

## Supplementary Information

### Application Criteria for Licensing Ice Cream Sites

We need to be confident that traders are able to offer a consistently high standard of service and meet customer demand whilst managing their pitch safely and effectively. This is particularly important with regards to waste management, cleanliness and hygiene standards.

We will be scrutinising prospective traders based on the following criteria:

- **Previous experience in street trading or other relevant field**  
Candidates will need to demonstrate their suitability for their preferred site as a street trader, giving a detailed explanation of their experience, capabilities and competence. This is particularly important with regard to health and safety matters. We will still consider start-up businesses provided that they can meet our expected standards.
- **Quality and uniqueness of commodity/concept**  
In Camden we want to encourage healthy eating and give people the chance to choose from a range of options. Your commodity or concept must be of a high quality and we are keen to see a diverse range of alternative healthy options (Frozen Yoghurt/frozen fruit, low sugar drinks, fresh fruit juices, water etc.).
- **Knowledge of commodity/concept**  
We expect traders to have a good knowledge and understanding of what they are selling, how prospective customers would benefit and to provide an informative service with clear pricing and offers.
- **Quality of stall display and hygiene**  
In order to create an appealing and aesthetically pleasing trading site we expect traders to be able to demonstrate their understanding of visual merchandising and marketing explaining how they will employ these practices on their own vehicle/trailer. We would expect traders to be able to run on an electricity supply and/or be able to operate from a battery power within the vehicle or trailer (Note: No Electricity points are available at the sites currently and applicants will need to submit alternative ways to power their vehicles/trailers/carts etc.).

Additional information such as how staff will be dressed, the usage of recycling materials and or eco-friendly washing products to maintain your vehicle clean, will be of benefit to your application. We would also like to see that you have achieved appropriate level in food hygiene and food safety, i.e. food safety rating of 5 Star. We want to ensure that all our traders comply with the Environmental Health requirements and all assistants completed required courses. Traders should follow all guidelines with regard to the display of ingredients (allergens) and agree for any additional inspection of vehicles prior to licensing, if required.

- **Clear pricing**  
We expect our traders to display prices operate in a fair pricing policy to make ice cream affordable to local residents as well as the tourist trade. Please indicate if you plan to offer any discounts or take part in a resident discount scheme.
- **Adherence to licencing terms and conditions including:**

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- Must agree to provide all details required for a licence to be issued for main licensee;
  - Must agree to provide all details required for a licence to be issued for all registered assistants;
  - Must agree to pay the registration fee and six months fees and charges in advance (a refund will be issued if the site has to be withdrawn);
  - Must agree to display licence and all other required documentation;
  - Agree to report crime, ASB etc. to the appropriate authority when witnessed whilst on site;
  - Must agree hours of operation.
- **Other requirements**

Where possible we are actively seeking traders whose products promote a healthy lifestyle and are fair-trade certified.

Our intention is for all traders at our sites to be London based however, we will still consider applicants based outside Greater London.

### What you should bring to your interview

Candidates should provide as much supporting evidence relevant to the above criteria as possible prior to the interview, for example: business proposal, menu options, and pictures of the vehicle/cart etc. All supporting evidence to be submitted at least 3 days before the interview date.

### What will happen after the interview stage?

The highest scoring candidates will be considered for one of the available pitches in the relevant market. Candidates who achieve a satisfactory final score (+60%) but are not among the selected candidates will be kept on a short list for any future developments. Unsuccessful candidates may reapply at a later date and may be encouraged to trade at an alternative market in the borough to build up their experience.

For any queries please email: [icecream@camden.gov.uk](mailto:icecream@camden.gov.uk) or call 0207974 4444.