

# Street Trading

## Excellence Criteria for pitch applications



## Excellence Criteria:

- This document will outline the five types of setups that LBR will accept as part of the new excellence criteria for any trading pitch in the borough.
- The aim is to ensure a visually appealing and consistent standard across all pitches, aligned with the reference images used to define excellence.





## 1) Vintage truck/trailer

Tidy trailer with branded signage



## 2) Rustic vendor

Fruit and Veg- wooden fixtures, warm lighting, natural textures, and clear branding







### 3) Mobile - Compact

Scooter/tuktuk setup with efficient space use, secure equipment, and clear branding



## 4) Pop-Up Boutique

Small storefront feel with a front-facing display, uniform branding, and accessible layout







## 6) Bicycle/ Cart Style Display:

Professional display and consistent branding



## General expectations

- Applicants must provide an outline of their business offering that includes images illustrating a visually appealing setup corresponding to one of the accepted types.
- The visuals should mirror the quality, presentation, and attractiveness demonstrated in the reference images.
- Applications that do not present a visually appealing setup matching these criteria will not be accepted.





## Any Questions?

**Please read the conditions sheet and policy on our website to be sure you can meet the requirements. If you have any further questions, please email us at [licensing.authority@redbridge.gov.uk](mailto:licensing.authority@redbridge.gov.uk)**

