

The Winter Droving Trader Information

Penrith Town Centre, 28th - 31st October 2021

About the Event

The Winter Droving is a hugely successful and very well attended free event averaging around 25,000 attendees over the last three years.

Returning to the town centre streets in 2021, the festival will be a **three-day event** featuring spectacular performances, stand out events, and a food and craft focussed market throughout the streets.

In order to allow social distancing, and create a COVID Safe event for autumn 2021, we have reduced the amount of stalls available in congested areas, and increased the amount of open space to accommodate audiences, and have a focussed 'piazza style' layout in the centre of the event, with large food pitches available and plenty of seating for the audience to relax.

Winter Droving is bespoke and stylish, full of street entertainment and music, all about good food and great produce, things with a 'difference', ecologically sound – more Borough Market than silly string and tack!

If you think your business fits the bill then we welcome your application for a pitch, as long as you deliver service with a smile!

The Winter Droving Festival 2021 is a foodie focussed, curated market. Completion of an Application Form does not guarantee selection for the event.

We will notify you if you have been selected to attend by 29th July 2021 at the latest. Upon a successful application an invoice will be raised for the amount agreed to above, you will also be required to provide evidence of your Local Authority Food Hygiene Rating, risk assessments, Public Liability Insurance document and any power requirements that you may have.

Penrith BID Members are eligible for a discretionary 10% discount on stall prices. This will be applied to your invoice once selected

Stall Types

All pitches will be provided with Festoon lighting free of charge across the front of your pitch for the evening trading hours. If you require power, please select on the online application form. All stalls are 3m x 3m and can be booked as an empty pitch, or with an additional gazebo and table

Take Home Food Stalls

Any food or drink that is pre-packaged or gift wrapped for consumption at home.

In order to encourage a wide variety of options, Vegan & Vegetarian Stalls will be offered a 10% discretionary discount on stall prices.

Take Away Food Stalls

Any food or drink that is sold to be consumed immediately.

These stalls are charged a minimum deposit, followed by 20% commission on sales for each of the three days.

Minimum 4* Hygiene rating required, 5* preferred.

In order to encourage a wide variety of options, Vegan & Vegetarian Stalls will be offered a 10% discretionary discount on stall deposits.

At the end of each trading period you are required to give us your trading figures (preferably a Z report from your till).

At the end of the event we will calculate your 20% commission and reduce the total by the deposit you have paid. If the sum total is more than your deposit, then we will send you an additional invoice. If your sum total is lower than your deposit, there will be no further payment due. The deposit is effectively the minimum you will pay for your pitch; **no refunds will be issued.**

Off Sale Alcohol Stalls

Limited stalls selling off sale alcohol are available.

These are required to apply to Eden District Council for a Temporary Event Notice prior to the event, you will be provided with an event template for this once your stall is confirmed.

Alcohol must be in sealed containers, and marketed clearly as gifts and take home. No samples are able to be given to customers. You will need your own personal license and you will have to comply with our Challenge 25 policy.

Due to a Public Spaces Protection Order in Penrith Town Centre no On Sale Alcohol Stalls will be available at The Winter Drovers.

Hot Drinks Stalls

For sale of takeaway hot beverages e.g. speciality tea, coffee and hot chocolate.

We ask that hot drink stalls provide crew members with free tea & coffee throughout the event. Crew are identifiable in pink high vis.

Standard Stalls (non-food)

Traders that are selling arts, crafts, gifts for example. No power is available for these pitches.

Charity Stalls

Eden Arts & The Winter Droving commit a minimum of 10% of pitches to charities or organisations raising money for good causes each year. These pitches are provided free of charge, and gazebos, tables can be hired at an additional cost.

Food Hygiene Certificates

All traders selling food or drinks are required to provide evidence of a Food Hygiene Rating. No ratings under 4*s will be accepted.

Bringing your own structure

Please provide measurements for your own structure, including drive-in information if your unit is a trailer. This ensures we can position you in the market correctly, and not impede on other pitches.

Gazebo structures must be Pop Up Gazebos, or a bespoke design for street trading. Garden style constructed gazebos will not be allowed.

Power

No personal generators are allowed, and power can be provided at an additional cost. Please select what power you require on the online application form.

If you fail to select sufficient power, we cannot guarantee power can be provided to you on the day, as this depends on your market position. If you need power advice please email simon@edenarts.co.uk.

LPG Gas

Any traders using LPG gas must provide a Gas Safety Certificate and securely house gas bottles in safe storage.

Environmental Policy

We are aiming to continue to reduce the amount of waste and in particular single use plastic used at our events throughout 2021. There will be a number of changes and new schemes in place. Please work with us to make this a success!

Minimum standards 2021

- No single sachet sauces, salt packets, milk etc. Bulk dispensers only. This dramatically reduces the amount of waste produced.
- To encourage the use of reusable cups all traders serving hot drinks must give a 25p discount to customers who bring their own cup.
- All serve-ware waste should be made from compostable, reusable or recyclable materials. No single use plastics or polystyrene containers.
- No plastic bags for any goods. Please use paper bags or ask the customer if they have a bag already.

If you want help with sourcing alternative packaging for your products, please get in touch with us on 01768 899444

Terms & Conditions

1. Completion of an Application Form does not guarantee selection at the event. We will notify you if you have been selected to attend by 29th July at the latest. Upon a successful application an invoice will be raised for the amount agreed to above.
3. Cancellation within 8 weeks of the event will incur a 100% charge
4. Any successful application which is not paid for will be reallocated. Deposit date will be sent out when notified of selection.
5. The stand fee covers the cost of your pitch and front of pitch lighting. Gazebo, tables and power are available for an extra cost.
6. No private generators will be allowed.
7. All electrical equipment used on site must carry a valid PAT Test certificate.
8. All distribution systems in units must have passed inspection within the previous 12 months.
9. Power consumption will be monitored throughout the event, generators are set up specifically with the power requirements stated by traders prior to consultation with the Eden Arts Site Manager. Traders using more than their allocated paid for power will have their power switched off, until they are running within allocation.
10. All gas appliances must have an up to date Gas Test Certificate and secure housing for gas bottles.
11. If you are a food and drinks business, you must be registered and approved by your local authority for food and hygiene, and have a minimum of a 4* rating.

12. All structures erected on site should be made and supplied by a reputable company for the purpose to which you are putting them. Structures should not be modified or home-made without competent advice. You will not be allowed to start trading if your stall is insufficiently secured or deemed unsafe by our H&S officer. They may need to see documentation demonstrating how the structures are designed to be erected, and under what conditions (e.g. wind speed) they are designed to be safe. Domestic garden gazebos (non pop-up) will not be allowed on site.

13. Stallholders are responsible for the removal of all their rubbish from the site at the end of the event.

14. There is a strict no vehicle policy in the market area from 10.00 – 20:30

The market opening times are 11.00 – 20:00. Access to set up is granted from 07.00 to 10.00 and break down is granted from 20:30.

We apply strict Health and Safety rules at The Winter Droving, which we expect you to adhere to, in line with the Health and Safety at Work Act 1974. You will be expected to have health and safety of all staff and customers at the forefront of your planning and management, and carry out risk assessments in line with the nature of your business.