

Covent Garden's Apple Market
New Trader Application Process
2022

Selection Process

Applicants will be sent an application form via email, once received by the Apple Market Management Office, the application will be reviewed by the Apple Market Product Selection Panel (PSP), comprised of Covent Garden's Apple Market Management Team and the representative for Apple Market traders.

The Apple Market Management Team will conduct an interview, then submit viable applications onto the marketing team for product approval. Following this process, we will inform applicants via email whether or not they have been successful in this round of applications.

In some cases, the panel may recommend that the applicant re-applies later, this will be clearly indicated in correspondence. The PSP will not give individual feedback to unsuccessful applicants and all decisions are final.

Applications are assessed via the criteria outlined below:

Selection criteria

1	Knowledge of material	The creator, designer, owner must demonstrate in-depth knowledge of the material that they work with.
2	Skill in technique	The creator, designer, owner should demonstrate they have an excellent command of the techniques used.
3	Quality of work	The work must show integrity and be executed to a high standard. The finish of the pieces must prompt an interest into the craft techniques used.
4	Originality of work	The maker must demonstrate creativity and uniqueness through design and form. The work must be clearly identifiable as individual to the maker.
5	Knowledge and future development	The processes used, and finished work must be well researched, and the maker must demonstrate potential for further development of new work.
6	Suitability	The products and business must be keeping in line with Covent Garden Area Trust's standards.
7	Eligibility	Crafts must be made in a UK based workshop or studio by the creator, designer, owner or under their personal direction. The craftsperson must declare their address used for U.K tax purposes.

Before Submitting an Application

New applicants are strongly advised to visit the Apple Market prior to applying. New applicants must be eligible to trade in Covent Garden according to the criteria in box number 7 of the above table. The Apple Market can only accept products which are produced within the U.K.

Application Details

Please complete and return the application form to the Apple Market Management Team via email to Helpdesk@covetgardenmarket.co.uk.

Post Application

Successful applicants will be invited to meet with the Management Team and Apple Market Representative to present their products and clarify any questions they may have.

Applicants are advised to submit a cohesive collection representative of their current work along with proof that their products are hand made and produced in the United Kingdom.

Post Acceptance

New traders must complete a six-week trial period where both the stall owner and the landlord can decide whether ongoing trading is viable.

New traders are encouraged to trade at a minimum of two days a week (Tuesday and Wednesday) where possible.

During the trial period, new traders will be placed at the bottom of the queue to select their stall location for the day. Following a successful trial period, new traders may take advantage of the lottery system used for daily stall allocation.

Tax and Insurance

All business owners must be registered with the Inland Revenue for tax and national insurance purposes. A VAT number is detailed on all receipts issued by the Management Team.

Stall owners, employees, minders, and subcontractors are required to submit proof of appropriate insurances whilst trading, including but not limited to Public Liability Insurance, Employer's Liability Insurance and Professional Indemnity Insurance.

Applicants will be notified of the result of their submission via email. The decision is final, and feedback may not be given due to the high volume of applications. Unsuccessful applicants may re-apply following a six-month period from initial application.