

“Brixton Sundays” A MARKET BY PEXMAS

TRADER INFORMATION PACK

1. ABOUT THE MARKET

From August 2024 onwards we will be relaunching our regular market at the very special Market Row in Brixton. This will be our second year of this market and with some learnings we look to make this new market lightly themed each month, while still featuring our usual mix of local small brands across a wide product base. As always we welcome traders whose products are handmade or small batch, sustainability focussed, high quality, inclusive of and appealing to a wide range of audiences.

Those who have traded at this market before may have noticed works being carried out on a number of units in Market Row. These have significantly reduced and there are many new stores open on the Row, including Pexmas own Stall to Store small business hub!

The stall fees for this next period reflect what we know of month by month footfall and trading success at this site. We have moved these markets to now take place on the last Sunday of each month (roughly) avoiding holiday weekends.

Please note: No Hot Food Traders, Retail Alcohol or Bar service is permitted at this market.

FOOTFALL and MARKETING

Market Row is traditionally the “quieter” side of Brixton Village and on Sundays, many of the retail stores in this part of the market are closed, leaving just some stores and the food outlets open to trade. This gives space at the front of closed businesses for stalls to be positioned, as well as stalls outside of Pexmas store which will be open and hosting pop ups and workshops during . There is already a DJ provided by Brixton Village Music Director every Sunday, and an existing second hand vinyl stall area which will remain alongside our market offering. Both of these, as well as the restaurants, bring people to the space and are beloved by locals, and we are delighted to be able to work with them.

Brixton Village have shared with us that there is an average footfall of 100k per week across Brixton Village and Market Row, and so there is a clear capacity to reach a lot of people. They have created a brand for this series of markets and produced physical wayfinding assets (eg banners, posters and floor decals) for the events. As we are now on site 5 days a week, we will be able to advertise the next market date to other stores and the public.

Brixton Village will list the events on their website, with a click through to our website for stallholder listings. They are very keen to support with social media and we will be doing lots of collaborative content with them throughout the period, including instagram ads. At the time of writing Brixton Village currently has 34.5k followers on instagram. This venue, and particularly Market Row, is very much part of the community of Brixton. We are really honoured to be invited in to be a part of it, and we will be looking for traders who also value that significance and put community building at the heart of their businesses.

PEXMAS X BRIXTON VILLAGE 2024 - TRADER INFORMATION

2. PARTICULARS	
Venue	<p>Market Row, 408 Coldharbour Lane, London SW9 8LF</p> <p>This is a covered/ indoor market, taking place in the passages of Market Row. There are no doors on the space, it is an open passage, and no heating so it can be chilly.</p>
Times, Dates, Themes & Stall Fees	<p>12-5pm</p> <p>Sunday 18 August - Summer Market - £30</p> <p>Sunday 29 September - Autumn Approach - £35</p> <p>Sunday 27 October - Spooky Season - £40</p> <p>Sunday 24 November - Festive Special - £45</p> <p>TBC Sunday 22 December - Last minute Larrys - £40</p>
Trading Access	<p>Access will be max 1 hour prior to trading, from 11am, and all traders will be required to have vacated the premises 1 hour after trading, by 6pm.</p> <p>Traders must enter on foot via Electric Lane or be dropped by vehicle on Atlantic Road (loading bays available here) or Coldharbour Lane. Bring a trolley.</p> <p>There is no provided parking for anyone. Brixton Village have advised that local parking is free of charge on Sundays, and can generally be found on the streets around Saltoun Road, a short walk from Brixton Village.</p>
Approx Trader Numbers:	<p>A mix of around 20 unique and returning traders per monthly market. Traders will be allocated up to three dates across these next 5 markets based on availability and mix of stall types. If pitches open up closer to the date, some traders may be offered an extra date, but priority will be given to traders on the waiting list - see below "Selection Process" section for details on how we reallocate. On the application form, please give your preference of dates being as flexible as you possibly can to maximise your chance of gaining a spot.</p>
3. PITCHES	
Selection Process	<p>Applications are all to be completed via the online form and are due in asap;</p> <p>We will start curating the 18th August Market on Friday 2 August (replying to you by Monday 5th August).</p> <p><u>Deadline to trade at the remaining markets is Monday 12th August, and we will reply to all of your applications by Friday 19th August.</u></p> <p>You can still apply to all upcoming dates throughout the period and will automatically be added to the waiting list which is usually very active for our markets.</p> <p>All stallholders who have NOT been allotted a space will be entered onto the waiting list, unless they tell us otherwise. The application form will remain open</p>

PEXMAS X BRIXTON VILLAGE 2024 - TRADER INFORMATION

online up until all 3 events have passed so stallholders who have missed the initial window can continue to apply to the waiting list.

Stallholders allotted a space will be sent the Ts and Cs for their records and an invoice with a payment deadline one week, the payment of which is considered confirmation of their pitch. **Missing your payment deadline will result in your stall being offered to someone on the waiting list.** Last minute swapping is harmful to the whole market and prevents us being able to advertise a stallholder list in advance.

If stalls become available, we replace “like with like” as much as possible to keep the shopping varied for the customers; we do not operate on a first come, first served basis.

In selecting stalls we do not discriminate against stallholders' level of experience or range of products - a trader with one well designed saleable item is as welcome as someone with a huge catalogue of products. We are looking for the highest quality, attention to detail, attractive stalls and a broad range of products and price points across the stalls. We make a great effort to ensure there are not too many similar stalls each day so there are limited slots for each type of product per day (eg: jewellery, food, stationery, clothes, accessories, candles, ceramics etc...). We do not give preference to previous traders, and welcome new businesses to apply. We only offer stalls where we believe our audience will appreciate your product.

THEMES: We are looking for traders to gently embrace the theme at each market, so if you can respond with a product / range / packaging / decor or a special offer to celebrate the theme of each. We will share some of the best theme responses in our marketing of each event.

We are accepting joint stall applications (one stall for 2 businesses to share) but we cannot offer “double stalls” (2 pitches together) for one trader.

PEXMAS X BRIXTON VILLAGE 2024 - TRADER INFORMATION

Stall Pitch Detail	<p>We are using plastic folding trestle tables for this market. Approx Dimensions: 183cm long, 76cm wide, 77cm high. Each trader gets ONE table. Or the equivalent space if you prefer to bring your own furniture, eg 2 clothes rails. There may be additional space available at the side of your stall - please explain what additional items you wish to bring in your application. These must be booked in advance so we can check if they can be accommodated. Traders who bring unexpected items on the day will have to remove them from the site before they can trade.</p> <p>All stalls will be positioned with your back to a wall (which is most likely to be the closed shutters of a business!), but nothing can be attached to walls or shutters, or hung. The floor of the space has a very gentle slope, which steepens towards the exits on Electric Avenue and Atlantic Road. We will be positioning stalls to avoid this as much as possible and taking your products into consideration.</p> <p>We do not supply chairs, there are none available on site. We do not recommend sitting while you are working on a market stall, to better engage with customers, but of course those with disabilities, chronic pain or other circumstances may need to do so and you are all very welcome to bring a stool or chair with you if you need one!</p> <p>No power is provided to stalls. The space is well lit, but you may wish to bring additional battery lights to use on your table top to point onto your products more directly. Individual stalls may not play music. You will have access to power sockets to charge your devices but these will be in a separate unit, not adjacent to your own stall.</p> <p>This market is covered with no heating and no doors on the space so it is well ventilated! Please make sure you bring layers (even if the weather is good) and appropriate clothes for all seasons. There are toilets on site with the use of a key card which must not be lost. Traders who sign out and do not return the toilet key will be charged £100. There is no drinking water access provided, though there are many food outlets on site who may oblige!</p> <p><u>All stalls will be required to sign a trader licensing agreement with the Venue.</u> Traders must comply with the terms outlined in the licence, which are listed on the licence application.</p> <p>All traders must hold public liability insurance and complete a risk assessment. Food traders additionally must provide details of their food safety registration and rating, product list with allergens and food hygiene certificate for at least one member of staff attending on the day.</p> <p>We will be encouraging the public to bring reusable shopping bags and ask our traders to use only recyclable / compostable / no packaging. We have a ban on glitter, balloons, sequins and sprinkley items of plastic doom. No single use plastic please! Food Traders</p>
---------------------------	---

PEXMAS X BRIXTON VILLAGE 2024 - TRADER INFORMATION

	<p>we would appreciate you allowing customers to use their own boxes etc for food servings.</p> <p>RUBBISH: There is no capacity at all to dispose of your waste on site; all traders are required to take any rubbish with you at the end of the day. This includes cardboard boxes/storage items, sacks of rubbish, packaging materials, decorations, food stuffs etc. Please dispose of all your rubbish responsibly off site. Please sweep under your stall to remove any stray items / crumbs you have dropped before you leave and clean your table.</p>
4. APPLY NOW!	
Links	<p>Thank you for reading the information pack carefully. Here is a link to the form to fill in to apply to trade at Brixton Sundays!</p> <p><u>PEXMAS BRIXTON SUNDAYS AUGUST - DECEMBER 2024 STALLHOLDER APPLICATION FORM</u></p>