

management office  
**action acton ltd**  
16-18 crown street  
acton, w3 8sb  
t 020 8993 9605  
e [info@actionacton.com](mailto:info@actionacton.com)  
[www.actionmarket.com](http://www.actionmarket.com)

# acton market

## HOW CAN YOU START TO TRADE AT ACTON MARKET?

Please find enclosed an application form and general notes about taking a stall at the Acton Market.

### **Application Process**

Before you fill out your application form please **read and understand the trading terms and conditions and notes for applicants** contained within this document.

Fill out the application form contained with this document and please return it at the above address. Please note that your application is subject to a short-listing procedure. The description of the products you wish to sell should be full and comprehensive, as this will be the description for Market Supervisors to make their decisions for short-listing. In the event that your business is short-listed, you will then be asked to provide accompanying paperwork. **At this stage, please only return the completed application form.**

You will be contacted by Market Supervisors as to whether your application has been accepted or rejected.

### **We can help you to develop a business**

We can help you to start a successful business as a trader with our **FREE Market Traders' Training Scheme**. The training is suitable both for new traders and for experienced market traders. For each training session attended, you will be eligible for a **discount to the normal stall rate** at Acton Market. Action Acton can also help eligible traders to start up a market stall business by offering business development **grants** in amount of between £100-£500 and might **cover cost of your Public Liability Insurance**. For more information please contact Marta on 020 8993 9605 or via email at [marta.masiulaniec@actionacton.com](mailto:marta.masiulaniec@actionacton.com).

If you require any further assistance, please do not hesitate to contact Acton Market Team on **020 8993 9605** or via email at [info@actionacton.com](mailto:info@actionacton.com)

### **Acton Market Team**

Acton Town Centre Market Regeneration Project  
Action Acton Limited

### **Contained within this document:**

About the Acton Market  
Notes for Applicants  
Acton Market Terms and Conditions  
Notes for successful Applicants  
Application Form

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## About the Acton Market

### About The Market

Acton Market is run by Action Acton through Acton Town Centre Market Regeneration Project LDA Opportunity Fund. The Market is located in the centre of Acton Town, **The Mount/King Street, Acton, W3 9NW** (off Acton High Street) outside the Morrison's Supermarket and Main Post Office. Trading days are every **Thursday, Friday and Saturday 10am to 5pm**.

### Market Supervisors Contact Details

Acton Market is managed by two **Market Supervisors**:

- **Sajida Bibi** (manages the Friday & Sunday market) – can be contacted on **07768 261 099** or via email at [sajidab@actionacton.com](mailto:sajidab@actionacton.com)
- **Vanessa Tobiasinsky** (manages the Saturday market) - can be contacted on **07528 263641** or via email at [Vanessa.tobiasinsky@actionacton.com](mailto:Vanessa.tobiasinsky@actionacton.com)

Please note that the Market Supervisors work on a part time basis so they will contact you at their earliest opportunity.

### Market Stalls Dimensions



2m x 4m = 8m<sup>2</sup>

Market stalls and canopies with side covers are provided, set up and taken down by Acton Market Team. The canopy size is 2m by 4m. The canopy ridge-pole height is from 2.87m to 3.03m. There is a room for 2 traders to trade under 1 canopy. Standard allocation per trader is a half canopy including 1 market stall. The market stall dimensions are 1.8m w x 0.74m d x 0.76m h. The trader will need to bring a tablecloth to cover the bare table. **STALL HOLDERS** must ensure that the table(s) is/are properly covered and if necessary, cleaned at the end of the day's trading.

### Market Stalls Fees

Market stall rates vary and are payable on the day in cash. The stall fee depends mostly on how much space you require to trade and stalls availability. The stall fee will be agreed directly with Market Supervisor prior to trading commencing. Current stall rates at Acton Market

### Pricing Schedule

Half a Canopy with 1 table for 1 Trader	<b>£15</b>
Canopy with 1 table for 1 Trader*	<b>£20</b>
Canopy with 2 tables for 1 Trader*	<b>£25</b>
Canopy with Racks instead of a table for 1 Trader*	<b>£20</b>
Mobile Traders	<b>£20</b>

\* subject to stalls availability

Each trader is restricted to 2 tables only. Any addition table subject to availability will be charged at £5 per table.

Please note that Action Acton reserves the right to change the market stall prices at any time. Stall fee discount is offered to people who attended Market Traders' Training. Additional discounts might be available prior Market Supervisor discretion.

### Electricity and Parking

Electricity points are provided for traders use but it may be limited. However traders must supply their own extension cable that complies with safety standards.

No parking is available and all vehicles once unloaded **must be removed from the site**.

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## What is expected from the successful applicants?

Acton Market aims to have quality stalls that are well presented. Traders are asked to demonstrate their commitment by putting in the effort when it comes to the display of their products (e.g making their stall look good, preparing good signage which informs the customer about their product). The market supervisors are there to assist and give advice to traders about how to market their product effectively and develop their business, but it is down to you to think about your stall before coming to trade. See listed below some tips from us on how to set up a successful stall ...

### Product range tips:

- **Specialisation** - There is a great impact achieved by having a specialised retailers e.g. fish seller selling only fish or a bag seller just selling bags, rather than everyone doing a little of everything.
- **Authenticity** - The Stallholder should have full knowledge of source and characteristics of their product and also knowledge of the best use for it. Ideally the stallholder himself or herself should attend the Market.
- **Honesty and Quality** - Products should be honestly represented and clearly labelled. If the jewellery is hand made and the tomatoes imported, this should be clear to the Acton Market shoppers.
- **Value for Money** - Some products are by its nature expensive. Much crafted products or home produced food are more expensive than the factory produced version. Nonetheless, it is important that Acton Market shoppers feel they are getting value for money.
- **Hygiene** - A stall which gives an impression of bad hygiene will discourage the Acton Market shoppers and will not be allowed. Please note that food retailers are inspected on a regular basis for food hygiene standards.
- **A good environment and stall display.** We expect that all successful applicants will present their stall in keeping with the high standards of the Market.

## Relevant Certifications...

### Public Liability Insurance Certificate

You must be able to secure your OWN public liability insurance to cover market trading. You can obtain the public liability insurance for approx £76 on a sole trader basis from National Market Traders Federation, visit [www.nmtf.co.uk](http://www.nmtf.co.uk) or call on 01226 749 021 / 08457 221100 for more information.

Action Acton might help eligible traders to start up a market stall business by reimbursing a **cost of your Public Liability Insurance**. For more information and conditions please contact Marta on 020 8993 9605 or via email at [marta.masiulaniec@actionacton.com](mailto:marta.masiulaniec@actionacton.com).

### Food Hygiene Certificate

If you are the food trader at Acton Market you must have a Food Hygiene Certificate. Food hygiene courses are offered by:

- **Thames Valley University (TVU)** - Basic level food hygiene courses are held on the last Friday of each month at TVU. The course is held over one day from 9.30am - 4.30pm and the fee is £64 per person. For more information please contact Food Safety Team at Ealing Council on 020 8825 6666 or email at [foodsafety@ealing.gov.uk](mailto:foodsafety@ealing.gov.uk)
- **Hammersmith & Fulham Voluntary Centre (HFVC)** – runs FREE Skills for Food Programme for food retailers. You can obtain the Food Hygiene certificate by attending accredited training organised by HFVC. For more information contact HFVC on 020 8741 9876 or email [Skills4Food@hfvc.org.uk](mailto:Skills4Food@hfvc.org.uk)

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## Notes for successful Applicants

If your application is successful, we might invite you for a short interview to learn about the market and its rules. It will also give our Market Supervisors a chance to learn about you and your product.

If your application is successful we will require that you will provide us with the following proofs in support of your application. You must bring originals so we could take a photocopy of relevant documentations for our record. Photocopies cannot be accepted.

1. Passport or photo driver's licence
2. Proof of National Insurance Number
3. Public liability insurance certificate
4. Food Hygiene Certificate if you are food market trader

You will then be invited for a full day trading either on Friday, Saturday or Sunday to see how you get on. On the day, the Market Supervisor will assess your stall's potential and discuss how your business might develop at Acton Market. No guarantee is given, but our Market Supervisors will try to work with you to help develop your business. Our aim is to develop and grow the market to become a regular shopping venue.

## Acton Market stalls display requirements

- **Your Market Stall Display** – you need to ensure that your stall looks presentable and you have displayed your wares as professionally as possible. You cannot add any extra display tables or stands in front of or to the side of the stall that we are providing; everything must be contained within the stall unless agreed differently with the Market Supervisor on the day.
- **Your Business Banner** – a signage and a short description of your business is required to be on show on your stall. This is important as it helps to get a sale from someone who doesn't want to ask but is still interested in your product. Please make sure all your products are clearly labeled with their price.
- **Fabric to cover your table** - bring fabric to cover your table and make sure the fabric is long enough to reach the ground in front of your stall so that you can hide away any boxes or storage containers under the stall table. It is important that any extra stock or personal items you may have must be hidden underneath or behind the stall.
- Come prepared! Please **bring your own type, hangers, clips, strings, scissors and anything you may need to help you with your display**. It is your responsibility to bring what you need. The market supervisors will not be able to provide you with these items when you are here.
- **Hand out info about your business** - Whatever your business is, see if you can apply this basic sales technique for getting a sale later on.
- **Get an inspiration for your stall** - It can really help your display to visit shops, other markets and department stores before you come to trade.
- **Be prepared to talk to the customers!** Know your product. You must behave whilst on site and be polite to the customers.
- It is **not allowed to play any music** from the stall.
- **No smoking** under canopies is allowed.
- You must **display Public Liability Insurance** and **Food Hygiene Certificate** additionally if you food market trader.

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## STALL HOLDERS REGISTRATION FORM

Please complete in **CAPITALS** and return the form at the above address.

You must answer all the questions on this form. If a question does not apply to you, please write 'not applicable' or 'n/a' in the space given. If you do not complete this form in full your application may be rejected. You will be contacted by the Market Supervisor to inform you if your application is successful and to discuss trading opportunities.

Title	Mr	Mrs	Ms	Miss	Other
<b>First Name</b>					
<b>Surname</b>					
<b>Trading Name</b>					

<b>Home Phone No</b>	
<b>Mobile No</b>	

<b>House/Flat No</b>			
<b>Street</b>			
<b>Town</b>			
<b>City</b>			
<b>Postcode</b>	<b>Borough</b>		
<b>Home Phone No</b>	<b>Mobile No</b>		
<b>Email</b>			
<b>Website</b>			

<b>Which days of the week do you wish to trade?</b>	<b>Thursdays</b>	<b>YES/NO</b>
	<b>Fridays</b>	<b>YES/NO</b>
	<b>Saturdays</b>	<b>YES/NO</b>

<b>Define which category of market trader you fall into:</b>	
<b>CATEGORIES OF FOOD TRADERS:</b>	
<b>Farmer and/or Food Producer</b> Selling food products that are grown, rear or produce on the farm or come from the farmers land and/or are sourced from the farms	
<b>Food Retailer</b> Selling food products purchased from a wholesaler/external supplier.	
<b>Caterer - West London based restaurant</b> Based in the West London that can prepare and sell food from a stall	
<b>Caterer - trailer Catering Unit</b> Trader selling prepared food from a catering unit only	
<b>CATEGORIES OF NON-FOOD TRADERS:</b>	
<b>Artisans, Designers, Artist and Craft-person</b>	
<b>Fashion Retailer</b>	
<b>Health &amp; Beauty Retailer</b>	
<b>Homeware Retailer</b>	

