

Creating or regenerating open markets

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1 Introduction:

Open markets are coming back on the political agenda, the beneficial impact markets have on the local economy, and the social network is finally recognised.

I assume that if you are reading this document, you are planning to run your own market or have been tasked to regenerate a failing one. You may have read some successful case study, visited busy market, and are very confident that yours will be successful too. After all, markets are simple; you just need a location, traders and footfall. What can be complicated with this? The reality is that 70% of these project fail within a year after their launch, and some from day one.

Before you even start planning your market you need never to forget the following, I mean never.

- The traders are the most important element; they are your customers and an integral part of what your market will have to offer. To successfully attract traders, you must have the same approach than an employer recruiting staff: What you need from them, and what you are providing in return: Commercial opportunities (potential earning), working conditions, working hours, job security, and additional benefits.
- If you are trying to regenerate a market or have a specific type of market in mind you must make sure that the location, facilities provided, trading days and trading hours are fit for the purpose.
- The initial investment is low if compared to other retail projects (shop, shopping centre) but a market requires day to daycare and marketing support. A good planning and a successful launch is not guaranty to a long-lasting success;
- Traders are essential, but not a single trader is more important than the market as a whole, this should be reflected in your trading terms and conditions, and in the market manager mindset.
- While Markets are malleable, evolving and naturally adapting as they age, A Market must respond to the commercial potential of the location If you want your Market to stand out, and become a destination, will need more investment and a longer-term strategy than for a market designed to serve the local community. Bearing in mind that for a destination market to succeed it will need enough support from the local community during its early days.

In this document, we explore the most common error made during the planning and delivery of an open market and the rules which you will need to follow to foster a successful and long-lasting outcome

2 Authorisations, legal documents and objections.

2.1 Market rights

Be aware that in England, some markets benefit what is commonly called “market rights” which give them the privilege to regulate “rival markets” within 6.6 miles radius. This status allows the holder to close a rival market or apply charges . Today, the enforcement of these rights is usually limited to the relevant local authority's boundary. While this legislation is hundreds of years old, and, from 2006, contradictory to the UK competition law, until “markets rights” are subject to a legal challenge, they are common practice. Therefore you must verify if the location of your market project is subject to other market rights.

2.1.1 Markets held on private land

The meaning of the term “public land” or “street” differ from one legislation to another.

In England and Wales (except Greater London, A land privately owned but with free public access, for example, carpark, private road, shopping centre, a park etc) are not considered as private land but as a street under the

In Greater London, under the LLAA 1990 "street" includes— any road or footway; any other area, not being within permanently enclosed premises, within 7 metres of any road or footway, to which the public have access without payment; (c) any part of such road, footway or area; (d) any part of any housing development provided or maintained by a local authority, are not to be considered as private land:

2.1.1.1 Temporary market:

You can hold a market on private land for up to a maximum of 14 days per year in by notifying the relevant local authority 28 days in advance. (keep a record of the of notification and date submitted).

Your notification must include:

- Written permission from the owner of the site
- Address and details of the site
- Organiser's full name and address
- The dates proposed to hold the market
- Opening and closing times

2.1.1.2 Location market or location hosting markets over 14 days per year are requiring planning permission.

2.1.2 Markets held on public land

2.1.2.1 Temporary markets outside Greater London

Generally, you will need to apply for a temporary market consent, The grant of consent may be subject to public consultation, Sometimes you may obtain an authorisation, under the license of a market right owner.

Temporary markets can also be run under contract or subject to tender, in this case licensing or consent condition should not apply. Legally, a consent or a license establishes a relationship between the Local authority and the licensee that can't be part of a contract or a tender.

2.1.2.2 Temporary markets In Greater London

In Greater London, the vast majority of local authorities operate their markets under the London Local Authority Act, which is designed to issue licenses to the individual trader. In this case, there is no provision, in the legislation, for temporary markets. You will need to negotiate with the relevant local authority. Bear in mind that you will have no legal protection what so ever, regardless of any written guaranty since it can always be argued that the authorisation given was unlawful in the first place.

Few Greater London Local Authorities are running markets under the food act in which case you may be able to obtain a legally binding temporary market license.

2.1.2.3 Permanent or regular markets

Permanent markets operating on public land are generally created by Local Authorities unless you are able to lease the land and create a market under the food act. However, a local authority can outsource, under contract, the management of it's market to private market operators This can be a traders' association, a BID, a private operator, a limited company, a local community... Sometimes the management of a local authority's market is put to tender.

2.2 Legal documentation

If there is a food offer you will need to notify the local environmental health agency

Any stall selling alcohol will need to obtain a temporary event notice (TEN) you can find an application form for on the government website: [Applying for a TEN](#)

Markets held on private land are not legally subject to other documentation. However, a professional and public liability insurance cover is strongly recommended. Local authorities' by-law may require that you provide additional documentation: a layout of the market, and a risk assessment for example.

Markets held on public land will require that you produce the following document as a standard

- Risk assessment
- Detailed layout
- Management plan
- Public Liability Insurance

Other documentation may be required depending on each local authority.

2.3 Reducing complaints and objections

Markets are disruptive and noisy, particularly during set up and closing time. While they are a recognised contribution to the High street offer, local retailers may not welcome additional commercial competition. You may face strong resistance, prior to and after the launch of the market. To avoid negative backlash, particularly in the town centres, try to build a relationship with local businesses and residents. Here are a few tips to reduce and manage complaints.

- 1) Communicate with local businesses at an early stage. You must not make promises you can't deliver; unless it is an event, the market may initially distract the customers from their shopping habits, **the benefits of a market are in the long terms not in the immediate future...** This is the message you need to pass on.
- 2) Dealing with concerns related to the commodities sold on the market: You must firmly establish that a market is a package and if you start to restrict commodity on competition basis you may be left with one stall selling swim-suit to the Eskimo. However, common sense must apply, ie; you should not put a bag stall in front of a shop selling bags.
- 3) Try to advertise both the location and the market; You may want to involve local businesses in your marketing campaign, When you are promoting your market, (late opening promotion, discount to student...) a joint marketing strategy will benefit all.
- 4) Some businesses may point out that traders are not paying business rate, and it's unfair competition, While in fact, Market licenses are often more expensive on a daily basis and per square foot than a leased shop including business rate, without benefiting from the comfort, utilities, safety and weather protection a shop provides.
- 5) Once your market is up and running, make sure that your traders are courteous with local businesses, particularly independent shopkeepers, a friendly attitude creates bonds.

3 Planning

To draft your business plan and smooth delivery of your project, you will need meticulous planning

3.1 Commercial survey

Assessing the commercial potential of a location requires the conduct of two or three surveys (three for destination market)

3.1.1 Survey to be undertaken on site

- Where is the location: In a small village, in a suburban town, in an industrial or touristic area...
- Type of location: (dedicated street, street closed to traffic, pavement, pedestrianize area, market square, carpark closed for the market, outside a shopping centre, a park, a seafront, or other public space..)
- Natural footfall: average number per day of the week and per month
- Footfall Demographic analysis **(for sample questionnaire view appendix 1)**
- Access: How far are the nearest Bus stop, Trains or tube station, Carparks What are the public car parking capacity and price
- Number of retail business by type.
Luxury shops , High street brand, Independent shops, Shopping Centre, Charity shops, Supermarket, Discounted store, Restaurants Fast food Services provider (solicitor, bank, travel agent, hairdresser, mobile phone etc..), Empty shops

3.1.2 Survey related to the vicinity of the location (within 20 minutes' walk)

- Number of temporary resident and purpose of stay (tourism or business)
- Number of people working in the area and in which sector
- The demographic study of permanent resident, including, income bracket, age group, occupation, profession, ethnicity
- Method of transport most commonly used to get to the location

3.1.3 Survey related to the catchment area (for destination market the bigger or more unusual your project is, the wider the catchment needs to be)

- The distance and population
- The marketing tool available to reach the population
- The demographic study including, income bracket, age group, occupation, profession, ethnicity
- The method of transport most commonly used to get to the location area.
- How far are the nearest markets likely to compete with yours

3.2 Site survey: Assessing the facilities available or required

Depending on the type of Market, and commodities you want to be available, some facilities are necessary, for instance, hot food stalls are requiring power point, access to clean water, used-water and rubbish disposal.

you may also provide sitting and refreshment area, bandstand, food court etc...

Below is a checklist of the facilities available or required, **please note that all evening and night market will require a power supply to all the stall.**

Check List of the facilities provided at the location							
	Vehicle or trailer stall	Hot food stall	Food stall	Dry Goods	Fruit and verg stall	Flower stall	Available
Power	U	N	R	U	U	I	<input type="checkbox"/>
Clean water	U	N	R	I	I	U	<input type="checkbox"/>
Water disposal	U	N	R	I	I	I	<input type="checkbox"/>
Rubbish collection	R	N	R	R	N	I	<input type="checkbox"/>
Recycling policy	R	R	R	R	R	I	<input type="checkbox"/>
Toilet facility	U	U	U	U	U	U	
Trader car parking facility or permit	I	R	R	R	R	R	<input checked="" type="checkbox"/>
Vehicular access*	N	R	R	R	R	R	<input type="checkbox"/>
Dry storage	I	U	U	U	I	I	<input type="checkbox"/>
Cold storage	I	U	U	I	I	U	<input type="checkbox"/>
Stall provided and erected	I	U	U	U	U	U	<input type="checkbox"/>
Tables	I	U	U	U	U	U	<input type="checkbox"/>

N= Necessary R= Highly Recommended U=Useful I=Irrelevant

* need to precise restriction if relevant (time, weight and size)

PLEASE NOTE NIGHT MARKETS NEEDS POWER

If the regeneration of your market is part of a larger project or an upgrade off the town centre, you will need to take part of the consultation process at an early stage, as the planning will need to consider the facilities your market requires to operate properly. This will be a challenge as you will have to convince a whole bunch of experts: planner, architect, public safety adviser, town centre designer, space managers, knowing that markets are not a top priority on their list. Your best strategy is to bring awareness of the benefit of a polyvalent space, where street furniture and facilities can be remove, displaced, or raised, and to demonstrate how the facilities you need can be also used for different purpose. (main power supply can be used to power a stage or band stand, Christmas lights, recharging electric vehicle... water supply as a public drinking water, toilet facilitiet for the trader can be used by the public (a luxury these days), basically always think how your requirement will benefit others.

3.3 Market layout and risk assessment

When creating a new market a draft market layout will be necessary to identify the areas where stalls can be positioned, determine their size and number and to produce your risk assessment, Both will be needed to obtain your application. In order to do so, you will need to take consideration of public safety, pedestrian and vehicle access, emergency route, adjacent building's fire exit, fire hydrant, street furniture, disable access, local businesses and resident's access, the state and resistance of the ground. You will also need to identify where the facilities are or should be positioned. View risk assessment and sample layout in the attached.

3.4 Market type, Trading Days and Identity.

A single site can host a different market on specific days, If your project is part of a regeneration program in the high street, you will need a market which drives footfall, not just benefits from the existing one. In this case, the type of market(s) you choose will be crucial.

Once you have selected the Market type, you will need to choose the trading days and frequency accordingly to the results of your demographic survey, the local residents and local businesses

concerns.(new markets only), and the type of trader you will need to recruit. For example, art and craft trader usually have another job during the week, so these markets usually take place during the weekend or bank holidays **You can use Appendix 2 and 3 as general guidance .**

The next step is to give an identity to your market, and a name.which will be used for the promotion and marketing campaign When choosing a local market name do not try to be to fancy; you are not creating a brand. Usually, market names are a combination of location + type, Location+ date, Date+type, for example, Oxford Farmer's Market, Dudley Street's Monday Market, Saturday's Craft Market.You can be more adventurous when organising a speciality or themed market, for example, you could name your medieval Market: Ye Olde Ceapstow. Be aware that market with unusual names is harder to promote, it is not the name that will make your market a destination. Camden market and Portobello market are a good example.

3.5 Trading hours

Trading hours must be respected by the traders as this is crucial for the commercial viability of the market and the service provided to the consumers.

When deciding on trading hours, you must take consideration of the location, your market type and the customer's habit. The trading hours may also be affected by the services and facilities provided, particularly in the town centres.

In town centre trading hours are often decided accordingly to the opening hours of adjacent businesses and the disruption caused by set up and closing time. Rarely the operator takes consideration the trader's workload outside trading hours; For example, if your intent extends trading hours to be in line with the consumers shopping habit you must take consideration of the time it will take for them to commute (thinking of avoiding traffic hours' pick time), set up and take downtime (which can be reduced by providing stall and storage facilities). It is fundamental for your trading hours to be realistic.

3.6 Pricing

As Market operator, your pricing policy and fee to be applied are yours to decide. In London, If you run your market under the LLAA charges to the trader must not exceed the related cost of providing the license, which can result in very complex prices structure. However additional charges and services can be added but VAT may apply.

3.6.1 The VAT aspect,

in recent years the HMRC has been reviewing how markets apply VAT. The Upper Court decision in the Craft carnival vs HMRC has shaken the industry, but significantly the result did not make law the view was that the verdict did not consider all the parameters. More importantly, it seems that HMRC does not apply the advice in VAT Notice 742, para 2.6. This says: *"the exemption for the supply of land is available for granting traders a pitch in a market or at a car boot sale."* but instead refer to the Brief 22/12 when an entrance fee is applied.

- The legal status of what constitutes a "market" could not be presented to the court since an entrance fee was charged to the public,
- They promote themselves as event organiser providing multiple services to the traders above the provision of a pitch.
- They did not itemise the invoice so, the tribunal has to assess if they were mainly offering a commercial space or a service to the traders.
- The judge considered that the cost of promoting the event was higher than the cost related to hire the land.

This is a very complex issue and the result of Fied Fisher Waterhouse vs HMRC court case may give more clarity when the HMRC refers to Brief 22/12 In the meantime to be on the safe side

the most effective way to prevent been prosecuted for not applying VAT, it's though itemised receipt or invoice (even if you believe not to be subject to VAT). The issue is about what is subject to VAT and what is not and how the HMRC will interpret it when reviewing your account. Even if you are VAT registered, not all the services or goods you provide are necessarily subject to the same VAT rate; this may be the case for markets. The itemization needs to be carefully thought if you want to reduce the cost to your traders: For examples:

- License and rent of commercial properties are not subject to VAT, but advertising or promoting the commercial offer to the public can be.
- The cost of electrical installation and maintenance can be part of the cost recoverable under your license fee, but the consumption of power by the trader may be subject to VAT
- It is unclear if the provision of a stall is subject to VAT or not, while it is arguable that it is part of the requirement for the purpose of using the land, we are still waiting for clarity from the HMRC. Under the LLAA this is more complex as the provision of the stalls is not an item which can be included in the cost of the license, and it may have to be itemised separately. This becomes a sensitive issue when the operator (public or private) wants to have a uniform market and make it mandatory for the trader to use the stalls provided. The grant of a license shouldn't be subject to additional compulsory charges since the license creates a legal relationship between the local authority and the licensee.

3.6.2 Itemising your invoice and receipt.

Thanks to modern technology, digitalisation allows the itemisation of invoices and receipts can be carried out effortlessly regardless of the level of detail and accounting complexity.

The itemization is particularly important for the VAT as mentioned in paragraph 3.6.1.

While it is unclear if the structure provided will be subject to VAT or not, since the HMRC may recover up to 6 years it is better to be prepared. Below are examples of various invoice and receipt with pro and con.

A)None Itemised Receipt

Market License RECIEPT				
Company detail		Customer name		
Date: / /				
Description	price per day	number of day	number of pitch	total
Market pitch	£ 30.00	3	2	£ 180.00

These receipts are easy to issue manually if there are services and dry goods included under the label "market pitch" which the HMRC consider to be subject to VAT. HMRC may vat recall on the **total** invoiced and up to 6 years back.

A) Itemised Receipt

RECEIPT				
Company detail			Customer name	
Date: / /				
Description	price per day	number of day	unit	total
Market pitch	£ 10.00	3	2	£ 60.00
Refuse collection	£ 5.00	3	1	£ 15.00
Power	£ 2.50	3	1	£ 7.50
Stall	£ 15.00	3	2	£ 90.00
Participation to advertising	£ 2.50	3	1	£ 7.50
			total	£ 180.00

In the above even if the HMRC consider that some items are subject to VAT, only the Vat on these items will be recalled (and not the total of the invoice)

C) Invoice with vat: in this example the VAT affect the price to pay by the trader

Invoice						
Company detail				Customer name		
Date: / /				Invoice Number		
Description	price per day	number of day	number of pitch	total	VAT	Total
Market pitch	£ 10.00	3	2	£ 60.00	—	£ 60.00
Refuse collection	£ 5.00	3	1	£ 15.00	£ 3.00	£ 18.00
Power	£ 2.50	3	1	£ 7.50	£ 1.50	£ 9.00
Stall	£ 15.00	3	2	£ 90.00	£ 18.00	£ 108.00
Participation to advertising	£ 2.50	3	1	£ 7.50	£ 1.50	£ 9.00
total				£ 180.00	£ 24.00	£ 204.00

In the above, the market pitch (or license) does not include the provision of the stall and therefore the stalls are subject to VAT. The VAT has also been added to the original price, which indicates that a profit has been applied to the provision of these items. None vat registered trader may be affected negatively.

D) Invoice with VAT included when the total is the same than when vat is not applied,

Invoice						
Company detail			Customer name			
Date: / /			Invoice Number:			
Description	price per day	number of day	number of pitch	total	VAT	Total
Market pitch and stall	£ 25.00	3	2	£ 150.00	—	£ 150.00
Refuse collection	£ 5.00	3	1	£ 12.50	£ 2.50	£ 15.00
Power	£ 2.50	3	1	£ 6.25	£ 1.25	£ 7.50
Participation to advertising	£ 2.50	3	1	£ 6.25	£ 1.25	£ 7.50
total				£ 175.00	£ 5.00	£ 180.00

In the above, the provision of the stall has been included in the original cost of the pitch or license, which means that the VAT is not applied to the provision of the stall. The Vat has also been subtracted to the original price, which indicates that these items are provided at cost. In this case, none vat registered traders are not affected and registered traders or operator can recover the VAT.

3.7 Management structure and administrative procedures

Digitalisation or analogue?

Analogue can be good for very small operations, car boot sales, etc. or when you have a small budget and have already an administrative procedure in place.

Digitalisation will reduce your running cost. The market people Management platform will save up to 70% of administrative and marketing cost. You can also build your own bespoke system if you have an unlimited budget and a lot of time in your hand. For more information about our digital market management suite contact us we will be happy to answer any question you may have.

3.8 Business plan

You now have all the elements to draft your initial business plan and financial forecast which should include:

- Starting cost equipment, infrastructure, website, marketing, staff recruitment and traders recruitment. Legal cost, insurance.. You will need to source suppliers and ask for a quotation from various suppliers (three is the standard), which will be necessary to draft your business plan as accurately as possible.
- Running costs: Staff salary, Marketing, and services provided (rubbish, power etc.), licenses (if required), land office cost and administrative cost.
- Your forecasted revenue, It is advised that you produce different scenario including full occupancy, 70% occupancy and your break-even point.

3.9 Trader's terms and conditions. Registration and application process.

You need to differentiate the legal requirement, (which should be part of the trader registration process or application form), your booking and pricing policy, and your general terms and conditions.

It is also good practice for ease of administrative purpose (particularly when using digital process) to have to separate from one for registration and one for the pitch or license application.

3.9.1 Traders registration

The trader registration form should include the document and information every trader needs provide as accordingly to your terms and conditions. A thorough application will help you in the administration for your market. Long registration forms may deter some trader. To be justified, it should be backed with an efficient application and booking process. **Please view Appendix IV, a guide of the items you may include in your registration form.**

3.9.2 Application (traders)

You may have different types of application, depending on the duration of the bookings (permanent application for regular traders and or temporary application for casual traders).

You may also have a designated pitch policy in which case the trader will be allocated to a specific pitch when you are processing the application.

If you do not want to have two separate forms, your application will need to include the item mentioned it the registration form, (which will have to be filled and verified each time an application is submitted).

The general content of the application form must include:

- Trader registration reference or content
- The location(s),
- Market Event name(s) and trading date
- The Available trading days (Monday, Tuesday...)
- The type and size of “units” you are offering (pitch 6ft x10ft, gazebo 10ftx10ft...etc) with their price
- The list of supplies and services included in the license or rent of the “units”.
- The list of additional services and supplies available to the traders and not otherwise included in the license (power, equipment, commercial support...)
- The terms and conditions and trading restriction specific to each market or event (when it's the case)

The trader needs to provide or specified

- The location, market or event he wishes to trade
- The type and number of units he requires
- The additional services or supplies he requires (when on offer)
- The dates he wishes to trade (casual) or starting date (permanent)
- The type of commodity he wishes to sell
- The description of the good he intends to sell
- When provided by the trader, the type of his stall (gazebo, barrow,table,trailer...) and size
- To agree with the operators trading terms conditions
- The date of the application and the applicant's signature

3.9.3 Traders' terms and condition

Your trader's terms and conditions need to be realistic, relevant and applicable; there is no point to includes conditions you can't enforce, Your document must be as short as possible and easy to read. Do not copy and paste another market's terms and conditions since, outside the trader's legal obligation; your TCs are subject to the location, the market type, the services and facilities provided, the type of traders (permanent or casual) your management structure and your administrative process (digital or analogue) Your terms and condition will need to cover the following areas:

- The legal requirements a trader has to meet when applying for a pitch (which can be reflected in the content of your registration form)
- The financial commitment between the trader and operator (payment, cancellation, damages)
- The commercial and operating rules necessary for the management of your market. (set up time, takedown time, trading time, attendance, vehicle access, stall restriction...)

Your terms and conditions must conform with the competition act 1998 and the communication act 2003.

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For good practice, you may consult a market expert to draft the content of your document before submitting for approval by a solicitor or your legal team.

4 Delivering

Location and infrastructure

Often the regeneration of a market is part of an upgrade in the town centre infrastructure.

If you need to upgrade the location, (install power, find storage, parking space, contract a rubbish collector) Make sure that the contractor will have enough time to carry out the necessary work.

4.1 Trader recruitment and stall selection

4.1.1 Recruiting the traders

As a general rule, your trader recruitment procedure or application process needs to be as efficient and quick as possible to ease the traders' access to your market. You may want to try to:

- Avoid conducting interview unless absolutely necessary (start-up businesses)
- Only issue permanent license after a trader has been vetted (as casual traders)
- Avoid the duplication of administrative procedures for the trader and for you.
-

You want to avoid having different procedures for permanent and casual traders and make your market easily accessible to the traders. To vet the trader before issuing a permanent license, the best way is issue casual license as a trial period first. Interviews should be avoided unless necessary and should be used to assess the traders' professional awareness, when they are new to the trade. It is also recommended to check that a trader new to your market have understood and read your terms and conditions.

Unless your market is already very successful with a long waiting list, you will benefit from having space reserved to casual traders, this allows you to assess new traders and to provide the public with novelties, making your market more interesting to regular visitors.

You will need to use all the media available to recruit your traders, including:

- Professional publication and websites.
- Social media
- Local media
- Visual advertising (banners)
- Leafleting, posters
- Press release
- Website

For best results, your advertising campaign must target the public as well as the traders. Do not be afraid by controversy reported in the local press, or social media, as long as it doesn't jeopardise your project; this is free advertising. Don't be shy and use every tool available, emphasise any element of your project that is favourable to the public opinion at the time, (recycling, using compostable packaging, offering an opportunity to young entrepreneurs...), what's important is to deliver what you are advertising for.

In exception to the banner poster and leaflet, your advertising campaign should start early, 3 months before the opening day when regenerating a market and 6 months when creating a new one from scratch.

4.1.2 Selecting the stalls

The stall selection will be crucial to the success of your market opening and its viability in the long term. The identity of your market will play a major role on two accounts:

- It will attract the traders who feel the market identity match their offering. (farmers market attract farmers)
- It will allow you to justify refusing inappropriate trader without been discriminatory or breaching competition law.

For selection purpose, we classify the traders into three categories:

- The pullers: These are the most have, the stalls which are the best contributor to the identity and popularity of your market, This may be due to the quality, originality and uniqueness of their product, their reputation, the price they apply, their social media activity,
- The Keepers: These are not necessary stall which people will travel for but which offer great service or entertainment to the visitor. Most of them will be street food, but it can be an exuberant and entertaining trader, a stall selling unusual stuff, something different.
- The Number Makers: These are stalls commonly found on any markets, they benefit from the success of the market more than the market benefit from them, they are necessary to make up the number .

You may not identify the “pullers” until your market has been open for few weeks, you will notice the busiest stalls, find out why they are so popular and use them in your advertising campaign,

4.1.3 Positioning the stalls and attributing pitches to the traders.

This will be the first hard version of your market layout, It is an important step which requires experience and knowledge, A whole book could be dedicated to this, but in brief you should make sure that your best stalls are not all in one spot but have a strategic position to encourage the visitor to walk the whole market and pass in front of each stall if possible. It is unlikely that you will get it right the first time, which explains why you should not attribute a definitive pitch to anyone until you are absolutely sure this is the best spot they can occupy for the interest of the market (not just for the benefit of the trader). If you have never run an open market before you may want to help form a professional or hire an experienced consultant.

5 Opening and Promotion

The marketing and promotion need to include the location, the identity “branding” of your market and the stall and product on offer.

Preferably you will support your opening by a social media campaign this may start long before the opening and includes regular stories and posting such as “we are pleased to announce that Paul’s the organic bread stall will be attending the market,”

If you have a dedicated website for your market or pages in your existing website it is important to update the content, and list of trader regularly to inform the public of your progress and what is on offer.

Visual advertising in the surrounding of the location provides excellent results, (banners, billboard, digital screen) but often require lengthy permission process.

As part of your marketing strategy, you may provide

- Printed eco-friendly packaging, and carry bags, to be purchased by the traders, and long-lasting shopping bags to be bought by the customer of the market.
- Branded stalls or interactive banners (with QR code to your website)
- Proximity beacon that can be placed in a strategic location near your market
- Having a stall to provide the public with info about your market, the location, event and local businesses.

For the opening, invite the press, the Maire and local VIP to a complimentary refreshment, sampling food and drink on offer before touring the market with your guest, introducing the traders.

6 Needing help

If you feel that you need help or assistance, please contact us, we provide consultation services, marketing support,

If you are considering to digitalise the administration and management of your market, before investing £££££ in an expensive and underperforming software, or in the never-ending development and maintenance of your own solution, please contact us using the following email address: support@themarketpeople.com. We are confident that our cloud-based platform and agile market and event management solution will meet all your requirement and more, at a fraction of the cost.

We hope that you find this document helpful and wish you the best of luck for your open market project.

The market people team

,

Appendix 1

Location demographic footfall questionnaire to be conducted each day of the week once every three month if possible an for a period of one year

Profile

1. First Name:

2. Gender: Female ☐ Male ☐

3. Age Group 1-10 ☐ 10-15 ☐ 15-25 ☐ 25-45 ☐ 45-65 ☐ 65-80 ☐ 80+ ☐

4. Which community(ies) or cultures do you feel you belong to: Asian ☐ African ☐ Black ☐ British ☐ Caribbean ☐ Chinese ☐ Christian ☐ Eastern European ☐ Ex-Pat ☐ European ☐ Indian ☐ Jewish ☐ Middle East ☐ Muslim ☐ Pakistanis ☐ South American ☐ White ☐ Other ☐

5. Marital status: single ☐ married ☐ In relationship ☐

6. Have you got any children under 20 years old: 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5+ ☐

7. Occupation: retired ☐, unemployed ☐ student ☐ home carer ☐ employed ☐ self employed ☐

8. If employed are you in your current job are you:

Unqualified worker, ☐ Qualified worker ☐, a Middle manager ☐, a Senior manager ☐, a Director ☐,
Self-employed ☐, Artisan ☐. Civil servant ☐ An artist ☐, A professional sportif ☐ Other ☐

9. Residence Postcode:

About your visit to (location name)

10. Do you work in this area. Yes ☐ No ☐

11. Where did you travel from to come here: Home ☐ Work ☐ other ☐

12. Which method of transport you use: Walk or cycle ☐ public transport ☐ car ☐

13. Why are you here today: Shopping ☐ visiting and enjoying the site ☐ Passing by ☐ On my way to or
form work ☐ I needed to be there for other professional or personal reason ☐

14. How often do you come here: Every day ☐ Several time a week ☐ once a week ☐ Once or twice
month ☐ Few time a year ☐ very rarely ☐

Shopping habits

15. When shopping for grocery and food how will you class the following in order of importance

Price,	1 st	2 nd	3 rd	4 th	5 th
Quality	1 st	2 nd	3 rd	4 th	5 th
Brand	1 st	2 nd	3 rd	4 th	5 th
Source and origin	1 st	2 nd	3 rd	4 th	5 th
Novelty	1 st	2 nd	3 rd	4 th	5 th

16. When shopping for cloth and accessory food how class the following in order of importance

Price,	1 st	2 nd	3 rd	4 th	5 th
Quality	1 st	2 nd	3 rd	4 th	5 th
Brand	1 st	2 nd	3 rd	4 th	5 th
Source and origin	1 st	2 nd	3 rd	4 th	5 th
Novelty	1 st	2 nd	3 rd	4 th	5 th

17. When buying street food how class the following in order of importance

Price	1 st	2 nd	3 rd	4 th
Taste and quality	1 st	2 nd	3 rd	4 th
Cleanliness and look of the stall	1 st	2 nd	3 rd	4 th
Originality	1 st	2 nd	3 rd	4 th

18. what are you prepare to pay for a good street lunch;

Under £5 ☐ £5 ☐ £7 ☐ £10 ☐ £15+ ☐

19. How often do you eat home cooked food

Every day ☐ most days ☐ once or twice a week ☐ few time a month ☐ very rarely ☐

20. Where do you usually buy your grocery and household goods

Online ☐ Super market ☐ corner-shop ☐ discount super store ☐ local market ☐ speciality shop ☐ Other ☐

21. Where do you usually buy clothes, shoes, garment, accessory, gift and house decoration Items

Online ☐ Shopping Centre ☐ High street branded shop ☐ Small independent shop ☐ Discounted store ☐
Local markets ☐ Car boot sale ☐ Charity shop ☐ Other ☐

Appendix II Market opening days' indicative table									
Market type	Local market high end	Local market affordable goods	Specialty food and farmers market	Main commodity based market* Large	Main commodity based market* small	Social trend market**	Specialty and Themed market***	Street food market	Car Boot sale brick-a-brack
Type of location****									
Industrial town centre	Once a week except week end	Not Sunday	Once a month	N/A	Week days	Sat or Sun	Up to 4 times a year in total	Mon to Sat	W/E
Large town centre	No general rules	Every days except Sunday	Once a week	Not Sunday for food and W/E for craft based commodity	Week days	W/E	Up to once a month	Every day except Sun	W/E
Touristic town and city centre	Weekly during the week end	N/A	weekly during W/E and holiday only	very occasionally as an event	W/E	W/E	Once a Month W/E	W/E	N/A
Resort (seasonal) and touristic attraction	W/E and holiday only	W/E and holiday only	weekly during W/E and holiday only	very occasionally as an event	W/E and holiday only	No general rules	No general rules	W/E and holiday only	Monthly and weekly during holiday
Large Residential area	Saturday once a week	Not Sunday	Sat Sunday once a week	N/A	Up to once a week weekend	No general rules	once or twice a year in total		W/E
Small village and rural area	Saturday Sunday only	once a week	Up to twice a month	Once a year per commodity and no more than twice a year in total	Once a year per commodity and no more than 6 times a year in total	N/A	once a year		Once month weekend only

* Single commodity market are flower market, fruits and veg market, antique market etc. they usually starts small and can grow with time

** Social trend markets are Youth market, vegan market, sustainable markets they are generally small but can be well supported

*** Specialty and themed Markets and fairs are continental or regional, vintage medieval, Victorian markets etc....

****Please note some location may have more than one designation

Appendix III			Receptivity by demographic audience and market type						
This survey was carried out in 24 locations across England and Wales interviewing a minimum of 100 people in each location (more data is needed)									
	Local market high end	Local market affordable goods	Specialty food and farmers market	Main commodity based market Large	Main commodity based market small	Social trend market	Specialty and Themed market	Street food market	Car Boot sale brick-a- brack
Disposable income									
High	***	*	***	**	*	**	**	*	*
Medium	***	**	**	**	**	***	**	***	**
Low	*	***	*	***	***	*	**	**	***
By Age group									
Under 20	*	***	*	**	*	**	**	***	*
20 to 30	***	**	***	***	**	***	**	***	**
30 to 60	**	**	**	**	**	***	**	**	**
Over 60	**	***	***	**	***	*	***	*	***
By Marital status									
Single	**	**	**	*	*	***	**	***	*
Couple no kids	***	*	***	**	**	**	**	***	**
Couple with kids	**	***	**	***	***	*	***	**	***
By Occupation									
student	*	***	**	**	**	***	***	***	**
Not working	*	***	*	**	***	**	**	**	***
Professional	***	**	***	**	**	**	***		
Retired	*	***	**	***	***	*	*	*	***
By living area									
Lives in a city	**	***	***	**	**	***	**	***	**
Lives in small town	**	**	**	**	***	**	**	***	***
Lives in rural area	***	***	***	***	***	*	***	*	**
By gender									
Male	***	*	***	**	**	**	*	***	*
female	**	***	**	**	***	**	**	**	***

* most are negatively receptive **most are neither negatively or positively receptive *** most are positively receptive

Appendix IV Registration form list of content				
	All traders	Food Business	Using gas	Using electricity
Fields				
Individual name and surname	LGPL			
personal contact details	LGPL			
National insurance number	UR			
Business name	R			
Business contact details	R			
Food business registration		LR		
Type of stall (when provided by the trader)	HR			
Documents				
Photo of the traders	LRPL			
Proof of ID	LRPL			
Proof of address	LRPL			
Public liability insurance	UR,BP			
Hygiene certificate		UR, BP		
Environmental health report		UR, BP		
HACCP*		LR		
Gas safe Certificate			LR	
PAT certificate				LR
Trader statement				
I am allowed to work in UK	A			
I have a fire extinguisher			HR	
I have a fire blanket			HR	
I Have a first aid kit	HR			
Risk Assement			A	
I agree with the operator's trading terms and condition	HR			
date and signature	LR			

LR legal requirement, **LGPL** legal requierment on public land, **UR** ususally required by local authorities, **BP** best pratice, **HR** Highly recommended, **A** advised
 * Not ususally required when Environmental health report is

License and Consent Application Form for commercial Events and Markets

I. Personal details

Name	<input type="text"/>	DOB	<input type="text"/>
Surname	<input type="text"/>	N/I	<input type="text"/>
Address	<input type="text"/>		
	<input type="text"/>		
	<input type="text"/>		
	<input type="text"/>		
	Post Code	<input type="text"/>	

Tel Number :

Mobile Number :

Email address :

II. Organisation details

Organisation type: *(please tick relevant)*

Sole trader ☐ Limited company ☐ Association ☐ Charity ☐

Organisation Name

Company/Charity registration Number:

Contact details if different from above

Address	<input type="text"/>	
	<input type="text"/>	
	<input type="text"/>	
	<input type="text"/>	
	Post Code	<input type="text"/>

Tel Number :

Mobile Number :

Email address :

III. Market and Commercial Event Details

Market and Commercial Event type *(please tick relevant)*

Christmas market ☐ Craft market ☐ Farmers Market ☐ General market ☐
Livestock market ☐ Local Market ☐ Specialty market ☐ Charitable Event ☐
Food festival ☐ Beer wine festival ☐ Community event ☐ Other ☐

Event Description

Number of stalls providing goods and services: 5 to 25 ☐ 25 to 50 ☐ 50 + ☐

Equipment and structure provided or erected: *(please tick relevant)*

Traditional market stall ☐ Barrow ☐ Gazebo ☐ Purpose vehicle ☐
Wooden Chalet ☐ Marquee ☐ Table ☐ Purpose trailer ☐
Generators* ☐ Electric equipment* ☐ Gas Appliance* ☐ Electric distribution* ☐
Performance Stage ☐ Funfair rides * ☐ Bouncy castle * ☐ Toilets ☐ PA system ☐

*Please note: All the above items marked with a * require relevant and valid safety certificate up to date. Certificates must be available on demand to the London Borough of Harrow officers, failing to comply may result in your license to be revoked.*

Service Provided:

Will you or your contractors, be providing any of the following services? *(please tick relevant)*

Rubbish collection ☐ Public toilets ☐ Stewarding for the duration of the event ☐
On-site management ☐ First aid ☐ Erection of stall and commercial structures ☐
Public information ☐ Access to water ☐ Disposal of soiled water ☐ Fire extinguishers ☐
Traffic management ☐ overnight security ☐ Leafleting ☐ Live performances ☐
Street entertainment ☐ Parking facility for traders and exhibitors during trading hours ☐

Will the following good and services be on offer at your market or event *(please tick relevant)*

Off sale of alcohol ☐ On sale of alcohol ☐ Foodstuff ☐ Street food ☐ Ice Cream ☐
Pharmaceutical products ☐ Medical treatment ☐ Medical remedy ☐ Body Massage ☐
Tattooist and body piercing ☐ Tobacco products ☐ Weapon in any form ☐ Sex toys ☐
Firework and firecrackers ☐ Subscription and promotion of services ☐

IV. Location and trading time and public attendance

Is your event market to be held on private ☐ or public land ☐

Please note that if you intend to hold your event on private land, you also need the consent of the owner. If the street and public space you require is not part of the list of designated street trading areas (view list of designated areas) additional fee may apply and consultation period will be extended.

Location type (please tick **all** relevant)

Dedicated market Place ☐ Pedestrianised area ☐ Inside a building ☐ Pavement ☐
Shopping Centre (outside) ☐ Shopping centre (indoor) ☐ Public carpark ** ☐ Layby road ☐
Exhibitor and showground ☐ Road Closed to traffic * ☐ Parking bays ** ☐ private property ☐
Park or playground ☐

Please note: *May required additional street closure **May required additional parking bay suspension

Location Address

Address		
	Post Code	

Date and Time

Set up date:	_____	Set up starting time	_____
Take down date	_____	Take down finishing time	_____
Event start date	_____	Event end date	_____

Trading hours	Monday	From	_____	To	_____
	Tuesday	From	_____	To	_____
	Wednesday	From	_____	To	_____
	Thursday	From	_____	To	_____
	Friday	From	_____	To	_____
	Saturday	From	_____	To	_____
	Sunday	From	_____	To	_____

Is the event free to the public : Yes ☐ No ☐

Maximum expected public attendance at any one time:

Under a 1.000 ☐ 1.000 to 5.000 ☐ 5.000 to 10.000. ☐ 10. 000 to 50.000 ☐ 50.000+ ☐

V. Checklist of Additional documentation to be provided with the license application

- | | |
|----------------------------|--------------------------|
| Applicant photo | <input type="checkbox"/> |
| Public liability insurance | <input type="checkbox"/> |
| Risk assessment | <input type="checkbox"/> |
| Management Plan | <input type="checkbox"/> |
| Market event layout | <input type="checkbox"/> |

Operator's Duty of care:

- 1) The organiser must be able to present the London borough of Harrow officer, on demand within 24hours before the start of the event and for the duration of the event the following trader's documentation:
 - Proof of Traders PLI with a minimum cover of 5.000.000
 - Proof of valid and up to date PAT certificate for electric appliances when relevant
 - Proof of valid and up to date gas safe certificate for gas appliances
 - Proof of hygiene certificate for each person handling foodstuff
 - Environmental officers contact details where business selling food are registered
- 2) The London borough of Harrow Environmental officer must be notified before the event if foodstuff is on sale at the event. (provide department email and contact details)
- 3) Traders selling alcohol must have successfully applied for a Temporary Event Notice
- 4) The applicant must notify The London Borough of Harrow safety advisory group if the expected public attendance exceeds 1000 people at anyone.(provide SAG contact details)
- 5) Specific trading terms and condition may apply to designated street trading areas, view attached list. (list and condition to be provided)

License may be revoked with immediate effect if the operator fails to comply with the operator's duty of care.

VI. Fee and license processing time (to be defined)

DATE.....

SIGNATURE.....

Blue shaded areas = space available for hire.
ALL other areas MUST be kept clear.



KEY TO SERVICES

A	Single Phase	500w x 850d x 600h
B	Single/Three Phase	800w x 800d x 670h
C	32A Three Phase	
D	32A Three Phase	
E	16A Single Phase	
F	2 x 16A Single Phase	
G		
W	Water Supply	

Public Events - Risk Assessment Guidance Notes

Public Events - Risk Assessment Guidance Notes

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Introduction

The principles of risk management require that you should anticipate the risks involved in any proposed event and the potential for harm, and then try to prevent them or minimise them using a structured approach - risk assessment. This process is a requirement for employers under health and safety legislation and it is used to determine their approach to risks associated with their work activities. The recording of risk assessments enables an employer, or event organiser, to demonstrate that the risks associated with the activities have been evaluated and that appropriate 'protective and preventative measures' have been put in place

Risk assessments can be useful in the defence of any personal injury claims or enforcement action that may follow accidents. They may also be required by your insurance company before agreeing cover for the event.

A risk assessment should be carried out for all events. The following guidance should aid you in carrying out your assessments.

Identifying the Hazards

All hazards should be identified including those relating to the individual activities and any equipment. A hazard is something with the potential to cause harm. Only note hazards which could result in significant harm. The following should be taken into account:

- Any slipping, tripping or falling hazards.
- Hazards relating to fire risks or fire evacuation procedures, e.g. use of LPG, use of naked flames or sources of heat, pyrotechnics.
- Any chemicals or other substances hazardous to health e.g. dust or fumes.
- Moving parts of machinery.
- The movement of any vehicles on or around the site/highway.
- Electrical safety - use of any portable electrical appliances, temporary power sources (e.g. generators), temporary cabling, connections into existing systems.
- Manual handling activities.
- High noise levels - machinery, public address/music systems.
- Inadequate lighting, heating or ventilation.
- Any possible risk from specific demonstrations or activities - any risk to spectators from flying debris or material.
- Crowd intensity and pinch points.

This list is by no means exhaustive and care should be taken to identify any other hazards associated

with the activities at the event.

Identifying those at Risk

For each hazard identified, list all those who may be affected. Do not list individuals by name, just list groups of people. The following should be taken into account.

- Stewards
- Employees
- Volunteers
- Contractors
- Vendors, exhibitors and performers, participants
- Members of the public:
 - Disabled Persons
 - Children and elderly persons
 - Expectant mothers
- Potential trespassers
- Local residents

Issues to consider

The following are examples of issues to consider when identifying the hazards and risk associated with your event:

- Potential major incidents - what could be the worst case scenario?
- Is there an event safety plan? Are responsibilities clearly allocated among the organisers?
- What hazards are there in the site itself? Are there underground services anywhere on site? Are there any overhead power lines or other cables? What about parking facilities and access for vehicles, not only on the day of the event but before and after. Is there a need for access by large vehicles. Are any parts of the site unsuitable for vehicular traffic because of soft or uneven ground. What traffic routes will be needed? What effect will the event have on traffic passing the site or on local parking?
- Consider the types of attendees such as children, elderly persons and the disabled - are there particular arrangements that need to be made, e.g. for ramps?
- How many people are expected to attend the event? What is the site capacity? What means of access and egress are available? What level of stewarding will be required, and who will carry out this role?
- How will you communicate with stewards and how will they be distinguished? How will you communicate with the crowd, exhibitors etc? What direction/information signs are required?
- What provision needs to be made for the emergency services. What will be the procedure for summoning assistance? How will they get into and out of the site?
- Provision of first aid/medical facilities.
- Provision of facilities - toilets, washing facilities, water supplies, provision for disposal of waste water.
- Fire safety - control over use of flammable liquids, LPG or other gases e.g. in catering or in other demonstrations. The use of generators should be strictly controlled - ensure adequate screening and protection, adequate arrangements for storage of fuel, etc. Adequate and appropriate fire extinguishers should be provided in accessible positions near to high risk areas.
- Security and cash handling arrangements - site perimeter security, entry/ticketing arrangements. Potential risk of theft of cash, valuables and equipment must be considered. The use of a professional security company may be required for larger events.
- Health and Safety issues - the organisers of the event should ensure that contractors employed to set up/take down stands, exhibits, marquees etc submit appropriate health and safety policies, risk assessments and method statements. Exhibitors and vendors, etc should submit similar details.
- Exhibitors, amusements, stalls and demonstrations - think about the interaction between adjacent stalls/exhibits/demonstrations and the problems that may result from having

conflicting activities going on next to one another. Consider the positioning near to traffic routes, entrances/exits and toilet or refreshment facilities.

- Structures - are any temporary structures going to be erected? Are they to be erected by competent persons? Do they need a certificate of completion?
- Waste management - waste collection during setting up, during and after the event. What type of receptacles are to be used? How and when will they be emptied and by whom?

How do you assess the risk?

Having identified the hazards and the people that may be affected by them, you need to assess the **extent** of the risks. There are many methods of quantifying the risks using a variety of numerical values and complex formulae. An easy and quick evaluation of the extent of risk can be achieved by using a simple scoring system allocating between 1 and 3 to the **harm/severity** involved, and between 1 and 3 to the **probability** of it happening (see explanation below). These two values when multiplied together will produce a figure between 1 and 9 - which can be called the '**risk factor**' - ranging from 'low risk' (between 1 and 3) to 'high risk' (6 or 9).

So, start with the basic activity. As an example we can consider the assessment of a coconut-shy stall. Here is an obvious danger to anyone in the vicinity from heavy and hard projectiles thrown at the coconuts by persons of various abilities and strengths. Referring to the table below, if the stall is open on all sides, a **minor** injury is likely and a **major** injury is **possible** - the risk factor is 6, classed as a **medium** risk. Obvious control measures on the stall would be to contain the balls that are thrown by erecting substantial barriers made from tarpaulins, plastic sheeting, straw bales or netting around three sides and top of the area containing the coconuts on their stands. Netting or similar could be used at the sides of the stall to guard against mis-throws and deflections and to keep people out of the throwing zone. With these controls in place, even a **minor** injury becomes **unlikely**, so the risk factor has been reduced from **medium** to **low**. Further control measures are not practicable and are probably not required although the siting of the stall needs careful consideration in order to ensure that there is a safe area at the rear of the stall and that it does not come back onto a pedestrian traffic route or another stall.

The following can be used to assist in your assessment:-

- Experience of previous events,
- Expertise from exhibitors and contractors,
- Information/requirements/restrictions/assessments from the owners of the venue,
- Expertise of any members of the organising body,
- Information from Council departments through the Public Events Group,
- Information/guidance/standards from national groups or organisations.
- Guidance from publications produced by the Health and Safety Executive and relevant to the event and the activities involved.
- Legislative standards, code of practice and British Standards.

Consider the actual **harm/severity** that could result from the activity/task. Could it be

1. Trivial injury
2. Minor injuries that may require first aid on site
3. Major injuries that may require hospital treatment

Then determine the **probability** of the hazard being realised. Is it -

1. Unlikely
2. Possible
3. Likely

Use the following table to work out the **risk factor**

Risk Factor

Probability

Harm/Severity	Unlikely - 1	Possible - 2	Likely - 3
No injury - 1	Low Risk- (1)	Low Risk- (2)	Low Risk- (3)
Minor - 2	Low Risk- (2)	Medium Risk- (4)	Medium Risk- (6)
Major - 3	Low risk*- (3)	Medium- (6)	High Risk - (9)

Action

Low Risk - No action necessary, but it may still be desirable to implement controls where this can be done easily. (*In the case where the consequence is at **major injury** but the probability is **unlikely** - it may nevertheless be desirable to implement additional controls).

Examples of low risk activities could be:

- A mime artist performing against the crowd.
- Traditional 'market' stalls - tombola, raffle, retail goods.

Medium Risk - Reduce risk if possible/implement controls.

Examples of of medium risk activities could be:

- A display of static machines in a roped off area.
- Inflatables - bouncy castles

High Risk - Reduce/remove risk if possible; consider not conducting risk activity
Implement appropriate controls.

Examples of high risk activities could be:

- A fireworks display/bonfire
- Mechanical rides
- Bungee Jumping
- Water based events

For each risk consider whether or not it can be eliminated completely. If it cannot, then decide what must be done to reduce it to an acceptable level. Consider the following:

- Removal of the hazard - is it necessary to keep the hazardous activity.
- Find a substitute for that activity/machine etc or modify it - something that is less hazardous.
- Preventing access to the hazard e.g. by guarding dangerous parts of machinery, segregating vehicles and pedestrians.
- Implement measures to reduce exposure to the hazard - reduce the frequency of the activity, reduce the number of people who may be exposed e.g. by creating safety zones around activities.
- Implement measures to reduce the likelihood of the hazard creating a risk - e.g. ensuring the competence of contractors erecting staging or other structures will reduce the likelihood of them failing in use, providing they are used correctly and not overloaded. Ensuring that mechanical ride operators produce up to date inspection certificates will provide evidence that the equipment is in good structural condition but will not ensure that the ride will be operated safely. Using a recognised specialist company to put on a firework display will ensure correct safety measures are taken around transportation and storage of the fireworks and should ensure the correct siting of bonfires and firing areas. Other issues affecting the safety of the

display will have to be managed by the organisers.

Record the Risk Assessment Failings

A [risk assessment form](#) should be used to record all significant hazards, the nature and extent of the risks, and the action required to control them. This should be kept for future reference. You could also refer to other documents you may have, such as manuals, codes of practice etc.

(The risk assessment form is a pdf file. In order to read pdf files you need the Adobe Acrobat Reader installed This is a free download from the internet and can be accessed from our [About This Site](#) page)

Review and Revise

If the nature of the risks change during the planning of the event, the risk assessment will need to be reviewed and updated.

Information

Where the risk assessment has identified significant risks, you must provide information to all those affected, regarding the nature of the risk and the control measures to be implemented. For the exhibitors, stewards and organisers this may be through pre-event briefings. For the public on the day this can be achieved by including information or warnings on programmes or tickets and/or in the form of restriction or prohibition notices displayed at appropriate points.

Finally

Risk assessment is only a tool to help you adopt a structured approach to the safety of your event. It will not guarantee that nothing untoward will happen on the day, but careful attention to the process should go a long way to ensuring that the potential risks are identified before they occur allowing adequate time for preventative measures to be taken