

Dear Caterer,

**We are seeking applications for Cambridge Folk Festival, 28th July - 31st July 2022**

Attracting 14,000 people across four days, Cambridge Folk Festival is situated in the beautiful parkland setting of Cherry Hinton Hall on the outskirts of the city. **More details are available in the event information on page 3.**

**It is our aim to have a varied mix of high quality caterers and traders and to attract new and local companies.**

**Important Application Information**

We are seeking applications for the following:

- Cherry Hinton Hall Caterers
- Coldham's Common Caterers
- Sessions Café Concession
- Ice Cream Concession (3 units maximum)

**All Applications Open: Tuesday 7th December 2021, 5pm.**

**All Applications Close: Friday 21<sup>st</sup> January 2022, 5pm.**

For a chance to be part of the 2022 Festival, please first read the relevant terms and conditions for the application you wish to complete. Please note that the terms and conditions will form a vital part of your agreement to trade at the Festival if successful, so please read these carefully. Once you have read the terms and conditions, please complete the corresponding application form.

All Festivals terms and conditions and application forms can be accessed via the following link: <https://www.cambridgelive.org.uk/folk-festival/information/work-us>

If possible, please include photos of your unit in your application.

**You will be required to include the following within each application form so please have these readily available before starting your application. The form cannot be saved to return to at a later date:**

Food Hygiene Training Certificates of Food Handlers  
Food Safety Management System (FSMS)  
Food Hygiene Rating  
Allergen Lists and Staff Training  
Environmental/Ethical Impact Statement  
Third Party Liability Insurance (minimum £5 million)  
Health and Safety Risk Assessment  
Fire Risk Assessment  
Proposed Menu and Price List  
Photos of Unit (Optional)  
Social Media Links (Optional)

## **Review of Applications**

Companies shall be determined by a bidding process.

When selecting successful applicants, we shall be looking at the following:

- Amount offered in relation to specific types of goods to be sold and their prices
- Space required on site
- Anticipated quality of service and value for money to Festival goers
- Healthy eating
- Allergens
- Special dietary options (diabetes, lactose intolerances etc.)
- Child friendly options and prices
- Sustainability
- Food hygiene star rating

We wish to encourage bids from local and artisan traders who also support the above. Again, this will be taken into consideration when evaluating bids.

You are welcome to put in a bid for more than one site and, unless otherwise stated on your application, the evaluation panel will assume that your preference is for Cherry Hinton Hall site.

**If you have been successful, you will be informed of our decision towards the end of January. Due to the number of applicants we cannot reply to unsuccessful applications.**

We look forward to receiving your applications.

## EVENT INFORMATION FOR CATERERS

Cambridge Folk Festival is one of the premier music events in Europe and one of the longest running and most well known folk festivals in the UK. Held each year in the beautiful setting of Cherry Hinton Hall, it attracts around fourteen thousand people, many of whom return year after year. The Festival is renowned for its unique atmosphere and an eclectic mix of music. The Festival aims to provide the best for artists and audiences alike.

### What We Are Looking For

As we continue to develop the Festival we are always looking to improve the quality and diversity of shopping opportunities for our customers. We like to have a broad range of options including more unique and artisan traders. We also want to support local traders and regional food and drink producers where possible by taking geographical proximity into consideration when assessing bids.

The Festival aims to provide a varied and enticing mix of World foods and snacks alongside traditional favourites. We seek to cater for everyone and are really keen to offer more options which are healthy, vegetarian/vegan, gluten free and take into account other allergies and dietary requirements.

We award space based not only on the amount you bid but take into account all the other information you supply e.g. the type of food, your prices, how much space and how many passes you need. Space on site is extremely limited and therefore the number of units few. Bids should reflect these factors and stated size requirements must be accurate. We wish to avoid unnecessary crossover between caterers and favour companies specialising in specific types of food.

It is important that you include with your application your full price list and/or menu as well as any additional information such as experience, history and photographs you may have of your unit, or samples of your goods where possible. Also, testimonials on the taste and standard of your food are helpful.

Environmentally friendly and ethical practices are very important to us. The Festival has steadily progressed to achieve the Outstanding category in the Greener Festival Awards and was in 2016 recognised at the UK Festival Awards for Best Greener Festival. We run a Sustainable Stand Award and choose one caterer and one trader to win. The winner will also be able to use the award to promote themselves in their marketing.

All caterers and traders are asked to state in their application how they will contribute to this ongoing commitment to improving our environmental impact and supporting ethical practices (e.g. use of biodegradable packaging, local suppliers, Fair Trade products, etc.). Applications will not be processed if this statement is missing.



## Cherry Hinton Hall Site

Cherry Hinton Hall is the main site where the music takes place and about 4,000 people camp here. There are four stages, bars, a trader's marquee, outside traders, Children's Area, Sessions Café and a wide selection of trade units (approximately 20 units).

**You should use your experience, knowledge of your costs and your anticipated income to work out your best bid. Here is a table, for guidance only, on previously successful bids for units on this site;**

Type of Concession	Site	Range of previously accepted bids	Approx. size (frontage)
Ice cream vans	Both	£7000 - £8000	n/a
Fish and Chips	CHH - arena	£4700 - £5000	23ft
Vegetarian food	CHH - arena	£5800 - £6875	20ft
Caribbean food	CHH - arena	£3000 - £3750	20ft
Indian	CHH - arena	£3600 - £5750	20ft
Baguettes & Panini's	CHH - arena	£4350 - £4450	20ft
Burgers/Sausages	CHH - arena	£4570 - £5320	20ft
Greek	CHH - arena	£4300 - £5200	20ft
Pizza	CHH - arena	£4250 - £4500	20ft
Cake Stall	CHH - arena	£1800 - £2050	15ft
Juice Company	CHH - arena	£800 - £1,000	20ft
Crepes	CHH - arena	£2750 - £3300	18ft
Roasted Nuts	CHH - arena	£1000 - £2000	13ft
Thai	CHH - arena	£6000 - £7000	23ft
Mexican	CHH - arena	£6800 - £7020	18ft
Coffee	CHH - arena	£4300 - £5250	23ft
Pasta	CHH - arena	£3800 - £3900	18ft
24hr concession	CHH – entrance	£2900 - £3500	23ft

**Please note the range of previously accepted bids is for guidance only and does not solely determine whether your application will be successful or not. If an application is submitted and the Festival is drawn to it but the bid is deemed too low, we will contact the bidder to discuss their application further.**

Please also give accurate sizes, bearing in mind that we are limited for space and sizes will be taken into consideration during the assessment process.

## **Coldham's Common Site:**

Coldham's Common Campsite, which is more peaceful and child friendly, is situated approximately 1.5 miles from the main Festival site. A free regular bus service runs between the two sites.

**Facilities include:** on-site parking; shower and toilet facilities; catering; grocery services; family campsite entertainment; floor-singers' stage; late night bar; craft stalls; phone charging; nearby local swimming pool.

Due to the nature of the site, Coldham's Common quietens down dramatically after about 1pm as everyone heads over to the main site for the music and does not pick up again until approx. 9/10pm. Some people, especially families come back to the campsite around tea time. **Please bear this information in mind when you apply.**

### **COLDHAM'S COMMON MINIMUM TRADING TIMES**

Thursday	11am - 5pm, and 10pm – 12am/midnight. Festival encourages opening between 6pm-8pm but not compulsory.
Friday & Saturday	7am - 1pm and 10pm-12am/midnight. Festival encourages opening between 6pm-8pm but not compulsory.
Sunday	7am - 2pm and 10pm-12.30am Festival encourages opening between 6pm-8pm but not compulsory.
Monday	7am - 12 noon.

Caterers are welcome to trade outside of this time should there be demand for it. Please note that throughout the Thursday campers will be arriving and so we highly encourage trading during the course of the day.

We are very keen to develop Coldham's Common and part of this will be in developing the entertainment on the site.

We look to hand pick bespoke catering units to provide a high-quality service at the Coldham's Common campsite. Please see below for 2020 pitch fees:

### **Weekend Pitch Fees:**

1. Burger/Sausage/Fish and Chips unit - **£300**
2. Main meals and World food including kebabs, vegan, vegetarian, hog roast, pizza, casseroles, pasta, jacket potatoes or similar - **£300**
3. Other units including sandwiches, baguettes, bagels, crepes, coffee/cakes, pasties, donuts, sweets, shakes and smoothies, toasted sandwiches or similar - **£300**



## Individual Day Pitch Fees (Fri, Sat or Sun):

1. Burger/Sausage/Fish and Chips unit - **£100**
2. Main meals and World food including kebabs, vegan, vegetarian, hog roast, pizza, casseroles, pasta, jacket potatoes or similar - **£100**
3. Other units including sandwiches, baguettes, bagels, crepes, coffee/cakes, pasties, donuts, sweets, shakes and smoothies, toasted sandwiches or similar - **£100**

Please note that the pitch fees are reflective of the level of demand at Coldham's Common and the trading times throughout the weekend.

Selection will be based on the quality of applications and providing a good variety of choice and value for money to our customers. Therefore, please include a full weekend menu including breakfasts, main meals, snacks, any vegetarian/vegan and children's options. We understand that certain units will not be able to cover all categories, and this will be taken into account.

### **Additional Coldham's Common Info:**

**Workshops:** A range of children's and family activities from early morning until midday each day.

**Floor singers stage times:** run until 24:00 on Thursday, 01.30 Friday & Saturday and 00.30 on Sunday.

**Bar Opening Times:** Thursday 21:30-24:00, Friday & Saturday 23:00-01:30, Sunday 22:30-24:30

(These times may be subject to change)