



Harpenden Town Council

Farmers' Market Information Pack 2018

Thank you for your enquiry. Please find enclosed the information and application pack for the Harpenden Farmers' Market. The Market will be held on the High Street, Harpenden Town Centre on the 4th Sunday of each month. (Please note that this is not always the last Sunday of the month and that the December market date may vary). A full list of dates can be found in the application form.

A fee of £37.00 including VAT, payable on the day (or preferably, in advance), will be charged per stall, this price includes:

The rent for a single covered stall, consisting of a table area of 7ft x 3ft and a roof area of 7ft x 7ft giving a 2ft overhang at the back and front of the stall. We also provide a heavy duty cover.

Enclosed is an application form, which should be completed, signed and returned to register your interest in these events. This will enable the necessary checks to be carried out where applicable, with the Environmental Health Office, Trading Standards Office and insurance providers. **If you are offered a permanent place on the market**, you will be required to send in a £37 bond deposit cheque made payable to 'Harpenden Town Council' prior to starting the market.

Contained in this Information Pack is the information to help you set up and trade at the Harpenden Farmers' Market. It contains information on what produce can be sold, the market rules and regulations, how the market will be managed and details of how to apply for a stall. Food Safety and Trading Standards information is contained in separate leaflets which are available at the Town Council Office.

Please do not hesitate to contact the Town Council if you would like to discuss any aspect of the documentation or if you require further information.

1. WHAT IS A FARMERS' MARKET?

Farmers' Markets give local farmers and producers an outlet through which good quality fresh, locally grown fruit and vegetables, locally reared meat and home made products can be sold direct to the public by the producers themselves. They differ from the traditional markets in that:-

- 1.1 Farmers sell their local produce direct, reducing food miles travelled.
- 1.2 Producers may include anyone from smallholders to farmers. The market is also open to local crafts people who produce their own crafts.
- 1.3 There should be no bought in goods and no middle men/producers.
- 1.4 Farmers' Markets are held on a number of occasions each year based on local demand, and are marketed as a family event.
- 1.5 They raise public awareness on issues such as genetically modified foods, land management and organic farming.

2. WHERE AND WHEN ARE THE HARPENDEN FARMERS' MARKETS?

Location: High Street, Harpenden Town Centre, AL5 2LX.

Frequency: Farmers' Markets are held on the 4th Sunday of each Month (except for December when the date may vary).



3. WHAT CAN YOU SELL?

To take part in the Harpenden Farmers' Market you must fit into one of the following categories:-

3.1 Category 1 – Primary Farm Produce

Includes eggs, fruit, vegetables, herbs, meat and game, fish, seafood, dairy produce, honey and beeswax products, wine, cider, fruit juices, flowers and plants.

3.2 Category 2 – Handmade Consumable Products

Includes ready made meals, meat produce such as pates and pies, dried herbs, condiments, confectionary, jams, pickles and preserves, cakes and bakery products including desserts whose principle ingredients are primary farm produce from Category 1.

3.3 Category 3 – Handmade Craft Items

Only products crafted by local people and/or from locally sourced naturally occurring materials, for example, willow baskets, charcoal and handmade wooden items.

3.4 Category 4 – At the discretion of the Farmers' Market Officer, for example a Bonsai artist or sewn crafts.

All goods **must be** stated on the application form and there can be no change without written consent from Harpenden Town Council before they can be sold.

4. CRITERIA FOR JOINING HARPENDEN FARMERS' MARKET

To ensure the quality of the market and achieve the benefits for producers there are certain conditions for stallholders:

- 4.1 No genetically modified (GM) produce or produce containing GM ingredients may be sold at the market.
- 4.2 Only produce certified by a recognised body, e.g. The Soil Association can trade under an organic label.
- 4.3 All produce should be locally grown and produced using local ingredients, e.g. apple juice from locally grown apples.
- 4.4 All produce should be grown, raised, caught, baked or made within 40 miles of Harpenden.
- 4.5 Producers outside the 40 mile radius will be considered if any other stallholder is not selling these goods and there are stalls available.
- 4.6 Stallholders may not sell products or produce on behalf of, or brought from, any other farm or supplier. The produce must have been reared, grown or produced by the stallholder/business named on the application form.
- 4.7 The stallholder must be a direct employee of the business and involved in the production process.
- 4.8 Shared stalls are permitted where produce mix is compatible from a food safety point.
- 4.9 Imported goods can only be sold on the Farmers' Market if the stallholder can demonstrate they have added value to the materials being imported.
- 4.10 Stallholders are responsible for ensuring they comply with the Food Safety (General Food Hygiene) Regulations 1985, the Food Safety (Temperature Control) Regulations 1995, the Food Safety Act 1990 and any more relevant legislation which may be passed from time to time, whilst adhering to trading standards legislation.

- 4.11 All traders must hold and maintain a minimum of £5 Million Public Liability Insurance and the original insurance certificate must be available when requested by the Farmers' Market Officer. Most trade associations offer this cover to their members so it may be worth checking their arrangements. You may be able to get an extension to your normal business cover.
- 4.12 All traders are required to produce a Risk Assessment Form. (An example form can be provided on request.)

5. MARKET RULES AND REGULATIONS

Listed below are the rules relating to how the market is organised and managed each market day. We ask you to respect these arrangements. Failure to do so will affect your taking part in future markets.

- 5.1 Each Market is open to the public from 10.00am to 2.00pm. Stallholders MUST be ready to sell at 10.00am.
TRADING IS NOT PERMITTED UNDER ANY CIRCUMSTANCES BEFORE 10.00AM AND AFTER 2.00PM. CUSTOMERS MAY RESERVE GOODS BUT NO MONEY MUST CHANGE HANDS. ANY STALLHOLDER IN BREACH OF THIS WILL LOSE THEIR STALL AT ANY FUTURE MARKETS.
- 5.2 Stalls can only be set up from 8.00am and stalls should be clear by 2.30pm.
- 5.3 No vehicles are permitted in the market area before 8.00am and must be removed by 9.30am
- 5.4 No vehicles may return to the market area before 2.00pm.
- 5.5 Stalls must not pack-up before 2.00pm on the market day without the prior agreement of the Farmers' Market Officer.
- 5.6 No busking allowed - unless by prior agreement with Harpenden Town Council.

- 5.7 The Christmas Carnival is run on the same day as the Farmers' Market on 26th November 2017. The Farmers' Market operates from 12.00pm until 6.00pm. Stalls can only be set up from 10.00am and all vehicles removed from the High Street by 11.30am. No vehicles may return to the market area before 6.00pm. It is your responsibility to ensure that you have adequate stock to last for the duration of the market.
- 5.8 All stall fees are payable on or before the day without fail. Cash or cheques are acceptable with the stallholders trading name clearly printed on the back of the cheque.
- 5.9 Stallholders must display trading names clearly on their stalls, together with a contact address and telephone number.
- 5.10 The allocation of stalls is solely at the discretion of Harpenden Town Council. The Farmers' Market Officer cannot guarantee that you will have the same stall location at every market.
- 5.11 Non attendance, without prior written notification of at least a calendar month, will result in a penalty of £37. This fee applies, regardless of whether your stall is filled on the day or not. Your non-attendance fee must be paid at or before the following market. If your 'non-attendance' fee is not paid within three months, your place on the market will be removed and given to another trader and your deposit will be used to pay off your debt.
- 5.12 Stallholders must dispose of all rubbish carefully in the bags provided and must ensure the stall area is clear of rubbish and debris before leaving the market.
- 5.13 Stallholders should bring their own chillers or refrigerators as required.
- 5.14 There is a 'No Smoking' and a 'No Dogs' policy for all traders either selling food or in the vicinity of food stalls.
- 5.15 No sub-letting of stalls is permitted. The Farmers' Market Officer will be available each market day between 7.15-10.15 and 1.45-2.15 to answer queries, complaints and requests.

- 5.16 A minimum of one month's notice will be given if the market is to move location or stop trading.
- 5.17 Harpenden Town Council may ask stallholders to take part in, or to carry out small customer surveys on Market days, at no cost.
- 5.18 Stall/pitch details, costs, hire of additional services are contained in the application form and may be changed at any time.
- 5.19 Stallholders shall not use any means of sound amplification or other mechanical means of attracting attention to a stall. The playing of audio equipment, other than by way of short tests on stalls selling these items is included in this restriction.
- 5.20 No lighting system other than that supplied by the Town Council shall be used on Market stalls without express permission being given in advance by the Farmers' Market Officer.
- 5.21 Generally stalls used shall be those provided by the Council and stallholders must confine their goods to the stall space allocated to them. No alterations are permitted to the stalls without the prior consent of the Farmers' Market Officer. The Town Council does not accept any responsibility whatsoever for any damage or injury caused by unauthorised alterations or additions to the stalls or other equipment. Any defect in stall equipment must be notified to the Farmers' Market Officer immediately.
- 5.22 No stallholder may sell or offer for sale goods other than those registered and assigned to the stall. Any request to extend or change the range of goods sold must be put to the Farmers' Market Officer in writing and authorisation obtained before the goods may be sold.

- 5.23 Stallholders will not be permitted to sell counterfeit or otherwise illegal products. Any stallholder found contravening this rule will be immediately dismissed.

The Town Council will adopt the following operating criteria for the Farmers' Market stall holders:

- 5.24 Applications will be considered on a 'first-come, first-served' basis preference will be given to the most local producer when a space becomes available at the market, without compromising quality.
- 5.25 All decisions will be at the discretion of the Town Clerk, in consultation with the Farmers' Market Officer.
- 5.26 An annual review of all stall holders contracts will be undertaken.
- 5.27 The Farmers' Market operates on a basis of free trade, recognising multiple suppliers of all produce, to ensure healthy competition.
- 5.28 Harpenden Town Council wishes to serve everyone to the highest standard possible, it will not accept any kind of harassment of its staff.
- 5.29 Any trader who is present at the market and does not comply with the rules and regulations, in particular has arrived with non-specified goods, is verbally abusive to the Farmers' Market Officer or extends their stall outside the designated stall area, the Town Council has the right to remove them from the market and they will not be permitted to attend further markets.
- 5.30 In exceptional circumstances i.e. bad weather or road works, both prior to or during a Market, it is the decision of the Town Clerk and Town Mayor to cancel a market. The Farmers' Market Officer will give as much notice as possible before the market date and all stall holders will be contacted. Please note that Harpenden Town Council are not responsible for any losses incurred to traders due to this cancellation.

6. DISCLAIMER OF LIABILITY

Harpenden Town Council, Officers and their servants shall not be responsible for;

- 6.1 Stallholders shall indemnify Harpenden Town Council from and against all claims and actions in respect of personal injury suffered, whether fatal or otherwise, whilst on the market area which may be caused or occasioned in connection with the market and against all costs and proceedings arising there from.
- 6.2 Any damage, theft or loss however caused in respect of any exhibits, produce or other property in transit to or from the market or throughout the duration of the market period.
- 6.3 Anything that may happen to visitors, members, stallholders or their employees or to any stall or property brought to or used at the Farmers' Market.
- 6.4 Any losses incurred due to the market being cancelled in the event of severe weather, road works or obstructions to the market i.e. fallen trees or obstructions that are beyond the Council's control.



Harpenden Town Council
Town Hall
Leyton Road
Harpenden
Hertfordshire
AL5 2LX
01582 768278

harpenden.town.council@harpenden.gov.uk