

A Smarter Financial Future for Markets

Faster payments. Fewer delays. Total financial visibility

For years, councils and event organisers have been held back by outdated, manual payment processes - chasing traders for fees, reconciling receipts by hand, and waiting on corporate finance for confirmation. EDGE's Markets & Events software is changing that, transforming how income is collected and managed, enabling secure online payments and real-time financial visibility with faster reconciliation for modern market and event operations.

Every Payment Method. One Connected System

Collecting payments is one of the most time-consuming parts of running markets and events. However, EDGE's Markets & Events software brings finance, operations and compliance together into a single, connected workflow.

The platform integrates with three online payment providers while supporting all payment methods, ensuring no trader is excluded as authorities move toward faster, more efficient and transparent financial services. The result is reduced late payments, real-time financial visibility and less time spent on administration.

Every payment - whether taken in person, online or by direct debit - feeds into one system. Market officers can take cash or card payments on a tablet, while traders can pay on any device via emailed invoice links, through a self-service Trader Portal, or set up direct debits for regular bookings. By removing duplication and uncertainty, the system simplifies debtor management and reduces operational risk.

"AdvantEDGE provides everything we need, to offer traders a self-service portal where they can update their own records, book and pay for their pitch simply and efficiently," said Gail Bates, Markets and Events Manager at Harborough District Council. "Market staff have full oversight of payments, can manage debtors directly, reduce no-shows and significantly cut down on cash handling."



As markets and events move at pace, the need for finance systems that can keep up has become clear. AdvantEDGE Markets & Events delivers immediate payment updates and removes delays between markets teams and corporate finance.

Online payments are reflected instantly within the system, with funds paid directly into council bank accounts and banking confirmation received within 24 hours. Market teams can view live payment status - from unpaid, to paid, to funds cleared - allowing officers to manage debtor control independently. The platform also supports finance teams by automating reconciliation. Generating an electronic receipts file compatible with corporate finance systems and ready for direct import, eliminating manual re-keying and processing bottlenecks.

Smarter Payments, Lower Costs - New Integration with GoCardless

AdvantEDGE has expanded its online payments capability beyond Stripe and Opayo with a new integration with GoCardless, a significant step forward for markets and events finance.

Built on the UK's bank-to-bank payment infrastructure, GoCardless provides a lower-cost, secure alternative to card payments. Payments are verified before processing, duplicate transactions are prevented and traders can pay directly through their banking apps. For councils and organisers, the impact is clear: fewer failed and late payments, lower transaction costs and less time spent chasing income. "EDGE's willingness to listen, respond quickly and implement practical solutions has made a real difference," said Nicholas Kasic, Markets Manager at the Royal Borough of Kensington & Chelsea. "As a cloud-based platform, AdvantEDGE supports business continuity and resilience, maintaining access to key information during disruption."

As local authorities modernise services under financial pressure, connected payment systems that deliver clarity, control and efficiency are becoming essential. AdvantEDGE Markets & Events is helping councils future-proof their markets while improving outcomes for teams and traders.

For an online demonstration or to discuss a proposal, contact EDGE IT Systems on **024 7666 3777** or email **info@edgetsystems.com** to speak with a member of the team.



For more information on EDGE's AdvantEDGE Markets & Events software scan the QR code or visit the following link: **<https://bit.ly/4iHc1JK>**

Procurement

No More Need for Tenders



CARBON NEUTRAL SOFTWARE

Principal councils can source the AdvantEDGE Markets & Events solution from the Everything ICT procurement framework and in due course via G-Cloud 15.

Everything ICT

As EDGE is the framework's recommended partner for local government, cemetery and crematoria software, we are committed to providing cutting edge solutions in order to push innovation and maintain our approved status on the framework.

The Everything ICT framework is focused towards providing public sector organisations with innovative, future proofed solutions which synergises perfectly with the core values of EDGE.

Everything ICT is OJEU pre-tendered which removes the need for lengthy competitions and instead provides a fully compliant route to make a direct award to Everything ICT for our software solutions.

Full details can be downloaded from
www.edgeITsystems.com/procurement-framework

Please do not hesitate to contact us to arrange a proposal to migrate you to Epitaph with the security of the Everything ICT framework.



G-Cloud 15

EDGE is pleased to have been awarded a place on the G-Cloud 15 framework, making it easier for bereavement services across the UK to procure Epitaph through an established public sector procurement route.

Buyers can access Epitaph directly through the G-Cloud 15 Digital Marketplace, providing a straightforward and compliant route to procurement.

As soon as possible EDGE will apply for AdvantEDGE Markets & Events to be available via G-Cloud 15.

Government
Commercial
Agency
Supplier

Markets & Events

AdvantEDGE Markets & Events provides management of bookings for market stalls and event stands from any device, anytime, anywhere.

CARBON NEUTRAL SOFTWARE SINCE 2021

Software Features – Office Management

- Paperless administration for the management of multiple markets & events
- Includes headed stationery, outbound email, and attachments
- Seamless integration with online portal, allowing availability to be displayed and booking requests to be approved
- Automatically calculate the costs of bookings, record payments & keep track of finance due
- Produce & email booking confirmations, invoices, and receipts directly from the software
- Record deposits, refundable deposits, and part payments
- Full control over repeat & future bookings, price lists & charging rates for stall holders
- Quickly produce a wide range of comprehensive reports
- All reports are easily previewed, printed, exported to PDF or Word, and emailed directly to recipients
- Optional integration with:
 - Corporate accounts
 - AdvantEDGE Finance

- AdvantEDGE Service Manager to provide staff rotas and timesheets

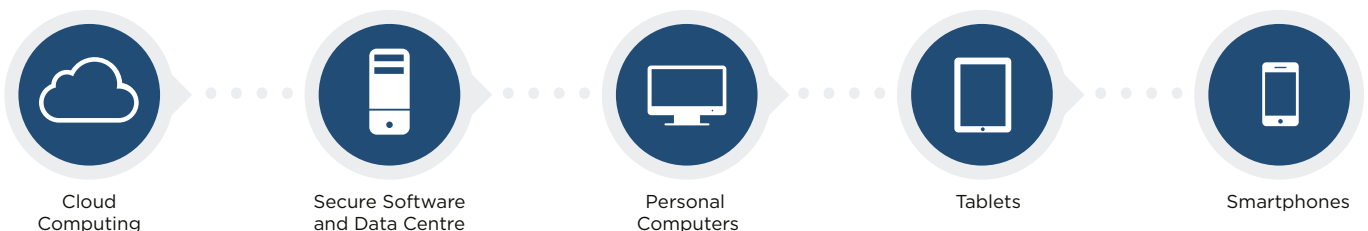
Online Portal Features – Trader & Market Officer Administration

- Market officers can manage everything while on the move, using a portable tablet
- Stay on top of every detail, from stall allocations to payment tracking with automatic, electronic invoices & digital vendor agreements through our partnership with Docusign
- Traders can self-register, update information, upload & sign required documentation, make bookings, and pay invoices from any device
- Payments made through the portal are secure and efficient with payment statuses being updated immediately

Current Development

- Digital mapping - searchable with live feed to your website to display trader information and links to further trader details

Online Hosting



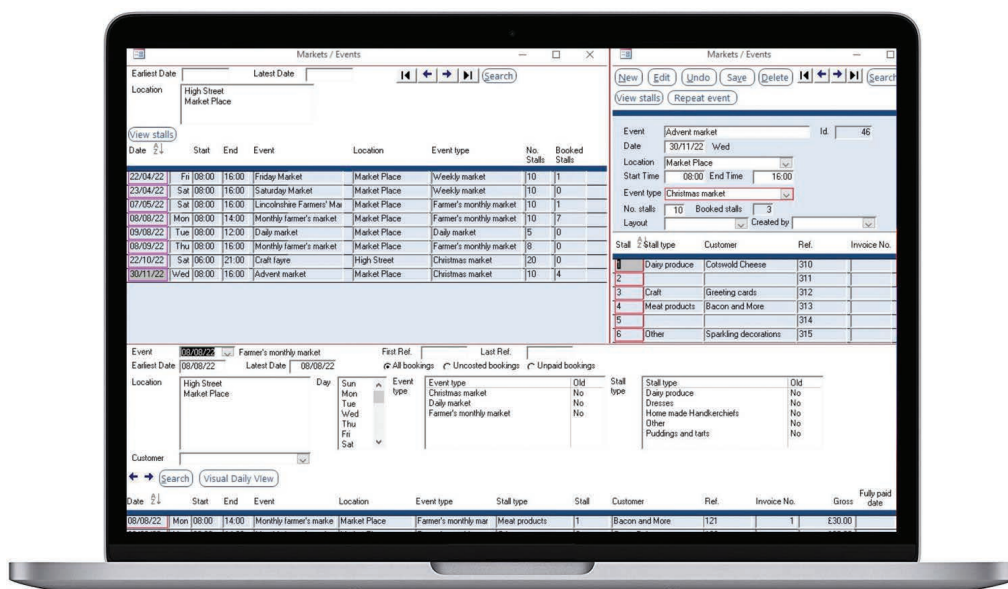
Markets & Events Pricing

Band	Bookings (per annum)	5 Year Contract (annual price)
00	250	£163
0	500	£209
1	1000	£267
2	2000	£343
3	5000	£439
4	10,000	£565
5*	20,000	£725
6*	35,000	£931
7*	50,000	£1,197
8*	Unlimited	£1,536

3 year, 1 year and monthly contracts also available.

All prices correct as of 1st January 2026, and exclude VAT.

* Markets and Events Enterprise



AdvantEDGE is **Software as a Service (SaaS)**. The software and data are held in the cloud on UK servers. Access is available from Windows, Apple or Android devices with an internet connection. You are always running on the latest version of the software and EDGE automatically backs up your data **every hour** at no extra cost to www.datto.com. **Support** is included in the price, and is available by phone, email and online helpdesk through which software enhancements can also be requested.

No Capital Expenditure. Payment for the use of **AdvantEDGE** is via a leased term contract; monthly, 1, 3 or 5 years. Pricing per concurrent user includes unlimited **AdvantEDGE** user logons. Each concurrent user account enables one AdvantEDGE user to connect at a time, and multi factor authentication (MFA) is included. Additional concurrent users are available, and can use all AdvantEDGE modules subscribed to. **Escrow** is included to provide service for a 60 day period and the ability to download data with a 12 month software licence. Other escrow options available.

We offer online training by the hour, which is particularly useful for getting you started, for new members of staff and refresher training.