



Trader Referral & New Trader Incentive Policy

1. Purpose

This policy is designed to attract new traders to the market while rewarding existing traders for referring new traders. It aims to grow the trading community and increase market activity through mutually beneficial incentives.

The aim is to ensure the market is viable on all 5 trading days, priority will therefore be given to applications to trade on the quieter days.

2. Referral Incentive for Existing Traders

Any registered trader who successfully refers a new trader to the market will receive:

- One (1) free trading day in **addition** to their normal trading days (excluding Fridays). If a trader already trades 5 days they will receive one trading day credit.

A referral is considered successful when:

- The new trader completes an application pack providing the necessary documents and
- The new trader undertakes their first day of trading

There is no limit to the number of referrals a trader can make. Each successful referral earns one additional free trading day. The name of the referring trader **must** be nominated by the new trader at the time of application.

3. New Trader Welcome Incentive

All new traders joining through a referral will receive:

- 20% (rounded) discount on their first month of trading.

This discount:

- Applies only to the first month of trading.
- Cannot be combined with other promotional offers unless explicitly stated.

4. How the incentive will be applied

- The free additional trading day will be credited to the referring trader's account once agreed with the market staff.



- The 20% discount will be automatically applied when rent is collected for the new trader.

5. Eligibility Criteria

Referring traders must:

- Be actively trading at Barnstaple Pannier Market at the time of referral / nomination.
- Be in good standing with no violations of market trading / licence conditions.

New traders must:

- Be first-time traders at Barnstaple Pannier Market or have not traded at the market within the previous 12 months prior.
- Provide all the necessary paperwork
- Commit to trading for 4 weeks minimum

All bookings are subject to availability, normal application and approval process.

6. Abuse & Fraud prevention

The market reserves the right to:

- Reject referrals deemed fraudulent or self-referred.
- Withhold or revoke rewards if abuse of the scheme is detected.

7. Policy Changes

The market management reserves the right to:

- Modify, suspend, or terminate this scheme at any time.
- Provide notice of significant changes where applicable.

8. Contact & Support

For questions regarding the referral scheme, traders should contact the market team via:

Email: panniermarket@northdevon.gov.uk or

Tel: 01271 379084