

# WESTMINSTER MARKET

TRADER HANDBOOK

CITY OF WESTMINSTER

**MAIDA  
HILL W9**

CITY OF WESTMINSTER

**BERWICK  
STREET W1**

CITY OF WESTMINSTER

**CHURCH  
STREET NW8**

CITY OF WESTMINSTER

**TACHBROOK  
STREET SW1**

CITY OF WESTMINSTER

**STRUTTON  
GROUND SW1**

CITY OF WESTMINSTER



City of Westminster

# Markets and Street Trading

## Handbook

*Westminster City Council*

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## Introduction to the Handbook

Westminster City Council wants market traders, shoppers and visitors to have the ultimate experience when operating within the city's markets and street trading. We are committed to providing and creating spaces and 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 and vibrancy of city life, the diversity of shopping opportunities, and the character of the neighbourhoods in which they are located. Street trading provides valuable employment opportunities for local people as well as a seedbed 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 successful 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 works or wishes to work in a Westminster market or street trading. We aim to:

- 1) Support local makers and start-ups 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 teams to create a diverse food offer across Westminster's markets to include vegan, vegetarian, low sugar and organic products to support healthier communities and the council's anti-obesity campaign

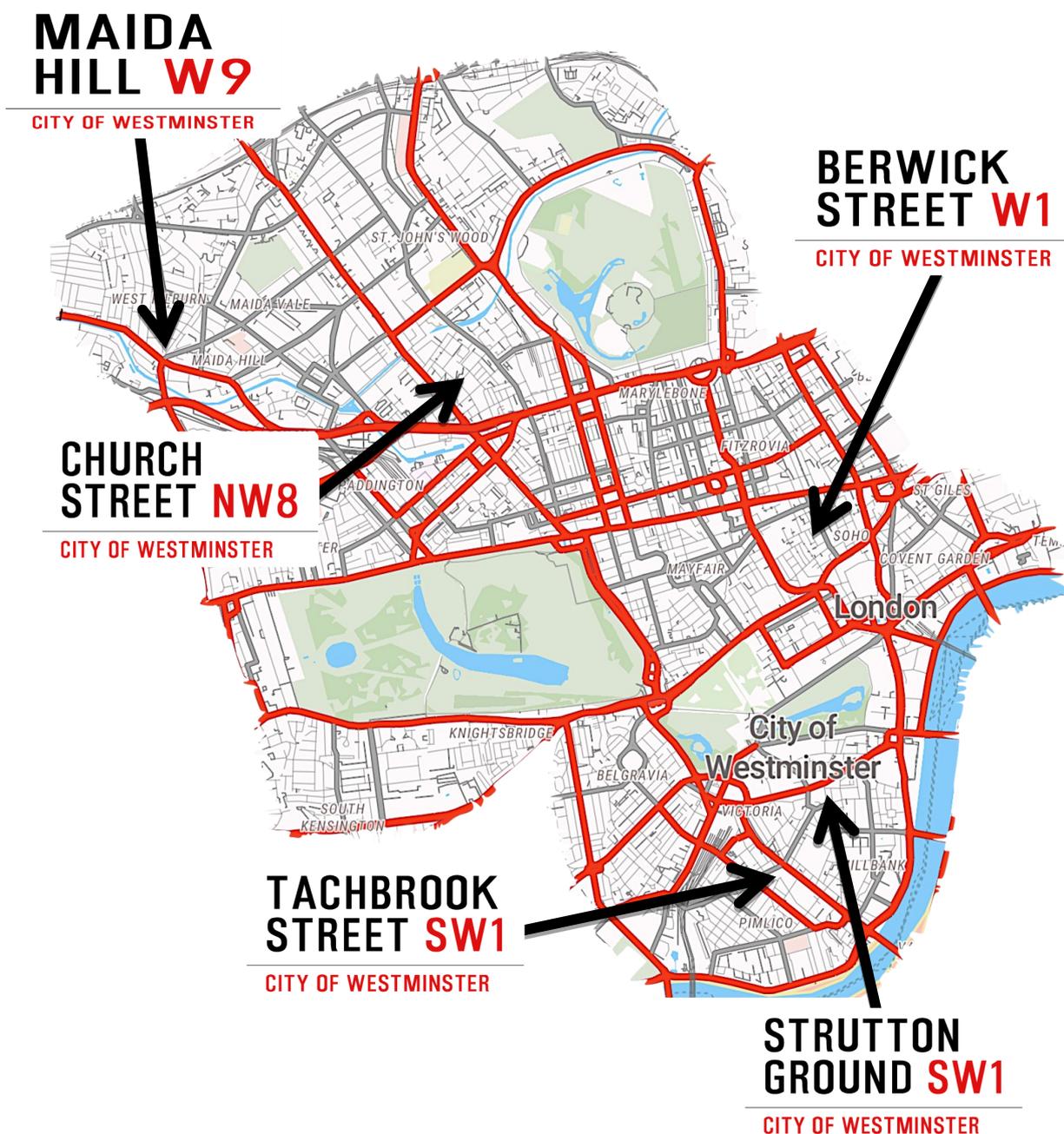
## A City for All

The Market Strategy aligns with the council's focus on promoting a city of opportunity, where its residents have the opportunity to build their lives, careers and families.

## Our Markets

Westminster City Council has five permanent street markets. Goods on sale at 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.

We have a wealth of experience in regulating our street markets and look to work with partners to promote them. We will continue to take bold steps and work with the private sector to help entrepreneurs and business-minded people to trade, to facilitate growth across all our markets and street trading pitches.



# BERWICK STREET W1

## CITY OF WESTMINSTER

Located right in the heart of Soho you will find Berwick Street Market. The market itself is the oldest market in London, dating back to 1778. Over the years Berwick Street has become renowned for the high quality goods on offer, historically being the go-to place for textiles, fresh produce and music in the capital.

As Soho has evolved, so has its market. 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. With over 80,000 office workers within a 5-minute walk, every lunchtime the market becomes a bustling foodie destination with delicacies on offer from all over the globe.

Flanked on both sides by independent stores, the street and its market have become a destination in the heart of London.



# STRUTTON GROUND SW1

## CITY OF WESTMINSTER

Located between Victoria and the Palace of Westminster, Strutton Ground Market sits right in the heart of Westminster.

Predominantly offering hot food, the market services the lunchtime needs of the vast worker population in the area with an array of options from around the globe. The market also offers speciality coffee, clothing and watch repairs.

The location of market makes it a destination for office workers, tourists and the large residential population in the area alike, providing a great addition to the chain coffee shops and eateries in the area.

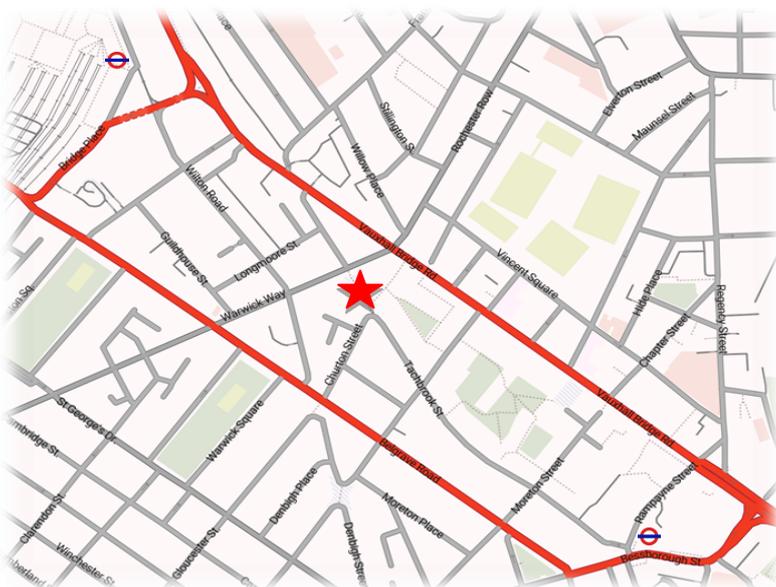


# TACHBROOK STREET SW1

## CITY OF WESTMINSTER

Nestled away in the heart of residential Pimlico in the south of Westminster, Tachbrook Street Market is just a stones' throw away from the theatres and offices that surround Victoria. It is a vibrant market offering hot food, fresh produce including meat and fish, household goods and cut flowers.

Having both a large residential area and a number of tourist attractions and offices on its doorstep, the market serves a diverse community. The range of its offering sees it successfully catering for this community, making it a destination in its own right. This is a key reason why the market operates successfully without the visibility of its sister markets.



# CHURCH STREET NW8

## CITY OF WESTMINSTER

As the second largest market in the capital, Church Street Market is home to up to 220 market stalls. Traders on Church Street provide the community with goods such as fresh produce including meat and fish, takeaway food, clothing and household items. The vast choice on offer makes Church Street the place to shop if you live locally.

Church Street is also a renowned hub for art and antiques. With some of the best dealers in the country trading from the shops around the market, Church Street has something for everyone.

As well as serving its large diverse community, the market also attracts visitors from all over. With great transport links and events held throughout the year, Church Street has become a special place to shop, eat and socialise in Westminster.

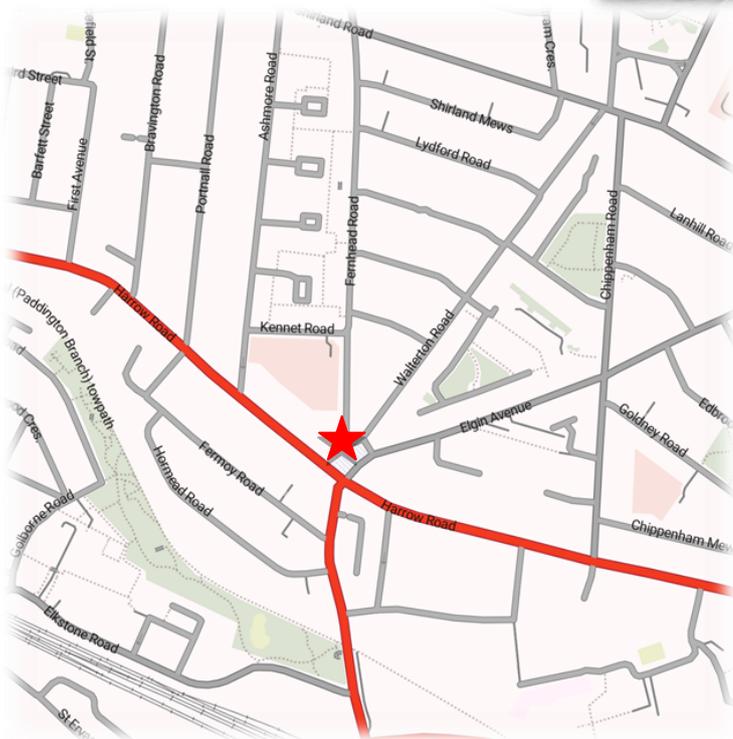


# MAIDA HILL W9

CITY OF WESTMINSTER

Maida Hill Market is located in a picturesque square in north west London, just off the famous Harrow Road. Serving one of Westminster's most diverse communities the market offers takeaway food, fresh fruit and vegetables. The local businesses on the square surrounding the market provide the area with a real buzz.

As Westminster's newest market, the market is constantly developing to meet the needs of the community it serves making the market an exciting place to be.



## Privately Run Markets in Westminster

### Rupert Street

Run by private market operator, Street Food Union, the Rupert Street Market offers residents, visitors and workers a variety of hot food from all over the world. The market offers street food only and has outside seating areas. The market is operational Monday to Saturday 8am to 6pm. As the traders are part of Street Food Union, they receive different services and have different facilities to other markets in Westminster.



### Marylebone Farmers Market

Taking place every Sunday in a car park off Marylebone High Street, this is operated by London Farmers' Markets. There is a strong local following and 20-30 high quality stalls which offer produce at a higher price point than Westminster's other markets. As the traders are part of London Farmers' Market, they receive different services and have different facilities.

### 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 Farmers' Markets. There are 15-20 stalls, many which will be familiar to visitors to Borough Market.



# Applying to be a Trader

## Types of Licences

Street trading licences allow you to trade from a designated area - 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, offering traders the flexibility to trade at any time of the year and to take a short period of time to test out their business and the market.

### Street Trading and Temporary Licences

Street trading licences are permanent in duration. They are issued to the individual who will be undertaking the trading on the stall. When you are issued with a street trading licence you will be expected to make full personal use of that licence.

Temporary licences are issued for a maximum of 6 months, but can be issued again after this time in line with licence conditions. Temporary licences are currently issued to traders on markets where the availability of pitches is affected due to improvement or development schemes. They are also available to individuals who wish to try a market out for a short period of time, or who wish to trade at an event.

### Registered Casual Trading

Registered casual traders 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.

## The Application Process

Westminster City Council have changed the way that individuals can apply for a licence to operate at our markets. 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 through the process and in their first weeks of trading on the market.

There will be 3 advertisement periods throughout the year. Please refer to the table below for the timeline as to when these periods will be. This allows the opportunity to apply for a licence to be as fair as it can be. Each application will be scored against set criteria that can be found on our website and the best of these applications will then be granted a street trading licence.

Advertised	Shortlist, interview and LSC	Start date
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 using information given in the application form. This will give each application a score. The assessment of applications will be completed by Council officers from Licencing and Environmental Health.

Each applicant will then be sent their initial score and invited to an interview where officers from Licensing, 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 Licensing Sub Committee hearing with recommendations about which applications should be granted and why. All applicants will be invited to attend their Licensing 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 Licensing Committee, the licence with any conditions attached will be issued to traders with a confirmed start date.

## Requirements for Food Vendors

### Requirements for High Risk Operators

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.

## Registering Assistants

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.

To register an assistant, visit: [www.westminster.gov.uk/existing-licence-holders](http://www.westminster.gov.uk/existing-licence-holders)

## 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

by visiting [www.westminster.gov.uk/existing-licence-holders](http://www.westminster.gov.uk/existing-licence-holders)

## Fees & Charges

### Street Trading Pitch Fees (2019-2020)

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

Market Day	Daily Charge	5% Discount Price
Monday—Thursday	£16.00	£15.20
Friday—Saturday	£22.00	£20.90

### Isolated Pitch Fees

#### Isolated Pitches in W1 or WC2

Market Day	Daily Charge	5% Discount Price
Monday—Thursday	£24.72	£23.48
Friday	£45.32	£43.05
Saturday	£53.56	£50.88
Sunday	£57.68	£54.80

#### Isolated Pitches NOT in W1 or WC2

Market Day	Daily Charge	5% Discount Price
Monday—Thursday	£19.06	£18.11
Friday	£36.20	£34.39
Saturday	£43.83	£41.64
Sunday	£47.64	£45.26

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

## Casual Trading Fees

Market Day	Daily Charge
Monday—Thursday	£19.44
Friday	£28.50
Saturday	£29.72

## 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

## Reductions & Waivers

Reductions and waivers of fees will be applied in accordance with the street trading policy. This can be found at [www.westminster.gov.uk/street-trading-policy](http://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](mailto: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:

1. Online or over the telephone
2. By BACS
3. At your bank