

# INFORMATION AND RULES FOR STALLHOLDERS - WOOLFEST 2012

## The Aims of Woolfest

*Woolfest was founded to provide a showcase for the best of wool and other natural fibres and especially to give an opportunity for small, unique businesses to promote their goods. Merchandise **MUST** be mainly made from **natural fibres**, especially **wool** and other **animal fibres**; or items commonly used in the handling and preparation of those fibres; or products related to handling and raising animals for fibre. **Woolfest is about diversity, creativity and high quality.** "Bargain Bin" stalls are not appropriate; nor are displays of an aggressive, competitive nature (e.g. "cheapest wool in show" signs, or suchlike), since we encourage a friendly atmosphere amongst stallholders. The stalls area of Woolfest is not only about selling goods but is also about providing a spectacular display for the visitors and we ask stallholders to make every effort to ensure their stalls are well-presented and visually exciting.*

## General information

Woolfest 2012 will be held on **Friday 22 and Saturday 23 June 2012** in Mitchell's Lakeland Livestock Centre, Cockermouth in Cumbria – this is the livestock auction mart.

The **NEW** show times are **10.00am to 6.00pm (Friday) and 10.00am to 5.00pm (Saturday)**.

The mart has again expanded, creating a large new area for stalls, so this will provide us with an opportunity to refresh the show layout. The mart is still enclosed on three sides, with a full translucent ceiling, very bright and airy and open at the back. The stalls will be thoroughly cleaned on the day before the show.

## Stall information

For the first time since 2009 we are increasing the stall fees for Woolfest 2012 to cover the rising running costs, include improvements for stallholders (a designated refreshment area, your own portaloos and daytime security) and provide more visitor toilet facilities.

Single Stall	approx 8.5ft <sup>2</sup> (2.6m <sup>2</sup> )	£120.00	
Double Stall	approx 17 x 8.5ft (5.2 x 2.6m)	£240.00	
Triple Stall	approx 25.5 x 8.5ft (7.8 x 2.6m)	£360.00	
Large Stall	approx 16 x 15ft (4.9 x 4.6m)	£300.00	<b>NEW STALL SIZE for 2012</b>
Extra Large Stall	approx 18ft <sup>2</sup> (5.5m <sup>2</sup> )	£360.00	<b>NEW STALL NAME (for L1-L9)</b>

There are two heights of stall: cattle pens have bars to approximately 6ft/1.8m in height and sheep pens to 3ft/1m. If you have a preference, please state this on your application form. In order to preserve the diversity of Woolfest, the number of Double and Triple Stalls will be limited. There are a limited number of Extra Large Stalls, which are located at the open back part of the mart.

Set up times are **2.30pm to 9.00pm on Thursday 21 and 8.00am to 9.30am on Friday 23 June 2012**. Stalls must be dismantled and everything removed by 8.00pm on Saturday 23 June 2012.

## Stall sharing

No sub-letting or unofficial sharing of stalls is allowed at Woolfest. If you wish to share a stall complete one application form with one point of contact, but include the names and details of all applicants and descriptions of goods offered. Any unofficial stall sharing may count against future applications.

### Application process

Remember to make your application exciting and informative. **Selection is made on the standard of the application, previous stall presentation (if applicable), quality of goods offered, originality and how applicants comply with the ethos of the show**, so please include this on the application form. Wool Clip members assess all stalls to ensure the quality and diversity of the show is maintained for visitors. Good stall presentation is essential. For new applicants, a photograph included with your application will help the Committee in this selection process. Leaflets or other information about your products may be included. Your website address will also help us see what you do.

We will acknowledge receipt of your application by e-mail (please supply a SAE if you prefer postal notification). Invoices will be sent out with acceptances in early January 2012. Payments are due 30 days after invoice date. You will be notified if your application has been unsuccessful or if you are a reserve for 2012. We receive a very high number of applications, so unfortunately not every application will be successful, especially if the range of goods offered is not appropriate or duplicates other stalls.

Tables will be provided free of charge. We do not supply chairs (except for the demo-stalls). There is no electricity for stallholders.

If you wish to be next to or opposite another specific stallholder please include this on your application form.

### Insurance

The insurers for Woolfest demand that all stallholders and demonstrators must hold adequate and appropriate insurance. **Before the show** every stallholder is required to provide proof of public liability insurance for a minimum of £2 million. Until this is received your application will not be finally accepted. Your insurance certificate **must** show your name/company and the amount and dates of cover. **Renewal notices are not acceptable**. If you're a member of the Market Traders' Association, then a copy of both sides of your card is acceptable, including your name and issue date. If your current insurance runs out before the show, please state the renewal date on your application form and send a copy of the insurance document when you receive it. All information will be treated in the strictest confidence.

### Woolfest Programme and Advertising

We are keeping entry for visitors (£6) and programme costs (£2) unchanged for another year. Every stallholder will have a free listing in the Woolfest programme, which will also include articles, adverts, patterns and features. If you are interested in taking advertising please tick the box on the application form and either Sally Seed or Hazel Duhy will be in touch early in 2012.

### Other useful information

Accommodation should be booked well in advance. You can get details of hotels from Cocker mouth Tourist Information on Tel: 01900 822634 ([www.cockermouth.org.uk](http://www.cockermouth.org.uk)). Stallholders are also welcome to camp and park caravans on site behind the auction mart. Please note, however, there are currently no facilities (eg showers). Meals, snacks and drinks will be available in the auction mart café from 11.00am on Thursday until 9.00pm and from early morning onwards on show days (closing at 9.00pm on Friday and 7.00pm on Saturday). We are also organising a dedicated stallholder refreshment area this year, which will be available during show times, and your own portaloos.

### Contact details

If you have any questions on stallholder bookings, please contact:

Hazel Duhy, Administrator, Woolfest, c/o Woodrow Hall, Woodrow, Wigton, Cumbria CA7 0AT

E-mail: [hazel@woolfest.co.uk](mailto:hazel@woolfest.co.uk) or Tel: 016973 44905 (Enquiries CANNOT be handled via Facebook)

For general Woolfest information about the event please see our website [www.woolfest.co.uk](http://www.woolfest.co.uk) or contact the Wool Clip shop in Caldbeck (11.00am to 4.00pm daily) on Tel: 016974 78707.

## Rules for Stallholders

1. Applicants for stalls are requested to adhere to The Aims of Woolfest statement. Stalls will be inspected during the show to check the suitability of merchandise in accordance with this statement.
2. All sales and display materials must be confined to the exhibit space and must not obstruct or endanger the public or adjacent stalls. Under no circumstances are stalls to be altered or stall gates handled by anyone other than the authorised staff of Mitchell's Lakeland Livestock Centre. If displays are over 2m tall, the outside and back of stalls must be visually presentable as these are visible from adjoining stalls. Banners and signage must be single-sided, so that it is not visible from another stand.
3. Stallholders **must** clearly and prominently display their name on their stall.
4. Courtesy and consideration is expected of all vendors. Animals and children must be kept under control. Music is not acceptable as there will be musicians playing at the show.
5. Vendors are responsible for their own merchandise. Security staff are on duty overnight and we are employing daytime security in 2012 too. Extremely valuable items should be removed if possible and all stalls should be covered to avoid damage by any stray birds. Woolfest is not responsible for any loss or damage.
6. Acceptance of an application represents an agreement that the show will provide space and the vendor will be there for the full two days. Please make sure that your stall is manned during show times. Stalls **must not** be dismantled until 5.00pm on Saturday 23 June 2012.
7. Cancellation after 31 March 2012 will result in all fees being forfeited. If cancellation is prior to this date, fees will be refunded less a £25.00 administration charge.
8. All stalls must be paid for in full before the event.
9. Sub-letting and/or sharing of stalls is **not** permitted without the approval of the Woolfest committee.
10. Stallholders must have public liability insurance of at least £2 million, which is valid on the dates of the show. A copy of the insurance certificate **must** be submitted before the show, otherwise your stall allocation may be withdrawn. (Insurance renewal notices are not sufficient).
11. Stallholders **must** bring a risk assessment for their stall to the show. The organisers reserve the right to inspect these.
12. All stalls **must** be set up by 9.30am on Friday 22 June 2012.
13. All goods (including rubbish) **must** be removed by 8.00pm on Saturday 23 June 2012. Anything left behind will be disposed of.
14. Stallholders will not be permitted to display goods, promotional materials or signage to their stalls anywhere else within the show other than their allocated stall space.