Watford Local Supplier Directory

Supplier Eligibility Criteria

The Watford Local Supplier Directory has been created by Watford Clarendon BID to help businesses find and connect with local suppliers, encourage local procurement and support the Watford economy.

The directory is open to businesses across a wide range of sectors, including professional services, trades, creative industries, hospitality, retail, technology and other business services.

To be included in the directory, businesses must meet the following eligibility criteria.

1. Business Location

Businesses must:

- Be based within the Borough of Watford; or
- Be based within a neighbouring WD postcode area and demonstrate an established connection to Watford, including providing goods or services to Watford businesses.

Applications from businesses outside the Borough of Watford will be considered individually, taking account of their location and connection to the local business community.

2. Business Registration and Trading Status

Businesses must:

- Be actively trading as a registered company, partnership, sole trader or other legitimate business structure.
- Provide a registered business name and trading address.
- Provide a Companies House registration number, where applicable.
- Confirm that they comply with relevant legal and regulatory requirements.

3. Trading History and Experience

Businesses should normally have been trading for a minimum of six months.

Applications from newer businesses will be considered where they can demonstrate relevant professional experience, qualifications, examples of previous work or other suitable evidence of their ability to provide the advertised goods or services.

4. Insurance

Businesses must hold appropriate insurance for the nature of the goods or services they provide, where required by law or appropriate to their activities.

Depending on the sector, this may include:

- Public liability insurance.
- Employers' liability insurance, where legally required.
- Professional indemnity insurance.
- Product liability insurance.
- Other specialist insurance relevant to their activities.

Evidence of insurance may be requested as part of the application process.

5. Qualifications, Licences and Accreditations

Businesses must hold any licences, registrations, qualifications or accreditations legally required to undertake the services they advertise.

Examples may include:

- Gas Safe registration for relevant gas work.
- Appropriate electrical qualifications and registrations where applicable.
- Food business registration and compliance with food hygiene requirements.
- Professional registration or authorisation for regulated professional services.
- Waste carrier registration where required.
- Relevant licences for security services.
- Other sector-specific regulatory requirements.

Evidence will only be requested where relevant to the services offered.

6. References and Evidence of Experience

Businesses must be able to demonstrate relevant experience and the ability to deliver their advertised goods or services.

Depending on the sector, applicants may be asked to provide one or two of the following:

- Customer or client references.
- Examples of previous work or completed projects.
- A portfolio of work.
- Relevant professional experience.
- Customer testimonials or other suitable supporting evidence.

The type of evidence requested will reflect the nature of the business and services provided.

7. Professional Conduct and Customer Service

Businesses must commit to:

- Providing accurate and honest information about their products and services.
- Communicating clearly and professionally with customers.
- Providing transparent quotations, pricing and terms of business.
- Delivering goods and services with reasonable care and skill.
- Meeting agreed commitments and timescales, or communicating promptly where circumstances change.
- Having an appropriate process for responding to customer concerns or complaints.
- Conducting business lawfully and professionally.

8. Health, Safety and Data Protection

Businesses must comply with relevant health and safety and data protection legislation applicable to their activities.

Where appropriate, businesses may be asked to demonstrate suitable health and safety arrangements, safeguarding procedures or data protection practices.

9. Watford Business Pledge Members and Ambassadors

Businesses that hold current **Watford Business Pledge Member or Ambassador status** automatically meet the directory's general eligibility assessment, recognising the accreditation process undertaken through Watford Borough Council and the Watford Business Pledge assessment panel.

These businesses will not be required to complete the standard eligibility assessment.

However, they must still:

- Confirm their current business and contact details.
- Provide information for their directory listing.
- Hold any relevant statutory licences, professional registrations or required insurance applicable to their services.
- Agree to the directory's terms and conditions.

Current Watford Business Pledge status will be verified before inclusion.

10. BID Levy Payers

Businesses do not need to be Watford Town Centre BID or Watford Clarendon BID levy payers to apply.

Eligible BID levy-paying businesses may be identified by a dedicated icon within the directory, subject to website functionality.

11. Application Fees

There is currently no charge to apply for or be included in the Watford Local Supplier Directory.

12. Maintaining Your Listing

Businesses included in the directory must:

- Ensure their published business information remains accurate.
- Notify Watford Clarendon BID of any significant changes to their business, services or trading status.
- Maintain any relevant licences, registrations and insurance.
- Respond to an annual request to confirm their information remains correct.
- Continue to meet the applicable eligibility criteria.

Watford Clarendon BID reserves the right to review, suspend or remove a listing if a business no longer meets the eligibility criteria, provides misleading information or becomes subject to substantiated serious concerns regarding its conduct or services.

13. Directory Terms and Conditions

Inclusion in the Watford Local Supplier Directory confirms that a business has satisfied the applicable eligibility requirements or qualified through the recognised Watford Business Pledge route.

Inclusion does not constitute a guarantee, warranty or endorsement by Watford BID Ltd of the quality, suitability or performance of any supplier.

Businesses using the directory are responsible for carrying out their own due diligence before appointing a supplier.

Watford Clarendon BID reserves the right to request additional information where reasonably necessary to assess eligibility.

By submitting an application, businesses confirm that the information provided is accurate and agree to comply with these eligibility criteria.