



DULWICH FESTIVAL FAIR AT GOOSE GREEN

Stallholder Application and Information Pack

SUNDAY 14TH MAY 2017 AT 11AM to 4PM

Goose Green, East Dulwich Road, SE22



The Event

Part of the annual Dulwich Festival 12th – 21st May 2017 www.dulwichfestival.co.uk The Festival Fair, now in its 12th year will bring together a selection of the best craftspeople, designers, independent shops, family fun, local bars and food stalls. Activities and entertainment to entice all to stay and soak up the atmosphere of the day include;

Free bouncy castle, face painting and badge making for children, East Dulwich Tavern beer tent, delicious food stalls, live music organised by The Goose is Out! and our fantastic donkey rides! The Dulwich Festival Fair on Goose Green has grown each year and is now firmly established as one of the best days' out in East Dulwich.

Coverage and Promotion

Entry to the Festival Fair will be free and it will be widely advertised.

- It will feature prominently in the main Dulwich Festival programme, of which 30,000 copies are distributed.
- It will be featured in SE magazines (15,000 copies)
- All May issues will have the Fair featured on the front cover.
- Large banners promoting the Fair will be erected around Goose Green Park one week prior to the event.
- It will be featured on the local website Around Dulwich www.arounddulwich.co.uk.
- We also have our own dedicated website www.dulwichfestivalfair.co.uk.
- The Festival Fair is fully supported by Southwark Council and will feature in Southwark Life and on the Council's website.

Please spread the word to other local craftspeople, designers/makers and traders who may want to be to join in a great day. The more local the better!

The Fair will be a self-financing event and it will be run by volunteers.

Please read through the below information and decide if you want to book a stall or a food pitch. The stalls are NOT available for any kind of hot food, you will need to book a food pitch.



Stalls

- Cost of hiring a stall (3x7ft) for the event is **£55**. This includes a Fitted Cover Show Stall as shown.
- Hot food stalls will be separate from the fitted stalls and cost **£120** per pitch, this does not include any stall or equipment.
- Coffee vans are **£65** but do not include the stall.



- For any other type of stall i.e. rides etc, please email with details of your equipment and the price will be sent straight back to you. No hot food will be allowed within the fixed stall set up, however, cakes, sweets and other cold goods will be allowed a stall as usual.
- If you are in any doubt about what type of stall you need, please contact me by email before booking.
- Cake and sweets stalls are still fine.
- If you have any requirements relating to your stall, please include details on the booking form. Please try not to email me separately, as it is really helpful to have everyone's request in one place. If you have forgotten, don't worry I will still do what I can with your request, but try to give this some thought before booking.
- The stalls will have a certain amount of cover but will not be inside a marquee.
- Chairs are NOT provided, so please bring your own if you don't want to stand up all day!

Booking a Stall

- **Stalls will be booked on a first come, first served basis.**
- Only receipt of payment and completed booking form will secure your place.
- Please don't email your form before you have made the payment. If want to check that you will be accepted first, please email and I will advise.
- If you are paying by BACs:
 1. You can email your booking form to me.



2. Please include a copy of the payment with your form.
 3. It is really important that you reference **Fair on Goose Green** with your payment, as this goes in to the main Dulwich Festival account and we need to find the payments. It also helps if your business name or actual name relates to the bank account you send it from. Please give us the clues!
- If you are paying by cheque:
 1. Please send your booking form with the cheque by post to me at 187a Landells Rd, London SE229PN.
 2. All cheques are payable to the **Dulwich Festival** only.
 - A booking confirmation will be sent out by email only, so please make sure your email address is legibly written on the form. We are unable to provide individual company receipts. This email will act as your receipt. No other correspondence will be sent, so if you have not received this, please check we received your form.
 - No other invoices or receipts can be sent.
 - We aim to get confirmations sent out within 7 working days of receipt of your booking. The booking deadline is **Friday 24th March 2017**. If there are still stalls available I will still take bookings, so please do contact me after this date.

Access and Parking

- **Please do not come earlier than this time as you will not be allowed to set up until the stated time.**
- Remember you cannot gain access to your stall before 9.30am and need to be ready by 11am, so if you need longer than an hour and a half to set up, this might not be your event.
- If you arrive early you will catch us setting up, so please try to keep to these times, so we have enough time to get set up properly by 9.30am.
- Please remember that you cannot park on the Green, we need to have all cars / vans cleared by 10.30am. We can get refused our licence if we don't comply with Southwark Council's rules.
- There will be no specific parking available at the event. You can bring your vehicle onto site to unload and load only. All vehicles have to be off site.
- Please allow plenty of time to set up and merchandise your stall. If you arrive after the event begins at 11am you may lose your pitch and will not receive a refund.
- Your pitch will be pre-allocated and plans will be available on the day to let you know where you are. This information will NOT be sent out ahead of time.
- Please do not dismantle your stall until 4pm.

Power / Water

- Please note there will be no power or water available onsite.



Rubbish

- You will be responsible for removing all your own rubbish and refuse from the area after the event.

Facilities

- There will be public toilet cubicles onsite.

Terms and Conditions

- No refunds will be given if the event has to be cancelled due to unforeseen circumstances (e.g. bad weather).
- The organisers cannot accept responsibility for lost, stolen or damaged stock, which you bring at your own risk.
- To enable a full and wide range of different products, goods and services, we may refuse requests for pitches from certain vendors if there are too many duplications.
- We do not guarantee any exclusivity to any one product.
- Please ensure you give a full description of your goods to be sold as we may also use this information for marketing purposes. Please seek permission from the organisers prior to the event if you wish to make any changes to the products you have stated you were selling, otherwise you may be refused permission to set up your stall and will not be refunded.



Stallholders Booking Form

Festival Fair on Goose Green: Sunday 14th May 2017

Please fill in the form below and return it with your cheque or BACs confirmation.

Post to:

187a Landells Rd
East Dulwich SE22 9PN

BACs Payment:

Lloyds Bank plc / Account number: 00581985
Sort Code: 30 92 89
Account name: Dulwich Festival
Reference: Fair on Goose Green

Name of Business:	Contact name:
Telephone Number:	E-mail Address:
Description of goods to be sold:	
How many £55 (3x7ft) stalls do you require?	
Coffee Vans - £65	
How many £120 hot food pitches do you require? (one per food type)	
Total amount enclosed:	
Any Special Requests? Please put these on this form and not on emails.	
Payment Made (please tick which one you have done)	Cheque Enclosed BACs Payment Sent
I have read and understood the terms and conditions	Signed:

Please make cheques payable to '**Dulwich Festival**'. *Dulwich Festival is a registered charity No. 1048164. Subject to Licence. Please do not send CASH through the post. We cannot accept Credit Card payments.*

