



## GENERAL EXHIBITOR FAQs

### How do I apply and when is the application deadline?

Applications open on **Wednesday 30<sup>th</sup> January 2019** for the September Festival 2019 for 7 weeks.

Simply fill in the online application form when available and submit it to us by the application deadline of **Friday 15<sup>th</sup> March 2019**.

### What should I include in my application?

Give clear and concise information on the application form; help us to know you, your products and how you meet our key criteria (see below). We have a lot of applications for brownies, flapjacks, chocolate, fudge, sausages, burgers, beer, cider, gin, preserves, honey, jams and chutneys, so if you produce these, what makes your products and your company stand out?

Include photos of your stand, products and any logos/branding or proposed festival menus to help us to see how your offering would fit within our markets. Even if you have traded with us before, it helps to provide these.

NB: If you haven't exhibited with us before or recently, samples will be required (where practical of course – not for street food traders), to help us to compare products and ensure quality and variation across the festival.

***If you are applying to bring your own stall or unit, please make sure these are permitted within your preferred site by referencing the Price and Pitch lists as there are limited places available this year. You must give accurate dimensions of your complete operational footprint, including any tow-hitches, side panels, steps or doors that need space to open, as this will affect your application and site allocation.***

### How does the selection process work?

Fully completed application forms are considered by festival organisers, with invitations to send samples for a tasting panel sent out to all applicants who make the initial long-list on **Monday 18<sup>th</sup> March 2019**. All samples to arrive at the festival offices on either **Monday 1<sup>st</sup> or Tuesday 2<sup>nd</sup> April 2019** to ensure that someone is here to collect them.

The Stall Holder Selection Panel takes place on **Thursday 4th and Friday 5th April**, and successful exhibitors will be notified with either an Offer of Pitch and Advanced Information Form, a Waiting List notification or a Declined notice by **Monday 29th April 2019**.

### **How many visitors attend your events?**

Depending on the weather, around 30,000 people attend the Festival in September and about 6,000 come to the Sunday Christmas Fair in December. For 2018, we had record numbers of visitors, with over 37,000 people attending the event across our 20<sup>th</sup> birthday weekend.

### **What are your selection criteria?**

Our Festival in September is a National Food event showcasing high-quality artisan food and drink products from all over the UK.

Our aim is to feature producers and farmers who operate in line with our [2019 Sustainability Policy](#) and fit our key criteria of **quality, taste and sustainability**.

We support farmers and producers who are passionate about their produce and have a great story to share. We always look for strong local and Welsh exhibitors at the Festival event, encourage new businesses to apply – with special rates available for new producers including a brand-new business mentor package for 2019 (*further details to be added shortly*), as well as promote a small selection of complimentary independent and international produce that meet our criteria.

**For 2019, if you are Selected you will need to send in the following forms via a Further Information form which will be emailed to successful applicants only. These are not required for the initial Application Form.**

*Please ensure you have your documentation up to date and ready to send by the end of April incase you are selected*

- Risk Assessment\*
- Method Statement \*\*
- H & S Policy
- Copy of your Food Hygiene Certificate or equivalent documentation. **Must be 3\* and above to trade at the festival**
- Gas Safety/ Gas Inspection Certification (if applicable)
- All relevant PAT test certificates (if applicable)
- Proof of Public & Product Liability Insurance i.e certificate or letter clearly showing name of insurer, policy number, amount covered for and expiry date of insurance. (*NB: this is not the same as Employers' Liability Insurance.*)

### **\*What is a risk assessment and how do I create one?**

For full information on Risk Assessments with free templates, please go to <http://www.hse.gov.uk/simple-health-safety/manage.htm>

### **I don't have any risks, do I need a risk assessment?**

Yes, you do. Some questions to ask yourself if you believe you are without risk are: what are you doing to avoid slips, trips, falls or injury from falling stock during unloading and loading; injury due to incorrect placement of your produce, merchandise, equipment or empty packaging, or toppling merchandise, produce, equipment or empty packaging; risk of damage of fixtures and fittings whilst unloading, loading and setting up? If your produce is in glass, what are you doing to avoid breakages and, if there are breakages, what are you doing to preserve the safety of your staff as well as the general public? You can label any applicable risks 'low risk' if that's what you feel they are.

### **\*\*What is a Method Statement?**

For full information on Method Statements with free templates, please go to <https://www.hsedocs.com/download/method-statement-template/>

### **Food Management System**

As a food handler, you should have a Food Management System or HACCP (Hazard Analysis and Critical Control Points) already in place. For further information, please go to <https://www.food.gov.uk/business-industry/food-hygiene/haccp>

### **Food Hygiene Rating and Environmental Health guidelines**

If applicable, you must have a valid food hygiene rating of 3\* or above to trade at the festival. Please do not apply if you do not meet these criteria. We work closely with our local EHO and they do check all ratings prior to the event. A Stallholder guide will be sent to you along with your full information pack if you are selected to exhibit at the event covering all of our environmental health guidelines which you must comply with to trade at the event. EHO will be present during the festival to ensure all guidelines are adhered to so we appreciate your cooperation to help the event run smoothly.

### **If selected, when is payment due?**

- There is a non-refundable deposit of £50 this year, which will be payable upon receipt of an Offer to confirm your acceptance, this is due by **Monday 29<sup>th</sup> April 2019**. This deposit will be deducted from your pitch fee invoice. If you cancel after paying the deposit, it will be retained. If you fail to pay the full fee due by the deadlines, the deposit will be kept as a penalty fee and the amount added back on to your final invoice.
- Invoices will be issued to traders who have been selected with an Offer on **Thursday 2<sup>nd</sup> May 2019**. Payment is due by **Friday 31st May** (if paying in full).
- If paying in 2 instalments on our payment plan a 5% admin fee will be applied to the pitch fee. The first 50%, plus 2.5% admin fee, will be due by **Friday 31st May**, with the remaining 50%, plus 2.5% admin fee, due by **Monday 1st July 2019**.

- Other payment plans may be available to New Producers (trading for less than 2 years) and Small producers (under £20k turnover per year), by advance approval of the festival accountant only.
- **Failure to make payment by these dates, unless in special circumstances agreed in advance with the festival accountant and trader manager, will result in your pitch being offered to a waiting list trader and your deposit being retained.** Please see Terms & Conditions for full Refund/ Cancellation Policy.

### **What is the Spillage bond for and when is it payable by?**

Every Stallholder is required to pay a Spillage Bond of £50 in advance by **Monday 1st July 2019**. This will be added to your final invoice. If you damage Festival stalls or equipment, stain the ground within your pitch, pour oil, grease or other substances into public drains, leave any rubbish or food debris on the site, or are found to be using any banned single-use plastic at the event (please see Sustainability Policy), this Spillage Bond will be retained. This will be assessed by your Site Manager so please report to them to check your pitch area before you depart. (Please notify your site manager of any spillages or stains to your area upon your arrival to prevent being charged for an existing spillage/stain.) If additional costs are incurred not covered by the Spillage Bond, you will be liable for the additional costs for immediate payment.

### **What size are the stalls/pitches?**

Please see detailed breakdowns of pitches available by site and what each pitch includes, on the [2019 Price and Pitch list](#).

If you are applying to bring your own stall or unit please note that we can only accommodate a limited number of these across the sites so please ensure you give full & correct dimensions in your application form & if selected, please note that we may still ask if you are able to trade from a standard marquee.

### **How much are the stalls/pitches?**

Please see [Price and Pitch list](#) for full details and download the [2019 Site Map](#) here to see locations available.

2019 prices include stall or pitch only (*tables are requested separately at cost of £5 per table if ordered in advance, £10 on the day*) and include both event days:

## Overview of the different markets by price \*

### Producers' Markets

- ★ The Castle – premium produce, street food, bar, entertainment & party area: £500; *Double Stalls: £750*
- ★ Market Hall – prime showcase producer market in central location: £455.00. Cheese and Wine Market (Chadwick's Yard): £355.00. *Double stalls: £710*
- ★ Tiverton Market: £355.00. *Double stalls: £710*
- ★ Upper Brewery Yard Market: £355.00. *Double stalls: £710*
- ★ Castle Street Market – farmer's market and producer market: £355. *Double stalls: £710*
- ★ Street stalls £255.00. *No electricity available*
- ★ The New Producer's Market (The Priory courtyard): £210 or special 1 day only rate only for this market: £150 (providing we can fill the other day). *Strictly for New Producers ONLY – 2 year maximum repeat trading in this site. \**

*\*For small producers (who turnover under £20k a year) that have previously traded in the New Producers Market for 2 years or more, you will not be offered a repeat pitch in this market. This is a showcase market for New Producers only. We suggest you apply for a street pitch, and if selected, payment plans will be available to help spread the cost.*

- ★ Street Food and Night Market: Lower Brewery Yard – you must be able to trade until 11pm in this area: £405. Double stalls: £810.
- ★ The Priory Fish and Fizz Market: £455 for caterers and alcohol sales, and £355 for primary produce.

*\*Each market has a standard pitch fee as stated on the Price and Pitch list, so if you are applying for a larger stall area or own unit, and are successful, extra meterage will be subject to further fees, charged by the m2.*

### PLEASE NOTE:

- Catering and alcohol sales are an additional £150 in all areas except the Priory.
- The Festival does not provide hand wash facilities, refrigeration, gas supply or electricity cabling/connectors – you will need to provide your own and ensure that they are in good working order, with any relevant inspection/certification documents up to date and to hand at the event.

### How much is electricity?

Paid in advance: £90 for the first 16 amps for Fri-Sun power (if Friday power not required this fee reduces to £70). Please indicate your requirements clearly on the application form. Subsequent 16 amps are charged at £70.

On the day: £120 for the first 16 amps, £100 per subsequent 16 amps.

Chiller hook-ups for refrigerated units/vehicles: £100. This must be requested in advance, and unfortunately not all requests can to be accommodated.

Please note that the use of generators is NOT permitted, and any exhibitor found using one will be asked to stop and will have the generator confiscated until the end of the event AND will be charged for a higher rate electrical supply.