

Wokingham Town Council



Information for Market Traders

Wokingham Market

Wokingham Town Council (WTC) holds an Outdoor General Goods Market every **Tuesday, Thursday, Friday and Saturday**. The normal Market hours are **9am – 5pm**. The Market is held in Market Place around the Town Hall. **Please note: no stalls or equipment are provided by WTC.** Electricity supply is available.

2017-2018 saw the Market Place Improvement scheme as part of Wokingham Town Centre Regeneration. These improvements are a significant investment to help secure the Market's future.

Anyone wishing to trade at Wokingham Market should contact the Market Officer at WTC and complete the application process (see below).

Farmers Market

A Farmers' Market is held on the first Thursday of every month from 9am – 2pm.

Farmers' Market Guidelines:

- The Farmers' Market is for sellers who are actively involved in the production of goods for sale. Produce on offer should be grown, reared, caught, brewed, pickled, baked, smoked or processed by the stallholder.
- Priority is given to 'local' producers defined as an area within a 30 mile radius of Market Place, Wokingham RG40 1AS. The Town Council will use its discretion beyond this limit to a maximum of 100 miles, if producers of certain products cannot be found within the local area
- Ingredients for processed goods should also be sourced locally where possible. The stallholder should understand and have knowledge of the entire life cycle of their produce.
- All traders must comply with current trading standards, environmental health and health & safety requirements, particularly with regards to food processing, storage, handling, display, packaging and labelling.
- Stallholders should be committed to minimal environmental impact through their sourcing, production and packaging. The use of GMOs is strictly prohibited.
- As the Farmers' Market is held alongside the General Market, all Farmers' Market stalls must display a notice stating "Farmers' Market Trader". This will be provided by WTC.

Market Information

Location: Market Place, Wokingham, RG40 1AS. Access is from the top of Market Place via Peach Street. **There is a strict one way policy and 5mph speed limit.** All vehicles must exit again on to Denmark Street. Virtual permits are issued – **please notify the Market Officer in advance with your vehicle registration** or you may be issued a fixed penalty on arrival.

Parking: Unfortunately WTC cannot provide any free parking. Outside of loading/unloading times, traders must find their own parking in one of the town car parks. The nearest car park is Cockpit Path or Denmark Street.

Facilities: Electricity is provided by SMART Power Pillars and available in 16A. Traders requiring power must purchase a pre-paid card which can be topped up in the Town Hall. Mobile generators are not permitted. Toilets are provided for market traders in the Town Hall also. An outside water tap is available for non-potable water.

Presentation: Stalls must be of a gazebo style canopy and the standard size accepted is 3m by 3m. Stalls and produce should be presented in an attractive manner. Goods should be clearly priced. Refuse should be disposed of in an appropriate manner and is the sole responsibility of the trader. The use of public litter bins is not permitted.

Packaging: Please minimise packaging and plastic use as much as possible. Customers should be encouraged to use reusable shopping bags and traders should provide reusable or biodegradable alternatives where possible.

Marketing: WTC will provide a limited amount of publicity for the market including the use of social media. Individual traders are encouraged to use their own social media too and/or provide content for use by WTC.

How to Apply

All enquiries should be made to WTC Market Officer:

Bob Sherrard
marketandbloom@wokingham-tc.gov.uk
0118 207 2258

An application form can be downloaded from WTC website or sent via email. This must be completed and returned to the Market Officer for consideration. There is no guarantee that an application will be successful, particularly if a new trader is offering goods or services already provided at the Market.

Traders must also provide a copy of their public liability insurance.

If an application is successful then the applicant will begin as a casual trader. After 1 month of regular attendance they can apply to be a regular trader.

Casual Trader

Casual Traders must book in advance to guarantee a pitch. The daily fee can be paid by cash or electronic payment.

Regular Trader

Regular traders are those issued with a regular trader agreement by WTC and attend the market on a weekly basis. Monthly payment options are available. The regular trader agreement will end if weekly absence exceeds 8 weeks within one year. Traders should notify the Market Officer of any planned absences at least 48hours in advance.

Farmers Market Trader

Traders wishing to attend the Farmers' Market must fulfil the guidelines set out above. Pitch fees are payable on the day.

Mobile Catering

There is limited space in the market for mobile catering vehicles and we advise all food traders to apply for a gazebo stall instead. Extra space may be available at specific events run by WTC.

Promotional space

Promotion space is available in the market place for commercial use located next to the market stalls. Please enquire for daily/weekly rates and to discuss your space requirements.

Charity pitch

Space is available for 1 charity pitch (3m by 3m) in the market. This can be booked by registered charities free of charge for a maximum of 1 week. Please contact the Market Officer direct to book.

Market Charges and Payment

Charges are per 3m by 3m pitch. Concessions are available for multiple pitches and at the discretion of the Market Manager. Introductory rates may be offered as an incentive for new traders.

| | Tuesday | Thursday | Friday | Saturday |
|-----------------|---------|----------|--------|----------|
| REGULAR | £16.00 | £16.00 | £18.00 | £18.00 |
| CASUAL | £18.00 | £18.00 | £20.00 | £20.00 |
| MOBILE CATERING | £24.00 | £24.00 | £26.00 | £26.00 |
| FARMERS | | £18.00 | | |

Payment options: Daily pitch fees can be paid by cash to the Market Manager or by electronic payment including PayPal. Direct Debits and online payments are also available. Please ask for more details.

Electricity: Pre-paid cards can be topped up in the Info Centre and will be charged per kWh unit. This rate will be at the cost price to WTC and subject to change. A £5 deposit is required for use of a card and is redeemable on return.

Market Regulations

The Market Regulations exist for the efficient and safe operation of the market. All traders wishing to trade at Wokingham Market must read, agree and abide by these regulations. The current regulations can be downloaded from WTC website or requested by email. A full copy is also available to read in the Town Hall.

The regulations do not cover in detail all statutory byelaws and legislation so traders should make themselves aware of any legal requirements relevant to their business. Examples are included below and in the next section.

Health and Safety at Work Act 1974

Consumer Rights Act 2015

Food Businesses

Food traders must be registered with their local authority and display a copy of their current food hygiene rating on their stall. It is the responsibility of each trader to comply with all relevant food safety legislation. Below is a list of the main legal requirements:

Food Safety Act 1990 – the framework for all food legislation in Britain.

Food Premises (Registration) Regulations 1991 – includes the registration of vehicles and other movable structures with the trader's local authority.

Food Safety & Hygiene Regulations 2013 – these set out the basic hygiene requirements for all aspects of a food business. It is a legal requirement for all food businesses to have in place a **HACCP system** which looks at how food is handled and put in place procedures to make sure the food produced is safe to eat. HACCP stands for Hazard Analysis Critical Control Points.

Grievance and Disciplinary Procedures

Any problem with the market operation will be directed to the Market Manager. Further course of action is outlined in the Market Regulations. Disciplinary action will be in line with WTC procedure and may involve a formal verbal warning, written warning, final written warning, or dismissal.

GDPR and data protection

The Data Protection Act 2018 includes the UK implementation of the European Union's General Data Protection Regulation (GDPR). It provides a framework and standards for data protection giving people more control over their data and rights to move or delete personal data.

All information given to WTC for the purpose of the market operation will be subject to our Privacy Policy. This information will be stored securely and used solely for the purpose intended. By applying for a pitch at Wokingham Market you agree to share this information with us. More details and a copy of WTC Privacy Policy can be found on our website.

Useful Links

Wokingham Borough Council

Shute End

Wokingham

Berkshire

RG40 1BN

Tel: 0118 974 6000

West Berkshire Environmental Health - provide environmental health services for Wokingham Borough Council

Council Offices,

Market Street,

Newbury

Tel: 01635 519192

Email: ehadvice@westberks.gov.uk

National Market Traders Federation - representing market traders and offering public liability insurance:

www.nmtf.co.uk

Food Standards Agency - guidance for food businesses:

<https://www.food.gov.uk/food-safety>