

# “Brixton Sundays” A MARKET BY PEXMAS

## TRADER INFORMATION PACK

### 1. ABOUT THE MARKET

In February and March we will be continuing our regular market at the very special Market Row in Brixton. This will be our third curation and hope to feature our usual mix of local small brands across a wide product base; Handmade, small batch, sustainability focussed, high quality, inclusive of and appealing to a wide range of audiences.

Those who have traded at this market before may have noticed works being carried out on a number of units in Market Row. We're excited to see how this space evolves with some new small businesses coming in in the New Year, bringing atmosphere and footfall with clearer walkways and sightlines.

We've gotten a lot of great feedback and learning from the process over the past five months which we'll bring to the market in its next phase. The stall fees for this next period reflect this learning as well as it being a season which we know to be a quieter period for shopping across the board.

#### **FOOTFALL and MARKETING**

Market Row is traditionally the “quieter” side of Brixton Village and on Sundays, all the retail stores in this part of the market are closed, leaving just the food outlets open to trade, including the original Franco Manca pizza restaurant. There is already a DJ provided by Brixton Village Music Director every Sunday and an existing second hand vinyl stall area which will remain alongside our market offering. Both of these, as well as the restaurants, bring people to the space and are beloved by locals and we are delighted to be able to work with them.

Brixton Village have shared with us that there is an average footfall of 100k per week across Brixton Village and Market Row, and so there is a clear capacity to reach a lot of people. They have a PR agency who will be working on this Sunday series and we will be able to share more about the outputs from this soon. A designer has worked on a unified brand for the series and Brixton Village have also produced branded physical wayfinding assets (eg banners, posters and floor decals) for the events.

Brixton Village will also list the events on their website, with a click through to our website for stallholder listings. They are very keen to support with social media and we will be doing lots of collaborative content with them throughout the period, including instagram ads. At the time of writing Brixton Village currently has 29.2k followers on instagram. This venue, and particularly Market Row, is very much part of the community of Brixton. We are really honoured to be invited in to be a part of it, and we will be looking for traders who also value that significance and put community building at the heart of their businesses. We have some exciting plans for this potential long term partnership and look forward to sharing more with you in due course.

We will not be delivering a December Market in Brixton, to allow space for established Christmas Markets (including our own!) in everyone's diary. January will also be a “closed” month and we anticipate beginning again in February. All of this is subject to change.

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<b>2. PARTICULARS</b>	
<b>Venue</b>	<p><b>Market Row, 408 Coldharbour Lane, London SW9 8LF</b></p> <p>This is a covered/ indoor market, taking place in the passages of Market Row. There are no doors on the space, it is an open passage, and no heating so it can be chilly.</p>
<b>Dates &amp; Times</b>	<p><b>12-5pm</b></p> <p><b>Sunday 4th February</b></p> <p><b>Sunday 3rd March</b></p>
<b>Trading Access</b>	<p>Access will be max 1 hour prior to trading, from 11am, and all traders will be required to have vacated the premises 1 hour after trading, by 6pm.</p> <p>Traders must enter on foot via Electric Lane or be dropped by vehicle on Atlantic Road or Coldharbour Lane. <b>Bring a trolley.</b></p> <p>There is <b>no provided parking for anyone</b>. Brixton Village have advised that local parking is free of charge on Sundays, and can generally be found on the streets around Saltoun Road, a short walk from Brixton Village.</p>
<b>Approx Trader Numbers:</b>	<p>A mix of up to 28 unique and returning traders per monthly market. Markets will be curated in 2-3 month blocks, and traders will be allocated up to three dates based on availability and mix of stall types. If pitches open up closer to the date, some traders may be offered an extra date, but priority will be given to traders on the waiting list - see below "Selection Process" section for details on how we reallocate. On the application form, please give your preference of dates being as flexible as you possibly can to maximise your chance of gaining a spot.</p>
<b>3. PITCHES</b>	
<b>Selection Process</b>	<p><b>Applications are all to be completed via the online form and are due in by 5pm on Monday 8th January.</b> If you miss this deadline you can still apply and will automatically be added to the waiting list which is usually very active for our markets. After this time we will select the most appropriate mix of traders for each date at our discretion and <b>you will be informed if you have a stall pitch allocated at any of the market dates or not by the end of day Thursday 11th January.</b></p> <p>All stallholders who have NOT been allotted a space will be entered onto the waiting list, unless they tell us otherwise. The application form will remain open online up until all 3 events have passed so stallholders who have missed the initial window can continue to apply to the waiting list.</p> <p>Stallholders allotted a space will be sent the Ts and Cs for their records and an invoice with a payment deadline one week, the payment of which is considered confirmation of their pitch. <b>Missing your payment deadline will result in your stall being offered to someone on the waiting list.</b> Last minute swapping is</p>

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	<p>harmful to the whole market and prevents us being able to advertise a stallholder list in advance.</p> <p>If stalls become available, we replace “like with like” as much as possible to keep the shopping varied for the customers; we do not operate on a first come, first served basis.</p> <p>In selecting stalls we do not discriminate against stallholders' level of experience or range of products - a trader with one well designed saleable item is as welcome as someone with a huge catalogue of products. We are looking for the highest quality, attention to detail, attractive stalls and a broad range of products and price points across the stalls. We make a great effort to ensure there are not too many similar stalls each day so there are limited slots for each type of product per day (eg: jewellery, food, stationery, clothes, accessories, candles, ceramics etc...). We do not give preference to previous traders, and welcome new businesses to apply. We only offer stalls where we believe our audience will appreciate your product.</p> <p>We are accepting joint stall applications (one stall for 2 businesses to share) but we cannot offer “double stalls” (2 pitches together) for one trader.</p>
<b>Stall Pitch Detail</b>	<p><b>Daily Stall Fee for the February and March markets: £35 per day (no VAT)</b></p> <p><b><u>No Hot Food Traders or Bar service is permitted at this market.</u></b></p> <p>We are using <b>plastic folding trestle tables</b> for this market. Approx Dimensions: 183cm long, 76cm wide, 77cm high. Each trader gets ONE table. Or the equivalent space if you prefer to bring your own furniture, eg clothes rails. There may be additional space available at the side of your stall - please explain what additional items you wish to bring in your application. These must be booked in advance so we can check if they can be accommodated. Traders who bring unexpected items on the day will have to remove them from the site before they can trade.</p> <p>All stalls will be <b>positioned</b> with your back to a wall (which is most likely to be the closed shutters of a business!), but nothing can be attached to walls or shutters, or hung. The floor of the space has a very gentle slope, which steepens towards the exits on Electric Avenue and Atlantic Road. We will be positioning stalls to avoid this.</p> <p><b>We do not supply chairs, there are none available on site.</b> We do not recommend sitting while you are working on a market stall, to better engage with customers, but of course those with disabilities or chronic pain may need to do so and you are all very welcome to bring a stool or chair with you if you need one!</p> <p><b>No power is provided to stalls.</b> The space is well lit, but you may wish to bring additional battery lights to use on your table top to point onto your products more</p>

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	<p>directly. Individual stalls may not play music. You will have access to power sockets to charge your devices but these will be in a separate unit, not adjacent to your own stall.</p> <p><b>This market is covered</b> with no heating and no doors on the space so it is well ventilated! Please make sure you bring warm clothes even if the weather is good. There are toilets on site. There is no drinking water access provided, though there are many food outlets on site who may oblige!</p> <p><b>If you want to sell alcohol, you will be required to provide your personal licence details to the site DPS.</b> You will operate under the premises licence of specific units on site, so you will be in a designated area and we can give you more details of this in due course.</p> <p><b><u>All stalls will be required to sign a trader licensing agreement with the Venue.</u></b> Traders must comply with the terms outlined in the licence, which are listed on the licence application.</p> <p><b>All traders must hold public liability insurance and complete a risk assessment.</b> Food traders additionally must provide details of their food safety registration and rating, product list with allergens and food hygiene certificate for at least one member of staff attending on the day.</p> <p>We will be encouraging the public to bring reusable shopping bags and ask our traders to use only recyclable / compostable / no packaging. <b>We have a ban on glitter, balloons, sequins and sprinkley items of plastic doom.</b> No single use plastic please! Food Traders we would appreciate you allowing customers to use their own boxes etc for food servings.</p> <p><b>RUBBISH: There is no capacity at all to dispose of your waste on site; all traders are required to take any rubbish with you at the end of the day.</b> This includes cardboard boxes/storage items, sacks of rubbish, packaging materials, decorations, food stuffs etc. Please dispose of all your rubbish responsibly off site. Please sweep under your stall to remove any stray items / crumbs you have dropped before you leave and clean your table.</p>
<b>4. COVID-19</b>	
<b>Safety Regulations for Traders</b>	<p>While it seems likely that there will be no legal restrictions or even much guidance in place to help reduce the transmission of Covid 19, we will be encouraging staff, traders and the public to continue in good hygiene practices including the wearing of face masks at least for those who have colds, and the frequent use of hand and surface sanitising. The space is well ventilated.</p> <p>Pexmas reserves the right to change the terms or operations of this market at any time to comply with current legislation and best practice guidance as regards the Covid-19</p>

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	Pandemic or other national health and safety issues. Further scenarios will be included in the Ts & Cs issued with acceptances to the market.
<b>6. APPLY NOW!</b>	
<b>Links</b>	Thank you for reading the information pack carefully. Here is a link to the form to fill in to apply to trade at Brixton Sundays!  <a href="#">PEXMAS BRIXTON SUNDAYS FEB AND MAR 2024 STALLHOLDER APPLICATION FORM</a>