



STANDARDS FOR MARKET TRADER PITCHES

There are three main areas that need ongoing care and attention for presenting your pitch and your products to customers, they are listed below in detail. The three areas have some overlap as each impact on the other. They are:

1. External coverings and stall equipment
2. Display, stock and all internal fittings
3. Customer care, service and product information

SW Markets & Events require you to maintain these standards as part of the agreement to trade on Swadlincote Market.

1. External coverings and stall equipment.

- Stall structure must not be altered or adapted.
- No holes are to be made in the side covers or roof by pinning, clipping, stapling, etc. product information or advertising notices.

2. Display, stock and all internal fittings

- Tabletops/work surfaces to be covered by some form of covering if serving food.
- To ensure all props, fittings and fixtures are in good condition, clean and securely in place.
- Stock to be presented in an orderly manner and not to be spread out over the floor.
- Display to be presented in a safe manner where public can walk around the market area with ease.
- Display stock pricing must be clearly displayed

3 Customer care, product and service information

- Personal appearance – to be tidy and clean at all times.
- Demeanour – to be personable and to interact with customers.
- Be reasonable when verbally promoting products (shouting about sale deals) with frequency and volume.
- No smoking on stalls whilst trading or near other trader's stalls.

- Food traders – Personal Food Hygiene Certificates and relevant food hygiene scores to be on display. (Adhere to local authority requirements).
- Food traders – need to comply with food handling guidance eg. wearing of gloves etc.
- Food traders – food ingredients/allergen information to be clearly displayed or available upon request as per legal requirements.
- Products must have prices clearly displayed.
- Business name and contact to be displayed.

In addition,

- All traders will be expected to display the Market Operator or Council branded flags, bunting and other such items when requested



If you have any questions in relation to the above Rules and Regulations, please contact the Market Manager, Simon Wardle: Tel: 07784 033414

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