

CITY SHOWCASE: MARKETS
Sutton House Christmas
A Christmas Market in a Magical Setting with Pantomime Adventures

STALL HOLDERS HANDBOOK

Every Saturday and Sunday from 26th November – 18th December 2016
12:00 – 17:00
Sutton House, 2 & 4 Homerton High St, London E9 6JQ

Location

Sutton House is located 5 minutes' walk from Hackney Central train station. Hackney Central is home to Hackney Fashion Hub, Hackney Empire, St John at Hackney Church, and the iconic Broadway Market. Hackney Central has emerged as a top city location to find budding artists, creatives and craftspeople.

Event Organisational Structure & Communications Flow

Sutton House and the National Trust are the Event Promoter and will be taking the lead on decorations, marketing, communications and promotion.

City Showcase Limited (CSL) is curating the Christmas market and advising on decorations and logistics. CSL has also sent out the initial press release for the event. CSL is a not for profit organisation set up to provide promotional and showcasing opportunities for emerging creatives.

Venue Entrance Fee

We understand that Sutton House will charge an entrance fee to visitors but the amount is still to be confirmed.

Conditions of Licence to Trade

By taking a stall, each trader agrees that they are required to trade complying with the regulations and rules of the Venue and of Hackney Borough as well as the event terms & conditions.

Event Schedule

Every Saturday and Sunday from 26th November – 18th December 2016, 12.00 – 17.00.

Saturday 26th November, 3rd December, 10th December, 17th December:

08:30 Traders loading
11:30 Traders ready to trade and site inspection takes place
12:00 House opens to the public and trading commences
16:30 public access to venue ceases
17:00 trading ceases; public asked to leave venue; traders pack down (only key valuables need be taken off site)
18:00 all traders off site
18:00 site checked, cleaned
19:00 site locked.

Sunday 27th November, 4th December, 11th December, 18th December:

10:00 traders arrive onsite
11:30 site inspection takes place
12:00 House opens to the public and trading commences
16:30 public access to venue ceases
17:00 trading ceases; public asked to leave venue; traders pack down
18:30 all traders and all traders' belongings off site
18:30 site checked, cleaned
19:00 site locked.

Loading Details

Please note there is no parking on site. Goods must be loaded via Sutton Place

<https://www.google.co.uk/maps/place/Sutton+Pl,+London+E9+6EH/@51.5487568,-0.0532963,17z/data=!3m1!4b1!4m5!3m4!1s0x48761cfcf36defd9:0xb5b9956a9d53457!8m2!3d51.5487568!4d-0.0511023?hl=en>

and then traders must park their vehicles. There will be volunteers with a limited number of trolleys available. Please note the majority of pitches are upstairs in the house and there is no lift to the upper levels. Detailed instructions of your pitch number will be circulated prior to the event.

Parking

The regulations for parking in Hackney are at this link:

<http://www.hackney.gov.uk/parking>

Please see these links on where to park in Hackney:

<http://www.hackney.gov.uk/where-to-park>

<http://www.hackney.gov.uk/car-parks>

CITY SHOWCASE: MARKETS
Sutton House Christmas
A Christmas Market in a Magical Setting with Pantomime Adventures

STALL HOLDERS HANDBOOK

Every Saturday and Sunday from 26th November – 18th December 2016
12:00 – 17:00
Sutton House, 2 & 4 Homerton High St, London E9 6JQ

In Hackney there are different options for parking depending on how long you wish to stay and whether you are a local resident, business or visitor to the borough. As a visitor to the borough, you can park in a pay and display parking bay, display a visitor voucher, or park in one of the Council's car parks for all-day parking.

Stalls

The venue will be hiring trestle tables and using tables available on site so we are currently unsure on the exact dimensions of the pitch. Once we have the exact dimensions traders will be advised.

Stall Designs/Decoration

Sutton House will be transformed by the National Trust into a winter wonderland with each room representing a different pantomime theme; the rooms will be dressed accordingly and include live action characters. However, the rooms will be decorated but the tables will not - the stallholder will be expected to decorate the table and their pitch to suit their 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 raised displays on the table and material to cover them – a raised display is so much more interesting than a flat one – with different heights to attract the attention of the shoppers.
- If you are selling clothes – mannequins and rails
- If you are selling cards you may use a stand-alone card display or easels
- Please bring signage for front of stalls and pop up banners
- 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
- Please note, you can not hang or stick anything to the Sutton House walls so please bring your own screens etc to hang and attach things to

Please feel free to decorate your stall for the Christmas/pantomime theme if appropriate to your designs/art. Each trader is responsible for the overall appearance of their own stall.

Insurance

As per the Terms and Conditions, each stallholder must be adequately insured. In Hackney, a valid Public Liability Insurance certificate for £5million must be produced in advance of the market for your application to be successful.

Merchandise

Please ensure that you have sufficient merchandise to continue selling until 17:00 on 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 during the day at your own risk.

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 house but a mobile phone or credit card terminal should get reasonable reception. There are no cash points in the house either. The nearest cash point is on Mare Street.

Electricity

No electricity will be provided except for hot food traders. Food stalls need to inform CSL asap of their power requirements so that it can be established if the venue can support your requirements.

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 kitchen. Also, we do need to ensure that the house 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.

CITY SHOWCASE: MARKETS
Sutton House Christmas
A Christmas Market in a Magical Setting with Pantomime Adventures

STALL HOLDERS HANDBOOK

Every Saturday and Sunday from 26th November – 18th December 2016
12:00 – 17:00
Sutton House, 2 & 4 Homerton High St, London E9 6JQ

Security

There will be security on site at the event. Security of the products and the stalls is the responsibility of each trader. CSL cannot be held responsible for thefts. Please be diligent and never leave your stall unattended. The CSL and venue teams are not insured to guard your stall or your merchandise.

Catering

There will be food stalls and a bar at Sutton House Christmas.

Toilets

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

Evacuation Plan

In an emergency, everyone will be instructed to leave the house and to gather in Sutton Place.

Fire safety and emergency procedures Exit and dispersal

In a possibility of a fire the fire bell will ring. When you hear this please leave the house immediately. Fire blankets and extinguishers will be on site. Food stalls must bring their own fire blankets and extinguishers.

First Aid

There will be qualified first aiders on site at all times.

Overnight Storage

We are making arrangements for Traders to store on site overnight and will confirm this asap. Any merchandise left will be at the owners risk.

Lost and found children policy

Lost children will be taken by staff/stewards to the onsite office and appropriate but cautious announcements will be made.

PR

The National Trust marketing team is responsible for all PR and marketing. CSL has appointed Alchemy PR for some additional promotional support.

We ask all Traders to assist us by promoting Sutton House Christmas event as fully as possible. Please mention the event 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 with information on the event, other markets and links to social networking etc. Please ensure that your listing appears as you would wish.

The National Trust will be promoting the event through all their channels.

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 5 working days of receiving your acceptance email. Please note that your place at this event is not confirmed until we receive all the information below.

- Your signed application form fully completed
- Your confirmation and proof of payment

CITY SHOWCASE: MARKETS
Sutton House Christmas
A Christmas Market in a Magical Setting with Pantomime Adventures

STALL HOLDERS HANDBOOK

Every Saturday and Sunday from 26th November – 18th December 2016
12:00 – 17:00
Sutton House, 2 & 4 Homerton High St, London E9 6JQ

- Insurance certificates - valid Public Liability Insurance to £5million
- 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
- For Food Traders: your environmental health paperwork
- 6 high res images
 - These images should be jpg format at 300 dpi A4 size at least 2MB but not more than 4MB. At least one landscape image should be included