



# Exeter Cathedral Christmas Market 2022

Friday 18<sup>th</sup> November 12noon – Sunday 18<sup>th</sup> December 5pm 2022

## General Information for Traders

The deadline for Applications is Friday 10<sup>th</sup> June  
You will be informed if your application has been successful by Monday 17<sup>th</sup> June

### 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 2022

The Christmas Market will run from 12noon Friday 18<sup>th</sup> November until 5pm Sunday 18<sup>th</sup> 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.

All Exhibitors who wish to display their goods outside of their chalets on the floor/ground space will be subject to a surcharge of £50 + vat for the duration. You may request this additional space but please note this does not guarantee it will be allocated due to limited availability of locations in the market.

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

### 3.2. Catering Chalets

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

- Small Chalets – 3m x 2.4m
- Large Chalets – 6m 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)
Retail	Small	2.4m x 2.4m	£2,850 + VAT	£3,420
Retail	Large	5.2m x 2.4m	£5,375 + VAT	£6,450
Fresh Food	Small	2.4m x 2.4m	£3,075 + VAT	£3,690
Fresh Food	Large	5.2m x 2.4m	£5,550 + VAT	£6,660
Alcohol	Small	2.4m x 2.4m	£3,755 + VAT	£4,506
Alcohol	Large	5.2m x 2.4m	£5,980 + VAT	£7,176

### 4.2. Catering Chalets

Trade Type	Size	Dimensions	Chalet Cost (Duration)	Chalet Cost Duration (incl VAT)
Catering - Fast Food	Small	3m x 2.4m	£6,250 + VAT	£7,500
Catering - Fast Food	Large	6m x 2.4m	£11,310 + VAT	£13,572

## 5. PAYMENT

Chalet payment and Exhibitor Bond 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. Payment Schedule

Chalet Type	Amount	Payment Due
Instalment 1 (Deposit)	40% (25% non-refundable)	1 <sup>st</sup> July
Instalment 2	30%	31 <sup>st</sup> August
Instalment 3	30%	31 <sup>st</sup> October
<b>TOTAL</b>		

Small Retail Chalet	Amount	Payment Due
Instalment 1 (Deposit)	£1,140 + VAT	1 <sup>st</sup> July
Instalment 2	£855 + VAT	31 <sup>st</sup> August
Instalment 3	£855+ VAT	31 <sup>st</sup> October
<b>TOTAL</b>	<b>£2,850 + VAT</b>	

Large Retail Chalet	Amount	Payment Due
Instalment 1 (Deposit)	£2,150+ VAT	1 <sup>st</sup> July
Instalment 2	£1,612.50 + VAT	31 <sup>st</sup> August
Instalment 3	£1,612.50+ VAT	31 <sup>st</sup> October
<b>TOTAL</b>	<b>£5,375 + VAT</b>	

Small Chalet Fresh Food	Amount	Payment Due
Instalment 1 (Deposit)	£1,230 + VAT	1 <sup>st</sup> July
Instalment 1	£922.50 + VAT	31 <sup>st</sup> August
Instalment 2	£922.50 + VAT	31 <sup>st</sup> October
<b>TOTAL</b>	<b>£3,075 + VAT</b>	

Large Chalet Fresh Food	Amount	Payment Due
Instalment 1 (Deposit)	£2,220 + VAT	1 <sup>st</sup> July
Instalment 2	£1,665 + VAT	31 <sup>st</sup> August
Instalment 3	£1,665 + VAT	31 <sup>st</sup> October
<b>TOTAL</b>	<b>£5,550 + VAT</b>	

Small Chalet Alcohol	Amount	Payment Due
Instalment 1 (Deposit)	£1,502+ VAT	1 <sup>st</sup> July
Instalment 1	£1,126.50 + VAT	31 <sup>st</sup> August
Instalment 2	£1,126.50+ VAT	31 <sup>st</sup> October
<b>TOTAL</b>	<b>£3,755 + VAT</b>	

Large Chalet Alcohol	Amount	Payment Due
Instalment 1 (Deposit)	£2,392 + VAT	1 <sup>st</sup> July
Instalment 2	£1,794 + VAT	31 <sup>st</sup> August
Instalment 3	£1,794 + VAT	31 <sup>st</sup> October
<b>TOTAL</b>	<b>£5,980 + VAT</b>	

Small Chalet Catering	Size	Payment Deadline
Instalment 1 (Deposit)	£2,500+ VAT	1 <sup>st</sup> July
Instalment 2	£1,875 + VAT	31 <sup>st</sup> August
Instalment 3	£1,875 + VAT	31 <sup>st</sup> October
<b>TOTAL</b>	<b>£6,250 + VAT</b>	

Large Chalet Catering	Amount	Payment Due
Instalment 1 (Deposit)	£4,600+ VAT	1 <sup>st</sup> July
Instalment 2	£3,450 + VAT	31 <sup>st</sup> August
Instalment 3	£3,450+ VAT	31 <sup>st</sup> October
<b>TOTAL</b>	<b>£11,500 + VAT</b>	

## 6. POWER

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

### Retail, Fresh Food and Alcohol

- Small Chalets: – 8 Amps
- Large Chalets: – 16 Amps

Small Chalets can increase their power supply from 8 Amps to 16Amps for £120 + vat for the duration of the market

### Catering

- Small Catering Chalet: – 16 Amps
- Large Catering Chalet: - 16 Amps

Catering Chalets can increase their power supply from 16 Amps to 32 Amps for £240 + vat for the duration of the market

Catering Chalets can increase their power supply from 32 Amps to 64 Amps for £480 +vat for the duration of the market

Fridge trailers can be accommodated by prior agreement only for £240 + vat for the duration of the market.

**Any power requests received after 1<sup>st</sup> November will incur and additional admin fee of £100 +vat in addition to the above charges.**

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.

## 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 31<sup>st</sup> January 2023. 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.

- ❖ **Fill out every section on the application form fully.** Please give as much detail with a comprehensive list of products you wish to sell even if you have exhibited at the market before. Incomplete application forms cannot be accepted, as 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 ECEL prior to arrival on site will not be permitted for sale.
- ❖ You are not allowed to change or introduce new products without the prior approval of ECEL

- ❖ The clearer, more detailed and comprehensive your application the more likely your application is to be accepted.
- ❖ Please clearly indicate your preference for area, please note this is not guaranteed
- ❖ Include images that will help support your application, if you are a new applicant for 2022 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 please provide a comprehensive menu plus details of registration with your local authority and provide your hygiene rating with your application form. Please note that catering chalets are not allowed to sell hot drinks, tea, coffee, hot chocolate etc.
- ❖ Include images that will help support your application.
- ❖ If your application is successful, PAT certificates, gas certificates (if applicable), and Public Liability Insurance and risk assessment forms will be required to be returned to us by 30<sup>th</sup> September 2022.

## **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: 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 an 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.

## **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 14<sup>th</sup> – 18<sup>th</sup> November.

All exhibitors will be able to restock between 08.00am and 09.30am each day. 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.

Vehicles arriving close to 10.00 with large deliveries may be denied access to site.

Close down of the market will be after 17:00 on Sunday 18<sup>th</sup> December. All chalets must be vacated and clear of all rubbish by 08.00 on Monday 19<sup>th</sup> December so we can start dismantling the chalets first thing.

## **14. RUBBISH**

It is each exhibitor's responsibility to ensure their site, 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 litterbins 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, including flags, are permitted under any circumstances.

Exeter Cathedral will provide an external garland to the roof ridge of every chalet with pea cluster lights. All traders should have a name sign in the apex of their chalet

#### **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](http://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:

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