



Exeter Cathedral Christmas Market 2021

Thursday 18th November – Saturday 18th December 2021

General Information for Traders

The deadline for Applications is Friday 14th May. You will be informed if your application has been successful by Friday 21st May.

1. INTRODUCTION

'Exeter Christmas Market' has been running for eight years on Exeter Cathedral Green and is recognised as one of the best in the UK. A combination of unique location with the stunning backdrop of Exeter Cathedral alongside high quality exhibitors has established an 'event' which is now an integral part of the city centre festive celebrations and Christmas shopping experience. Since 2017 the Exeter Cathedral Christmas Market has been run and managed by Exeter Cathedral Enterprises Ltd (ECEL).

Featuring a selection of crafts, fresh food and a bustling atmosphere helped by delicious food stalls and Bavarian-style bars, Exeter Cathedral Christmas Market is inspired by German Christmas markets. With traditional wooden chalets it attracts in excess of 600,000 visitors each year over the trading period.

Exeter Cathedral Green, the jewel in the crown in the city centre is a prime location for shoppers and is on the doorstep of the main shopping district. The Cathedral itself is a hub of activity at Christmas with its many carol services, concerts, events and education activities making it the perfect venue to experience the festive atmosphere both inside and out.

Exeter Cathedral is looking for exhibitors who will be selling high quality and unique products; much of which cannot be readily bought on the High Street. We are seeking to welcome new traders particularly those located in the South West. If you wish to apply for less the four weeks, please contact us for a price.

2. DATES AND TIMES FOR 2021

The Christmas Market will run from 5pm on Thursday 18th November until 9pm Saturday 18th December (inclusive)

Trading times will be:

- Monday – Wednesday: 10.00-19.00 (Bars until 19.15)
- Thursday – Saturday: 10.00-21.00 (Bars until 21.15)
- Sunday: 11.00-17.00

All chalets must remain open for the full trading period during all advertised opening times.

3. CHALET LOCATION AND TYPE

Please refer to the document 'Map and Layout' to see a visual representation of the layout in 2019. There are a number of different trading areas in the Christmas Market.

The eaves on the outside front edge of the chalets will be seasonally decorated with garlands and cluster white pea lights. All exhibitors are welcome, and encouraged, to add their own suitable festive embellishments to the fronts and insides of the chalets. This must be in keeping with the overall theme and look of the Christmas Market.



PLEASE NOTE: NO EXTERNAL EXTENSIONS TO THE ROOFS WILL BE ALLOWED AND NO ADORNMENTS WILL BE ALLOWED ON ANY ROOFS. ANY SUCH ITEMS WILL BE REMOVED.

3.1. Retail Chalets

We have two sizes of retail chalets for hire, these are both barn door style where doors open out wide allowing exhibitors to showcase stock on the doors which will be covered by the roof overhang. This maximises the visual impact of stalls for customers.

- Large Chalets – 5.2m x 2.4m
- Small Chalets – 2.4m x 2.4m

3.2. Catering Chalets

We have two sizes of counter-style catering chalet available for hire

- Large Chalets – 6m x 2.4m
- Small Chalets – 3m x 2.4m

3.3. Exhibitor Own Chalet

Under exceptional circumstances ECEL may allow exhibitors to bring and trade from their own chalet. This will be solely at the discretion of ECEL. Prices and pitch sizes will be available on request.

4. CHALET COST

All chalet rental prices include hire of a high-quality lockable chalet, pitch rental, electricity, water usage and the support of a team of security.

4.1. Retail Chalets

Trade Type	Size	Dimensions	Chalet Cost (Duration)	Chalet Cost Duration (incl VAT)
Crafts	Small	2.4m x 2.4m	£2,560 + VAT	£3,072
Crafts	Large	5.2m x 2.4m	£4,830 + VAT	£5,796
Fresh Food	Small	2.4m x 2.4m	£2,755 + VAT	£3,306
Fresh Food	Large	5.2m x 2.4m	£4,980 + VAT	£5,976
Confectionary	Small	2.4m x 2.4m	£2,825 + VAT	£3,390
Confectionary	Large	5.2m x 2.4m	£5,225 + VAT	£5,225

4.2. Catering Chalets

Trade Type	Size	Dimensions	Chalet Cost (Duration)	Chalet Cost Duration (incl VAT)
Fast Food	Small	3m x 2.4m	£5,600 + VAT	£6,720
Fast Food	Large	6m x 2.4m	£10,310 + VAT	£12,372

5. PAYMENT

Chalet payment is by BACS only, other payment methods may incur additional charges credit or debit card. The bank details for ECEL will be supplied to successful applicants. By submitting an application form you agree to adhere to our payment schedule detailed in section 6 of the Exhibitor Agreement. Failure to adhere will result in re-allocation of your chalet.

5.1. Exhibitor Bond Payment by cheque:

All cheques are payable to 'Exeter Cathedral Enterprises Ltd'

5.2. Payment Schedule

Chalet Type	Amount	Payment Due
Instalment 1 (Deposit)	40% (25% non-refundable)	1 st June
Instalment 2	30%	1 st August
Instalment 3	30%	30 th September
TOTAL		

Small Retail Chalet Crafts	Amount	Payment Due
Instalment 1 (Deposit)	£1,024 + VAT	1 st June
Instalment 2	£768 + VAT	1 st August
Instalment 3	£768 + VAT	30 th September
TOTAL	£2,560 + VAT	

Large Retail Chalet Crafts	Amount	Payment Due
Instalment 1 (Deposit)	£1,932 + VAT	1 st June
Instalment 2	£1,449 + VAT	1 st August
Instalment 3	£1,449 + VAT	30 th September
TOTAL	£4,830 + VAT	

Small Retail Chalet Fresh Food	Amount	Payment Due
Instalment 1 (Deposit)	£1,102+ VAT	1 st June
Instalment 1	£826.50 + VAT	1 st August
Instalment 2	£826.50 + VAT	30 th September
TOTAL	£2,755 + VAT	

Large Retail Chalet Fresh Food	Amount	Payment Due
Instalment 1 (Deposit)	£1,992 + VAT	1 st June
Instalment 2	£1,494 + VAT	1 st August
Instalment 3	£1,494 + VAT	30 th September
TOTAL	£4,980 + VAT	

Small Retail Chalet Confectionary	Amount	Payment Due
Instalment 1 (Deposit)	£1,130 + VAT	1 st June
Instalment 1	£847.50 + VAT	1 st August
Instalment 2	£847.50 + VAT	30 th September
TOTAL	£2,825 + VAT	

Large Retail Chalet Confectionary	Amount	Payment Due
Instalment 1 (Deposit)	£2,090 + VAT	30 th June
Instalment 2	£1,567.50 + VAT	31 st August
Instalment 3	£1,567.50 + VAT	31 st October
TOTAL	£5,225 + VAT	

Small Catering Chalet	Size	Payment Deadline
Instalment 1 (Deposit)	£2,240 + VAT	30 th June
Instalment 2	£1,680 + VAT	31 st August
Instalment 3	£1,680 + VAT	31 st October
TOTAL	£5,600 + VAT	

Large Catering Chalet	Amount	Payment Due
Instalment 1 (Deposit)	£4,124 + VAT	30 th June
Instalment 2	£3,093 + VAT	31 st August
Instalment 3	£3,093+ VAT	31 st October
TOTAL	£10,310 + VAT	

6. POWER

A supply of electricity is included in the chalet rental and is allocated based on size of chalet and product sold.

- Small Retail Chalets: – 6 Amps
- Large Retail Chalets: – 16 Amps
- Small Catering Chalet: – 8 Amps
- Large Catering Chalet will be: - 16 Amps

All electrical equipment used on site at the Exeter Cathedral Christmas Market must have a valid PAT certificate.

Exhibitors are responsible for providing their own lighting for the interior of their chalets. Please consider your power usage and the benefit of LED lights to keep within the maximum prescribed limits.

There will be an opportunity to apply for additional power which will be considered on a case by case basis by Exeter Cathedral.

6. WATER

There is access to clean drinking water from a tap located in the Cloister Garden during trading hours. Please respect this facility and the residents by keeping noise to a minimum when accessing the tap.

7. EXHIBITOR BOND

An exhibitor bond of £250 will be included in your invoice to cover damage to chalets and mis-use of facilities and amenities. This deposit will be returned by 31st January 2022. No chalet keys will be issued without this bond being paid.

8. HOW TO APPLY FOR A CHALET

Please read the following guidelines for applying for a chalet as the application process has changed.

- ❖ **Fill out the application form as clearly and explicitly as possible.** Please give as much detail with a comprehensive list of products you wish to sell even if you have exhibited at the market before. We want to help traders get the best out of market and avoid duplication of products.
- ❖ Products not listed on the application form and not approved by the market manager prior to arrival on site will not be permitted for sale.
- ❖ The clearer, more detailed and comprehensive your application the more likely your application is to be accepted.
- ❖ Please clearly indicate your preference for area.
- ❖ Include images that will help support your application, if you are a new applicant for 2021 this could be from a market elsewhere or a showcase of your ability to make stock look exciting and enticing. A re-direction to a website will not be accepted as an alternative to images.
- ❖ Please include two samples of the type of stock you intend to sell.
- ❖ If you are applying to have a catering chalet you must provide details of registration with your local authority and provide your hygiene rating with your application form.
- ❖ If your application is successful, PAT certificates, gas certificates (if applicable), Public Liability Insurance and risk assessment forms will be required to be returned to us by 30th September 2021.

9. WEBSITE LISTING

We would like to add all our exhibitors to our website and Christmas event guide. We therefore require a brief description of the products you will be selling at the Christmas Market. Please keep this to less than 20 words.

For example: Location A, Chalet 5, Silver Fox Gifts *“Beautiful contemporary silver pewter gifts including jewellery, homeware, keepsakes and gifts inspired by nature and handcrafted in Devon”*

10. MARKETING

The Exeter Cathedral Christmas Market is already well-established and integral part of the festive experience in the City. We will be working with local, regional and national media to promote the Market. Our Cathedral website will include a comprehensive section on the Christmas activities that the Cathedral has to offer including trader information. We will also produce a Christmas in Exeter guide, which will feature trader information, Cathedral events and citywide information.

11. SECURITY AND STEWARDS

There will be 24/7 security throughout the Christmas Market, including during the set-up and take-down periods, throughout all trading and overnight patrol. Each chalet will have a lock and each exhibitor will have one key. Please look after your key! Lost keys will incur a charge of £25 for replacement. The Christmas Market Control room will keep a duplicate key for all the chalets.

12. PARKING FOR EXHIBITORS

There is no parking at the Christmas Market or in the nearby streets. Neither the Cathedral nor Exeter City Council provide a designated car park for use by traders. Parking and loading without a valid ticket or timeslot will result in liability to be ticketed.

13. SETTING UP – STOCKING UP – TAKING DOWN

Due to the precious nature of the surroundings in which the market takes place and the small timeframe to build the event strict timeslots for setting up chalets are in operation on 13th – 15th November.

All exhibitors will be able to restock between 08.00am and 09.30am each day and at the end of the trading day for 30 minutes. All vehicles must be off site by 09.30am. Exhibitors will be able to bring in their vehicles to the two loading points to their chalets up to 30 minutes after the Market is closed to replenish their stock, but must leave the Market by 10pm. Security will ask traders to move after this time and exhibitor bonds will be forfeited if these rules are not adhered to. We have no storage space for any exhibitors.

Close down of the market will be after 21.00 on Saturday 18th December. All chalets must be vacated and clear of rubbish by 08.00 on Sunday 19th December so we can start dismantling the chalets first thing.

14. RUBBISH

It is each exhibitor's responsibility to ensure their site and their chalet is kept smart and tidy at all times. Industrial wheelie bins will be available for exhibitors' rubbish on the South side of the Green. Failure to remove rubbish will result in the exhibitor bond being forfeited. Cleaning Crew will be responsible for clearing the litter in public bins throughout the day. They will primarily ensure public litter bins are emptied and the whole area of the Christmas Market looks smart and litter-free. They are not employed to take away exhibitors' litter.

15. CHALET PRESENTATION

It is of significant importance to Exeter Cathedral and in the best interest of all stallholders that the market and all chalets look smart, attractive, festive and inviting. Chalet holders who fail to maintain a suitable standard will be asked to make the necessary adjustments and failure to do so will impact on future applications.

No external rooftop adornments are permitted under any circumstances.

As in 2019 Exeter Cathedral will provide an external garland to the roof ridge of every chalet with pea cluster lights.

16. OPENING CEREMONY AND ENTERTAINMENT

To be confirmed nearer the date.

17. ACCOMMODATION FOR EXHIBITORS

Detailed information about accommodation and parking can be found at the Exeter Tourist Information Centre or online via the Visit Exeter Website:

Exeter Tourism Centre
Paris Street
Exeter
EX1 2JB

E: www.visitexeter.com/tourist-info-and-map

T: 01392 265700

18. EXETER CATHEDRAL CONTACT

If you require any further information please do not hesitate to contact:

Catherine Escott
Cathedral Administrator
1 The Cloisters
Exeter
Devon
EX1 1HS

E: christmas.market@exeter-cathedral.org.uk

T: 07914 901 254