

# Wokingham Town Council



## Market Traders Handbook

01.05.2020

## INTRODUCTION

Thank you for taking an interest in trading at Wokingham Town Council Markets. Please read the information carefully below along with the separate Terms & Conditions, which can be found online at <https://www.wokingham-tc.gov.uk/wp-content/uploads/2019/08/Market-Regulations-2019.pdf>.

Wokingham Town Council would like market traders, shoppers and visitors to have the ultimate experience within the Town's markets and retail outlets. We are committed to creating spaces and providing conditions which will enable this to happen. Street trading has always formed part of the fabric of urban life, and many historic towns throughout the world owe their origins to the existence of open-air markets.

Thriving markets add to the variety, vibrancy and diversity of shopping opportunities within a Town's life, enhancing the character of the neighbourhoods in which they are located. Street trading provides valuable employment opportunities, as well as a bed of entrepreneurship, allowing new entrants to test their business skills and ideas in an environment which has low start-up costs, minimal overheads and existing customer footfall.

Truly thriving street markets can offer more than mere convenience; they can become destinations in their own right, drawing visitors from a wide and sometimes even an international catchment. Markets of this type positively reinforce the economic strength of the areas in which they are located, increasing footfall and drawing in custom for conventional retailers, restaurants and other local businesses.

As part of our commitment, we have developed this handbook as a guide for anyone who wishes to trade at Wokingham market.

We aim to:

- 1) Support market traders and start-up businesses to open up trading opportunities
- 2) Create partnerships with local stakeholders to promote markets and engage in national initiatives.
- 3) Work with public health and environmental agencies to create a diverse food offering across Wokingham's markets to include vegan, vegetarian, low sugar and organic products to support healthier communities and the council's anti-obesity campaign
- 4) To enhance Wokingham Town for all current and future residents and businesses in line with the following principles: Service, Sustainability, Distinctiveness and Inclusivity.

## CONTACT INFORMATION

Marianna Pentek (Market Manager)

**WORKING HOURS: 7 am - 5 pm on Tuesday, Thursday, Friday, Saturday**

**P:** 0118 207 2258 **M:** 07934 297259 **Main Switchboard:** 0118 978 3185

**A:** Town Hall, Market Place, Wokingham RG40 1AS

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## **APPLICATION PROCESS**

The application process is open throughout the year. Wokingham Town Council is aiming to provide a diverse, multicultural Market for all; therefore, we are continually searching for new and innovative traders to widen our offer.

All stallholders must state on the application form all items they wish to sell, and provide a full menu including prices. We are looking for a partnership with our vendors – the onus is on you to sell a fantastic product, make your pitch look attractive and set your prices reasonably. There is no guarantee that an application will be successful, particularly if a new trader is offering goods or services already provided on the Market.

This application process involves five stages:

1. Expression of interest
2. Application
3. Initial confirmation
4. Payment
5. Final confirmation

### **Expression of interest**

Please contact us on 0118 207 2258 or 07934 297259 or email us on [marketandbloom@wokingham-tc.gov.uk](mailto:marketandbloom@wokingham-tc.gov.uk) for the first informal discussion about the market and what you need to do to join us. We will be able to advise you about the next steps. In addition, information is available on our website: <https://www.wokingham-tc.gov.uk/wp-content/uploads/2019/08/Market-Regulations-2019.pdf>

### **Application**

Your application must be submitted online, to include a photograph or drawing of your stall layout: <https://www.wokingham-tc.gov.uk/market-trader-application-form/>

### **Initial confirmation**

Within 24 hours, you will receive an automated validation email confirming your application has been received. Where possible we aim to contact you via email within 72 hours to agree on your start date and invoicing requirements. After confirming your start date and the number of occasions you would like to attend, we will send you your invoice. Please ensure you indicate if your invoice address is different.

### **Payment**

**Electronic Payments** paid to Wokingham Town Council *Account number* 30017531 *Sort Code* 20-11-74 Please quote your invoice number when you arrange the payment.

**In Person:** Payments may be made by debit card, credit card or by cash and cheque at the Information Centre, at the TOWN HALL. The Information Centre is open between 10.00 am and 2.00 p.m. Monday to Saturday.

## **Final confirmation**

Where possible, 24 hours before your agreed booking date and on receipt of your booking fee, you will receive a market layout plan displaying your position within the market. Your pitch location is only allocated on receipt of your booking fee and all the required documents. Please note due to holiday, sickness or other emergencies we may not be able to send out the market layout, however, on the day of your booking one of our colleagues will help you to find your location.

If your application is successful, then you will begin as a casual trader. After six months of regular attendance, you can then apply to become a regular trader.

## **SOME OF THE LEGAL REQUIREMENTS**

Running a market stall is a great place to start your business, but you do need to consider all the legal requirements. Here is a brief guide to the main items you need to look at:

### **Inland Revenue**

It is your responsibility to register with the Inland Revenue that you are trading as either a sole trader or limited company. It is also your responsibility to submit self-assessments and pay any monies owed. Register for VAT if applicable.

### **Companies House**

If you are registering as a Company, Charity or CIC (Community Interest Company), you need to register with Companies House as soon as practicable.

### **Insurance**

As a market stall trader, you are required to have Public Liability Insurance with currently a minimum of £5 million of cover. £10 million insurance cover is becoming the standard across many other locations, and we intend to introduce this in the near future. You may want to consider other forms of insurance, depending on what your service or products are.

### **Products**

All products you sell must meet the requirements of Trading Standards conditions even if they are hand made by yourself. You must be aware that a representative from any authorised trading standards or other relevant agency could carry out an unannounced inspection at any time and request information from you as a trader.

### **Food Hygiene**

For **ANY** stall which is producing any type of food, you must register with your local authority in the first instance. You must also hold at a minimum, level 2 Food Hygiene certificate. Any helpers on your stall must also have a minimum level 1 food hygiene certificates. All trading must be done in line with the latest food Hygiene guidelines which are available from the website (<https://www.food.gov.uk/business-guidance/food-hygiene-for-your-business>)

## GENERAL MARKET TRADING DAYS & TIMES

Currently, the Market is open to traders on every **Tuesday, Thursday, Friday and Saturday** between the hours of 9.00 am and 3.00 pm during winter, extending to 4.00 pm during summer. The Council reserves the right, at its sole discretion, to close the Market at any time, including for reasons such as adverse weather conditions or any Health and Safety issues on the Market Place.

All traders must be set up at their allocated stall by 8.30 am on each trading day. Any pitch not occupied by 8.00 am may be reallocated by the Council at its sole discretion. Traders are expected to actively trade until 2.30 pm (winter) and 4.00 pm (summer) unless otherwise instructed by the Market Manager or duty staff.

Vehicles may be brought onto the Market for loading and unloading. All vehicles must be removed by 8.45 am and must not return until 3.00 pm (winter), or 4.00 pm (summer) unless you have express permission from the Market Manager or duty staff.

Traders from mobile trading units sited on the Market are expected to abide by the same trading rules that apply to all stallholders and must be present and actively trading on their booked trading days during the time periods set out above.

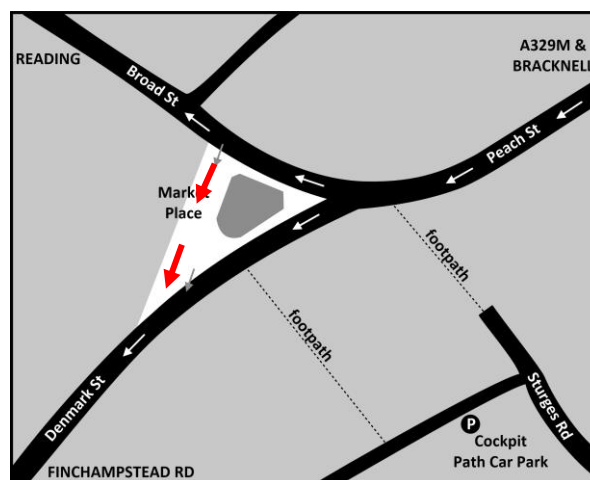
## MARKET LOCATION

Market Place, Wokingham **RG40 1AS**



## ACCESS TO SITE

Wokingham Town centre operates a one-way traffic system, access to the Market is from the top of Market Place via Peach Street and Broad Street, opposite Boots. **There is a strict one-way policy and a 5mph speed limit.** All vehicles must exit on to Denmark Street. Virtual parking permits are issued by Wokingham Town Council (for the market place only) – **please notify the Market Manager in advance with your vehicle registration**, failure to do so may result in a fixed penalty fine.



## FARMERS MARKET CORNER

Farmer's Market Corner is held on the first Thursday of every month from 9 am – 2 pm as part of the general market, signalled by a “**Farmers Corner**” flag.

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 30mile 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. The use of Genetically Modified Organisms is prohibited.
- All traders must comply with current Wokingham Market Terms & Conditions, 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.

## VEGAN MARKET

The Vegan Market is held on the second Sunday of every month from 10 am – 2 pm. Wokingham Town Council organises this specialist market with its partner, Sparkle Events. All vegan market applications must be made online: <https://www.sparkleveganevents.com/wokinghamtraders>

- **We do not ask that all our stallholders (as individuals) or workers are vegan, only that they are vegan-friendly.** This also applies to contractors, venue staff, volunteers and anyone else working on the market.
- **All stalls must have 100% vegan products only on the day, and all marketing must be 100% vegan on the day.**
- We do not accept bookings from businesses that promote the use of animal products outside of our events unless they have a robust vegan policy that caters for vegans.
- Unless those businesses already have a wide range of vegan products, or they are moving towards an increased vegan range. It is a grey area here – in some ways we would, of course, prefer 100% vegan companies only, and this may be the case in the future. For now, we also want to help and encourage those businesses genuinely shifting toward vegan.

- Each application is examined on an individual basis, and we accept that there may be some inconsistencies which are open to question from visitors concerned with any stallholders presence.
- All traders must comply with current Wokingham Market Terms & Conditions, trading standards, environmental health and health & safety requirements, particularly with regards to food storage, handling, display, packaging and labelling.

**Everyone is welcome to attend Wokingham Vegan Market as a visitor, regardless of their current dietary, lifestyle, political or philosophical status.** Our markets welcome people who are vegan, transitioning, curious or completely new to the whole concept. People who currently choose to use animal products will be very welcome to attend and will be pleasantly surprised by the array of vegan options available. We do ask that visitors to our Vegan Markets do not consume any animal products when visiting the market, and try not to wear any clothing containing animal products either.

### MARKET STALLHOLDER PARKING

The closest carpark is **Cock Pit Lane Car Park**: Sturges Road, Wokingham RG40 2HD, and market traders are able to obtain a virtual permit through Wokingham Town Council to park their cars and vans here all day only on market days.

Please carefully read the following guide on how to purchase a parking ticket to avoid any fixed fee penalty tickets.

**STEP 1** – Provide your car/van registration number to the market manager as soon as you can. Be aware of the difference between 0 (zero) and O (the letter) as the system will not be able to make any allowance for errors. Your registration is imputed into a central IT system which is linked to the parking meter at the car park.

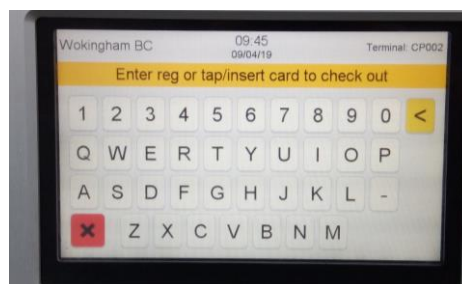
EXAMPLE: **DV62 XOO** – correct

**DV62 X00** – incorrect, as the letters are mistakenly exchanged with numbers

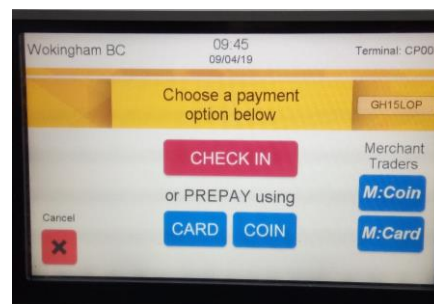
**STEP 2** – In Cockpit Carpark find the parking meter and enter in your registration number.

Be aware of the difference between 0 (zero) and O (the letter) as the system will not be able to make any allowances for errors.

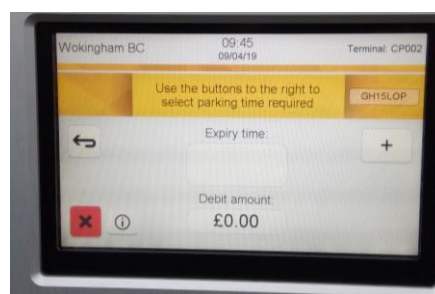
**STEP 3** – Press OK



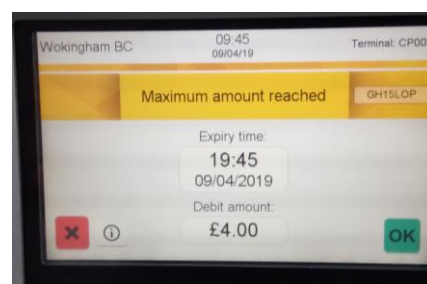
**STEP 4** – On the right-hand side under the MERCHANT / TRADER sign, please choose how you want to pay coin or card.



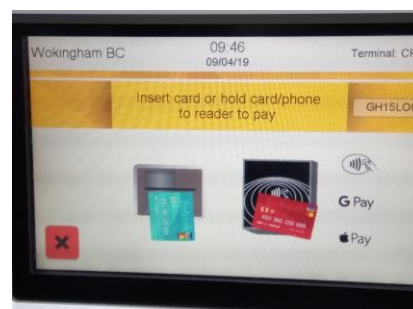
**STEP 5** – Push the + sign on the right-hand side, and it will give you a full day parking – 10 hours.



**STEP 6** – Press, OK.



**STEP 7** – Make a payment and put your ticket on your dashboard. Please ensure it is easily can be found/seen by the parking officers.



## **MARKET FACILITIES**

**Electricity** is provided on request by SMART Power Pillars, with a 16A supply. Traders requiring power must ensure a valid PAT certification has been submitted for each piece of equipment used on the market, including extension leads before trading can commence. Mobile generators are not permitted.

**Toilets** are available for market traders to use on the ground floor only, within the Town Hall. Access code is provided on the day of the market. An outside water tap is available for potable water.



## **PITCH SIZE**

WTC will provide a standard pitch of 3m x3m or multiples of, as per the application form. A photograph or precise drawing of your pitch is required with your application. Stallholders must provide their own pop-up style canopy; we no longer accept frame and sheet style stalls.

Stallholders are fully responsible for providing all their own display tables and sufficient weights, setting up and breaking down. Making sure their set up looks great, is inviting, safe, secure and easy for the customers to use. Stallholders are also responsible for the back of their stall to be covered/enclosed in a way that is safe in terms of access and looks clear and tidy.

## **MOBILE CATERING**

There is limited space in the market for purpose-built vehicles or 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 one charity pitch (3m x 3m) in the market at any given time. This can be booked by registered charities free of charge for a maximum of 1 day, three times in any 12-month period. Please contact the Market Officer for further information.

## **MARKET CHARGES AND PAYMENT**

Introductory rates may be offered as an incentive for new traders.

	Tuesday	Thursday	Friday	Saturday
REGULAR	£10.00	£18.00	£20.00	£20.00
CASUAL	£10.00	£18.00	£20.00	£20.00
MOBILE CATERING	£10.00	£18.00	£20.00	£20.00
FARMERS		£18.00		

*(These charges maybe subject to annual changes)*

**PRESENTATION:** Stalls must be of a commercial, robust gazebo style canopy and the standard size accepted is 3m x 3m. Stalls and produce should be presented in an attractive manner.

Goods should be clearly priced, alongside with weight measures where appropriate. Refuse must be removed from the Market Place and 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 and provide content for use by WTC.

## **SECURITY**

Wokingham Town Council is responsible for general security during the market; however, the stallholder is solely responsible for the security of their own stall, including but not limited to all property, equipment and goods.

## **HEALTH AND SAFETY**

It is a condition of booking that all stallholders take responsibility for their own health and safety, and that of the public visiting their stall. Evidence of public and employer's liability insurance and food hygiene certificate must be available on request, a health and safety risk assessment, and a specific fire risk assessment must be undertaken. All your electrical equipment must be PAT tested, and all gas appliances must come with a gas safety certificate. Up to date copies of all documentation need to be sent on application, to be followed by any renewals.

All food and drink stallholders assume all liability and responsibility for obtaining and displaying all standard operating licenses, including the ones mentioned above.

Wokingham Town Council shall not be held liable for a stall holder's failure to obtain and display required licenses. If the copies of the original documents are not provided in advance and if copies of the originals are not available for inspection by any Enforcement or Statutory Body, stallholders will not be allowed to trade and will be asked to leave.

Stallholders agree to supply all necessary services, equipment and information required for the continuous and safe operation of their stall (during the market working hours) including, but not limited to, the following:

- Suitable and safe service counters, tables, chairs etc. to able to serve goods/food safely

- Suitable and safe cooking and heating equipment
- At least one fire extinguisher suitable for your activities and based on the outcome of your fire risk assessment (new or serviced within the last year with proof of date of service)
- Hand washing/hand drying system according to food hygiene standards (warm water and bowls for hand washing)
- Refrigeration for storage of food in accordance with food hygiene standards,
- Equipment for keeping cooked food hot enough in accordance with food hygiene standards
- Probing thermometer for checking temperature and forms for recording the checks
- Water for cooking and hand washing or suitable equipment to carry water from the water points on-site (in near proximity to the stalls)
- Suitable and safe cover for your stall
- Clear allergen information and full details of all ingredients of everything on sale from the stall
- First aid equipment

Wokingham Town Council will not be liable for any loss or damage, consequential or otherwise to any vendors property or produce.

### **ENVIRONMENTAL COMMITMENT, RECYCLING AND WASTE**

Food products, including hot and cold food sold at Wokingham Town Council markets, should ideally be locally sourced, and we encourage the use of organic and Fair Trade products. Disposable plates, cutlery and drink cups should be compostable, and stallholders must agree to clean, reuse and recycle as much as they possibly can of the waste generated by their business during the market.

In 2020 we are planning to remove all single-use plastic water bottles from the market, and we would like to ensure all the market stall holders are supporting us in our aims. In 2020/2021, no traders will be permitted to sell single-use disposable drinks bottles, and we would like if possible to completely eliminate ALL single-use plastics – please consider this when planning your stock and suppliers. Plastic drinking straws are also banned across the site – please do not sell these.

Stallholders must demonstrate their commitment to minimising waste where possible, including providing waste bins for their customers directly in front of their stalls, and suitable bins for staff behind their stall.

Wokingham Town Council market has a no-glass on-site policy for the front of house areas. Stallholders may have products in glass bottles on their stall and transfer these into reusable or compostable cups.

All waste produced by the stallholders must be bagged up properly in suitable bin bags strong enough for the type and amount of waste. All waste must be removed from the site.

## **GDP 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.

## **HERE ARE SOME TOP TIPS FOR PLANNING YOUR STARTUP MARKET STALL**

### **GATHER SOME IDEAS**

To get some inspiration, visit a range of different markets around Berkshire or other areas to get ideas of what looks good on other market stalls. Take something to take notes on so you can refer to them later on. When looking around, see why some stalls are busier than others. Is it because they are selling a certain product, or is it because it stands out from the others?

### **PREPARE IN ADVANCE**

One thing many startups have to learn it's not to leave everything to the last minute before a market. Get into a habit of planning ahead. If you need promotional materials printed like flyers or a banner, this can take up to a week to be delivered. Our advice is to make yourself a planner which you can break down into weeks and use this to get into the habit of working in advance of an event.

### **BE THERE TO TRADE**

Wokingham Market is there for you to trade at four days each week. While there will be times you cannot be there yourself, you may need to look at other people to support you. The more trading you do, the more you will get out of it. Ask family or friends to help out (especially if they are free! But do not forget if they work with food, they need to have a Level 1 Food Hygiene Certificate too. )

### **LASTLY, SMILE AND ENJOY IT!**

Running a market stall is no easy thing. As the song says "There may be trouble ahead", but believe us, there are going to be a lot of downs and also a lot of ups. You will make new friendships, learn new things, and most importantly, you are doing something for yourself. So congratulations, give yourself a huge pat on your back as many people don't even get as far as you have, they have an idea, and that is all it is.

## **TIPS FOR TRADING ON A MARKET STALL**

### **DRESS FOR THE OCCASION**

Keep an eye out on the weather forecasts for the days you are trading; it is always better to have more layers than you may need. If it is sunny, do not forget your sun cream as you will be outside all day. Also, wear sensible footwear as you will be on your feet for most of the time.

### **LOOK ACTIVE AND SMILE!**

It is a well-proven fact; those who sit in a stall expecting people to buy compared to those who are on their feet with a smile on their face will always come off worse. Whatever you do, do not cross your arms when talking to someone, it has a real negative effect!

### **BE PREPARED FOR ALL WEATHERS**

Our great British weather can throw anything at us, and as a stallholder, you need to be prepared for this. Bring something you can quickly cover items with, use clips or bring things you can weigh items down with. You need to have enough water for you all day, as well as food. As an outdoor market, it will be hard to leave your stall to grab lunch.

### **OPEN UP CONVERSATIONS**

Asking someone “Do you like my products?” or “What do you think about my products?” has two very different scenarios, One could give you a straight “NO” when the other can open up a conversation. Think of ways you can open up a conversation and build relationships with customers. Using “Closed” questions could kill your business!

### **I ONLY HAVE A £20 NOTE**

This old chestnut is used so many times, especially when stallholders are selling products at a lower price range. Make sure you have a good, safe place to put money (money belt or box) and sort out a float before you arrive. Preferably use a mobile card reader.

### **P.O.S.**

Stands for Point of Sale – all retailers use it and so should you on your stall. Find things which you can use which relate to the way your stall looks to make your products stand out. Clearly show your prices, product descriptions, weight measures too and don't use the word “FROM”.

### **DON'T WASTE YOUR TIME**

If you have someone asking you 101 questions about something that is a low priced item, they are 95% of the time, wasting your time. Be polite to people even when they disagree with you, put it behind you and move on.

## **FREQUENTLY ASKED QUESTIONS**

Below you find a range of questions which we get asked regarding Wokingham Market.

**Q.** How often does the Vegan Market take Place?

**A.** The Market takes place over the first weekend of each month.

**Q.** Do you cover Insurance and other legal costs?

**A.** All other costs, including Public Liability Insurance, Food Hygiene costs (if applicable) or other related costs, are to be paid by yourselves.

**Q.** Do we need to take part in each weekly or monthly market?

**A.** There are no rules to say that you do, but due to the popular demand of spaces, we will give priority to those who use the service more frequently.

**Q.** Do I have to use my own Gazebo or equipment in the stall?

**A.** Wokingham Town Council does not provide or rent out any gazebos/tables or weights. If you need other equipment, you need to provide that as well. If you are using electrical equipment, this needs to be PAT tested, and gas equipment requires a gas safe certificate.

**Q.** Can I change my products after my initial trading days?

**A.** If we can accommodate the change without encroaching on other traders product variety. In your initial agreement, you have specified what you would like to sell, and all changes must be discussed and agreed after.

**Q.** Can I choose which stall location I trade from?

**A.** At Wokingham Market, it is not possible to let you select which stall position you trade from. It is allocated in mind of all other market stallholders' needs and the overall Health and Safety of the Market.

**Q.** Can other people stop me trading?

**A.** As well as the Market Manager or any Wokingham Town Council Representative, other authorised agencies who can request you stop trading are Trading Standards or Wokingham Borough Council Health & Safety and Food Hygiene representatives or other Statutory Body representatives.

## MARKET TRADERS CHECKLIST

<b>Pre- Trading</b>	<b>Completion</b>	<b>Notes</b>
Register with Inland Revenue – Self Assessment		
Register Company (if applicable)		
Create a bank account for business		
Take out Insurance (Public Liability)		
Register for Food Hygiene (if applicable)		
<b>Branding and Marketing</b>	<b>Completion</b>	<b>Notes</b>
Create a brand (Logo)		
Create a Twitter Account		
Create a Facebook Page		
Create an Instagram Account		
Create a website (even it is a simple one page)		
Create a banner for your stall including your business name		
Create marketing material (Flyers)		
<b>Trading</b>	<b>Completion</b>	<b>Notes</b>
Have a list of suppliers		
Have enough staff/support for the stall		
Create Point of Sale's for products		
Have enough products for trading		
Prepare for all types of weather		
Have a float and money belt/box/container		
Organise transport to and from event		
Have electrical items PAT Tested		
Bring items to meet hygiene requirements		
Display your hygiene rating, returns policy, your public liability insurance and information that will increase shopper's confidence.		
Show that you know what you're doing (display certificates, prizes, awards).		

REVIEW DATE	NAME AND SIGNATURE

## **CONTACT INFORMATION**

Marianna Pentek (Market Manager)

**WORKING HOURS: 7 am - 5 pm on Tuesday, Thursday, Friday, Saturday**

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