

SELECTION CRITERIA

Our aim is to select a good mix of traders to create a "Festive Ambience" and to enhance the shopping experience for visitors to Bournemouth. Primarily, we want to attract traders who sell unique handmade items that are not generally available in the town centre shops, to create more choice for visitors.

All applicants will be scrutinised by Bournemouth Borough Council's Town Centre Management to ensure the products they propose to sell are appropriate and meet current Trading Standard's regulations, those rejected by the Council cannot be considered by S&D Leisure Ltd. for trading at the event.

For commercial and logistical reasons, S&D Leisure Ltd. reserves the right to make the final selection of traders. For example, priority will be given to those traders who are prepared to stay for the duration of the market and then on the following considerations:

Premium payments, dates of confirmed booking. Considerations will be based on a first come first served basis.

Where/how are your products produced (tick as many as appropriate)

- Handmade in UK Handmade by me Handmade abroad Fair Trade
 I will demonstrate on my stand Manufactured (mass produced items will be least preferred)

Do you belong to any trade associations, organisation or guilds? (e.g. British Toymakers Guild, British Association of Fair Trade Shops, etc.) If so, state below. Evidence of this membership should be sent with your application.

RETAIL MIX

Highlight the category below that most represents your main product type. If you have a range of different products please state the % of each category that you will stock (e.g. Decorations 25%, Children's Toys 25% and Accessories 50%). Tick as appropriate.

- Accessories Children's toys Clothing Decorations
 Food and Drink Garden ware Glassware Local Produce
 Jewellery Paintings Photography Print
 Pottery/Ceramics Stationery/Books Toiletries Woodcraft
 Home ware Other (please state) _____

TARGET MARKET Who will your goods appeal to?

- Male Female Both Age range _____

PRICE RANGE How much do your goods cost?

Lowest Price: £ _____ Highest Price: £ _____

TYPES OF CHALET

Chalets are available in 3 standard sizes. The outside dimensions of the footprint are:

Size A 2 metres wide x 2 metres deep

Size B 3 metres wide x 2 metres deep

Size C 4 metres wide x 2 metres deep

Please note: all the above measurements are approximate.

Chalets are available in 2 standard styles:

Style WI **Walk In Type** where the doors are removed (replaced for security)

Style CT **Counter Top** with a counter top along front of chalet.

See Christmas Market Chalet Drawing for more details.

Please note that we cannot guarantee that everybody will get their first choice of chalet type but we will try our best. Please tick the appropriate boxes to indicate the size and style of your required chalet:

Size Of Chalet (width x depth)	Chalet Style	
<input type="radio"/> 2 metres x 2 metres	<input type="radio"/> Walk In	<input type="radio"/> Counter Top
<input type="radio"/> 3 metres x 2 metres	<input type="radio"/> Walk In	<input type="radio"/> Counter Top
<input type="radio"/> 4 metres x 2 metres	<input type="radio"/> Walk In	<input type="radio"/> Counter Top

DECORATING CHALETS

S&D Leisure Ltd. will decorate the exteriors of the chalets with lights. Exhibitors will be required to decorate the interior of their chalets in a festive manner to enhance the ambience of the event. There will be a prize awarded for the best decorated chalet. This is a mandatory condition of exhibiting.

POWER SUPPLY

S&D Leisure Ltd. will supply free of charge two domestic style 13 amp sockets in each chalet with a 5 amp power supply via an RCD. This supply is for exhibitor supplied internal lighting and small electrical appliances like credit card machines or phone chargers only. Higher power supplies are available for use on approved items such as catering equipment and an additional charge would be payable for this service. This service will include the installation of a meter by an approved electrical contractor. The meter will be read on a weekly basis and all the extra costs will be invoiced accordingly to the Exhibitor. VAT charges will apply.

All electrical equipment must have a valid PAT (Portable Appliance Test) certificate. You will not be allowed to use any untested equipment within your chalet or on site. The organisers will have an electrical contractor on site at the start of each operating period where exhibitors will be able to have their electrical items PAT tested for a small fee per item.

We do not allow heating equipment such as kettles or heaters due to the increased fire risk in the wooden chalets.

However, should you require an electrical heating appliance in your chalet, an extra power source will need to be fitted by our approved electrical contractor and you will be invoiced for the meter and all fitting costs. The meter will be read on a weekly basis and exhibitors will be invoiced accordingly. The exhibitor accepts all responsibility for the safe use of any electrical heating appliances used.

SITE LOCATION

The Bournemouth Christmas Market is held in the Bournemouth Town Square and the adjacent pedestrianised areas of Gervis Place and Bourne Avenue. The site is the prime retailing location in the Town. It is where the major retailers and department stores are located. (e.g. Boots, Debenhams, Marks & Spencer, Next, Beales, Dingles).

The footfall in this area is second to none in Dorset. The three areas are close together with the central Town Square being primarily for the catering outlets with only a few chalets being available in this area. This area will carry a premium rate.

All positions will see prime shopping traffic and we reserve the right to allocate your position to allow us to mix the "retailing offer". Please note that we cannot guarantee that everybody will get their first choice of location but we will do our best to accommodate. To guarantee a position in a premium spot, will incur an extra charge of 20% of the total price of the chalet. Places are limited and guarantees can only be made on a first come first served basis.

The Postcode for the Town Square is BH2 6ED. Please see the Site Map Drawing.

ANY REQUESTS FOR POSITIONS WILL BE TAKEN INTO CONSIDERATION FOR EACH BOOKING. WHERE PREMIUM PAYMENTS DO NOT APPLY THE FIRST COME FIRST SERVED RULE WILL APPLY.

OPERATING PERIOD OPTIONS

The Bournemouth Christmas Market offers the longest run of the Southern Christmas markets. Up to 38 days from 17th November 2011 until Christmas Eve (Period A) are available for those who have the stamina and enough stock to last the distance, this represents great earning potential.

We recognise that some traders stock will be strictly Christmas related and after the 25th December 2011 it may not be suitable for sale (Mistletoe, Holly wreaths, Christmas decorations/cards etc.) however others may wish to remain on site and trade. We know that there are great opportunities during this period as people are looking for things to do between Christmas and the New Year and the department stores start their sales then.

We will offer an optional free bonus 9 day trading opportunity from Monday 26th December 2011 until Tuesday 3rd January 2012 (Period B). This period would be offered at no cost as a thank you from S&D Leisure Ltd. for your commitment to the success of the event. This would create a maximum trading period of 47 days.

S&D Leisure Ltd. will give priority to applicants who book for Period A. However, shorter, one week hire periods may become available and exhibitors interested in this option should register to be put on our Reserve List by phoning 01202 313649. We will contact applicants on the Reserve List after 1st November 2011 if spaces become available.

OPENING TIMES

Dates	Opening Times	
17/11/11 - 11/12/11	10am - 6pm Monday - Saturday	10am - 4pm Sunday
12/12/11 - 24/12/11	10am - 8pm Monday - Saturday	10am - 4pm Sunday
26/12/11 - 03/01/12	10am - 6pm Monday - Saturday	10am - 4pm Sunday

These are provisional opening times until the Bournemouth Town Centre Manager advises the shops Christmas opening schedule. We will then revise our opening times to coincide with their hours to maximise sales. Final opening hours will be published no later than 18th September 2011.

All chalets without exception will be expected to open every day of the Operating Period and for the whole of the Opening Times. This is a condition of making your booking.

CHALET RENTAL COSTS

These are the hire periods and hire prices for the Christmas Chalets for trade customers. Larger Chalets and space only bookings are available, prices on application. Tick Boxes to indicate Chalet Size and Period Required:

LONG TERM PERIODS	DAYS	COST 2m x 2m	COST 3m x 2m	COST 4m x 2m
PERIOD A Thursday 17th November until Saturday 24th December 2011	38	£2000 <input type="radio"/>	£2500 <input type="radio"/>	£3000 <input type="radio"/>
PERIOD B Optional Monday 26th December 2011 until Tuesday 3rd January 2012	9	FREE <input type="radio"/>	FREE <input type="radio"/>	FREE <input type="radio"/>

Bournemouth Council, who own the land, have deemed the event is VAT EXEMPT. We will therefore NOT CHARGE VAT ON THE RENT. You pay the price shown here.

PAYMENT TERMS - EXHIBITORS TRADING ONLY

25% holding deposit cheque with Application Form.

50% payment by 23rd September 2011.

25% final payment to be received by 1st November 2011.

Payment for Bars and Catering by separate arrangement.

Remember there is no VAT payable on the rental fee.

The deposit cheque is non-refundable once cashed. S&D Leisure Ltd. operate a strict non-refundable payments policy. **Please note that once an application has been agreed and accepted NO PAYMENTS ARE REFUNDED.**

Please make cheques payable to **S&D LEISURE LTD.**

Those traders who are not successful in their application will be informed and have their cheques returned. For those successful applicants a receipt for your deposit will be sent with confirmation of your stall.

If you do not include the deposit with this application you will not be considered for the Bournemouth Christmas Market 2011. All applications must be paid in full by the 1st November 2011. Failure to do so will result in your chalet being reallocated.

Alternatively, you may pay by Debit/Credit Card or Bank Transfer. If you tick the Debit/Credit Card box, we will contact you to make the arrangements. Please note: There will be a 5% Booking Fee added per transaction for paying by Debit or Credit Card. If you tick the Bank Transfer box, we will contact you to give you our bank details. Remember, your booking is not valid until funds clear in our account.

- I will pay by Cheque
 I will pay by Debit/Credit Card
 I will pay by Bank Transfer

(please tick one box)

CHECK LIST (Tick boxes)

- I have filled in all sections of the booking form
- I have enclosed photos of my products for sale
- I have signed and dated the document below
- I have enclosed the deposit cheque
- I will pay by Debit/Credit Card or Bank Transfer

DECLARATION & UNDERTAKING

I have read the Bournemouth Christmas Market 2011 Information Document and Stallholder Bond Rules and undertake to comply with all terms and conditions therein. In signing this application form I indemnify S&D Leisure Ltd. and its event staff against any claims, payments, costs or losses resulting from any failure on my/our part to comply with the said Terms and Conditions.

I understand that this indemnity also covers any stallholders I may wish to share my stall with (subject to S&D Leisure Ltd. approval).

I give permission for my/our stall's contact details to be stored on an electronic storage and retrieval system which will be created for the exclusive use of those involved in the organisation of the Bournemouth Christmas Market. It will not be used by any third party without prior consent.

I undertake to take out product and public liability insurance to the value of £5 million, and to ensure that stallholders sharing our stall will do the same. This cover is available from various sources including the National Market Traders Federation, phone: 01226 749021, www.nmtf.co.uk and G. M. Imber & Sons Ltd. phone: 0870 606 6668, www.gmsil.co.uk. We are not associated with these companies in any way. You should ascertain to your own satisfaction if the cover is suitable for your circumstances.

Copies of this documentation must be submitted in advance of the event.

Signed _____ Name _____

Business Name _____ Dated _____

How did you hear about this event: Advertisement Website Woodland Crafts mailing Other

Please return completed application form together with photos of products and enclose your deposit cheque (or agree to pay by debit/credit card or bank transfer) to:

Bournemouth Christmas Market 2011

S&D Leisure Ltd.
Clarendon Business Centre
Bristol and West House
Post Office Road
Bournemouth
Dorset BH1 1BL

Phone 01202 313649
Email enquiries@sdleisure.com
Web www.bournemouthchristmasmarkets.com





S&D Leisure Ltd.

Bournemouth Christmas Market 2011

Thursday 17th November 2011 – Saturday 24th December 2011

Bonus Period Monday 26th December 2011 to Tuesday 3rd January 2012

Terms and Conditions for Exhibitors

- 1 These terms and conditions are mandatory for all exhibitors and have been compiled to ensure the market operates to the highest standards, if you are in any doubt about a particular point contact us by email at enquiries@sdleisure.com or by phone at our Bournemouth office on **01202 313649**.
- 2 All products offered for sale should be of a unique nature and not readily available in high street shops. Handmade items and low volume produced goods of a traditional nature are preferred. e.g. Christmas decorations, wooden toys, handmade jewellery, glassware, giftware, winter wear together with festive food and drink, etc, etc. All items to be sold must be listed on the Exhibitors Application Form and photographs and/or samples will be required for vetting purposes prior to the event. The organisers and Bournemouth Borough Council reserve the right to refuse and withdraw a product before and during the operation of the market. Items which are NOT listed on the application form when it is submitted cannot be sold, without the express written permission of the organisers. If a product range needs to change before or during the event you must seek written permission to add or substitute new products. Mass produced items available in high street stores will NOT be acceptable.
- 3 The event must be orientated towards a family/community market.
- 4 Exhibitors will be selected against strict criteria including:
 - **Handmade items** are more desirable, commonly available mass produced items are not acceptable.
 - **Retail mix** ensuring that there is a good selection of items across the market.
 - **Quality/safety** all items for sale must be to a high standard and meet manufacturing standards and may need to be approved by Trading Standards.
 - **Pricing** is important we want a range of product priced for all budgets.
 - **Customer appeal**, we need a range of products which appeals to all age groups and genders
 - **Uniqueness** of products will score very highly as the market is located in the town centre shopping area where department stores and major brand retailers are located. Items generally available in these stores will not be considered. The Town Centre Manager who represents the shops has power of veto, without recourse, over all goods offered for sale at the market.
- 5 Samples and/or photos of all products for sale are required to assist our selection process, failure to send photos in the first instance and samples if requested at a later date will result in no booking or a cancellation of a booking.
- 6 Exhibitors will not be able to select their chalet position and applications will not be accepted on the condition of a specific location. This is to ensure a good retail mix is achieved. Exhibitors who have secured a position with a 20% premium payment will be given priority. Guarantees can only be accepted on availability and on a first come first served basis. Preference for requested only locations will also be considered on a first come first served basis.
- 7 Previous Exhibitors will be considered equally on their merits with new exhibitors.
- 8 **Market Operating Period**
Thursday 17th November 2011 until Saturday 24th December 2011 with an Optional Free Bonus Period from Monday 26th December 2011 until Tuesday 3rd January 2012.
- 9 Exhibitors may book the following long term periods:
 - PERIOD A** - Thursday 17th December 2011 until Saturday 24th December 2011 (38 days)
 - PERIOD B** - Monday 26th December 2011 until Tuesday 3rd January 2012 (9 days)

S&D Leisure Ltd. will give priority to applicants who book for Periods A and B. However, shorter, one week hire periods may become available and exhibitors interested in this option should register to be put on our Reserve List by phoning 01202 313649. We will contact applicants on the Reserve List subject to availability.
- 10 **Market Opening Hours**
These are mandatory for all exhibitors:
 - 17/11/11 – 11/12/11
10am - 6pm Monday - Saturday and 10am - 4pm Sunday
 - 12/12/11 – 24/12/11
10am - 8pm Monday - Saturday and 10am - 4pm Sunday
 - 26/12/11 - 03/01/12
10am - 6pm Monday - Saturday and 10am - 4pm Sunday
- 11 **Staffing** Applicants must ensure their chalets are staffed at all times and every day they have booked for. Lateness and early departure without the express permission of the Organiser is not permitted and repeat offenders may be asked to leave the event and such actions would harm their future application for a chalet. S&D Leisure Ltd. do not provide members of staff to man Exhibitors chalets at any time.
- 12 **Setting Up and Dismantling Times** The organisers have five days to set up the event before the start date of Thursday 17th November 2011. Precise details of individual exhibitors set up times will be issued prior to the start of the event.
- 13 **Vehicle Movements** These are currently restricted by the Council to before 0830 hours and after 2300 hours for health and safety reasons as the market is being held in the pedestrianised shopping area. The organisers are currently negotiating with the Council for amendments to these restrictions should they change we will advise exhibitors prior to the market commencing.
- 14 **Chalet Decoration** The organisers will dress the exteriors of the chalets with Christmas lights to ensure uniformity in appearance. Exhibitors are required to decorate the interior of their chalet in an attractive festive manner; a prize for the best decorated chalet will be awarded.

- 15 **Chalet Boundaries** Exhibitors are required to keep their goods and services within the perimeter of their chalet at all times.
- 16 **Electrical Power** Each chalet will be provided free of charge with two 13 amp, domestic style, 3 pin plug sockets, the power supply will be limited to 5 amps through an RCD for lighting and small appliance use (e.g. credit card machines, phone chargers). Higher power supplies can be provided for approved electrical items at additional cost. This service will include the installation of a meter by an approved electrical contractor. The meter will be read on a weekly basis and all the extra costs will be invoiced accordingly to the Exhibitor. VAT charges will apply.
- 17 **Heating Appliances** such as kettles and heaters are not permitted with the standard 5 amp supply as they draw too much current and also increase the risk of fire in the wooden chalets. If you require an electrical heating appliance in your chalet, an extra power source will need to be fitted by our approved electrical contractor and you will be invoiced for the meter and all fitting costs. The meter will be read on a weekly basis and exhibitors will be invoice accordingly. The exhibitor accepts all responsibility for the safe use of the electrical heating appliance.
- 18 **Portable Appliance Test Certificates** are required for all electrical equipment used by exhibitors as we are required by the Council to check all electrical equipment is safe. You cannot use electrical equipment without a valid PAT certificate or if the equipment fails the PAT test. We will have a contract electrician on site during set up days that can test your equipment for a small fee.
- 19 **Exhibitor Parking** Unfortunately there is currently no dedicated parking for exhibitors provided as the site is in the Town Centre. Exhibitors will be responsible for making their own parking arrangements.
- 20 **Insurance** All exhibitors must have public liability and product liability insurance to £5 million pounds. We will need a copy of this before you can exhibit. This cover is available from various sources including the National Market Traders Federation, phone: 01226 749021, www.nmf.co.uk and G. M. Imber & Sons Ltd. phone: 0870 606 6668, www.gmsil.co.uk. We are not associated with these companies in any way. You should ascertain to your own satisfaction if the cover is suitable for your circumstances.
- 21 **Security** While the chalets will be secure when locked properly and the organisers will provide 24 hour security for the market, we will NOT accept responsibility for any loss or damage to exhibitors' merchandise, property or personal effects. We advise exhibitors to take out their own individual insurance to cover such occurrences.
- 22 **Noise** No touting or pitching for business is allowed. No perambulating agents are permitted; all business must be carried out from inside the chalet. No microphones or amplification equipment are permitted. The playing of soft ambient festive music is allowed inside the chalets provided it is not audible outside.
- 23 **Rubbish** Exhibitors will be required to keep their chalets clean and tidy at all times. Any rubbish created must be deposited in the trade refuse bins provided for traders. Failure to do so may incur extra third party costs that would be passed onto the exhibitor.
- 24 **Padlocks** High quality padlocks will be provided to the Exhibitors by the organisers at the start of the event. A £40 deposit will be taken and will be retained should an exhibitor lose the key or padlock. For safety reasons the organisers will retain a duplicate key. No other locks are permitted to be used by exhibitors. The handing back of any unauthorised cut keys will result in the loss of deposit.
- 25 **Conduct and Appearance** Exhibitors should not do anything while at the market to bring the event or Bournemouth into disrepute. All signage must be of a smart appearance and in keeping with a traditional festive event. Plastic banners and florescent card signs are not permitted.
- 26 **No Alterations or Additions** are to be made to the fixtures and fittings in the chalet without the express permission of the Organisers. No drilling of any kind will be allowed. If you wish to use any form of fixings please ask the Organisers for advice. Exhibitors will be liable for any damages caused to the chalet. Brackets may be provided for shelving subject to availability, but traders will need to provide their own shelves. Any requirements for specific signage by Exhibitors can be purchased by the Exhibitor from an approved S&D Leisure Ltd. sign maker. For details please contact the Bournemouth office on 01202 313649.
- 27 **Booking Procedure** Download the Application Form from our website www.bournemouthchristmasmarkets.com, fill in all the relevant information about your company and your products or services, include pictures of your products and information about them, include the deposit cheque (or agree to pay by debit/credit card or bank transfer) and send them by Recorded Delivery or Signed For Delivery to the address on the Application Form.
- 28 **Notification** Exhibitors will be notified of receipt of their Application Form whether they have been successful or unsuccessful. Qualifying exhibitors will be allocated space on a first come first served basis.
- 29 **NO VAT** The council have deemed this event as VAT free so please DO NOT include VAT with your payments.
- 30 **Payment Terms** Deposit cheque to be sent with Application Form. Please make cheques payable to **S&D LEISURE LTD.**
25% holding deposit cheque with Application Form.
50% payment by 23rd September 2011.
25% final payment to be received by 1st November 2011.
 Those traders who are not successful in their application will be informed and have their cheques returned. For those successful applicants a receipt for your deposit will be sent with confirmation of your stall.
If you do not include the deposit cheque with this application you will not be considered for the Bournemouth Christmas Market 2011. Please note full payment is to be made by 01st November 2011 or your chalet will be reallocated.
 Alternatively, you may pay by Debit/Credit Card or Bank Transfer. If you tick the Debit/Credit Card box on the Application Form, we will contact you to make the arrangements. Please note: There will be a 5% Booking Fee added per transaction for paying by Debit or Credit Card. If you tick the Bank Transfer box on the Application Form, we will contact you to give you our bank details. Remember, your booking is not valid until funds clear in our account.
- 31 **Cancellation Policy** S&D Leisure Ltd. operate a strict non-refundable payments policy. **Please note that once an application has been agreed and accepted NO PAYMENTS ARE REFUNDED.**
- 32 **The Organisers** reserve the right to object to anything in any way associated with the chalet the products or services which are not deemed appropriate and the exhibitors accept that they must rectify any such objection to the satisfaction of the organisers for the benefit of the market.
- 33 **Safety** Exhibitors must obey all safety announcements and comply with any reasonable request from the organisers or their staff or nominated agents. No naked flames or heat sources are permitted inside the chalets. Smoking is NOT permitted in or around the chalets. All electrical appliances must be safe, in good repair and fit for purpose. They must have a current PAT sticker on the product and the plug. The organisers reserve the right to inspect and remove any electrical items they consider unsafe.



Bournemouth Christmas Market 2011

S&D Leisure Ltd.
 Clarendon Business Centre
 Bristol and West House
 Post Office Road
 Bournemouth
 Dorset BH1 1BL

Phone 01202 313649
 Email enquiries@sdleisure.com
 Web www.bournemouthchristmasmarkets.com

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Bournemouth Christmas Market 2011

31 January 2011

Types of Chalet Available

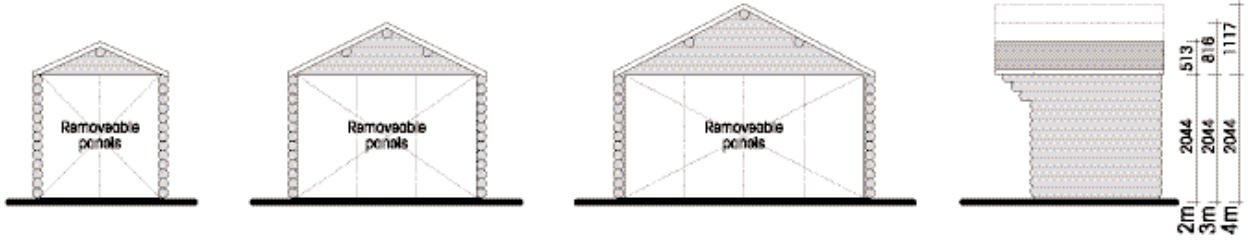
Size A: 2m x 2m

Size B: 3m x 2m

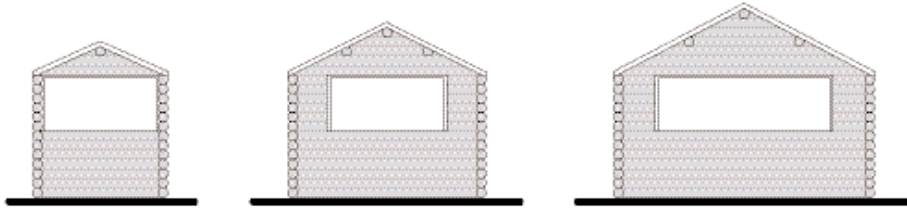
Size C: 4m x 2m

Heights

Walk In



Counter Top



S&D Leisure Ltd.

