

# REVITALISING NORTH END ROAD MARKET NEW TRADERS GUIDE

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## About The Market

North End Road Market is a traditional street market which has been in operation for since the 1880's and is managed by Hammersmith and Fulham Council Street Trading Department. Commodities include fresh fruit and vegetables, fresh fish, clothes, household goods, jewellery and more.

The Market is located in the centre of Fulham, on the southern stretch of the North End Road between Lillie Road and Waltham Grove. A standard size pitch is 14'4 x5 and there are 54 pitches.

## Great Opportunities at the Market for the Right Businesses.

We are looking for traders selling products that will appeal to the wide spectrum of visitors to the market from those looking for a real bargain to those looking for something rather special. This includes specialist food businesses whose products complement the wide range of foodstuffs already on offer in the market as well as commodities such as crafts, clothes and accessories.

## New 'BUY ONE GET ONE FREE' Offer to Attract New Traders

We have launched a new initiative to offer new traders to the market and young entrepreneurs the opportunity to try out the market with a **BOGOF offer** with reduced fees for up to six months and other incentives. The initiative will start during Love Your Local Market fortnight starting on 21st May 2016

New traders will be chosen by representatives of the Council and North End Road Action Group (NERAG) giving priority to young entrepreneurs, new start ups, local businesses and products which will boost market growth and trade.

## The Offer Includes

- Book a pitch on one day for £10.00 get the next one free
- Waiver of the temporary license fee (normally £30)
- A simplified application process
- Market start up pack and guidance on necessary documentation.
- Approval of use of trestle tables (You can bring your own)
- Support and guidance on promoting your business using social media\*

F: [www.facebook.com/northendrdmrkt/](http://www.facebook.com/northendrdmrkt/)

T: [www.twitter.com/NorthEndRdMrkt](http://www.twitter.com/NorthEndRdMrkt)

Blog: [www.nerag.wordpress.com](http://www.nerag.wordpress.com)

I: [www.instagram.com/northendrdmrkt](http://www.instagram.com/northendrdmrkt)

Y: [www.youtube.com/channel/UCySfiGbpqw9yw3xRB-599Kg](http://www.youtube.com/channel/UCySfiGbpqw9yw3xRB-599Kg)

The pitch fee offer is valid for 4 occasions followed by a £10 per day thereafter for a 6 month period; at the end of this period standard market fees will apply.

## How to apply

First and foremost please complete the Application Form with details of what you want to sell. If your product meets the market criteria we will very quickly contact you and ask you to provide all of the other additional documents listed below in order that you can legally trade.

All documents can be attached/or scanned and sent by email or photo copier and sent by post.

- **A completed application Form**
- **Proof of address** (not older than 3 months)
- **Proof of Identification** – valid passport or full UK driving license
- **National Insurance number** (NI card or letter from HMRC)
- **A small recent photo**
- **Food Hygiene Certificate**  
If selling unpackaged foods. Not less than three years old.  
*We will need to have a copy or scan of your Food and Hygiene Training Certificate which should be Level 2 or above. If you don't have one, let us know and someone from our Food Licensing team will speak to you.*  
[www.lbhf.gov.uk/business/food-safety/food-business-information](http://www.lbhf.gov.uk/business/food-safety/food-business-information)
- **Registration of Food Business Certificate** (If selling food)  
*This is proof that you are **registered with your Local Authority**. If you need any help with this please email [Philippa.Woodhouse@lbhf.gov.uk](mailto:Philippa.Woodhouse@lbhf.gov.uk) or call her on 020 8753 2825*
- **Signed and dated Street Trading Terms and Conditions form**  
[www.lbhf.gov.uk/sites/default/files/Street Trading Regulations 2004 tcm21-176606.pdf](http://www.lbhf.gov.uk/sites/default/files/Street%20Trading%20Regulations%202004%20tcm21-176606.pdf)
- **Public liability Insurance (PLI) For £5,000,000**  
You may well be covered by your business insurance. We just need to see this. If you do not already have PLI it is on offer from the following and others:
  - LRO insurance [www.lroinsurance.co.uk/sections/what/retail.html](http://www.lroinsurance.co.uk/sections/what/retail.html)
  - Market Line [www.marketline.co.uk](http://www.marketline.co.uk)
  - Combined market traders insurance association [www.cmtia.co.uk/](http://www.cmtia.co.uk/)
  - NMTF (includes membership) [www.nmtf.co.uk/what-we-offer.html](http://www.nmtf.co.uk/what-we-offer.html)
  - GM Imber [www.gmisl.co.uk/site/products/marketinsure-starter](http://www.gmisl.co.uk/site/products/marketinsure-starter)
  - Leisure Insure (one day public liability) [www.leisureinsure.co.uk](http://www.leisureinsure.co.uk)

## Traders must note:

- **This offer relates to a highways market pitch** it does not include a stall/ canopy/ table/ chair or any other equipment. If you don't have your own stall we will allow you to bring your own trestle table.
- **The North End Road has no power points** - for new traders in need of power (especially food traders) you may need to hire a generator. Any generator used on the day must follow council guidelines and be both **diesel**, and **'silenced'**. They can be hired for daily rates from a variety of providers.
- **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.

### Payment methods for your stall

If your application is successful 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. The reference code for payment is 09712, 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 North End Road Market*  
Addressed to:  
*Council Offices, 1<sup>st</sup> Floor, The Annexe, 37 Pembroke Rd, London W8 6PW*

### Useful Contacts to help you through the process

We are here to help you drop us an email or give us a call.

- **Lynda Dunn:** Street Trading [Lynda.Dunn@lbhf.gov.uk](mailto:Lynda.Dunn@lbhf.gov.uk)
- **Nicki Burgess:** Economic Development [Nicki.Burgess@lbhf.gov.uk](mailto:Nicki.Burgess@lbhf.gov.uk) 020 8753 5695
- **Mark Richardson** NERAG [northendroadactiongroup@gmail.com](mailto:northendroadactiongroup@gmail.com)
- **Phillippa Woodhouse:** Food Safety [Phillippa.Woodhouse@lbhf.gov.uk](mailto:Phillippa.Woodhouse@lbhf.gov.uk)

### Useful Websites

- Love your local Market: <http://www.loveyourlocalmarket.gb.com/>
- National Market Traders Federation: <http://www.nmtf.co.uk/>
- Market Trade News: <http://www.marketradenews.com>
- Hammersmith & Fulham business helpdesk:  
[www.lbhf.gov.uk/business/business-support-and-advice/business-helpdesk](http://www.lbhf.gov.uk/business/business-support-and-advice/business-helpdesk)

## Advice for New traders

### **Find a Mentor**

- someone with retail experience who can give you advice on pricing, marketing, networking etc. Hammersmith and Fulham Business helpdesk is a good place to start

### **Do your research**

- chat with the traders on North End Road (quiet times are best) or even in other markets.
- decide whether the goods you intend to sell fill a gap in the market
- talk to family, friends and potential customers, find out if your goods will appeal and if they are the right price
- research social media and online promotion and if this is a good way to tell people about your products
- Is your ideal customer at the market or can you draw them there through social media marketing?

### **Look at your costings**

- work out how much everything will cost you from the goods themselves to transporting them to the market and if you will make enough money when you sell them
- can you buy and/or make enough of your product to make it a worthwhile business?
- Will customers want to pay the price you want to charge?

### **Advice to new traders from @markethour**

- Don't be afraid to take risks
- Be prepared for a slow start and hard work – it can take some time before your business takes off
- Make sure you are passionate about what you are doing
- Be different
- The best way to learn is by doing, don't overthink your plan
- Keep things simple and easy to understand

### **Yearly Accounts and Tax**

- If you are a self employed market trader you are responsible for paying tax and National Insurance contributions You can find details here: <https://www.gov.uk/topic/business-tax/self-employed>

- If your turnover exceeds a certain amount in any 12 month period or less you will have to register for VAT. You can find details here: <https://www.gov.uk/vat-registration/overview>
- If you are new to self employment it may be worth getting some advice about how to keep records for your accounts – you can get advice from [Hammersmith and Fulham Business helpdesk](#)
- You may choose to ask an accountant for advice as they often save traders more than it costs to use them.

### ***Dealing with the law***

- If you are a food trader, particularly if selling perishable goods, you should know what the Food Hygiene Legislation requires you to do, for example statutory temperature controls when selling and transporting food. For further information <https://www.lbhf.gov.uk/business/food-safety>
- Other consumer legislation such as the Sale of Goods Act and the Trade Descriptions Act must also be adhered to. For further information: <https://www.businesscompanion.info/>

### ***In the Market***

- Stalls and displays must remain within the pitch limits marked on the ground
- Traders should set up and be ready to trade before 10.00 a.m. In most cases this means arriving at the market by 8.00 at the latest in order to have time to unload and set up without interfering with other traders and passing traffic
- North End Road is not pedestrianised – there are cars busses and lorries in the roadway – you should design your stall with safety in mind.
- Refuse must be placed in the containers provided by the council.

### ***Parking***

- Annual parking permits are available to permanent traders. Metered on street parking is also available (see the local signs for charges and times). You are strongly advised to work out where you will park and how much it will cost.

### ***Storage***

- Traders are responsible for finding their own storage. It is important you take this into consideration when planning your market stall.

