

Christmas in Cathedral Square
Wednesday 17 November - Sunday 19 December 2021
Food and Drink Trader Briefing document



Please read the following document carefully. In applying you are agreeing to the below. Application forms are a separate document which can be downloaded from the Colmore Business District website [here](#).

Introduction

This project is being delivered as a partnership with Birmingham City Council, Colmore Business District, Birmingham Cathedral and Danter Attractions Limited. The partnership has a number of priorities which converge in the delivery of this market, and which can be summarised by the following broad aims:

- To support and expand the city's Christmas Offer, and to provide a platform to support the city's diverse, local talent.
- To create an experience which animates Colmore Business District and provides a positive, beneficial experience for those who work here and who's businesses are based in the District.
- To animate the space outside Birmingham Cathedral and to allow for the Cathedral to engage with its parish and the wider community.

In addition to these three aims, there is a collective recognition of the need to provide opportunities that support the recovery of business and animation of the city centre, following the impact of the COVID-19 lockdowns.

The partnership would like to create a new market that will become part of the city's extensive Christmas offer. Currently, this offer consists of:

- The Frankfurt Christmas Market, offering a mixture of food and craft, occupying Victoria Square and New Street.
- City Social, offering a mix of food and drink, occupying the space outside The Mailbox.
- Ice-Skate Birmingham, offering an observatory wheel, a city sky flyer and an ice skating rink in Centenary Square.

The intention is to create an offer, "**Christmas in the Square**", that will grow and establish itself over a five year period, with a view to continuing beyond this period if successful.

The market will be external, based in the grounds of Birmingham Cathedral on Colmore Row. The market will offer a mixture of craft, gift, food and drink. The emphasis is on providing a platform for local businesses, producers and craftspeople. In the first year, there will be 30 stalls, with a market mix of 18 assigned for gifts and craft and 12 for food and/or drink. It is important to the Partnership that this market showcases the best of Birmingham and therefore all traders must have a presence within Birmingham or the wider Midlands region. Priority will be given to applications that meet this criteria. The Partnership will also consider applications that do not meet this criteria but could qualify on 'exceptional circumstance' in that you provide a unique/distinctive offer that will provide added value to the market.

Dates and Times

The Market will open on Wednesday 17 November and be open for 32 days, closing on Sunday 19 December 2021. The Partnership will not accommodate any void days/weeks. Therefore the allocation of single weeks will be undertaken as part of the selection process.

The market will be open 11.00-20.00 Monday - Saturday and 12.30-20.00 on Sundays.

You will have the option to apply for a single week or the full 32 days. Allocation of single weeks will be done by the partnership, we are not able to leave empty chalets on the market which will be reflected in the selection process. The partnership's decision will be final.

Trading Units/pitch

The units are hexagonal measuring 2.4m by 2.7m by 1.25.

You will be provided with a padlock to lock your unit – further details will be provided within the terms and conditions.

The external elevations of the unit will be branded and decorated to provide a positive visual impact.

If you are bringing your own unit please send images with your application.

Power

Standard 16 amp twin power supply will be provided. Any requirements in addition will be charged in addition.

Please note extension leads will not be accepted on site.

Each unit will be serviced with internal lighting.

Water

Will be available from a suitable location.

Waste

A waste management plan will be developed to ensure that the market is compliant with high cleaning standards appropriate to a city centre location. You will be required to contribute to this plan by ensuring that all recyclable material is disposed of in the correct manner.

Hygiene

Applicants who wish to trade under the food or refreshment or both categories, must have at the point of application a 4 or 5 star food hygiene rating.

If you do not have this rating, and you wish to still apply, then you must achieve a 4 or 5 star rating by the 1 October 2021.

For further details of what will be required to achieve this rating please go to https://www.birmingham.gov.uk/info/20139/support_for_business/332/food_hygiene_rating_scheme

Failure to comply with food safety standards will void your application.

A food safety hygiene safety inspection will take place for all food and refreshment traders.

Security

A security management plan will be developed to meet the safety requirements stipulated by the multi-agency group and in accordance with the licence that the market will operate under. The plan will ensure that there are sufficient numbers of security personnel during peak, off-peak and overnight periods.

Parking

There is parking available across the city centre. There are a number of parking options close to the Cathedral Square.

Please note that Clean Air Zone charges will be applied. You can check if your vehicle(s) is exempt <https://www.brumbreathes.co.uk/>

Marketing

PR, marketing and promotion is funded and coordinated by Colmore BID.

The partnership would like to run competitions to encourage people to attend.

In the application you will be asked if you want to be part of competitions and a value of stock you would be willing to donate for this.

We will provide a variety of promotional materials for you to use to help promote the market.

We will be working with the other Christmas markets and attractions, retail and transport providers to encourage visitors to the city centre.

Chalet Presentation, branding and third party sponsorship

You are responsible for keeping your chalet in a good condition and presentable at all times.

Any branding that does not relate to your brand business must be pre-approved by the Partnership by **1 October 2021**.

You must also inform us where and how you wish to display branding, to ensure there is no damage to the provided chalet.

The partnership reserves the right to refuse any branding or signage.

Anything you sell must also be pre-approved by the partnership.

Set up, re-stock and de-rig

A traffic management plan will be developed to allow you to access by vehicle the perimeter of Cathedral Square to allow for setting up, re-stocking and the de-rig. Please note that the times of access may be early morning or late evening as full consideration will be given to the central location of the square.

The change over for those wishing to only take part in the market for one week will be given two hours to take down on the Sunday (last day of your trading week). Set up will be available 07.00 Monday.

The de-rig for traders will be undertaken between 2100h on the 19 December and 2100h on the 20 December 2021.

All set up, stocking and unloading will have to be carried out in a coordinated manner and all successful applicants will be expected to work together to ensure effective use of time and minimum impact on the local environment.

Pitch/unit charges

The table below shows the trading fees for each category. There are no hidden fees.

	One week	32 days
Gift and Craft	£75	£375
Food/refreshments (non-alcoholic)	£500	£2500
Refreshments only (Alcoholic)	£1300	£6500
Food and refreshments (alcoholic)	£1500	£7500

Deposit

If successful a deposit of **£1,000** must be paid along with the full trading fees. The deposit is refundable after the event and is conditional upon:

- Participation for the contracted duration at the event;
- The safe return of all equipment supplied;
- No damage to the location, chalet, branding, lighting etc.; and
- Payment of any outstanding balances to our partners for extra equipment that may have been ordered/used.

Deductions from a deposit will be made to cover the costs of any of the above actions or omissions. You will be liable for further charges should any damage or loss exceed the value of your deposit.

Payments

Trading fee and deposit if due in full once you are confirmed as successful.

Cancellation

If you cancel your participation in the event on or after 1 October 2021 you will be liable for a cancellation fee which will be your trading fee in full and deposit.

You will be deemed to have cancelled your participation, if you:

- Fail the food hygiene inspection or breach any rules, regulations or laws as required by the local authority fire, health and safety or food hygiene departments;
- Fail to provide any reasonably required documents relating to for example food hygiene and fire safety;
- Breach any of the above terms which result in the Partnership withdrawing permission for you to attend;
- Fail to attend the Market, leave early or arrive late on any day;

- Commit any acts which mean your participation in the market may bring or threaten to bring the event into disrepute.

In the event of cancellation or deemed cancellation after 1 October 2021, your deposit and trading feed will not be refundable.

If the cancellation fee becomes payable and their outstanding amount owed an invoice will be issued to you and this will be payable in full within 14 days.

The Partnership reserves the right to cancel the event, at its absolute discretion, for expectational circumstances, for any reason, such as but not limited to: weather conditions; emergency evacuations; terrorism threat. The Partnership is not liable to any applicant for any losses or costs they incur before or after the cancellation on the event.

Full consideration will be given if the event is cancelled for a percentage refund of trading fees.

Please note, the Partnership reserves the right to consider behaviour and conduct at previous events when making a decision to accept applications to the market. The decision of the partnership is final.