



Trader Info Pack Mercato Metropolitano Elephant and Castle

Please read all the information carefully

Introduction

Thanks for wanting to be involved with "The Big Market."

The markets are nothing without you wonderful traders! :)

I'm striving to ensure the Big Market is a positive experience for everyone.

I'm excited for these events, reinvesting heavily and pushing the promotion to increase foot fall and keep building the profile of the market.

The ethos is variation in traders with niche and universal appeal to create a strong draw for people to come, and therefore high foot fall events.

I'm working hard to grow them because I will be trading there also.

Implementing infrastructure to make this as easy as possible for all of us, like staff meeting you on arrival with trolleys to help load in.

Happy to discuss any extra requirements you need such as electricity, extra display stands and pitch sizes.

Please clarify any extra requirements on booking form or explicitly 14 days before the event (for floor plan etc).

Feel free to contact me with any questions by email or phone.

07723410374 Owain (Owen) Jones, best to whats app for urgent issues.

bigmarketlondon@outlook.com

All the best

Owain Jones :)

(The Big Market / Cigarette Records)

REFUND POLICY

***** **READ! READ! READ!** *****

***** **UPDATED December 12th 2024 and applies for ALL SITES** *****

Bookings more than 14 days before the event - Refund available up to 72 hours after your pitch is confirmed.
*confirmed defined as, when you've paid and we've message you that your booking is "confirmed".

Bookings less than 14 days before event - No refunds after payment.
(NOT after confirmation).

Moving Dates after Booking - Generally same as refund Policy, although can sometimes make exceptions - worth messaging us. Unfortunately not able to change market date due to the structure of how we spend budget on promo vs number of pitches booked.

Product Clashes - We reserve the right to cancel and refund pitches after purchase due to conflicts of trade (too many traders of one type), issues with licensing (alcohol sale) etc.
The market needs to be carefully curated to ensure it's longevity and success for all of us.
Aiming to identify and resolve any conflicts of trade etc within 72 hours of pitch purchase, or 14 days before event.

Event Cancellations and Refunds - We always do everything possible to make sure events go ahead and haven't cancelled any. In the event that a market is cancelled or postponed due to unforeseen circumstances, including but not limited to severe weather conditions, acts of God, or other reasons beyond our control, no refunds will be issued.

We will do our best to give you as much notice as possible of any cancellations or postponements. However, please be aware that circumstances can change quickly, and decisions may need to be made at short notice.

By participating in our market, you agree to these terms and conditions.

Booking Process

1) Booking Form

cigaretterecords.co.uk/bigmarket

Complete booking form for each date / venue you want to book.

2) Payment

On same website as booking forms.

3) Trader Checks

Only after you've made payment we can confirm your pitch. We check for any "trader clashes" (selling similar products) and then confirm pitch by instagram message (or email if no instagram). If any similar products booked we will refund your pitch. Generally 2 - 3 days after payment.

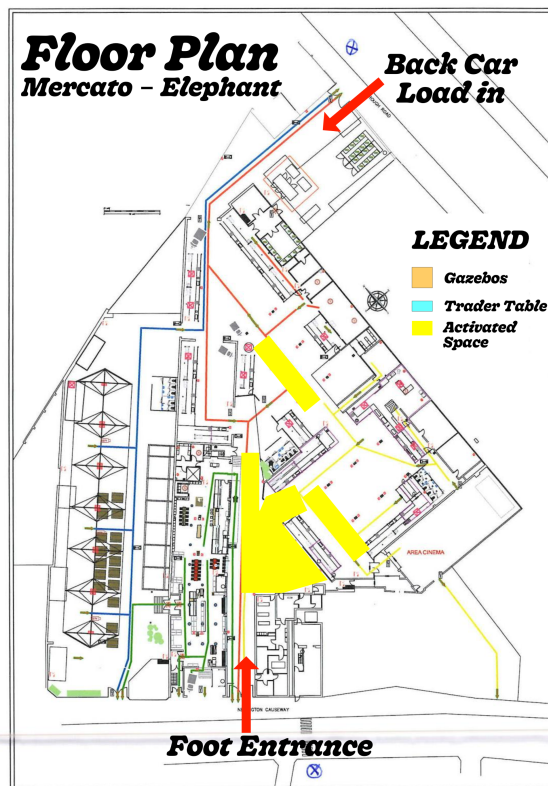
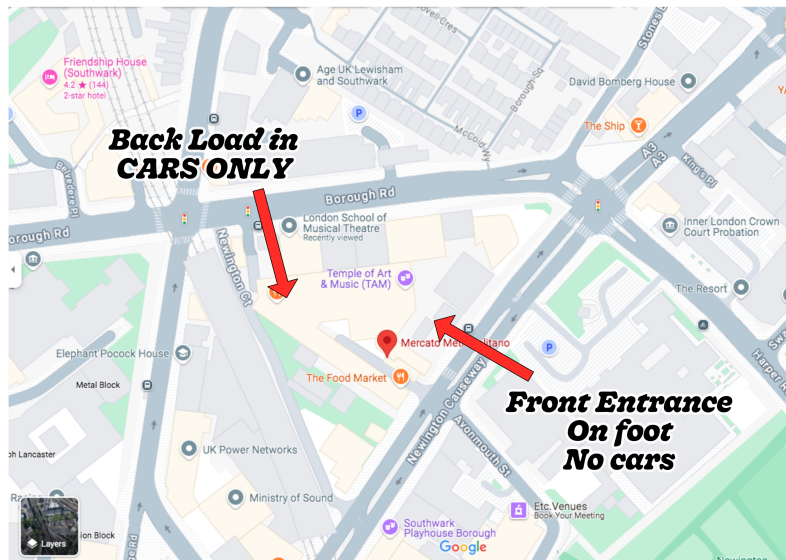
Driving / Unloading

4 days prior to event limit

- Make sure to complete the "LICENSE PLATE" form in the info pack folders or on link below.
- 30 minute time slots to unload must be booked and confirmed with us prior to event.

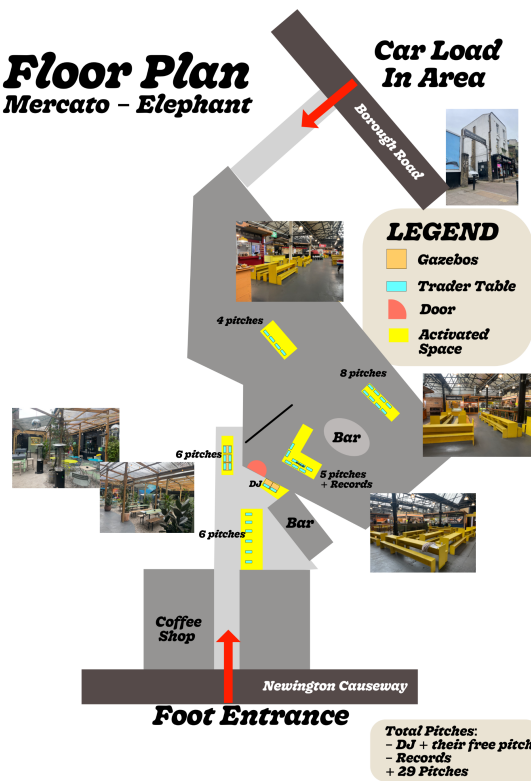
Link to Form - License Plate / Unload Time Bookings
<https://forms.gle/4pBHs4MsKDFvBT5i9>

Venue, Transport and Times	Address Front Entrance - Arriving by Foot Mercato Metropolitano, 42 Newington Causeway, SE16DR Car Unload Area Just After - 83 Borough Road, SE11DN Timings Load in - 9am start, 10:45am finish Market - 11am start, 5pm finish Load out - 5pm start. Off Site by 6pm Extra Space available for rails etc, must be included on booking form and explicitly confirmed after payments made. If you're running late call me Owain (Owen) 07723410374, and we'll try to make sure staff are ready to help unload and get you to your pitch quickly. Members of staff to assist with load in + out. Free Tea and Coffee provided on arrival. Limited amount of trolleys available, bring your own trolley if you have one. Ideally we need to have all the tables returned to public use within one hour of the market finishing. Parking There is NO parking on site. We've got to keep those entrances clear for loading. Recommended - There's some street parking available but again it's mostly pay to park through paybyphone app. I've been told about an app that tracks what on street parking is available but haven't been able to find out what it's called.
	Load in / out Load in / out has to be Quick due to road/ parking restraints. We have staff with trolleys to assist with load in / out. Times as per "times" (first section on here). MAKE SURE TO BOOK TIME SLOT FOR CAR UNLOADING - "license plate form" in info pack folders



Load in Routine / Areas

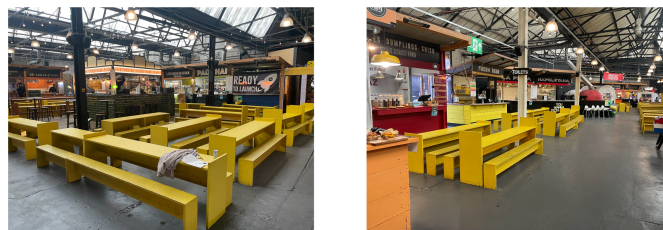
Floor Plan Mercato - Elephant



Back Load in Area



Tables Inside We'll Use



Promotion	Promoting your stall There are a number of ways to promote your stall at The Big Market. Here are a few ideas: • We welcome collab posts, and will always share/ repost something if tagged / mentioned in it (so it pops up in our messages). • All social media seems to prefer video content currently. • Create social media posts and flyers about your stall and the market. Be sure to include photos of your products and information about what you sell. Tag us and we'll share. • Share your social media posts and flyers in local businesses and community groups, and with your friends and family. • Offer "on the day" discounts or promotions to customers who follow you on social media or who bring a flyer to the market. e.g. "10% off with codeword...." • Happy to discuss any ideas you have and create interesting ways to promote the market. Marketing strategy We promote Big Market to potential customers through a variety of channels, including: • Social media • Email marketing • Press Release and Public relations • Paid advertising We also partner with local businesses and organisations to promote the market.
Trader numbers	There will around 30 traders at each event. We work hard to ensure everyone has a good chance to do good trade, And it's important we can confirm what you sell so there aren't for example 4 people selling similar candles. We're aiming for a diverse range of products and people representing the communities we live in. Driving universal and niche appeal, to attract as many demographics as possible and therefore push for large foot fall and good sales.
Food + Drink stands	We're very limited on what food / drink traders there can be due to what the venue does. All Food / Drink vendors please contact to confirm suitability. This includes bottled alcohol/ drinks and sundries (jams, jerky etc). Bakers and Sundries allowed (sauces etc). NO Hot Food and very limited drinks allowed. The best way to contact quickly is 07723410374 Owain (Owen) Jones.

Lighting	There are some dark areas in the venue. We recommend bringing a light source and an extension cable of minimum 5 metre + tape to secure it to the floor.
WiFi	There is WIFI available in some areas (but not in all areas). + good signal for most mobile phone providers. If you're really stuck ask our staff and we'll see how we can help :)
Workshops	FREE PITCHES if you run a Free Workshop. If you'd like to run one or can recommend someone let us know. We can give money for materials.
Pitch Size, Tables.	We will provide Tables. This is due to specific spacings on floor plan. Tables are approximately 50cm x 160cm.
Additional Display Items (clothes rails, card stands etc)	We can accommodate most extra display stands but these need to be explicitly confirmed with us in the booking form and receive a confirmation from email stating about extra display furniture confirmed. This means we can allocate you an appropriate space such as a corner spot. Really we should put a limit of one extra display stand per stall, but if it's important that you have 2+ display stands I am more than happy to discuss how we can make it work.
Chairs	There are benches for the tables (don't have back support). If you need a chair with back support please bring your own.
The Market is mostly covered	Mercato Metropolitano is a large warehouse style structure with some other buildings attached and some open areas. ALL PITCHES ARE SHELTERED :)
Electricity to pitches	We can accommodate access to electricity but this must be clarified explicitly on booking form and 7 days before the market date. There is good electrical access in certain areas, so it's important for us to know your needs to position your pitch. Please bring long extension cables to be safe (5-10m). Any loose wires need to be taped down.
Insurance	Venue holds public liability insurance. All traders must have appropriate level of insurance for their business / activity. By booking you confirm that you are appropriately and legally covered. If you are selling any food you must have appropriate Health and Safety, Insurance, Environmental health inspection, food business registration and Risk Assessment Documents available on the day and sent to us upon application.

Point of Contact	The “Cigarette Records” records stand is the point of contact for any queries during the market. Owain is the main point of contact for any issues, he'll introduce himself as you're setting up. We're here to help and make this the best experience possible for everyone. Queries can be directed to staff in high vis jackets if Owain's not available. Please clarify the urgency of any issues so we can address them swiftly.
Rubbish Disposal	Limited rubbish disposal on site. Please aim to take everything with you.
Leaving Early	All traders expected to stay until end of the event. *We appreciate there are times when people need to leave early* Please speak to us first, simply so we can pack down the table and it not look bad.
Trader features on our Instagram page	Invite us to colab on posts (in tag section) and we will always accept. This then show up on our profile too and expose your post to our followers.
Signage + Table coverings	Please make sure to bring a cloth, bed sheet or something to cover the tables and hang over the front, it looks much better than plain tables. no pitches are against walls (no wall displays possible sorry). Feel free to bring a sign but it has to fit behind your table,
Payments	You must complete the online booking form before payment. If you've not been sent the booking form message us and we'll send it over. Payment link is at the bottom of page on link below along with booking forms. cigaretterecords.co.uk/bigmarket
Selection Process	We believe markets should be inclusive in all aspects, rather than exclusive. This means that we generally operate all markets on a first come, first serve basis for booking. Giving preference to traders who are most keen for the opportunity. However, once you book we actively curate + quality control the trader line up. We analyse the booking form data to make sure there aren't any “trader clashes” e.g. too many of one type of seller, traders selling things that are too similar, or not suitable. We have preset limits per location for types of products + sectors. We refund+ cancel pitches if there are clashes. This is primarily to make sure everyone has a fair opportunity to do good trade on the day, and quality control the market (however to date we've never had to refund someone due to the quality of their products / offerings). We want to have variation at the markets, and therefore ensure there aren't the same traders at every market. + aim for a % to be new traders. There's a lot of thoughtful, active work from us that goes into ensuring the success, quality and longevity of this market for all of us.

On the Day + Post Event Feedback	We really appreciate your feedback as it helps to improve the markets. We send an anonymous feedback form post market to all traders. I'm (Owain) happy to have an open conversation with you by phone call, whats app message or Instagram message etc. I welcome your feedback on the day too, and we're here to help resolve any issues on the day so you leave the market having had a positive experience. Feel free to come and have a chat with me Owain (Owen) or a Big Market employee (normally wearing high vis jackets).
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Thanks for wanting to be involved with “The Big Market” and your time to read this.

Feel free to contact me with any questions by email or phone.

I'm happy to work with you to try and accommodate anything / find solutions.

I'm striving to ensure the Big Market is a positive experience for everyone.

**07723410374 Owain (Owen) Jones, best to whats app me for urgent questions.
bigmarketlondon@outlook.com**

All the best

**Owain Jones :)
(The Big Market / Cigarette Records)**