

CITY CENTRE QUALITATIVE CRITERIA

CITY CENTRE STREET FOOD MARKET LICENSING INITIATIVE

BACKGROUND

Street food has become a global phenomenon and is an essential ingredient of any vibrant and successful city. In Sheffield we want to promote and develop this exciting development in the culinary offer of major towns and cities, with gifted food entrepreneurs choosing to bring their menus to the streets rather than through the more traditional route of a restaurant kitchen.

In partnership with the Peddler Market (Warehouse), Kommune, and Steelyard Kelham (Container Park) three high quality street food providers we want to provide and serve a strong demand for legitimate street food providers through individual trading pitches and/or multiple trader market events.

Sheffield Markets core values state, that we want to create a sustainable portfolio of markets and traders which will offer a vibrant and positive experience for everyone, and that feature ambitious traders and small businesses selling both traditional and alternative products.

This proposal will help move us away from the traditional burger and chip vans to a modern, alternative street food option, where street food from across the world is on offer and available to everyone.

Our aim is to sustainably operate a high-quality street food regime in the central retail core, which can add to the vitality and viability of the street scene, draw visitors between the sites and crucially, increase their dwell time and spend time in the city.

Such an offer will also play a vital role in closing the gap between the daytime and night-time economies, offering those who work in the city centre an attractive culinary offer and attracting families into the city for the early evening. We can mix this with other on-street activities such as Theatre, Music, and other cultural activities.

We want to create and define a platform for Street Food Market traders to thrive in Sheffield City Centre by: -

- Creating a consistent business opportunity for traders
- Attracting a consistent customer base potentially over 3,000 people per month
- Ensuring our fees are fair and proportionate
- Providing a 50/50 approach with 50% experienced traders with 50% new emerging talent
- Creating the potential to provide a single drinks outlet (alcohol and softs)
- Creating the potential to provide low level entertainment
- Removing existing barriers to entry into Street food

- Identifying and nurturing new Food Traders for our Market(s)
- Assisting in the High Street regeneration
- Investment in the future of the City Centre
- Developing the Night-Time Economy
- Showcasing Sheffield's potential

This scheme is part of the Council's aim to make Sheffield the place to be and have a City Centre that is attractive, vibrant and welcoming to everyone.

Set out below is the qualitative criteria which forms the basis on which to test applications for the grant of designated Street Food Market Licences.

QUALITATIVE CRITERIA

GENERAL DESIGN

- The use of motorised vehicles will only be permitted if they are either electric, or euro 6 compliant. The council aims to reduce emissions and support the city centre, controlled emissions zone.
- We are looking for excellence, therefore good quality display / artwork is an important part of the selling process and top-quality presentation encourages purchase and benefits as well as the trader's reputation.
- It is in the best interest of traders to produce a high-quality design in the vehicle, trailer etc. that will be used to sell from. The function of the vehicle/trailer etc. is to identify the trader and add vitality and colour to the immediate area, and reflect the quality, cleanliness, and performance in their operation. The vehicle/trailer etc. contributes to the overall appearance of the street whether that is for good or bad, therefore design matters to everyone who uses the street, as well as the operator.
- Sign writing and scrollwork must be finished to a standard acceptable to the City Council.
- The unit must be visually acceptable to the City Council (this will include the Head of Markets and the Waste & Street Scene Committee) and be in keeping with the street/area that it is to be located.
- Advertisements on stalls will not be permitted except by permission of the Council in writing and subject to further conditions. The Council shall be the sole judge of what is an acceptable advertisement.
- The Council will reserve the right to not renew, suspend or revoke any licence where it considers the product(s) offered by the operator are not in keeping with the requirements of the site, the qualitative criteria, street food regulations / conditions of licence and the promotion of the City Centre.

- Non-functional elements attached to barrows / handcarts, are not acceptable.
- The general design of the barrow/handcart must meet the requirements of the Council for that location.
- Flame retardant 'skirts' are to be used, if necessary, to obscure the frame, gas bottle etc. They should be designed to 'unify' the barrow/handcart.
- All equipment, tools, gas bottles etc. must be self-contained within the stall/handcart etc.
- Bright colours and a sense of fun are encouraged.
- Finished in flame retardant paint.
- A colour photograph or scale illustration of the proposed handcart must be submitted to the Markets Service as part of the application process.
- No barrow/handcart should have a frontage greater than 3.0 metres or a width greater than 2.0metre.
- Roofs should be no more than 2.5m above ground level.
- Pitched and curved roofs are encouraged.
- Canopies should be high quality with a feeling of 'permanence'. These could be manufactured from either stretched canvas, or woven material, opaque or light metal materials. Clear plastic awning and extensions to the canopy will not be acceptable.
- Canopies must be maintained and cleaned to a high standard.
- Food traders must ensure that any stall design satisfies the requirement of food safely legislation. Staff must be adequately trained in good hygiene (Basic Food Hygiene Certificate and regular on-going training) and records of training must be made available on request.
- Best practise of food hygiene must be adopted by the operator. This includes: -
 - Personal hygiene
 - Hand washing
 - Ill health
 - Prevention of contamination
 - Temperature control
 - Temperature monitoring
 - Cleaning
 - Storage and stock rotation
 - Procedures in the event of freezer breakdown
 - Site cleanliness
 - Waste disposal
 - Pest control
 - Quality control
 - First aid facilities

Food traders must have a minimum food hygiene rating score of 3.

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