

**CITY SHOWCASE: MARKETS**  
**Embankment Summer Market 2016**  
**STALL HOLDERS HANDBOOK**

**FRIDAY 15 July - SUNDAY 17 July 2016**  
**Victoria Embankment Gardens, Westminster, WC2 6PB**

**Location**

City Showcase: Markets is back for a second year at beautiful Embankment Gardens for Embankment Summer Market that will take place on Friday 15 July to Sunday 17 July 2016. The nearest station is Embankment Tube Station, just 2 minutes away, and it is also within easy walking distance from London Charring Cross station.

**Event Organisational Structure & Communications Flow**

City Showcase Limited (CSL) is the Event Organiser and Promoter. CSL is a not for profit organisation set up to provide promotional and showcasing opportunities for emerging creatives.

H2 Productions Ltd under contract to CSL will be in charge of the production for the day. This will include overall responsibility for Event Production Management, health & safety, stage management; market stalls build, stewarding, event barriers, set up/take down, loading and unloading.

Ray Linge has been contracted to provide the market stalls and rig and de-rig them.

Select Security & Stewarding Ltd is responsible for the stewarding and security.

The Red Cross is responsible for First Aid.

**Trading and Entertainment Licences**

Westminster Council is licensing CSL to trade on the street. Stallholders will be covered by this umbrella license. An entertainment licence has been provided for the day by Westminster Council. City Showcase has a PRS licence that covers music at the official music points only.

**Conditions of Licence to Trade**

By taking a stall, each stallholder understands that they are required to trade within the Council trading restrictions and comply with the event terms & conditions.

**Event Schedule**

Friday 15 July 12:00 - 19:00

Saturday 16 July - Sunday 17 July 11:00 – 18:00

**Friday 15th July**

04:00 Ray Linge arrive and set up market stalls

06:30 Stallholders start arriving onsite for loading

12:00 trading commences

13:00 music starts

19:00 trading ceases; stallholders packdown

21:00 all stallholders and stock off site

21:00 site checked handed over to overnight security.

**Saturday 16th July**

08:00 stallholders onsite for loading

11:00 trading commences

12:00 music starts

18:00 trading ceases

22:00 all stallholders and stock offsite

22:00 site checked handed over to overnight security

**Sunday 17th July**

08:00 stallholders onsite for loading

11:00 trading commences

12:00 music starts

18:00 trading ceases

19:30 Ray Linge arrive to de-rig

22:00 all stallholders and stock offsite

22:00 site checked and cleaned

00:00 all off site

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**Loading Details**

Stallholders will not be allowed onto Victoria Embankment Gardens until it is safe to do so during the build. Vehicles will not be permitted in the Park. Loading will be from Savoy Place. There will be trolleys available. Detailed instruction will be circulated prior to the event.

**Parking**

The regulations for parking in Westminster are at this link: <https://www.westminster.gov.uk/parking>  
Please see this link on where to park in Westminster: <https://parkright.westminster.gov.uk/parkinglocator>

Parking restrictions are in operation Monday - Saturday: 8:30am - 6:30pm. Parking is generally free on a Sunday but please check and plan your day. The closest car parks are located in; London St Martins Lane Hotel, Q-Park Trafalgar, an underground car park located off Trafalgar Square and Clipstone Street car park. Please visit their websites for more information regarding prices.

**Stalls**

Please see right the stall design with dimensions as supplied by Ray Linge. The stalls are light weight and easy and quick to put up and take down. The stall will look like the picture but won't necessarily be in candy stripes. The colour scheme will be random and varied. The stalls will not have a back or sides. The stall does have an integrated table. The stalls come in pairs. Only one table in each pair may be removed. **Stallholders need to tell us in advance if you do not require a table.**

The stalls come in pairs. A single stall is 7ft in length, 7ft in height and 7ft wide. The table is 7ft in length and 3ft wide.

**Stall Designs**

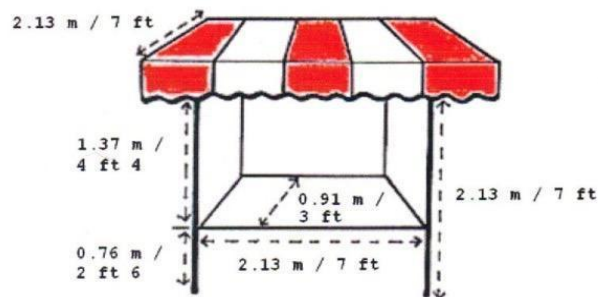
Please consider how you are setting up your stall. Stallholders will need:

- Material to cover the table – this should be sufficiently long so as to allow you to store goods under the table.
- Boxes for display on the table and material to cover them
- Waterproof sheeting in case of rain for beneath and above your stall
- If you are selling clothes – mannequins and rails
- If you are selling cards you may use a stand-alone card display (check height restrictions)
- Please bring signage for front of stalls and top if you have it or pop up banners (check height restrictions)
- You will need to bring stools/chairs for you or your customers
- You can hang hangers etc to the back and sides of the roof but these might not be the prettiest way to present – waterfall/cascade hangers which come with a bracket might work better.
- Prints can also be leaned against covered boxes to make a flick through portfolio
- Art and prints can be displayed using easels which you should bring

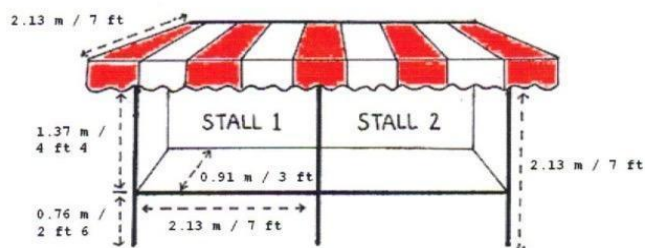
**Insurance**

As per the Terms and Conditions, each stallholder must be adequately insured. A Public Liability certificate for £2million must be produced in advance of the market for your application to be successful.

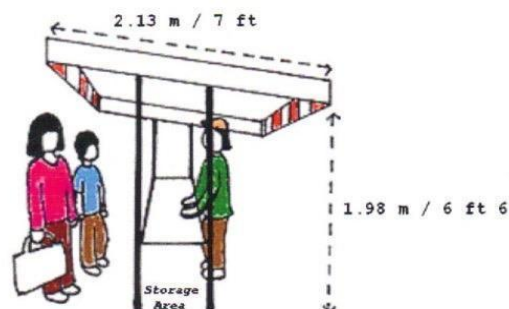
**MARKET STALLS TO SCALE**



FRONT VIEW - single stall



FRONT VIEW - double stall



SIDE VIEW - single stall

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**Decorations**

Please feel free to decorate your stall appropriately for a garden party theme. Each stall holder is responsible for the overall appearance of their own stall.

Remember to keep your stalls to within the square footage of the stall for health & safety reasons.

**Merchandise**

Please ensure that you have sufficient merchandise to continue selling until 19:00 on Friday and 18:00 Saturday and Sunday; there is nothing worse than closed stalls and it will have an immediate negative impact on the sales of your neighbours. Your merchandise can be stored under your table.

**Credit card, Cash Machines and Banks**

We strongly recommend that you bring means of selling via credit card, debit card or other mobile, online or payment card. In our experience, your sales will suffer badly if you do not. There is no Wi-Fi in the park.

There are numerous cash points by Embankment tube and on The Strand

**Electricity**

No electricity will be provided to individual stalls.

**Waste Management**

Stallholders will be given a bin liner for waste. At the end of each day these need to be tied it up and taken to the wheelie bins that will be around the site. Also, we do need to ensure that the site is litter free at the end of the day so please take care of your stall area and keep it litter clear to create a better shopping environment. Extra bags will be available during the day should you want to move waste more regularly.

**Security**

Security will be on the street to help with crowd control and audience movement. Security of your merchandise and your stall is the responsibility of stallholders. CSL cannot be held responsible for thefts. Please be diligent and never leave your stall unattended. The CS team is not insured to guard your stall or your merchandise.

**Catering**

There will be street food available at Embankment Summer Market. In addition, there are two cafes open in the gardens.

**Toilets**

Toilets are available onsite for stallholders, please speak with one of our volunteers for more information.

**Health and Safety**

Please note that the event location is a busy public area and, whilst City Showcase will have security patrolling, it cannot be responsible for individual stall security. City Showcase will also have team members patrolling – please report any concerns to a City Showcase team member.

**Emergency vehicular access route**

Emergency access to the event will be from Villiers Street and from the Victoria Embankment. These will be the blue light RV points.

**Evacuation Plan**

The event will take place in an open area with no impediments to dispersal. In an emergency, everyone will be instructed from the stage, and by tanyo, to leave the area walking out of the grounds by the nearest exit.

**Fire safety and emergency procedures Exit and dispersal**

The event takes place in grounds with no major impediments to dispersal. To combat fires fire blankets and extinguishers will be at the stage. Food stalls must bring their own fire blankets and extinguishers.

**First Aid**

There will be qualified first aiders on the street.

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**Lost and found children policy**

Lost children will be taken by staff/stewards to the back stage gazebo and appropriate but cautious announcements will be made.

**PR**

CSL has appointed Alchemy PR for promotion. Since 2012, they have managed to secure substantial coverage including in Cosmopolitan, The Times, The Independent, Company, Elle, Red Magazine, Glamour, London Evening Standard, Time Out, ES Magazine, Daily Mail, Daily Telegraph, Marie Claire, Now! Magazine, Homes & Gardens, Attitude, The Lady, Reveal, TNT, Notion, Entertainment Focus, The Ransom Note, Harper's Bazaar, Metro.

However, we ask all stallholders assist us by promoting Embankment Summer Market as fully as possible. Please mention the market on your site, Facebook, Twitter, Pinterest, Instagram, email sign offs etc and let your clients and fans know where to find you!

**Website**

City Showcase hosts the website [www.cityshowcasemarkets.com](http://www.cityshowcasemarkets.com) with information on the event, other markets and links to social networking etc. Please ensure that your listing appears as you would wish. Your title and method of listing will be taken from your application form

**LICENCEES CHECKLIST**

Please ensure you have read the Terms and Conditions. By taking part in the event, you confirm that you will comply with these terms.

Please also upload the following to our Dropbox with 14 days of receiving your acceptance email. Please note that your place at Embankment Summer Market is not confirmed until we receive all the information below.

- Your confirmation and proof of payment
- Insurance certificates - valid Public Liability Insurance to £2million is required
- Company/designer biography or description; Highlight any newsworthy developments, product launches or activities.
- A list of products you intend to sell at the Market and price list. Your signed application form fully completed
- 6 high res images with description
  - ie title, size, media, price. These images should be jpg format at 300 dpi A4 size at least 2MB but not more than 4MB. At least one landscape image has been included