

## East Oxford Farmers' and Community Market: Information for stall holders

Dear potential trader,

Many thanks for enquiring about a stall at East Oxford Farmers Market. The market has been going since 2006 and is now viewed as something of an East Oxford institution. The Market has a friendly atmosphere, a regular clientele, is consistently busy and is growing. We were one of three finalists in the **Best Food Market Category of the BBC Radio 4 Food & Farming Awards 2011**.

This document aims to answer any questions you might have about taking a stall at the market, however if there's anything else you need to know please email [eastoxfordmarket@gmail.com](mailto:eastoxfordmarket@gmail.com)

### IMPORTANT INFORMATION

East Oxford Farmers' & Community Market will allow you to book providing you meet our criteria (see our Market Manifesto). However, the market reserves the right to refuse or cancel bookings with you at any time for whatever reasons and without explanation.

It will be necessary for you to complete the Stallholder Registration Form and to confirm that you have received and read the Market Trading Policy which will be sent to you with the Registration Form.

### When and where does the market happen?

Every Saturday, from 10am – 1pm, at East Oxford Primary School, Union St, Oxford OX4 1JP (behind Cowley Road Tesco).

### FOOD STALLS

#### What can I sell?

The aim of the Market is to provide **locally produced, good quality seasonal products** at reasonable prices. Production methods should have minimal adverse environmental impact and conform to recognised standards. The Market's committee monitor the quality of produce offered for sale by all stallholders.

The Market supports the principles of **organic production** and **sustainable farming**. The market has a preference for organic produce but will accept non-organic produce. Where there are similar products, preference will normally be given to a producer using organic methods.

Secondary producers should use **locally grown ingredients** where possible. Stallholders are encouraged to inform customers when products are wholly or principally made from local ingredients.

### **What can't I sell?**

No genetically modified produce or goods containing genetically modified ingredients may be sold.

Produce sold at the Market must normally be **produced within a radius of 30 miles**. The Market's committee may at its own discretion make exceptions if produce is not available from local producers. **In such cases the county or country of origin must be clearly displayed.**

### **What about non-food items?**

The Market is structured as a community market which means that, unlike some Farmers Markets, non-food stalls are permitted.

All non-food stalls must be based within a 30 mile radius of Oxford. It is a priority of the Market to provide an outlet for small local businesses.

All non-food stalls must sell locally produced goods. The Market also accepts stalls selling regional or Fair Trade products.

### **What if I want to sell something similar to other stall holders?**

The Market aims to achieve a balance of a wide range of stalls. When the possibility of different stalls selling the same or similar produce arises, the committee will consult with existing stallholders offering such produce before deciding whether to accept a new applicant.

### **What about insurance / health and safety?**

**All stallholders** must comply with current **Trading Standards and Environmental Health requirements**. If you're serving food you must get/have a relevant food safety qualification - you can do one online here:

<http://www.foodcertificate.co.uk/WeThinkCatering.aspx>

**All stallholders** (including charity or information stalls) must have **public liability insurance** and product liability insurance if selling anything. Proof of cover must be presented to the Market committee prior to, or at, the first market the stallholder attends. Information about public liability insurance is available at <http://www.cmtia.co.uk/> or <http://www.nmtf.co.uk/>. Please then send us your updated insurance on an annual basis each time you renew.

## How much does it cost to take a stall?

We try to be competitively priced as the market likes to be as inclusive as possible.

Table type	Cost
Large table	£26.50
Small table	£18.00
Own gazebo	£18.00
Multi table stalls	Price on application
Café	£16.00

**Cancellation of a booking** after Tues 6pm prior to the market will result in the full pitch fee being charged.

## How do I book a stall?

You can check availability of stalls by mailing [eastoxfordmarket@gmail.com](mailto:eastoxfordmarket@gmail.com) New stallholders are welcome to book a couple of taster slots at the market to see how products sell.

## Access and Parking

Vehicles may park close to the rear entrance of the market by coming in the Union Street Entrance of the school, via Morrel Avenue.

## When do I set up my stall?

The school is open from 9.00. Ensure your stall is set up and ready for a prompt market start at 10.00. Stalls should not close prior to the market closing at 1.00 (unless sold out).

## Tables and Gazebos

Tables and chairs are provided. Gazebos are available for outside stalls. All stall equipment must be set up and put away by the stallholder except for our purpose-made outside metal stalls which are put up first thing on Saturday morning.

### **Clearing away the market**

Each stallholder is responsible for cleaning the area around their stall. Cleaning equipment will be provided. In addition the market employs a cleaner for general cleaning. This is an important courtesy to the school and part of our arrangement for use of the school's facilities.

Please pack up and leave the premises promptly after 1.00pm to enable our volunteers and cleaner to do their work. Please aim to leave the school by 1.30pm.

### **Cancellations**

An email to stallholders each Sunday/Monday confirms the bookings for the following Saturday. Stallholders may book or cancel their bookings in response to this email. Cancellations received after Tuesday 6pm in the week prior to the cancelled booking will be charged at the full stall rental. This is because East Oxford Farmers' Market is a not-for-profit organization and has costs to cover each week. Late cancellations reduce income, while the expenses remain. The Market is unable to bear these costs.

### **Publicity for the Market**

A weekly email goes out on a Thursday to over 1,200 customer addresses advertising the stalls which will be at that week's market. The market also uses Facebook, Twitter, and Instagram. The website ([www.eastoxfordmarket.org.uk](http://www.eastoxfordmarket.org.uk)) sets out information about the market and stallholders and displays when individual stallholders are coming to the market.

### **Communications**

A confirmation of booking email will be sent to all stallholders every Sunday/Monday. Please read this and check your booking. Every Friday a copy of the customer email is sent to stallholders, along with details of which volunteer Market Manager is on duty that Saturday and a Pitch Plan of where stalls will be located that Saturday. Please read emails from the Market as they may contain important information for your attention