



Dear Trader,

We are seeking applications for Cambridge Folk Festival, 25 July - 28 July 2024

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 Traders (including Luthiers/Instrument Makers)
- Cherry Hinton Hall CD/Record Concession
- Coldham's Common Traders

Applications open: Friday 8 December 2023, 12 noon.

Closing: Friday 19 January 2024, 5pm.

For a chance to be part of the 2024 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 stall 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:

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
- Sustainability

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 in February. Due to the number of applicants we cannot reply to unsuccessful applications.

We look forward to receiving your applications.



EVENT INFORMATION FOR TRADERS

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, as well as the more common bigger festival stalls. The main site has spaces available within the concession marquee as well as outside, and there are outside trading spaces at Coldham's common. We also want to support local traders and regional food and drink producers where possible by taking geographical proximity into consideration when assessing bids.

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 goods, 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. Stalls specialising in a limited number of items are always looked on favourably where there is less likelihood of crossover with other traders.

It is important that you include with your application your full price list as well as any additional information such as experience, history and photographs you may have of your unit/stall, or samples of your goods where possible.

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.

In an effort to improve accessibility at the Festival we ask that you be mindful about what you can do to assist customers with disabilities. Please provide; a lowered counter, if a lowered counter is not possible please take orders directly by coming in front of the stall to speak with the customer, taking money, and returning with products; ensure minimum width of 1.2m for access into your stall; there must be product lists provided and there must

be large print versions of these, these should have black print on white background, be laminated, be large print (min. 18pt) and be available on the bar or counter for customers to hold if they wish; please consider that picture-based product lists make choosing items far more accessible for some people, so where possible these should be implemented.

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, a crèche, Sessions Café and a wide selection of trade units (approximately 20 units).

There are eighteen 10' x 10' units within the traders' marquee. Also within the marquee is a sole rights record stall and separate forms are available on request. Approximately 12 outdoor non-food traders will be accepted on this site.

You should use your experience, knowledge of your costs and your anticipated income to work out your best bid. Here is a list of previous food types we've had in the past;

Designer/handmade Jewellery, Clothing and accessories, Instruments, Asian handicrafts, Clothing and accessories, Designer/handmade Jewellery, Fair trade paper goods, stationery etc, Costume jewellery, Children's Toys and Games, Army surplus clothing & camping equip, Henna Tattoos, Asian handicrafts, Massage, Magic tricks, Juggling (products and workshops).

Type of Concession	Site	Range of previously accepted bids	Approx size (Frontage)
Designer/handmade Jewellery	CHH - Arena	£825 - £875	6.5ft
Clothing and accessories	CHH - Traders Marquee	£800 - £1700	10ft
Instruments	CHH - Traders Marquee	£1300 - £1450	20ft
Asian handicrafts	CHH - Arena	£800 - £1600	15ft
Clothing and accessories	CHH - Arena	£1400 - £1500	20ft
Designer/handmade Jewellery	CHH - Traders Marquee	£850 - £1100	10ft
Fair trade paper goods, stationery etc,	CHH - Traders Marquee	£800 - £950	10ft
Costume jewellery	CHH - Traders Marquee	£700 - £725	10ft
Children's Toys and Games	CHH - Arena	£710 - £760	15ft
Army surplus clothing & camping equip	CHH - Arena	£1200 - £1400	20ft
Henna Tattoos	CHH - Arena	£650 - £700	10ft
Massage	CHH - Traders Marquee	£600 - £850	10ft
Magic tricks	CHH - Traders Marquee	£500 - £600	10ft
Juggling (products and workshops)	CHH - Traders Marquee	£350 - £450	10ft
Luthiers	CHH - Traders Marquee	Set fee - £122	6ft

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. Please note that inside stalls are typically 10' x 10', however length can be increased to 20' but not your depth.

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; family campsite entertainment; floor-singers' stage; late night bar; craft stalls; 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. 9pm. 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.

Traders are welcome to trade outside of this time should there be demand for it, however there is less expectation to be open in the early evenings. If there seems to be a demand for evening trade, the Festival would encourage any traders who wish to, to open for trading. 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 approximately 4-6 bespoke trader units/stalls to provide a high-quality service at the Coldham's Common campsite.



Weekend Pitch Fees, Inside or Outside pitch: £300

Individual Day Pitch Fees, Outside pitch only (Fri, Sat and/or Sun): £100 per day

Please note that inside stalls are typically 10' x 10', however length can be increased to 20' but not your depth.

Selection will be based on the quality of applications and providing a good variety of choice and value for money to our customers.

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)