

Knutsford Town Council

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Market Hall Visual Merchandising Code

This Code is issued pursuant to regulation 4.2 of the Knutsford Market Hall Regulations. Compliance with this Code is a requirement of a licence to trade at Knutsford Market Hall and accordingly a breach of this Code is a breach of the aforementioned licence.

This Code applies to market traders, their employees and anyone else who a licence holder places in charge of, or permits to work from, their stall.

Stall Signage

1. In accordance with stall licences no banners or signage are permitted outside stalls and only the provided fascia sign may be displayed.
2. Signage within stalls should be professional. Whilst the precise style will vary by trader, the following guidelines must be followed:
 - a. Signage must be in a good condition. Scruffy or dog-eared signs should be replaced.
 - b. No handwritten paper notices are permitted. Handwritten signage is permitted using (for example) chalk boards, slate or laminated cards.
 - c. No notices are to be placed outside the stall or on stall shutters
3. Product information should provide clear and concise information about products and promotions.

Displays

4. In accordance with stall licences, stall displays should be full and well presented, maintaining a clean and organised product display
5. Care should be taken to present products attractively within stalls. Displays should be regularly rotated.



6. Displays must be safe. They should not be excessively high and should not present any hazard to the public
7. Any regulatory requirements which restrict how products are displayed (such as tobacco products) must be followed. Any signage required (such as Challenge 25) must be appropriately displayed. Traders must abide by trading standards requirements with regards to the 28-day rule for pricing which requires a product to be sold at full price for 28 days before discounting, if a product is to be promoted as discounted.



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