

BEVERLEY FESTIVAL OF CHRISTMAS

SUNDAY 8TH DECEMBER — 10AM—4PM

Application Procedure for Stallholders

Procedure

- All applications must be received by **Friday 13th September 2019**.
- All applications will then be considered against the following criteria (outlined overleaf).
- Applicants will be notified by **Friday 27th September 2019** as to the success of their application.
- Successful stall holders can make payments by cheque, postal order or credit/debit card.
- Cheques must be made payable to '**East Riding of Yorkshire Council**' and returned to EY Events at the address below. Please do not send cheques before you have been accepted.
- To pay using a credit/debit card please contact the **Beverley Tourist Information Centre** on (01482) 391672.
- Any changes in your booking requirements must be declared to EY Events in writing.
- Please enclose a Stamped addressed envelope for any samples/ photos/ supporting documents you would like returning after the application process.
- A risk assessment, and Public Liability Insurance (**£5 million**) must be sent by every stall to EY Events with the application or before **Friday 8th November 2019**.
- Stalls using electrical equipment must send their latest PAT Certificate with the application or before **Friday 8th November 2019**.
- Stalls using LPG Cooking/Heating Equipment must send their latest Gas Safety Certificate with the application or before **Friday 8th November 2019**.
- Stalls selling alcohol must have a Temporary Event Notice for the event, in place by **Friday 8th November 2019**. These can be completed online at: www.eastriding.gov.uk/temporary-event-notice and for more information please contact the East Riding of Yorkshire Council Licensing Department on 01482 396297. Please only apply for a Temporary Event Notice once your stall has been accepted.

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Selection Criteria

The purpose of the event is to sell a wide variety of quality gifts, crafts and speciality foods. Preference will be given to goods made locally, stallholders who are from East Riding of Yorkshire and or products which are handcrafted.

With your stall application you must provide accurate details of all the products you intend to sell on your stall. EY Events reserves the right to close down any stall found to be selling unauthorised goods, i.e. those not agreed by us. The selection process considers the quality and retail mix of products on offer which play an important role in the overall feel of the event and also welcomes new traders who fill gaps in the retail mix.

EY Events will operate a fair and open application procedure and the following criteria will be used to assess each individual application:

- **Handmade** – Products that are handmade locally score more highly than those that are mass produced or handmade abroad unless they are produced under Fair-trade conditions (evidence of this should be provided).
- **Locality** – Stallholders from East Yorkshire and then the surrounding area are given priority over those from further away.
- **Customer Profile** – The products of the stallholder appeal to different genders and age ranges.
- **Quality** – Products need to be finished to a high standard and must meet legal manufacturing and trading standards.
- **Price Range** – the products to be sold provide value for money to suit all budgets.
- **Retail Mix** – It is important to the event to ensure that there is a wide range of product types across the whole market. We are always looking for new and innovative products to be sold at the event. Certain product categories such as Jewellery and Food and Drink are always oversubscribed. In this instance, assessments will be made on a stalls uniqueness, exclusivity, quality and locality.
- **Suitability at Beverley's Festival of Christmas** – Beverley has a variety of quality traders located within the town, so stallholders should be able to offer something different and unique to compliment what is already on offer.
- **Previous performance at Beverley's Festival of Christmas** – Whilst carrying out the selection process, consideration will be made on applications from stallholders that have previously operated on a basis contrary to the terms and conditions. Also considered, will be any evidence that can be provided of the product e.g. photographs of other festivals or shows attended.
- **Supporting Evidence** – we welcome any supporting evidence from new stalls or previous stallholders. Pictures of your stall set-up are useful when judging suitability.

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Charities and Discounts

Unfortunately, we are unable to offer any discounts to charities or not-for-profit organisations due to the substantial costs and extra additional overheads in running the event.

Feedback

If your application is unsuccessful we are unable to offer individual feedback so please accept that the decision of the selection panel is final. We cannot arrange individual meetings to discuss applications or view product samples.

Beverley Festival of Christmas, Room JF75, Cross Street, County Hall, Beverley, HU17 9BA.

E: bfoc@eyevents.co.uk

T: (01482) 391669

W: www.beverleyfestivalofchristmas.co.uk