

Winchester Cathedral

Christmas Market 2008

DATES

- The Market will run for 18 days from **Thursday 27th November – Sunday 14th December 2008** inclusive.

10.00am – 6pm. **Sunday - Wednesday**

10.00am – 8pm. **Thursday - Saturday.**

- Exhibitors can choose from either:

Thursday 27th November – Friday 5th December

or

Saturday 6th December – Sunday 14th December

or

Thursday 27th November - Sunday 14th December

If you wish to apply for all 18 days, you will be required to give assurances that:

- you can staff the chalet for the entire period
- that your chalet will be open each day from start to finish without exception.
- that you will have sufficient stock for the entire period
- that you will not be too tired to keep going in a cheerful way for the entire period!

WHAT'S NEW FOR 2008

British Crafts Village

This year we are going to have a British Crafts Village where there will be 16 chalets available for genuine British crafts people who design and make their crafts themselves, by hand, in this country. The Village will be in the area where the Food & Gifts Court was last year.

We are hoping to have a traditional Victorian carousel to the rear of this area.

Food Court

The Food Court will be moving to Church House Lawn where we will have 5 large and 5 standard size food chalets available. Carol singing and festive music will take place in this area in evenings and at the weekend.

LOCATION

- The Christmas Market will take place in the Inner Close, where the ice-rink will also be situated. It is a beautiful setting, surrounded by historic buildings and with the buttresses of the Cathedral creating an impressive backdrop.
- It will be in the style of a traditional German market. It will be **tasteful, inspiring and visually very appealing**, as befits it's prestigious & distinguished setting.

CHALETS

- There will be 84 chalets in total in 2008. This will include the British Crafts Village, the Food Court and 1 charity chalet.
- Most exhibitors will be in 'Barn Door Style' chalets, where the two doors open out wide. Each chalet measures **7'6" wide x 5' deep**. (2.3m x 1.5m). Each one will be equipped with 2 x 13A electrical sockets and lighting. There will be small white pea lights on the eaves of all the chalets.
- The chalets will be spaced a reasonable distance apart from each other to ensure visitors have room to move around comfortably.

- Stall holders will *not* be able to choose their precise location, but the organisers intend arranging the chalets in such a way that there are no 'prime positions'. Your 'plot' will be confirmed by mid-November 2008. Musical activities, and other strategies will be used to ensure crowds move around all areas of the Market.

CATERING CHALETS

This year we will have 5 large 'counter top' catering chalets available for hire. They measure 3.5m x 1.5m and have 3 hatches at the front and a door at the side. As they are 1.5 times the size of a standard chalet, we are charging 1.5 times the price, which we hope seems fair!

SECURITY

The Inner Close is a completely enclosed area beside the Cathedral which only has 3 entry gates. From 10pm – 6am all these gates are locked. After this time, a professional security company will continue to patrol the Close through the night.

In addition, each chalet will have a padlock, and each stallholder will have 1 key.

PARKING FOR EXHIBITORS & STOCKING UP.

At the time of publishing details for 2008, arrangements for parking for exhibitors has not been finalised. We are doing our best to arrange for some parking with the City Council but this may only enable us to park 1/3 of the exhibitors and priority in this case would be given to those with smaller vehicles.

If you are planning on applying for a place at the Christmas Market and have friends or family who live in Winchester, it would be very advisable to ask them if you help provide you with some parking.

All stall holders will have time early in the morning and at the end of the day to bring in their vehicles close to their chalets to replenish their stock.

OTHER FACILITIES

- **Toilets** for the use of exhibitors only will be available in the Education Centre, in the Inner Close. (within easy reach of the chalets.)
- We have a small **kitchen**, also in the Education Centre, where exhibitors can go and make a hot drink. (You just bring your own tea, coffee, etc)
- We will organise a rota of **stewards** who will be available throughout most of the day to cover for stall holders while they take a break. The stewards will introduce themselves to stall holders each day.
- **Rubbish**. We will dispose of rubbish at the end of every day. However, stall holders will be expected to break it down and keep it out of sight and as tidy as possible during the day.
- **Heaters**. We will have 38 heaters available to stall holders on a first come first served basis. They cost £3.50 a day. Details will be sent out in November. No other heaters will be allowed as this will put too much strain on our limited electrical supply.

ICE-RINK

Final details relating to the ice-rink have not yet been announced. It will start on Thursday 27th November and finish on Sunday 4th January 2009. It will be open from 10am - 9.30pm (last session starts at 8.30pm). Over 43,000 people went to the ice-rink in 2007.

ENTERTAINMENT

Throughout the 18 days there will be a programme of events, music and activities both inside and outside the Cathedral. In particular we will be inviting local primary schools and choirs early evening each day, to increase the evening footfall. For details of events in the Cathedral, please go to www.winchester-cathedral.org.uk

COACH PARTIES

We have already have over 30 coaches booked to come to the 2008 Christmas Market, nearly a 50% increase already on last year, and we are being contacted by tour operators and organisations wanting to bring coach parties all the time. Last year, we offered a 'meet and greet' service to all coaches, providing a steward to escort groups to the Christmas Market. This proved very popular and was much appreciated by the coach companies.

MARKETING

The reputation of the Winchester Christmas Market & Ice-rink is already becoming known across the country, such is its popularity and success.

Last year 'The Times' newspaper referred to Winchester Christmas Market and Ice-rink as " the star event of the South" and for the last 2 years we have managed to make it to the front page of the Daily Telegraph at Christmas. In addition, we had 2 ITV Meridian early evening news slots and 2 BBC Radio Solent slots as well as 1 BBC news feature, so I think that already says a lot about our excellent Marketing and Communications Departments.

In our first year, we attracted 126,000 visitors, in our 2nd year over 200,000 despite awful weather in the first week. However, we are not complacent by any means and we work all year round promoting the event and ensuring we get as much media coverage as possible. Last year, in addition to all the endless magazine articles, press releases and advertising we do, we also decided to produce a 'Christmas in Winchester Guide' which went out to over 100,000 homes in the area. We are developing our web-site constantly and will continue to do so again this year.

ACCOMMODATION FOR EXHIBITORS

If your need to arrange accommodation, please contact the Tourist Information Centre who will be pleased to help.

Tourist Information Centre
Winchester Guildhall
Broadway
Winchester SO23 9GH
Tel:+44 (0) 1962 840 500
tourism@winchester.gov.uk

COST

The cost of a standard chalet will be:

- £990 (ex-vat) for 9 days
- £1980 (ex-vat) for 18 days.

This includes electricity.

The cost of a large catering chalet will be:

- £1485 (ex- vat) for 9 days
- £2970 (ex-vat) for 18 days

This includes electricity.

British Crafts Village

- £720 (ex-vat) for 9 days
- £1440 (ex-vat) for 18 days

This includes electricity.

The reason for this special rate is to encourage and help British craftspeople to be able to afford to attend this event. To be eligible for this special rate you must be able to prove you design and make your craft yourself in this country and it is only applicable to places in the British Craft Village area. If you are a craftsperson but want to be in the area immediately around the ice-rink, you will have to pay the normal rate.

HOW TO APPLY FOR A CHALET.

We have had over 200 enquiries for 2008 and with another 300+ exhibitors on the database of interested exhibitors, applications for chalets are likely to very high for 2008. Therefore please follow the following instructions carefully;

- Fill out the application form as clearly and explicitly as possible. Please remember that the clearer and more detailed the information, the greater the chance of your application being accepted.
- Include any images or photos that will help support your application. Being directed to a website will not be accepted in lieu of samples or hard copies
- Include 1 photo of your stand, preferably at a prestigious event. (Not applicable if a previous exhibitor at the Christmas Market)
- Include a minimum of 2 samples of the type of stock you intend selling. (Not applicable if a previous exhibitor at the Christmas Market)
- Include a copy of your PLI.
- Post your application to the address below, to arrive no later than Monday 14th April 2008

PAYMENT

Due to the huge amount of time spent chasing money, **we require you to send in 3 cheques with your application, 2 of which will be post-dated. The first is a non-refundable deposit.** Depending on the number of days you are applying for the cheques will be as follows:

Standard Chalets	9 DAYS	18 DAYS
Cheque 1: Deposit which will be cashed if your application is successful	£250 + vat = £293.75	£300 + vat = £352.50
Cheque 2: post-dated to 1st June 2008	£350 + vat = £411.25	£500 + vat = £587.50
Cheque 3: post-dated to 1st November 2008	£390 + vat = £458.25	£1180 + vat = £1386.50

British Crafts Village	9 DAYS	18 DAYS
Cheque 1: Deposit which will be cashed if your application is successful	£200 + vat = £235.00	£300 + vat = £352.50
Cheque 2: post-dated to 1st June 2008	£250 + vat = £293.75	£500 + vat = £587.50
Cheque 3: post-dated to 1st November 2008	£270 + vat = £317.25	£640 + vat = £752.00

Catering chalets	18 days
Cheque 1: Deposit which will be cashed if your application is successful	£500 + vat = £587.50
Cheque 2: post-dated to 1st June 2008	£1000 + vat = £1175.50
Cheque 3: post-dated to 1st November 2008	£1470 + vat = £1727.25

If your application is unsuccessful, your 3 cheques will be returned to you.

CANCELLATIONS

If you are accepted for a place at the Christmas Market and have to drop out for any reason the following will apply:

Cancellation prior to 1st September: 100% refund of money paid (minus deposit)

Cancellation between 1st September & 15th October: 50% refund of money paid (minus deposit)

Cancellation after 16th October: 25% refund of money paid (minus deposit)

Cancellation after 31st October: Full payment will be retained. No refund possible.

THE DEADLINE FOR APPLICATIONS IS 14th APRIL 2008. YOU WILL BE INFORMED IF YOUR APPLICATION HAS BEEN SUCCESSFUL NO LATER THAN WEDNESDAY 30TH APRIL 2008.

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