

Long Ashton Village Market: GUIDELINES FOR TRADERS

1. Any goods (includes produce and/or crafts) offered for sale must be grown / produced / made within a 30 mile radius of the market and preferably within the boundary of North Somerset. (Traders from further afield will be considered if their goods are difficult to source, not represented or are of a specialised nature. The maximum distance that stallholders will be accepted is 80 miles. These producers will not be classed as local to the market.
2. Priority will be given to traders who grow / make goods locally using materials that have a low impact on the environment and enhance it (e.g. organic sourced ingredients, materials and, or sustainable/low green house gas emission production methods)
3. When there is a waiting list of producers of similar products, preference will be given to the most local producer when a space becomes available at the market, without compromising quality – provided they meet all the other criteria.
4. The selection and balance of goods available at the market will be agreed by the Market Co-ordinators.
5. Primary produce. All produce must be grown, reared, brewed, pickled, baked or processed by the stallholder within the locally defined radius. No bought in produce may be resold without further processing.
6. Secondary produce. For processed and added value products e.g. cakes, stallholders must include at least one ingredient grown or raised within the 'local' area. Processed goods should contain at least 25% local ingredients (10% for bread and cakes).
7. Freshwater fish must be locally caught or farmed, processed and sold by the producer or by a representative if evidence to the fishing source is provided.
8. Sea fish may be sold by the producer or by a representative at the discretion of the market committee, providing the fish is caught in British waters, and wherever possible using the closest known fishing sources. Evidence of supply, business link or an audit trail must be provided.
9. Game should be reared, shot or caught within the local area and sold by the stall holder licensed to hunt game.
10. Normally only the producer / maker, their family, an employee or a representative of the business directly involved with the growing/producing/making of the goods being offered are permitted to sell at the market. However the selling by agents will be allowed if other criteria are met.
11. If there is competition for stalls between produce and non-food i.e. crafts the Market Co-ordinators will decide what will be given priority.
12. Traders are encouraged to engage in demonstrations and workshops at the market. Extra space can be allocated for this by arrangement with the Market Co-ordinators. There is no extra charge for this space.
13. No bought in goods may be sold at the Market.
14. Local growers organisations, co-operatives or umbrella organisations e.g. WI (Country) Markets, may appoint a representative to sell pooled produce. This is acceptable provided those selling are directly involved in the growing/producing of some of the produce on the stall, the organisation has a constitution and all produce is labelled with the producer's name and address.

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15. Shared, or split, stalls are permitted but all traders involved must complete separate application forms.
16. If stallholder businesses are claiming organic or similar certification, a copy of the certificate and any supporting documents that specify what is covered must be displayed on the stall.
17. Genetically modified produce or goods with genetically modified ingredients are not permitted and must not be knowingly sold.
18. All stallholders must have product liability insurance, **£5 million** public liability insurance that covers Street Trading Activity and employee liability insurance (if relevant). Copies must be provided to the Market Co-ordinators, and thereafter, a new copy must be provided with every policy renewal or modification.
19. All electrical equipment shall be electrically tested and labelled to current standards. All cabling runs are the responsibility of the stallholder.
20. The markets are situated in public / residential areas. Care will be taken not to obstruct the nearby roads or damage grass. Loading/unloading vehicles should be done with great consideration for pedestrians and reversing without supervision is prohibited. The instructions of the Market Co-ordinator(s) on the day shall be followed at all times.
21. All produce should be well displayed and presented. Stallholders may bring any stall equipment and own tables only if trading from a stall outside – which must be agreed by prior arrangement with the Market Co-ordinator. The use of tablecloths to brighten up the appearance of stalls would be welcome. Chairs are provided inside, not outside. Stall areas should be kept clean and tidy, and packaging should be kept as minimal as possible/recycled. All traders are responsible for collecting and taking away their own rubbish.
22. Market canopies are not provided and are not recommended inside. If traders wish to bring canopies, awnings etc.. for outdoor use then only their representatives must erect and dismantle these so as to be covered for insurance purposes.
23. Market opening hours are 9.30am to 1.00pm. All stalls should be ready for trading by 9.15am. There should no packing up prior to 12.45pm. Unloading and setting up can commence from 8.15am onwards. There will be limited on-site parking for traders during the day. Parking is available in the Community Centre car park and on neighbouring roads.
24. All stalls must display business/group name and address, where the goods being offered for sale have been produced and a description of production methods. Prices should be displayed clearly.
25. All stalls must be booked in advance with a minimum of one month's notice of cancellation.
26. The Market Co-ordinator on the day is responsible for the collecting stall fees for the following month, to be paid on the market day. Cheques to made payable to; *Long Ashton Village Market* Receipts will be provided.
27. All stalls, produce, packaging, transport and displays must comply with the Food Safety (General Food Hygiene) regulations 1995 and the provisions of the Food Safety Act 1990. This includes 'No smoking' by those selling produce.

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28. Produce weighing, labelling and signage must comply with Trading Standards legislation.
29. Traders agree to be visited at their place of production by a representative of the market.
30. Transgression of the rules or of the selling of undisclosed goods may result in the trader being refused at future markets.
31. The market committee's decision regarding the suitability of stalls is final.

Once you receive an application form and you have completed that please also sign 2 copies of these guidelines, retain one copy yourself and return the other with your completed application form.

I, the undersigned, have read and agree that I and my representatives will abide by the rules of the Long Ashton Village Market.

Signature:.....

Print name:.....

Business:.....

Position:..... Date:.....