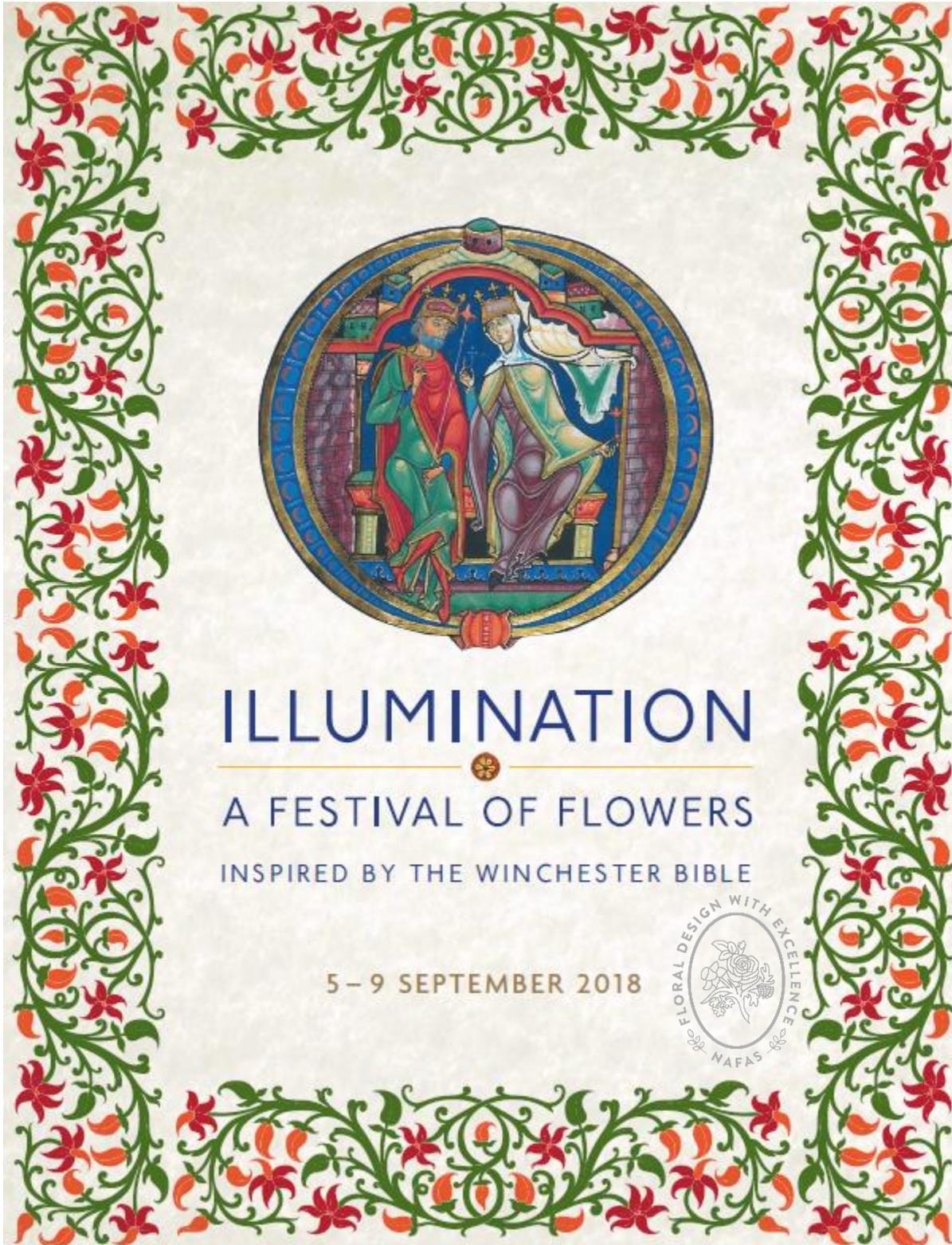




WINCHESTER CATHEDRAL



ILLUMINATION A FESTIVAL OF FLOWERS

WEDNESDAY 5 – SUNDAY 9 SEPTEMBER 2018

(Preview evening – Tuesday 4, 6.30pm)

STALLHOLDER'S INFORMATION AND EXHIBITOR CHECK LIST

INTRODUCTION

Following on from a hugely successful “CASCADES” in 2015 and “A FESTIVAL OF FLOWERS” in 2013, the Cathedral is delighted to be working once again with the Wessex and Jersey Area of NAFAS to present “ILLUMINATION – A FESTIVAL OF FLOWERS” in 2018.

A spectacular array of floral displays will fill the medieval building with colour and, outside in the Inner Close, there will be other horticultural displays, a market and a range of refreshment opportunities and other facilities. Organised in conjunction with the Wessex and Jersey Area of NAFAS (National Association of Flower Arrangement Societies), we are delighted to welcome back Artistic Director Angela Turner whose collective work has received National and International acclaim. The floral designs will be created by hundreds of NAFAS Members and the Cathedral's own flower arranging team. The event will be showcasing thousands of stunning flowers in this historic building.

Winchester Cathedral's historic Inner Close, the site of our successful Christmas Market will play host to two inter-connected marques that will contain retail traders and catering outlets.

DETAILS OF THE SHOW

The proposed opening times for the Flower Festival will be 9am until 7pm each day from the 5-9 September 2018, aside from the Sunday (9th which will see the event close at 6pm. Last admissions will be one hour before closing. The 4 September is the preview evening and will be an opportunity for visitors to have exclusive access to the festival and traders. All visitors to “Illumination” will exit the Cathedral via the South door which will lead directly into the trading area of the Festival. We anticipate that visitor numbers will be in the region of 20,000 over the five days.

All profits generated from the Flower Festival will support the repair, maintenance and renovation of the Cathedral's historic buildings, grounds and gardens.

There will be a nominal charge for visitors to the Cathedral to view the floral displays of £12.00 per adult with children going free. Group rates and evening only rates also apply. “Illumination” will open with a Preview Evening on Tuesday 4 September for invited guests of both the Cathedral and NAFAS to preview the displays with tickets available also for the public.

The traders market will have no entry fee and so will be available to shoppers in Winchester and general passing trade. The trading element of “Illumination” will be open from the following times, to run consistently with the opening times of the Flower Festival:

Wednesday 5 – Saturday 8 September:	9.30am - 7pm
Sunday 9 September:	9.30am – 6pm

TRADING OPPORTUNITIES

Winchester Cathedral's historic Inner Close, the site of our successful Christmas Market, will host the Cloister Garth Marquee, a number of "Potting Sheds" on Cloister Garth lawn and 4 "Potting Sheds" between the buttresses on either side of the exit door of the Cathedral.

The Cloister Garth Marquee traders will be allocated a frontage of 2.5 metres and a depth of 2 metres, which will include a power supply. The minimum width of the aisles will be set at 3 metres to help the flow of visitors and reduce congestion around individual stalls. The stalls will be partitioned using garden trellis to fit in with the overall theme of the Festival. The marquee will have a grass surface and will also house a cafe and refreshment area.

Those traders looking for additional space can book a Potting Shed which will be located on the grass adjacent to the marquee. This would suit those looking for more space and with the opportunity to present their products in the area around the shed as well. The dimensions of "The Potting Sheds" are 2.2m wide x 1.4m deep, have barn door style openings and integral wooden floors. The overall space (including the Potting Shed) will be a minimum of 3m deep by 4m wide.

For those looking to showcase a substantial display in the most prominent positions, we have 4 Potting Sheds available, each between a buttress of the Cathedral, total space (including the Potting Shed) will be 5.5m wide by 4m deep.

DEMONSTRATION AREA

Another aspect of the Flower Festival will be our Garden Theatre with its programme of demonstrations, talks and presentations. These will take place throughout each day and will be programmed and publicised in advance, and mentioned on our promotional material and website. There will be no extra charge to the public to attend these events.

Any exhibitor is welcome to participate and there is no additional cost involved. If you would like to make use of the Garden Theatre please indicate this on your application form.

WHAT SORT OF EXHIBITOR ARE WE LOOKING FOR?

All our exhibitors will be hand-picked for their interesting, high quality and unique products many of which cannot readily be bought on the high street. To maintain the "Illumination" concept, we are looking for products that will be either floral themed and/or will fit in with the garden and home category. The selection committee will ensure that the quality of the trading element of "Illumination" will be consistent with the other events put on by Winchester Cathedral, such as the Christmas Market.

COST

- A single marquee stall will cost £500.
- A double marquee stall will cost £1000.
- A Potting Shed and outside space adjacent to the marquee will cost £750
- A Potting Shed between the buttresses will cost £1000
- The cost of each stall will include all the allocated space, electricity and support from a team of stewards.

NB we advise you to make a note of the date your cheques are due to be banked. Any rejected cheques will incur an administration fee of £60 each time they have to be re-presented.

Please note that the Winchester Flower Festival is exempt from VAT

APPLICATION PROCESS & PAYMENT

If you wish to apply for a stall you will need to return the completed form with requested documentation and two cheques for the full payment. The deposit cheque is to be dated with the current date at application and the cheque for the balance is to be post-dated to 1st July 2018.

If you wish to pay by credit card; this will incur an additional charge of 2.50% of the transactional value per transaction. Please contact Phillip.Holroyd-Smith@winchester-cathedral.org.uk to set up this facility.

If you are successful you will be offered a stall by the 20th March 2018 and your deposit cheque will be cashed on accepting your place at the show. The cheque for the balance will be banked on the 1st July 2018.

If you are unsuccessful we will return/destroy your cheque straight away unless you tell us that you want to remain on the waiting list for any returned stalls. If you wish for your cheque to be returned please enclose an SAE.

No cheques will be cashed unless you have accepted a stall offer.

The following guidelines may be useful in completing your application form:

- Fill out the application form as clearly and explicitly as possible.
- Please remember that the clearer and more detailed the information, the greater the chance of your application being accepted.
- Indicate your location preferences.
- Include any images or photos that will help support your application. **Being directed to a web-site will not be accepted in lieu of samples or hard copies of images.**
- Include at least 1 photo of your stand.
- Include a minimum of 2 samples of the type of stock you intend selling. **(This includes all traders who have exhibited at any of our previous events)**
- Include a copy of your Public Liability Insurance, risk assessment, PAT test certificate, Food hygiene, Local Council food registration (if applicable) and gas certificate (if applicable).
- Post your application to the address below.

STALLHOLDER BOND

We require from all traders, who participate in our events, a stallholder bond of £150. Please see point 3 of our Terms and Conditions. The stallholder bond must be returned with your application form.

ADDITIONAL DOCUMENTATION

Please send a copy of your current Public and Product Liability insurance certificate. If your insurance runs out before 28th June 2015, you will need to send us an updated copy when it becomes available. Please note that

Public Liability is not the same thing as Employer Liability. No Exhibitor will be allowed to set up for the event if their insurance has not been received.

RISK ASSESSMENT

(Submit with application)

Please provide your risk assessment (form enclosed).

SETUP

Setup information will be sent to successful candidates

SECURITY

There will be a professional security company patrolling the marquees outside the Flower Festival opening hours and stewards will be on hand during the day.

MARKETING

As with our other events, we will be promoting the event both locally and nationally. We have a dedicated marketing department for the Cathedral who will not only promote the event within all the Cathedral publications, but also with local, national, and international publications. We have found that, as with the Christmas Market, most of our visitors come from within a 25 mile radius of the Cathedral. Other local organisations and tourist centres will also be helping to promote the festival. "Cascades" will be promoted to all the NAFAS members nationally.

This year we have sent out information about the Festival to all the Tour Operators and Coach Companies who visit the Christmas Market; in 2014 we had 200 coaches at the Christmas Market, and we believe many of them may also like to come to this Festival. Our marketing department will be promoting "Cascades" at local and regional group travel fairs.

SPONSORSHIP

There will be a number of opportunities to sponsor the exhibits within "Cascades". Further details to follow.

EXHIBITOR CHECK LIST

(To be retained for your records)

Please ensure that the following have been included on/with the application form:

- Images of my products and stand
- A minimum of 2 samples of the merchandise I intend on selling
- Two cheques for full stall fee post-dated 15th March and 1st May 2015
- Electricity requirements stated

- Vehicle details supplied
- Completed Risk Assessment form
- Copy of my current Public and Product Liability Insurance Certificate
- Application form signed and dated
- Stallholder bond cheque enclosed
- If I'm not selected, I have indicated I would like to go on the waiting list**

Please ensure you have attached ALL requested documents before returning your paperwork.
Your application will not be accepted unless it comes with the requested paperwork and cheques.

Completed forms and supporting documentation should be sent to:

Winchester Cathedral Flower Festival
Winchester Cathedral Enterprises Limited
9 The Close, Winchester, SO23 9LS
Tel: 01962 857 256

Queries to: Events@winchester-cathedral.org.uk
www.winchester-cathedral.org.uk

Note: Please ensure you attach the correct postage. We will not collect forms that are incorrectly stamped.