



MARKET STANDARDS FOR TRADER PITCHES

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

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

Leighton-Linslade Town Council require you to maintain these standards as part of the agreement to trade on Leighton Buzzard Market.

1. External coverings and stall equipment.

If the stall structure is your own:

- Stall bars – to be clean and in good working condition.
- Stall canopies/covers to be clean and in keeping with the Town Council's branded colours/logos.
- All weights and other auxiliary stall parts to be out of sight where possible and subject to a risk assessment.

Council provided stall structure:

- Stall structure must not be altered or adapted.
- No products are to be hung from the roof structure.
- All side sheets to be rolled up (not folded) and stored neatly off the ground when not in use.
- No holes are to be made in the side covers or roof by pinning, clipping, stapling, etc. product information or advertising notices.

2. Display, stock and all internal fittings.

- Table tops/work surfaces to be covered by cloth or some form of covering.
- A stall 'skirt' to be used or table covers that will drop over the front of the stall.
- To ensure all props, fittings and fixtures are in good condition, clean and securely in place.
- Stock to be presented in an orderly manner and not to be spread out over the floor.
- Display to be presented in a safe manner where public can walk around the market area with ease.
- Display stock pricing must be clearly displayed.



3. Customer care, product and service information

- Personal appearance – to be tidy and clean at all times.
- Demeanour – to be personable and to interact with customers.
- Be reasonable when verbally promoting products (shouting about sale deals) with frequency and volume.
- No smoking on stalls whilst trading or near other trader's stalls.
- Food traders – Personal Food Hygiene Certificates and relevant food hygiene scores to be on display. (Adhere to local authority requirements).
- Food traders – aprons to be worn.
- Food traders – food ingredients/allergen information to be clearly displayed or available upon request as per legal requirements.
- Products must have prices clearly displayed.
- Business name and contact to be displayed.

In addition,

- Food traders are requested to consider the use of 'sneeze guards' (excluding fruit and vegetables)
- All traders will be expected to display Council branded flags, bunting and other such items as requested.