

Victorian Christmas Market Guidance Notes 2021

Victorian Christmas Market 2021 Stallholder Application Form Guidance Notes

Please read these guidelines carefully, they will help you complete your application form. Please use **black ink** and **write clearly** in the space provided if completing by hand. **Incomplete forms will not be accepted.**

Please note, SGMT Enterprises Ltd is the trading company of Sheffield Museums Trust and both are referred to in the application documents.

1. Contact Details

IMPORTANT: Please ensure you complete this section in full.

Please help us correspond with you more efficiently by providing an email address. Where provided, this will be the means by which we will contact you to confirm the outcome of your application. Please write your email address clearly to ensure you receive a response from us.

Please help us promote your business by providing us with social media details.

2. Stall Description / Further Details

We receive a very high number of applications for the market each year for a limited number of stall spaces. The information you provide in this section is critical to the selection process so please be as detailed as possible and include further details as applicable. Applicants are encouraged to provide evidence of their goods in the form of images, social media or website links to enable a fair selection process.

Previous stallholders: please do not rely on us knowing who you are and details of your product(s).

IMPORTANT: Please include the following information wherever possible

Stall Description - please describe your goods for sale in as much detail as possible e.g.

- *are the items handmade by you?*
- *are they Made in Sheffield or locally?*
- *where are your goods sourced from?*
- *predominant themes or target markets for your product(s) e.g. Christmas Gifts, Children etc.*

Further Details - please provide any further information about your stall to ensure we are able to apply the selection criteria fairly e.g.

- *images, photographs, leaflets and/or website and social media links*
- *examples of similar events attended*
- *would you be able to demonstrate your craft / skills?*

Demonstrating

Demonstrators of traditional crafts and skills are very welcome as are modern makers and those who can demonstrate or showcase innovation. If you would be interested in demonstrating at your stall please state this in the application process and provide details of any relevant certification and insurance for your activity. Please only register as a Demonstrator on your application form if you do not intend to 'sell' goods at the market.

3. Type of Stall

Please tick the box which best suits your stall using the criteria below (please tick one box only):

A	Charity	You must provide us with your registered charity number in Section 5 IMPORTANT: Due to the rising number of applications from charities, a limited number of stalls are available at charity rate.
B	Food & Drink Sellers	Any stall selling hot or cold food to be consumed on the premises or to be taken away. This also includes stalls selling homemade or farm shop produce e.g. cakes, preserves, xmas puds, confectionary etc.
C	Demonstrators	Stallholders who are not selling goods but demonstrating their traditional crafts and skills. (A donation may be requested if selling)
D	General Gifts & Jewellery	Any stall selling general goods inc. clothing, textiles, jewellery, homewares, gifts, cards and decorations etc

Allocated stalls will be one of the following:

Stall Type - Indoor	Features (<i>details are approximate*</i>)	Rate
Indoor Market Stall	8' x 4' frame and awning inc. table and lighting	£120+vat
Indoor Table Stall	6' x 2'3" table in marked space	£90+vat
Charity	One of the above	£70+vat
<i>Price rate is for both days and excludes additional charges for power if requested.</i>		
<i>*Size guide only, table sizes may vary. Stall space and sizes will be confirmed on allocation if successful.</i>		

Stall Type - Outdoor	Features (<i>details are approximate*</i>)	Rate
Outdoor Market Stall	10' x 10' frame and awning inc. side sheets, table and lighting	£130+vat
Outdoor Hot Food Stall	Own unit or gazebo. Alternatively, we may be able to provide a 10' x 10' frame and awning inc. side sheets at an additional cost.	£200+vat
<i>Price rate is for both days and excludes additional charges for power listings.</i>		
<i>*Size guide only, table sizes may vary. Stall space and sizes will be confirmed on allocation if successful.</i>		

IMPORTANT:

Stall prices are determined by allocation within a specific market quarter and the amount payable and the stall type/size offered will be stated in your confirmation letter if successful. Each Quarter or area of the museum will have a dedicated Zone Leader and team who will assist you throughout the weekend.

Successful stalls will be allocated a 'best fit' position in a relevant market quarter, subject to availability, product type and requirements such as power or access to water. Requests for specific stall type and locations can be given for consideration on application but we regret we are unable to guarantee these due to a high volume of requests.

4. Additional Requirements

IMPORTANT: Additional costs may apply for power and lighting.

Lighting

Indoor and outdoor market stalls will have lighting included within the stall awning framework. Indoor power is restricted to additional lighting only (e.g. for safety reasons no heaters, kettles or lit candles please).

If you wish to bring additional lighting such as spotlights, fairy lights, uplighters, lamps etc. power is available at an additional cost of £25.00+vat for indoor stalls only. You will be provided with one single 13-amp domestic style, 3 pin plug socket.

Power (Hot Food Sellers)

Higher power supplies for hot food sellers may be provided for approved electrical items at an additional cost quoted individually on application. All power uses must be agreed by Sheffield Museums Trust in advance. There is an additional cost for power based on usage / number of items powered etc. Please tick if you require a power source for your stall / activity providing details of what the power is required for e.g. microwaves, burco boilers etc and stating how many. **This information will be used to provide an individual quote on power costs.**

All electrical appliances must be in good working order with an up-to-date PAT certificate, or if less than a year old, the sales receipt. This should be available for inspection at the event. Please note we cannot allow any form of heaters or kettles on site for health and safety reasons.

If you will be bringing gas canisters please let us know as part of the application process so we can allocate you a safe environment for your stall.

Additional Requirements

If you have any further requirements that we should know about, please tell us here e.g. accessibility requests, oversized delivery vehicles, replenishment of fresh / perishable goods, long travel distances that impact on set up / down times etc. Replenishment of perishable goods will be allowed when agreed in advance but subject to the vehicle movement restrictions in place.

5. Documentation

Documentation

Please tick and include a copy of the following documentation with your application if relevant to your stall or activity.

- **Food Hygiene Certificate**
 - If you are providing ANY kind of food or drink, this includes stalls selling homemade produce to take home e.g. cakes, preserves etc and food to be prepared and consumed on the premises e.g. hot snacks, burgers etc.
- **Public Liability Insurance Certificate**
 - Please provide us with a copy of your Public Liability Certificate. Stallholders are required to carry their own public liability and goods insurance to protect against damage, injury or cancellation. Sheffield Museums Trust cannot be held responsible for any loss or damage to goods or persons during the event. Trader information regarding public liability insurance and membership can be found at the National Market Traders Federation website <http://www.nmtf.co.uk/> or <http://www.marketline.co.uk/>

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Registered Charities

If you are applying for a stall at charity rate, you must provide us with your registered charity number.

HMRC Tax Registration

Sheffield Museums Trust need to confirm you are registered with HMRC and you must provide us with a UTR (unique taxpayer reference) number or company registration number.

6. Ambience

IMPORTANT: All stallholders must be willing to provide and wear their own Victorian style costume throughout the event to help us create a warm and inviting Victorian ambience at the event. This could be as simple as combining a bonnet or scarf with a long dress or an old waistcoat and neckerchief with a cap and will make all the difference! Modern, warm layers should be worn under your Victorian style clothing - stallholders are reminded that many indoor parts of the museum are unheated!

7. Mailing List & Data Protection

SGMT Enterprises Ltd and Sheffield Museums Trust will retain information that you have supplied in this form to ensure that we can manage agreements, process payments and inform you of any updates, Sheffield Museums Trust will take appropriate steps to ensure the security and accuracy of this information.

With your consent we may use your name, trading name and other details including website addresses, social media and photographs that you have provided for promotional purposes.

If you would like to be removed from our mailing list, please email communications@sheffieldmuseums.org.uk

8. Declaration

Please check you have enclosed the appropriate documentation, then sign, date and return this form to us. Please attach additional info where necessary.

Please see the Stallholder Hire Agreement attached for information. If your application is successful, a signed copy of this will be required with your payment.

BY EMAIL: christmasmarket@sheffieldmuseums.org.uk

BY POST: Victorian Christmas Market Applications, Communications Dept, Leader House, Surrey Street, Sheffield, S1 2LH

If returning by post, please ensure you use the correct stamp for the size and weight of the envelope.

Applications should be received by Friday 24 September 2021. Applications received after this date will still be accepted by may be entered onto our reserve list should places become available.

Thank you, we look forward to receiving your application.

Gemma Holden

Sheffield Museums Trust

Additional Information

Reserve List

Once stall places have been allocated to successful applicants, all remaining applicants will be notified that they have been placed on a reserve list to be contacted in the event of cancellations or additional places becoming available.

Payment

Successful stallholders will receive confirmation of the location and rate of the stall they have been allocated with a request for payment. Confirmation of your stall can only be secured on our receiving your payment in full. Payment must be made via BACS transfer. Cash and cheques are not accepted. SGMT Enterprises Ltd reserve the right to reallocate the stall if correct payment is not received. **Please do not send payment with your application.**

Set Up / Set Down Information

SET UP: Stalls must be set up / goods delivered on Friday 3 December between 10am and 6pm*.

To gain entry on set up and set down days please drive to the main entrance where Sheffield Museums event staff will greet you with the location of your stall and a car park pass. During set up and set down you will be asked to display your car park pass clearly in your vehicle at all times. **IMPORTANT:** Please unload your car and remove it from site **before setting up your stall** to allow access for other stallholders.

**Dependent on your market quarter location you may be given a morning or afternoon set up time slot. Stallholders travelling greater distances please contact us if you have set up / down concerns.*

SET DOWN: Stalls must be dismantled and all goods removed on Monday 6 December between 10am and 5pm.

IMPORTANT: Vehicle restrictions - Vehicle movements on site are restricted which must be adhered to at all times. We have applied for a temporary road closure notice for Kelham Lane between Friday 3 December and Sunday 5 December. On Saturday 4 December and Sunday 5 December vehicle access to Kelham Lane will be open to Riverside residents only with no access for deliveries or removals (unless perishable goods agreed in advance).

Please bring your own transportation equipment e.g. trolley and assistance with you if you require help setting up / down.

The site is fully wheelchair accessible. If you have any additional access needs, please contact us at christmasmarket@sheffieldmuseums.org.uk

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Storage

Outdoor stallholders will be provided with separate overnight indoor storage spaces within the Museum premises. Please bring appropriate / labelled storage boxes. Indoor stallholders are asked to bring waterproof sheeting to cover your stalls at night. All indoor areas are secured and alarmed each day, if you have concerns about particularly valuable items we recommend you take them with you at the end of each day.

Waste

Stallholders will be required to keep their stalls clean and tidy at all times. Any waste created must be deposited in the trade refuse bins provided. The Sheffield Museums team are responsible for keeping the museum site clear of rubbish throughout the event.

Stallholder Awards and Visitor Prize Draw

Stallholders are kindly asked if they would like to participate in our Christmas Market Visitor Prize Draw which features on our publicity leaflets by donating an item from their stall. Sheffield Museums will also nominate stallholders to receive a prize and award to recognise their efforts in meeting the criteria set for the market and adding to the ambience of the event.

Food and Refreshments

Stallholders are asked to make their own arrangements for refreshments during the market. The market provides a range of outdoor hot and cold food sellers to cater for a wide range of tastes. We also have an externally operated on-site café - Island Café+Bar.

Publicity and Audience Development

We will provide publicity material for your use, if you can help us by distributing further leaflets or posters or can promote our event on your website, please let us know. We will continue to deliver an exciting publicity campaign with local, regional and national media and distributing over 50,000 leaflets citywide. We will be directing visitors to our website www.sheffieldmuseums.org.uk for regular updates on the Market or please follow us on our social media channels:

Facebook: www.facebook.com/kelhamislandmuseum & www.facebook.com/sheffieldmuseums

Instagram: @sheffmuseums

Twitter: @SheffMuseums

Car Parking and Travel

We regret, as usual, there is no onsite parking for stallholders or the public. We politely ask where possible you consider local residents and public access when parking as there is very limited roadside parking in this area. There are a number of reasonably priced car parks in the immediate area which can be located via <https://www.sheffield.gov.uk/home/parking/city-centre-car-parking> Alternatively, we recommend using Supertram. You can plan your journey here <https://www.stagecoachbus.com/plan-a-journey> - the nearest tram stop is Shalesmoor.

Please note: In previous years we were able to offer a car parking resource to stallholders. This area is now under development and will not be available this year.

Contacting Us

At this busy time we would appreciate it if you could contact us directly via email at christmasmarket@sheffieldmuseums.org.uk