



Pembroke Castle

Christmas Market 2020

Friday 27th November - Sunday 29th November

Pembroke Castle is now taking applications for its eighth annual Christmas Market. The Christmas Market, attracting over 14,000 visitors in 2019, is a popular addition to the festive season, showcasing products from Pembrokeshire and the surrounding areas. Supported by Valero and Pembroke Town Council, the Christmas Market is a community event offering free admission to all visitors. Pembroke Castle will overflow with Christmas cheer, with the castle walls and towers lit up in bright colours, music and entertainment, and a Santa's Grotto in Western Hall. Where else will you see Santa abseil down an 80ft keep?

The Christmas Market takes place in the Outer Ward of the castle grounds, with stalls housed in marquees, situated around the Great Map of Wales in the centre of the castle grounds. Due to the high level of interest in our Christmas Market and the limited space available, stalls are allocated in a ballot system to guarantee that visitors will benefit from a variety of stalls, whilst ensuring fairness for stall applicants.



Sales Categories

There are three sales categories. These are:

Gift Item

Stalls selling gift items only, including packaged food and drink not meant to be consumed on the premises. Stalls of this type will **not** be allowed to sell on-site consumables. There are five stall options:

Main Marquee

1. Island Stall £180
2. Side Stall £220
3. Corner Stall A £250
4. Corner Stall B £250

Outdoor Covered Stalls

1. Terraced Stall £220

Catering

Stalls wishing to sell any food or drink to be consumed on the premises. There is only one Catering Stall option:

Outdoor Covered Stalls

1. Catering Stall £290

Charity

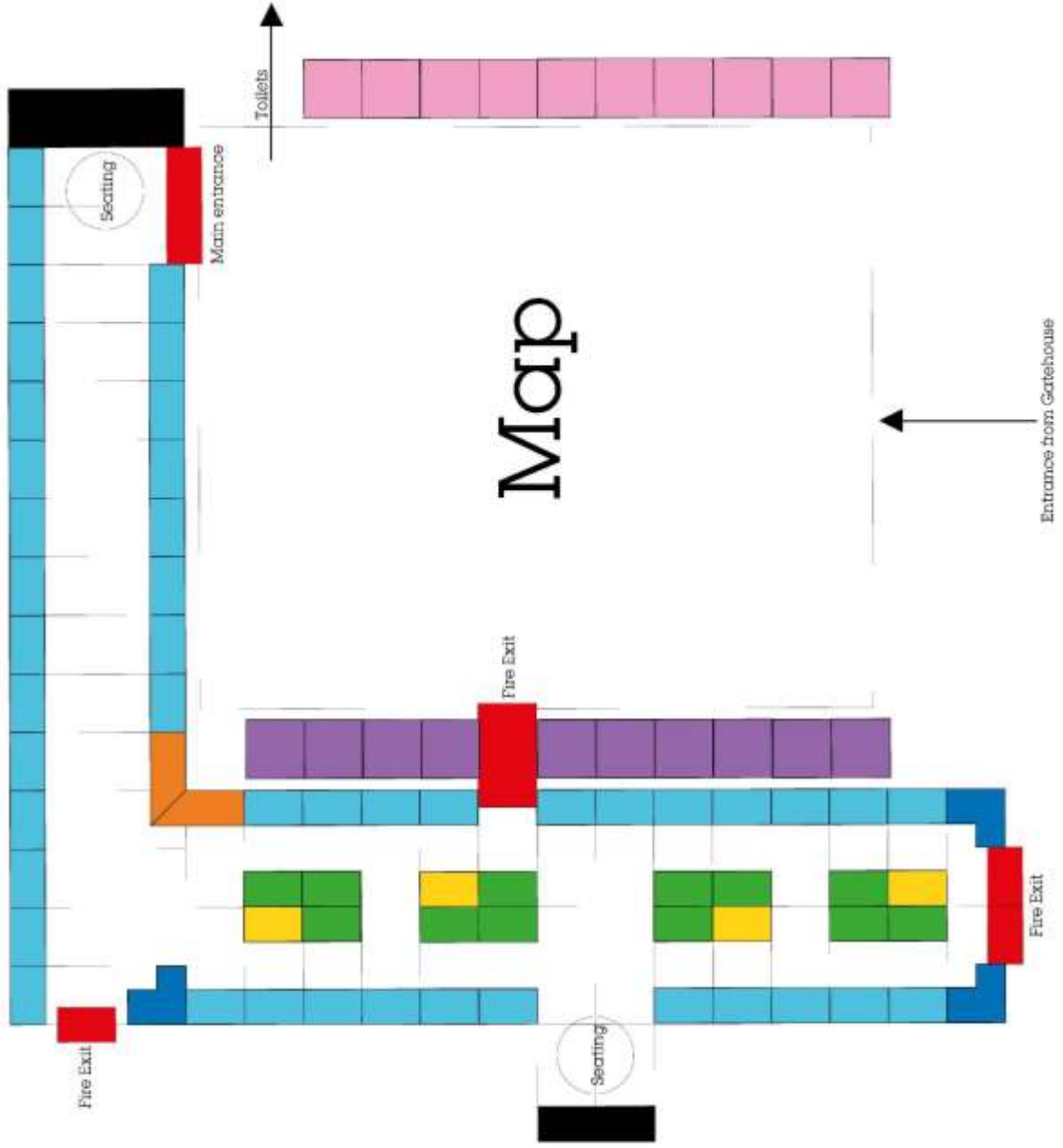
Local Charity Stalls selling gift items, raffle tickets or providing information to raise awareness of their cause. There are four charity spaces available, and these are charged at a reduced rate. *Please be aware that the option to collect donations around the castle throughout the event is reserved for Valero's Charity of the Year only.* There is only one Charity Stall option:

Main Marquee

1. Island Stall £90

N.B. You will not be able to sell **both gift items and on-site consumables**, unless you wish to put in two stall applications.

Christmas Market 2019



Main Marquee

Island Stall (Charity) - £90

Type: Gift Only
Footage: 60 sq. ft.
Electricity: No



Island Stall - £180

Type: Gift Only
Footage: 60 sq. ft.
Electricity: No



Side Stall - £220

Type: Gift Only
Footage: 60 sq. ft.
Electricity: Yes



Corner Stall A - £250

Type: Gift Only
Footage: 80 sq. ft.
Electricity: Yes



Corner Stall B - £250

Type: Gift Only
Footage: 66 sq. ft.
Electricity: Yes



Outdoor Covered Stalls

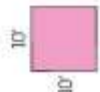
Terraced Stall - £220

Type: Gift Only
Footage: 100 sq. ft.
Electricity: Yes



Catering Stall - £290

Type: Catering Only
Footage: 100 sq. ft.
Electricity: Yes



Stall Types

Main Marquee Stalls

Island Stalls

Island stalls occupy a floor space of 10ft. frontage by 6ft. deep. You will be provided with a 6ft. table and two chairs. Island stalls do not include electricity. The marquee will be lit and heated throughout the event. Stalls will be charged at **£180 incl. VAT** for the duration of the event (**£90 incl. VAT** for charities).

Side Stalls

Side stalls occupy a floor space of 10ft. frontage by 6ft. deep. You will be provided with a 6ft. table, two chairs, and one electrical point per stall. The marquee will be lit and heated throughout the event. Stalls will be charged at **£220 incl. VAT** for the duration of the event.

Corner Stall A

Corner stalls occupy a floor space of the standard 10ft. frontage by 6ft. deep, with the option to use an additional space of 5ft. x ft. Please see our Christmas Market plan for more information. You will be provided with a 6ft table, two chairs, and one electrical point per stall. The marquee will be lit and heated throughout the event. Stalls will be charged at **£250 incl. VAT** for the duration of the event.

Corner Stall B

Corner stalls occupy a floor space of 10ft. frontage by 6ft. deep, with the option to share half of a 6ft. x 6ft. area with the adjoining Corner Stall'. Please see our Christmas Market plan for more information. You will be provided with a 6ft. table, two chairs, and one electrical point per stall. The marquee will be lit and heated throughout the event. Stalls will be charged at **£250 incl. VAT** for the duration of the event.

Outdoor Covered Stalls

Terraced Stall

Terraced Stalls will be provided with a space of 3m x 3m inside an open-fronted marquee, backing onto the Main Marquee, facing onto the Map of Wales. Much like stalls inside the Main Marquee, Terraced Stalls have the benefit of partitioning your stall from your neighbour, and more flexibility to use the full space as you wish (i.e. either a counter-customer set-up, or walk in shop). Each Terraced Stall will be provided with a 6ft. table, two chairs, and one electrical point. The marquee will be lit throughout the event. You will have to provide your own heating, if

required. Terraced Stalls will be charged at **£220 incl. VAT** for the duration of the event.

Catering Stalls

Catering Stalls, like Terraced Stalls, will be provided with a space of 3m x 3m inside an open-fronted marquee, facing onto the Map of Wales. You will be provided with a 6ft. table, two chairs, and one electrical point. The marquee will be lit throughout the event. You will have to provide your own heating, if required. Catering Stalls will be charged at **£290 incl. VAT** for the duration of the event.

Utilities

Electricity

All stalls except Island Stalls will be provided with one electrical point each. All electrical equipment must be listed on the form attached and be Portable Appliance Tested (PAT). Only listed items may be used. Unlisted items may cause interruptions to our power supply at considerable inconvenience to other stallholders and visitors.

Gas

Gas-powered equipment can be used by Catering Stalls **only**, but equipment must be listed on the form attached and safety tested.

Health, Safety & Licensing

Alcohol

Stallholders do not need a separate licence for the retail sale of alcohol as Pembroke Castle Trust is a licensed venue.

Food

All food stalls will require a Food Hygiene Certificate. Please provide a copy of this with your application.

Public Liability

All stalls must have their own Public Liability Insurance. Please provide a copy of this with your application.

Fire Risk Assessment (Caterers Only)

All caterers must complete a Fire Risk Assessment and return this to us before the event.

Application Process

Application Form

The deadline for applications is 28th March 2020 and the application form can be found at the end of this pack. If you do not have a website or social media account for your company, showcasing your products, please attach photos of what you wish to sell with your form, as this may help your application.

Please indicate your stall preference with 1 = First Choice; 2 = Second Choice, etc. There are only a limited number of each stall type available, and providing other options may increase your chances of getting a stall. For instance, if you are unsuccessful initially and placed on the Waiting List, if an island stall becomes available at a later date, and you have not listed this as one of your stall preferences, you will not be considered for the replacement.

Please fill out the attached form and return it with any attached documents either via email:

info@pembrokecastle.co.uk

Or post to:

Committee Decision

Please be aware that completion of this application form **does not** guarantee a stall space. Applications received before the deadline will go to our Christmas Market committee and the successful stalls will be selected by ballot. The decision will be made by **30th April 2019**, and all stalls will be contacted following this about whether they have been successful or not. All spaces will be allocated at this time. Unfortunately, we are not able to offer feedback on the success of applications.

Successful Applicants

If you are successful, you will be invoiced in full shortly after **30th April 2019**.

Cancellations

If you no longer wish to attend the Christmas Market after being allocated a space, please let us know as soon as possible. Full refunds will be made up until **30th August 2019**. Stalls cancelling after this time will lose their deposit, which is **50%** of their stall fee.

Waiting List

There are two Waiting Lists. If your application is received before the application deadline but is unsuccessful, you will automatically be added to our first Waiting List. Stall spaces may become available if companies can no longer attend the Christmas Market. These spaces will be re-allocated from the Waiting List as soon as they become available, and will be selected at random. We will only contact the successful stall in this instance.

Applications Received After the Deadline

If your application is received after the deadline, your application will not be considered in the initial stall selection, but your application will be added to our second Waiting List, from which stalls will be selected should the first Waiting List be exhausted.

Set-Up

Date & Time

All stalls must be set up on the designated set-up date. The Castle will be open to stallholders to set up their stalls between **08:00 - 19:00 on Thursday 28th November 2019**. Your stall must be set up and the premises vacated before **19:00** that day, when the Castle closes. We supply an overnight security team, allowing you to leave your goods in place overnight. The only exception to this rule are stalls which are selling **fresh produce**, such as meat, which may bring in their produce on Friday morning between 08:00 - 09:00. Vehicles will not be allowed into the castle after this time.

Vehicle Access

Vehicle Access to the castle is available, but is restricted to vehicles the size of a standard transit or smaller, due to the size of our gateway. In the instance of many stalls trying to set up at the same time, you may be held in a reserved bay until there is space inside the castle for your vehicle.

If your vehicle is larger than a standard transit, you will have to park off site and carry/trolley products in through the gates. There is no on-site parking, however there are plenty of free public parking spaces not far from the Castle. If in doubt, please contact us in advance of the Christmas Market to discuss access.

Setting Up Your Stall

Each stall will be provided with a 6ft. trestle table, and two folding chairs. If you require other furniture for your stall, you will have to provide this yourself. We will not have extra tables or chairs.

Although we try to agree to everyone's requests, sometimes this is not possible, and in some cases your stall location may change, up to the day of set-up. We will not be able to change your stall position on the set-up day.

Your stall boundary will be clearly marked out on the marquee. Boundaries are laid out for public safety, and are applicable to **every** stall. If you exceed your boundary, you will be asked to move your stall back within the boundary.

During the Event

Access Throughout the Event

There will be access to the castle from 08:00 each day. Vehicle access will only be allowed if absolutely necessary, and in this case, vehicles must be off site by 09:00.

Trading Hours

All stalls must be ready to trade at the opening time of each day, and continue trade until close. Applications for stalls which cannot trade for the full duration of the event will not be considered.

Card Payments

There will be WiFi available throughout the event, which all stallholders will be given access to. However, due to the strain put on this, we recommend that you do not rely on this for card payments.

Takedown

Vehicle Access

Vehicle Access to the castle will only be allowed after 16:00 on Sunday, once all members of the public are offsite. All stalls must pack away their stalls prior to trying to get their vehicle into the castle. You will be held in a reserved bay until there is space inside the castle for your vehicle. If you do not have much stock remaining, and it is possible, we advise parking nearby and walking this out.

More information about the set-up and takedown of the Christmas Market will be sent out to successful applicants a week prior to the event.

If you require any more information, please contact Carys Mills on carys@pembrokecastle.co.uk or 01646 681510.

Catering Application - Christmas Market 2019

Company Information					
Company Name					
Product Description					
<i>Please attach your full menu and prices along with your application. NB If you have not listed an item on your application, you will not be able to sell this during the Christmas Market.</i>					
Company Website					
Facebook					
<i>If you do not have a company website or social media page, please include photos of your products to aid your application.</i>					
Health & Safety					
Hygiene Rating:					
0	1	2	3	4	5
Please attach the following documents with your application:					
Public Liability Insurance			Food Hygiene Certificate		
Please complete the Appliance List at the end of this document and attach this with your application.					
Stall Type					
Catering Stall			£290 incl. VAT		
Applicant Information					
Application Date:					
Last Name:			First Name:		
Address:					
Town/City:		County:		Post Code:	
Landline:			Mobile:		
Email:					
If you have previously traded at the Christmas Market under a different stall name, please note this here:					
Additional Requests:					

Gift Item Application - Christmas Market 2019

Company Information				
Company Name				
Product Description				
Art & Photography	Food & Drink	Homeware	Fashion & Jewellery	Other
Product Description				
NB. You will not be able to sell any products to be consumed on the premises. The right to sell on-site consumables is reserved for catering stalls only. If you wish to provide tasters of your product, these must be free.				
Company Website				
Facebook				
<i>If you do not have a company website or social media page, please include photos of your products to aid your application.</i>				
Health & Safety				
Please attach the following documents with your application:				
Public Liability Insurance		(Food Providers Only) Food Hygiene Certificate		
Please complete the Appliance List at the end of this document and attach this with your application.				
Stall Type				
Location	Stall Type	Price	Preference (1, 2, 3 etc.)	
Main Marquee	Island Stall	£180 incl. VAT		
	Side Stall	£220 incl. VAT		
	Corner Stall A	£250 incl. VAT		
	Corner Stall B	£250 incl. VAT		
Outdoor	Terraced Stall	£220 incl. VAT		
Applicant Information				
Application Date:				
Last Name:		First Name:		
Address:				
Town/City:		County:		Post Code:
Landline:			Mobile:	
Email:				
If you have previously traded at the Christmas Market under a different stall name, please note this here:				
Additional Requests:				

Charity Application - Christmas Market 2019

Company Information		
Charity Name		
Registered Charity Number		
Please describe how you wish to use the stall, and a brief description of products you wish to sell:		
<p>N.B. You will not be able to sell any products to be consumed on the premises. The right to sell on-site consumables is reserved for catering stalls only. If you wish to provide tasters of your product, these must be free.</p>		
Charity Website		
Facebook		
<i>If you do not have a company website or social media page, please include photos of your products to aid your application.</i>		
Health & Safety		
Please attach the following documents with your application:		
Public Liability Insurance	(Food Providers Only) Food Hygiene Certificate	
Please complete the Appliance List at the end of this document and attach this with your application.		
Stall Type		
Island Stall	£90 incl. VAT	
Applicant Information		
Application Date:		
Last Name:		First Name:
Address:		
Town/City:	County:	Post Code:
Landline:		Mobile:
Email:		
If you have previously traded at the Christmas Market under a different stall name, please note this here:		
Additional Requests:		

