Surrey Street Sunday Market

A guide to trading at Surrey Street Sunday Market
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About Surrey Street

Located in the heart of Croydon Town Centre, Surrey Street market is deeply rooted in Croydon’s history. Trading since 1276, it is one of the oldest known street markets in Britain and Croydon’s largest market. Surrey Street market is currently a bustling market six days per week and is bursting with independent traders selling a variety of goods, including fresh produce, street food and fashion accessories.

Surrey Street recently underwent a £1.1 million refurbishment programme to help create a vibrant and pedestrian-friendly zone, making it a great destination for shopping and relaxing in the heart of Croydon. These works, which were completed in June 2017, included new levelled pavements, widened footpaths and new street lighting to create a more flexible market space to boost the market’s growth. A series of modern street art and graffiti installations from renowned global artists also complement the recent improvement works which attract new visitors and creatives to Surrey Street.

Due to popular demand, Croydon Council will be extending the market’s trading days to include Sundays from 17th September 2017. The Sunday market seeks to provide Sunday shoppers with an alternative range of goods to purchase as well as an exciting regular events programme. The Sunday market will help make Surrey Street the place to be on Sundays.
Why trade at Surrey Street?

Surrey Street market is the perfect place for traders starting a small business. Not only is it one of the oldest established street markets in Britain, it is also located in the heart of Croydon Town Centre – one of the South East’s main shopping districts. Situated at the heart of the Old Town, the market attracts a large number of customers every day. Surrounded by cafés, bars and independent shops, Surrey Street traders benefit from a great chance to sell their goods and make a good living from their business.

The market is managed by Croydon Council and offers 68 pitches. As a Sunday market trader at Surrey Street, you could benefit from:

- **Introductory offer** – obtain a pitch for just £15.00 per Sunday (offer valid until 25 March 2018). This price is inclusive of limited electricity supply and waste collection.

- **Excellent location** – take advantage of the market’s location in one of London and the South East’s prominent shopping locations and the associated footfall.

- **Discounted car parking** – obtain a 15% discount on Sunday car parking at Surrey Street Q-Park car park.

- **Exciting regular events programme** – a series of Sunday events are planned to be hosted on Surrey Street to draw in additional footfall and create a vibrant market offering.

- **Additional gazebos for hire** – hire a high quality gazebo with weights from Croydon Council for £30.00 per Sunday to use as a market stall (subject to availability).

- **Storage** – store market stalls and other market equipment in a nearby dedicated storage area for £35.00 per week.

- **Access to business growth initiatives** – access guidance and advice from Croydon Council on how to grow and expand your business, including access to finance.

- **Customer and trader insight** – obtain feedback from Surrey Street’s supportive network of customers and fellow traders to help grow your business.
Conditions for Trading

The Licence

1. A Street Trading Licence must incorporate a full-face photograph of the Licence Holder taken within the preceding twelve months and signed by the applicant on the reverse.

2. Licence Holders wishing to vary a term of their Licences must apply to the council in writing to obtain the necessary approval.

3. Subject to the provisions of the London Local Authorities Act 1990, Licences may not be transferred to any other person, nor may they be altered or tampered with in any way.

Stall Charges

4. Licence Holders must pay all charges due to the council in connection with their Street Trading Licences. The level of charge is dependent upon the number of the pitches taken. Charges must be paid weekly in advance by calling 0208 726 6000 ext. 64080.

The Licence Holder

5. Licence Holders may trade only in the position allocated to them at time of payment or such a position as the council may from time to time direct.

6. Where a pitch becomes available on the day due to the non-attendance of the allocated licensee, this pitch cannot be let to a trader who is planning to sell the same commodity as that sold by the allocated licensee.

7. Licence Holders may only sell or expose or offer for sale the class of articles, things or services specified on their Licences. The classes of articles, things or services are as follows:
   a. Art
   b. Bread, cakes and baked goods
   c. Clothing, including vintage clothing
   d. Coffee and speciality teas
   e. Decorative homeware and garden ornaments
   f. Flowers, plants and flower accessories
   g. Freshly prepared foods, including deli-style food and snacks
   h. Handcrafted goods
i. Home-produced goods, including live demonstrations  
j. Jams, honey, preserves and oils  
k. Street food  
l. Vintage and antique goods of a good standard  
m. Any other product (to be specified) which can legally be sold in a market

8. Council officers have the discretion to demand the immediate removal from sale of unsuitable goods or services.

9. Licence Holders shall ensure that their stalls and goods are removed within 1 hour after the expiry of the time for trading specified in their Licences. Traders can set up from 8.30am and must be ready to trade no later than 10.30am. Traders must cease trading at 5pm and pitches must be vacated by 6pm.

10. Licence Holders must personally attend their stalls at least 50% of the available time in order to fully avail themselves of their Licences.

Public Liability Insurance

11. All Licence Holders must possess a valid certificate of insurance against public liability risks of at least £5 million. This must be available for inspection to trade in the Market.

Stall

12. The standard stall size is 3 metres x 3 metres (10 feet x 10 feet) and 3 metres (10 feet) high. Stallholders shall not permit their stall to exceed the size specified in their licence at any time.

13. Stall sizes are limited to 3 metre square and no trader will be able to set up unless they provide their own gazebo or rent one from the council.

14. Licence Holders must display any sign issued by the council providing pitch identification.

15. The stall must be safe, weatherproof and of no risk to members of the public.

16. A Licence Holder shall not cause or permit any goods or articles whatsoever to project beyond or be placed alongside or around any stall or above the height of 3 metres (10 feet) measured from the ground level, but the space immediately beneath the stall may be used for the deposit of goods and other articles.
17. All items must be contained within the area of the pitch and no food should be displayed or stored below 45cm (18”) from ground level.

18. A Licence Holder shall immediately remove their stall and goods temporarily for so long a period as may be necessary if required to do so by an officer of the Metropolitan Police or a duly authorised officer of the council in the event of an emergency or in the exercise by the council of any of its powers and duties.

19. A Licence Holder shall make arrangements for the storage of any stall to the satisfaction of the council.

20. Licence Holders shall ensure that any amplified music being played is at a low volume at all times to avoid disturbing the public and other Licence Holders, in accordance with the statutory requirements of the Noise and Statutory Nuisance Act 1993.

**Safety of Electrical Equipment**

21. Licence Holders shall ensure that any connection for the purpose of applying artificial light to their stalls shall be readily detachable and no such connection shall be taken above the carriageway or less than 2.44 metres (8 feet) clear above the footway.

22. The electrical installation on each stall should be protected by an RCD (Residual Current Device) set to trip at an earth leakage current of 30 milliamps.

23. All electrical cable and accessories must comply with the relevant British Standards.

24. All electrical equipment must comply with the Electricity at Works Regulations 1989, the I.E.E. Wiring Regulations 16th Edition and amendments.

25. All stall electrical installations shall be checked annually by a suitably qualified person, and a test certificate submitted to Croydon Council within ten days of the test being carried out.

**Trader's Vehicles**

26. All traders' vehicles must be removed from the Market by 10am and are not allowed to return until 5pm. Evidence of unloading and loading must be seen. Times are subject to flexibility at the discretion of the Market Operator.
**Storage and Rubbish**

27. A Licence Holder shall make arrangements for the storage of any perishable goods to the satisfaction of the council, and in accordance with the statutory requirements of The Food Safety (General Food Hygiene) Regulations 1995.

28. Licence Holders shall not allow scraps, waste material, litter or rubbish arising from the course of trading to accumulate. All refuse must be placed in bags provided by the council and kept exclusively for that purpose.

29. All traders will be responsible for the safe keeping of all waste arising and ensure the street is not littered.

**Assistance on Stall**

30. Traders must trade personally from their stall throughout the day. The council may register stall assistants. Licence Holders may employ any other persons to assist them in the conduct of street trading. Licence Holders must notify the council of all stall assistant(s).

31. No person under 17 years of age shall be allowed to assist in the conduct of street trading during the absence or temporary absence (one hour or more) of the Licence Holder.

32. Failure by any assistant employed by a Licence Holder to comply with any of the conditions of the Street Trading Licence held by the Licence Holder shall be deemed to be a failure by the Licence Holder.

**General**

33. The Market Operator may request a person to leave a stall if they appear unfit to trade, for example under the influence of alcohol or drugs.

34. Traders and any assistants employed by them shall ensure that the public, other stallholders and council officers are treated fairly and with courtesy. They must readily identify themselves if requested. Traders and any assistants shall not commit any acts of harassment (whether racial, sexual or otherwise) against any person. Harassment includes, but is not limited to:

   a. Violence or threats of violence towards any person
   b. Abusive or insulting words or behaviour
   c. Damage or threats of damage to property belonging to another
d. Racial harassment, which will include any allegation where the acts or omissions complained of are racially motivated.

35. Traders must cooperate in allowing us, or other staff or contractors employed by Croydon Council, to carry out their duties, which includes complying with reasonable requests and instructions.

36. The conditions of the licence must not be breached. Traders who fail to comply with these conditions will be refused permission to trade on the market in the future.
How to Apply

If you would like to apply to trade at the Surrey Street Sunday market, you will need to complete:

- Surrey Street Sunday market application form
- Registration of a Food Business Establishment application form (if applicable)

These forms can be downloaded at www.croydon.gov.uk/markets or by emailing eunice.crassie@croydon.gov.uk.

You will need to return your forms to Eunice Crassie, Licensing Officer by email at eunice.crassie@croydon.gov.uk or by posting them to Licensing Team, Place Department, 6th Floor, Zone B, Bernard Weatherill House, 8 Mint Walk, Croydon, CR0 1EA.

You will also need to submit:

- Two passport-size photographs
- One proof of address
- A minimum of £5 million public liability insurance
- National insurance number

If you have any queries please email Eunice Crassie, Licensing Officer at eunice.crassie@croydon.gov.uk or Fiona Woodcock, Market Inspector at fiona.woodcock@croydon.gov.uk.
Checklist

Make sure you understand and have read the following:

General

- Applicant’s photo – can be sent by email along with completed application form
- Photo of stall/goods if possible – can be sent by email along with completed application form
- Prices of goods must be clearly displayed when trading
- Valid Public Liability Insurance – minimum £5 million cover
- Proof of food registration (if applicable)
- Email your vehicle registration mark to Trish Harding (Parking Services) at trish.harding@croydon.gov.uk in order for your vehicle to be exempted on Sundays
- A strong gazebo, with four metal flat weights
- Commando power socket for electrical supply (mobile power unit)
- Strong display table(s)
- Business advertising for your displays
- Business cards

Food Sellers

- Hand washing facilities separate from washing up
- Fire extinguisher
- Fire blanket
- Temperature control measures for high risk foods and records
- Food temperature probe
- Good clear menu board showing prices
- First aid provisions
- Your documented food safety management system
- Provisions for disinfection of equipment and preparation surfaces

Essential Information and Additional Licence Conditions

- Costs – £15.00* per pitch per Sunday includes limited electricity supply and waste collection arising only from Sunday market trading on that day. Introductory offer is valid until Sunday 25 March 2018. *Fees are subject to review.
- Advanced bookings only with minimum of 7 days’ notice
- Cut off day for payments is Monday at 1.00pm
- Maximum booking allocation of 4 weeks for pitch hire
- Pay by card over the phone on 0208 726 6000 ext. 64080
• No refunds if not able to trade
• Trading times are 10.30am to 5.00pm
• No setting up before 08.30am and ready to trade by 10.30am
• Closed down and off site by 6.00pm
• Parking off-site from the market and organised by the trader(s)
• Notify the Market Operator on 07747 118668 if unable to trade
• A fixed penalty charge of £100 will be issued to any trader for left over litter
• Clean and keep your pitch(es) free of litter, waste and obstructions
• No use of fork lift trucks
• All vehicles off the market area by 10.00am
• No vehicles back on the market before 5.00pm
• All traders and vehicles packed away and gone from the market by 6.00pm
• Market pitches and local environment to be keep clean and litter-free by traders
• All litter and waste to be removed by market traders and disposed of lawfully
• All noise associated with the traders’ sales kept to a minimum and acceptable level
• Any unlawful parking may jeopardise your trading License

Advice

• As a self-employed small business trader it is important to think about innovative ways to increase your trade and sales through social media, press articles and websites. Support and guidance is available from Croydon Council.
Frequently Asked Questions

What are the trading hours for the Surrey Street Sunday market?

The trading hours are 10.30am to 5.00pm.

How much does it cost to trade at Surrey Street market on Sundays?

There is an introductory offer of £15.00 per 3 metre x 3 metre (10 feet x 10 feet) pitch per Sunday, valid until 25 March 2018. The pitch fee includes limited electricity supply and waste collection. Fees are subject to review.

Which products for sale are being encouraged at the Sunday Market?

The Sunday market seeks to provide an alternative offering to the market trading Monday to Saturday. The types of products particularly encouraged, but not limited to, are:

- Art
- Artisan bread and cakes
- Coffee
- Deli produce
- Street food
- Vintage goods

Which products cannot be sold at the Sunday Market?

Restricted good for sale include:

- Tobacco or smoking accessories
- Any article considered a weapon
- Fresh fruit and vegetables, unless organic, home-grown or as part of an organised Farmers’ Market

The sale of DVDs and CDs is by agreement only. Other restrictions may apply.

What do I need to do if I wish to sell food?

You will need to contact the council’s Environmental Health Food Safety team to register with them and get information about food hygiene regulations. Their contact details are 020 8760 5436 or food.safety@croydon.gov.uk. You will also need to complete a food registration form.
Who do I contact if I need legal advice on the sale of goods?

Legal advice on the sale of goods can be obtained from the council’s Trading Standards team. Their contact details are 020 8407 1311 or trading.standards@croydon.gov.uk.

Do I need to bring any equipment?

Yes, you will need to bring your own high quality gazebo, unless you wish to rent one from the Council for £30.00 per Sunday. Please note that any poor quality gazebo will not withstand the wear and tear of regular market use and will therefore not be accepted.

Will I need to bring my own gazebo?

Yes, it is encouraged you bring your own gazebo and you will be responsible for setting up and closing down your pitch at the beginning and end of the trading day. Your gazebo should strong and be no larger than 3 metres x 3 metres with weighted legs. Transparent sides are recommended for maximum visibility. The Market Operator will be able to advise which types are acceptable and put you in contact with someone who can supply you with one. A limited number of gazebos are available to hire for £30.00 per Sunday which must be paid at time of booking.

Can I put out tables and chairs for my customers?

Yes, it is encouraged that you provide safe and good quality seating and table areas. These must be located within a reasonable space, without causing obstruction, and decided by the Market Operator as best suits the market.

What facilities for trading are available at Surrey Street?

Electricity from lamp columns, secure storage, CCTV, waste collection and a Market Operator are available on Sundays. There is some storage provision – please speak with the Market Operator for details.

You will have to supply your own commando power adaptor if your stall requires electricity. Further information can be sourced from the Market Operator with regards to size but a 16 amp K9201 socket is recommended.
Am I allowed to bring an outdoor heater or fan?

No, as the electricity supply is limited. Traders encouraged to dress appropriately for all weather conditions. This includes sensible footwear and to keep all goods off the ground in the dry.

How do I obtain discounted car parking at Q-Park Surrey Street Car Park?

Traders are eligible for a 15% discount on Sunday car parking at Q-Park Surrey Street car park. Please speak to the Market Operator to obtain your discount voucher.

What do I do with my waste and rubbish?

The market aims to be zero waste and you must dispose of any waste lawfully. You must keep your area clear and tidy at all times. All pitches must be left clean and tidy with waste tied up in supplied council bags at the end of trading.

How can I get to Surrey Street?

There is nearby on-street and multi-storey car parks as well as local bus and tram routes serving Surrey Street. Nearby mainline train stations include East Croydon (approximately 9 minute walk) and West Croydon (approximately 10 minute walk). The postcode for Surrey Street is CR0 1RG. Please note: there is no entry onto Crown Hill from Surrey Street.

Where can I obtain Public Liability Insurance?

All traders are legally required to obtain third-party public liability insurance cover. This is required in the event of a claim against you resulting from the accidental death or personal injury of anyone visiting or shopping in the market. Public liability insurance protects you in respect of any possible legal liability such as compensation or legal costs relating to accidents when trading. Insurance cover is typically for a 12-month period and should be renewed prior to the expiry date.

It is a market trader’s responsibility to provide Croydon Council’s market service with updated public liability insurance documents whenever they are renewed. The market service monitors all traders’ insurance cover on regular basis. The minimum public liability cover required is £5 million. Cover can be obtained from:

- National Market Traders Federation
  Hampton House, Hawshaw Lane, Hoyland, Barnsley, S74 0HA
  T: 01226 7490211
• Combined Market Traders’ Insurance Association
  9 St Edmunds Road, Gants Hill, Ilford, Essex, IG1 3QL
  T: 020 8554 5273

• G.M. Imber Ltd
  Grange House, Grange Walk, London, SE1 3DT
  T: 020 7231 5005

• Wendy Fair Markets (Traders Insurance)
  St Martins House, 17a High Street, Ruislip, Middlesex, HA4 7AU
  T: 01895 632221
Key Contacts

**Licensing**
Fiona Woodcock  
Market Inspector  
E: fiona.woodcock@croydon.gov.uk  
M: 07747 118668

Eunice Crassie  
Licensing Officer  
E: eunice.crassie@croydon.gov.uk  
A: Licensing Team  
Place Department  
6th Floor, Zone A  
Bernard Weatherill House  
8 Mint Walk  
Croydon  
CR0 1EA

**Trading Standards**
E: trading.standards@croydon.gov.uk  
T: 020 8407 1311

**Environmental Health Food Safety Team**
E: food.safety@croydon.gov.uk  
T: 020 8760 5436

**Car Parking**
Trish Harding  
CCTV Manager  
E: trish.harding@croydon.gov.uk  
Q-Park Surrey Street Car Park  
T: 020 8649 9062

**Business Support**
Carol Squires  
Economic Development Manager  
E: carol.squires@croydon.gov.uk  
T: 020 8726 6000 ext. 18302

**Resources**
- [www.croydon.gov.uk/markets](http://www.croydon.gov.uk/markets)  
- [www.croydon.gov.uk/surreystsundays](http://www.croydon.gov.uk/surreystsundays)  
- [www.surreystreetcroydon.co.uk](http://www.surreystreetcroydon.co.uk)