

GROWING MARKETS

Championing the Market Stall



What links Marks and Spencer; Tesco; Morrisons and JJB Sports?



Right first time. They're all hugely successful businesses – but they also have their origins in the market stall. Markets are therefore a fantastic testing ground for a budding entrepreneur with a bright idea but a limited budget.

Clearly not every market stall will end up as multi-million pound industry. But markets can be huge contributors to the local economy and central to the vitality of the town centre and regeneration of the wider area.

And that's why I, as the Government's new Champion for Markets, am determined to raise the profile of

markets and ensure that the industry has an effective voice across government policy.

We are publishing this leaflet to draw market traders' attention to the Government support that is available, and to assure traders that the Government is absolutely committed to working with you and with councils to ensure markets will flourish in the future.

It is crucial that you get involved as we seek to put markets in the spotlight and on the agenda for local authorities. Let your local council know about how the market can support the council's priorities – not just economic priorities but social and environmental as well.

I believe if central government, local government and the markets industry work together we can start a markets renaissance. I look forward to continuing to work with you on building stronger markets across England.

Rt Hon Rosie Winterton, MP





How Bazaar!

The *How Bazaar* project, funded by the Local Enterprise Growth Initiative (LEGI) programme, has been operating at Leeds' historic Kirkgate Market since summer 2009. It allows new businesses to test their products, services or business ideas for 12 weeks rent-free.

The market stall is open to any new start-up business in Leeds and to existing market traders who wish to diversify. During the trial new entrepreneurs can showcase their ideas and talents, test market their products and gain valuable customer feedback: "This stall is a fantastic opportunity for me and other traders to test trade our products to a wider market. I aim to open a shop in the future and this will give me the vital day-to-day experience I need".

Ask your council if you are in a LEGI area and how they can help you.

Let Government know direct what it can do, what councils can do and what YOU can do to help markets thrive.

Email your thoughts on this issue to:

markets@communities.gsi.gov.uk

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Business Link

The Government has helped hundreds of thousands of businesses get through the recession and take advantage of the recovery. Is your business getting the help it needs?

We can give you a free **Business Health Check** to help with:

- **Managing cashflow** – more time to pay tax. *HMRC has allowed businesses to delay payment of £5bn in taxes to help with cash flow.*
- **Cutting costs** – how to save on overheads, waste and energy bills.
- **Finance** – advice on loans from your bank and other sources of finance. *Even businesses unable to get commercial credit have been helped, with more than £700m of new bank loans supported by the Government's Enterprise Finance Guarantee*
- **Keeping staff on** – help from Jobcentre Plus to avoid lay-offs
- **Help with recruitment and skills** – be part of the recovery by taking on new staff and upgrading skills. Cash support for training and apprenticeships. *£1,000 cashback if you recruit someone who has claimed Jobseeker's Allowance for more than six months.*

Interested? Speak to Business Link on 0845 600 9006 or visit the Business Link website: www.businesslink.gov.uk

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