

## **Running case study project management – setting up a market stall**

### **Decide what to sell and where**

A market is the perfect place to showcase a creative or culinary talent, or even to indulge a passion.

It's up to you what you choose to sell but it pays to do some research beforehand. You could try setting up on an online marketplace like eBay or attend a car boot sale first to get a taste for selling and understanding what people want. Originality will increase your chances of securing a permanent pitch in a market, so visiting a few to spot a gap to fill is a good way to start if you haven't already got something in mind.

The location is also important as you want to join a vibrant market with a lot of footfall, but avoid spending loads getting there. You can research the markets near you on the National Market Traders Federation website.

Whatever and wherever you choose to sell you will need to make sure you abide by the Trade Descriptions Act. This means not selling counterfeit goods and making sure you describe your products correctly. If you don't, Trading Standards can fine you.

Also bear in mind that if you want to sell food there are a lot more things to consider. Usually you will need a food hygiene certificate and to adhere to food hygiene legislation, such as temperature controls when selling and transporting food. If you prepare the food yourself you will need to register with the Food Standards Agency and agree to inspections at least once a year.

### **Stock, equipment and transport**

If you plan to become a regular market trader you will want to have a steady supply of stock.

You can go to wholesaler markets to explore and source products or use trade publications like The Trader or Market Trade News to find a supplier.

You will also need to think about a stall to show off your goods. Some permanent markets like Old Spitalfields Market in London provide you with equipment to set up. However some don't and you may have to buy or hire your own stall, especially if you're a casual trader to begin with.

You can find second-hand deals in trade publications or you can buy a new stall from specialist manufacturers like Gavin Keening from £136.65.

Another thing to consider is how you're going to transport your goods. If you need specialist equipment or have large products you might need a van, but if you need less space a car might be enough. It's also a good idea to establish where you can park when you apply to trade in order to avoid any unnecessary fines.

## Licence and pitch

Whatever you sell you will need a street trading licence and a designated pitch to set up in.

You can apply for a licence from your local authority and in most cases this will involve an application form with a non-refundable fee.

Individual councils are likely to have other criteria you have to meet in order to successfully apply for a licence, like selling things appropriate for the market and special procedures if you're selling food.

Once approved you need to apply for a pitch. If the market is council run, this can be done with your local authority. But if the market is privately operated, you will need to contact the management company.

You might have to start as a casual trader before being able to go for a permanent pitch. This gives you the opportunity to see if your goods sell without being tied into a lease agreement and for the management company to see if you're worthy of a permanent spot.

The cost of a pitch will vary significantly depending on which market you go for, so do a price comparison if there are a few you're considering.

Temporary pitches can cost as little as £10 a day but can be much more in very popular markets.

If you are planning a food based business, you need premises approval and must have food safety management procedures in place, with staff being trained in food hygiene.

## Insurance

Public liability insurance is a legal requirement for anyone setting up a market stall. This policy protects you against any accidents or injuries to the public while trading and cover is usually required to be at least £5 million.

You will also need employers' liability insurance if you plan to employ any staff to help you out on your stall, even if they are casual or unpaid.

(<http://money.aol.co.uk/2013/02/26/how-to-set-up-your-own-market-stall/>)

Remember that you will need documentation, including:

- Product & Liability insurance:
- Combined Market Insurance Traders
- General insurance for lost and stolen goods.
- Depending on your type of business you may need hygiene and food certification

(<https://www.wholesaleclearance.co.uk/blog/14-tips-setting-market-stall-business>)

## Setting up a stall in Swansea Market

You can apply as a Casual Trader on a daily or weekly basis for a trestle table of 6ft by 2ft. the daily rate is £20 (Jan18) and applications are granted on added value to the market, offers of products and services not yet presented and/or crafted items.

Or you can apply for a more permanent stall. Again, the Council is looking for traders of goods or services not yet presented or crafted items.

**Swansea Market Stalls to Let – December 2017 (from:  
<http://www.swanseaindoormarket.co.uk/become-a-trader/stalls-to-let/>)**

| Stall Number | Business / Tenant Name                                                                | Annual Rent                                                                                                                                                 | Contact                                                                                |
|--------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Stall 14     | Currently vacant                                                                      | Stall size:<br>174 square foot<br>Zone: F<br>Total rent every 4 weeks: £573 including water rates and all service charges.<br>Total rent per annum: £7,449  | Contact City Centre Management –<br>01792 633090<br>citycentremangement@swansea.gov.uk |
| Stall 22B    | Currently vacant                                                                      | Stall size:<br>123 square foot<br>Zone: B<br>Total rent every 4 weeks: £469 including water rates and all service charges.<br>Total rent per annum: £6,097  | Contact City Centre Management –<br>01792 633090<br>citycentremangement@swansea.gov.uk |
| Stall 25     | Currently trading as ‘Rock A Bye’ but use can be changed subject to Council approval. | Stall size:<br>249 square foot<br>Zone: B<br>Total rent every 4 weeks: £946 including water rates and all service charges.<br>Total rent per annum: £12,298 | Contact current stallholder -<br>Andrea Watkins<br>07871 139904                        |
| Stall 27A    | Currently trading as ‘The Bacon Stall’                                                | Stall size:<br>249 square foot<br>Zone: D                                                                                                                   | Contact current stallholder –<br>Michael                                               |

|             |                                                                                            |                                                                                                                                                             |                                                                                                |
|-------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Stall 36A   | Currently trading as 'The Sandwich Bar' but use can be changed subject to Council approval | Stall size:<br>215 square foot<br>Zone: B<br>Total rent every 4 weeks: £872 including water rates and all service charges.<br>Total rent per annum: £11,336 | Enquiries by appointment only. Please contact Sheron Barrington-Jones 07595 218144             |
| Stall 38    | Currently vacant                                                                           | Stall size:<br>239 square foot<br>Zone: B<br>Total rent every 4 weeks: £922 including water rates and all service charges.<br>Total rent per annum: £11,986 | Contact City Centre Management – 01792 633090 citycentremangement@swansea.gov.uk               |
| Stall 64-65 | Currently trading as 'Curry Leaves'.                                                       | Stall size:<br>271 square foot<br>Zone: F<br>Total rent every 4 weeks: £855 including water rates and all service charges.<br>Total rent per annum: £11,115 | Please contact existing tenants Mr Biju Vithayathil on 07727 228976 or Mr Peter Alexander on 0 |

# SWANSEA MARKET MARCHNAD ABERTAWE



| Bakery & confectionery / Tŷs a deuddeithion                                |                             |                                       |
|----------------------------------------------------------------------------|-----------------------------|---------------------------------------|
| 1                                                                          | Good News                   | Confectionery, Cigarets, Off Licences |
| 20B                                                                        | TC Jones Confectionery      | Confectionery                         |
| 30A                                                                        | Tafelberg Confectionery Ltd | Confectionery                         |
| 30B                                                                        | Davies of Mumbles           | Cakes & Speciality Cakes              |
| 44A                                                                        | Jan Evans                   | Baker                                 |
| 44B                                                                        | Arlene's Sweets Jar         | Baker                                 |
| 55D                                                                        | Marfak Bakery               | Confectionery                         |
| C3                                                                         | Marfak Bakery               | Baker                                 |
| Butchery / Cigydion                                                        |                             |                                       |
| 46A                                                                        | Sally Usher                 | Butcher                               |
| 46B                                                                        | L. Vaughan & Sons           | Butcher                               |
| 55C                                                                        | Hugh Phillips               | Butcher                               |
| 55B                                                                        | Simpsons                    | Butcher                               |
| Fish & seafood / Pysgod a bwyd môr                                         |                             |                                       |
| 41C                                                                        | Cockley-Greene              | Fishmonger                            |
| 49F                                                                        | Tuckers (Swansea) Ltd.      | Fishmonger                            |
| 57B                                                                        | The Market Place            | Fishmonger                            |
| CR3/2                                                                      | Cockle Rotunda C. Wells     | Local Seafood                         |
| CR3/4/5                                                                    | Cockle Rotunda M. Swistum   | Local Seafood                         |
| CR4                                                                        | Cockle Rotunda T. Edwards   | Local Seafood                         |
| Fruit, vegetables & flowers / Ffrwythau, llysiau a blodau                  |                             |                                       |
| 3A                                                                         | City Flowers                | Florist                               |
| 44C                                                                        | B&B Fruit & Veg             | Greengrocers                          |
| 67A/B                                                                      | Nick Jones                  | Greengrocers                          |
| C9                                                                         | Neil Evans                  | Greengrocers                          |
| U1                                                                         | Gail Fresh                  | Greengrocers                          |
| U2                                                                         | The Choice Is Yours         | Greengrocers                          |
| Clothing, footwear & leather goods / Dillad, esgidiau a nwyddiau lleidr    |                             |                                       |
| 18                                                                         | Socks Up                    | Underwear & Socks                     |
| 25                                                                         | Reck-A-Bye                  | Baby Wear & Toys                      |
| 29                                                                         | Sian's Fashions             | Ladies Wear                           |
| 34/45B                                                                     | Lathbridge Handbags         | Handbags                              |
| 40                                                                         | Sian's Fashions             | Mens Wear                             |
| 41A/B                                                                      | Kandy Tailoring             | Tailoring & Dry Cleaning Services     |
| 47                                                                         | Sewma Fashions              | Ladies Clothing                       |
| 52                                                                         | Sew H Sewms                 | Tailoring Services                    |
| 59                                                                         | Little Munchkins            | Designer Baby & Children's Wear       |
| 62/63                                                                      | Sew & Sure                  | Tailoring & Ironing Services          |
| Jewellery, cosmetics & fine fragrances / Gemwaith, cosmetigau a phersawrau |                             |                                       |
| 5/6                                                                        | The Kebab                   | Jewellery                             |
| 7/10                                                                       | Plainlines                  | Hair Extensions                       |
| 10A                                                                        | Allison Rose                | Jewellery & Repairs                   |
| 20A                                                                        | NB Bridal Accessories       | Hair & Bridal Accessories             |
| 30B                                                                        | Bling International         | Jewellery                             |
| 31B                                                                        | James                       | Jewellery                             |
| 35                                                                         | Gold Reserve                | Jewellers                             |
| 46C                                                                        | The Powder Room             | Perfumes & Cosmetics                  |
| 55B                                                                        | Dani's Jewellery Service    | Jewellery Repairs                     |
| 56A                                                                        | Forever Gold                | Jewellery Repairs                     |
| Garden, home & fabrics / Cartref a ffabrigau                               |                             |                                       |
| 2A/B                                                                       | Duffons Yarns               | Haberdashery                          |
| 10B                                                                        | Plant More Plants           | Plants & Landscaping                  |
| 25 C/D                                                                     | Gower Carpets               | Carpets                               |
| 23E                                                                        | Bollywood Theme & Fabric    | Fabric                                |
| 39A                                                                        | Bargain Blinds              | Blinds                                |
| Places to eat / Bwyty                                                      |                             |                                       |
| 11-13                                                                      | Country Kitchen             | Cafe                                  |
| 16A                                                                        | Donut Den                   | Cafe                                  |
| 21                                                                         | Sandy's Lunchbox            | Takeaway Food                         |
| 36A                                                                        | The Sandwich Bar            | Takeaway Food                         |
| 37                                                                         | Greedy Relics               | Takeaway Food                         |
| 42A                                                                        | The Healthier Alternative   | Healthy takeaway options              |
| 55A/D                                                                      | Thai Taste                  | Takeaway Food                         |
| 64/65                                                                      | Indian Curry Pot            | Takeaway Food                         |
| 66                                                                         | Carli Janet                 | Coffee shop                           |
| Delicatessen & health foods / Delicatessen a bwydydd iach                  |                             |                                       |
| 16 C/D                                                                     | Healthworld                 | Health Shop                           |
| 23B                                                                        | Bronchosaurus               | Vegan Lifestyle Products              |
| 27                                                                         | The Bacon Stall             | Delicatessen                          |
| 43B                                                                        | D. E. Richards & Sons       | Delicatessen                          |
| 43A                                                                        | Mair Harries Welsh Produce  | Delicatessen                          |
| 43C                                                                        | Abrahams & Family           | Delicatessen                          |
| 49A                                                                        | Country Quality Meats       | Delicatessen                          |
| 60                                                                         | The Silver Nutmeg           | Health & Organic Foods                |
| 61                                                                         | Thai Supermarket            | Thai Supermarket                      |
| C4/5                                                                       | A J Meats                   | Delicatessen                          |
| Electricals, tools & spares / Nwyddiau ac offer trydanol a domau sbâr      |                             |                                       |
| 2C                                                                         | Angels Repairs              | Mobile Phone Repairs                  |
| 14                                                                         | Consale Action              | Video Games                           |
| 16B                                                                        | Alizee-Q-Soft               | Computers                             |
| 23A                                                                        | Tom Whitehouse Ltd.         | Electrical Spares                     |
| 24                                                                         | Market Spares               | Electrical Spares                     |
| 31A                                                                        | The Phone Doctor            | Mobile Phone Spares                   |
| 49E                                                                        | The Tool Check              | DIY Tools                             |
| 58C                                                                        | Quarantine                  | Watches & Clocks                      |
| Cards, gifts & books / Cardiau, anghwngwng a llyfrau                       |                             |                                       |
| 7                                                                          | Warringtons                 | Greetings Cards                       |
| 8                                                                          | Carta & Blast               | Postage & Postage Supplies            |
| 16E/F                                                                      | Christian Bookshop          | Religious Supplies                    |
| 26                                                                         | NB Books                    | Books                                 |
| 28                                                                         | Cim's Creations NI & F      | Personalised Gifts                    |
| 32                                                                         | Warringtons                 | Greetings Cards                       |
| 33                                                                         | Pethau Cymra                | Welsh Goods & Crafts                  |
| 41D                                                                        | Something Different         | Jewellery & Gifts                     |
| 48                                                                         | Clarke's Gifts              | Ornaments                             |
| 55A                                                                        | Card Collection             | Greetings Cards                       |
| Services & supplies / Gwasanaethau a chyflenwadau                          |                             |                                       |
| 3B                                                                         | Pets Paradise               | Pet Supplies                          |
| 4                                                                          | SOS Shoe Repairs            | Shoe Repairs                          |
| 22A                                                                        | Enlow Bar                   | Bar/Club                              |
| 30B                                                                        | The Engraving Centre        | Engraving/Key Cutting                 |
| 40B                                                                        | Best E-Gigg                 | Jewellery & Gifts                     |
| 49C/D                                                                      | Timpan                      | Key Cutting/Shoe Repairs              |
| 50/51                                                                      | Taffy's                     | Barbers                               |
| 53                                                                         | One Vision Ltd              | Digital TV Installations              |
| 54                                                                         | Party at Peck's             | Party Supplies                        |
| 56B                                                                        | Smiles Photo                | Photographic Services                 |
| 68                                                                         | Good News                   | Newsagents                            |
| 69                                                                         | Gower Retail                | Liquor                                |