



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

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.

Title	█
First name	█
Last name	█
Market licence applicants must be 18 years of age or over.	I confirm that I am over 18 years of age <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Day time phone number	█
Mobile phone number	█
Email address	█
Correspondence address including postcode	█
Name of your organisation/business	█
Position in organisation	█
Companies House Registration Number (if applicable)	█
Registered charity number (if applicable)	
Have you organised a market before? <i>If yes please provide an example</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No in 2023 and previous years
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	

that they are aware of your event. Evidence of a donation will be required post event.	
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2. Proposed location of the market	
Postal address of premises or, if none, ordnance survey map reference or description.	Ian Fraser Walk, New Brighton Promenade CH45 0NQ
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.	
Are you the owner of the premises or land?	<input type="checkbox"/> Yes <input type="checkbox"/> 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: Address: Email Daytime phone number <input type="checkbox"/> Premises owner's permission attached
What is the premises/land normally used for?	
Specify which part of the premises/land you will use. <i>(Including indoors or outdoors e.g. hall, car park, etc.)</i>	

3. Type of market	
Which of the following best describes your market?	
<p>Commercial market</p> <p><i>Please give details of estimated profit to the traders and organisers</i></p>	<input checked="" type="checkbox"/>
<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	
What is the name of your market?	New Brighton Continental Market

<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 checked="" type="checkbox"/> Artisan Food Market <input type="checkbox"/> Antiques Market <input checked="" type="checkbox"/> Craft Market <input type="checkbox"/> Plant Fair <input checked="" type="checkbox"/> Mixed Market <input type="checkbox"/> Table Top Sale <input type="checkbox"/> Other* <input checked="" type="checkbox"/> Will there be food or drink on sale? <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>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<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>Start date</p>		<p>Finish date</p>	
	<p>23rd May 2025</p>		<p>26th May 2025</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>22nd may 2025</p>	<p>10:00</p>	<p>18:00</p>	<p>23:00</p>
<p>Proposed Stall/pitch/vehicle fees</p>	<p>N/A</p>			
<p>Anticipated visitor numbers</p>	<p>At any one time: 499</p> <p>Per day: 499</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: between 40-50</p> <p>The numbers entered below do not need to equal the number 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: 25</p> <p>Enter the maximum number of spaces for catering vehicles 5-10</p> <p>Enter the maximum number of retail / charitable/community stalls 20-25</p>
<p>Will any stalls be selling alcohol?</p> <p><i>Please refer to section 10 Licensing</i></p>	<p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes what will the maximum number of traders selling alcohol be? 3-4</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>Our Continental market enhances the footfall to the area , therefore bringing an extra 20-25% of business for all businesses. we also offer local trade a chance to either trade on the event or advertise their businesses.</p>

How will you limit and control any potential disruption to residents in the vicinity of the proposed market?	keep noise to a minimum and request no parking outside residents homes
Where will trader vehicles park?	local facilities near by
Where will visitors to the event park?	mainly at their hotels or local 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.	we vet all our traders and do not allow any trader with a food rating below 4 on the market . Yes we do this every year
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 check all goods on opening day

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.	all traders using LPG gas have to have a gas certificate and public liability .. also trained staff knowing how to change a cylinder
What plans do you have for the disposal of refuse and for keeping and leaving the site in a clean, tidy and undamaged condition?	we hire a waste company to dispose of the waste each day as not to keep waste on site over night

<p>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.</p>	<p>commercial grade style gazebos</p>
<p>You must provide a risk assessment for your market with this application.</p>	<p>I confirm I have attached a risk assessment to my application <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>

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

9. Public liability insurance

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.**

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.

Name of policy provider	Flint insurance
Value of public liability insurance	10 million
Start date of policy	feb 23
End date of policy	feb 24 - will send updated certificate once renewed
Copy/Evidence of organisers insurance attached.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

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

I have applied for bank dates at the end of May and would like you to consider these dates please , last year i attended a meeting and wasn't prepared of what was ahead of me at the meeting ! and our Bank holiday dates were declined due to local businesses complaining.

I made it my business to visit New Brighton on bank Holiday this year and I found a number of businesses were closed , Only Bars and one café were open. the café closed at 14:00.

I also spoke with local residents who said they love it when the Continental market is in New Brighton on a bank holiday because due to work commitments and holidays they are unable and attend in August and would be great to have us back in the May bank holiday.

I would love to discuss the possibility to attend New Brighton again on a bank holiday and will be ready for any queries this time .

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.

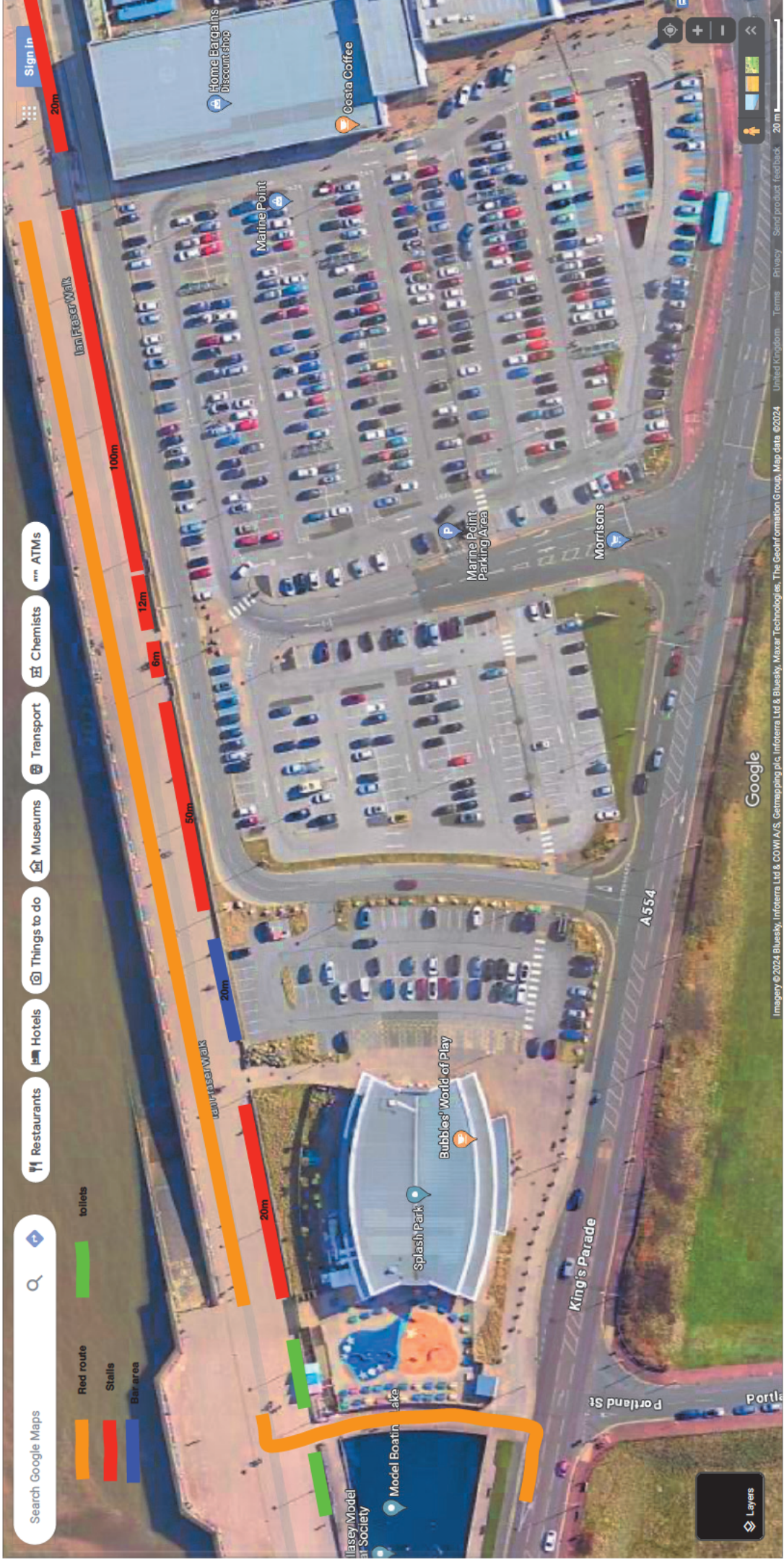
This can either be by post, email, telephone or text message.

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 for longer than required and will be disposed of securely.

Signed:	
Name in Capitals:	
Date:	



Sign in

20m

Ian Fraser Walk

100m

12m

6m

50m

20m

Ian Fraser Walk

20m

Search Google Maps

- Red route
- Stalls
- Bar area
- toilets

Restaurants

Hotels

Things to do

Museums

Transport

Chemists

ATMs

Home Bargains Discount shop

Costa Coffee

Maine Point

Maine Point Parking Area

Morrisons

Splash Park

Bubbles' World of Play

Model Boatin' Lake

Layers

Portland St

King's Parade

A554

United Kingdom

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Privacy

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