



Market Licence Application

If you want to hold a market in Wirral you may be required to obtain a Market Rights Licence from Wirral Council.

A market is defined as a 'concourse of buyers and sellers' with five or more trading spaces.

This includes but is not limited to:

- Fairs
- Car boot sales
- Table-top sales
- Traditional and specialist markets

Depending on how the market will operate you can apply for one of the following licence types.

The licences available are:

Licence	Description
Short Term Market Licence	A single market or fair in a single location operating once for a period of not more than 14 continuous days.
Medium Term Market Licence	Two or more individual markets or fairs operating for not more than 28 days in one year or a single market operating for more than 14 continuous days but not more than 28 days.
Permanent Market Licence	Market(s) operating indefinitely or for more than 28 days in a single calendar year.

This Application should be submitted a minimum of **eight** weeks in advance of the planned date for the market.

You must check with the Planning Department by emailing planningapplications@wirral.gov.uk as to whether planning permission is required for the activities proposed under this application.

Return your complete form and supporting documents by email to licensing@wirral.gov.uk.

If you have any queries or need help with the form please email Licensing at licensing@wirral.gov.uk.

1. Applicant details	
<p>The 'Applicant' shall be the person to whom all correspondence shall be directed, and who shall be expected to play a leading role in the planning and operation of the market/car boot sale.</p>	
Title	[REDACTED]
First name	[REDACTED]
Last name	[REDACTED]
Market licence applicants must be 18 years of age or over.	I confirm that I am over 18 years of age <input type="checkbox"/> Yes <input type="checkbox"/> No
Day time phone number	[REDACTED]
Mobile phone number	[REDACTED]
Email address	[REDACTED]
Correspondence address including postcode	[REDACTED]
Name of your organisation/business	[REDACTED]
Position in organisation	Owner Sole Trader
Companies House Registration Number (if applicable)	N/A
Registered charity number (if applicable)	N/A
Have you organised a market before? <i>If yes please provide an example</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Our family have operated on markets for three generations and have a wealth of experience
If you are fund raising and are not part of the organisation you are raising funds for please provide details of that organisation and confirmation from that organisation	N/A

that they are aware of your event. Evidence of a donation will be required post event.	N/A
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2. Proposed location of the market	
Postal address of premises or, if none, ordnance survey map reference or description.	Vacant Marks & Spencer Store 39 Borough Pavement The Pyramids Shopping Centre Birkenhead CH41 6ES
For markets on public and private land you must provide a site plan showing the extent of the market and location of the pitches stalls.	<input checked="" type="checkbox"/> I have attached a site plan
If the proposed location is owned by Wirral Council please proceed to section 3.	The Council own the land, however it is leased to M&S for the next 54 years. M&S are willing to under lease the unit to me with their permission to
Are you the owner of the premises or land?	<input type="checkbox"/> Yes <input type="checkbox"/> No NO
If you are not the owner please provide details of the premises/landowner including name, address, email and mobile number. <i>(If you are not the owner please provide a copy of the owners written consent to use the premises/land for the purpose intended)</i>	Name: Marks and Spencer Agent Savills Address: Email [REDACTED] Daytime phone number [REDACTED] <input type="checkbox"/> Premises owner's permission attached
What is the premises/land normally used for?	Retail but it has been vacant for approximately eight years
Specify which part of the premises/land you will use. <i>(Including indoors or outdoors e.g. hall, car park, etc.)</i>	All floors

3. Type of market	
Which of the following best describes your market?	
<p>Commercial market Community Market</p> <p><i>Please give details of estimated profit to the traders and organisers</i></p>	<input type="checkbox"/> <p>Organiser Zero Traders have stated this location will increase their sales.</p>
<p>Charitable market</p> <p><i>All proceeds go to a charitable organisation. This includes income from any stalls/pitches etc.</i></p>	<input type="checkbox"/>
<p>Fundraising market/fair</p> <p><i>All funds raised from organising the event are used to deliver the event with any profits going to a charity sports club, school or other voluntary group.</i></p>	<input type="checkbox"/>
<p>Community event with market stalls</p> <p><i>The market is a small part of a wider community event. Income from selling spaces will be used to support delivery of the event.</i></p> <p><i>If there is any income left over after your event what will happen to this?</i></p>	<input type="checkbox"/>
<p>Other</p> <p>If you feel your market does not meet any of the above criteria please provide further information about the nature of the market.</p>	<input type="checkbox"/>

4. Market details	
<p>What is the name of your market?</p>	<p>Birkenhead Community Market</p>

<p>Theme of market</p> <p><i>This should represent the type of operation e.g. Farmers Market should be restricted to farmers and producers selling their own produce</i></p> <p><i>Prohibited goods shall include, but shall not be limited to: live animals, fish, birds; counterfeit/illegal goods, contraband, offensive goods.</i></p>	<input type="checkbox"/> Farmers Market <input type="checkbox"/> Artisan Food Market <input type="checkbox"/> Antiques Market <input type="checkbox"/> Craft Market <input type="checkbox"/> Plant Fair <input type="checkbox"/> Mixed Market X <input type="checkbox"/> Table Top Sale <input type="checkbox"/> Other* <input type="checkbox"/> Will there be food or drink on sale? Yes <p>*If other or mixed market please give further details below including the type of goods on sale</p>			
<p>Will you be providing an area for people to eat food sold at the event</p>	<p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>			
<p>Dates of markets. If you are applying for one day markets you do not need to enter a date in the finish column.</p> <p>Insert columns to be completed for a permanent market with days and times of operation</p> <p>All Days 9am to 5pm plus additional hours over Christmas</p>	<p style="text-align: center;">Start date</p>		<p style="text-align: center;">Finish date</p>	
<p>Set Up and Operational Hours</p> <p><i>Please use the 24 hour clock format for times. (If you are setting up or breaking down on a non-operational day please include this date)</i></p>	<p>Set Up from</p>	<p>Open</p>	<p>Close</p>	<p>Site Clear</p>
	<p>07:00</p>	<p>09:00</p>	<p>18:00</p>	<p>20:00</p>
<p>Proposed Stall/pitch/vehicle fees</p>	<p>Similar to what tenants currently pay</p>			
<p>Anticipated visitor numbers</p>	<p>At any one time:</p> <p>Per day:</p>		<p>At peak times we estimate upto 1000 per hour</p>	

5. Trading	
<p>How many trading spaces will be available? <i>The number of spaces should be based on each trader occupying a similar sized space no large than 3m². A trader requiring a stall covering the space of two spaces for example should be counted as two stalls.</i></p> <p><i>Review this box</i></p>	<p>Enter the total number of market stall/pitches available at your event: We estimate we will offer approximately 1550 square meters of lettable stall space</p> <p>The numbers entered above as we appreciate the bookings may change. Numbers are to provide us with an indication of the proportion of your market these types of stalls will represent.</p> <p>Enter the maximum number of retail food and drink spaces: 4</p> <p>Enter the maximum number of spaces for catering vehicles Zero</p> <p>Enter the maximum number of retail / charitable/community stalls We estimate 50 businesses will operate At the market</p>
<p>Will any stalls be selling alcohol? <i>Please refer to section 10 Licensing</i></p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No No</p> <p>If yes what will the maximum number of traders selling alcohol be?</p>

6a. Event Management Review this section	
<p>You may submit an event management plan as an alternative to answering this section providing this addresses all the points raised here.</p>	
<p>Please describe how your market compliments and supports the existing business offer and how you will ensure your market does not adversely affect existing local business.</p> <p><i>Car boot sales do not need to answer this question</i></p>	<p>It is accepted by Council Members, Officers, Market traders and the wider community that the current Birkenhead Market is an ageing building in need of modernisation or replacement.</p> <p>At the Economy Regeneration and Housing Committee meeting held on 27 March Members approved the allocation of £13.7m towards the costs and delivery of a new market in the currently vacant Argos unit on Princess Avenue in the new town centre.</p>

Wirral Borough Council have stated...

A: There are 43 businesses occupying 1800 square meters of lettable retail space in Birkenhead market. = 42 square meters per business average.

B: The Argus Market will offer 27 businesses lettable retail space totalling 465 square meters an average business occupancy = 18 square meters per business average

How will you limit and control any potential disruption to residents in the vicinity of the proposed market?	We will employ security staff from a reputable agency
Where will trader vehicles park?	On municipal car parks
Where will visitors to the event park?	On municipal car parks
How will you ensure your stall holders comply with food hygiene and trading standards legislation? A list of all food and drink stalls must be submitted to Environmental Health no later than 5 working days prior to the event.	By working closely with environmental health And trading standards
How will you make sure that counterfeit or stolen goods are not sold at your market (as this will be your responsibility as an operator)?	We will operate regular inspections and Work closely with trading standards

6b. Only markets on open land need answer the following questions in this section	
Please detail any proposed use of generators or LPG or other sources of power.	
What plans do you have for the disposal of refuse and for keeping and leaving the site in a clean, tidy and undamaged condition?	

Please list any activity or entertainment which will take place at your event and detail any temporary structures and equipment other than tables, chairs & gazebos which will be used.	
You must provide a risk assessment for your market with this application.	I confirm I have attached a risk assessment to my application <input type="checkbox"/> Yes <input type="checkbox"/> No

<p>7. Road Closures and Traffic Management</p> <p>Please note that separate fees are payable for road closures</p>
<p>If your market would require a road closure you will have to apply separately for a road closure notice. Please note that you may be required to employ a traffic management company to design and implement any signing or closure on the highway. Please ensure that you budget accordingly for traffic management when planning your market.</p>

<p>8. Licensable Activities under the Licensing Act 2003 Review this section</p>	
<p>The following activities will be taking place at my event</p> <p><input type="checkbox"/> Sale or supply of alcohol No</p> <p><input type="checkbox"/> A performance of live music - Will this be amplified? Yes <input type="checkbox"/> No <input type="checkbox"/> No</p> <p><input type="checkbox"/> Any playing of recorded music - Will this be amplified? Yes <input type="checkbox"/> No <input type="checkbox"/> No</p> <p><input type="checkbox"/> A performance of a play No</p> <p><input type="checkbox"/> An exhibition of a film No</p> <p><input type="checkbox"/> An indoor sporting event No</p> <p><input type="checkbox"/> A performance of a dance No</p> <p><input type="checkbox"/> A boxing or wrestling entertainment No</p> <p><input type="checkbox"/> Provision of late night refreshment any time after 23:00 or before 05:00 No</p>	
Does your venue have a Premises Licence in place which covers your licensable activities?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
I have applied to Wirral Council for:	<input type="checkbox"/> A Temporary Event Notice <input type="checkbox"/> A Premises Licence

9. Public liability insurance	
<p>If we are minded to approve you will need to provide evidence to us of public liability insurance for a minimum of £5m for your market. Your licence, if approved, will not be issued until this is provided.</p> <p>If your market is on council land you are required to gather evidence of public liability insurance for £5m from each trader wishing to attend your market and any other person providing equipment, entertainment or other service to your market. The Council may randomly ask to see evidence that this has been done.</p>	
Name of policy provider	
Value of public liability insurance	
Start date of policy	
End date of policy	
Copy/Evidence of organisers insurance attached.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Insurance to be provided at a later date as agreed	

10. Is there any other information you would like to provide in support of your application?

It is accepted by Council Members, Officers, Market traders and the wider community that the current Birkenhead Market is an ageing building in need of modernisation or replacement.

At the Economy Regeneration and Housing Committee meeting held on 27 March Members approved the allocation of £13.7m towards the costs and delivery of a new market in the currently vacant Argos unit on Princess Pavement Birkenhead town centre.

Wirral Borough Council have stated...

A: There are 43 businesses occupying 1800 square meters of lettable retail space in Birkenhead market. = 42 square meters per business average.

B: The Argus Market will offer 27 businesses lettable retail space totalling 465 square meters an average business occupancy = 18 square meters per business average.

If the 27 Argos units are rented out to 27 distinct businesses, then 16 businesses will not have any premises to operate their business from. Additionally, any traders who are offered a stall will be required to reduce their business size by over 50% on average. Many tenants at Birkenhead market are very concerned that they will either lose their businesses entirely or will be forced to reduce their retail footprint size to the point that their business will not survive.

I became aware of the threat to everyone's livelihood and decided to take action. I entered into negotiations with Marks & Spencer to operate a Community Market in their vacant unit. We have reached an agreement in principle, subject to contract with M&S. Therefore, I am now taking the next step by applying for a Market Operator License from Wirral Borough Council.

I would like to make clear that this proposed M&S market will offer the Council a number of distinct advantages and opportunities.

Checklist

- I have made or enclosed payment of the application fee
- I have enclosed a scale plan of the proposed layout identifying size and number of stalls
- I have enclosed evidence of landowners consent
- I have enclosed a copy of the Public Liability Insurance (minimum value of £5,000,000) for the Market and each individual trader
- A copy of food hygiene licenses and certificates (If required).

Privacy Policy

Wirral Council takes your privacy seriously. We will only use your personal information to administer your application and provide the products and services you have requested from us.

From time to time we may need to contact you with details of the service or information we require from you and we will do this using the contact information you provided on your application form. This can either be by post, email, telephone or text message.

The Council has a duty to protect the public and we implement a number of security measures to maintain the safety of your personal information. Please be aware however that the information you provide on this application may be shared with other public bodies where required, such as Council Departments, Government Services and the police, which may be used for the prevention of fraud or other serious offences.

If you require a copy of the data we hold or believe it to be inaccurate please contact the Council's Information Manager Officer by email at DPO@wirral.gov.uk.

Any further information held by the Council about individuals will be held securely and in compliance with the law. Information will not be held f

Signed:	
Name in Capitals:	
Date:	17



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1: The WBC Market Rights Policy 1:8 states *Birkenhead Market is owned by the council and it is the council's role to protect the commercial success of the market and make commercially minded decisions that support its traders*

The proposed M&S community market will assist the Council fulfil its obligations by protect all of Birkenhead Market's tenants and their businesses, offering them a central venue to operate their businesses from.

2: The proposed M&S community market will be located in the town centre, aligning with Wirral's 2040 framework..

3: If the Licensing Panel decides to support this proposal, the Council may be able to start demolishing the current market site sooner than expected. This could assist the Council in attracting tenants to the new office buildings.

4: The aim of the M&S community market is to provide space for all existing market tenants. This community market will aid in the regeneration of the town centre and complement the Council's development of an artisan/street food market at the vacant Argos site.

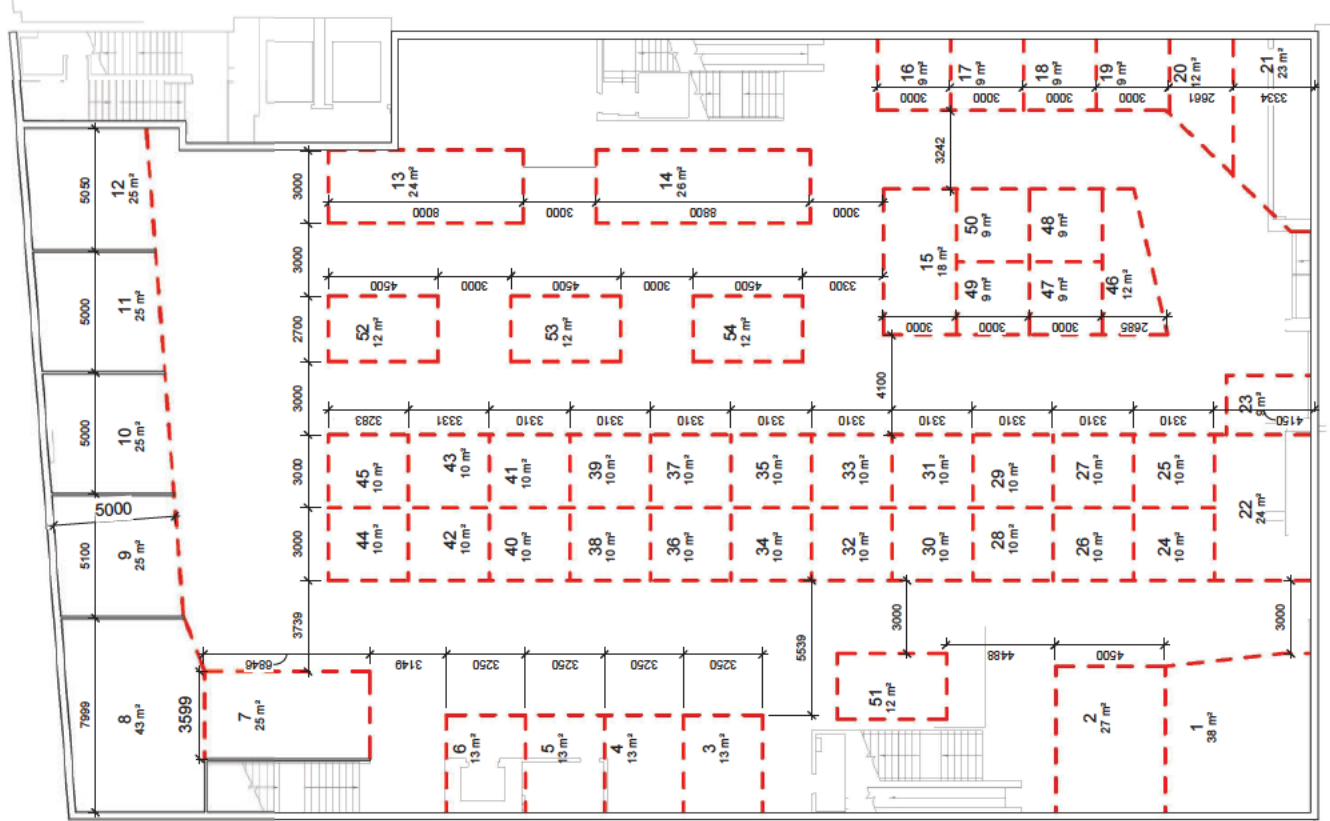
5: In consultation with existing traders many have stated they would expect their business performance to improve and they foresee and increase in employment opportunities.

Notes:

- Do not scale off this drawing
- Drawing to be read in conjunction with all relevant other drawings and related documents
- Contractor to check all dimensions /levels on site before construction and advise any discrepancies to L&H Architects
- All dimensions to existing elements are provisional based on survey information received and should be confirmed on site prior to undertaking any works
- Dimensions are in millimetres unless otherwise stated
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CONSTRUCTION (DESIGN MANAGEMENT) REGULATIONS 2015

- This drawing is to be read in conjunction with L&H Architect's corresponding Design Risk Assessments
- All works to be carried out in accordance with the Construction Phase Plan prepared by the Principal Contractor



rev	date	description	dim	chkd



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project name

Birkenhead Community Market

sheet description

Level 0

size & scale

A3 @ 1 : 200

date of first issue

06/08/21

drawn by

Bart

checked by

Checker

client's issue purpose

internal project number

Note: This drawing has been prepared to be issued for stage 5 review following prior comments. See to show work in progress.

drawing no.

revision

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project name
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sheet description
 Level 1

size & scale
 A3 @ 1 : 200

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