

### Location

The Soho Flea Market will take place on Sunday 2 June 2013 in Dean Street, which will be closed to the traffic for the day. Dean Street is in Soho, central London. The nearest tube is Tottenham Court Road but Dean Street is within easy walking distance of Oxford Circus, Piccadilly Circus and Leicester Square underground stations. Dean Street runs between Oxford Street and Shaftesbury Avenue – both roads are well served by buses.

### Event Organisational Structure & Communications Flow

- **City Showcase Limited (CSL)** is the Event Organiser and Promoter. CSL is a not for profit organisation set up to provide promotional and showcasing opportunities for emerging creative talent
- **H2 Productions Ltd** under contract to CSL will be in charge of the production for the day. This will include overall responsibility for Event Production Management, health & safety, first aid, stage, market stalls build, stewarding, event barriers, setting up/take down, loading and unloading.
- **Ray Linge** has been contracted to provide the market stalls and rig and de-rig them.
- **Select Security & Stewarding Ltd** is responsible for the stewarding and security

### Trading and Entertainment Licences

Westminster Council has kindly given CSL use of their premises licences for live entertainment. The terms of the licence are that all music and entertainment should terminate at 2000.

Westminster Council has licensed CSL to trade on the street. Stallholders are covered by this umbrella license.

City Showcase has its own PRS licence. However, if individual stallholders want to play music then they need to have their own PRS and PPL licenses.

### Conditions of Licence to trade

By taking a stall, each stallholder understands that they are required to trade within the Council trading restrictions.

### LICENCES TO TRADE HAVE BEEN GRANTED SUBJECT TO THE FOLLOWING CONDITIONS:

1. The Licensee trades solely in the articles, and at the place, and on the day specified in the license
2. That the licence is granted subject to any Conditions made by the City Council under the City of Westminster Act 1999
3. That the licence is granted subject to compliance with any other statutory enactment which is currently in force.
4. That trading is dependent upon production of the licence in person
5. That the licence is clearly displayed at all times
6. Licensees must ensure that all goods, materials, refuse etc do not spread beyond the licensed stall.

### Parking

The regulations around single yellow line parking in Westminster is at this link

<http://www.westminster.gov.uk/services/transportandstreets/parking/wheretopark/onstreet/syl/>.

Many single yellow lines in Westminster terminate at 1.30pm on Saturday (but around Dean Street this is extended to 6.30pm) and don't apply on Sundays when parking is generally free but please check and plan your day. If you would rather pay and put your car in a car park, there are car parks on Brewer Street and Poland Street. You will not be able to park in suspended bays or on yellow lines on closed roads.

## Road Closures

The Road Closure map is to the right with red indicating closures. Note that Frith Street is one way going north for the day. This is a change on normal street routing.

## Event Schedule

- Parking Suspension in place midnight 1 June to midnight 2 June. Dean Street and adjacent Streets.
- Road closure from 0730 on 2 June
- Building of stage and stalls commence 0800 2 June (silent build)
- 0830 first stallholders allowed onto site for loading
- Noon 2 June event start – trading commences
- 2000 event ceases – entertainment licence ceases
- 2200 all stallholders off site
- 2300 production team off site
- Midnight parking suspensions lifted and roads open

Please note the timings. It is vital that stallholders arrive on time as the build of the event is within a very short time frame and it is essential that stalls are ready for trading at noon. Curfew is 10.30pm

## Loading Details

Stallholders will not be allowed onto Dean Street until it is safe to do so during the build. In order to drive onto Dean Street, you must apply in advance to City Showcase with your vehicle registration and you will be provided with a pass. All loading will be done south to north. In other words, if driving for loading, please enter Dean Street from Old Compton Street and exit at either Bateman Street or Carlisle Street driving through Soho Square and out through Greek Street. For unloading this will be in reverse ie drive into Bateman or Carlisle and exit out of Old Compton Street.

Stallholders are asked to unload and drive out immediately keeping the street clear of cars unless absolutely necessary for loading. You will not be able to park on Dean Street or on any of the closed roads.

A few trolleys will be available if you need help getting your merchandise in or out due to congestion.

## Insurance

As per the Terms and Conditions, each stallholder must be adequately insured

## Stalls

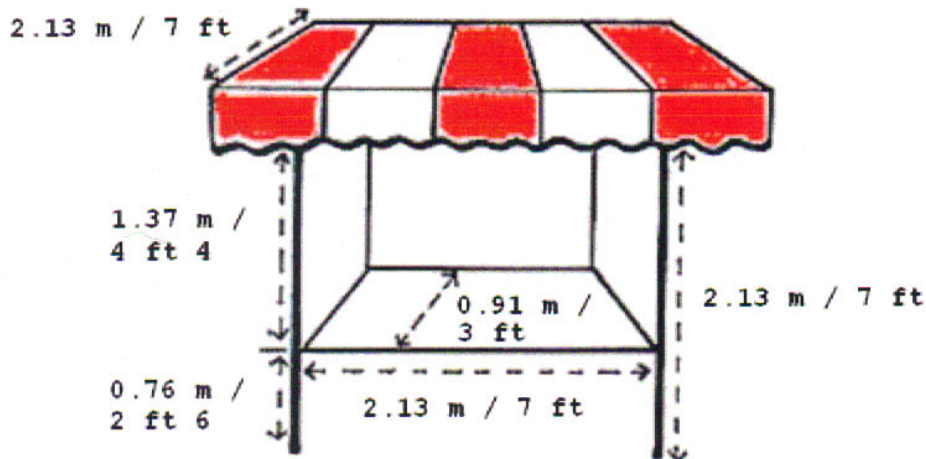
Please see below stall design with dimensions as supplied by Ray Linge. A picture of the stall is below. The stalls are light weight and easy and quick to put up and take down. The stall will look like the picture but won't necessarily be in candy stripes. The colour scheme will be random and varied. The stalls will not have a back or sides but an integrated table. The table may be removed. Stallholders need to pre arrange a table removal.

The stalls come in pairs.

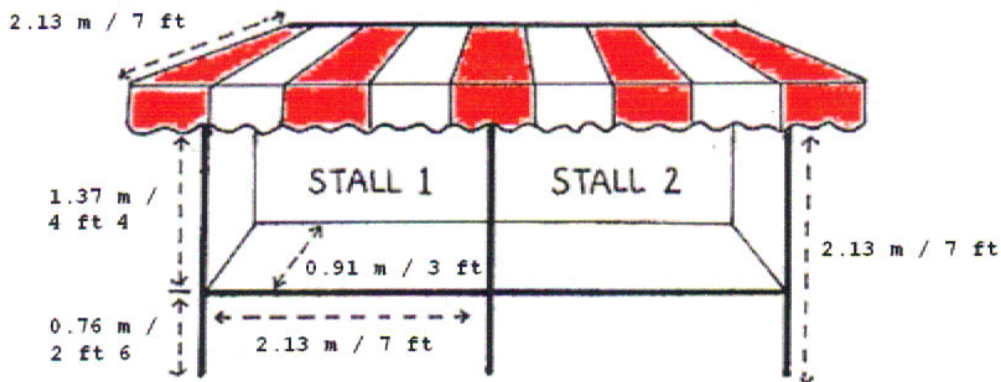
In addition, City Showcase will provide for free one single stall that will be converted into a changing room for clothes /fashion designers.



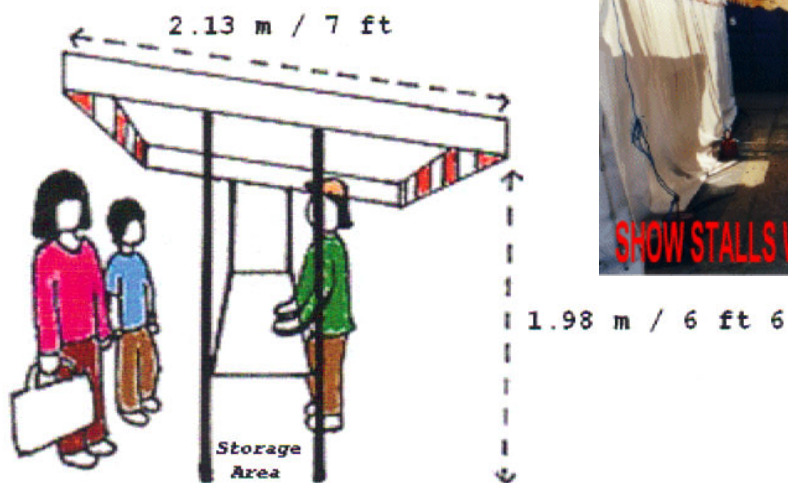
# MARKET STALLS TO SCALE



FRONT VIEW - single stall



FRONT VIEW - double stall



SIDE VIEW - single stall



## **Stall Designs**

Please consider how you are setting up your stall.

Stallholders will need:

- Material to cover the table – this should be sufficiently long so as to allow you to store goods under the table.
- boxes for display on the table and material to cover them
- water proof sheeting in case of rain
- if you are selling clothes – mannequins and rails
- if you are selling cards you may use a stand-alone card display (check height restrictions)
- please bring signage for front of stalls and top if you have it or pop up banners (check height restrictions)
- you will need to bring stools/chairs for you or your customers
- you can hang hangers etc to the back and sides of the roof but these might not be the prettiest way to present – waterfall/cascade hangers which come with a bracket might work better.
- Prints can also be leaned against covered boxes to make a flick through portfolio
- Art and prints can be displayed using easels which you should bring

Remember to keep your stalls to within the square footage of the stall for health & safety reasons

## **Merchandise**

Please ensure that you have sufficient merchandise to continue selling until 2000. There is nothing worse than closed stalls! Your merchandise can be stored under your table.

## **Waste Management**

Stallholders will be given a bin liner for waste. At the end of the day please tie it up and take it to the wheelie bins that will be situated at the bottom of Dean Street north of Old Compton Street and in Carlisle Street. Viola Waste Management is kindly providing these services. However we do need to ensure that the street is litter free at the end of the day so please take care of your stall area and keep it litter clear to create a better shopping environment. Extra bags will be available during the day should you want to move waste more regularly.

## **Security**

Security will be on the street to help with crowd control and audience movement. Security of your merchandise and your stall is the responsibility of stallholders. CSL cannot be held responsible for thefts. Please be diligent and never leave your stall unattended. Our staff is not insured to guard your stall or your merchandise.

## **Cash Machines and Banks**

There is a branch of NatWest on Dean Street with external cash machines. In addition, the Bank of China in Chinatown (a short walk away at 107 Shaftesbury Avenue, London W1D 5DA Tel -020 7437 5975) is open on Sundays from 12:00 to 16:00

## **Catering**

There are many cafés, restaurants and bars along and around Dean Street. At the north end of the street there is also a Tesco Metro open from 12:00 to 18:00 on Sundays.

## **Loos**

We are putting an arrangement in place and will advise asap.

## **Health and Safety**

Please note that the event location is a busy public area and, whilst City Showcase will have security patrolling, it cannot be responsible for individual stall security. City Showcase will also have team members patrolling – please report any concerns to a City Showcase team member.

## **Emergency Procedures/First Aid**

### **Emergency vehicular access route**

The rendezvous point for blue light services is located at the junction of Carlisle Street and Soho Square or, if closer access is required, the junctions of Dean Street and Old Compton Street and Bateman Street and Frith Street may be used.

### **Evacuation plans**

The event takes place in public streets with no impediments to dispersal. In an emergency attendees will be instructed from the stage and by tanyo to leave the area walking by the nearest exit. That will include Stallholders. Stage performers will be told to congregate in Soho Square.

### **Fire safety and emergency procedures Exit and dispersal**

The event takes place in public streets with no impediments to dispersal. There will be at least 4 metres of road on the east side of Dean Street and a turning circle clear at each junction.

To combat Class A fires, 1x 1-litre portable fire extinguishers containing water or foam will be provided at the stage. To combat Class B fires and fires involving electrical equipment – 1 x carbon dioxide. (CO 2) fire extinguisher will be provided at: generator/ stage.

A light duty fire blanket will be provided that will be suitable in the event of a clothing fire at both the stage and front of house.

### **First Aid**

There will be qualified first aiders on the street.

### **Lost and found children policy**

Lost children will be taken by staff/stewards to the back stage gazebo and appropriate but cautious announcements will be made.

## **Kids Company**

Kids Company is the main charity for the event <http://www.kidsco.org.uk/>.

## **PR**

CSL has appointed Alchemy Lifestyle PR for promotion. In our first year, they managed, amongst others, to get a full page in Time Out and features in Cosmopolitan, Company and The Evening Standard.

However, we ask all stallholders assist us by promoting the show as fully as possible. Please mention the market on your site, Facebook, Twitter, email sign offs etc and let your clients know where to find you!

## **Website**

City Showcase has just launched a new website [www.cityshowcasemarkets.com](http://www.cityshowcasemarkets.com) with information on the event and links to social networking etc. Please ensure that your listing appears as you would wish.

## **On-line Shop**

Stallholders are entitled to sell merchandise on the CSL on-line shop: [shop.cityshowcasemarkets.com](http://shop.cityshowcasemarkets.com).



## LICENCEES CHECKLIST

Please ensure you have read the Terms and Conditions. By taking part in the event, you confirm that you will comply with these terms.

### Required by City Showcase a month before the event:

1. Stall fee in cleared funds
2. Risk assessment
3. Insurance certificates - Employers Liability Insurer and Insurance Certificate Number (where applicable) and valid Public Liability Insurance is required (please send copy of certificate)
4. A list of products for sale including prices
5. Original signed Application Form to PO Box 2212, RH20 2XJ
6. List of Objects to be sold and price list
7. For PR purposes, 6 images with description – ie title, size, media, price. These images should be jpg format at 72 dpi and no larger than 3MB. Highlight any newsworthy developments, product launches or activities
8. For the City Showcase website – Company/designer description. Images provided for PR purposes will be used on site also
9. Please advise City Showcase if you plan to use a vehicle for loading and unloading – if so registration number of vehicle including make and model
10. Please state how long it will take (approximately) to set up and take down your stall