



Lancashire,
Manchester &
N Merseyside



A floating village in a wildlife haven

Brockholes is an exceptionally busy, **iconic** nature reserve. It is located just off the M6 and as well as a wonderful 250-acre nature reserve to explore, we have a very large children's play area and our own car park with over 300 spaces.

Complimenting the nature reserve, we have a **floating** Visitor Village (a UK first!) with welcome centre, conference centre and on-site restaurant; this is where our markets will be held.

Each event will have a **theme**, but we would still be happy for people who sell items that don't fit the theme to exhibit as long as they still meet our other requirements. We are a **conservation** and **nature/wildlife charity** and as such we would ask that anyone exhibiting consider this when they think about wanting to apply for a pitch.

We want to help showcase the best in **home-made** and **eco-friendly**, from home-made crafts, boutique clothes, mindfulness sessions, wooden toys, local beer/gin etc. If your stall does not fit with our ethos (for example, selling plastic toys) then our markets likely aren't for you.



Footfall

A busy weekend during school holidays, Brockholes will welcome somewhere in the region of **2000-2500 visitors** – mostly families. If the weather is very good this number can increase further. With a strong marketing plan in place for our markets in 2021, we aim to drive as much **footfall** into the markets as possible.

Brockholes is a nature reserve and the footfall, as with all locations, is affected by the **weather**, so although we can see around 3,000 visitors on a good weekend, if the weather is bad this does drop so please be aware when booking that we are very weather dependant, and this is out of our control.



Food and drink

We are part of the Lancashire Wildlife Trust, a leading **conservation** charity and use these kinds of events to generate **income** that helps us maintain the nature reserve and carry out vital conservation work. As such we will also be selling our own products and produce at these markets such as; sandwiches, hot food and drinks and ice cream to be eaten on the day. Everything else within reason we **welcome** with open arms – so if you are selling take away coffee, cakes and sandwiches, thanks but we have that covered. If you are selling spices, toffee, coffee beans, jams and honey – please come along!



Christmas Markets at Brockholes



In December we will be holding Christmas markets, this will run every weekend and then in the final run-up will be open for the full week, with 11 trading days available in total.

We would like a good mixture of stalls so don't worry if your items are not the normal Christmas market fodder, feel free to pop in an application or speak to us about what you might want to offer.

For all weekends in December, we will also have fun family events and activities to drive footfall to our visitor island and will also hold events of our own like Santa's grotto and other very popular Christmas themed events, so footfall in December is quite stable and guaranteed in advance of any weather conditions due to pre-booking.

There will be a range of stalls available as detailed on the diagram and these will be bookable in weekend slots or block bookings for the entire run.

Santa's Post Box, one of our very popular Christmas activities, bringing a large footfall onto the Visitor Village



Markets application form

This document provides guidelines to assist with completing the application process. It also outlines the criteria used when assessing applications and some general information relating to the event and operations.

Christmas Market Days

4th and 5th December 2021
11th and 12th December 2021
18th and 19th December 2021
20th, 21st, 22nd and 23rd
December 2021

Daily Trading Times

10am until 4pm
All stall holders must be open between these times

Application and selection process

Applicants will complete an application form online at brockholes.org

The retail quality, exclusivity, uniqueness and mix of products on offer at Brockholes Markets plays an important role in the overall appeal of Brockholes Market. The following criteria will be considered when looking at stallholder applications.

Locality

We are dedicated to supporting local businesses. All other criteria being equal, stallholders from Lancashire are given priority over those coming from further afield selling similar products. Please note, we will cross reference the address you provide with information stored at Companies House.

Handmade

Products that are handmade by the stallholder will score higher than those that are manufactured or handmade abroad. Please ensure you give a description of how and where your products are made.



Single-use plastics

Where possible all single use plastics and non-eco-friendly / compostable / biodegradable packaging has been banned on our village. If you wish to trade, you must only use compostable /biodegradable packaging and paper bags, wooden knives forks & spoons etc. If you need this, we can provide it for you at a good price from our own wholesaler – please advise at the point of booking and we can ensure this will be on-site for you.

Quality

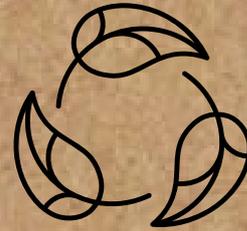
Products need to be finished to a high standard. If products are sold as organic, vegan or cruelty free, they must be able to provide certification of this from bodies such as The Vegan Society, PETA and their suppliers certification of organic produce.

Product pricing

We are looking for a range of variously priced products so that customers with all budgets can satisfy their shopping needs. Please note the application form asks for minimum and maximum price of your products.

Retail Mix

It is important that there is a wide range of product types across the whole market. We are always looking for new and innovative products to be sold at the event.



Product range

We will also take into consideration the range of products you wish to sell. Your product range must correlate with the retail mix you have selected. For example, if you sell hats and jewellery, you must declare both on the application form. Please note, any stallholder found selling items not declared on their application form will be asked to remove them immediately, especially if this conflicts with another stallholder's product range in the vicinity.



Layout for markets

Meadow Lake Suite (indoors)

With floor to ceiling windows letting in bucket loads of natural light and large peaked roofs this impressive space represents a unique opportunity for you to showcase your products.

All pitch spaces include table(s), tablecloth(s), one chair and access to one plug socket.

Table Number	Number Of Tables	2 days 4th/5th	2 days 11th/12th	2 days 18th/19th	4days 20th - 23rd
14, 15, 16, 17, 18, 19, 21, 22, 24, 25, 26, 27, 28, 29	1	£70	£70	£75	£100
20, 23	3	£120	£120	£125	£150
30	3 + Exclusive use of room	£130	£130	£130	£155
31, 32, 33	3 + prominent position in main entrance foyer	£130	£130	£135	£155

Block booking- all December
£280
£460
£490
£490



Layout for markets

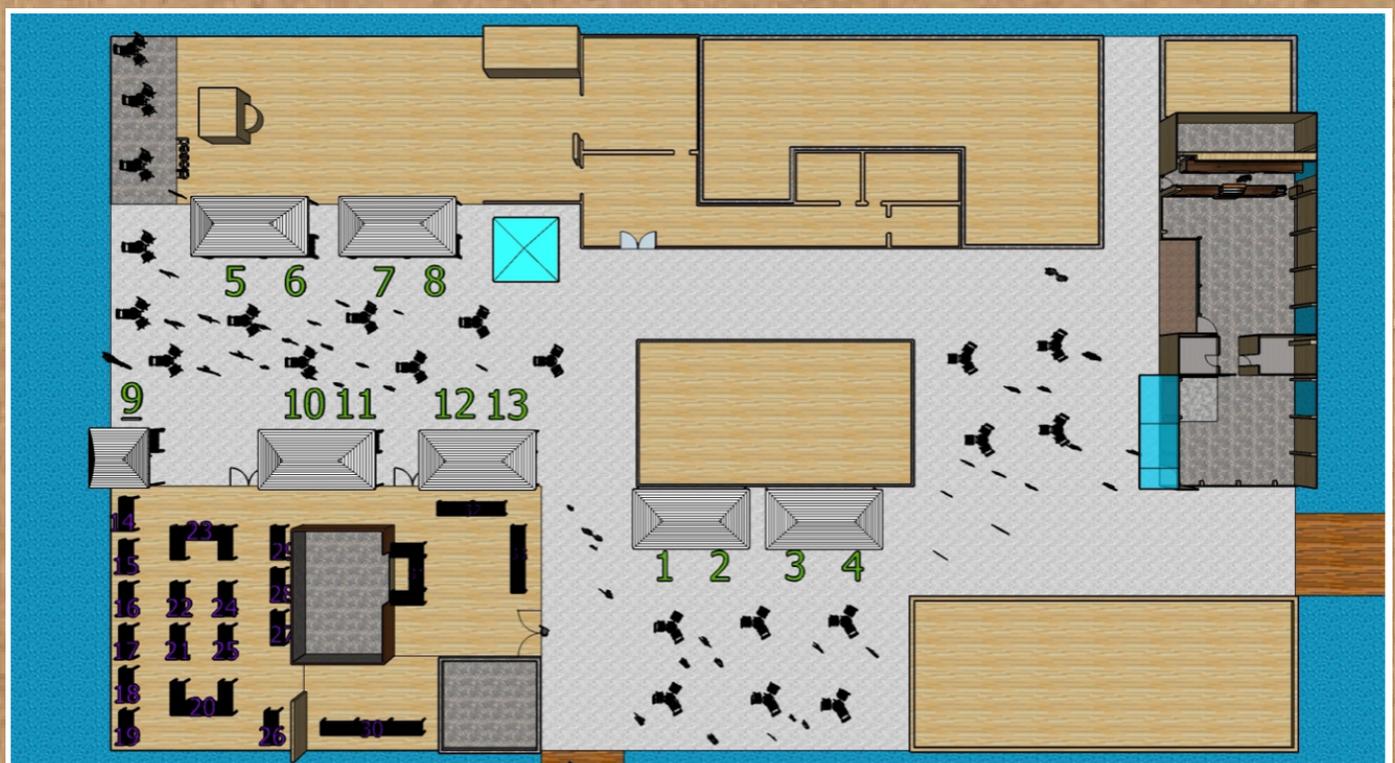
Visitor Village (outdoors)

A very busy area that sees the bulk of our footfall, the Visitor Village also benefits from seating areas, and some fantastic views over our lakes and nature reserve.

All pitch spaces are undercover and will be underneath a large 6m x 3m gazebo with sides if required. You will access to table(s), one chair and access to one plug socket (no electric heaters allowed, sorry)

Please note – unless you have two spots then you will share the gazebo with another stall holder.

Pitch Number	Number Of Tables	Christmas				Block booking - all December
		2 days 4th/5th	2 days 11th/12th	2 days 18th/19th	4 days 20th - 23rd	
1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13	1	£110	£110	£115	£140	£430
Hire Two Pitches to form one whole Gazebo 6Mx3M	2	£190	£190	£195	£220	£700



Terms and Conditions

Application Process and Payment

You must enclose the following: -

- fully completed application form
- proof of public liability insurance (minimum £2million)
- PAT testing certificate for any electrical items to be used on the village
- Food and hygiene safety documentation
- Where fresh food is sold – include staff training and your HACCP and food safety management system
- A photo of your standard display, items or most recent stall
- A valid liquor licence if you wish to sell alcohol
- (If you have one) a link to your online shop or Facebook/Instagram business page etc.

Applicants will be assessed and if successful, offered a pitch size together with rental terms and conditions.

To accept your offered position, you must:

- Send an email confirmation to caroline.wilson@brockholes.org .
- To guarantee your position at the market, the full outstanding rental, must be banked into the Brockholes account by BACS or by card over the phone within 5 days of the position being offered. Traders will also be required to provide any requested Health & Safety, food hygiene, public liability, trading standards and other compliance documentation. Failure to provide this documentation could invalidate your application. If you have any queries regarding this process, please do not hesitate to contact us at caroline.wilson@brockholes.org

T&C's

Layouts

Depending on how busy each market is we may change the layout, if this happens, we will ensure that pitches are still in a similar footfall area and just as prominent.

Electricity and Utilities

All outdoor pitches are supplied with one 13 amp socket for use during the market period. If you are applying for an indoor pitch and require power please include this in the application. For significant power, a surcharge will be added to your rental. Please detail the size of power requirement and use within your application form if additional is required. Every piece of electrical equipment used, including extension leads, must be PAT tested.

Food, Drink & Alcohol.

Stallholders selling food and drinks will be asked to produce relevant documents as listed on the application form. Where refreshments or food items of any description are offered for sale or consumption, the stallholder must ensure that the supply, production, storage, handling and service of all such items comply fully with all legal requirements, in particular the Health & Safety Act 1974, EU Food Information for Consumers Regulation 2014, The Food Hygiene (General Regulations 1970), and the Food Safety Act 1990, and any other regulations made there under. A copy of these documents must be supplied to Brockholes no later than 30th October 2020 otherwise the contract may be terminated with no liability to the organiser and the loss of all monies paid. Applicants wishing to sell alcohol must provide evidence of a license to sell alcohol. Alcohol sales are for offsite consumption only unless pre agreed with the event organisers.

Waste

Each trader is responsible for keeping their immediate trading area clean and disposing of any waste accumulated in this area. Large containers will be provided nearby for this purpose. Excessive waste may incur a surcharge to cover the additional costs.

Car parking, access times and unloading

Vehicles can get access to the closest car park to the village and unload from there and move stock and display equipment down prior to the event starting. It is advised you visit site before the event to assess this and make sure you are aware on where you will go and factor in how long this will take. Stock must be unloaded and then cars immediately moved to Mansells car park before stall set up is started (Pitch price per day includes car parking for one vehicle)

In the unlikely event the room is not being used the day before it will be possible for you to access the space the day before to set up but we will only be able to confirm this 2 days in advance. Any stock is left on site at the stall holders risk and we cannot allow stock to be collected the day after the event, meaning on the day of the market you must fully pack down and remove your stall.

Christmas

For stall holders exhibiting multiple times in December we will allow people to leave equipment overnight at the weekends at their own risk, if the room is needed for something in between weekends we will require you to pack away and set up again between weekends.

Setup Times;

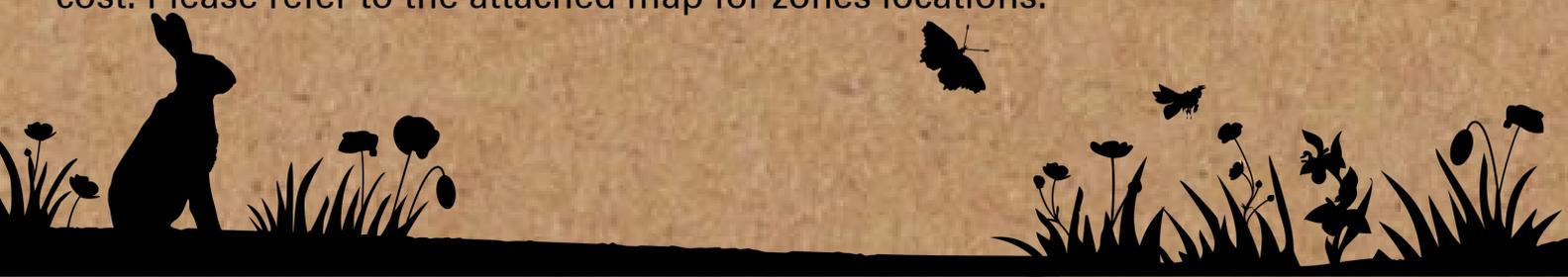
- Setting up for the event on Saturday morning: 7.30am – 10.00am
- Setting up for the event on Sunday morning: 8.00am – 10.00am

Event Shut Down Time

- Saturday - 5.00pm – 6.00pm
- Sunday - 5.00pm – 7.00pm
- There will be no access to the Visitor Village by vehicle or any rooms before or after the times stated

Pitch Location

You will be required to select your preferred location option when completing your application form. If your desired location is over-subscribed, we will endeavour to provide a pitch as close to that location as possible and that may impact the rental cost. Please refer to the attached map for zones locations.



Vehicle access to the village

In exceptional circumstances we can allow vehicles to drive onto and access the village outside of opening times to unload unwieldy or heavy display equipment – This is only in exceptional circumstances, not just for unloading and loading and must be agreed at the time of booking.

Alcohol and restricted Items

Anyone wishing to sell alcohol must provide us with a copy of their personal licence / liquor licence and training documents and the condense of the training for any staff that might be selling alcohol on their behalf. A strict challenge 25 policy must be in place with recognised ID's being Drivers licence, Passport or PASS card and we require any stalls selling alcohol to display a challenge 25 poster.

We will not allow the sale of any restricted items such as knives, sharp blades or harmful chemicals etc.

Cancellation

In the event that we choose to cancel an event we will provide a full refund for all applications. For cancelations due to reasons outside of our control no refund will be offered but we will transfer your booking and the market to a different date or offer you a similar pitch at another event in our schedule. For cancelations made by bookers themselves, we will not be able to provide refunds.

Collections for charities

As a charity we have our own team on site generating interest in our movement and collecting donations, and we would be more than happy to work with any stall holders who wish to help us generate funds for our charity. We also have partner charitable organisations that we work closely with and as such any collections for charities on the village must first be run past ourselves.

Marketing and Social Media policy.

Successful stall holders will be asked to provide a short biography, image and logo for their business to be included in the Brockholes marketing. Businesses will also be provided with details of our social media handles to promote their attendance through their own channels. Businesses will be expected to use social media responsibly and appropriately during the event:

- No use of inappropriate language or images
- No posting of images of visitors where they can be identified without their permission
- Promote the event positively
- There will be an opportunity to engage with Brockholes social media channels throughout



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**Application form available at
brockholes.org/artisan-markets**

**We look forward to receiving your
application**

