

13th September 2024, Repeated 23rd October

Chelsea Physic Garden Christmas Fair 2024 - Stallholder Joining Information

Dear Stallholders

As the fair approaches we thought it best to communicate joining details now before it gets even more hectic!

Thank you all very much for your support we are looking forward to this event immensely.

PLEASE READ AND DIGEST THE INFORMATION BELOW. ASK ANY QUESTIONS NOW!

1. TIMINGS

Public opening hours –

Thursday 21st November 10-5pm and **VIP evening 6-8pm all stallholders are expected to attend.**

Friday 22nd November 10-5pm

Saturday 23rd November 10-5pm

Sunday 24th November 10-4pm

All materials including **all rubbish** must be cleared away by 6pm on Sunday 24th November.

2. VENUE ADDRESS and CONTACT

Chelsea Physic Garden, 66 Royal Hospital Road, London SW3 4HS

0207 352 5646

extension 227 for reception

Amanda 07584 078608

fair@chelseaphysicgarden.co.uk

3. Stall Set Up.

We will be open for set up on Wednesday 20th from 12 midday until 5.30pm (we would like to lock up at 6pm sharp) and from 6.30am on the morning of Thursday 21st November.

The event will open to the public at 10am on the 21st November.

Loading is through normal sized single front doors we have no facilities to accept pallets, lorries, and large refrigerators.

Access to the site is level but involves a short stretch of gravel, sack trucks and trolleys with larger pneumatic wheels cope better.

4. Pre-booked Stallholder arrival times

Stallholders are required to book their arrival day and time with Amanda on the hour or half hour (e.g. 13:00 or 13:30) **Please advise your vehicle registration number.**

Timeslots will be allocated on a **first come first served** basis and numbers will be limited to even out the flow of arrivals so please start booking now.

You will have a maximum of 30 minutes to unload your materials and remove your vehicle to ease road congestion and maximise the flow of goods onto the site. Please try to be as self-sufficient with loading by bringing helpers.

5. On arrival and daily stock top up

Report to the stallholder desk in the gift hall on arrival and you will be shown to your pitch by our staff.

On Friday 22nd, Saturday 23rd and Sunday 24th you will be able to access the site from 8:00 am to refresh your stock.

6. Parking

The event takes place in our beautiful 4-acre garden just off Cheyne walk. Cheyne walk is one of the most expensive residential areas of London and as such there is hardly any street parking on either the Thursday, Friday or the Saturday and only a small amount on Sunday.

Please look on the RBKC web site for parking restriction details.

For Wednesday, Thursday, Friday and Saturday we advise you unload and then drive over the Albert Bridge (3.0 tonne limit) and park in Battersea Park. Please look on the Wandsworth Borough Council Website for more details.

This is a half hour process so please allow enough time.

7. Position and size of stall and Storage of Stock

We do not discuss the position of any stand in advance of the event.

We have accommodated any special requests that you have made in advance, but we must stress that **NO STALL POSITION WILL BE CHANGED.**

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You have purchased a set size of stall which is identified in your agreement. It will be marked out clearly on the carpet.

Please remain within this area. To ensure adequate aisle widths for our visitors and fairness to other stallholders. You will be asked to remove any equipment or stock overflowing your area.

The size of stand and any special requests are clearly identified in the agreement that you have signed.

We have no stock storage facilities

8. Stallholder pack

This will be on your stand when you arrive. Alongside the health and safety briefing it will contain your signed agreement, lanyards, a map of the site, housekeeping details, WIFI access codes, Evacuation plan in case of emergency etc.

9. Lanyards

On arrival you and your staff will be given a lanyard (2 per stallholder) please wear these throughout the duration of the fair in a prominent way. If extra lanyards are required, they are available at a cost of £5 each in advance from Amanda. Each member of staff needs their own lanyard these cannot be held on reception. If you require more lanyards on arrival they can be purchased from the CPG Shop in zone B of gift hall.

10. The Marquee

The event is held in a large heavy duty, 'wedding style' marquee. The garden is quite sheltered but it is still the end of November and it can be cold and damp. In rainy and blustery conditions, the carpets may get wet, there may be condensation and it can become cold (despite the heaters). Please ensure you dress appropriately and be prepared with plastic sheeting to protect any vulnerable stock.

11. VIP Night

This is designed as a thank you for the many people and organisations that support this historic garden. Simple mulled wine and mince pies are provided for our guests.

We regret that costs prohibit this being extended to stallholders.

There is a one-hour gap on the Thursday night after closure and before the VIP night starts, If you as a stallholder would like a drink and something to eat please approach your colleagues in the food hall or the café in refreshments who will I'm sure be delighted to oblige.

Food exhibitors- if you want to do a 'special offer' to other stallholders then please let me know and I will pass this on.

12. Marketing and social media

Flyers have been 'flying' here at the garden since Easter. Marketing will start in earnest in the next few weeks. In the meantime please follow Chelsea Physic Garden on Instagram and Facebook and we will follow you back.

All stallholder names will be listed on our website.

Please use your own databases and social media accounts to actively promote the event.

We will be sending you a digital flyer shortly.

Stall holders that have paid for the extra promotion will have a click through to their own website from the stallholder list and they will be part of a themed social media post as we get nearer the event. Please note that not all stallholder pictures may be used in the social media posts.

13. Most Decorative Stand competition. 2024

As usual we are running a competition for the most exciting Stand. It will be judged by our director during the fair. The prize will be £500 off your stand fee for 2025. Feel free to push the boat out! Should be fun to see what you all come up with!!

14. Stock deliveries during the Fair.

Please try and avoid if possible. If unavoidable, deliveries must be pre-agreed with James or Amanda to ensure reception are aware. Reception is in the lobby of 66 royal hospital road, sliding glass panels.

THE PARCEL MUST STATE YOUR STALLS TRADING NAME.

Please use couriers not Royal Mail.

15. Raffle Prize

We are making Christmas Hampers for our very popular raffle; we have asked all stallholders to provide at least one long shelf-life **Christmassy food** item for these (even if you do not sell food) and you have agreed. Please hand your contribution to our staff on the stallholder reception table on arrival in the gift marquee and mark your name off on the list.

16. Stallholders' teas, coffee and biscuits

Will be provided in the gardeners potting shed. See map in stallholder pack.

We ask that you keep this area tidy.

Additional food will not be provided so please come prepared. There is a small Tesco off site but nearby. And a Waitrose just at the top of flood street on the Kings Road. Our Café will probably do a discount for stallholders (TBC) but queuing can be a problem especially when we are open to the public.

Please bring your own mugs and cups – we will not be providing paper cups.

Please do not drink excess Alcohol whilst you are working at the fair.

17. Security and Health and Safety

The stallholder pack will contain a health and safety and security note. As the main stallholder it is your responsibility to understand ensure that all staff on your stall are made aware of the key points.

Stallholders are solely responsible for the safety and security of their goods, property and cash before, during and after the Fair. Security Officers will be on duty at all entrances. There will be overnight security

provide by CPG on Wednesday, Thursday, Friday and Saturday. They are responsible for security on site but cannot be held responsible for stallholders' stock during the fair.

18. Electrical supply

If you have ordered and paid for an lights and device charging supply (see signed agreement) Please use **one socket only** and bring extension leads and adaptors if needed, all equipment must be PAT tested.

19. **Food stalls** must ensure all food stuffs are packed away in closed top plastic containers overnight we may have nocturnal visitors! We are after all a Garden.

A clear description of Allergens contained in your products must be on display.

20. Selling of Alcohol

Our license covers our own café to sell glasses of wine, etc but not external companies. If you are planning to sell alcoholic drinks to the public by the glass as then you will need to obtain a TEN license of your own to do so.

Free tasting samples of your products continue to be acceptable.

21. Friends and Family

Please do not bring children as helpers.

Your friends and customers are expected to pay to enter the fair priced this year at £8.

22. PAT Testing

We expect all electrical equipment to be PAT tested before you bring it to the fair, green pat testing labels will be randomly checked by our staff.

23. Rubbish

Please take all rubbish home with you ensuring that you bring your own bin bags for this purpose.

If you leave any rubbish behind, you will not attend the fair in the future.

24. Wi-Fi

A Wi-Fi signal will be set up for you it has been boosted to the maximum. The password will be in your stallholder pack on arrival.

25. Breakdown on the Sunday

This normally runs smoothly, but the team will be focusing on clearing the fair and 'breaking down' the marquee, so do ensure you have enough of your own 'manpower' to remove your stock and display equipment. We would like the site clear by 7pm. Exit will be via both doors on Royal Hospital Road.