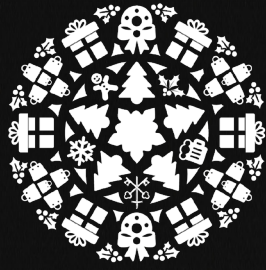




Exeter  
Cathedral



EXETER  
CATHEDRAL  
CHRISTMAS  
MARKET

*festive spirit*



MADE IN EXETER

# Exhibitor Information Pack 2024

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 the market as a highlight of the city's festive celebrations and Christmas shopping experience. Since 2017, the Exeter Cathedral Christmas Market has been run and managed by Exeter Cathedral Enterprises Ltd (ECEL).

Exeter Cathedral Christmas Market showcases a diverse range of local crafts, fresh food, with a bustling atmosphere helped by delicious street food and festive bars. With traditional wooden festive chalets, it attracts an estimated 600,000 visitors each year, throughout the month-long trading period.

Exeter Cathedral Green, the jewel in the crown of 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.

We are 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.

# Opening times for 2024

Exeter Cathedral Christmas Market will open at 10am on Friday 15 November and close at 5pm on Sunday 15 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 of 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

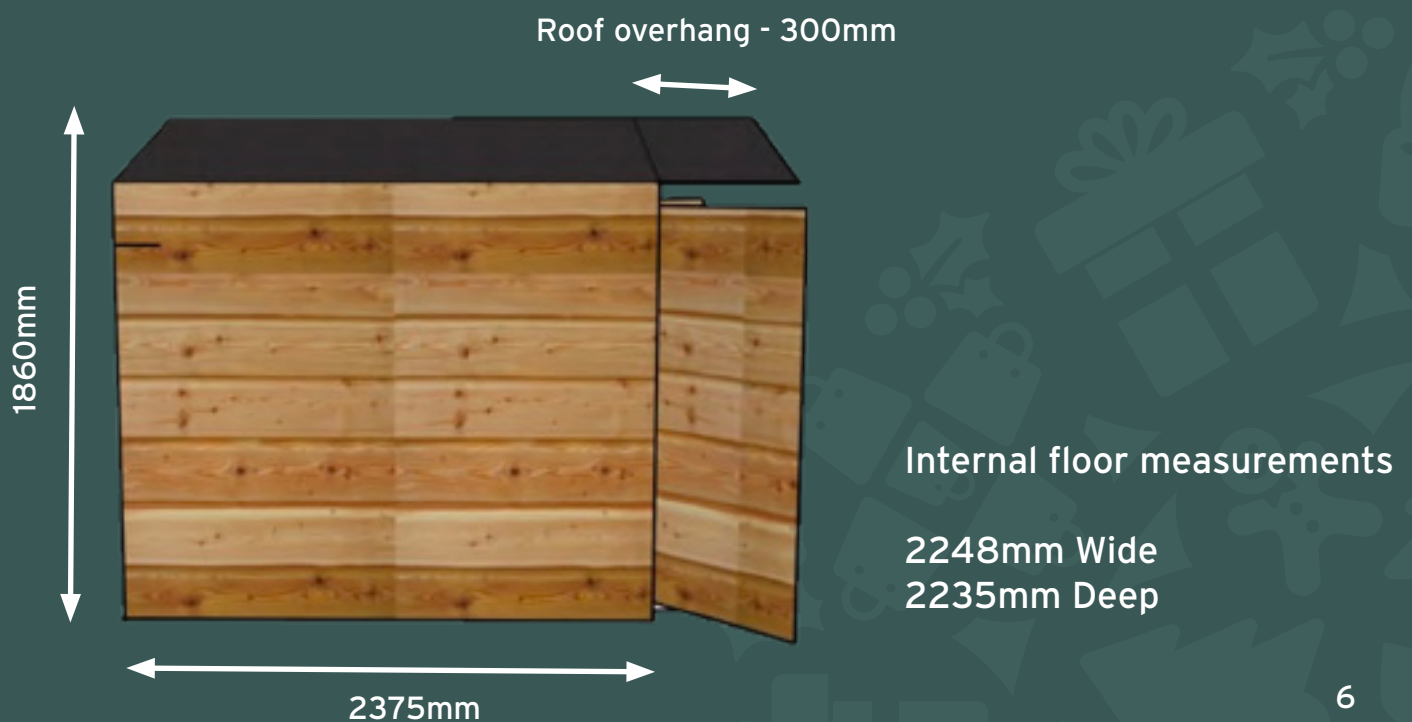
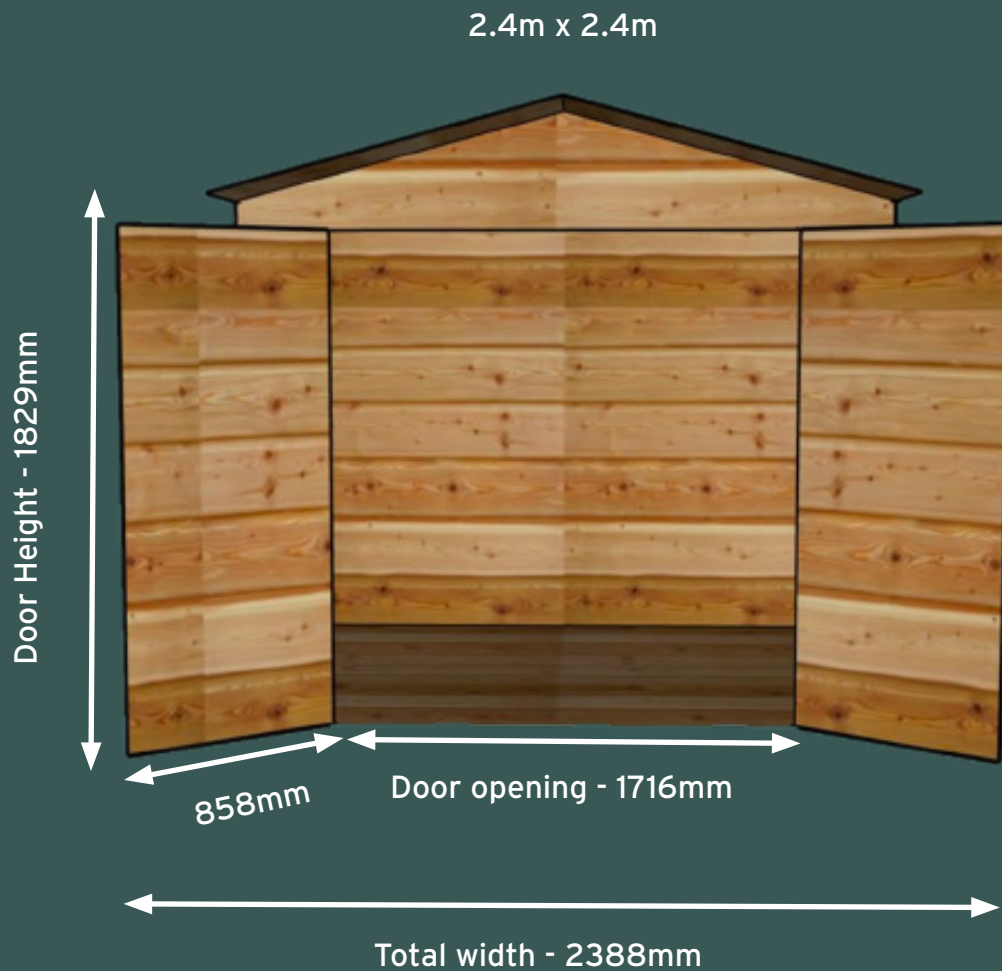
We have two sizes of retail chalets for hire, these are both 'barn door' style, with wide-opening doors, allowing exhibitors to showcase stock on the doors which will be covered by the roof over-hang. This maximises the visual impact of stalls for customers.

No additional storage space or gazebos will be permitted for any retail, alcohol or fresh food stalls.

## Exhibitors' Own Chalets

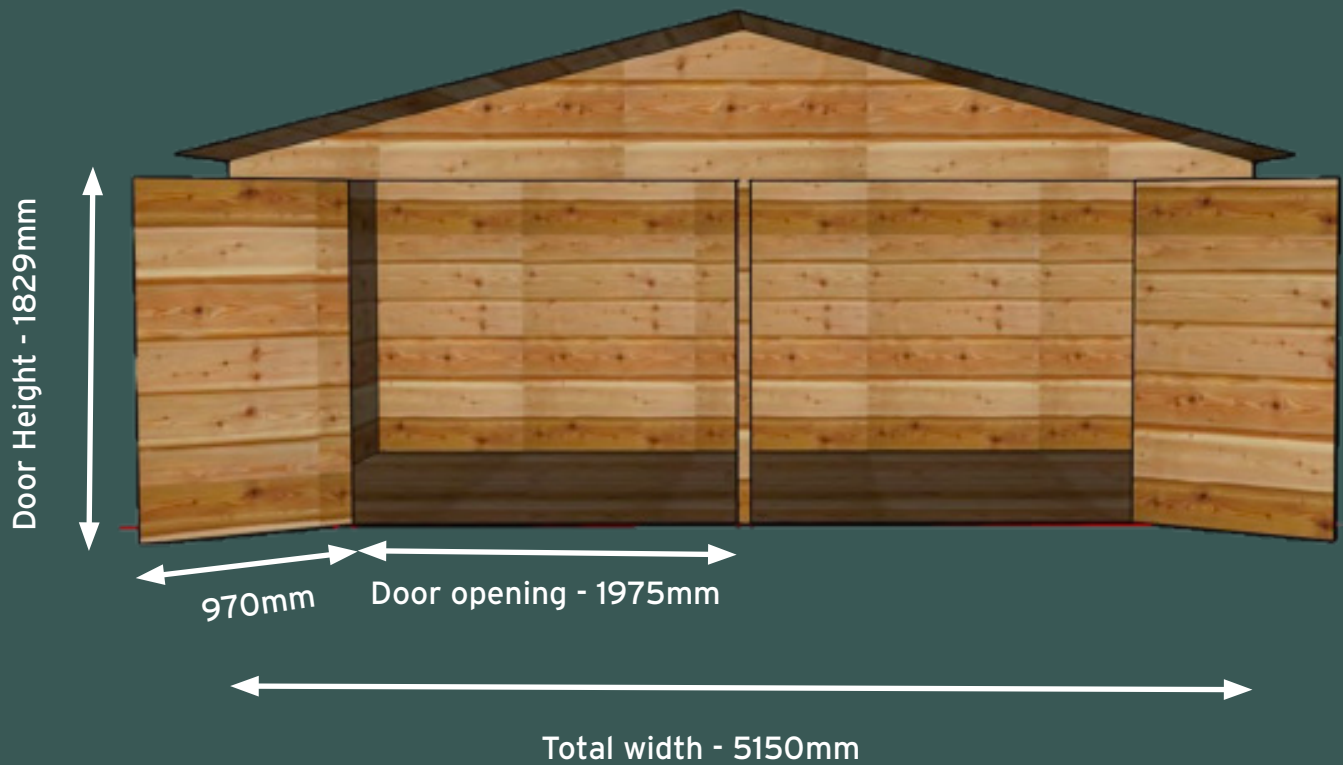
Under exceptional circumstances, ECEL may allow exhibitors to bring, and trade from, their own chalet or mobile unit. This will be solely at the discretion of ECEL. Prices and pitch sizes will be available on request.

# Small chalets



# Large chalets

5.2m x 2.4m



Roof overhang - 300mm

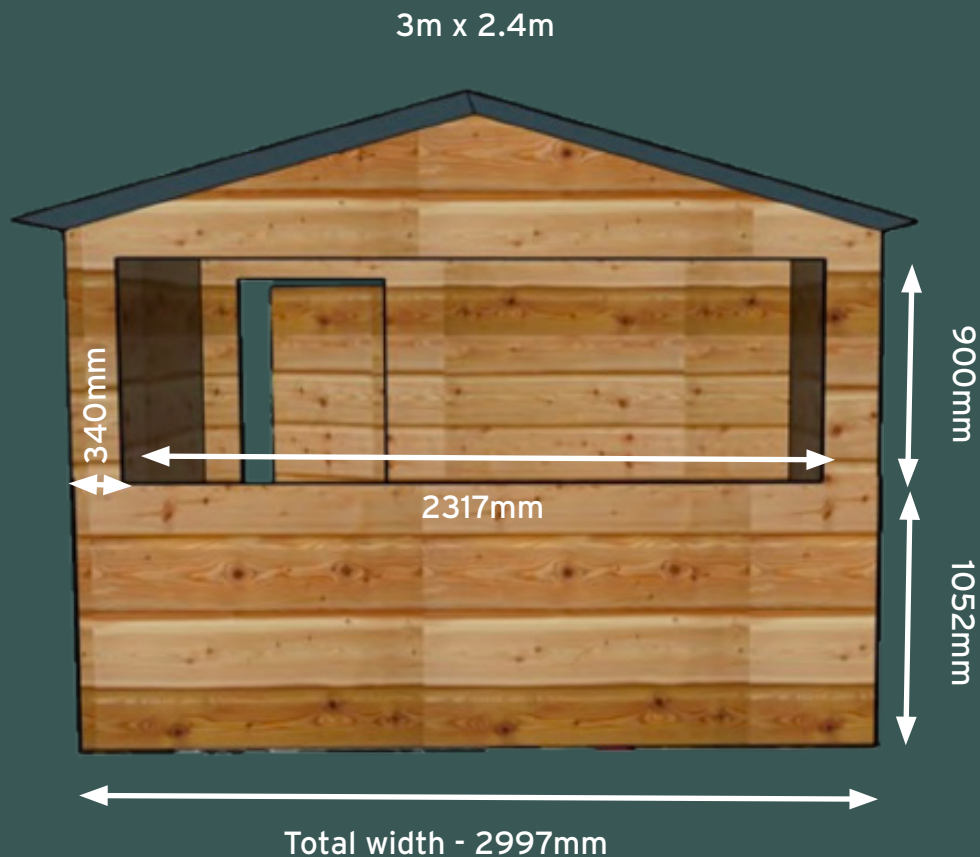


Internal floor measurements

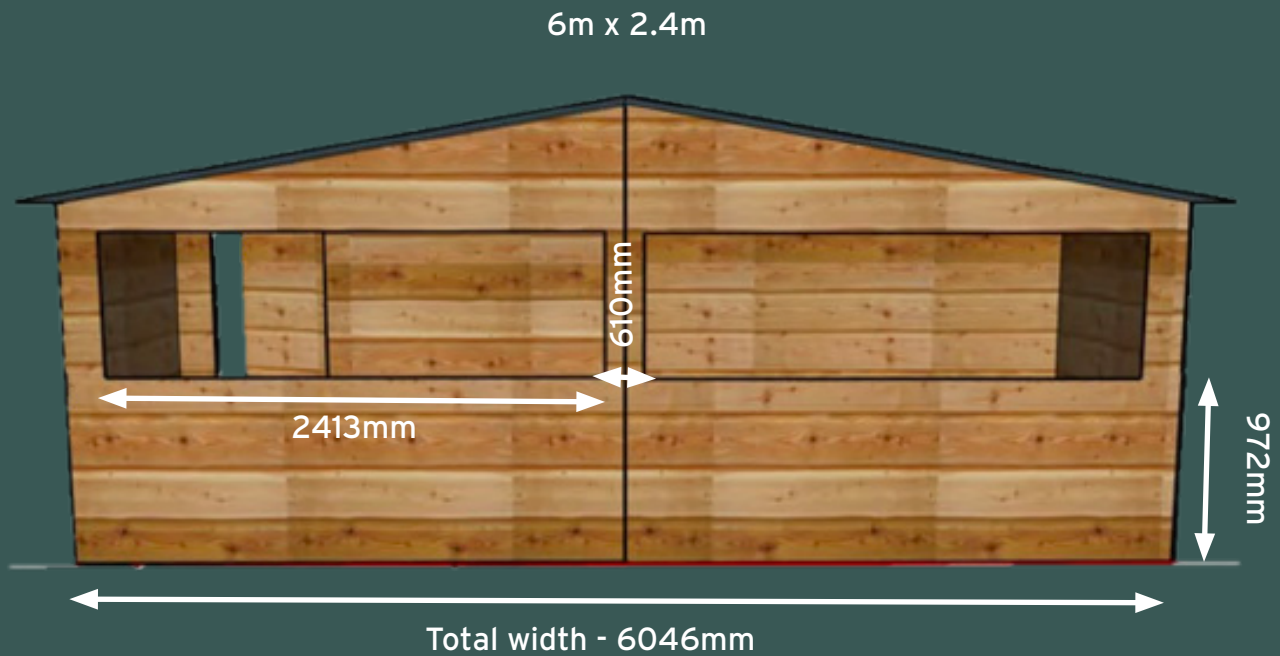
5010mm Wide  
2235mm Deep

# Small catering chalets

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



# Large catering chalets



# 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 Exeter Cathedral Christmas Market.

Although you are permitted to showcase stock on the doors, no products can be displayed outside the front of any chalet, on the floor.

**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 Managers.

All profits from Exeter Cathedral Christmas Market go towards the enormous cost of maintaining the Cathedral – ensuring this world-class heritage site is here to welcome the people of Devon and beyond, for generations to come.

Chalet type	Measurements	Ex. VAT	Inc. VAT
Small Retail Chalet	2.4m x 2.4m	£3,500	£4,200
Large Retail Chalet	5.2m x 2.4m	£6,300	£7,560
Small Fresh Food Chalet	2.4m x 2.4m	£3,800	£4,560
Large Fresh Food Chalet	5.2m x 2.4m	£6,600	£7,920
Small Alcohol Chalet	2.4m x 2.4m	£4,800	£5,760
Large Alcohol Chalet	5.2m x 2.4m	£7,600	£9,120

PAT testing (per item)	£10 + VAT
Increase Power Supply (8 amps to 16 amps)	£180 + VAT

# Costs - Catering

Chalet type	Measurements	Ex. VAT	Inc. VAT
Small Catering Chalet	3m x 2.4m	£9,400	£11,280
Large Catering Chalet	6m x 2.4m	£15,400	£18,480

PAT testing (per item)	£10 + VAT
Increase Power Supply (16 amps to 32 amps)	£290 + VAT
Increase Power Supply (16 amps to 64 amps)	£530 + VAT

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

# 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:

15 November 10am - 30 November 9pm or

1 December 11am - 15 December 5pm.

We recommend these if you have never exhibited at the Exeter Cathedral Christmas Market before.

Dates	Chalet type	Measurements	Ex. VAT	Inc. VAT
15 November - 30 November	Small Retail Chalet	2.4m x 2.4m	£1,807	£2,168.40
	Large Retail Chalet	5.2m x 2.4m	£3,252	£3,902.40
	Small Fresh Food Chalet	2.4m x 2.4m	£1,962	£2,354.40
	Large Fresh Food Chalet	5.2m x 2.4m	£3,407	£4,088.40
	Small Alcohol Chalet	2.4m x 2.4m	£2,478	£2,973.60
	Large Alcohol Chalet	5.2m x 2.4m	£3,923	£4,707.60
1 December - 15 December	Small Retail Chalet	2.4m x 2.4m	£1,694	£2,032.80
	Large Retail Chalet	5.2m x 2.4m	£3,049	£3,658.80
	Small Fresh Food Chalet	2.4m x 2.4m	£1,839	£2,206.80
	Large Fresh Food Chalet	5.2m x 2.4m	£3,194	£3,832.80
	Small Alcohol Chalet	2.4m x 2.4m	£2,323	£2,787.60
	Large Alcohol Chalet	5.2m x 2.4m	£3,678	£4,413.60

PAT testing (per item)

£10 + VAT

# Payment

## Exhibitor bond

An exhibitor bond of £500 will be included in your invoice to cover damage to chalets and misuse of facilities and amenities. This deposit will be returned by 31 January 2025. No chalet keys will be issued without this bond being paid.

## Payment Schedule:

**1 August**

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

⋮

**1 September**

Instalment 2: 30%

⋮

**1 October**

Instalment 3: 30%

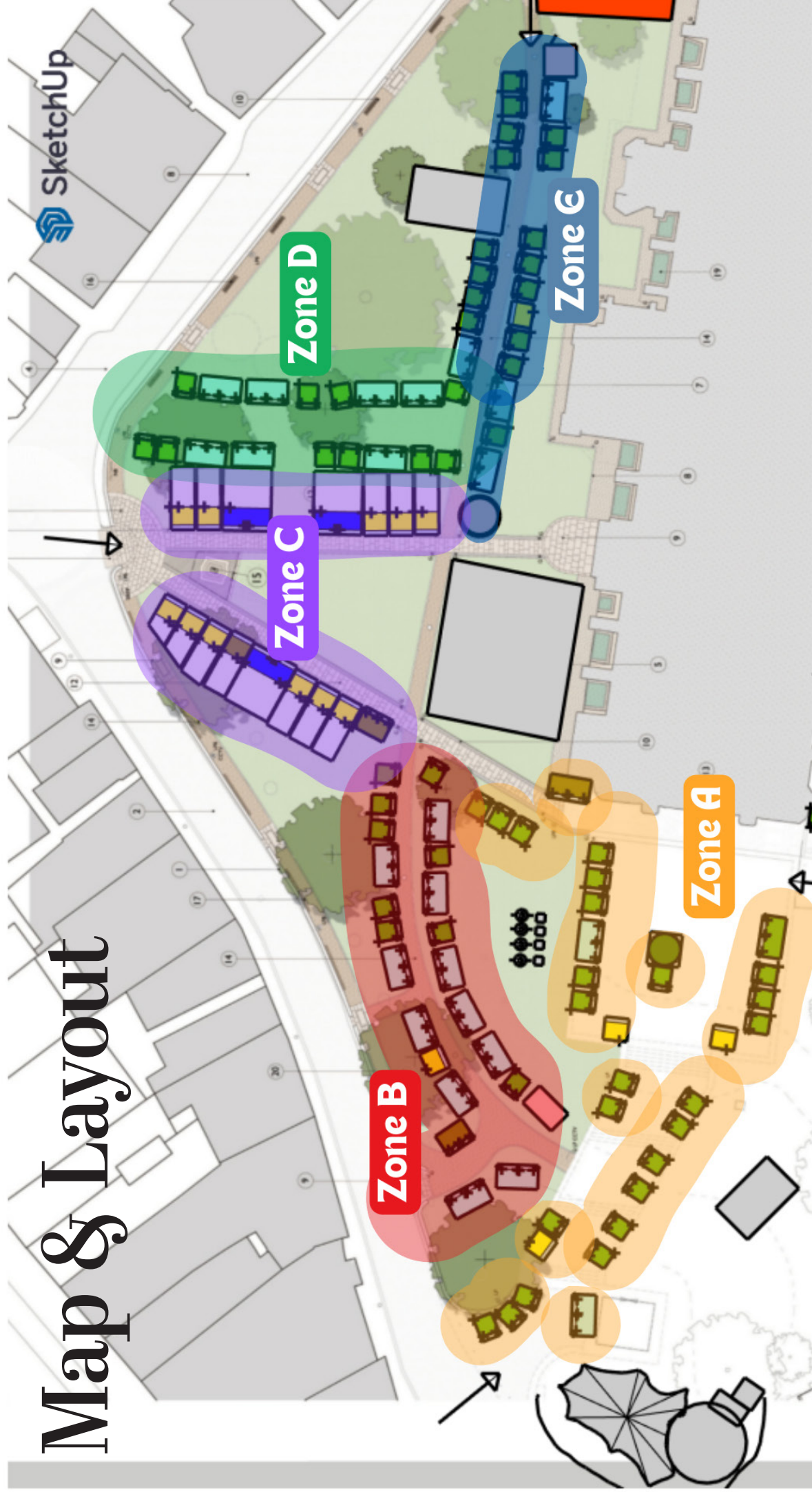
## Payment method

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



Security

Schedule of Drawing		Revisions	
No.	Date	No.	Date
01	10.08.10	01	10.08.10
02	10.08.10	02	10.08.10
03	10.08.10	03	10.08.10
04	10.08.10	04	10.08.10
05	10.08.10	05	10.08.10
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14	10.08.10	14	10.08.10
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17	10.08.10	17	10.08.10
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96	10.08.10	96	10.08.10
97	10.08.10	97	10.08.10
98	10.08.10	98	10.08.10
99	10.08.10	99	10.08.10
100	10.08.10	100	10.08.10

# 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 £180 + VAT.

Catering Chalets can increase their power supply from 16 amps to 32 amp for £290 +VAT.

Catering Chalets can increase their power supply from 16 amps to 64 amps for £530 +VAT.

Unfortunately, fridge trailers will not be accommodated this year.

## Catering

Small Chalets: 16 amps

Large Chalets: 16 amps

**Any power requests received after 1st November will incur an 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 Exeter Cathedral 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.**

# Site Information

## Security & Stewarding

There will be 24/7 security throughout the Exeter Cathedral 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.**

## 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 11 - 14 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 15 December. All chalets must be vacated and clear of all rubbish by 8am on Monday 16 December so we can start dismantling the chalets.

## Parking for Exhibitors

There is no parking at the Exeter Cathedral 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 feature all our traders in the Exeter Cathedral Christmas Market section of the Exeter Cathedral website. 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 your application is to be accepted.
- Include images that will help support your application, if you are a new applicant for 2024 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 the  
Exeter Cathedral Christmas Market.*

**The deadline for submitting applications  
for the Exeter Cathedral Christmas  
Market 2024 is 11 July. Successful  
applicants will be contacted by the  
26 July. First payment is due 1 August.**

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

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