

EPHING TOWN COUNCIL

Seasonal Markets Stall Allocation Policy

Situation

Epping Town Council are the Market Authority for Epping Parish.

Epping Town Council run Epping's historic Charter Market which received its Charter from King Henry III in 1253. Traditional markets have faced considerable challenges in recent years and the protection of Epping's Monday Charter Market is of paramount importance.

Any seasonal markets run by the Town Council are carefully planned to ensure they bring vibrancy and variety to the market operations and Town's offer, but do not result in a negative impact on the historic Charter market. This will be a balanced judgement by those involved in the Council's market operations.

Historically, the Town Council ran occasional continental markets, but these have been difficult to source due to the viability for operators and the protection of the Monday market in more challenging times for markets. Epping Town Council uses gazebos for its Monday market and seasonal markets.

Epping Christmas Market each December

The Christmas Market brings a large audience to Epping in conjunction with the St John's Church Christmas Tree Festival. The stalls are traditionally craft/gift stalls which facilitate some additional Christmas shopping. Stalls will be selected which achieve this aim. The market operators will assess the applications and offer stalls to those whose offer is appropriate to this style of market. Consideration will be given to any stalls which may have a negative on the existing Monday market traders (eg compete in a market with limited footfall). Stalls will not normally be allocated to existing High Street businesses to sell existing merchandise, as the market is designed to complement the High Street, not repeat the daily offer. Stalls will be allocated by the Market, Planning & Events Officer in conjunction with the Town Clerk.

The market operator will generally receive multiple applications from businesses selling similar merchandise. Applications will be assessed and allocations will be made that deliver variety and allows competition, but there will be a reasonable limit on the number of similar style stalls. Consideration will also be given to the locality of traders/businesses to Epping. This judgement will be made by those operating the Christmas market to ensure there is sufficient trade for all. The tenant mix and layout are aimed at making the market attractive for customers and supporting small/local/artisan businesses in these challenging economic times.

Epping Town Council monitors traders merchandise closely and would not permit anything deemed harmful on any of our markets. This would include, but not be limited to:

Firearms, drug related paraphernalia, real fur, etc

Epping Town Council actively seek a wide variety of goods and traders to deliver an exciting seasonal market, which complements the High Street and protects our long standing and Royal Charter Market. Our stall allocation policy is designed to support this aim.

We will review our stall allocation policy regularly to ensure it remains relevant as time evolves.

Beverley Rumsey, Town Clerk & Responsible Financial Officer, Epping Town Council

Relevant legislation: Competition Act 1998, Food Act 1984, s50

Approved: 12th November 2024

Review date: Oct 2026
Epping Town Council 2024