



# BRITISH EQUESTRIAN TRADE ASSOCIATION

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## RETAIL CRITERIA

(Applicable to both UK and Overseas Retailers)

### Criteria for all Members in the Retail Category

1. Financial Full Members must be registered for VAT. Provisional members need not be VAT registered (see below)
2. Code of Practice Must subscribe to any BETA Code of Practice.
3. Symbol Are required to display the symbol if a paid up member, both in store and on any business website. *(If a website exists a link must be provided to the BETA website).*
4. Time Must be trading legally for a minimum of 12 months fulfilling all other criteria – otherwise Provisional Membership applies (see below)
5. Photographs Must supply two interior and one exterior photograph of shop with application.
6. Knowledge Should have knowledgeable, appropriately trained staff constantly on hand.
7. Presentation Overall presentation of the shop including cleanliness and adequate levels of stock are to be maintained.
8. Insurance Proof must be provided of appropriate levels public liability insurance.

### Criteria for Retail Members

1. Premises & Legal Equestrian Retailers must trade legally from a permanent shop appropriately retail rated.
2. Hours Must be open during normal business hours for a minimum of 5 days per week all year round (other than mobiles).

### Additional Criteria for Mobile Equestrian Retailers

Either

1. Must operate legally from purpose built vehicle or an appropriately fitted out trade stand on a year round basis with permanent staff.

OR

2. Offer a mobile supply service

AND

3. Must hold sufficient stock to meet customer demand and show and meet its delivery lead time.
4. Must supply picture of show unit or trade stand with application.

### **Additional Criteria for Feed Merchant Membership**

1. Permanent purpose built premises not necessarily a shop.
2. Should be retailing at least 40% other brands besides own brand/own make (otherwise they are trade).

### **Additional Criteria for Internet / Mail Order Only Retailers**

1. Must trade legally from dedicated business premises that are not part of residential premises which are appropriately rated (if applicable), but may not necessarily be retail premises. On-line and telephone support via a published landline number must be provided during normal office hours. If not business rated the applicant must show proof that rating is not required or necessary. **A letter from the appropriate local authority clarifying what the query was from the applicant together with their decision on the rateability of the premises.**
2. Must hold sufficient stock to meet customer demand and show and meet its delivery lead time.
3. Must supply a full colour print out of their home page, together with three sample pages of products. Mail Order Retailers to provide a copy of their latest catalogue.
4. Must clearly display the BETA logo on their website / catalogue and the website must be linked to the BETA site.
5. If inviting customers to pay via credit card over the net the encryption methods mechanism must be explained.
6. Must be visited by a Council member or their representative.
7. Retailers must follow guidelines set down in the current distance selling legislation.

### **Additional Criteria for Saddlers**

1. Must be a Qualified Saddler ie has attained a Level 3 City and Guilds, or spent 4 years working under a Master, and earns his living by his trade
2. A Registered Saddler ie has attained a Level 2 City and Guilds, will fall into Associate membership being able to transfer to Retail Saddler once fulfilling the above criteria.

### **Provisional Membership**

1. Businesses that meet the Criteria but have been trading for less than a year become Provisional members. They are reassessed for full membership 12 months later.
2. Businesses that meet the Criteria but are not registered for VAT become Provisional members. Provisional membership is only available for 2 years – after this period membership will be reviewed and full membership may be offered. Full membership can be withheld until the business becomes VAT registered.

**NOTE: ALL APPLICANTS ARE ASSESSED ON HOW WELL THEY MEET THE ABOVE CRITERIA AND ARE ACCEPTED AND REVIEWED AT COUNCIL'S DISCRETION. ALSO TAKEN INTO CONSIDERATION DURING ASSESSMENT IS THE VALUE OF THE SERVICE BEING OFFERED TO THE RIDING PUBLIC AND THE BENEFIT OF BUSINESS TO THE EQUESTRIAN TRADE AND WIDER INDUSTRY.**