

WESTMINSTER MARKETS

TRADER HANDBOOK

CITY OF WESTMINSTER

WESTMINSTER
—
MARKETS



City of Westminster

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MARKETS



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Introduction to the Handbook

This handbook, produced by Westminster City Council, offers a holistic overview of Westminster's Markets, and a guide on how to start trading. In London, street trading forms part of the fabric of urban life with our thriving markets adding to the variety and vibrancy of city life. Alongside, the diversity of shopping opportunities, and the character of the neighbourhoods in which they are located. In 2018, Westminster launched its first Market's Strategy which aligns with the Council's focus on promoting a city of opportunity, where its residents have the possibility to build their lives, careers and families. Street trading provides valuable employment opportunities for local people as well as supporting entrepreneurship, allowing self-starters to test their business skills and ideas in an environment which has low start-up costs, minimal overheads and existing customer footfall.

As part of our commitment we have developed this handbook as a guide for anyone who works or wishes to work in a Westminster market or street trading. We aim to:

- 1) Support local makers and start-ups
- 2) Create partnerships with local stakeholders to promote markets and engage in national initiatives
- 3) Work with public health and environmental teams to create a diverse food offer across Westminster's markets to include vegan, vegetarian, low sugar and organic products to support healthier communities
- 4) Work towards improving sustainability, by reducing plastic and encouraging biodegradable packaging

The remainder of this handbook outlines each of Westminster's markets, the types of products it serves and information on how to become a trader. Any questions that are not answered in this booklet please refer to the Westminster's Markets website or email markets@westminster.gov.uk

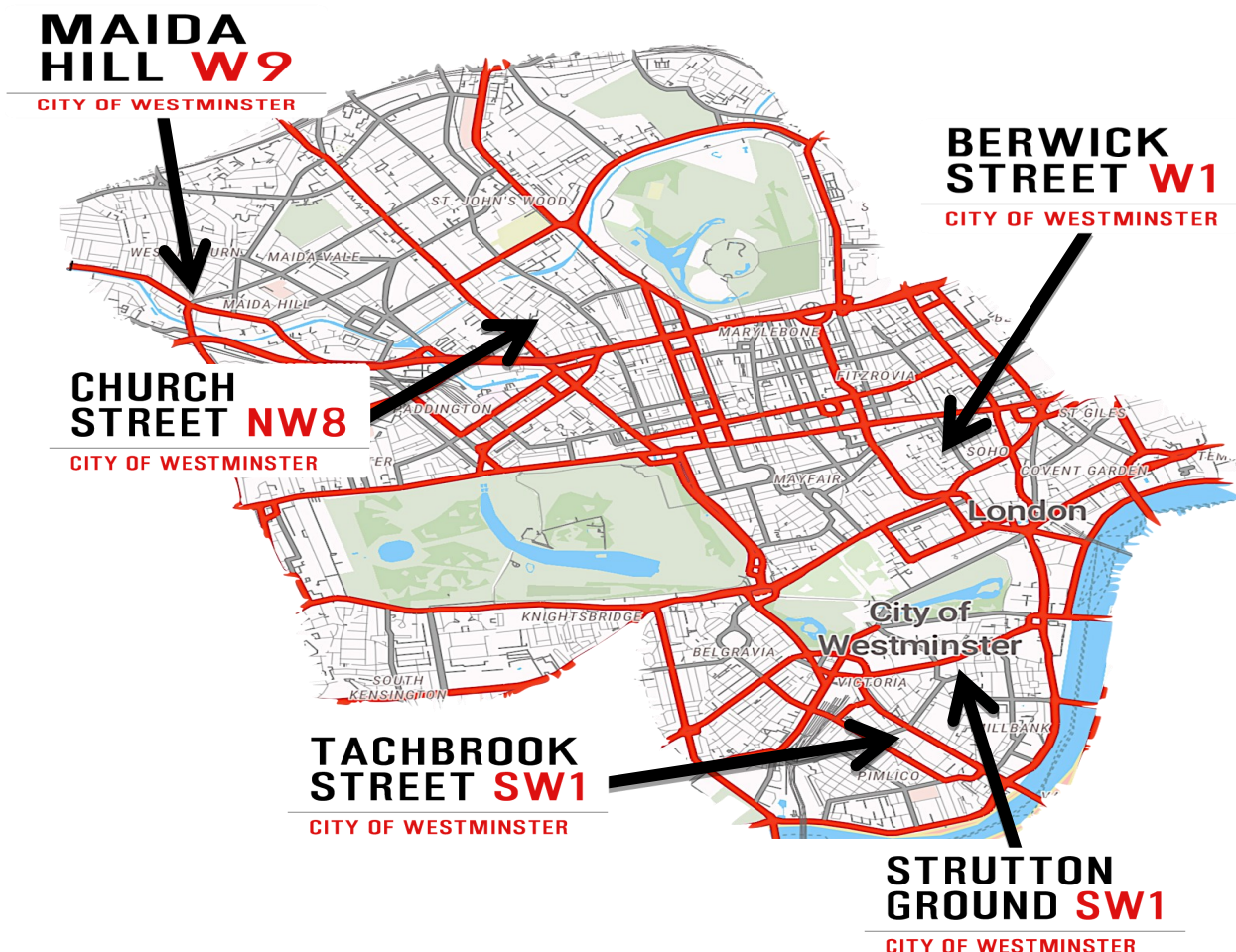
WESTMINSTER MARKETS



Our Markets

Westminster City Council has five permanent street markets, all of which require a street trading licence to trade. Our markets provide convenient access to hot and cold food from across the world, fresh fruit and vegetables, household goods and other services for local communities, those travelling to work, and visitors to Westminster. Additionally, there are privately-run Farmers' Markets in Marylebone and Pimlico on weekends.

Please read on for more information about each market.



BERWICK ST. — W1 — MARKET



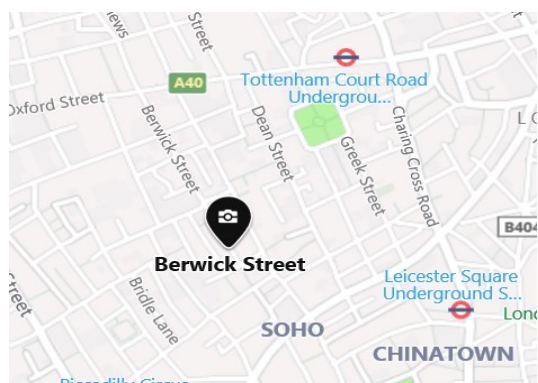
EST. 1778

About: Established in 1778, making it one of London's oldest markets, Berwick Street sells a range of traditional wares together with being Soho's main lunchtime food destination. While still boasting some of the best fruit, veg and cut flowers in the capital, it is now also home to the likes of an award winning independent dairy. Flanked on both sides by independent stores, the street and its market have become a destination in the heart of London.

Opening Hours: The market operates Monday to Saturday from 8am to 6pm, the food stalls are busiest on weekdays between 11.00am and 3pm.

Commodities: Fruit and vegetables, flowers and plants, coffee, cheese, eggs and dairy, international take away foods.

Location:



Vacancies: To find out what vacancies are available at Berwick Street market and how to apply, click [here](#)

STRUTTON GROUND — SW1 — MARKET



EST. 1821

About: Strutton Ground is a bustling lunchtime market that entices many of the surrounding workers, residents and tourists. Located between Victoria and the Palace of Westminster, Strutton Ground Market sits right in the heart of Westminster. The market also offers speciality coffee, clothing and watch repairs.

Opening Hours: The market operates Monday to Friday from 8am to 6pm, though the food stalls are busiest on weekdays between 11.00am and 3pm.

Commodities: International hot food stalls and coffee, clothing, jewellery and footwear, books, watches and honey.

Location:



Vacancies: To find out vacancies are available at Strutton Ground market and how to apply, click [here](#).

TACHBROOK

— SW1 —

MARKET



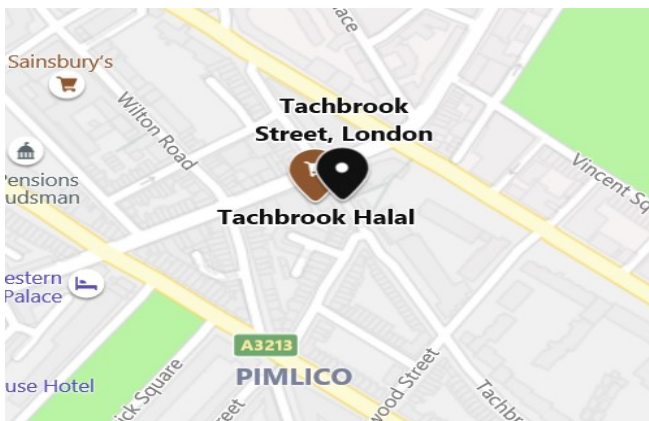
EST. 1876

About: Nestled away in the heart of residential Pimlico in the south of Westminster, yet just a stones throw away from the theatres and offices that surround Victoria, Tachbrook Street Market is a vibrant market offering an array of hot food, fresh produce including meat and fish, household goods and cut flowers. This market is the first in the UK to have electrical bollards for each pitch which allows traders to operate safely while being cost efficient .

Opening Hours: The market operates Monday to Friday from 8am to 6pm, though the food stalls are busiest on weekdays between 11.00am and 3pm.

Commodities: Fruit and vegetables, traditional butcher and fishmonger, clothing, household goods and international hot food.

Location:



Vacancies: To find out what vacancies are available at Tachbrook Street market and how to apply, click [here](#).

CHURCH ST. — NW8 — MARKET



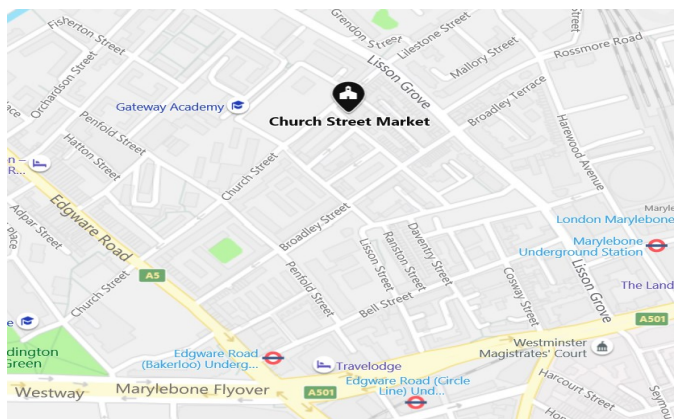
EST. 1830

About: Westminster's largest market flanked by cafes and shops, serving one of London's most multi-cultural neighbourhoods with a diverse range of traditional products. On the Lisson Grove end is London's most famous antique's quarter.

Opening Hours: The market operates Monday to Saturday from 8am to 6pm.

Commodities: Fish, meat, fruit and vegetables, flowers and plants, household goods, bags and luggage, clothing, shoes, delicatessen and international take away food.

Location:



Vacancies:

To find out what vacancies are available at Church Street market and how to apply, click [here](#).

We welcome applications on weekdays only for Church Street market. Please note that we are currently not accepting any new applications for Saturdays.

MAIDA HILL — W9 — MARKET



EST. 1880

About: Westminster's newest community market in the north of the borough, we are looking to grow and expand Maida Hill.

Opening Hours: The market operates Monday to Saturday from 8am to 6pm.

Commodities: Fruit and vegetables, bric-a-brac and international take-away foods.

Location:



Vacancies: To find out what vacancies are available at Maida Hill market and how to apply, click [here](#). We are currently looking for new traders to apply for this market.

RUPERT ST. — W1 — MARKET



EST. 1920

About: Rupert Street Market is in the heart of Soho flanked by a busy street of restaurants, shops and theatres.

Opening Hours: The market is operational Monday to Saturday 8am to 6pm.

Commodities: This market will offer a diverse range of products and food.

Location:



Vacancies:

To find out what vacancies are available at Rupert Street Market and how to apply, please contact markets@westminster.gov.uk

We are currently looking for new traders to apply for this market.

Privately Run Markets in Westminster

Marylebone Farmers Market

Taking place every Sunday in a carpark off Marylebone High Street, this is operated by London Farmer's Markets. There is a strong local following and 20 to 30 high quality stalls.

Pimlico Farmers Market

Pimlico Farmers Market operates every Saturday and is located close to Sloane Square on the boundary with Kensington & Chelsea. Like its sister farmers market in Marylebone on a Sunday, the Pimlico Farmers Market is operated by London Farmer's Markets.

Applying to be a Trader

In order to trade at any of Westminster's markets or isolated pitches, you will require a street trading licence. The information below outlines what type of licences Westminster offers, how to apply and the cost of a licence.

Type of licences

Once a licence is issued it will be for a designated area in either an isolated site or a pitch in one of our markets. Westminster City Council offers street trading licences on both a temporary and permanent basis, whilst a permanent licence is permanent in nature, a temporary licence is valid for a maximum of 6 months. However, this licence can be reissued once it has expired in-line with licence conditions. Temporary licences are currently issued to traders on markets affected by improvements or development schemes. They are also offered to traders who prefer the flexibility to trade at any time of the year or test their business idea and the market. Finally, a trader with a registered casual licence can work in any of the Westminster markets where a pitch is available. This is suitable for traders wanting to try out a market before committing to a regular licence or who wish to trade at more than one market in Westminster.

You can find the link for licence applications [here](#)

Registering Assistants

It is important to note that when issued with a street trading licence you will be expected to make full personal use of that licence. However, Westminster City Council market stalls may be left in the temporary charge of an assistant who the licence holder has registered with the Council. No street trading can take place at any time unless the licence holder or a registered assistant is present on the stall. You can only register assistants if you are an existing licence holder.

The Application Process

All vacant pitches on markets within Westminster will be advertised according to the requirements set out in the City of Westminster Act 1999 and the Statement of Street Trading Policy. The process has been designed to be transparent and to maximise the opportunity to support all new traders. A person can apply for a casual registration or a temporary licence at any point through the year. Permeant Street Trading Licences will be advertised at three points through the year.

<u>Advertised</u>	<u>Shortlist, interview and LSC</u>	<u>Start date</u>
December / January	February / March	1st April
February / March	April / May	1st June
June/July	August / September	1st October

When applications are received, they will initially be checked to see that they meet the following requirements:

1. That the application form has been completed in full and is legible
2. That the application fee is paid
3. That the applicant is over 17 years of age
4. That the pitch or market that has been applied for is vacant
5. That the application has been received within the advertisement period

Once applications have been checked, they are assessed against the application criteria. The assessment of applications will be completed by Council officers from Licencing and Environmental Health. Each application will be given a score which will then be sent to the application who will be invited to an interview where officers from Licencing, Economic Development and Environmental Health (where the application is for food) will meet them to talk about their product and business. The purpose of this interview is to give the applicant the opportunity to explain more about their business and product. Final scores may be altered at this point. The final scores for all applications will be taken to a Licencing Sub Committee hearing with recommendations about which applications should be granted and why. All applicants will be invited to attend their Licencing Sub Committee hearing and given an opportunity to address the panel. Attendance is not essential, although many applicants will wish to attend. Following the decision of the Licencing Committee, the licence with any conditions attached will be issued to traders with a confirmed start date. You can find the full details of the process to be followed [here](#).

Further requirements

Requirements for Food Vendors

1. Must be registered as a Food Business with a Local Authority (provide details).
2. Must have a written Food Safety Management System based on HACCP (Hazard Analysis and Critical Control Point) principles.
3. Food handlers trained to at least Level 2 – Food Safety in Catering (provide copies of staff training certificate(s)).
4. Detailed menu and whether food will be prepared or cooked/reheated on site or elsewhere. (Extent and type of onsite cooking will only be permitted if it does not cause odour/ smoke nuisance).
5. Stalls should have surfaces (such as floors, walls, ceilings and counters) constructed of suitable materials and be able to be kept in a clean hygienic condition. Canopy type stalls must be made of suitable fire-retardant material.
6. Provision of dedicated hand wash facilities (cold and hot water, soap and basin).
7. Provision of hot and cold water and a sink if any food preparation is carried out on site.
8. Provision of a first aid box

Requirements for High Risk Operators

1. Stalls should have a suitable overhead canopy with side panels and be made of suitable fire-retardant material.
2. Provision should be made to store food at least 18 inches off the ground.
3. Provision for hand washing facilities (minimum of cold water, soap and basin). Please note that if all food items are wrapped / packaged, then hand washing facilities will not necessarily be required and that suitable hand wipes may suffice.
4. Provision of a first aid box

Provision of Gas and Electricity

1. Details of how electricity is going to be provided for the running of refrigerators etc (petrol generators will not be permitted).
2. If LPG is to be used on the stall, a Gas Safety Certificate will have to be provided from a Gas Safe registered technician. Also, 'jubilee clip' type connections will not be acceptable.

Existing Licence Holder Information

Licence holders can make amendments, report issues and find out more about the following:

- I. Change your details
- II. Pitch Fees
- III. Attendance and Registering Assistants
- IV. Sickness
- V. Changes to your Licence
- VI. Nature and Type of Receptacle
- VII. Further Temporary Licences
- VIII. Succession Rights
- IX. Penalty Points Scheme
- X. Surrender your licence

Fees & Charges

Street Trading Pitch Fees (From July 2020)

Find below the fees per pitch per day below. The fees per pitch per day are uniform, regardless of the market. The 5% discount applies where fees are paid via direct debit.

Traders at isolated pitches selling commodities limited to ice cream or frozen confectionery are entitled to a 75% discount from October to March inclusive.

<u>Markets</u>	<u>Daily Charge</u>	<u>5% Discount Price</u>
Monday—Saturday	£22.00	£20.90.

<u>Isolated Pitches in W1 or WC2</u>	<u>Daily Charge</u>	<u>5% Discount Price</u>
Monday—Thursday	£24.72	£23.48
Friday	£45.32	£43.05
Saturday	£53.56	£50.88
Sunday	£57.68	£54.80

<u>Isolated Pitches not in W1 or WC2</u>	<u>Daily Charge</u>	<u>5% Discount Price</u>
Monday—Thursday	£19.06	£18.11
Friday	£36.20	£34.39
Saturday	£43.83	£41.64
Sunday	£47.64	£45.26

Application Fees

	Fees		
	Standard Fee	Start Up Business (50% Discount)	Westminster City Council Residents (20% Discount)
New/Variation to sell hot food	£260.00	£130.00	£208.00
New/Variation to sell fresh produce	£126.00	£63.00	£101.00
New/Variation to sell non food items	£96.00	£48.00	£77.00
Minor variation	£60.00	£30.00	£48.00
Application to become a casual trader	£60.00	N/A	£48.00
Registration of an assistant	£19.00	N/A	N/A
Replacement licence/ licence plate	£19.00	N/A	N/A
Application for further temporary licence	£19.00	N/A	N/A

Casual Trading Fees

Reductions and waivers of fees will be applied in accordance with the street trading policy.

This can be found at: <https://www.westminster.gov.uk/street-trading-policy>

Requests should be made in writing to the street trading team at the following email address: streettradinglicensing@westminster.gov.uk

How to Pay

Application Costs

You can pay via debit or credit card either online or over the telephone.

Pitch Fees (Casual, Temporary and Permanent Licences)

You can set up a monthly direct debit to pay for your pitch fees (where the 5% discount will apply) or you can pay in the following ways once you have received an invoice from us:

Online or over the telephone

By BACS

At your bank