

web labs

MP

market places
pitch bookings

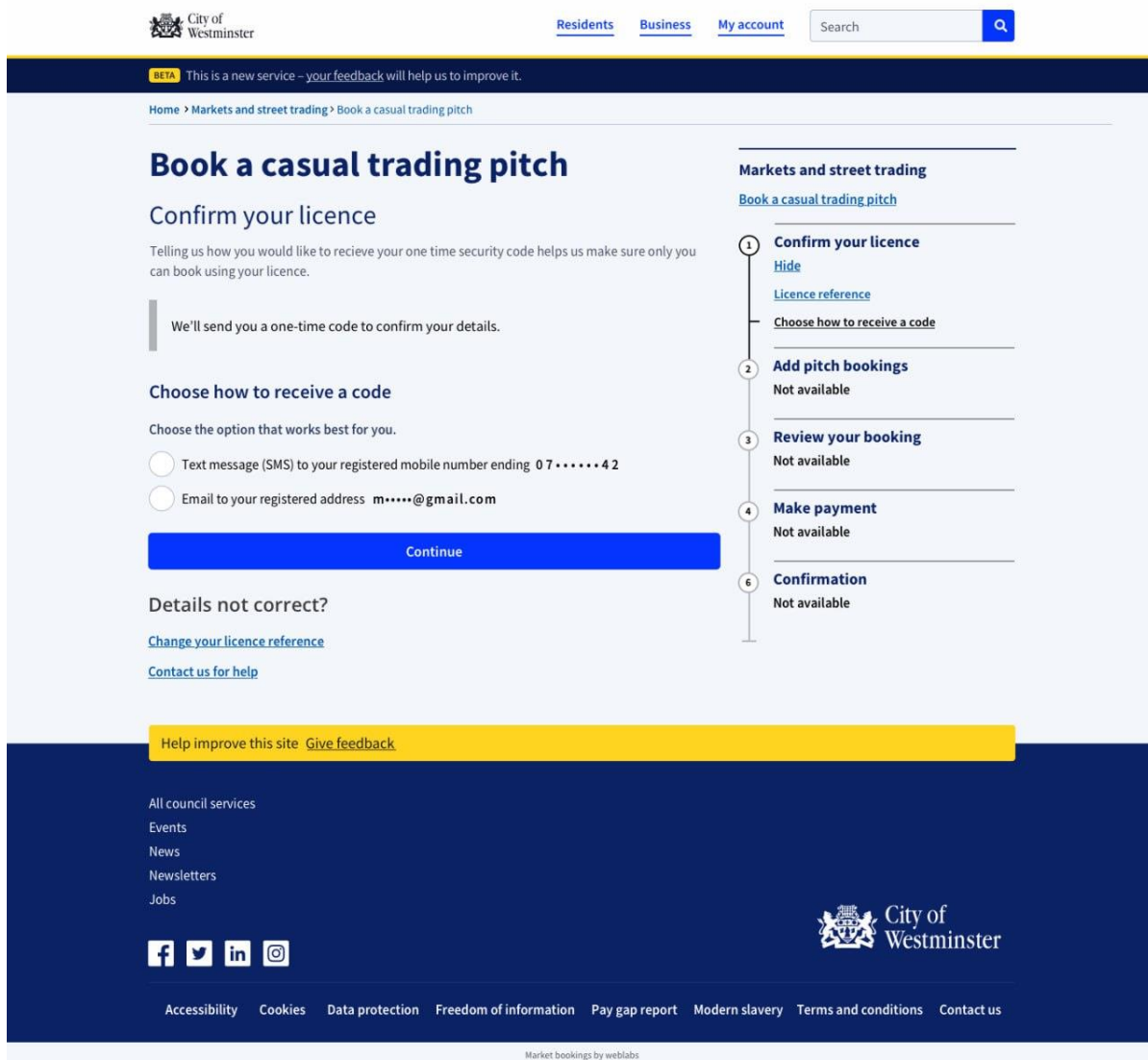
MARKET PLACES PITCH BOOKINGS

Market Places Pitch Booking

The Market Places Pitch Booking Service is a secure, cloud-hosted digital service that enables casual traders, community organisations and Council staff to manage market pitch bookings across the area. The service provides online self-service booking, payment, cancellation and rescheduling for traders; operational tools for market officers to perform on-site compliance checks; and an administrative backend for council teams to manage markets, pitches, pricing, bookings and reporting.

The service can be integrated with existing back-office system (like Uniform) for licence validation and compliance data, it supports assisted booking through the council call centre, and is designed to meet UK Government digital, security and accessibility standards.

The service supports two-factor authentication to provide an additional layer of security when users access sensitive booking functionality. As standard, users are verified using an email-based authentication step during the booking journey, reducing the risk of unauthorised access. Where required, the service can be configured to use SMS-based one-time passcodes sent to a mobile number retrieved from authoritative licence records, ensuring the second factor is linked to a verified individual. This approach helps protect personal data, prevents fraudulent bookings, and aligns with UK Government security good practice for user authentication.



City of Westminster Residents Business My account Search

Book a casual trading pitch

Confirm your licence

Telling us how you would like to receive your one time security code helps us make sure only you can book using your licence.

We'll send you a one-time code to confirm your details.

Choose how to receive a code

Choose the option that works best for you.

☐ Text message (SMS) to your registered mobile number ending 07*****42

☐ Email to your registered address m*****@gmail.com

Continue

Details not correct?

[Change your licence reference](#)

[Contact us for help](#)

Markets and street trading

[Book a casual trading pitch](#)

- Confirm your licence**
Hide
[Licence reference](#)
Choose how to receive a code
- Add pitch bookings**
Not available
- Review your booking**
Not available
- Make payment**
Not available
- Confirmation**
Not available

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Market bookings by weblabs

Book a casual trading pitch

Confirm your licence

If an account exists for the licence reference you've entered, we'll send a one-time code to the contact details linked to it.

 **We'll send you a one-time code to confirm your details.**

Enter your code

Enter the 6-digit code

We've sent a code to your chosen contact method.

Continue

Need help?

- [Send the code again](#)
- [Change how we send the code](#)

Markets and street trading

[Book a casual trading pitch](#)

- 1 Confirm your licence**
 - [Hide](#)
 - Enter your casual trader registration reference number to continue.
 - [Licence reference](#)
 - [Choose how to receive a code](#)
 - [Enter your code](#)
- 2 Add pitch bookings**
 - Not available
- 3 Review your booking**
 - Not available
- 4 Make payment**
 - Not available
- 5 Confirmation**
 - Not available

The service allows users to select pitches through a clear and intuitive process. Users first choose a market, after which available pitches are presented in a structured list view. From this list, users can select a pitch directly or switch to an interactive map view for a visual representation of the market layout. The map displays pitch availability using colour-coded indicators to clearly distinguish between available, booked and unavailable pitches. Where permitted, the service also supports the selection of adjacent pitches, enabling users to book side-by-side pitches in a single booking when availability rules allow. This approach improves usability while maintaining accurate availability and booking controls.

BETA This is a new service – your feedback will help us to improve it.[Home](#) > [Markets and street trading](#) > [Book a casual trading pitch](#)

Book a casual trading pitch

Add pitch bookings

Market: Church Street Market

[Change market](#)

Pitch selection

Select a date

 29 / 03 / 2026

Trading on: Wednesday 29 March 2026.

Opening times: 8am to 6pm.

How much space do you need?

☐ One pitch☒ Two adjacent pitches

View List Map		
Pitch number	Pitch details	Action
21 and 22 Adjacent pitches	Food trading allowed £59.44 for this day	Select
22 and 23 Adjacent pitches	Food trading allowed £59.44 for this day	Select
31 and 32 Adjacent pitches	Food trading allowed £59.44 for this day	Select
32 and 32 Adjacent pitches	Food trading allowed £59.44 for this day	Select
39 and 40 Adjacent pitches	Food trading allowed £59.44 for this day	Select
51 and 52 Adjacent pitches	Food trading allowed £59.44 for this day	Select
52 and 53 Adjacent pitches	Food trading allowed £59.44 for this day	Select
53 and 54 Adjacent pitches	Food trading allowed £59.44 for this day	Select
55 and 56 Adjacent pitches	Food trading allowed £59.44 for this day	Select
71 and 72 Adjacent pitches	Food trading allowed £59.44 for this day	Select
← Prev 1 2 3 4 ... 8 9 10 11 Next →		

[Add to basket](#)

Markets and street trading

[Book a casual trading pitch](#)

1 Confirm your licence

Confirmed

2 Add pitch bookings

[Hide](#)[Choose a market](#)[Pitch selection](#)

3 Review your booking

Not available

4 Make payment

Not available

6 Confirmation

Not available

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The solution can integrate with your GIS solution to allow pitch selection.

Book a casual trading pitch

Add pitch bookings

Market: Church Street Market

[Change market](#)

Pitch selection

Select a date

29 / 03 / 2026

Trading on: Wednesday 29 March 2026.
Opening times: 8am to 6pm.

How much space do you need?

☐ One pitch ☒ Two adjacent pitches

View [List](#) [Map](#) [View larger map](#)

Legend ■ Available ■ Partially available ■ Fully booked ■ Unavailable

Pitches selected: 707 and 708 (adjacent)

[Add to basket](#)

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Market bookings by weblabs

The service supports the creation of a single order containing multiple pitch bookings, allowing users to book more than one pitch and/or book pitches across multiple days within a single transaction. Users can add additional pitches to their order during the booking journey, with the service automatically validating availability, booking rules and

pricing for each selection. This approach simplifies the user experience, reduces the need for repeat transactions, and ensures all related bookings are managed, confirmed and reported together under a single order reference.

The screenshot displays the 'Book a market pitch' interface for the City of Westminster. At the top, there is a navigation bar with links for 'Residents', 'Business', and 'My account', along with a search bar. A yellow banner below the navigation bar states: 'BETA This is a new service - your feedback will help us to improve it.' The main heading is 'Book a market pitch', followed by a sub-heading 'Check the details of your booking' and a note '2 items in your basket'. A warning icon and text state: 'Complete your booking within 10 minutes or pitch selections will be released for others.' The interface shows two pitch selections:

- Church Street Market - Pitch 707**: Type: Single pitch, Trading date: Thursday 30 March 2026, Trading time: 8am to 6pm, Trading type: Food trading allowed, Total: £29.72. A red 'Remove' button is present.
- Church Street Market - Pitch 707 and 708**: Type: Double pitch, Trading date: Wednesday 29 March 2026, Trading time: 8am to 6pm, Trading type: Food trading allowed, Total: £59.44. A red 'Remove' button is present.

Below the pitch selections are two buttons: 'Add another pitch' and 'Continue'. On the right side, a 'Basket' summary shows '2 items, £89.16 total' and 'Reserved for 7 minutes and 21 seconds'. A vertical progress bar indicates the booking steps: 1. Confirm your licence (Confirmed), 2. Add pitch bookings (Show), 2. Review your booking (Hide), 4. Make payment (Not available), and 6. Confirmation (Not available). A yellow banner at the bottom of the main content area says 'Help improve this site Give feedback'. The footer contains links for 'All council services', 'Events', 'News', 'Newsletters', and 'Jobs', along with social media icons for Facebook, Twitter, LinkedIn, and Instagram. The City of Westminster logo is also present, along with a list of links: 'Accessibility', 'Cookies', 'Data protection', 'Freedom of information', 'Pay gap report', 'Modern slavery', 'Terms and conditions', and 'Contact us'.

At the completion of an order, the service automatically sends a confirmation email to the user containing full details of the bookings made, including market, pitch, date and payment information. The email also includes a secure cancellation and rescheduling link, allowing users to manage their bookings without requiring a separate login. This ensures users have a clear record of their booking while providing a simple and secure mechanism to amend or cancel bookings in line with council policies.

The service includes a dedicated mobile application for market officers, available on both Android and iOS devices, providing on-site operational support. The application allows officers to view bookings and pitch allocations for the current trading day, verify traders against the bookings made, and carry out compliance audits directly from their mobile device. Officers can visually verify traders using licence and image data, record audit outcomes, capture supporting photographs where required, and confirm that traders are selling only items permitted under their licence. All checks and audit results are securely recorded and made available to administrative users for oversight and reporting.

Functionality matrix

Functionality details		
Feature	Out of box	Additional
Branding Brand the design to your requirements	One brand across all web page views, emails and permits.	Branding is available for additional cost. See pricing document.
Market Configuration	Manage all the markets in the area, the dates they run. Ability to assign pitches that are permanent, casual, out of service and more.	
User authentication	Built-in secure authentication framework using industry-standard identity patterns	
Trader authentication	Licence number validation against held licence records	
Two-factor authentication (2FA)	Email-based verification as part of the standard booking journey	SMS-based 2FA
Role-based access control	Predefined roles controlling access to booking, admin and officer functions	
Secure cancellation links	One-time tokenised URLs sent to trader for instance cancellation or re-scheduling if allowed.	

Pitch booking	Pitch bookings via an online form, with selection for market, date etc	GIS based pitch selection via integration with your mapping solution. See pricing doc.
Pricing	Can have both standard fixed-price model per pitch, or more dynamics pricing based upon market, day of week, and pitch location	Assisted payments via Call-centre payment flow
Community Requests	Admin-created bookings for community pitch booking	Allow for public request form
Payment Engine Integration Intergrade a payment engine into the process giving the ability to pay for appointment under certain defined circumstances	No	See pricing doc.
SMS Integration Ability to send out reminders via SMS, and if 2FA configured code sent to traders can be done via SMS.	No	See pricing doc.
Mobile Officer Operations Mobile application for officers to do pitch inspections and audits of pitches for compliance.	App can run on both Android and iOS devices. Can capture images for reports, and all reports are audited in the back office.	Allow for image verification of traders
Reporting Extensive reports of bookings, audits, usage.	Reports data in both on screen data dashboards and CSV exports.	

About Us

We are a UK-based firm focused on quality and service delivery; ISO 27001 certified. This certification means our systems and processes adhere to rigorous standards for

ISO 27001
CERTIFIED | Information Security Management System

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Company no. 04290334

information security management, ensuring data protection and compliance.

We pride ourselves on developing all our products in-house, maintaining high standards and avoiding outsourcing overseas. Our commitment to customer satisfaction and service is integral to our approach, with strong client relationships leading to successful digital transformations.

We have proven ourselves as masters of digital transformation in local government, offering our expertise in customising products to the unique needs of each customer. Our goal is to deliver comprehensive solutions, ensuring stakeholder satisfaction and guiding clients on the path to digital transformation.

Get in Touch

Brochures can only go so far – our working products need to be demoed to see the full extent of their capabilities. We stand by everything we say, and if you still have any doubts, we can connect you with existing customers and users of our app for real testimonials about its functionality, performance, and our second-to-none product support, with direct access to our designers and developers.

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