

Brighton Open Market

Temporary Stallholder Application Pack

Market Vision

The new market will be owned and run by the Brighton Open Market Community Interest Company (CIC) for local benefit. The vision for the new Open Market is to have at its heart fresh, nutritious, local and quality food to reflect current concerns over health and environmental sustainability and an inviting and varied mix of stalls that will please long standing and loyal customers while attracting a new vibrant audience that will help secure the market's future success.

General notes for applicants

Brighton Open Market is unique and has been purpose built to provide a modern, fully covered, all weather trading location. The CIC has a commitment to maintaining and improving the market and the surrounding area. It provides not only a trading forum, but a centre for arts and crafts.

The CIC will endeavour to attract a variety of stalls with high regard to fresh food products, in addition to a range of other products that you would expect to find at any market.

The CIC will particularly encourage local, Fairtrade, free range and organic produce, and other goods that demonstrate a considerate approach to the environment or contribute to reducing environmental impacts.

We are running a market and not a food hall of a department store. Inherent in this is the principle of customer choice. This must mean competition and change if the market is to stay fresh and vibrant. Whilst the quality of produce is a very important driver, a real market also contains bargains. It is possible to have both and is seen as essential to attracting customers.

Temporary stalls are available on all market days. Rents are payable in advance. Traders must be ready to trade Monday to Friday by 9am and not to close until 5pm and on Saturday from 10am to 5pm. These are the market core hours (except Bank Holidays). You are expected to leave your pitch clean and tidy.

Basic stall size is 8 ft x 4 ft. The cost of a day pitch is Monday to Thursday £20 inclusive, Friday £25 and Saturday £30 inclusive.

Your trading position will be allocated in advance by the market manager. We may be able to provide stall frames and table tops

Subletting or transfer of a stall licence is not permitted unless specifically authorised, in writing by the directors.

Electric hook ups are available.

Full time management and cleaning staff are in attendance. CCTV is in operation and will be used as evidence of unruly behaviour from shoppers and stallholders alike.

Loading and unloading facilities are available on Francis Street but the market square should be vehicle free during market hours. There may be specialist markets that utilise custom trade vehicles and they may be permitted by special licence.

A food hygiene certificate is required where applicable.

All traders must provide proof of public liability insurance with minimum cover of £5,000,000 before starting to trade and on request at anytime thereafter.

Management will be working hard to increase the level of shoppers and recognise that this requires close cooperation with all stallholders. A full marketing programme will publicise events in the market square and the market in general and individual stallholders will be invited to join in this advertising.

The Market Regulations must be observed at all times and copies will be available from the market manager. The Regulations are intended to create a safe and pleasant trading environment for all. They are there to give stallholders the opportunity to build their business and provide a pleasant and diverse offer to shoppers. Stallholders will be notified of any changes to these Regulations agreed by the directors and when they are to be brought into force.

What is expected of stallholders

Good quality. This can mean different things to different people, but most shoppers would generally agree on what constitutes good quality and common sense plays a vital part in achieving this end. Different products will have different criteria by which 'quality' is measured. These include good functionality, reliability, consistency, durability, good design and value for money. Some products are, by nature, expensive. Much hand produced food is more expensive than the factory version. Nonetheless, it is important that the shopper feels they are getting value for money.

Traceability. Ensuring that consumers can be confident of where the products they are buying are sourced from. At best, this means producing the product or buying direct from the producer, at the least, traders should know where their goods are sourced. Brighton Open Market aims to support locally sourced and locally produced goods.

Authenticity. The stallholder and any assistants should have full knowledge of source and characteristics of their products and understand the best use for them.

Seasonal . Brighton Open Market supports and encourages regional producers in order to encourage seasonality in the market throughout the year.

Specialisation. There are potential positive outcomes (social, economic and environmental) achieved by having a fish seller selling only fish, and an organic butcher selling only organic meats. Particular attention will be given to specialist sellers, rather than traders selling a wide range of diverse goods.

Honesty. Produce should be honestly represented and clearly labelled. Prices should be clear and state whether they are each or by multiples.

Good hygiene, a high quality environment and good conduct. These are all important aspects of a properly managed market that is attractive to customers and are fully covered in the Market Regulations

Environment. Special attention to neat and tidy stalls with a high level of presentation is of paramount importance. The directors expect that all stallholders will present their stall in keeping with the high standards of the market.

Attendance. The Open Market will be open at least six days per week, Monday to Saturday, and stallholders will be expected to trade fully during core market hours, which are Monday to Friday between 9am and 5pm, and Saturday between 10am to 5pm (except Bank Holidays). Market opening hours will be Monday to Friday, 7am to 6pm and Saturday, 10am to 5pm (except Bank Holidays). There is potential for future Sunday trading and this will be considered by the CIC when the market is up and running.

Conduct. Stallholders will be expected to conduct themselves in a polite and professional manner, with sobriety and a caring attitude to their customers. Stallholders are expected to assist security staff where possible in identifying 'rogue' elements. Management does not expect traders to take physical action in any form. Action will be taken against any trader bringing disrepute on the market.

What you can expect of the Open Market

- A market stall frame where you are required to provide your own table top to the stall dimension.
- A safe shopping experience with full time management and cleaning staff.
- Full CCTV security coverage and willingness to take action when required.
- A vehicle free market with no access for bicycle riding, skateboards and roller bladders. Bicycle racks will be provided.
- A clean market with immediate response to spillages.
- Waste disposal provided by The Open Market but waste should not be excessive and will only take account of the waste associated with the tenant's trade.
- Clean and presentable toilet facilities.
- Regular management/stallholder meetings to air views and have updates on future events.
- A complaints procedure that is immediate. If any issues cannot be resolved by the market manager they will be referred to the board of directors.
- Daily inspection of stalls to maintain standards.
- Regular advertising to promote the market in general and the opportunity for stallholders to participate in targeted campaigns and promotions.
- A dedicated web site giving full information on the market and its events and providing the opportunity to advertise therein.
- Themed seasonal and visiting markets in the central square.
- A programme of arts related entertainment in the central square.

Application for a temporary stall

Brighton Open Market

Please complete the application form and return to:

Brighton Open Market CIC
Rom 601, Kings House
Grand Avenue
Hove
BN3 2LS

1. Please note that your application is subject to a short listing and selection process. The description of products you wish to sell should be full and comprehensive, as this will be the description sent to members of the selection committee for their approval. In the event of your request being short listed you may be required to send samples and accompanying paperwork. At this first stage, please only send the completed application form.
2. Your application will be presented to the selection committee and you will be contacted, in writing, as to whether your application has been shortlisted or rejected.
3. Please be sure to provide as much information as possible on the application form with regard to the products you wish to sell, any reasons why you have chosen these products, any ideas you have on how you will sell the products and any relevant experience you have.
4. While the CIC has tried to ensure that all information contained in this application pack is accurate, this should not be relied upon and all stall and market details will be confirmed prior to granting a licence.

Temporary stall application for Brighton Open Market

Name -----

Address -----

Tel no. -----

Mobile. -----

Email. -----

Description of goods to be sold

What will you bring to the market and how will your stall contribute to the market achieving its vision?

Do you have any relevant experience and/or a business plan?

Please indicate what percentage of the goods you sell will be:

Organic Fairtrade.....
Local (produced within 15 miles of Brighton & Hove).....
Regional (from Sussex, Hampshire, Kent or Surrey).....

Please indicate which Market Days or dates you require a stall:

You can apply for a regular pitch on specific days every week;

Monday Tuesday Wednesday Thursday Friday Saturday

First Date of trading.....

Or you can apply for a single days trading;

Date(s) of Trading.....

How many pitches do you require (pitch size expected to be 8ft x 4ft)

Please provide details of any other market at which you trade

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TRADE REF 1 -----

TRADE REF 2 -----

Accompanying documents; Food Hygiene Certificate (if applicable)
Proof of Public Liability Insurance for no less than £5,000,000 must be provided to the CIC and the market manager on request before you start to trade. If you are unable to provide proof of sufficient public liability cover to the market manager on request you will not be permitted to trade.

SIGNED

DATED

NAME (printed)