

# Southall

## Monthly Market Application Pack

Thank you for your interest in trading at the new Southall Monthly Market. This pack will provide you with details on the application process. Please read through it carefully and if you have any questions contact us before completing your application form.

### **About the Southall Monthly Market**

The Southall Monthly Market (SMM) is a new market offering an exciting mix of food & crafts from across the globe. Aimed at attracting new customers into Southall, it will be the destination of choice in West London by holding live entertainment from music, cooking demonstrations, exhibitions and more in addition to the range of trading stalls. There is an exciting marketing strategy to support the market and attract the targeted customers. The market will be a platform for traders, both established and non-established to sell direct to customers.

Southall is a lively and diverse community in West London. There are strong Indian and Pakistani roots here as well as communities from all over the world.

SMM will be one of London's most exciting and imaginative markets reflecting the diverse communities in Southall and West London. Many things people will find are one-off bespoke items, produced by the stall holders themselves.

With tasty food, unique styles and fabulous entertainment, SMM is the perfect place to spend your Sundays and set up stall.

### **What we look for in our traders**

**Great trader** – friendly/out-going personality, can-do attitude, creative imagination, fun/positive, engages with customers, persuasiveness to sell.

**Great food** – intense flavour, consistency in high quality, a 'wow factor'.

**Great display** - enticing, original, welcoming, high quality and creative design of banner's to compliment the stall(s) that will be provided.

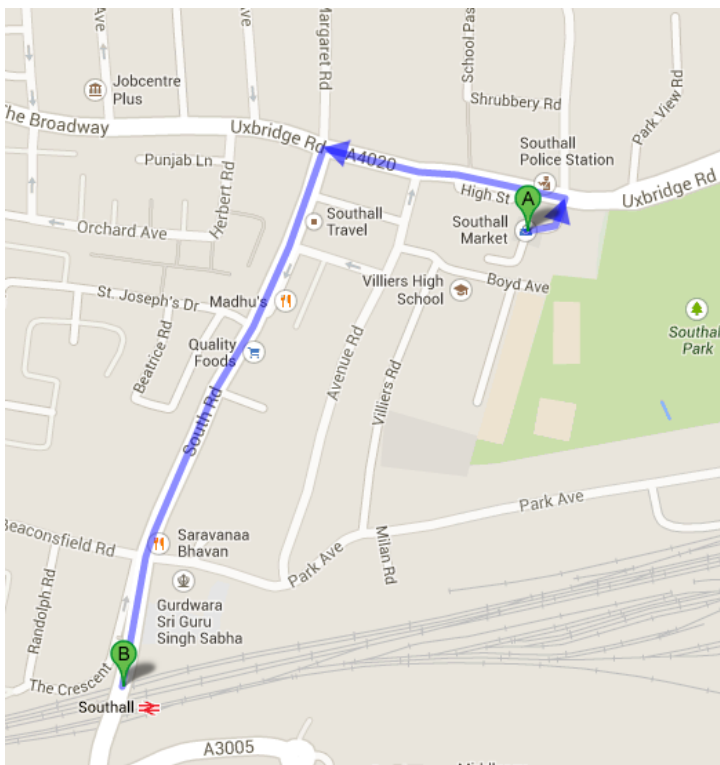
**Great practices** - high standard of trading, good systems in place, health & safety conscious, environmentally aware, clean and tidy.

**Great ambassador** - helping to spread the word about Southall as a destination to visit for high quality crafts and tasty food. Help attract visitors to Southall.

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### Application Process



### Location and Map

The market will be held on the historic market site on Uxbridge Road (next to the Lidl store).

Address: High Street, Southall, UB1 3DG

Map:

<https://goo.gl/maps/477Uh>

Note; although we will be using the same site as the existing Southall Market, the Southall Monthly Market is a new initiative that will be managed by W5 Productions. The SMM is aimed at attracting new visitors to Southall to experience an offer complimentary to the Town Centre. The infrastructure for SMM will be fun, quirky and of high quality.

### Stall Structure

All traders will be provided a covered stall structure measuring 3m x 3m (single stall). One 6ft trestle table will be provided on each single stall.

In addition to the above, food stalls will have access to the food preparation area if required.

Each trader will be provided with:

- 3m x 3m covered stall structure
- One 6ft table
- Food prep area (if required)

If a double stall is required; traders will be provided with:

- Two 3m x 3m covered stall structures (joined)
- Two 6ft tables



### Traders must;

- Bring their own lighting for use inside the stall (if required)
- Display their business name on banners fixed to the front of the stall.
- Display their market trading permit (to be issued on the day) in a prominent position on the stall
- Dress their stalls in an attractive way - tables must be covered with material reaching the floor. Each stall comes with sides and stall backdrops (as in above image).
- Bring their own cooking facilities - i.e cooker/stove etc.

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### **Power**

There is no electricity onsite. Gas powered equipment may be used to prepare food. Gas powered equipment must be set up and used in accordance with the Gas Safety (Installation and Use) Regulations. Traders are responsible for safe use at all times.

### **Market hours**

Trading hours: 12noon - 4pm

#### Set up

Vehicular access: 10am - 11am (timed slots will be given upon request)

Traders set up: 11am - 12noon

Traders shut down: 4pm - 5pm

### Legal Obligations

- All traders must obtain their Public Liability Insurance before trading at the SMM. We recommend:
  - National Market Traders Federation offers insurance as well as information and advice for all UK based market traders. [www.nmtf.co.uk](http://www.nmtf.co.uk) for more information
  - Combined Market Traders Insurance Association provides instant insurance cover for all UK based market traders. [www.cmtia.co.uk](http://www.cmtia.co.uk) for more information
- Additionally, food traders must provide a copy of the following with your application:
  - Food and Hygiene Certificate (Level 2)
  - Public Liability Insurance - up to £5m cover
  - Registration with Local Authority

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### Terms and Conditions

1. **Alcohol consumption** - Traders must not consume alcohol anywhere on the market.
2. **Courtesy** - Please extend courtesy to customers and traders alike.
3. **Electricity** - There is no electricity onsite.
4. **Health and Safety** - Traders must conform to all current Health and Safety legislation. Traders must hold public liability insurance that covers their stock, cash, employees etc. A copy must be available on market days.
5. **Management decisions** - The Market Manager will be reasonable wherever possible. The Market Manager's decision is final.
6. **No shows** - Any trader who does not show up without giving 48hrs notice will lose their fee and may be barred from future bookings.
7. **Noise** - Traders are welcome to play music on their stall however please be sensitive to your neighbours and must not disturb other stalls.
8. **Parking** - All vehicles must be parked in the nearby car park.
9. **Payment** - Payment must be received in advance of the market day to guarantee stall booking. Failure to pay in advance means booking is not confirmed.
10. **Pedestrian aisles** - Aisles must be clear of all traders' goods once the market opens at 12noon.
11. **Pitch allocation** - All pitches will be allocated by the Market Manager. Traders who have block bookings are likely to retain the same pitch position. We will continue to improve the layout and positioning of the stalls and traders reserve the right to make necessary changes. Sub-letting of stalls is prohibited.
12. **Products on sale** - Once you have agreed items to sell with the Market Manager, traders must not alter their offer without prior agreement with the Market Manager. If prior agreement is not sought, you will be asked to remove the items.
13. **Right to sell** - We aim to provide a mix of goods and food and no trader will have exclusivity on what they sell.
14. **Rubbish/Refuse** - Traders are responsible for disposing of their own rubbish responsibly at the end of the day. Please do not leave it on the stall, you will be charged for disposal. Stalls must be kept tidy throughout the day.
15. **Security** - Please keep an eye on yours and neighbouring stall and notify the market manager of any incidents. Money should be kept out of sight in a secure cash box.
16. **Set up and shut down** - Traders must be on the pitch from 11am and be set up by 12noon. Traders must not pack up before the market closes at 4pm. All traders must be packed up and stalls cleared by 5pm.
17. **Signage** - Each stall must have a business name displayed on the stall.

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18. **Smoking** - smoking is not permitted on the stall or in the aisles. Smoking on the stall is a fire risk.
19. **Stall charges** - Stall fees vary depending on the type of stall, see above for current stall fees.
20. **Toilet facilities** - traders' toilet facilities are available on site.
21. **Trader's responsibilities** - Traders are responsible for all aspects of sales and consumer legislation. Traders must advise customers of their returns policy. If selling food, traders must be registered with your licencing authority's Environmental Health section. Traders must have a printed list of ingredients for all the food on sale. Traders must look after the stall. Traders will be charged for repair or replacement of damaged stalls.
22. **Water** - Water facilities will be provided

### Contact details

Southall Monthly Market  
Market Manager

c/o W5 Productions  
University of West London  
St Mary's Road  
London W5 5RF

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