

# Retail Ready Test Trading Application Form



Ballymena Business Centre in partnership with The Gallaher Trust will be sponsoring a unique opportunity for Retail Test Trading within Ballymena Town Centre. This project will be 100% funded throughout 2021. Test Trading will be located within Midtown Makers 51 to 53 Church Street, Ballymena.

## Retail Ready Criteria [please tick]

- I am over 18 years old with no current or pending court judgements
- I live in the Ballymena area [previous Ballymena Council footprint]
- I currently do not trade from Ballymena Town Centre premises
- I retail a high quality product or service compliant with all relevant health and safety legislation

## Retail Ready Support will include:

- ✓ Dedicated Retail Space for a period of 2 months including heat, light, wifi and sales
- ✓ Merchandising and Marketing Tips and Techniques
- ✓ PR Opportunities on Social Media, Press and Website
- ✓ Access to wrap around business support including webinars, mentoring and networking

## Retail Ready Participant Commitment will include:

- ✓ Proactively Merchandising and Engaging with Retail Marketing Campaigns
- ✓ Participation in Case Study and PR Opportunities
- ✓ Sharing Test Trading Information for Project Monitoring and Evaluation
- ✓ Recognition of Support provided by Ballymena Business Centre and The Gallaher Trust during the Test Trading Experience

| Personal Details   |   |               |  |
|--|---|---------------|--|
| First Name(s)  |   | Surname       |  |
| Home Address   |   | Date of Birth |  |
| Telephone  |   | Town          |  |
|  |   | Postcode      |  |
| Mobile   |   | Email         |  |
| Employment Status<br>[Please Tick]   | <input type="checkbox"/> Unemployed<br><input type="checkbox"/> Facing Redundancy<br><input type="checkbox"/> In Employment Full Time [over 16 Hours Per Week]<br><input type="checkbox"/> In Employment Part time [under 16 Hours Per Week]<br><input type="checkbox"/> Self Employed Full Time [over 16 Hours Per Week]<br><input type="checkbox"/> Self Employed Part Time [under 16 Hours Per Week] |               |  |
| About Your Business or Business Idea   |   |               |  |
| Your Business Name / Proposed Business Name:   |   |               |  |
| Describe the product or service you would like to sell / promote through the Retail Ready Programme: |   |               |  |
| How would the Retail Ready Programme help you start or develop your business?                        |   |               |  |
| What are your future business goals?   |   |               |  |
| Signature  |   | Date          |  |

Please attach photographs of the products / service you would intend to sell / promote and any other information that would assist in the assessment of your application. Application forms must be returned to the following address or emailed to [melanie@ballymenabusiness.co.uk](mailto:melanie@ballymenabusiness.co.uk)

**Melanie Christie Boyle, Chief Executive, Retail Ready Test Trading Application**

**Ballymena Business Centre, 62 Fenaghy Road, Ballymena, BT42 1FL**

Applications will be assessed throughout 2021 with a total of 8 weeks test trading [weeks may vary depending on Government Retail Restrictions]