



festive spirit



MADE IN EXETER

Exhibitor Information Pack 2023

Please note: All information provided in this pack is subject to planning and any other reasonable adjustments

Why Exeter Cathedral Christmas Market?



Exeter Cathedral Christmas Market has been running for nearly ten 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 festive bars. 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 exhibitors particularly those located in the South West. If you wish to apply for less than four weeks, please refer to 'Other Chalet Options'.

Opening Times for 2023



Exeter Cathedral Christmas Market will open at 5pm on Friday 17th November and close at 5pm on Sunday 17th December .

The trading hours will be:

10am-7pm Monday- Wednesday

10am-9pm Thursday-Saturday

11am-5pm Sunday

All chalets must remain open for trade during these hours.

Thinking Green



Exeter Cathedral Christmas Market works every year to reduce the amount of waste it generates and it is our mission to Reduce, Reuse, Recycle wherever possible.

When considering applications we will evaluate exhibitors based on their sustainability. Please ensure you complete this section on the Application Form in detail.

We would ask you to avoid single use plastic.

Packaging should be reused where possible.

Food containers and napkins must be compostable.

Takeaway cutlery must be compostable or wooden.

No plastic cutlery is allowed.

We encourage the use of paper bags.



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.

If when applying you would like a specific pitch, there is a specific pitch fee of £100 + VAT per pitch. This will only be charged if you are successful on your 1st Choice pitch.

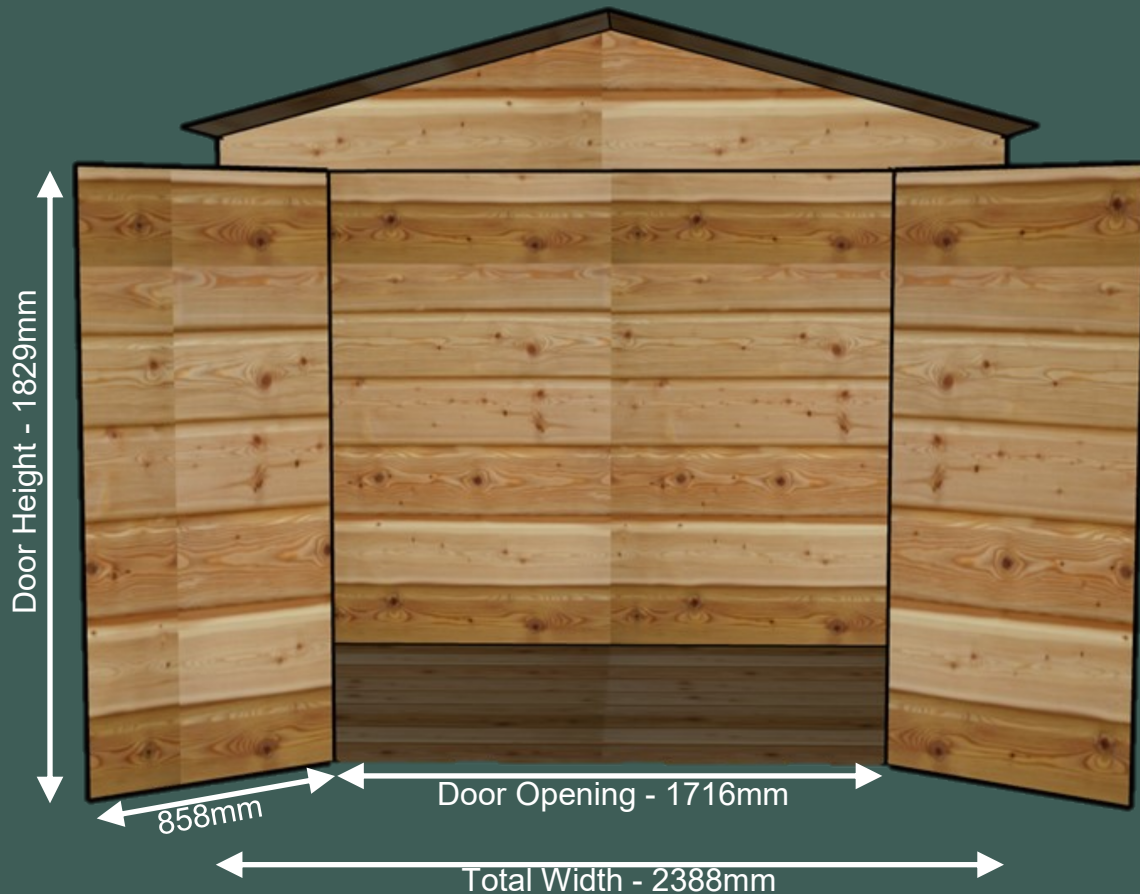
Exhibitors Own Chalets

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

Small Chalets



2.4m x 2.4m



Roof Overhang -



Internal Floor Measurements

2248mm Wide

2235mm Deep

Large Chalets



5.2m x 2.4m



Internal Floor Measurements

5010mm Wide

2235mm Deep

Small Catering Chalets



3m x 2.4m

A small number of these hatch chalets are available for retail exhibitors.



Internal Floor Measurements

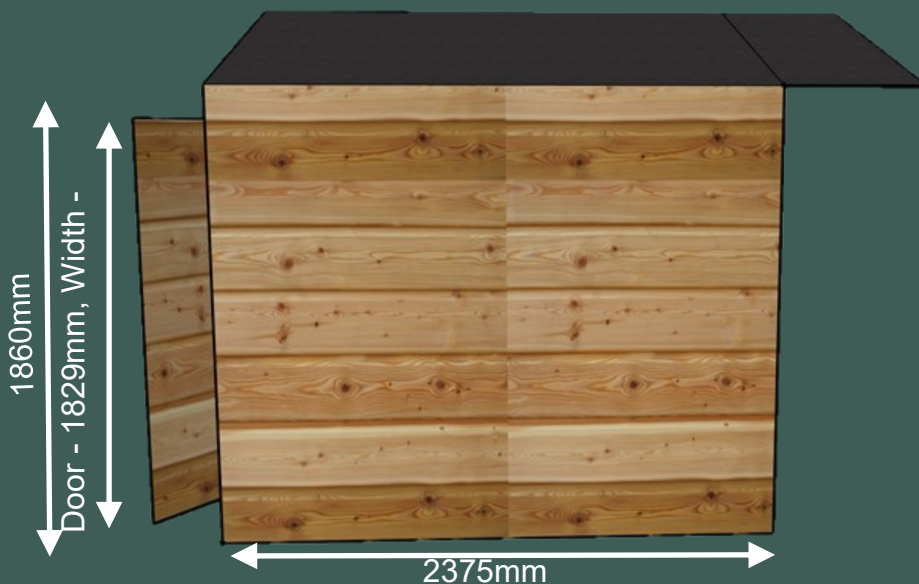
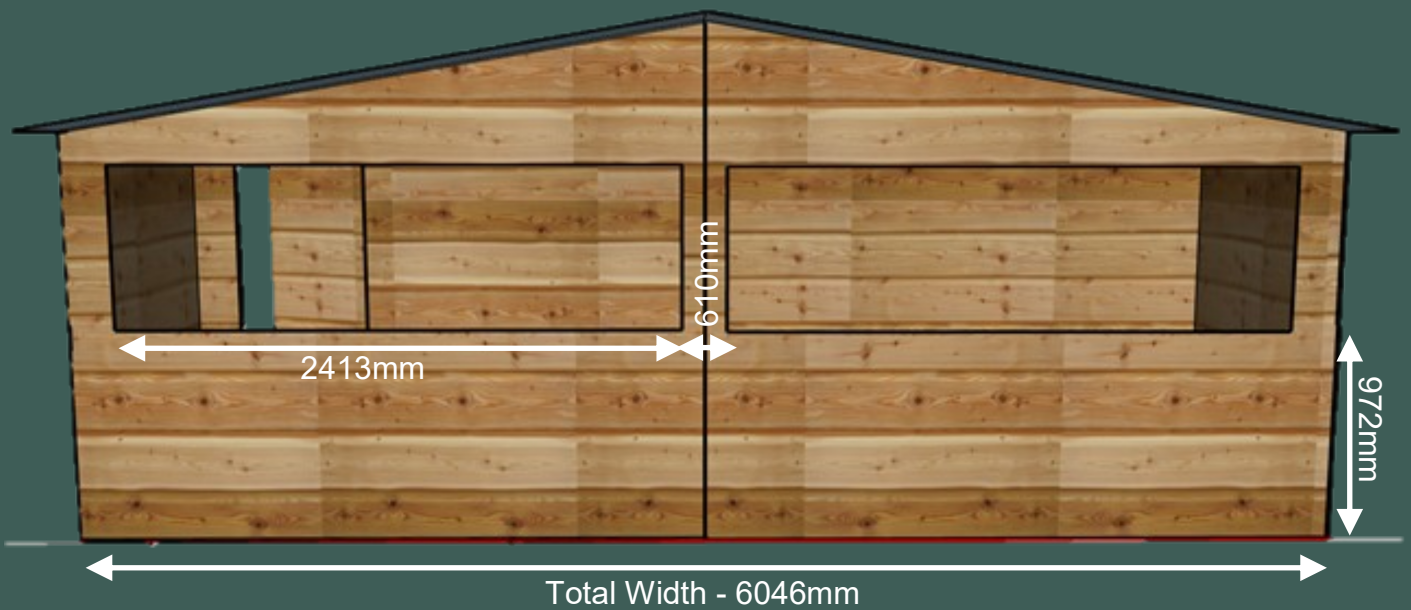
2857mm Wide

2235mm Deep

Large Catering Chalets



6m x 2.4m



Internal Floor Measurements

5905mm Wide

2235mm Deep

Chalet Presentation



It is of significant importance to Exeter Cathedral Christmas Market and in the best interest of all exhibitors that the market and all chalets look smart, attractive, festive and inviting. Exhibitors 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.

All exhibitors should have a name sign in the apex of their chalet.

The eaves on the outside front edge of the chalets will be seasonally decorated with garlands and white cluster pea lights. All exhibitors are required to dress the inside of their chalets with their own suitable festive embellishments and lighting. This must be in keeping with the overall theme and look of the Christmas Market.

No products can be displayed outside the front of any chalet except

Please note :

Chalets must not be structurally altered in any way

Costs - Retail



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 and Market Manager.

All the profits made from the Christmas Market go towards the enormous costs needed to maintain the Cathedral each year. Preserving 900 years of history in the heart of Exeter for future generations.

Chalet Type	Measurements	Ex. VAT	Inc. VAT
Small Retail Chalet	2.4m x 2.4m	£3,200	£3,840
Large Retail Chalet	5.2m x 2.4m	£6,000	£7,200
Small Fresh Food Chalet	2.4m x 2.4m	£3,500	£4,200
Large Fresh Food Chalet	5.2m x 2.4m	£6,300	£7,560
Small Alcohol Chalet	2.4m x 2.4m	£4,500	£5,400
Large Alcohol Chalet	5.2m x 2.4m	£7,300	£8,760

Pitch Choice (Per Pitch)	£100 + VAT
PAT Testing (Per Item)	£7.00 + VAT
Increase Power Supply (8 amps to 16 amps)	£120 + VAT

Costs - Catering



Chalet Type	Measurements	Ex. VAT	Inc. VAT
Small Catering Chalet	3m x 2.4m	£9,000	£10,800
Large Catering Chalet	6m x 2.4m	£15,000	£18,000

Pitch Choice (Per Pitch)	£100 + VAT
PAT Testing (Per Item)	£7.00 + VAT
Increase Power Supply (16 amps to 32 amps)	£240 + VAT
Increase Power Supply (16 amps to 64 amps)	£480 + VAT
Fridge Trailer (Per Trailer) Fridge trailers can be accommodated by prior agreement only for. They cannot be sited behind chalets but will be in an accessible, designated trailer compound.	£250 + VAT

All catering chalets include a 3m x 3m pitch for a gazebo at the rear.

All catering chalets will be provided with their own wheelie bins.

Other Pitch Options



This year we are offering shorter term rentals for Retail, Alcohol and Fresh Food Chalets only.
We have a limited number of pitches available from either:

17th November 5pm - 2nd December 9pm or 3rd December 9am - 17th December 5pm

We recommend these if you have never exhibited at our Christmas Market before.

Dates	Chalet Type	Measurements	Ex. VAT	Inc. VAT
17th Nov - 2nd Dec	Small Retail Chalet	2.4m x 2.4m	£1,652	£1982.40
	Large Retail Chalet	5.2m x 2.4m	£3,097	£3,716.40
	Small Fresh Food Chalet	2.4m x 2.4m	£1,807	£2,168.40
	Large Fresh Food Chalet	5.2m x 2.4m	£3,252	£3,902.40
	Small Alcohol Chalet	2.4m x 2.4m	£2,323	£2,787.60
	Large Alcohol Chalet	5.2m x 2.4m	£3,768	£4,521.60
3rd Dec - 17th Dec	Small Retail Chalet	2.4m x 2.4m	£1,548	£1,857.60
	Large Retail Chalet	5.2m x 2.4m	£2,903	£3,483.60
	Small Fresh Food Chalet	2.4m x 2.4m	£1,694	£2,032.80
	Large Fresh Food Chalet	5.2m x 2.4m	£3,049	£3,658.80
	Small Alcohol Chalet	2.4m x 2.4m	£2,178	£2,613.60
	Large Alcohol Chalet	5.2m x 2.4m	£3,533	£4,239.60

PAT Testing (Per Item)	£7.00 + VAT
Increase Power Supply (8 amps to 16 amps)	£120 + VAT

Payment



Exhibitor Bond

An exhibitor bond of £250 will be included in your invoice to cover damage to chalets and misuse of facilities and amenities. This deposit will be returned by 31st January 2024. No chalet keys will be issued without this bond being paid.

1st August

Instalment 1 (deposit): 40%
(25% non-refundable)

1st September

Instalment 2: 30%

1st October

Instalment 3: 30%

Chalet payment and Exhibitor Bond is by BACS only. The bank details for ECEL are as follows:
Name: Exeter Cathedral Enterprises Limited Sort code: 56-00-49 Account number: 00758574
(NatWest Bank)

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.

Map & Layout



Power



A supply of electricity is included in the chalet rental and is allocated based on size of chalet and product sold. Electricity usage will be monitored by our electricians, so everyone must stay within this consumption limit. **We do not allow fan heaters or hot water kettles.**

Retail, Fresh Food & Alcohol

Small Chalets: 8 amps
Large Chalets: 16 amps

Small Chalets can increase their power supply from 8 amps to 16 amps for £120 + VAT.

Catering Chalets can increase their power supply from 16 amps to 32 amp for £240 + VAT

Catering Chalets can increase their power supply from 16 amps to 64 amps for £480 + VAT

Fridge trailers can be accommodated by prior agreement only for. They cannot be sited behind chalets but will be in an accessible, designated trailer compound.

Catering

Small Chalets: 16 amps
Large Chalets: 16 amps

Any power requests received after 1st November will incur and additional 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.

Site Information



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.

Grey water must be disposed of in the designated area. Drains must not be used.

Rubbish

There will be no refuse facilities available during the exhibitor set up period. All exhibitors must remove all of their own rubbish from site before the Christmas Market opens.

It is each exhibitors responsibility to ensure their chalet and it's surroundings are 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. A 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.

Cardboard must be separated and flattened.

Pallets must be removed from site by exhibitors.

Used oil must be removed from site by exhibitors.

Security & Stewards

There will be 24/7 security throughout the Christmas Market, including during the set-up and take -down periods. 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.

No cash is permitted to be left in chalets overnight.

Site Information



Setting up, Stocking up & Getting Out

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 from 15th – 17th November. You will be allocated a time slot.

All exhibitors will be able to restock for two hours after the close of the market each day. We have no storage space for any exhibitors. Our offices will not accept or be responsible for any deliveries for exhibitors.

Vehicles arriving with large deliveries in the morning are by prior agreement only.

Close down of the market will be after 5pm on Sunday 17th December. All chalets must be vacated and clear of all rubbish by 8am on Monday 18th December so we can start dismantling the chalets.

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 exhibitors. Parking and loading without a valid ticket or timeslot will result in a parking fine being issued.

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 exhibitors information.

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”

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 exhibitors get the best out of the 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 you're application is to be accepted.
- If you would like a specific pitch, please clearly indicate your pitch preference (area and pitch number) please note this is not guaranteed and you will only be charged a premium if you are successful on your 1st Choice.
- Include images that will help support your application, if you are a new applicant for 2023 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 but can be included.
- Please include two samples of the type of stock you intend to sell. This applies to previous exhibitors also.
- 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 exhibitors are not allowed to sell hot drinks, tea, coffee, hot chocolate etc.**
- Include images that will help support your application.
- PAT certificates, gas certificates (if applicable), and Public Liability Insurance and risk assessment forms will be required to be submitted with your application. If you do not include them, your application may be hindered.

Thank you for your interest in applying for a chalet pitch at Exeter Cathedral Christmas Market 2023



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

Exeter Cathedral Christmas Market Team
1 The Cloisters
Exeter
Devon
EX1 1HS

Christmas.market@exeter-cathedral.org.uk
07914 901254

**The deadline for submitting
applications for the 2023
Christmas Market is 30th June.
Successful applicants will be
contacted by the 14th July.
First payment is due 1st August.**

**Please note: All information provided in this pack is subject to planning and any other
reasonable adjustments**