



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

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| 1. | Financial | Membership is open to VAT registered retailers AND retailers not yet registered for VAT.
Provisional membership will be given to non-VAT registered retailers- see below for details. |
| 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. <i>(If a website exists a link must be provided to the BETA website).</i> |
| 4. | Time | Must be trading legally for a minimum of 12 months fulfilling all other criteria for Full membership– if trading for less than 1 year then Provisional Membership applies. |
| 5. | Knowledge | Should have knowledgeable, appropriately trained staff constantly on hand. |
| 6. | Presentation | Overall presentation of the shop including cleanliness and adequate levels of stock are to be maintained. |
| 7. | Insurance | Proof must be provided of appropriate levels of public liability insurance. Professional indemnity cover is also strongly recommended especially where fitting services are offered. |
| 8. | Website | Websites must be kept current and up to date. |
| 9. | Photographs | Must supply photos showing the business environment with the application. In the case of bricks and mortar retailers this should be two interior (including one of till point) and one exterior photograph of shop with application.
In all other categories it should either be the interior of the business premises, workshop, warehouse, show unit or trade stand, stock and/or branded vehicle as appropriate. |

Criteria for Retail Members (bricks and mortar premises)

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| 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, Jockey Valets and Saddle Fitters

- Either 1. Must operate legally from purpose built or sign written (may be removable) vehicle or an appropriately fitted out trade stand on a year round basis with permanent staff.
- OR 2. Offer a mobile supply service, from a purpose built or sign written (may be removable) vehicle.
- 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.
5. When appropriate, Right to cancel documentation must be issued

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. Eg. 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 own sufficient stock to meet customer demand (rather than have suppliers drop ship) and show and meet their 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 Consumer Rights Act.
8. Social Media sites may not be your ONLY business trading platform.

Additional Criteria for Bench Saddlers

1. Must be a Qualified Saddler i.e. 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 i.e. has attained a Level 2 City and Guilds, will fall into Associate membership and can transfer to Retail Saddler once fulfilling the above criteria.

Additional Criteria for Mobile Bit & Bridle Fitters/retailers/suppliers (Loriners)

1. Earns his/her living or a substantial part of it through bit / bridle fitting consultations and supply.
2. Be subject to any relevant code of conduct that BETA may produce in the future.
3. Must hold sufficient stock to meet customer demand and show and meet its delivery lead time.
4. Must supply three photos with the membership application illustrating his/her work; transport, equipment and stock when completing bit and bridle consultations, fittings and/or sales with clients.

5. When appropriate, Right to Cancel documentation must be issued

And either

A. Must operate legally from an appropriate sign written, if possible (may be removable) vehicle or an appropriately fitted out trade stand on a year round basis with permanent staff.

OR B. Offer a mobile supply and consultation service.

OR C. Must trade legally from a permanent shop appropriately retail rated.

NOTE: ALL APPLICANTS ARE ASSESSED ON HOW WELL THEY MEET THE ABOVE CRITERIA & 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.