



## Market Stall Application – Stage 1

### About us

Lower Marsh Market is a historic street market located just south of Waterloo station. A street market has operated in Lower Marsh since the mid nineteenth century. It is a truly unique street in Central London, loved for its quirky independent shops and traders. It is an important amenity for the local community with shops ranging from food, hardware and dry cleaners to specialist vintage shops, music and book shops, cafes, restaurants, card and gift shops, making it an ideal shopping location.

Lower Marsh Market Ltd is running and developing the market in partnership with the WE Are Waterloo BID, Lambeth Council and other local stakeholders. We aim to create a bustling trading environment in the street to the benefit of market traders and shops alike.

We are looking for high quality, innovative and unique traders. We are happy to accept applications from established and new traders. Who have a passion about what they do and the sustainability of Neighbourhood markets.

### About your business or market stall concept:

Trading name
What do you sell?
Sample product list/menu –including prices (please attach)
What is unique about your product or brand?
If you've traded before describe your previous trading experience?
If you've not traded before tell us why you think your product will sell?
Please attach images of your product/stall/branding.
Do you use Gas or Electric?

## About You

TRADING NAME:	
WEBSITE AND OR SOCIAL MEDIA ADDRESSES:	
FIRST NAME:	
LAST NAME:	
DATE OF BIRTH:	
ADDRESS:	
POSTCODE:	
MOBILE TELEPHONE:	
LANDLINE TELEPHONE:	
EMAIL:	
NATIONAL INSURANCE NO:	

## Which days would you like to trade

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

*There are limited spaces for take-away food traders, applications are reviewed on a monthly basis. Please allow 30 days for a response to your application.*

## Trader Checklist

Before you start trading you will need all these documents in place. Once you have been accepted you will need to provide us the following documentation in support of your application.

- Proof of identity – passport/photo ID or driving license
- Proof of address (less than 3 months old) council tax bill or tenancy agreement, if the council tax bill is not in the applicant's name please supply two recent utility bills e.g. water, gas, electricity
- A copy of public liability insurance to £5,000,000
- Food hygiene certificate level 2 (for applicants selling foodstuff)
- Copy of Food Premises Registration from your Council (for applicants selling foodstuff)
- Copy of relevant Gas safety certificate
- Copy of relevant Electrical test certificate

Signed copy of Lower Marsh Terms and Conditions

Registration with Lambeth can take 30 days we advise that you register with at the same time as applying for a stall.

### Opening Hours

Monday-Friday: 10.00am – 6.00pm  
Saturday: 10.00am – 5.00pm

### Fees

Pitch fees are subject to change. Fees are currently as follows:

Stall Type	
Takeaway Food	£47.50
Produce and any other food	£21
Arts, crafts & other	£10

### Stalls and equipment

All Lower Marsh Market traders may only trade from canopies approved by Lower Marsh Market Ltd. Traders may purchase their own canopy, but at a minimum these must meet the following requirements:

- Not exceed dimensions of 3m x 2m
- Have no solid sides or have clear plastic back and side sheets to maintain clear sight-lines through the stall

If you need any help in filling this application please contact  
Carole Powell  
02076201201

Please return your application to:  
info@wearewaterloo.co.uk or by Post:  
Lower Marsh Market Ltd  
Suite 2, 45-46 Lower Marsh  
London, SE1 7RG