WESTMINSTER MARKETS

City of Westminster

Trader Handbook

A practical guide for Westminster market and exhibition traders

Markets and open-air exhibition sites | 2027



BERWICK STREET MARKET

CHURCH STREET MARKET

MAIDA HILL MARKET

RUPERT STREET MARKET

STRUTTON GROUND MARKET

TACHBROOK STREET MARKET



Contents

1. Westminster Street Trading – Trader Handbook 4
2. Westminster at a glance 6
3. Choosing the right route 8
   - Temporary market licence 9
   - Permanent market licence 9
   - Approved casual trader registration 10
   - Event/themed market trading 10
   - Exhibition licence 11
   - Registering assistants 11
4. What you usually need to apply 13
5. How applications work 14
6. How to request a change when you are trading 17
7. Trading with Westminster key responsibilities 18
8. Market guide 20
   - Berwick Street Market 22
   - Church Street Market 24
   - Maida Hill Market 26
   - Rupert Street Market 28
   - Sutton Ground Market 30
   - Tachbrook Market 32
9. Exhibition site guide 34

1. Westminster Street Trading – Trader Handbook

A practical guide for prospective and existing traders

This handbook explains the main licence, registration and event routes for Westminster's six council-managed markets and two licensed open-air exhibition sites. It is designed to help you choose the right route, prepare a complete application, and understand how each market or site operates before you apply.

It does not cover isolated pitches, kiosk pitches, portrait artist sites or other specialist non-market trading arrangements, which are managed through separate processes and guidance.

This handbook is a practical guide, not the legal document. Decisions are made under the City of Westminster Act 1999, the Council's Street Trading Policy, the relevant licence and standard conditions, any applicable market, event or site-specific operating requirements, and the current published fee schedule. If there is any inconsistency, those documents take precedence over this handbook. This handbook may be updated from time to time, so always check the Council's website and the live opportunity or site guidance before you apply or trade.

If you need this information in another format, or need a reasonable adjustment in relation to an application, booking, consultation, site visit or hearing, contact the relevant Council team as early as possible.

What this handbook covers

- The main licence and registration routes for markets and exhibition sites.
- What you will usually need before you apply.
- How applications are assessed and what happens next.
- A practical guide to each Westminster market and exhibition site, including location, public trading hours, character, indicative layout and trader-facing notes.
- Key contacts and where to find the latest fees, opportunities and online forms.



Westminster Markets and Exhibition Sites



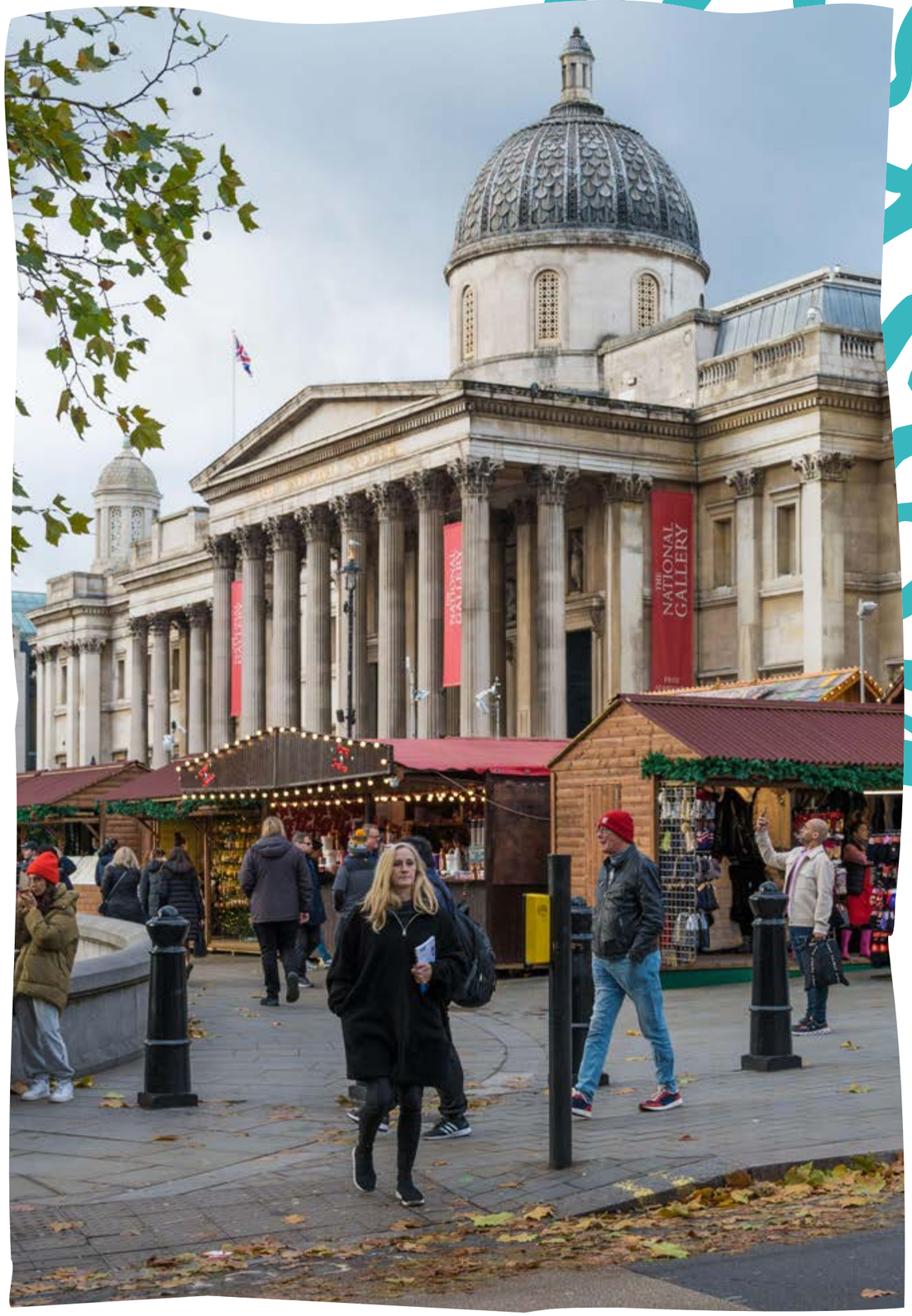
Westminster's council-managed markets and open-air exhibition sites at a glance.

2. Westminster at a glance

Westminster manages six street markets and two licensed open-air exhibition sites.

Together they provide a range of routes into trading, from flexible casual and event opportunities, to regular temporary market pitches and, in limited circumstances, permanent opportunities.

Site	Area	Public trading hours	Character
Berwick Street Market	Soho, W1	Monday to Saturday, 8am to 6pm	Flagship contemporary Soho market; weekday food-led with destination footfall.
Church Street Market	NW8	Monday to Saturday, 8am to 6pm	Westminster's value destination market; large, mixed and produce-anchored.
Maida Hill Market	W9	Friday and Saturday, 8am to 6pm	Programmed activation and incubation market square in North Paddington, with scope for trial trading and targeted lower-barrier opportunities.
Rupert Street Market	Soho, W1	Monday to Saturday, 3pm to 6pm	Boutique Soho culture market with curated, programme-led trading.
Strutton Ground Market	Victoria, SW1	Monday to Friday, 8am to 6pm	Victoria's weekday street food market, with scope for Saturday or other discovery / activation trading where separately advertised and authorised.
Tachbrook Street Market	Pimlico, SW1	Monday to Saturday, 8am to 6pm	Pimlico's food market serving residents and workers.
Bayswater Road Exhibition	Hyde Park	Sundays, 8am to 7pm	Open-air exhibition site for original flat art.
Green Park Exhibition	Piccadilly / Green Park	Saturday to Sunday, 8am to 7pm	Open-air art and craft exhibition in a central visitor location.



3. Choosing the right route

The right route depends on how often you want to trade, what you want to sell, and whether you are looking for a flexible trial opportunity or a regular pitch. The table below is a quick guide. The sections that follow explain each route in more detail.

Route	Best for	Typical duration	Key point
Temporary market licence	Traders who want a regular pitch on one market or a defined opportunity for a limited period	Usually up to 6 months (with option to renew upon expiry)	Main route into regular market trading; may also be used for pilots, relocation or vacancy backfill.
Permanent market licence (Street Trading Licence)	Longer-term pitch opportunities where the Council chooses to release them	Ongoing	Not ordinarily offered; only released exceptionally and at the Council's discretion.
Approved casual trader registration	Traders who want flexible, pay-as-you-go trading	For the period stated in the approval	Gateway for casual bookings and, in most cases, market event trading.
Event / themed market trading	Short-term curated opportunities, launches and special programmes	Short-term / event-led	Subject to the event brief; market event traders will normally already be approved casual traders.
Exhibition licence	Artists and makers who want to trade original work at Bayswater Road or Green Park	Ongoing or regular trading on exhibition days	Original art and craft only, subject to site rules.
Registering assistants	Existing licence holders who need named support staff on the pitch	Linked to an existing licence	Assistants do not hold the pitch in their own right.

Temporary market licence (Temporary Licence)

A temporary market licence is usually the main route into regular market trading in Westminster. It is suitable for traders who want to trade from a named pitch on a named market, or from another defined market opportunity, for a regular pattern of days over a limited period.

Opportunities are normally published through the Council's market vacancies pages, event briefs or other live opportunity notices. In most cases you apply for a specific pitch or advertised opportunity, rather than for a market in general.

What to remember:

1. Check the live vacancy, brief or opportunity listing before you apply. Apply online and pay the relevant application fee.
2. Provide the documents requested for your commodity, equipment and trading setup.
3. The Council will validate the application, assess market and location fit, and may ask for more information before a decision is made.
4. If successful, you will receive a licence showing the pitch or opportunity, authorised days, hours, commodity and any relevant conditions or operating requirements.



Permanent market licence (Street Trading licence)

Westminster will not ordinarily offer new permanent market licences.Permanent opportunities may be released only where the Council decides that a longer-term arrangement is justified, operationally appropriate, and consistent with the adopted role and needs of the market concerned.

Where a permanent opportunity is released, the advert or application pack will explain whether the Council is inviting applications from an individual trader, a group or joint proposal, or another specific format.

What to remember:

1. Permanent opportunities are advertised only at the Council's discretion.
2. Applications may involve scoring, shortlisting, interviews, trading proposals, presentations or trial elements, depending on the opportunity.
3. Permanent opportunities, if released, may involve scoring, shortlisting, interviews, presentations, trial elements and referral to a Licensing Sub-Committee or another formal decision-making route, depending on the opportunity.
4. A permanent opportunity should not be assumed simply because a pitch becomes free or because a trader has previously traded successfully on a temporary, casual or event basis.

Approved casual trader registration

Approved casual trader registration is Westminster's flexible, pay-as-you-go route for traders who want to try a market before committing to a regular pitch, or who want to trade across different markets or programmes on an ad hoc basis.

What to remember:

1. You must be approved before you can book a casual pitch.
2. Approval does not guarantee that a pitch will be available.
3. You must hold valid public liability insurance and any other evidence required for your commodity.
4. Bookings must be made and paid for in line with the Council's current booking process, and you must bring or display any documents or plates required for the day you trade.



Event and themed market trading

Westminster uses event and themed trading to support activations, pilot trading, special programmes and curated market days.

These opportunities are not always open and are assessed case by case against the event brief and the market vision.

For market events, traders will normally be expected to be approved casual traders before they are considered, unless the Council states otherwise for a specific event, partnership or programme.

Some Westminster market events may take place in authorised non-market event spaces. These are event-specific opportunities only and do not create a general right to trade in non-market space outside the relevant brief or authorisation.

Temporary, casual and event traders are expected to meet the same core standards of safety, presentation, cleanliness, accessibility and professionalism as regular traders.

What to remember:

1. Read the event brief carefully: it will explain the date, theme, commodities sought, pitch format, operating times and application deadline.
2. Event opportunities are curated and may be used to test new products, formats or audiences.
3. The Council may prioritise product quality, presentation, originality, fit with the brief, market vision and past compliance.

Exhibition licence

Exhibition licences are for artists and makers who want to trade original work at Westminster's open-air art exhibition sites at Bayswater Road and Green Park.

This is a specialist route. Before you apply, visit the exhibition site, review the current online pitch register and read any site-specific guidance so that you understand the site, footfall, format and current availability.

What to remember:

1. Apply online for the exhibition site you want to trade from.
2. You will normally be asked to provide and discuss original examples of each type of art or craft work you propose to display.
3. You must hold public liability insurance before a licence can be granted.
4. Successful applicants receive a licence and ID plate, both of which must be displayed while trading.
5. Site-specific exhibition guidance may apply in addition to the general conditions.



Registering assistants

Registered assistants are for existing licence holders who need named support staff to help operate their pitch. Assistants do not hold the pitch in their own right and the licence holder remains responsible for how the pitch is run.

You can only register assistants if you already hold a Westminster licence or registration that allows this. Named assistants must be registered with the Council before they work the pitch on their own.

What to remember:

1. Keep assistant details up to date.
2. The licence holder remains responsible for the pitch and for the conduct of any assistants.
3. No street trading should take place unless the licence holder or a registered assistant is present where this is required by the licence conditions.
4. Existing traders should use the Council's assistant registration process to add, remove or update assistant details.





4. What you usually need to apply

The exact document list depends on the route and what you want to sell, but most market and exhibition applications require the same core information. Submitting a complete application will help avoid delays.

Typical core application checklist:

- A completed application form for the correct route and the correct site or opportunity.
- The application fee or registration fee where one applies.
- Proof of identity and current contact details.
- Public liability insurance at the level required for the route you are applying for.
- A clear description of your goods or service, including photos, menu or product list where relevant.
- Details of your stall, receptacle, display, equipment or operating setup where requested.
- Risk assessments, method statements or other supporting information where the Council asks for them.
- Any additional information required by a vacancy listing, event brief, exhibition guide or market-specific operating note.

Additional information usually needed from food traders

- Food business registration with the appropriate local authority.
- A written food safety management system based on HACCP principles.
- Food hygiene training details for the people who will handle food.
- A menu and clear information on how food will be stored, prepared, reheated or cooked.
- Details of any on-site cooking equipment, electrical or gas demand, and any likely smoke, odour or wider operational impacts.
- Handwashing, temperature control and cleaning arrangements, as appropriate to your operation.
- Relevant gas or electrical certification, where required.
- Any additional evidence requested through the current food-trading checklist, event brief or opportunity pack.

If your application is incomplete, the Council may ask you to provide more information before it can be considered. Read the instructions on the form carefully and make sure your proposal matches the market or site you are applying for.

5. How applications work

Most applications follow the same broad pattern: choose the right route, review the live opportunity or site guidance, prepare your documents, submit the form and fee, and then wait for validation and assessment.

The level of assessment depends on the route, the site and the opportunity.

1. Choose the right route and read the information for the market or exhibition site you want to trade from.
2. Check whether there is a live opportunity, vacancy, register or event brief open for applications.
3. Submit the application form and the documents requested for your route and commodity.
4. The Council validates the application and checks whether it is complete and suitable for the opportunity.
5. Applications are then assessed. This may include market- or site-fit checks, interviews, artwork review, scoring, a trial period, or another proportionate assessment method where stated.
6. If successful, you will receive a licence, registration or booking confirmation together with the relevant operating instructions and conditions.

A few route-specific points are worth noting:

- Most market vacancies are only considered when they are advertised. Applications are assessed against the needs of the relevant market, the opportunity pack and the adopted market vision; date order alone will not determine who is offered a pitch.
- Rupert Street is curated and opportunities there are selected against the market brief, product quality, presentation and overall fit.
- Permanent market opportunities, if released, may involve scoring, shortlisting, interviews, presentations, trial elements and referral to a Licensing Sub-Committee or another formal decision-making route.
- Exhibition licence applicants should expect an artwork review as part of the process.
- Casual traders must first be approved and then book and pay for each pitch in line with the Council's current booking arrangements.

Always check the latest vacancy page, event brief or exhibition register before you apply. Live opportunities, day restrictions, market priorities and operating requirements can change.





6. How to request a change once you are trading

Once you are trading, do not assume changes can be agreed informally.

Use the Council's process and wait for written confirmation before making any change.

- Do not change your authorised days, hours, pitch, commodity, equipment or trading format unless the Council has confirmed the change in writing.
- Tell the Council as early as possible if you are sick, cannot attend, want to request a variation, or need another operational change.
- Assistant details must be registered and kept up to date before an assistant works the pitch on their own, where this is required.
- Repeated underuse, non-attendance or informal changes can lead to warning, temporary backfill, review or other action.
- Always wait for written confirmation before acting on a requested change.



7. Trading with Westminster: key responsibilities

Once licensed or registered, you will be expected to trade in line with your licence, the Council's standard conditions, any site-specific or market-specific operating instructions, and any event brief or exhibition guidance that applies to you. The list below is not exhaustive, but it highlights the main responsibilities traders should expect.

- Trade only from the pitch, site, days, times, goods, services and trading format authorised on your licence or booking, and make sure any queueing, product display, sampling or other customer-facing activity stays within the authorised pitch or site footprint unless expressly approved otherwise.
- Display your licence, ID plate or other required documents as instructed, including any site-specific notice required for exhibition trading.
- Pay charges on time and keep your contact details, insurance and supporting documents up to date.
- Keep your pitch, stall and immediate working area clean, separate and present waste in the way the Council directs, do not use public litter bins for commercial waste, and manage oils, grease and wastewater lawfully.
- Use electricity, gas and any other utilities safely, only for approved equipment and loads, and only in the way allowed for your pitch or site.
- Follow trader access, loading, vehicle, public safety and traffic-management rules for the relevant site or market.
- Register assistants properly; do not sublet, broker, swap or informally share your pitch, booking, days or hours; and do not change your commodity, equipment or trading format without the Council's written approval.
- Operate courteously and professionally at all times. Westminster has zero tolerance for harassment, discrimination, abusive behaviour or serious intimidation. Trader vehicles and generators must not be used in a way that creates unnecessary nuisance, obstruction or avoidable idling.
- Raise changes, sickness, requests for variations, or other important issues with the Council in writing as soon as possible, and notify the Council promptly of any serious incident linked to your trading operation.

How fees and payment work

- Application and registration fees are separate from daily pitch fees.
- Daily pitch fees vary by market, day and commodity.
- Casual and event trading follow separate fee routes.
- Licensed traders are invoiced every 4 weeks and fees are due within 30 days or by Direct Debit.
- Assistant-detail changes and replacement plates may attract small administration fees.
- Pregnancy, maternity, paternity and adoption leave waivers may be available where the relevant notice and non-trading conditions are met.
- Always check the live published fee schedule before you apply or book, because figures may change.



8. Market guide

The pages below summarise each Westminster market from a trader's point of view.

They are intended to help you decide whether the location, customer base and operating pattern are right for your business. Market plans are indicative and should be used as a guide only; final pitch allocations and operating instructions are confirmed through the Council's licensing and market management processes.

Public trading hours are not the same as set-up, loading, vehicle access or breakdown windows. Those arrangements are confirmed through the licence, opportunity pack, event brief or market instructions.



Berwick Street Market



Church Street Market



Maida Hill Market



Rupert Street Market



Strutton Ground Market



Tachbrook Market



Berwick Street Market

Founded in 1778, Berwick Street is one of Westminster's oldest and best-known street markets. Today it is the borough's flagship contemporary Soho market: food-led on weekdays, high-footfall, and increasingly shaped by curation, presentation and destination appeal.



Character	Flagship contemporary Soho market with a weekday food-led core and strong destination footfall.
Public trading hours	Monday to Saturday, 8am to 6pm.
Good fit for	Quality produce, flowers, speciality grocery, strong food offers and complementary non-food where released.
Licence routes	Temporary licences; approved casual trader registration where opportunities are advertised; event or themed opportunities where released.
Utilities and amenities	Electricity is available on relevant market pitches. Waste arrangements and any parking or loading guidance are issued through the market team.
Trader operating notes	Set-up, loading, vehicle access and trader operating windows are confirmed through the licence, opportunity pack or market instructions. Traffic management restrictions apply during market hours.
Location	Berwick Street, Soho, W1, close to Broadwick Street and Peter Street.

Berwick Street Market - Soho W1

Market

One of Westminster's oldest markets and Soho's main lunchtime market.

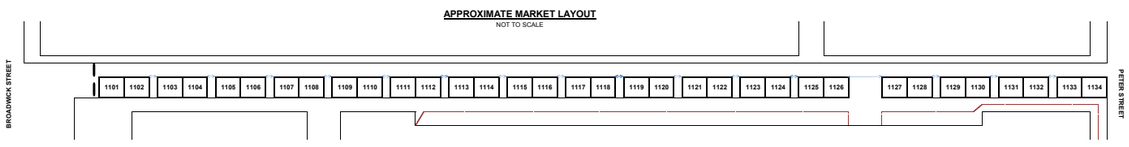
Location: Berwick Street, Soho

Trading pattern: Monday to Saturday, 8am-6pm

Location Map



Indicative location guide – not to scale.



Indicative Berwick Street market layout (not to scale; final pitch positions and operating instructions are confirmed by the Council).

Church Street Market

Church Street is Westminster's largest market and the borough's value destination market. It is strongly produce-led, visibly multicultural and widely used by residents and visitors for value shopping and everyday trade.



Character	Westminster's value destination market; large, mixed and produce-anchored.
Public trading hours	Monday to Saturday, 8am to 6pm.
Good fit for	Produce, flowers and plants, value-led household and clothing offers, bags, shoes and other market-compatible goods.
Licence routes	Temporary licences for advertised opportunities; approved casual trader registration where opportunities are advertised; permanent opportunities only where exceptionally released by the Council.
Utilities and amenities	Utilities and trader facilities are more limited than at some other markets and food trading is restricted to specific areas. Check the current opportunity listing carefully before you apply.
Trader operating notes	Access, loading, food-area and waste arrangements are tightly managed. Final operating instructions are confirmed through the licence, opportunity pack or market instructions.
Location	Church Street, NW8, between Edgware Road and Lisson Grove.

Church Street Market - Marylebone / Lisson Grove, NW8

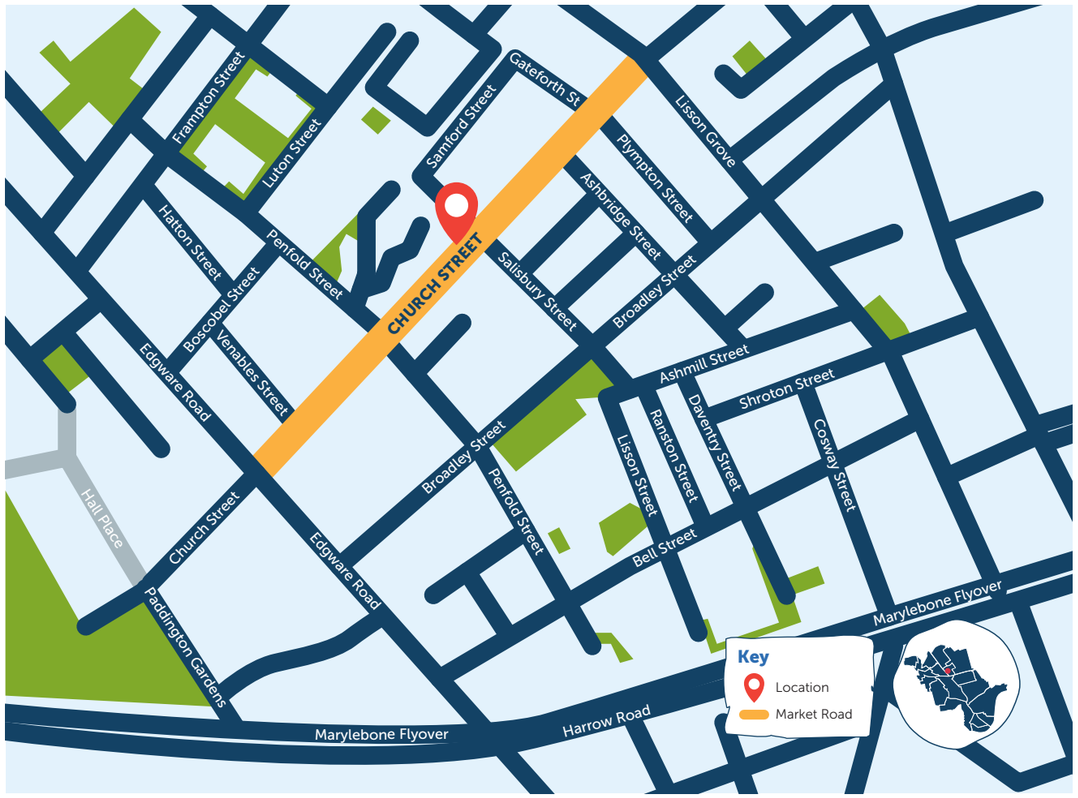
Market

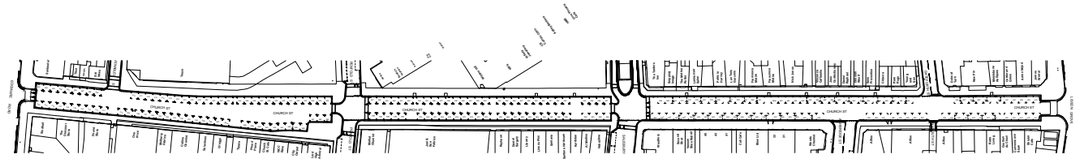
Westminster's largest market and the borough's main destination market.

Location: Church Street, NW8

Trading pattern: Monday to Saturday, 8am-6pm

Location Map





Indicative Church Street market layout (not to scale; final pitch positions, food areas and suspended pitches may change).

Maida Hill Market

Maida Hill is Westminster's newest market location and is being managed as a programmed activation and incubation market square within the wider regeneration of North Paddington.



Character	Programmed activation and incubation market square in North Paddington, with scope for trial trading, mixed local offers and targeted lower-barrier opportunities.
Public trading hours	Friday and Saturday, 8am to 6pm.
Good fit for	Fresh food, baked goods, community-facing retail, art and craft, and other activation-led offers set out in live briefs.
Licence routes	Temporary licences, casual opportunities, pilots and activation-led programmes as advertised.
Utilities and amenities	Electricity and event-supporting infrastructure are available on relevant pitches, and the wider public realm includes seating and an accessible public toilet pavilion.
Trader operating notes	Access, set-up, vehicle and event arrangements are confirmed through the relevant opportunity, licence or operation plan. Parking is managed separately.
Location	Fernhead Road / Maida Hill, W9, close to Elgin Avenue and Harrow Road.

Maida Hill Market - Maida Hill W9

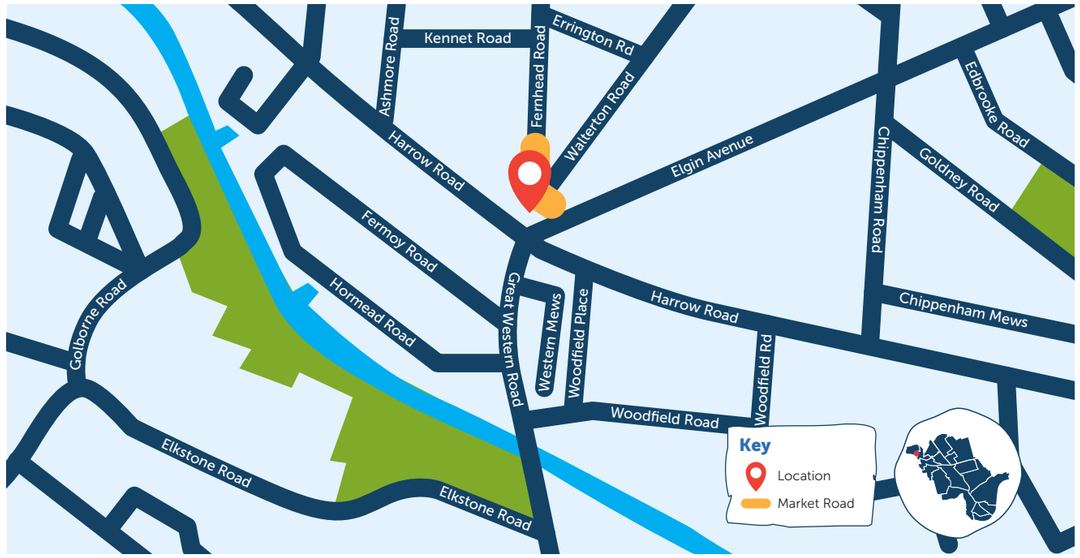
Market

Westminster's newest market, serving the surrounding neighbourhood.

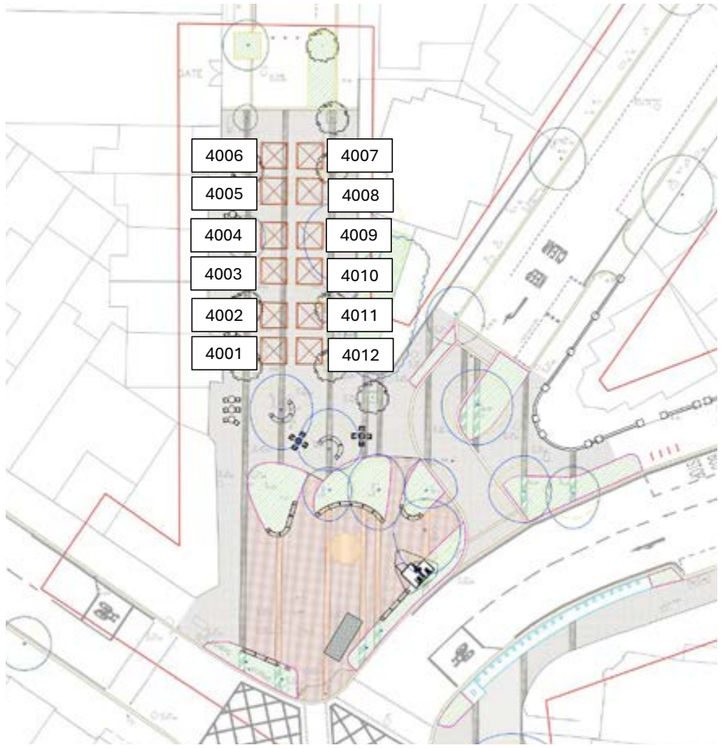
Location: Elgin Avenue / Maida Hill

Trading pattern: Monday to Saturday, 8am-6pm

Location Map



Indicative location guide – not to scale.



Indicative Maida Hill market layout (not to scale; the new market continues to evolve as the wider public realm programme is embedded).

Rupert Street Market

Rupert Street is Westminster's boutique Soho culture market. It has a smaller footprint and a more curated, programme-led identity than Westminster's daytime markets.



Character	Boutique Soho culture market with curated, programme-led trading linked to Soho and Theatreland.
Public trading hours	Monday to Saturday, 3pm to 10pm.
Good fit for	Curated artisan food and drink, gifts, vintage, arts, crafts, jewellery and other themed programme offers.
Licence routes	Curated temporary, casual and programme-led opportunities; event and themed trading are particularly important here.
Utilities and amenities	Utility provision and operating arrangements may vary by themed day or programme. Successful applicants will be told what is provided for their specific opportunity.
Trader operating notes	Rupert Street is managed as a curated programme market. Set-up, vehicle access and breakdown arrangements are issued with the relevant trading offer and should always be checked before trading.
Location	Rupert Street, Soho, W1, close to Shaftesbury Avenue, Brewer Street and Winnett Street.

Rupert Street Market - Soho, W1

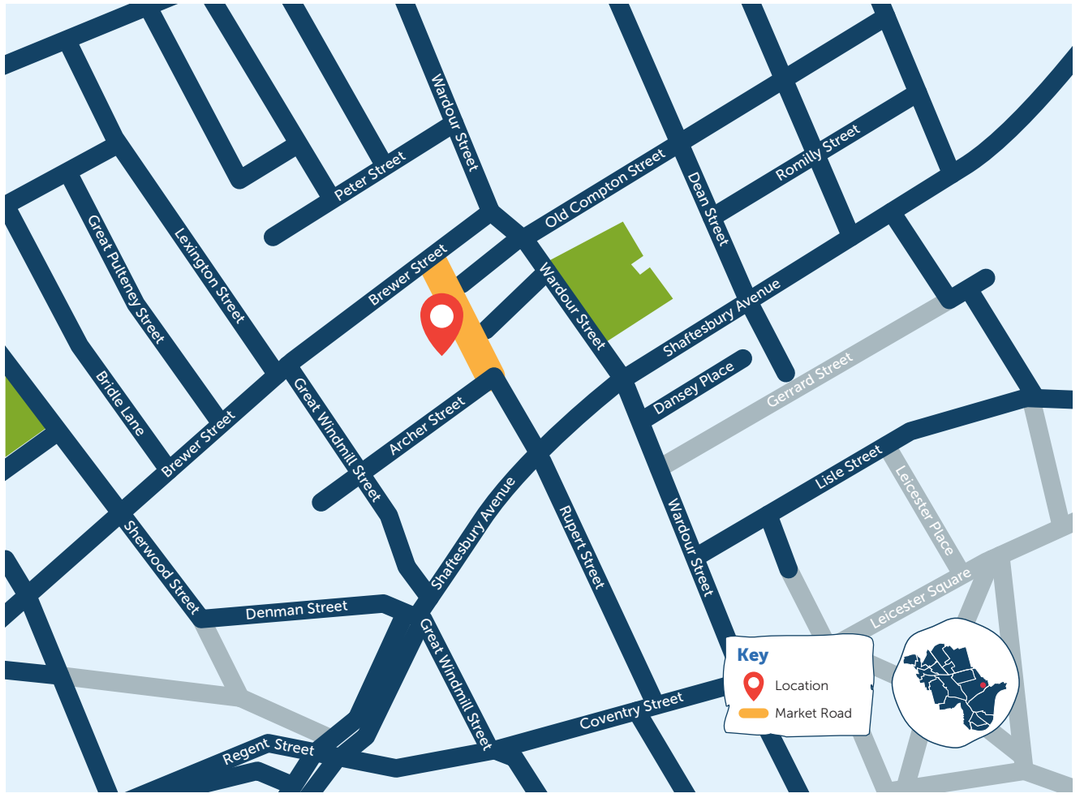
Market

A curated central Soho market with themed trading days and evening trading.

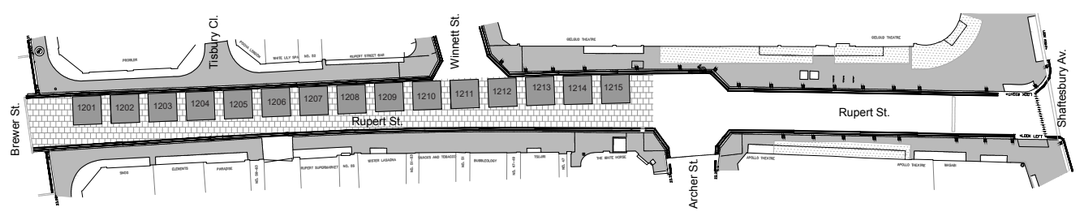
Location: Rupert Street, Soho

Trading pattern: Monday to Saturday, 3pm-10pm

Location Map



Indicative location guide – not to scale.



Indicative Rupert Street layout / programme plan (not to scale; themed days and pitch arrangements may change).

Strutton Ground Market

Strutton Ground is Westminster's weekday street food market in Victoria. It is best known for its lunch trade, while the wider strategy seeks a stronger discovery and place role over time.



Character	Victoria's weekday street food market, with longer-term discovery and activation potential.
Public trading hours	Monday to Friday, 8am to 6pm. Saturday or other discovery / activation opportunities may be introduced where specifically advertised and authorised.
Good fit for	High-quality hot food, coffee and selected complementary non-food or discovery offers where advertised.
Licence routes	Temporary licences and approved casual trader registration where opportunities are advertised.
Utilities and amenities	Utilities vary by pitch and should not be assumed unless they are confirmed in the opportunity listing, licence or market instructions. Parking is generally the trader's responsibility.
Trader operating notes	Vehicle and loading restrictions apply during the core trading period. Final access and operating arrangements are confirmed through the licence, opportunity pack or market instructions.
Location	Strutton Ground, SW1, close to Victoria Street, Old Pye Street and Greycoat Place.

Strutton Ground Market - Victoria, SW1

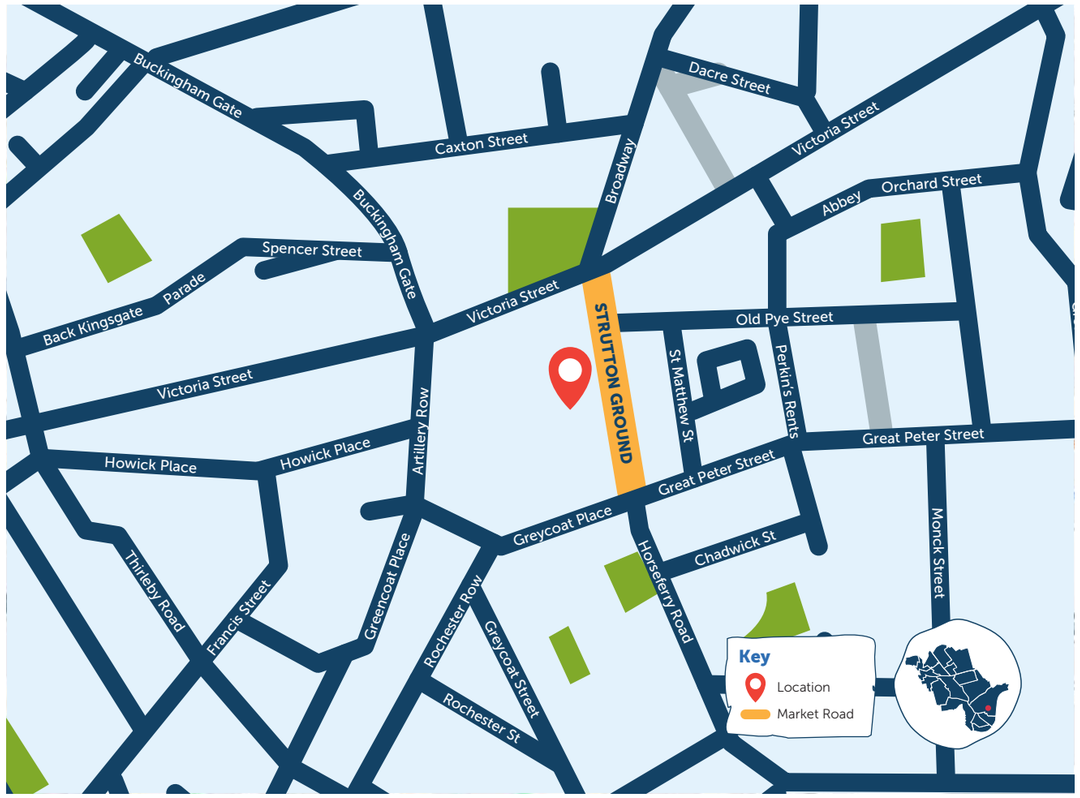
Market

A long-established weekday market serving workers, residents and visitors.

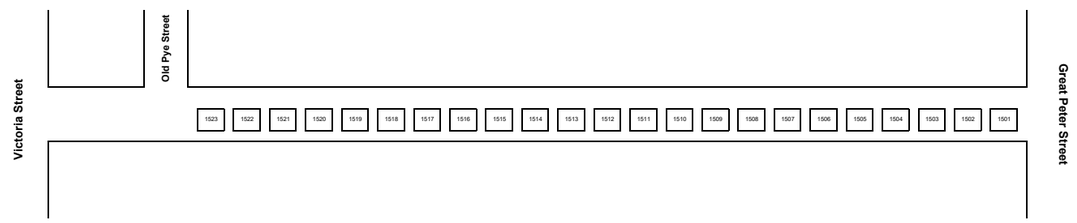
Location: Strutton Ground, Victoria

Trading pattern: Monday to Friday, 8am-6pm

Location Map



Indicative location guide – not to scale.



Indicative Strutton Ground market layout (not to scale; trader access and traffic-management restrictions still apply).

Tachbrook Street Market

Tachbrook Street is Pimlico's food market, serving local residents and nearby workers with a strong produce, convenience and neighbourhood food identity.



Character	Pimlico's food market, with a strong produce, convenience and neighbourhood food role.
Public trading hours	Monday to Saturday, 8am to 6pm.
Good fit for	Produce, butcher and fishmonger offers, neighbourhood food, selected household and clothing offers, and limited complementary hot food where advertised.
Licence routes	Temporary licences and approved casual trader registration where opportunities are advertised.
Utilities and amenities	Pay-as-you-use electricity is available through market bollards on relevant pitches. Parking and access arrangements are managed separately and traders are expected to use compliant cabling and approved loads.
Trader operating notes	Vehicle and loading restrictions apply during core market hours. Final access and operating arrangements are confirmed through the licence, opportunity pack or market instructions.
Location	Tachbrook Street, SW1, in Pimlico, close to Warwick Way and Churton Street.

Tachbrook Street Market - Pimlico, SW1

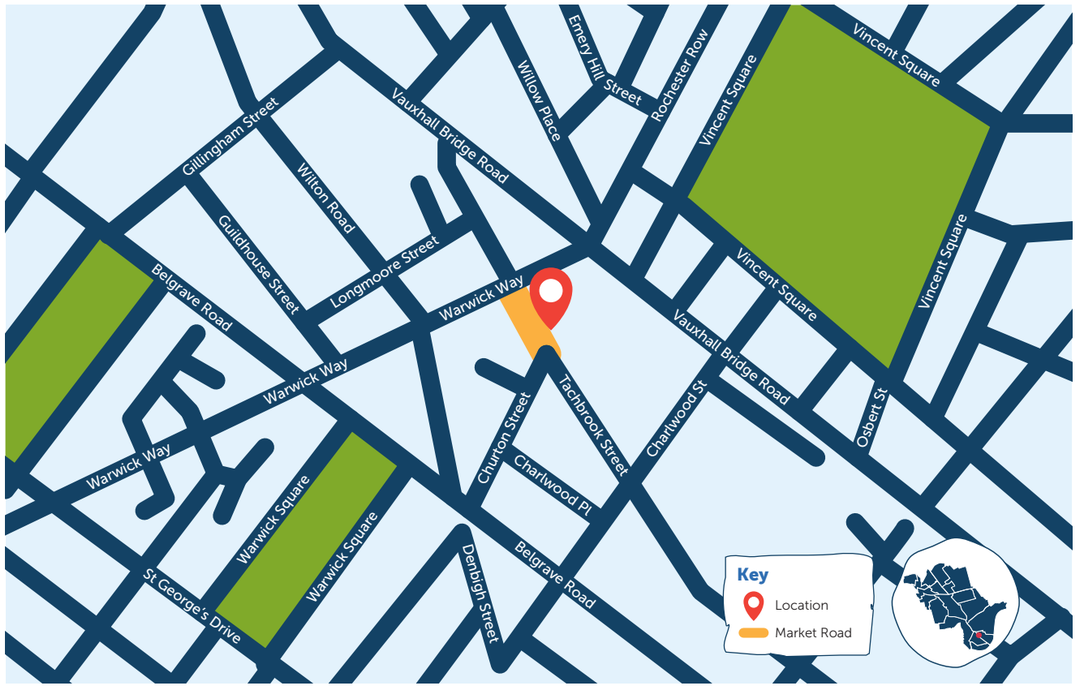
Market

A mixed neighbourhood food market with produce, convenience and hot food.

Location: Tachbrook Street, Pimlico

Trading pattern: Monday to Saturday, 8am-6pm

Location Map



Indicative location guide – not to scale.



Indicative Tachbrook Street market layout (not to scale; individual pitch opportunities and access rules may vary).

9. Exhibition site guide

Westminster also licenses two open-air art exhibition sites.

These sit outside the six street markets, but they are an important part of Westminster's wider street trading network. They are specialist routes for artists and makers selling original work, and they operate with site-specific guidance alongside the general street trading framework. Exhibition traders must also follow any current site-specific guidance, register rules, display requirements and quality standards published for the site.

Bayswater Road Exhibition

Bayswater Road is a long-established open-air exhibition site on the edge of Hyde Park and Kensington Gardens. It is designed for artists who want to trade original flat art directly to visitors in an outdoor setting.

Public trading hours	Sundays from 8am to 7pm, and on any additional days authorised by the licence.
Good fit for	Original flat art; there are a limited number of craft pitches.
What you can sell	Original work only. Prints and photographs are not permitted.
Pitch format	Pitches are generally 2.74 metres long, although some may be smaller.
How applications work	Check the online register first, then apply for an exhibition licence. Applicants should expect an artwork review and any additional checks required by site guidance. Applicants should also expect original-work and personal-attendance requirements where these are set out in site guidance or licence conditions.
Utilities and amenities	A parking space is not provided as part of the licence. You should not assume access to utilities unless confirmed separately.
Location	Bayswater Road, between Queensway and Lancaster Gate Station, on the Hyde Park / Kensington Gardens edge.

Bayswater Road Exhibition - Bayswater Road / Kensington Gardens / Hyde Park

Market

A mixed neighbourhood food market with produce, convenience and hot food.

Location: Tachbrook Street, Pimlico

Trading pattern: Monday to Saturday, 8am-6pm

Location Map



Indicative location guide – not to scale.

Bayswater Road Exhibition – site format

Park railings / exhibition line

Pitch 1 | Pitch 2 | Pitch 3 | Pitch 4 | Pitch 5 | Pitch 6 | Pitch 7

Sunday 8am to 7pm

Original flat art only; limited craft pitches

Approx. pitch length. 2.74m

Indicative Bayswater Road exhibition site format. Final pitch allocation is set through the exhibition licence and current register.

Green Park Exhibition

Green Park is a central open-air exhibition site on the south side of Piccadilly. It is a specialist weekend trading location for artists and makers selling original work in a high-footfall central London setting.

Public trading hours	Saturdays and Sundays from 8am to 7pm, and on any additional days authorised by the licence.
Good fit for	Original art and craft work suited to a visitor-facing weekend location.
What you can sell	Only original art and craft are permitted. Prints and photographs are not permitted. Some long-standing licences benefit from a historic dispensation affecting t-shirts and sweatshirts.
Pitch format	Pitches are generally 2.74 metres long.
How applications work	Check the online register first, then apply for an exhibition licence. Applicants should expect an artwork review and any additional checks required by site guidance. Applicants should also expect original-work and personal-attendance requirements where these are set out in site guidance or licence conditions.
Utilities and amenities	A parking space is not provided as part of the licence. Traders must personally attend the pitch to exhibit their own work.
Location	South side of Piccadilly, between Bolton Street and Down Street, next to Green Park.

Green Park Exhibition - Piccadilly / Green Park

Market

Weekend open-air art and craft exhibition site on the railings beside Green Park.

Location: Along the south side of Piccadilly between Queen's Walk and Constitution Hill.

Trading pattern: Saturdays and Sundays, 8am-7pm

Location Map



Indicative location guide – not to scale.

Green Park Exhibition – site format

Park railings / exhibition line

Pitch 1 | Pitch 2 | Pitch 3 | Pitch 4 | Pitch 5 | Pitch 6 | Pitch 7

Saturday and Sunday, 8am to 7pm

Original art and craft only; no prints or photographs

Approx. pitch length. 2.74m

Indicative Green Park exhibition site format. Final pitch allocation is set through the exhibition licence and current register.

10. Other useful trading opportunities

Westminster also contains privately operated farmers' markets in Marylebone and Pimlico. These are not run by Westminster City Council. If you are interested in trading at those markets, contact London Farmers' Markets directly and follow their separate application process.

Key contacts and useful links

Contact	What this is for	Details
Market Development / Markets Team	General market questions, market character and trader support	**markets@westminster.gov.uk**
Street Licensing Team	Applications, fees, renewals, variations, casual registration and exhibition licensing	**streettradinglicensing@westminster.gov.uk**
Market Operations Team	Day-to-day trading issues, compliance and operational matters	**markets.operations@westminster.gov.uk**
Market opportunities and vacancies	Live market opportunities, vacancy pages and registers	See the Westminster markets and street trading pages online
Report It	Street cleansing, waste, fly tipping, odour, noise or other street issues	Use the Council's Report It service online

Useful online pages include the Westminster markets hub, market and pitch vacancies, approved casual trader registration, exhibition licences, and the current fees and charges pages. Details such as live opportunities, fees and some route-specific requirements can change during the year, so please check the latest information before you apply or book a pitch.

- **Westminster markets and street trading**
- **Markets in Westminster**
- **Market and pitch vacancies**
- **Become an approved casual trader**
- **Exhibition licences**

Before you apply

- Read the current website page for the market or exhibition site you are interested in.
- Check the live vacancy, event brief, casual booking route, exhibition register and current fee schedule before submitting a form or booking a pitch.
- Make sure you have the right insurance, supporting documents and approved setup for your route and commodity.
- If you need information in another format or a reasonable adjustment, contact the Council early.
- Treat this handbook as a practical guide: the Council's policy, licence conditions, standard conditions, fee schedule and your licence will always take precedence.









WESTMINSTER MARKETS

City of Westminster