



## General Code of Event Organisation and Operation

Market Square Group shall at all times work for the common good of all parties involved with events that it organises.

- Ensure that all our own, and those of our contractors qualifications/accreditations/insurances are in place
- Give clear and detailed **information to our traders** detailing what is required of them in terms of stall presentation, trading standards, food hygiene, trading times, personal appearance.
- **Establish good working relationships with local representatives** including environmental health, licensing and projects officer ensuring that information is shared as required. A member of our staff will have direct responsibility for the administration of each event and will produce interim progress reports.

### Events Schedule

Once we have discussed the project with the local organisers, we will produce an events schedule which will include:

- Details on the site and general layout of the event (a specific stall plan will be produced once we have established numbers and stall sizes).
- A timeline for update meetings/phone calls/e-mails between ourselves and the local organisers.
- A list of shared and specific responsibilities – a 'to do' list.

### Risk Assessments

It is our standard practice to provide a risk assessment for all venues after an initial site inspection and liaison with the town's representative. We do ask that any special detail required by individual venues be made known to us in good time.

### Personal Licence/Licensing Laws

We currently have 1 member of staff who holds a personal licence and will apply for Temporary Events Notices in our company name. We ensure that all events that we operate where the sale of alcohol is involved comply with the current legislation.

### Hygiene Controls

All of our key staff members have undergone Food Hygiene Awareness Courses. We are always happy to talk to local EHOs before events to ensure that all

### Health and Safety

All of our employees have been instructed in basis Health and Safety rules and regulations. We monitor both the temporary structures and the practices of our traders to ensure that they comply with regulations in these areas.





## Electricity

We use only silent diesel fuelled generators in accordance with government legislation. We ensure that all cables are safely positioned and that the correct weather proof fitting are used throughout. All electrical equipment supplied by ourselves will be P.A.T tested.

## Insurance

We currently hold combined public and employees liabilities Insurance with ATD General. A copy of which is available on request. We further request that each individual trader working with us holds a public liability insurance of no less than £5 million.

Details of traders insurances are requested in booking forms. A trader or business will not be accepted onto one of our events if they do not provide details of their public liability insurance. Furthermore, it is stated in our terms and conditions that a stall holder must present evidence of current public liability insurance on request at an event.

## Our Stalls

- We target specific stalls that we have identified as being of particular value to the event.
- Consider applications carefully and request photographic evidence to support applications where necessary.
- Take a proactive approach and look for products and personalities that will bring a positive aspect to the market and contribute to the common good of the event.
- Market the event to our database of businesses and create interest from other stall holders through a number of marketing strategies.

## A Sustainable Event

**We will actively promote the local economy in the following ways:**

- Offer discounts to local businesses that want to join our events.
- Guide our caterers to buying local fresh produce for their dishes.
- Guide our traders to renting accommodation in the area.
- Feature local businesses, recipes and traditions on our website.
- Where possible, engage the services of local businesses in the provision of the following services such as power, waste management, and security.

## Eco-Friendly/Traceable Foods/Recycled Materials and Ethical Trade

Market Square Group has made a commitment to promoting all of the above throughout its events diary since 2006. Venues will benefit from the progress that we have already made in establishing an environmental and world concern ethos within our events. Not only will we attract a good many traders that other operators do not have on their books, but we will demonstrate a commitment in the following ways:

- Low carbon - we will partly power the World Market with solar power
- A strong line up of ethically traded products will be on the market
- Fair Trade produce will be given preference over non-fair trade





- Plastic bag free
- Low energy lighting

## Stalls

In general, we ask traders to provide their own stands for our events, although we do provide a hire service and will insist that trader hires in a stall, if we feel that their own stall is either unsafe or unsightly.

## Looking the Part

Presenting an original and 'colourful' product is important, but of equal importance is the presentation of the stalls themselves. We do not stipulate a stall type, nor indeed a uniform depth size (although 3M and in some instances 3.5M will be a maximum), but we do insist on an attractive exterior. 'Pop Up' Gazebos, Umbrellas and Metal Frame Constructions are all welcome, but all exterior skins must be clean and snug fitting. Thus, no tarpaulins clamped into place with unsightly bunching in the corners. We want our markets to look great from a distance as well as close up.

## Operations – Trader Info and Licences

A full list of traders is sent to the town in advance together with specific information on traders that may be of interest to Environmental Health Officers. Where individual licences are concerned, Market Square Group collates all applications and sends them on to the town's licensing team.

## Power on Site

The positioning of generators for the duration of the event will be decided upon after the initial site inspection and liaison with the town's representative.

## Setting Up and Breakdown

Agreed times for setting up, vans off site and breakdown will be established with the town prior to the event.

## Advertising

Market Square Group will undertake to produce and install all advertising materials although we often find that Town Centre Managers can co-ordinate the distribution of leaflets and the erecting of banners more effectively based on their local knowledge. Any assistance in this area is very much appreciated.

## On Site Responsibilities

At least one representative of Market Square Group will be on site at all times during an event. This person or these persons will be named in the risk assessment.

## Specific Requirements

We appreciate that each town and market venue will present their own peculiarities and endeavour to identify these through site inspections and consultation with the town representative to call upon local knowledge.

