



"PEOPLE. PRODUCE. PLACES. CELEBRATING, SUPPORTING AND SHOWCASING NORTH EAST FOOD AND DRINK"

### **JESMOND SET UP INSTRUCTIONS**

**LOCATION:** Armstrong Bridge, Jesmond. NE7 7BE

**TRADER SET UP:** 7.30am-9am

**TRADING TIMES:** 10am to 3pm

**PLACEMENT:** One of our team will be on site to ensure you are placed in our curated location on the day of the event. It is important that you go where placed by our team.

**LOGISTICS:** All traders are to offload on either the Heaton end of the bridge (access via Jesmond Park West) or Benton Bank Car Park situated on the Jesmond end of the bridge.

**PARKING:** There is park on both ends of the bridge with paid parking on Benton Bank operated by Pay By Phone.

**WASTE:** The bins provided are for public use only. Moderate waste is acceptable but NO COMMERCIAL WASTE such as boxes or oil drums.

**TOILETS:** There is a portaloo situated at the Heaton end of the bridge opposite the entrance to Jesmond Dene. This is a trader-only facility.

**PAYMENT:**

The pitch fee across all Local Heroes NE markets is currently:

*(July 2025)*

**Non-Food/ Community/ CIC - £36**

**Producers/ Non-Hot Food Traders - £45**

**Street Food/ Hot Drinks - £55**

This will be reviewed annually in April following consultation with traders.

You will be invoiced by My Food Stories Limited 72 hours **before** each event, on a Wednesday. Payment is required on the Friday before the market on the weekend. Failure to do this may result in exclusion from future markets.

**CANCELLATIONS:**

- We are an all weather market with the only exception being high winds. In the event of cancellation by the organiser, there will be no charge levied or any advance payment will be refunded.
- Our full Cancellation Policy can be viewed [here](#). All cancellations must be submitted via the official [Cancellation Form](#). Only cancellations submitted through this form will be registered on our system.
- Please note: Cancellations made within 7 days of the market will incur a 100% trader fee, those made within 7–14 days will incur a 50% trader fee, and cancellations made more than 14 days in advance will not be charged.

**MANDATORY TRADING REQUIREMENTS:**

1. Food Hygiene Certificate and Rating 4\* + (if you are awaiting audit then please let us know)
2. Risk Assessments and certificates relating to your food business, i.e. refrigeration, gas and preparation on site, if relevant.
3. Public Liability Insurance minimum £5m.
4. Stallholders should be ready to trade by 10am and should not, unless agreed in advance with the organisers, pack down early. Not only can leaving early be hazardous to both traders and the public, it also presents a poor community image for the market.
5. Stallholders are responsible for the removal of their own waste and rubbish.
6. All gazebos, stands and awnings MUST, in the very least, be securely weighted down on all 4 corners at every market by heavy commercial weights. Failure to do so will cause a risk to the public, negate our insurance and put future markets at risk.
7. Stallholders must consider the visual appearance of their stall including product presentation and signage. You have been chosen based on your quality and this must be represented on market day. Quality, customer service and attention to detail is what sets us apart.
8. Stalls need to be entirely self-sufficient, providing their own tables, gazebos and any other equipment needed. If your business is in its early incubation phase, then please speak to our staff to discuss and support required.

*Local Heroes NE is an enabling community of producers, traders and businesses. None of the above requirements or standards are designed to be prohibitive to trading. We are a pro-trader initiative looking for long term, sustainable and profitable opportunities for our network and in communities who would otherwise not have access to high quality, hyper local produce. Our attention to detail, diversity of product offer, commitment to quality, respect for our community and love of the North East is what sets us apart from other markets, events and pop ups. Let's grow together.*