

APPLICATION GUIDELINES

The following information is designed to ensure that all applicants are considered on an equal basis. The aim of the event is to help promote and develop each new or small business. Places are limited so early application is recommended.

- The market dates are the weekends of 14th -15th February 2026 and 14th-15th March 2026.
- Stalls will be provided.
- The markets will be indoors.
- The organisers will provide free of charge provision for unloading and loading, all onsite parking however is chargeable.
- Please note; due to the safety requirements of the site NO COOKING or HOT WORKS are permitted at any time.
- The attached form is to APPLY for a place. Any successful applicants will be notified in writing with instructions for the market.
- All successful applicants will be notified within 2 weeks of submitting their application.
- There will be a nominal £15 charge to confirm your attendance, payable in advance. Details of this will be on your confirmation form.
- Successful applicants would be expected to commit to both days of at least one 2 day market.
- Each application will be considered on its own merits as a business or business plan.
- Any place offered is subject to the trader complying with any and all legislation applicable to their business.
- All successful applicants should note that filming and photography will be carried out during the market by authorised staff only. This will comply with GDPR legislation.
- For additional guidance and support please contact troy.yeomans@mellsquare-shopping.com.
- The decision of the organisers is final.
- **All applications must be submitted to troy.yeomans@mellsquare-shopping.com no later than Friday 23rd January 2026**

APPLICATION TO TRADE

This is an application to trade at Mell Square, Solihull as part of WMCA Mayor's Market Fund Trial. These events are organised by Visit Solihull as part of Business Growth West Midlands.

Your application will be reviewed based on the criteria attached.

All successful applicants will receive a written invitation and instructions for the events.

Personal information

Name

Age

Email

Phone

Question 1. Business name? (if applicable)

Question 2. What is your business status?

- Not yet launched
- Recently launched (0-12 months)
- Trading 1-3 years
- Trading 3-5 years

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Question 3. Brief description of your Business (150 words)
(What you do, who you serve, why it exists)

Question 4. Please provide details of your website / social media (if any)

Question 5. What products/services will you be selling at the market? (Provide a clear list)

Question 6. What is the price range of products/services ?

Question 7. Do you produce your own goods?

- Yes, handmade ☐
- Yes, manufactured ☐
- No (e.g., reselling) ☐

Question 8. Do you hold the required licences (where relevant)?

- Food hygiene rating ☐
- Street trading licence ☐
- Liability insurance ☐

Question 9. What stage are you at with branding, marketing, and business planning?

Tick all that apply:

- No plan yet
- Basic business plan
- Formal business plan
- Active online marketing
- Active offline marketing
- Early branding
- Established branding

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Question 10. What support do you feel you need most?

(If you would like free support on any of these subjects, from local service providers, please tick the last box.)

- Marketing
- Business mentoring
- Funding advice
- Legal/licensing support
- Product development
- Other (specify)
- Extra Free Support

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Question 10. How did you hear about this event?

- Young Market Traders
- Stall Hire Company
- Solihull Arts Market
- Visit Solihull
- Visit Knowle
- Social Media
- Other (specify)

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