



Bath Christmas Market

Stallholder Information 2024





About Bath Christmas Market

Bath Christmas Market is the biggest annual event in Bath, attracting over 450,000 people to the city each year. Founded in 2001, Bath Christmas Market has evolved to become one of the most recognized Christmas Markets in the UK.

Our vision for the event is to:

- Provide a platform for some of the best makers from the South West and beyond
- Become a launchpad for micro-businesses to test products
- Positively impact the lives of visitors, residents, and traders
- Become the best Christmas Market in the UK!

Why Bath Christmas Market?



Ranked one of the top Christmas Markets in the UK and Europe



Estimated footfall of 451,000 people



Average Visitor spend of £27 per person



Marketing and PR reach of over 100 million people



97% of stallholders regard Bath Christmas Market as a success for their business

Important Dates and Opening Hours

Bath Christmas Market 2024 will run for 18 days from Thursday 28th November until Sunday 15th December inclusive with our Residents' Preview Evening taking place on Wednesday 27th November from 5pm to 7pm.

The trading times are:

Monday - Wednesday: 10am - 7pm

Thursday - Saturday: 10am - 8pm

Sunday: 10am - 6pm

In addition to this, the load-in period for BCM will occur from Friday 22nd November to Wednesday 27th November.

It is mandatory for all stallholders to remain open for the full opening hours of the market.

Your chalet hire includes...

01

Your Chalet

The chalets or carts are purpose-built timber structures. All chalets are fully built when you arrive.

02

Dedicated Event Management

Our experienced event team are available for any questions you have in the run-up and during the event. During the event, you will have a dedicated zone managers to help with queries

03

Community Membership

We have a dedicated stallholder newsletters and a private Facebook group so that you can receive all the relevant information, offers and gain advice from other stallholders.

04

Electricity

Each chalet comes with their own electricity supply box fitted with two domestic plugs. The total power is 1,100 watts.

05

Security

During the event, Bath Christmas Market has 24-hour security patrolling the site. Please note: you must supply your own padlocks.

06

Marketing

Dedicated web page on our website with links to your own website, and ongoing marketing and PR support.

...and more!

Pitch Options

Chalets

Our ever-popular chalets are an iconic part of Bath Christmas Market. These are our main service offerings and are found throughout the market footprint.

We have three different chalet rental types:

- Corner chalet
- Barn door style
- Countertop style

Please see the next page for more information. Please note, once the site plan is finalised, we are unable to change your type of chalet.

Christmas Carts

Christmas Carts are situated on Green Street and are available for three or four-day lets. These are specifically reserved for small, local micro-businesses that may have not attended Bath Christmas Market before but want to try their hand at the festive experience. Lighting will be provided but these carts have no power, so please bear that in mind when applying.

Short Term Lets

Bath Street is the home of our shorter-term lets. These are perfect for anyone who is looking to experience the market but perhaps cannot commit to the stock or resources for a full 18 days.

There is the option to join us for 7 days or 11 days, either from Thursday 28th November to Wednesday 4th November, or Thursday 5th December to Sunday 15th December.



Counter Top Chalets



Countertop chalets are similar in size to our Barn Door chalets however the front is fashioned to create a counter display.

Approximate dimension:
1490cm depth x 2040cm height x 2260cm width

Chalet apex sign: 1250cm width x 250cm height

Barn Door Chalets

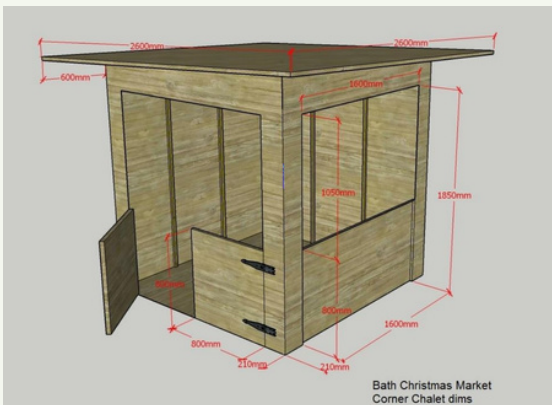


Barn Door Chalets are similar in size to our Countertop chalets however the front doors open to display products on the door.

Approximate dimension:
1490cm depth x 2040cm height x 2260cm width

Chalet apex sign: 1250cm width x 250cm height

Corner Chalets

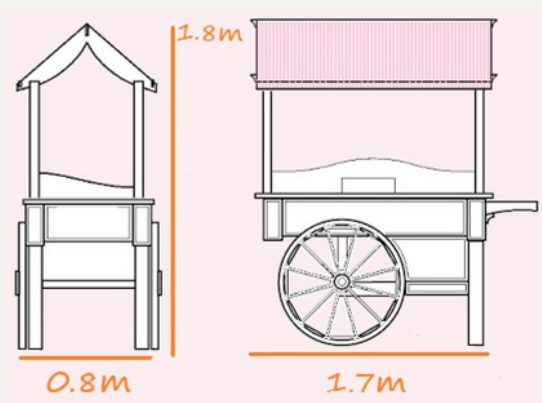


The Corner Chalets have the ability to interact with customers from two sides. These are the most flexible in terms of layout.

Approximate dimension:
2000cm depth x 2000cm height x 2000cm width

Chalet apex sign: 1250cm width x 250cm height

Christmas Carts



Please see previous page for more information regarding our Christmas Carts

800cm depth x 1800cm height x 1700cm width

The Application Process

Applicants must complete an online application via our website from Wednesday 6th April. These are not on a first-come, first-served basis so please take the time to include as much information as possible. You can also see our handy guide including all the information you need to have before you apply. Please be aware that applications from stallholders will only be considered if they are accompanied by a detailed description of your products. This is the case for both new and repeat proposals. **If you have attended the market before, this does not automatically grant you a place in the 2024 market.**

We recommend that you demonstrate the quality of your produce and packaging by providing high-quality photographs of the products you intend to sell. **You are not required to send samples.**

When completing your application, please refer to the event site plan. This is important, as site plans and pitches can change each year.

The event organisers consider all applications equally and do not take into consideration previous attendance at the market when choosing the final shortlist. They also curate the event to include a good retail mix, and diversity of market products, and take into consideration what is already on offer in the city so as not to compete with the current retail offering.

When applying, you will be asked to provide a series of descriptions and photographs of all items that you intend to sell.

Sustainability

We want Bath Christmas Market to have a minimal impact on the environment and we have pledged to be as sustainable as we possibly can. For this reason, all stallholders **must** refrain from using single-use plastic and should use environmentally friendly alternatives across all of their products and packaging. If you have a particularly unique approach to sustainability, let us know!



I.

Read all of the information on the Bath Christmas Market website

2.

Choose your preferred location and/or pitch, and duration

3.

Gather all of the relevant information outlined in the application

4.

Submit your application for Bath Christmas Market 2024!

5.

Once applications close, the panel go through the applications. We hope to get back to you by June!

Our Selection Criteria

Bath Christmas Market is a popular event, receiving many high-quality applications from a wide range of exceptional businesses. We take into consideration many different elements when deciding on our final list of stallholders including the following points:

Locality	We are interested in knowing not only where your business is based, but also where your products and materials are from.
Quality of products	We're particularly interested in handmade products or those that use traditional methods of manufacture. We want all of our products to stand the test of time.
Ethics of the business	All products must be ethically sourced, sustainable, and fair trade. If your products are made abroad, please provide evidence and details on this.
Product Range	We take into consideration the product range you wish to sell and how they feed into the wider market. Please outline all products you wish to sell.
Retail Mix	Bath has a huge variety of top-quality retailers located within the city centre. Stallholders at the Christmas Market should be able to offer something 'different and unique' to what is already on offer on the high street. Certain types of products would not be deemed acceptable for trade at this market.
Customer Profile	We want to ensure that we have variety in our products that suit a wide range of our visitor profiles
Price Range	We are looking for a range of variously priced products so that customers with all budgets can satisfy their Christmas shopping needs. (The application form asks to state the minimum and maximum prices of your products).

Additional Information

Our expectation of stallholders

At certain times of the year, we can get very busy organising the event so we appreciate the cooperation of stallholders to ensure that we can put on the best event possible.

Stallholders are expected to represent the Bath Christmas Market brand from the moment they reserve their pitch. During your time at the market, you must follow the Terms and Conditions, and failure to do so could compromise your attendance at the event. The event organisers reserve the right to terminate your attendance should they find you in breach of the terms of attendance.

You are expected to be ready and trading throughout the duration of the market and should ensure you have adequate staff to cover breaks etc on our busy days. Event control does facilitate this where possible however this is not guaranteed.

Event Management Support

Bath Christmas Market has a dedicated and experienced event management team that is on hand in the run-up and duration of the event to help with any queries you have and to ensure the safe running of the event. The site is also monitored 24/7 by security staff, including overnight.

We have a dedicated event control number which will be on display in your chalet at all times. This number is monitored 24/7 and should be used for any emergencies or maintenance issues during the event itself.

Decorating your chalet

Every year, we love seeing the creativity that our stallholders and caterers have. However, we do have some house rules when it comes to decorating your chalet. Whilst you are responsible for the decoration of their chalets, Bath Christmas Market reserves the right to request any changes to the decorations. All lights must be warm white, LED lights, including any decorative fairy lights. No coloured lights are permitted without prior approval from the Events team.

Electricity

Each catering chalet has an electricity supply box fitted with two standard domestic plug sockets. The total power supply to each chalet is 1,100 watts. Electricity usage will be monitored by our electricians, so everyone must stay within this consumption limit. Failure to do so may result in a power failure. Electricity to chalets is included in the rent, however, we do not allow any heat-producing electrical appliances such as fan heaters or hot water kettles. This is both because of their high electricity consumption and the increased fire risk they create.

PAT Testing

All electrical equipment must have a PAT (Portable Appliance Test) certificate unless you can demonstrate that it is brand new with receipts of purchase. You will not be permitted to use any untested equipment within your chalet/on-site. We will have qualified electricians on-site during the build of the event who can carry out PAT testing of your appliances for a charge of £7+VAT per item. If the event electricians deem any electrical items to be unsafe or not fit for purpose, we will be unable to let you continue using them. Naked flames, candles, etc are not permitted as part of your display or anywhere in your chalet without the permission of the event organisers and are subject to an on-site risk assessment.

Marketing and Publicity

Bath Christmas Market has dedicated Marketing and Publicity staff that are working to promote the event throughout the year. We are currently in the process of planning our stallholder marketing campaign and all successful stallholders will be contacted about ways they can get involved.

Residents' Discount

Bath Christmas Market is an event that aims to bring communities together and we want to encourage people within our community to enjoy the city at Christmas time. For this reason, we ask all stallholders to provide a discount or offer that they can use with proof of address. Some examples of this could be 20% off or 2-4-1. These must be valid from Monday to Friday.

In addition to this, on Wednesday 27th November at 5pm, all residents will have the opportunity to preview the market before we open to the general public. All stallholders will also need to be present and able to trade during this time.

Public Liability Insurance

All stallholders trading at Bath Christmas Market must hold Public Liability Insurance for no less than £2 million. If you are a member of the National Market Stallholder's Federation, you are automatically covered for the necessary Public Liability cover. Evidence of this should be provided in advance of the event. Any stallholder that doesn't provide this information will not be permitted to enter the Market site and may forfeit their place.

Heater Hire

We have several heaters available for hire at the cost of £5+VAT per day – a total of £90 + VAT for the 18-day duration of the Market. If you wish to request a heater, please indicate on the application form that you would like one. Please also note that the power consumption of the heater is included in, and not additional to, your designated power supply. The heat output per heater is 0.5 kilowatts



Thank you for your interest in applying for a chalet at Bath Christmas Market 2024.

Due to the high volume of applications we receive, we are unable to offer individual feedback so please accept that the decision of the selection panel is final. We cannot arrange individual meetings to discuss applications or view product samples.

Good luck!

Tilley and Hannah.



christmas_market@bathnes.gov.uk



www.bathchristmasmarket.co.uk