Dear All,

RE: YOUR APPLICATION PACK

Please find enclosed the Application Information and Stallholder Terms & Conditions for all stallholders and other displays.

Please read this information very carefully as anything you need to know can be found here. We will be enforcing these T&Cs strictly during the weekend. Please note that by returning the application you are agreeing to accept and follow these.

If you would like to join us at this year's event, please complete and return the form with appropriate documentation to the address given below as soon as possible.

Send no money now as successful applicants will receive an invoice separately.

We hope to have well in excess of 25,000 visitors this year and look forward to hearing from you and hopefully receiving your application for another successful weekend at The Dickensian Festival 2020

In anticipation of your reply.

Yours Faithfully,

M.Scrogham

Michelle Scrogham
For and on behalf of the Ulverston Dickensian Committee

Contact Details: michelle@pure-fashion.co.uk

Stallholder Application Information

Welcome to the application process for the 2020 Ulverston Dickensian Christmas Festival : Saturday 28th November – Sunday 29th November.

This document provides guidelines to assist with completing the application. It also outlines the criteria used when assessing applications and some general information relating to the event and operations.

The **Ulverston Dickensian Christmas Festival** is managed and operated by an independent local committee of unpaid volunteers on a non-profit making basis; it is funded by fund raising efforts throughout the year and income from stalls and mulled wine sales of the previous year.

Founded in 2000 the festival has grown in size and duration over the past 18 years and has established itself as one of the busiest and most popular Dickensian festivals in the country. Customers enjoy the festive atmosphere and the quality and variety of products on offer.

Ulverston is a beautiful historic market town with cobbled streets situated in a spectacular location on the edge of the Lake District. In 2016 around 30,000 people are estimated to have attended the festival.

Marketing and publicity

The festival is extensively advertised, publicised and marketed in order to ensure we receive consistently high visitor numbers. Free web listings and general stallholder information will be listed on our Facebook & Twitter pages.

The selection process

Please be aware that applications from stallholders will only be considered if they are accompanied by a detailed description and/or photographs of **ALL** items (via email or post) that are intended to be sold. Please note that this also includes repeat stallholders. Please ensure that the description of your product in the application form is clear and concise and does not exceed the 100 word limit. This will be used for marketing and web descriptions for all successful applicants.

Both new and repeat stallholder applicants will be considered on equal terms against the evaluation criteria.

The retail quality, uniqueness and mix of products on offer plays an important role in the overall appeal of the event and is something that the Dickensian Committee continues to work to improve.

The following criteria will be considered when looking at stallholder applications:-

Booking - Preference will be given to 2 day bookings over single day requests.

Locality – All other criteria being equal, stallholders from the local area are given priority over those coming from further afield.

Retail Mix – Ensuring that there is a wide range of product types across the whole market and we encourage new and innovative products for sale at the event.

Price range – We are looking for a range of variously priced products so that customers with all budgets can satisfy their Christmas shopping needs. (The application form asks to state minimum and maximum prices of your products).

Suitability at Ulverston Dickensian Festival

Ulverston has a variety of unique top quality retailers located within the town. Stallholders at the festival should be able to offer something 'different and unique' to compliment what is already on offer on the high street.

What your pitch or stall rental cost includes

Standard pitch sizes are 10ft x 10ft and may be purchased as larger pitches on a pro rata basis. If you are renting one of our stalls (see image below) then these will be erected for you at the start of the festival and dismantled by our team at the end. **You will be informed of your pitch/stall location approx 2 weeks prior to the event** via email with a map plotting the area.

Setting Up and Vehicle Access

Instructions for arrival and set up will depend on your pitch location, detailed instructions will be sent with maps approx 2 weeks prior to the festival.

Set up can begin at 07:00 for those bringing their own gazebo and **08:00 for those hiring a stall to ensure the safety of stallholders and the public and give our teams time to erect safely** and end at 09:00 by which time your vehicle must be taken off site. The festival site will be closed off to general traffic during setting up, the duration of the festival but stallholders must remain mindful that pedestrians will be in the vicinity at all times. No stallholder vehicles or traffic are permitted on site during the event operational hours so all loading and replenishing of stock must be carried out before the event opens (by 09:00 hours). Vehicles are only permitted back onto site to load after the official event close time once the all clear by the Event Management team has been given.

All shelving, extra tables, lighting, and anything else required to display merchandise to best effect is the stallholder's responsibility. **No temporary structures or display stands are permitted outside of the footprint of your pitch.**

Sale of alcohol

Please note that if you intend to sell alcohol, you will need to obtain your own premises license if your application is successful. Evidence of your premise license and personal license will be required before event opening. Failure to obtain your own premise license will mean you are unable to trade. Please note that alcohol is only permitted to be sold in sealed containers for consumption off-site. No open glasses or bottles are permitted to be sold. Samples are permitted to be given away, along with the correct premises license for the sale of alcohol, with permission from the organisers.

PLEASE NOTE

The Dickensian Committee run several mulled wine stalls at the festival to help fund the event and we therefore ask other stallholders and businesses not to jeopardise the festival by selling similar goods.

Stallholder Terms and Conditions

Please read, and retain a copy for your records

1.STALLHOLDER APPLICATIONS

1.1 Applications

Completed application forms must be returned to the event organisers, Ulverston Dickensian Committee, by the stated deadline;**3rd July 2020**, together with all the requested paperwork. If any of the paperwork is missing, your application will not be considered. All applicants must read and agree to the terms and conditions prior to submitting their application. Please note that spaces cannot be secured or obtained from a third party under any circumstances.

1.2 Selection

All applications are considered by the event organisers. There is no guarantee that stallholders who have exhibited in previous years will be offered a place in 2019. The submission of an application form and all the desired paperwork does not constitute the offer of a place.

The decision of our selection and vetting process is final and binding.

1.3 Offers and Declined Applications

Successful applicants will be contacted with the offer of a place. Unsuccessful applicants will be retained on a waiting list. We are able to offer feedback in writing to unsuccessful applicants on receipt of an email request. Please note that we reserve the right (at the event organisers' discretion) to direct you to occupy an alternate space at any time.

1.4 Offer Acceptance

Should your application be successful, you will be sent an acceptance email/letter with your **invoice that needs to be paid by the date specified to accept the offer**. If we do not hear from you by this date, your space will be offered to another stallholder.

If, following acceptance, you are unable to take up your space, a refund of 50% of your overall fee will be processed, provided the cancellation is before
10th October 2019. After this date, refunds will be at the discretion of the committee.

2. LEGAL COMPLIANCE, INDEMNITY AND DISCLAIMER

2.1 Health, Safety and Licensing
Stallholders are expected to comply with all relevant legislation in respect of Trading Standards, Consumer Protection, Food Safety, Health and Safety and requirements of South Lakeland District Council Health, Safety and Environmental Health teams. Stalls will be inspected during the market and those deemed to not comply with good practice and general safety requirements will not be permitted to trade. If you intend to sell alcohol, then it is your responsibility to apply for a premise licence. Failure to obtain your individual premise license will mean you will not be permitted to trade. Alcohol in open vessels for immediate consumption on site is not permitted. Any tasting must be agreed with the event organisers in advance of arrival on site.

2.2 Risk Assessment
All stallholders are required to have carried out a careful assessment of the potential risks associated with their particular activity and may be required to submit a written copy of this upon request. All significant risks must be notified in advance as this may affect your location.

2.3 Insurance
All stallholders must hold Public Liability Insurance, with a minimum cover of £2 million to cover the period of the market. Stallholders must supply evidence of current valid insurance with the returned application. If stallholders do not have valid insurance covering the duration of the market stallholders will not be permitted to trade.

2.4 Indemnity
In signing the terms and conditions, stallholders (subject to approval by Ulverston Dickensian Committee) shall indemnify Ulverston Dickensian Committee and all event staff from and against actions, costs, losses (including legal fees), claims or demands in respect of any accident, damage, death or injury to any person or property arising directly or indirectly from the actions or activities.

2.5 Disclaimer
To the maximum extent permitted in law, you agree that Ulverston Dickensian Festival are not responsible for any financial losses, or for any loss or damage to your equipment, goods or personal belongings and for any personal injury to you or any part or person connected with you.

2.6 Data
By signing the terms and conditions, you give permission for your company contact details to be stored on an electronic storage and retrieval system, which will be created for the exclusive use of those involved in the organisation of the Ulverston Dickensian Festival. This will not be used by any third party without prior consent.

2.7 Road Closure
There will be a full road closure in place for the weekend (not a market closure). This is for visitor safety and will remain in place for all vehicles until lifted by the Police at 5pm on both days.

3 STALLHOLDER CONDUCT

3.1 Conduct
Stallholders shall co-operate and comply with all reasonable requests and all other rules and regulations that may be advised from time to time by the Event Organisers and their nominated representative, Emergency Services and all other official organisation operating on site. Rude or aggressive behaviour on site will not be tolerated by the event organisers and you may be asked to leave site.

3.2 Costumes
We ask that all participants wear appropriate period style costume. We wish to present the event in the best possible way for visitors and ask for your cooperation on this point.

4.FINANCE AND PAYMENT

4.1 All payment cheques from successful stallholders will be banked on receipt

4.2 Any late payments or payments not received as per the payment schedule may result in your pitch being reassigned to another stallholder and loss of monies paid to date.

5. CANCELLATIONS

5.1 The event organisers reserve the right to delay, cancel, shorten or terminate Ulverston Dickensian Festival without notice in the event of adverse weather conditions, emergency situations or for any other reason beyond reasonable control. Stallholders will be informed in writing by email of any such decision or verbally if on site in the event of an incident.

5.2 The event organisers' further reserve the right to immediately terminate the right of any stallholder failing to comply with any of the terms and conditions, or any reasonable directions given by us or the parties specified in clause 3 above.

5.3 No refunds or compensation of any sort will be paid to stallholders who fail to attend the Ulverston Dickensian Festival or where we have exercised the right to delay, cancel, shorten or terminate the festival or where a stallholder has been instructed to cease trading due to non-compliance with any of the Terms and Conditions.

By returning the application form you confirm that you or your company will operate within the terms and conditions outlined in this document during the Ulverston Dickensian Festival. A copy of this document will be retained and the content passed to all personnel working at the Ulverston Dickensian Festival. **<END>**