

STALLHOLDER APPLICATION INFORMATION

This document is designed to assist you in understanding how the Great Yarmouth Christmas Market will operate and provides guidelines to assist you with completing your application form.

WOODEN CHALETS & MARQUEE

The chalets are purpose-built timber temporary structures measuring 10 x 10ft and will be situated around the entrance to the marquee in the market place.

Internal decorations to the chalets will be the responsibility of the stallholder during their rental period. All lighting internally must be LED and white fairy lights ONLY are permitted as decoration. All internal decorative fixings must be deemed safe and fit for purpose.

Internal decorations to the marquee will be supplied.

Each Chalet will have the availability for electrical supply; if electricity is required this must be stated on the application form. Electricity to chalets is inclusive within the terms of your rental, however we do not allow any heat-producing electrical appliances such as fan heaters or hot water kettles. This is both because of their high electricity consumption and of the increased fire risk they create.

All electrical equipment you plan to use must have a PAT (Portable Appliance Test) certificate, unless you can demonstrate that it is brand new with receipts of purchase. You will not be permitted to use any un-tested equipment within your chalet. PAT testing of your appliances is available and can be arranged if required for a charge of £7 (+VAT) per item, payment must be made at time of testing.

Naked flames, candles etc. are not permitted as part of your display or anywhere within your chalet. All shelving, extra tables, lighting, and anything else required to display merchandise to best effect is the stallholder's responsibility.

No building out from or alterations to the existing external structure of the chalets is permitted.

SECURITY

There will be security provided on site at overnight from 6pm to 7am. However, stock left in your chalet or within your pitch of the marquee overnight and display items are left at the stall holders own risk. GYBC will not be liable for any loss or damage incurred to goods left unattended.

STOCKING UP

All stallholders will be able to stock/re-stock between 7am and 9am each day and at the end of the trading day. All Vehicles must be off site by 9am. No secure storage space is available for stallholders.

PARKING

There will be no parking facilities on the Market Place. The nearest long stay car park is situated at Fullers Hill approximately a 10 minute walk from the market site. Alternatively parking is also available at Beach Coach Station, North Denes Road, Great Yarmouth which is approximately a 20 minute walk away.

RUBBISH

It is each exhibitor's responsibility to ensure their site and their chalet and designated area is kept smart and tidy at all times and that all rubbish is removed and placed within the rubbish and recycling bins provided.

MARKETING AND PUBLICITY

The Great Yarmouth Christmas Market will be promoted via the following channels:

Great Yarmouth Christmas Market & Great Yarmouth Market pages which feature on our Great Yarmouth Tourism Website which currently receives over 100,000 page views during November and December.

Successful stallholders will be given a free web listing on our new Christmas Markets website page. The stallholder's listing with image will include a short description of what they are selling and the stallholder's contact details. Only website listings which are accompanied with a suitable image will be uploaded onto the website.

Mention on our social media platforms Facebook, Twitter and Instagram.

Local Radio advertising.

THE SELECTION PROCESS

In order to offer our Christmas Market visitors the best possible experience it is important to us to ensure that there is a wide range of product types across the whole market.

Application assessments will be made on their uniqueness, exclusivity and their quality. They may also be benchmarked against other applicants in the same category and along with those already trading on the Larger and 2 day market.

We will also take into consideration the range of products you wish to sell. Your product range must correlate to the retail mix you have selected. For example, if you sell jewellery plus accessories you must declare both items on your application form.

SALE OF ALCOHOL

GYBC will obtain a TEN (Temporary Event Notice) which will cover the sale of alcohol during the Christmas Market.

CATERING STALLS

All applications for catering stalls must include proof that they are registered with their local authority and provide your hygiene rating (if applicable) with your application form.

INSURANCE

All applications must be accompanied by a copy of your Public Liability Insurance. All traders on Great Yarmouth Market must carry cover to a minimum value of £5,000,000

SUPERVISION

Market Management will be on site during opening hours to handle any issues that may arise during the trading period.

DATES AND OPENING HOURS

The Great Yarmouth Christmas Market will open on Friday 29 November and will continue through to Sunday 1 December 2019.

Operating hours for the Great Yarmouth Christmas Market will be 10am to 8pm (Friday), 10am to 5pm (Saturday) and 10am to 4pm (Sunday) and all stallholders will be required to adhere to these hours of opening.

CHARGES/PAYMENT

You must send in along with your application a non-refundable deposit of £35, payable to '**Great Yarmouth Borough Council**' which will be cashed if your application is successful. Notification of successful applications will be advised in writing and full payment will be required as instructed. Payment for your chalet/gazebo pitch can be by cheque or on-line payment in advance.

CANCELLATION POLICY

If you cancel your booking for any reason you will forfeit your deposit of £35. Cancellation after 14 days of full payment you will forfeit the total value of the rental.

