



Information for Stallholders

Saturday 1st & Sunday 2nd August 2015

The Worcester Foodie Festival is organised by the Worcester Business Improvement District (BID) to animate the city centre and provide a showcasing and trading platform for local food and drink businesses. The event is held outdoors in the pedestrianised city centre area and offers space for approx. 50 stalls in the High Street selling a variety of food and drink and promoting Worcester BID food and drink businesses.

The event will feature a celebrity chef, designated cookery demonstrations and workshop areas, sampling activities and competitions. A lively atmosphere is created by high quality street entertainment and live music.

This year's Worcester Foodie Festival will be extensively marketed locally and regionally using print, outdoor, digital and social media channels. Last year the event attracted approximately 76,000 visitors on the Saturday and 50,000 visitors on the Sunday to Worcester city centre.

1. Dates & Opening Times for Market Stalls

Saturday 1 st August 2015	10.00am - 5.30pm
Sunday 2 nd August 2015	11.00am - 4.00pm

2. Application Procedure & Payment

The closing date for applications is **Friday 26th June 2015**. Please ensure you have completed all fields, including full product information and images, and enclosed a full payment cheque with your application. Incomplete applications and applications received after this date may not be considered.

You will be notified in writing whether your application has been successful or not. If your application is accepted your cheque will be banked and you will receive a VAT invoice for your records together with your acceptance letter. If you do not have a cheque book, please contact us on 01905 731612 to arrange for BACS payment by return. Failure to provide full payment will result in only limited services being available to the stallholder and a late payment charge being applicable. Worcester BID reserves the right to withdraw the stall offer, if full payment has not been received. Please note that any payment returned by the bank will incur an administration charge of £25.

3. Stalls and Stall Merchandise

All market stalls will be provided by a Worcester BID appointed third party contractor. The main stall area will be located in High Street, but other pedestrianised streets in the city centre may be considered depending on demand. Market stalls will be dressed with matching green and white striped roof sheets with water-resistant back panels and optional clear end panels.

Standard stalls measure 10ft x 7ft (3.04m x 2.14m) and include a serving counter measuring 10ft x 4ft (3.04m x 1.22m), which can be removed on request. Images and more detailed measurements are available on www.worcesterbid.com/foodie/information-for-exhibitors.

Worcester Business Improvement District (BID) businesses:

Local Worcester BID levy paying businesses with a food, drink or associated offering are eligible for a free stall at the event as part of their BID levy. Please note that a £50 deposit is applicable, which will be returned after the event if all terms and conditions have been met. An optional electricity supply is available on request with the first supply being free of charge.

Local food and drink producer qualification criteria:

All the products on your stall must be produced by your own business within 30 miles of Worcester.

The purpose of the event is to **promote local Worcester BID food and drink businesses**, to sell a wide variety of **quality and speciality foods and drinks**, as well as to **animate the city centre** with a vibrant event atmosphere. Preference will be given to Worcester BID businesses, their suppliers and associated quality local producers. However, other food and drink stallholders enhancing the variety of products on offer at the event are also welcome to apply and will also be considered. We would like to encourage all stallholders to actively engage with event visitors through sampling, demonstrations, etc. where possible.

All participating businesses are obliged to cross-promote relevant Worcester BID businesses, who are based in the city centre permanently. This may be in form of a 'Did you know' style referral card or leaflets displayed at the stalls during the event. Worcester BID will match up businesses at their discretion and provide referral cards or pass on leaflets to be displayed on the days of the event.

With your stall application you must provide accurate details of **ALL** the products you intend to sell on your stall. Worcester BID reserves the right to close down any stall found to be selling unauthorised goods, i.e. those not agreed by us.

The rates applicable for a stall pitch for **two days** are:

Stall category / products	FULL PAYMENT upon application (by 03/07/2015)		
	Rate for 2 days	VAT	Total payable
Category A Worcester BID Business Stall levy paying businesses only	Free (£50 refundable deposit*)	n/a	£50 deposit*
Category B Local Food / Drink Producer Stall - Not applicable for hot food / drink	£80.00	£16.00	£96.00
Category C Standard Food / Drink Stall - Not applicable for hot food / drink	£95.00	£19.00	£114.00
Category D Hot Food or Drink Stall ** - Not applicable for catering units	£195.00	£39.00	£234.00
Electricity Supply (optional) This must be pre-booked on the application form (max. 2 per stall).	£20.00 (1 st supply free for BID businesses)	£4.00	£24.00

* The deposit is refundable after the event if all terms and conditions have been met.

** Please contact us if you are intending to bring your own unit to discuss your requirements.

Your stall pitch fee includes the following services:

- Provision of a *stall*
- Stall *sign* (A4) to display each stallholder's trading name
- Provision of a comprehensive stallholder *information pack*
- *Marketing and publicity*, including general print, outdoor and social media promotions to attract visitors to the event, as well as stall listings on www.worcesterbid.com/foodie and in the printed event programme
- Committed and supportive *event management* by Worcester BID
- Approachable and professional event *stewards* based in each event area and on regular patrols to assist with any queries from set up, throughout the event to break down
- Dedicated *Event Contact* for any queries throughout the event - personal visits, phone enquiries and radio contact for emergencies
- *Street cleansing* and *refuse collections*, plus regular *litter picking* in the event area

4. Public & Products Liability Insurance

All stallholders must have public and products liability insurance with a minimum sum of £5,000,000 covering the duration of the event and must provide a valid copy of the certificate with their application, if already available, or no later than Friday 17th July 2015. If evidence of valid insurance has not been provided or the level of cover is insufficient you will not be allowed to trade at this event.

5. Electricity

An optional electricity point (13Amp; max. 500W) can be requested on your application. The cost per socket is £20.00 + VAT. All cabling and appliances used at the events must be PAT tested and fit for outdoor use. The use of kettles and other heat producing electrical appliances such as fan heaters is not permitted.

6. Selling Alcohol

In accordance with the Licensing Act 2003 all stallholders applying to sell alcohol must apply for, and be granted a Temporary Events Notice (TEN) from Worcester City Council / Worcestershire Regulatory Services. Should your stall application be successful we will forward all the relevant information regarding this, if you have indicated your intention to sell alcohol on the application form.

7. Selling Food & Drink

All stallholders selling food or drink must notify Worcester BID in writing (on the application form) of the Local Authority with which they are registered no later than 17th July 2015.

The operation of any food business/stall must comply with Food Safety Act 1990, Food Hygiene England Regulations 2006 and associated regulations, and the Health & Safety at Work etc. Act 1974 and associated regulations. Worcestershire Regulatory Services, as the governing body, has the right to terminate forthwith the operation of the business/stall if, in the opinion of any of its officers, a serious breach occurs. Please refer to the CIEH National Guidance for Outdoor and Mobile Catering for further information. A copy of this document is available for download on www.worcesterbid.com/foodie/information-for-exhibitors.

8. Further Information

Should you require any further information about the Worcester Foodie Festival, please explore www.worcesterbid.com/foodie or contact the Worcester BID team on 01905 731612, email info@worcesterbid.com or write to us at 4 Copenhagen Street, Worcester, WR1 2EY.

A copy of the terms and conditions is enclosed, please ensure you read these before submitting your application form and keep a copy for your reference.