



# The Real Food Market, Southbank Centre

## PAGE 1 of 8

The Real Food weekly Market at the **Southbank Centre** offers you a fantastic opportunity to trade at one of London's most important cultural centres and iconic Thames-side locations under the Real Food banner.

### PRODUCER INFORMATION AND BOOKING FORMS

The Real Food Market has been successfully running at the Southbank on a weekly basis since May 2011 and, previous to that, as a monthly market since July 2010.

The market runs **Friday to Sunday**, at Southbank Centre, outside the Royal Festival Hall, close to Waterloo station.



Market opening times\*:

**Friday :** 12.00 – 20.00

**Saturday :** 11.00 – 20.00

**Sunday :** 12.00 – 18.00

\*Except where specified



# The Real Food Market, Southbank Centre

## PAGE 2 of 8

### SELECTION PROCESS and RATES

As with all festivals organised by Real Food Festivals Ltd, traders will be selected on the basis of quality and integrity of produce. Quality is understood in terms of taste and authenticity, and integrity extends to environmental and social responsibility. We look to promote the best food and drink that does not harm our environment, food producers, animal welfare and human health. There are not specific, fixed criteria for selection, inclusion will be judged at the discretion of Real Food Festivals.

All producers must be able to document the production and traceability of their product in response to questions either from the Organiser or visitors to the Real Food Festival Market.

### Market Rents

We offer competitive rates based on the type and scale of your business, including the full build of a 3x3m stall and services as described below. *Rates are per weekend.*

Primary Producer (<500k turnover p/a) production of own raw material (Agriculture, farming, grazing, hunting and gathering, fishing)	Other Producer (<500k turnover p/a) eg. processors, distributors and retailers	Stall holders > 500k turnover p/a	Corner stand	Food-to-go Concession (per stand)
<b>£200</b>	<b>£310</b>	<b>£600</b>	<b>+£75</b>	<b>+£125</b>

**Additional rates for 4 day markets (such as bank holidays): plus 25% on your agreed rent.**

### What we include

Real Food Festivals provide as a package:

- Full build of a 3x3m customised traditional market stall
- A counter top table
- Flooring, where required
- Basic power supply (<1500w)
- Basic lighting
- Cleaning
- Refuse collection
- Overnight security



# The Real Food Market, Southbank Centre

PAGE 3 of 8

## PRODUCER PROFILE

Please circle:

### Primary

All produce grown, reared  
or caught by producer

### Secondary

All produce brewed, pickled  
baked, smoked or processed  
by producer

### Supplier

Food importers  
and distributors

Number of staff that work for business: .....

Awards won (please circle or specify):

**Great Taste Awards**  
**OFM Food Awards**

**British Cheese Awards**  
**World Cheese Awards**

**Soil Association Award**  
**Regional Food Award**

Please circle main product categories (max 3):

Alcoholic Beverages  
Beverages  
Biscuits and Snacks  
Bread, Bread Products and  
Baked Goods  
Cakes, Puddings and Deserts  
Cereals  
Charity or NGO  
Cheese  
Chocolates  
Confectionary  
Dairy  
Delicatessens  
Desert Sauces and Syrups  
Ethnic

Fairtrade  
Fish and Seafood  
Frozen Deserts  
Frozen Speciality Food  
Fresh Fruit & Veg  
Hampers  
Health and Wellbeing  
Herbs and Spices  
Honey  
Jams and Preserves  
Meat and Charcuterie  
Mushrooms and Truffles  
Mustards, Jellies and  
Condiments  
Oils

Olives and Antipasti  
Pasta  
Pickles and Chutney  
Publications/Magazines  
Pulses  
Regional Food Group  
Rice  
Sauces and Marinades  
Sausages and Bacon  
Soft Drinks  
Soups  
Street Food  
Tapenade and Dips  
Terrines and Pate  
Vinegar and Dressings

PRODUCTS YOU WOULD INTEND TO SELL ON THE MARKET:

.....

.....

*Producers who have not previously exhibited or traded with RFF are asked to send sample product together with applications*

Food Market Events Ltd, trading as Real Food Markets  
Earls Court Exhibition Centre, Warwick Road, London SW5 9TA  
Tel: 0207 370 8627 Fax: 0207 244 3993 Web: [www.realfoodfestival.co.uk](http://www.realfoodfestival.co.uk)



## The Real Food Market, Southbank Centre

### PAGE 4 of 8

Please tick the appropriate boxes which apply to your product or answer as requested.

**100% natural**

☐

(Products contain no raw materials neither derived from genetically modified foods nor flavoured with synthetic flavours, and non-natural products)

**No artificial inputs**

☐

(In the form of synthetic pesticides, herbicides or fertilisers)

**Native breeds or varieties**

☐

**Locally or regionally grown/sourced ingredients**

☐

**Free-range**

☐

**Organic**

☐

**Fairly traded produce or products**

☐

**Product sourced and prepared by you**

☐

**Produce reared or grown by you**

☐

**Ethical and environmentally sustainable production**

☐

*Please specify in what ways (eg. Particular and notable practices or accreditation for sustainable production or high animal welfare standards):*

.....

.....

**Do your products reflect a local, seasonal or traditional production methods**

**Please specify and explain:**

.....

.....

.....

.....

.....

**Please list other markets/sites where you currently trade:**

.....

.....

.....

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### PAGE 5 of 8

#### Market Attendance

The Real Food Market is a weekly market taking place at the Southbank Centre every **Friday-Sunday** (with the exception of one-off events held on the Southbank Centre Square) and we encourage and prioritise traders who wish to attend on a regular, weekly basis. However we are, on occasion, also able to offer one-off slots, depending on availability.

Please tick and specify preference below:

☐ **Weekly attendance**

☐ **Selected dates** (specify dates below)

	1 <sup>st</sup> w/end of month	2 <sup>nd</sup> w/end of month	3 <sup>rd</sup> w/end of month	4 <sup>th</sup> w/end of month	5 <sup>th</sup> w/end of month	Select Weekend
<b>January</b>	n/a	n/a	18-20	25-27		
<b>February</b>	01-03	08-10	15-17	18-24 IMAGINE FESTIVAL	18-24 IMAGINE FESTIVAL	
<b>March</b>	01-03	08-10	15-17	22-24 n/a	29-01 (4 day Bank Holiday)	
<b>April</b>	05-07	12-21 Alchemy Mrkt	12-21 Alchemy Mrkt	26-28 n/a		
<b>May</b>	03-06 (Real Food Festival)	09-11 (Baftas w/e)	17-19	24-27 (4 day Bank Holiday)		
<b>June</b>	31-02	07-09	14-16	21-23	28-30	

\*For the **Alchemy** and **Real Food Festival** you will need to apply separately

RFF 2013: <http://bit.ly/VLOgvx>

***Applications will be accepted on a first come, first served basis – although attention is also paid to creating a well-balanced market***



# The Real Food Market, Southbank Centre

PAGE 6 of 8

**BOOKING FORM** Date of Application.....

Contact Name:.....

Company Name:.....

Address:.....

Postcode:.....Telephone.....

Email:.....

Website:.....

Stand Requirements (Refer to p 2 of application form for price guide)	Stand Type Primary/other/over £500K	Number of stands	Corners (+£75) Y/N	Food-to-go concession (+£125per stand)	Total cost per stand (excl VAT)
<i>Example</i>	<i>Primary</i>	<i>1</i>	<i>Y</i>	<i>1</i>	<i>£400</i>
<b>Your order</b>					

Furniture Requirements (one counter table top included in price per stand)	Item	Price	Quantity	Total Price
	<b>Additional counter</b>	<b>£10</b>		

Electrical Requirements Basic power and lighting is supplied as part of the price. If additional power is required beyond 1500KW this will need to be ordered in advance with additional fee	Usage	Total Price	Tick box	Total
	<b>Band 1: up to 1500 KW</b>	<b>FOC</b>		
	<b>Band 2: 3000 KW</b>	<b>£60</b>		
	<b>Band 3: 5000 KW</b>	<b>£120</b>		
	<b>Band 3: 5000 KW +</b>	<b>£180</b>		
Individual Power usage (this is important for us to know in order to distribute power accordingly)	No. of appliances	Total power rating, in W (watts) or KW (kilowatts)		

Payment must be received at least 3 weeks before each market opens. Invoices will be raised each month.	<b>Mandatory floor-cover charge</b>	<b>£10</b>
	<b>Total for all requirements</b>	<b>£</b>
	<b>VAT @ 20%</b>	<b>£</b>

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**DECLARATION AND SIGNATURE OF CONTRACT**

Please tick ALL appropriate boxes

- ☐ I wish to reserve a stall for the Real Food Market at Southbank Centre as stated above
- ☐ I enclose a cheque for the full monthly stand cost (you will be invoiced on a monthly basis, payment needs to be made in full 3 weeks before the first market takes place)
- ☐ I wish to pay direct by BACS to Food Market Events Ltd bank account,  
sort code: 20-36-16, account number 83665410. Please send remittance advice.

Signed.....

Print Name.....

On behalf of (Company).....

### SUMMARY TERMS AND CONDITIONS

1. All items displayed, sold and/or promoted at the market must have been approved and made known to the Organiser on this booking form and should comply with the selection criteria as described above.
2. Full payment including VAT is required with your application to secure your reservation. Please make cheques payable to Real Food Festivals Ltd. If your application is rejected your cheque will be returned to you or destroyed. Cheques will not be banked until you have been notified of selection. Payment by credit card is accepted but is subject to an additional fee based on the transaction value: Visa and Mastercard – 2.5%;
3. If you are booking multiple months, payment needs to be made in full 3 weeks before the market takes place
4. If the applicant cancels, fees are refundable on the following basis:  
Cancelled 30 days before market opening – full refund  
Cancelled 14 days before market opening – 50% refund  
Cancelled less than 14 days before market opening – No refund  
If the fees have not been paid the equivalent amounts under these refund terms will still be due.
5. Traders must conduct their business in a manner that does not interfere with the interests of other traders, and not canvass for customers beyond the boundaries of their stand. Traders should not engage in activities which are deemed to be contrary to the best interests of the Market or which appear unethical or to be in breach of the law and the Organiser reserves the right to eject a trader without any liability for a refund if a trader does not comply with these conditions.
6. A 'no smoking' policy operates.
7. In the interests of public safety, all traders must not dismantle their stand until after the event has closed. Traders should keep their stand appropriately dressed and maintained and all exhibits open to view and the stand adequately staffed continuously during the opening hours of the Market
8. The Trader shall be entitled to occupy the Space for the purpose of displaying only the Permitted Goods and Services for the duration of the Market. The Trader shall not assign the benefit of the Contract for Space or sub-let the whole or part of the Space, without the written consent of the Organiser.
9. Traders are responsible for their own goods at the Market and no responsibility is accepted for loss, damage, or financial loss, due to abandonment or cancellation of the event due to factors beyond our control.