



# Winchester Cathedral Christmas Market 2018

## SATURDAY 17 NOVEMBER – THURSDAY 20 DECEMBER 2018

### (Official opening on Friday 16 – 6.30pm)

### General Information

*Please read the following information carefully as a number of changes have been introduced*

THE DEADLINE FOR APPLICATIONS IS **Sunday 4 March 2018**.

YOU WILL BE INFORMED IF YOUR APPLICATION HAS BEEN SUCCESSFUL BY **Tuesday 10 April 2018**.

#### 1. INTRODUCTION

Winchester Cathedral Christmas Market is recognised as one of the best in Europe, renowned for its unique location, handpicked high quality exhibitors and bustling atmosphere. Our Christmas Market is inspired by traditional German Christmas markets and attracts more than 400,000 visitors each year. The pretty wooden chalets are situated in the Cathedral's historic Inner Close surrounding a stunning real ice rink.

Winchester holds its own with any European destination for those in search of an authentic Christmas experience. The Cathedral is at the heart of the city's celebration, with its many Christmas services, Christmas Market and Ice Rink. Christmas in Winchester offers a unique and magical experience throughout the festive period and has become known as England's Christmas Capital.

For Winchester Cathedral to maintain its enviable reputation we are looking for exhibitors who will be selling high quality and unique products much of which cannot readily be bought on the high street.

#### 2. DATES AND TIMES FOR 2018

The Christmas Market will run for 34 days from Saturday 17 November – Thursday 20 December 2018 inclusive.

Trading times will be: **(please note the slight change from previous years)**

- Sunday – Wednesday: 10.30am – 6.30pm.
- Thursday – Saturday: 10.30am – 8.00pm.

Retail exhibitors in the main part of the Market have 3 options:

First half:	17 DAYS:	Saturday 17 November – Monday 3 December (inclusive)
Second half:	17 DAYS:	Tuesday 4 December – Thursday 20 December (inclusive)
Full duration:	34 DAYS:	Saturday 17 November – Thursday 20 December (inclusive)

Catering applications will only be accepted for the full 34 days.

### **3. CHALET LOCATION AND CRITERIA**

There are a number of different trading areas in the Christmas Market and the prices reflect either the location or the support of our small British producers (See separate document called Christmas Market Map 2018). The criteria for those exhibitors who wish to benefit from the preferential rate offered in the Craft Village are that the majority of the goods on sale must be designed and made in the United Kingdom. This is our way of showcasing our British designers and producers and will be strictly enforced in 2018.

All exhibitors in location A will be required to pay the £14.40 (£12 plus VAT) per day surcharge; this reflects the prime location of these chalets.

If you wish to choose your specific chalet location in Areas B-I, there will be a £14.40 (£12 plus VAT) a day surcharge. This will be subject to availability. They will be allocated solely at the discretion of the Cathedral.

All exhibitors who trade out of chalets where there is extra outside space to display their goods will be required to pay the £14.40 (£12 plus VAT) per day surcharge; this reflects the prime location of these chalets and the increase in retail display space. These are indicated by an asterisk on the Christmas Market map.

**Please note: requesting a prime location or specific chalet does not guarantee you will be allocated one due to limited availability of these chalets.**

#### **3.1 RETAIL CHALETS**

There will be approximately 1012 chalets in total in 2018. This includes all the retail chalets in the Inner and Outer Close, the Craft Village and the Food Court. There will also be a Nativity Scene, looked after by the Cathedral and local churches.

All non-catering exhibitors will be in 'Barn Door Style' chalets, where the two doors open out wide. Each chalet measures approx. 2.2m x 1.45m.

There are a small number of large retail chalets available, these measure approx. 5m x 3.5m.

#### **3.2 CATERING CHALETS**

We have three sizes of catering chalets for hire, these are of a counter top style and the dimensions are as follows:

- Extra large chalets measure a minimum of 5m x 2.7m
- Large chalets measure a minimum of 3.5m x 1.6m
- Small chalets measure 2.2m x 1.45m

Catering Chalets are only available to hire for the entire duration of 34 days. Please attach a copy of your Local Council Registration and Food Hygiene certificate. We will give preference to catering offers that have a food hygiene rating of five.

**All applications for catering stalls must include proof that they are registered with their local authority.**

### 3.3 MAXIMUM POTENTIAL CHALET AVAILABILITY

Area A:	12 standard barn door chalets
Chalet 13:	Extra-large catering chalet
Area B:	4 standard barn door chalets
Area C:	2 large retail chalets, 1 standard retail chalet
Craft Village:	23 standard barn door chalets
Area D:	19 standard barn door chalets
Area E:	4 standard barn door chalets
Area F:	18 standard barn door chalets, 2 large retail chalets
Area G: (Food Court):	7 catering chalets, 8 retail chalets
Area H:	4 standard barn door chalets
Area I:	7 standard barn door chalets

The eaves on the outside front edge of the chalets will be strung with festoon lights and a green, decorated garland.

All exhibitors are welcome, and encouraged, to add their own suitable festive embellishments to the fronts 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.**

## 4. CHALET COST

### 4.1 Retail Chalets:

**Craft Village chalet:** £102+VAT per day

17 DAYS (first or second half)	£1,734 excl. VAT	£2,080.80 incl. VAT
34 DAYS	£3,468 excl. VAT	£4,161.60 incl. VAT

**Regular retail chalet:** £142+ VAT per day

17 DAYS (first or second half)	£2,414 excl. VAT	£2,896.80 incl. VAT
34 DAYS	£4,828 excl. VAT	£5,793.60 Incl. VAT

**Large retail chalet:** £270+VAT per day

17 DAYS	£4,590 excl. VAT	£5,508 incl. VAT
34 DAYS	£9,180 excl. VAT	£11,016 Incl. VAT

All exhibitors in location A will be required to pay the £14.40 (£12 plus VAT) a day surcharge; this reflects the prime location of these chalets. (Subject to availability)

If you wish to choose a specific location in areas B-I, there will be a £14.40 (£12 plus VAT) per day surcharge. (Subject to availability)

Chalets will be allocated solely at the discretion of the Cathedral. All exhibitors who trade out of chalets where there is extra outside space to display their goods will be required to pay the £14.40 (£12 plus VAT) per day surcharge; this reflects the prime location of these chalets and the increase in retail display space. These are indicated by a pink star on the Christmas Market map.

## 4.2 Catering Chalets:

**Catering chalets will only be rented out for the full duration of the Market.**

Small Catering Chalets	£142 per day	
34 DAYS	£4,828 excl. VAT	£5,793.60 incl. VAT

Large Catering Chalets	£215 per day	
34 DAYS	£7,310 excl. VAT	£8,772 incl. VAT

Extra Large Catering Chalets	£235 per day	
34 DAYS	£7,990 excl. VAT	9,588 incl. VAT

All chalet rental prices include a certain amount of electricity, parking and the support of a team of stewards

## 5. PAYMENT

Chalet payment can be by cheque, BACS, credit or debit card.

### 5.1 Payment by cheque:

You must send in 4 chalet rental cheques with your application, payable to '**Winchester Cathedral Enterprises Ltd**'.

(Please make sure your full company name is written on the back of each cheque). The first is a non-refundable deposit, which will be cashed if your application is successful and you accept our offer of a chalet.

If you wish to make use of the preferred location surcharge, £14.40 (£12 plus VAT) a day, please send this as a separate cheque post-dated 10 August 2018

If your application is unsuccessful, your 4 cheques will be disposed of safely or returned to you. (Please enclose a SAE, if you require them to be returned). No cheques will be banked until a chalet offer from WCEL has been accepted by the exhibitor.

**NB. It is advisable to make a note of the date your cheques are due to be banked. Any rejected cheques will incur an administration fee of £60 (£50 plus VAT) on re-presentation.**

### 5.2 Payment by Credit/Debit Card and BACS:

By submitting a signed application form you agree to adhere to our payment schedule. Failure to adhere to this will result in re-allocation of your chalet, please see point 1.5 in our Terms and Conditions. Payments made by credit or debit card will have a surcharge of 2.5% per transaction.

If you wish to make use of the preferred location surcharge, £14.40 (£12 plus VAT) a day, this payment will need to be made at Stage 3 on 10 August 2018.

The bank details for WCEL will be supplied to successful applicants.

**No application forms will be accepted without the appropriate cheques, or an agreement to meet our payment schedule if paying by BACS or Credit/debit card.**

### 5.3 Payment Schedule:

The stage payments are as follows:

<b>Regular Chalets Inner &amp; Outer Close</b> £142 + VAT per day	<b>17 Days</b>	<b>34 Days</b>
Stage 1 – Deposit: Dated: 20 April 2018	£724.20	£1,448.40
Stage 2 payment: Dated: 8 June 2018	£724.20	£1,448.40
Stage 3 payment: Dated: 10 August 2018	£724.20	£1,448.40
Stage 4 payment: Dated: 12 October 2018	£724.20	£1,448.40
TOTAL incl. VAT	£2,896.80	£5,793.60

<b>Craft Village</b> £102 + VAT per day	<b>17 Days</b>	<b>34 Days</b>
Stage 1 – Deposit: Dated: 20 April 2018	£520.20	£1,040.40
Stage 2 payment: Dated: 8 June 2018	£520.20	£1,040.40
Stage 3 payment: Dated: 10 August 2018	£520.20	£1,040.40
Stage 4 payment: Dated: 12 October 2018	£520.20	£1,040.40
TOTAL incl. VAT	£2,080.80	£4,161.60

<b>Large Retail Chalets</b> £270 + VAT per day	<b>17 Days</b>	<b>34 Days</b>
Stage 1 – Deposit: Dated: 20 April 2018	£1,377	£2,754
Stage 2 payment: Dated: 8 June 2018	£1,377	£2,754
Stage 3 payment: Dated: 10 August 2018	£1,377	£2,754
Stage 4 payment: Dated: 12 October 2018	£1,377	£2,754
TOTAL incl. VAT	£5,508	£11,016

<b>Catering Chalets 34 Days only.</b>	<b>Extra Large Chalets £235 + VAT per day</b>	<b>Large Chalets £215 + VAT per day</b>	<b>Small Chalets £142 + VAT per day</b>
Stage 1 – Deposit: Dated: 20 April 2018	£2,397	£2,193	£1,448.40
Stage 2 payment: Dated: 8 June 2018	£2,397	£2,193	£1,448.40
Stage 3 payment: Dated: 10 August 2018	£2,397	£2,193	£1,448.40
Stage 4 payment: Dated: 12 October 2018	£2,397	£2,193	£1,448.40
TOTAL incl. VAT	£9,588	£8,772	£5,793.60

## 6. POWER

A supply of electricity is included in the chalet rental; the amount of electricity supplied is dependent on the size of the chalet.

The maximum Power Allocation for Chalets will be as follows:

- Standard Retail Chalets: – 8 Amps or 1,840 kW
- Large Retail Chalets: – 16 Amps or 3680 kW
- Small catering chalet: – 8 Amps or 1,840 kW
- Large catering chalet will be: - 16 Amps or 3,680 kW.
- Extra Large catering chalet will be: – 32 Amps or 7,360 kW

By special agreement, an additional supply can be fitted. Each 8 Amp supply provided will incur an additional charge of £7.50 plus VAT (£9.00 incl. VAT) per day; i.e. an extra 32 Amp supply will cost £30 excl. VAT or £36 incl. VAT per day. As example, an additional 16 amp supply for 34 days would be calculated as such: £7.5 x 2 = £15. £15 x 34 days = £510 plus VAT.

**Note: the maximum power available to any single chalet (including caterers) is 2 x 32amp supplies. No exception will be made to this.**

**All additional electricity supplies must be requested prior to 30 September 2018 and must be paid in full at that time.**

All electrical equipment used on site at the Winchester Cathedral Christmas Market must have a valid PAT certificate. This includes all used and new items. **Additional power requests received after 30 September will incur an additional admin fee of £125 plus VAT in addition to the above charges.**

### ***ALL CHALET LIGHTING MUST BE LED STYLE FROM NOW ON!***

***STANDARD/TRADITIONAL BULBS ARE NO LONGER ACCEPTABLE AT THE CHRISTMAS MARKET. All chalets will be inspected at the beginning of the market (and at the changeover date if applicable) to ensure they are compliant. Any non-compliant lighting will be removed from the chalet without warning and may be disposed of.***

Exhibitors are responsible for providing their own lighting for their chalets. We highly recommend that you provide compliant lights to the interior and the front eaves to maximize the impact of your displays. Please be mindful of the power draw of lights and keep the usage capacity within the prescribed allowances.

## 7. EXHIBITOR BOND

We require an exhibitor bond of £180 (£150 plus VAT). Please see our Terms and Conditions. **The exhibitor bond will be due by 12 October 2018**; no chalet keys will be issued without this bond being paid.

## 8. HOW TO APPLY FOR A CHALET

The following guidelines may be useful in completing your application form: Fill out the application form as clearly and explicitly as possible.

All exhibitors must give a complete and detailed list of products they wish to sell even if they have exhibited at the Winchester Cathedral Christmas Market in previous years. This will help minimize duplication of product lines where possible. Please remember that the clearer and more detailed the information, the greater the chance of your application being accepted.

Include your preferences for duration. For example, if you want to do the first half of the Market, but are not accepted for this period, what would be your second choice of duration and third choice?

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 exhibit at a previous event.

Include a minimum of 2 samples of the type of stock you intend selling.

If you are applying to have a catering chalet you must provide details of registration with your local authority and provide your hygiene rating (if applicable) 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 WCEL by 30 September 2018.

Post your application to the address below, to arrive no later than Friday 4 March 2018.

**THE DEADLINE FOR APPLICATIONS IS Friday 4 March 2018. YOU WILL BE INFORMED IF YOUR APPLICATION HAS BEEN SUCCESSFUL NO LATER THAN Tuesday 10 April 2018.**

## 9. WEBSITE LISTING

We would like to add our list of exhibitors to our website and therefore require a brief description of the products you will be selling at the Christmas Market. Please could you keep this to less than 30 words, examples of what the text should say are as follows:

*A perfect present. A beautiful innovative candle that looks like a brand new candle every time. Wax crystals that reflect like sunlight on snow.*

*High quality burr wood accessories for the home and workplace. Crafted from stunning Moroccan thuya burr. Designed and French polish finished in the UK.*

*Glass baubles and decorative silver and glass jewellery. Each piece is made by the Artisan team in Walcot St. the Artisan Centre of Bath.*

*A wide selection of beautifully crafted wooden bird boxes, feeders and associated wildlife products. Products are sourced from the UK and Europe and are mostly handmade.*

## 10. SECURITY

When the Christmas Market closes each day, a professional security company will be on duty and will patrol the market area through the night. In addition, each chalet will have a padlock, and each exhibitor will have one key. We will take a £10 cash deposit to cover the cost of replacing keys. The Christmas Market Control room will keep a duplicate key for all the chalets.

## **11. PARKING FOR EXHIBITORS**

Due to changes within the city council, we are no longer able to assist with parking permits for stall holder's vehicles at the car parks within and around the city. It is possible for drivers to book tickets using the various apps provided by Winchester City Council and more information can be found at <http://www.winchester.gov.uk/parking/park-and-ride/smart-cards/> . If using the on-line system or app, the cost is discounted to £2.70 per day within the park and ride car parks.

The council provide extra buses to the park and ride car parks during the market period, these run late enough to enable stall holders to get back to the car parks once the market has closed in the evenings.

There is no parking at the Christmas Market (aside from re-stocking prior to daily opening) or in the nearby streets at any point during the market period.

## **12. SETTING UP**

For those exhibitors doing the first or whole part of the Market, there will be 3.5 set up days on the 13, 14, 15 and morning of the 16 November The market will open mid-afternoon on the 16 for the opening Ceremony that evening, with the first full day of trading being on Saturday 17 November. Those exhibitors who are attending the second half of the market will be allowed to set up either after trading finishes or before the market opens in the morning of the relevant trading week. Further details will be provided.

## **13. BRIEFING**

All exhibitors must attend the safety briefing session. All staff employed by exhibitors must be made aware of the information contained in the welcome pack and given at the safety briefing. Failure to comply with this poses a Health and Safety issue and may result in the forfeit of the trader bond.

## **14. STOCKING UP**

All exhibitors will be able to restock between 7am and 10.00am each day and at the end of the trading day. All Vehicles must be off site by 10.00am. Exhibitors will be able to bring in their vehicles to their chalets up to 30 minutes after the Market is closed to replenish their stock, but must leave the Market by 10pm. We have no storage space for any exhibitors.

## **15. TAKING DOWN**

Close down of the market will be after trading finishes on the 20 December. All chalets are to be vacated by 12 noon on Saturday 21 December 2018. Further details to be provided.

## **16. STEWARDS**

There will be a team of stewards who will introduce themselves to exhibitors each day. The stewards may be available throughout most of the day to cover for exhibitors while they take a short comfort break; abuse of this facility may result in it being withheld. In the event of a major incident, Stewards will be required to respond to the incident immediately and will not be able to wait for the return of the stallholder. At busy times the stewards will have to prioritise other duties above covering stall holders, we recommend traders get to know those around them so they can cover each other when necessary.



## **17. RUBBISH**

The Stewards will be responsible for clearing the litter all day, every 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! Industrial wheelie bins will be available for exhibitors' rubbish which they will be expected to break down and take to these bins. It is each exhibitor's responsibility to ensure their site and their chalet is kept smart and tidy at all times.

## **18. CHALET PRESENTATION.**

It is in the interest of all stallholders that the whole market and all chalets look as presentable and enticing as possible at all times. The Market Managers will take a very dim view of those chalets and stall holders who they feel are not maintaining a suitable standard. Stall holders who do not meet the expected standards will be asked to make the necessary adjustments and any continued failure to meet expectations will reflect on future opportunities and applications.

## **19. HEATERS**

If you wish to pre-book a heater, the daily hire charge is £4.20 (£3.50 excl. VAT) these must be booked and paid for by 30 September 2018. Heaters are intended primarily to keep stock dry, particularly at night, and cannot heat an open chalet effectively against severe winter weather. Further details to follow.

## **20. ICE-RINK**

The ice-rink is made of real ice and is situated in the middle of the Christmas Market. The Ice Rink will open on Friday 16 November 2018 for the Opening Ceremony and finish on Thursday 3 January 2018. It will be open from 10am – 9.00pm (last session starts at 8.00pm) on most days. Approximately 47,000 people came to the ice-rink in 2017.

## **21. ENTERTAINMENT**

Throughout the 34 days there will be a programme of events, music and activities both inside and outside the Cathedral. For details of events in the Cathedral, please go to [www.winchester-cathedral.org.uk](http://www.winchester-cathedral.org.uk)

## **22. OPENING CEREMONY**

This year the Opening Ceremony will take place on Friday 16 November at approx. 6.30pm, with traders being open for business from 3pm that day. The first full day of trading will be on Saturday 17 November. In the last few years the Opening Ceremony has featured professional dancers, our Choristers and other attractions. Further details for the planned programme in 2018 to follow. It is anticipated that trading will continue until 8.30pm on the opening night, confirmation will be provided nearer the time.

## **23. LANTERN PROCESSION**

On the evening of the Thursday 29 November 2018 it is anticipated there will be the spectacular lantern procession that has been a part of the Winchester Cathedral Christmas Market for the last eight years. This will be based in and around the Outer Close and includes a procession, fireworks and live music.

The general public, schools, scout groups, youth and church groups have all been involved in drawing large crowds to the Market. Further details to follow, including any extension to opening hours.

#### **24. COACH PARTIES**

We anticipate in the order 250 coaches will come to the 2018 Christmas Market. We provide a dedicated service for their groups, from twilight tours of the Cathedral Tower to morning coffee on arrival. We are encouraging tour operators to bring their groups to the market during the weekdays, particularly on weekdays and are promoting nocturnal tours to the Market on Thursdays, Friday and Saturdays. We also offer a 'meet and greet' service to all coaches, providing a steward to escort groups to the Christmas Market as well as a refreshment voucher for coach drivers. This has proved very popular and was much appreciated by the coach companies.

#### **25. MARKETING**

The Winchester Christmas Market & Ice-rink is already well-known nationally such is its reputation, popularity and success. We work with local, regional and national media to promote the Winchester Cathedral Christmas Market. Our Cathedral website includes a comprehensive section on the Christmas activities that the Cathedral has to offer. We also produce the Christmas in Winchester Guide which is door-dropped locally to 55,000 houses and distributed within a 25 mile radius of Winchester. We run a high profile marketing campaign which includes billboards at a number of high profile locations. We advertise in a wide range of magazines and are regularly featured in numerous publications both here and abroad and have been used as the location for TV and radio programs. We have a high social media presence and would recommend all stall holders to connect with the ***Winchester Cathedral Christmas Market Facebook page*** for regular updates in the run up and during the market period.

#### **25. ACCOMMODATION FOR EXHIBITORS**

Please contact the Tourist Information Centre who will be pleased to help. Tourist Information Centre  
Winchester Guildhall Broadway  
Winchester SO23 9GH Tel: +44 (0) 1962 840 500  
tourism@winchester.gov.uk

#### **26. CONTACT**

If you require any further information please don't hesitate to contact: Phillip Holroyd Smith,

**Winchester Cathedral Christmas Market  
9 The Close  
Winchester  
Hampshire SO23 9LS**

Email: [Christmas.market@winchester-cathedral.org.uk](mailto:Christmas.market@winchester-cathedral.org.uk) Tel: 01962 857256

**THE DEADLINE FOR APPLICATIONS IS Sunday 4 March 2018.  
YOU WILL BE INFORMED IF YOUR APPLICATION HAS BEEN SUCCESSFUL BY Tuesday 10 April 2018.**