

Winchester Cathedral Christmas Market 2021

FRIDAY 19 NOVEMBER – WEDNESDAY 22 DECEMBER 2021

General Information – Version 2

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

THE DEADLINE FOR APPLICATIONS IS **Sunday 14th March 2021**

YOU WILL BE INFORMED IF YOUR APPLICATION HAS BEEN SUCCESSFUL BY **Friday 30th April 2021**

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, and is regularly recognised as being in the top 10 in Europe. 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 2021

The Christmas Market will run for 34 days from Friday 19 November – Wednesday 22 December 2021 inclusive.

Trading times will be:

- Sunday – Wednesday: 10.00am – 6.30pm.
- Thursday – Saturday: 10.00am – 8.00pm.

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

First half:	16 DAYS:	Friday 19 November – Saturday 4 December (inclusive)
Second half:	18 DAYS:	Sunday 5 December – Wednesday 22 December (inclusive)
Full duration:	34 DAYS:	Friday 19 November – Wednesday 22 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 2021). The criteria for those exhibitors who wish to benefit from the preferential rate offered in the Craft Areas 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 2021.

All exhibitors in the area adjacent to the front of the ice rink 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, 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.

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 125 chalets in total in 2021. This includes all the retail chalets in the Inner and Outer Close, Paddock, 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.

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.

3.2 CATERING CHALETS

We have three sizes of catering chalets for hire, these are of a countertop 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.

4. CHALET COST

4.1 Retail Chalets:

Craft Village chalet: £107.50+VAT per day

16 DAYS (first half)	£1,720 excl. VAT	£2,064 incl. VAT
18 Days (second half)	£1,935 excl. VAT	£2,322 incl. VAT
34 DAYS	£3,655 excl. VAT	£4,386 incl. VAT

Regular retail chalet: £147.50 + VAT per day

16 DAYS (first half)	£2,360 excl. VAT	£2,832 incl. VAT
18 Days (second half)	£2,655 excl. VAT	£3,186 incl. VAT
34 DAYS	£5,015 excl. VAT	£6,018 incl. VAT

Large retail chalet: £282 + VAT per day

34 DAYS	£9,588 excl. VAT	£11,505.60 incl. VAT
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All exhibitors in the area adjacent to the front of the ice rink 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 the other areas, 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.

4.2 Catering Chalets:

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

Small Catering Chalets	£147.50 per day	
34 DAYS	£5,015 excl. VAT	£6,018 incl. VAT

Large Catering Chalets	£225per day	
34 DAYS	£7,650 excl. VAT	£9,180 incl. VAT

Extra Large Catering Chalets	£250 per day	
34 DAYS	£8,500 excl. VAT	£10,200 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 is by BACS only, other payment methods may incur additional charges.

5.1

By submitting an online application form and accepting our offer, you agree to adhere to our payment schedule thereafter. 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 card may incur a surcharge.

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 27 August 2021.

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

5.2 Payment Schedule:

The stage payments are as follows:

Regular Chalets Inner & Outer Close £147.50 + VAT per day	16 Days	18 Days	34 Days
Stage 1 – Deposit: Dated: 28 May 2021	£708	£796.50	£1,504.50
Stage 2 payment: Dated: 16 July 2021	£708	£796.50	£1,504.50
Stage 3 payment: Dated: 27 August 2021	£708	£796.50	£1,504.50
Stage 4 payment: Dated: 8 October 2021	£708	£796.50	£1,504.50
TOTAL incl. VAT	£2,832	£3,186	£6,018

Craft Village £107.50 + VAT per day	16 Days	18 Days	34 Days
Stage 1 – Deposit: Dated: 28 May 2021	£516	£580.50	£1096.50
Stage 2 payment: Dated: 16 July 2021	£516	£580.50	£1096.50
Stage 3 payment: Dated: 27 August 2021	£516	£580.50	£1096.50
Stage 4 payment: Dated: 8 October 2021	£516	£580.50	£1096.50
TOTAL incl. VAT	£2,064	£2,322	£4,386

Large Retail Chalets £282 + VAT per day	16 Days	18 Days	34 Days
Stage 1 – Deposit: Dated: 28 May 2021	X	X	£2,876.40
Stage 2 payment: Dated: 16 July 2021	X	X	£2,876.40
Stage 3 payment: Dated: 27 August 2021	X	X	£2,876.40
Stage 4 payment: Dated: 8 October 2021	X	X	£2,876.40
TOTAL incl. VAT	X	X	£11,505.60

Catering Chalets 34 Days only.	Extra Large Chalets £250+ VAT per day	Large Chalets £225 + VAT per day	Small Chalets £147.50 + VAT per day
Stage 1 – Deposit: Dated: 28 May 2021	£2550	£2,295	£1,504.50
Stage 2 payment: Dated: 16 July 2021	£2,550	£2,295	£1,504.50
Stage 3 payment: Dated: 27 August 2021	£2,550	£2,295	£1,504.50
Stage 4 payment: Dated: 8 October 2021	£2,550	£2,295	£1,504.50
TOTAL incl. VAT	£10,200	£9,180	£6,018

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 8th October 2021 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 8 October will incur an additional admin fee of £125 plus VAT in addition to the above charges.**

ALL CHALET LIGHTING MUST BE LED ONLY!

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 8 October 2021**; 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 online 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 website 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 have exhibited at Winchester Cathedral Christmas Market in the last three years it is only necessary to provide photos. If you are a new exhibitor (or returning after a break of more than three years) we require physical samples to be submitted to:

Christmas Market
Winchester Cathedral
9 The Close
Winchester
SO23 9LS

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 8 October 2021.

All applications to be submitted no later than Sunday 14th March 2021.

THE DEADLINE FOR APPLICATIONS IS Sunday 14 March 2021. YOU WILL BE INFORMED IF YOUR APPLICATION HAS BEEN SUCCESSFUL NO LATER THAN Friday 30 April 2021

9. WEBSITE LISTING

A virtual market has been created to sit within a new and revised website, designed to promote the market, traders and Winchester to the wide and varied audience who attend the market each year. Opportunities exist to feature on the site and sell products through this channel. Further details will be made available to successful applicants in due course.

10. SECURITY

A security company will be on site 24 hours a day throughout the duration of the market and will be responsible for the management of the Control Room. In addition to security patrols throughout the market, CCTV coverage for the market is in place and monitored 24 hours a day.

11. Chalet Padlocks

In a change to previous years, chalets will no longer be supplied with padlocks and it is now the responsibility of the exhibitor to provide their own padlock for their chalet. It will still be possible to leave the key with the Control Room overnight should you wish. Should it be necessary to access your chalet for emergency reasons the lock will be cut away and the cost of a replacement lock will remain with the exhibitor.

12. PARKING FOR EXHIBITORS

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.

Exhibitors are advised that council car parks are available within the city center and at Park and Rides. 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.

13. SETTING UP

For those exhibitors doing the first or whole part of the Market, there will be 3 set up days on the 16, 17, 18 November, the first full day of trading being on Friday 19 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.

14. 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 risk. It may be necessary to create a virtual briefing, if this is the case traders will be notified well in advance.

15. STOCKING UP

All exhibitors will be able to restock between 7am and 9.30am each day and at the end of the trading day. All Vehicles must be off site by 9.30am. 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.

16. TAKING DOWN

Close down of the market will be after trading finishes on the 22 December. All chalets are to be vacated by 12 noon on Thursday 23 December 2021. Further details to be provided.

17. 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.

18. 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. Please do not force your stall rubbish into those bins provided for use by the public, the waste compound is there specifically for traders and we expect you to use it in a considered and appropriate fashion.

19. 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.

20. HEATERS

If you wish to pre-book a heater, the daily hire charge is £5.00 (£4.17 excl. VAT) these must be booked and paid for by 8 October 2021. 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.

21. 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 19 November 2021 and shall finish on Sunday 2 January 2022. It will be open from 10am – 9.00pm (last session starts at 8.00pm) on most days. Approximately 49,000 people came to the ice-rink in 2019.

22. 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

23. OPENING CEREMONY

This year the Opening Ceremony will take place on Friday 19 November at approx. 6.30pm. The first full day of trading will be on Friday 19 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 2021 to follow. It is anticipated that trading will continue until 8.30pm on the opening night, confirmation will be provided nearer the time.

24. LANTERN PROCESSION

On the evening of the Friday 26 November 2021 it is anticipated there will be the spectacular lantern procession that has been a part of the Winchester Cathedral Christmas Market for the last nine years. This will be based in and around the Outer Close and includes a procession, live music, and a spectacular finale. 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.

25. COACH PARTIES

We anticipate in the order 250 coaches will come to the 2021 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 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.

26. MARKETING

The Winchester Christmas Market & Ice-rink is already well-known nationally such is its reputation, popularity, and success. In 2020 we launched a new Christmas Market website which will continue to promote traders, the market and all information that visitors will need.

We work with local, regional, and national media to promote the Winchester Cathedral Christmas Market. Our relaunched Cathedral website includes a comprehensive section on the Christmas activities that the Cathedral has to offer and advertising and retail opportunities for traders (details to follow in due course). 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.

27. 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

28. 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 Tel: 01962 857256

**THE DEADLINE FOR APPLICATIONS IS Friday 14 March 2021.
YOU WILL BE INFORMED IF YOUR APPLICATION HAS BEEN SUCCESSFUL BY Wednesday 30 April 2021.**