

North End Road Traffic-Free Extended Market Saturday 3 December 10am-6pm

Information and how to apply

In participating in the traffic free market on the North End Road you will be taking part in an event that attracts thousands of people. Traders will also benefit from a rolling schedule of entertainment on the day and extensive pre event promotional work including print, press, web and social media.

About The Market

The North End Road Market is run by the LBHF Council and these special traffic free events are organised with the support and inspiration of the North End Road Action Group (NERAG).

The Market is located in the centre of Fulham, on the southern stretch of the North End Road, in between Dawes Road and Jerdan Place.

Want to trade?

We are looking for quality products, attractive displays, and if you're a borough resident – even better! Don't worry if you've never traded at a market before, or are a business just starting out - these events have already proven to be a profitable introduction to trading for many small businesses.

Stall fees and structures – (For picture of stalls see page 2)

Stall fees vary depending on whether you want one of our pre-built stalls (erected in the morning prior to your arrival) or wish to bring your own gazebo (larger pitch). We have tried to make the fees as affordable as possible. Each 7ft by 7ft stall alone costs the council £25 to hire. All stalls income goes towards the costs of running the market, there is no profit. The rest of the market costs are covered by sponsorship.

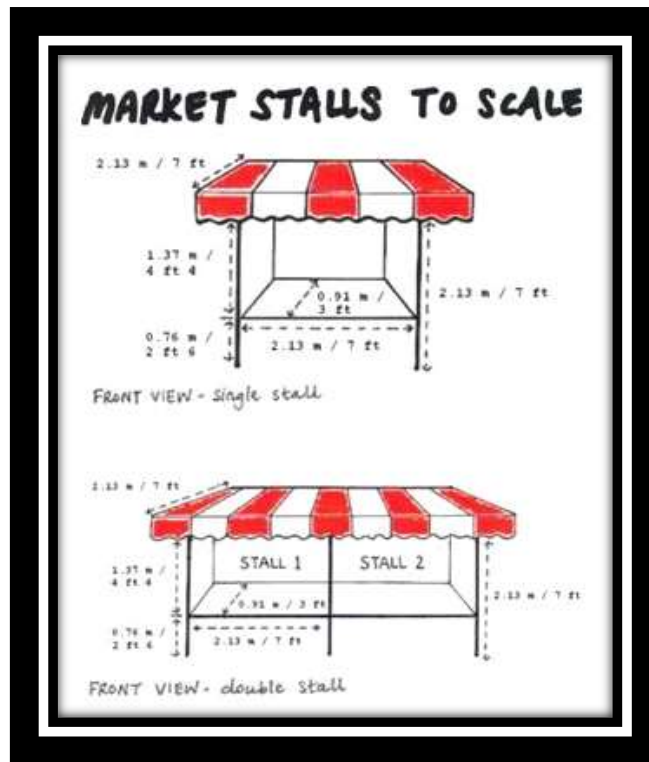
- **Single stall (7ft x 7ft with 1 trestle table and weather-proof canopy): £40.00 per day**
- **Double stall (14ft x 7ft with 2 trestle tables & weather-proof canopy): £70.00 per day**
- **Gazebo pitch (bring your own gazebo-we provide 3mx3m space): £50.00 per day**

Hot Food

- **Single stall (7ft x 7ft): as above £50 per day**
- **Double stall (14ft x 7ft): as above £90 per day**
- **Gazebo pitch (bring your own – we provide 3m x 3m space): £90 per day**
- **Small vehicles £80 per day**
- **Large vehicles £110 per day**

NEW TRADER OPPORTUNITIES AT THE PERMANENT WEEKLY MARKET

To find out more about our £10 per day BOGOF trading opportunity go to www.lbhf.gov.uk/ner Market runs Monday to Saturday. This for a pitch only, stalls are NOT provided.



Traders must note:

- **The North End Road has no power points** - for new traders in need of power for the day, (especially food traders) you may need to hire a generator. Currently council guidelines require these to be both **diesel**, and **'silenced'**. They can be hired for daily rates from a variety of providers. Alternatively you may be able to negotiate with a local business to use their power.
- **Gas equipment can be used on site** - so long as traders have with them the safety documentation/certification and can demonstrate that the cylinders are secured. Gas can be a cheaper alternative to hiring a generator.
- **Lighting is not compulsory**; the street will be lit when the sun sets. However, ornamental battery powered lighting can be purchased at very affordable prices, and may be a pleasant and attractive addition to your stall.
- **All stalls must display the business or trader's name.**
- **You will be asked to arrive between 7.30am and 9am** - to ensure you have time to set up before the 10am start.
- **Parking is limited** - if you need a space very close to the market itself, please indicate this in your application, explaining why.

We need to have your application forms returned at the very latest by Friday 11 November, 5pm.

What now?

Please complete the **Street Trading Application Form** which we require you to return along with any supporting documents (e.g. pictures - scanned or photocopied) to Sonia.Gorniak@lbhf.gov.uk or Lilia.frunzo@lbhf.gov.uk Or by post to: *Nicki Burgess, 3rd Floor Hammersmith Town Hall Extension, King Street, Hammersmith, W6 9JU.*

If your initial application is successful:

The North End Road Action Group (NERAG) will review applications and make the final decision as to which stalls trade on the day. If successful you will be contacted and asked to submit the following extra documentation and your payment (all stalls). The sooner you provide your documentation and pay the sooner you guarantee your pitch. We have been oversubscribed with a waiting list for previous markets.

- **Traders** must have up-to-date Public Liability Insurance to trade. Try www.nmtf.co.uk www.cmtia.co.uk or you can buy one day insurance from www.leisureinsure.co.uk They have provided many of our stall holder insurance cover previously for around £25
- **Drinks (Alcohol) traders** must obtain a **Temporary Event Notice (TEN)** – visit the link below
http://www.lbhf.gov.uk/Directory/Business/Licences_and_street_trading/Licensing_a_z/178372_Temporary_Event_Notice.asp
You must submit this form at least 10 working days before the event!
- **Food traders** must have obtained a Food and Hygiene Certificate (level 2 or above) If you don't have it, let us know and someone from our Food Licensing team will speak to you.

The Street Trading team will then grant you your license to trade for the day(s) as well as provide details for whereabouts on the road your pitch will be located, loading and unloading times, and any other key information.

Payment methods for your stall

If successful, your payment needs to be made by **5pm on Friday 25 November** in order for your license to be processed and sent to you so you can trade on the day. You will be able to pay by cash, cheque or credit card over the phone.

- **By card (over the phone):**
Call Street Trading team on 020 8753 3916
- **By cash:**
At Hammersmith Town Hall, King Street, W6 9JU. Go to the first floor of the town hall extension (up the escalator) and ask to be directed to the cashier machine. We will confirm the reference code for payment, please pay your cash and keep your receipt.
- **By Cheque:**
Please make your cheque payable to: *London Borough of Hammersmith & Fulham*
Mark the envelope with: *For the attention of LBHF Street Trading–NER Xmas Markets*
Addressed to: *Council Offices, 1st Floor, The Annexe, 37 Pembroke Rd, London W8 6PW*

If you have any queries with the application form please contact;

Sonia.gorniak@lbhf.gov.uk 07717 320072 or Lillia Frunzo on 02087536773 Email:
Lilia.frunzo@lbhf.gov.uk

Web address www.lbhf.gov.uk/ner

F: www.facebook.com/northendrdmrkt/

T: www.twitter.com/NorthEndRdMrkt

Blog: www.nerag.wordpress.com

I: www.instagram.com/northendrdmrkt

Y: www.youtube.com/channel/UCySfiGbpqw9yw3xRB-599Kg