for Venue Hosts

Venue hosts are an essential part of the market organisation and booking process, and they come with a unique set of requirements.

Our system provides market operators with an exclusive set of powerful tools to enable them to work as efficiently as possible:

- 1. Connect with accredited market operators**
- 2. Powerful event management tools**

1. Connect with accredited market operators

The success of a market event for a town centre or the reputation of a venue depends largely on the operator a host selects to run their events. With The Market People, you can submit your projects or tender to your selection of fully accredited and rated operators, and be assured that you are dealing with responsible and experienced professionals. You will have access to the best operators in UK and in Europe.

If you have never organised an event before, our system provides detailed guidance every step of the way, so just by completing our event registration form you will get a good idea of what the process involves. You will also be able to promote your town and/or venue as well as your event with the marketing toll provided. Additionally, our system is structured to clearly

define the roles and responsibilities of each party involved, thus avoiding any potential misunderstandings.

2. Powerful event management tools

Once you have selected your operator, you will get a full description of the service provided, including a list of accredited traders attending the event and the commodities they are selling. Our system guarantees that all registered operators are fit to trade. Their documentation is automatically forwarded to all the relevant local government agencies, so you are covered. If your favourite operator isn't already registered, it's a good idea to ask him to do so, for your own peace of mind. Although The Market People is a new system, you'll quickly find that when you're a member there is very little to do with your business as an event host that our system can't make easier for you.

Please note: Venue hosts are not permitted to operate markets or events, or book traders. For this functionality you need to register as an operator and purchase the appropriate operator membership.



The success of a market depends largely on the operator a host selects to run their events.



The Benefits

Advantages for Market Suppliers

The Market People system has been designed by industry experts to either remove or simplify the day-to-day administrative headaches faced by market operators in the UK.

Easily connect with potential new business partners

The Market People has been purpose-built by a team of experts aiming to create an integrated networking, promotions and accreditation system for the use of all types of market professionals, including market suppliers. For market suppliers this provides previously unavailable access to a network of accredited market traders market operators and event organisers to whom they can pitch for new business.

A Market People account gives a supplier privileged and monitored access to reputable and business-minded professional across the UK. It allows you to inform a targeted audience about your product and promotions. You are automatically listed in the traders' and/or operators' accounts that are likely to use your product (fruit and vegetable wholesaler are automatically listed in greengrocer and caterer accounts, promotions are also flagged allowing the supplier to communicate his latest offers to the targeted audience.)

Wholesalers and producers

As many retail outlets will disappear in the next few years it is important for suppliers to find other forms of distribution. Markets may offer the alternative distribution network suppliers are looking for. For many suppliers, particularly producers, selling is the ultimate factor. But it is also important that their products are presented and displayed properly. All traders registered with The Market People are vetted, monitored and rated by the public and operators, as well as other suppliers. With The Market People suppliers can identify the best traders to represent their company and sell their products.

With The Market People suppliers can also identify trader geographically. Additionally, with the agreement of the trader, a supplier's products can also be listed on The Market People website giving greater exposure to their business. This form of distribution offer an alternative to supermarkets and is particularly suitable for medium-sized enterprises who can't afford the demanding conditions imposed by major retailers.

Previously unavailable access to accredited market traders market operators and event organisers

Data protection & user privacy

It's critical that if you are paying for an online service your privacy must be protected and respected at all times.



It's also critical you should always be able to control who can have access to your personal and business details. The Market People takes the privacy of its users very seriously and personal, business and activity information is only used when necessary.

User accounts

All user accounts on The Market People are kept completely private at all times regardless of user type. No one but the user has, or will ever have, access to it.

Private details

No third parties ever have direct* access to a registered user's personal details. For traders and operators, the Market PASS stands as reliable proof that all personal details have been registered and are correct.

Business details

Each user can choose which suppliers can see their business details. For example, an operator can only contact a trader if:

- the trader has **submitted an application** to trade (made contact with the operator);
- the trader has **specifically selected the operator** as one of his favourites.

Traders may want the public to be able to contact them, in which case the trader's business contact details will be in the public domain. Or the trader may choose not to be solicited separately to their market, in which case the public will not be able to see their contact details but they will still be contactable through our discrete onsite email notification system.

Automated notification

Each user can set their notification settings to avoid receiving unwanted automated emails. For example, a trader may only wish to be notified when an event or a market is held in a certain area, or by a specific operator, or by a type of event. The same applies for suppliers if, for example, they are only interested in notifications from selected wholesalers.

Identity theft for traders

The Market People protects registered traders by issuing them with a Market PASS that proves that we have their personal details recorded, and that they do not then need to provide their personal details to operator or regulatory officers as is currently the case. This simple difference minimises the risk of identity theft as far as possible in today's hi-tech world.

Past booking and trader's activity log

Only operators have access to a trader's past booking record with them. Officials and the public will only see the stall attendance to current and forthcoming events under their jurisdiction (officials).

Suppliers submitting offers to the trader or operators

To avoid getting spam from suppliers, operator and trader accounts feature a 'deal box' where they can check latest offers from companies offering products or services related to their activity. This allows traders and operators to be made discretely aware of the best deals available without having to approach or be solicited directly by suppliers. For example, a fruit and vegetable wholesaler can advertise that he has ten palettes of strawberries to be disposed of in the next two days. The offer will appear in all the green grocers and caterers 'deal box' for the duration of the offer.



*Regulated licensing officers may request access to traders' and operators' personal details to check if we have done our job properly, or to contact them in case of an incident if they can't be reached through their business details.

User ratings

User ratings and reviews are an integral feature of The Market People system.

Trader ratings

Members of the public can rate and review traders at markets or they have attended, and operators can review traders that have participated in markets that they have organised. Traders are rated by the public from 1-5 individually on each of the following criteria, with the average of all three providing the general rating:

- **price and value for money;**
- **product quality;**
- **service and presentation.**

Operators rate traders in the same way as the public, but operator rating counts for three ratings.

Enforcement officers such as trading standards and food hygiene rate traders for monitoring purposes. Food hygiene ratings and comments are then shared between environmental officers and are available to the public in the same manner that other food businesses have “stars on the door”. Trading standards ratings are only shared by trading standard officers and accessible by the trader and operators when the trader submits an application. While trading standards ratings have no influence on the public rating, bad ratings from them may well lead to questions being asked about the trader’s professionalism.

Operator and event ratings

Traders can rate events and operators, though these ratings are only available to other traders.

The public can also rate an event or a market, and these ratings are visible by everyone.

Regulating ratings

We realise that good or bad ratings can have a huge effect on a trader’s sales, and so it is critical to prevent abuse and misuse of the system. The Market People has therefore imposed several restrictions on users leaving ratings to ensure that all user ratings registered on our system are as accurate and fair as possible.

To leave a trader rating, members of the public MUST first be registered on with The Market People, (avoiding anonymous ‘spam’ ratings from unregistered users) and to have personally visited the stall being rated and scanned the trader’s QR code. Even then, members of the public can only submit one rating per trader per year. Users found to have been abusing the system will be unable to post further ratings

Operators can only rate traders who have attended their events, and all ratings and reviews are checked manually by The Market People before being published online. Traders are also rated by operators regarding their general conduct, though this rating is only shared between operators and invisible to the trader. If operator ratings and public ratings for the same trader differ greatly the issue may arise over how genuine the ratings are.



Ratings can have a huge effect on sales, so it is critical to prevent abuse of the system.