



Friday 12th & Saturday 13th August

TRADE STANDS

Application Form

2022



Shropshire Horticultural Society
Quarry Lodge, Shrewsbury SY1 1RN
Call 01743 234054 | office@shrewsburyflowershow.org.uk
or visit shrewsburyflowershow.org.uk



**SHREWSBURY FLOWER SHOW
TRADE SITE APPLICATION FORM 2022**

GENERAL REGULATIONS

Please Note: The decision of the Society in any matter is final.

MAIN AREA FOR TRADE STAND SITES

This area consists of a variety of sizes ranging from 3m x 3m to 12m x 6m. (see price list included in the application form below). We only have one 12m x 20m listed for allocation but if you require a size that is not listed then please contact the Show Office to see if we can accommodate your needs. The majority of sites are **ground sites** so traders must provide and erect their own stands/marquees/gazebos on these sites, which must be confined to the measurements allotted. Please note that if traders are using marquees they need to be erected with neighbouring open sited Traders in mind so as not to obscure the other sites e.g. the possibility of opening up the side panels if need be. If a trader is subletting their site they must inform the Office in writing and provide the following information (also refer to the Trade Stands Handbook) and if they do not they may be refused entry to the Showground:

- Name of the Trader subletting, their telephone number & vehicle registration number
- The service or trade they are providing, including the allocated site number
- They have relevant Health & Safety Certification in line with Government Regulations.

It is not permitted to have on site any motor vehicles or caravans which do not form an integral part of the actual display. (see map included in the application form below)

Covered Space

These 3m x 3m spaces consist of a framework with roof and walls covered by canvas. There is a zip/lace up so as to be able to close these individual sites. No floors or fittings are provided.

Gloucester Avenue

Sites sell at £28 per m² plus VAT, with a minimum size of 6m x 6m. Some sites have the facility to have a stock vehicle at the rear. This is to be requested in writing on the application form, with the additional meterage requirements stated for the vehicle.

The vehicles must be in good condition and those facing the Main Arena **must be liveried**. They are to fit within the total square meterage of the site requested and allocated.

Should it be found that the trader is using more square meterage than the allocation site boundaries, the 2022 price per square metre will be charged. **The Society reserves the right to refuse any vehicle parking on site during the Show days if the Society feels that it fails to meet the above criteria. Any vehicle not displaying the relevant permits will be removed from the Showground. No vehicles are allowed to remain on the Showground unless they form an integral part of the actual display** (site map is available on request)

Quarry Avenue

Sites sell at £23 per m² plus VAT. These sites are located at the bottom of Gloucester Avenue and are on the same side of the pathway as Severn & Dingle Marquees. Sites are available in different sizes with a minimum of 6 metre frontage.

Some sites have the facility to have a stock vehicle at the rear. This is to be requested in writing on the application form, with the additional meterage requirements stated for the vehicle.

The vehicles must be in good condition and they are to fit within the total square meterage of the site requested and allocated. They need to be screened off at the back.

Should it be found that the trader is using more square meterage than the allocation site boundaries, the 2022 price per square metre will be charged. **The Society reserves the right to refuse any vehicle parking on site during the Show days if the Society feels that it fails to meet the above criteria. Any vehicle not displaying the relevant permits will be removed from the Showground. No vehicles are allowed to remain on the Showground unless they form an integral part of the actual display** (site map is available on request)

Riverside

Sites sell at £23 per m² plus VAT. These sites are located at the bottom of Gloucester Avenue and follow the curvature of the River Severn. Sites are available in different sizes with a minimum of 3 metre frontage. Riverside sites back onto the River Severn (there is a tow path between the river & the sites). Display vehicles **need to be requested in writing** on the application form along with their measurements and it needs to be screened off at the back. They are also to fit within the square meterage of the site allocated. **No vehicles are allowed to remain on the Showground unless they form an integral part of the actual display.** (site map is available on request)

PAYMENT FOR SITE

Full payment is due within 30 days of the invoice date. If, after 7 days of the due date, the remaining balance is outstanding, the Society reserves the right to re-sell without further notice. Cancellation of a trade stand site must be submitted in writing to the Events Administrator. 10% of the total amount will be retained as a non-refundable deposit to cover administration charges. After the 1st July no refunds will be given.

No cheque payments are allowed if payment is made less than 3 weeks before the Show, and from 27th July only card payments over the phone will be acceptable.

Please note that, in case of non-payment of invoice, the Society reserves the right to re-sell the site without further notice and also reserves the right to not give any refunds of payments already made. **Traders' admission badges will not be sent out unless full payment has been received.** Any trader who has not made full payment will be prevented from trading until full payment is made. Trader badges will be retained until payment has been received in full, which may result in entry to the Showground being refused on Show days.

ELECTRICITY (LIGHTING AND POWER)

All electricity supplied to trade stand sites will be billed directly by the Society. Please indicate your requirements on the Trade Stand Site Application Form. Should a trader cancel their application 30 days or less prior to the Show, **the trader will still be held liable for payment** of the electricity charge on their invoice. No connection or alteration to the supply can be undertaken by anyone other than the Society's appointed Electrical Contractor. All electrical components provided by Traders must be PAT tested.

CANCELLATION OF SITE BOOKING AND ELECTRICITY

Any cancellation of a trade stand site or electricity order must be submitted in writing, no later than 30 days prior to the Show. Verbal cancellations will not be accepted.

IF NO NOTIFICATION OF CANCELLATION IS RECEIVED THE TRADER WILL BE RESPONSIBLE FOR PAYMENT IN FULL FOR THE UNOCCUPIED STAND. THIS IS NON-NEGOTIABLE.

CANCELLATION OF THE SHOW

The Society reserves the sole right of decision to postpone, reschedule, cancel, abandon or curtail the Show or to instigate the evacuation of specific zones in response to a situation that may develop. Where such a decision arises, the Society shall not have any liability for any claim for loss or damages, nor for the refund of any fees and charges paid. Traders are advised that they should have Show Cancellation Insurance to ensure that they have sufficient cover, in the event of the Show being cancelled.

TRADERS' ADMISSION BADGES

Traders' admission badges will be issued as below for use by traders and their assistants employed on the trade site during Show days. To enable the Shropshire Horticultural Society to comply with its various statutory and regulatory obligations, the Society reserves the right to delay and/or refuse entry to the Show in order to meet its obligations, on the grounds of safety, licensing or any other unforeseen circumstances. Traders will be issued with 1 Trader's Vehicle Identity Voucher per site which must be displayed at all times. Vehicles without this permit will not be allowed onto the Traders' Car Park at St Julian Friars. Parking is limited and on a first come first served basis.

26sq. metres or under	2	36.0 – 71sq. metres	4
27 – 35sq. metres	3	72sq.metres or over	5

ALCOHOL

The event is covered by Shrewsbury Town Council's Premise Licence. This stipulates that any trader selling alcohol or providing the serving of alcohol for hospitality and/or promotion purposes **MUST** have a nominated Personal Licence holder present on site at all times. A copy of their Personal Licence **MUST** be submitted to the Office either with this application form but **no later than 2 weeks prior to the Show**. If these details should change within the 2 weeks prior to the Show, notification of these changes must be submitted in writing to the Trade Site Events Administrator at the Office and a copy of the new Personal Licence holder's licence must be supplied. This also applies if any outlets are sublet. Under no circumstances may alcohol be served or sold to anyone under the age of 18.

Any trader intending to sell or serve alcohol as part of hospitality or a promotion who does not hold a Personal Licence or will not have a nominated Personal Licence holder present at all times, must notify the Trade Site Events Administrator in writing, by **no later than three weeks prior to the Show**. In such cases the trader will be required to attend a brief induction course on the subject of the selling/provision of alcohol. This course will be held on site by a representative of Shrewsbury Town Council on the Thursday prior to the Show.

Alcohol **SHOULD NOT** be provided without any of the following:

- a Personal Licence
- a nominated Personal Licence holder present at all times
- attending the sale/provision of alcohol induction course held by a representative of Shrewsbury Town Council.

Failure to comply with this requirement may result in Police action and possible eviction from the Showground.

Main Trade Stand Site Area - Ground & Covered Spaces

2022 Price

Ground Space 20m x 12m No: 171	Island Sites	£4,646 (Plus VAT)
Ground Space 12m x 6m No: 115	Island Sites	£1,394 (Plus VAT)
Ground Space 9m x 6m No: 134, 135	Island Sites	£1,045 (Plus VAT)
Ground Space 6m x 6m No: 2, 41, 104, 136, 147, 148, 149, 160, 168, 175, 176, 177 to 180	Island Sites	£697 (Plus VAT)
Ground Space 6m frontage x 6m (with additional stock area behind) No: 130, 131, 142, 142a, 143a, 152, 153	Sites with stock area behind	£646 (Plus VAT)
Ground Space 6m frontage x 6m No: 40, 138, 139, 140, 141, 145, 146, 150, 151, 154 to 159, 161 to 164, 166, 167, 169, 170, 172, 173, 174	Sites with 2 – 3 selling sides	£646 (Plus VAT)
Ground Space 6m frontage by 4.5m depth No: 1, 181	Island Sites	£523 (Plus VAT)
Ground Space 9m frontage by 3m depth No: 121, 122	Corner sites	£323 (Plus VAT)
Ground Space 6m frontage by 3m depth No: 39, 72, 73, 74, 75, 83, 84, 85, 86, 94 to 103, 105 to 114, 116 to 120, 125 to 129, 182, 183	Corner sites	£323 (Plus VAT)
Ground Space 3m x 3m No: 76a to 82b , 87a to 93b	Corner sites	£209 (Plus VAT)
<u>Covered Space (canvas frame - lace-up/zip front & grass floor)</u>		
3m frontage x 3m No: 4, 5, 6, 9, 10, 11, 14, 15, 16, 19, 20, 21, 24, 25, 26, 29, 30, 31	Frontage only	£334 (Plus VAT)
3m x 3m (Corner site) No: 3, 7, 8, 12, 13, 17, 18, 22, 23, 27, 28, 32, 42 to 61	Corner sites	£349 (Plus VAT)

Ground space on Gloucester Avenue, Quarry Avenue & Riverside 2022 prices are:

Gloucester Avenue - £28 per m² (Plus VAT)

Quarry Avenue - £23 per m² (Plus VAT)

Riverside - £23 per m² (Plus VAT)

PLEASE REMEMBER: Full payment is due within 30 days of the invoice date.

ALTERATIONS OR EXCAVATION OF SITES

Traders are advised that the Showground is on a slope. Turf may not be removed or any excavation be made without written permission from the Society. The site must be left free of any debris after the Show.

CONSTRUCTION (DESIGN AND MANAGEMENT) REGULATIONS 2015 (CDM 15)

Following a court decision in March 2015, the previous exemption from the Regulations for the setting up of event marquees and other temporary facilities has been removed. This means that a showground such as the Shrewsbury Flower Show's becomes classified as a 'Construction Site' and must abide by the Regulations. The Society, therefore, requires the following information to be submitted, for our approval and records, prior to commencement of erection of any works on site.

- Name and contact information of any Sub Contractor and on-site contact.
- Details of proposed structure and methodology of construction/fabrication and, if carried out by another agency, details of this company and competence to carry out the works proposed.
- The number of closed side panels that are unable to be opened up if so required.
- Security arrangements need to be made by the trader to ensure that no unauthorised person gains access during the construction, the subsequent demolition and the removal, from site, of the works.

Please complete the attached pro forma accordingly and return to the Office by no later than the 30th June.

Failure to do so could result in the Society refusing permission for the structure to be erected.

SELLING OF MERCHANDISE

Traders are not permitted to sell any foodstuff or drink, packaged or otherwise, in a form that is readily consumable because immediate consumption is only allowed for catering traders. Anyone found selling such goods will be instructed to remove them immediately. Please complete the attached Food Hygiene form and return with the Trade Site Application Form. A copy of a valid Food Hygiene Certificate is to be displayed on the trader's stand on Show days and a copy of the certificate to be submitted to the Office by **no later than 30th June**. Further clarification can be obtained from the Office.

The selling of merchandise is only permitted on Show days (Friday and Saturday). Under no circumstances will selling be allowed prior to Show days. Free samples may be provided **only within the boundary** of the trade stand site and this needs to be included in your brief description within your application form. The Office **must be notified, in writing**, by no later than 1st July if omitted from the brief description otherwise the Society reserves the right to stop the trader from supplying free samples on Show days.

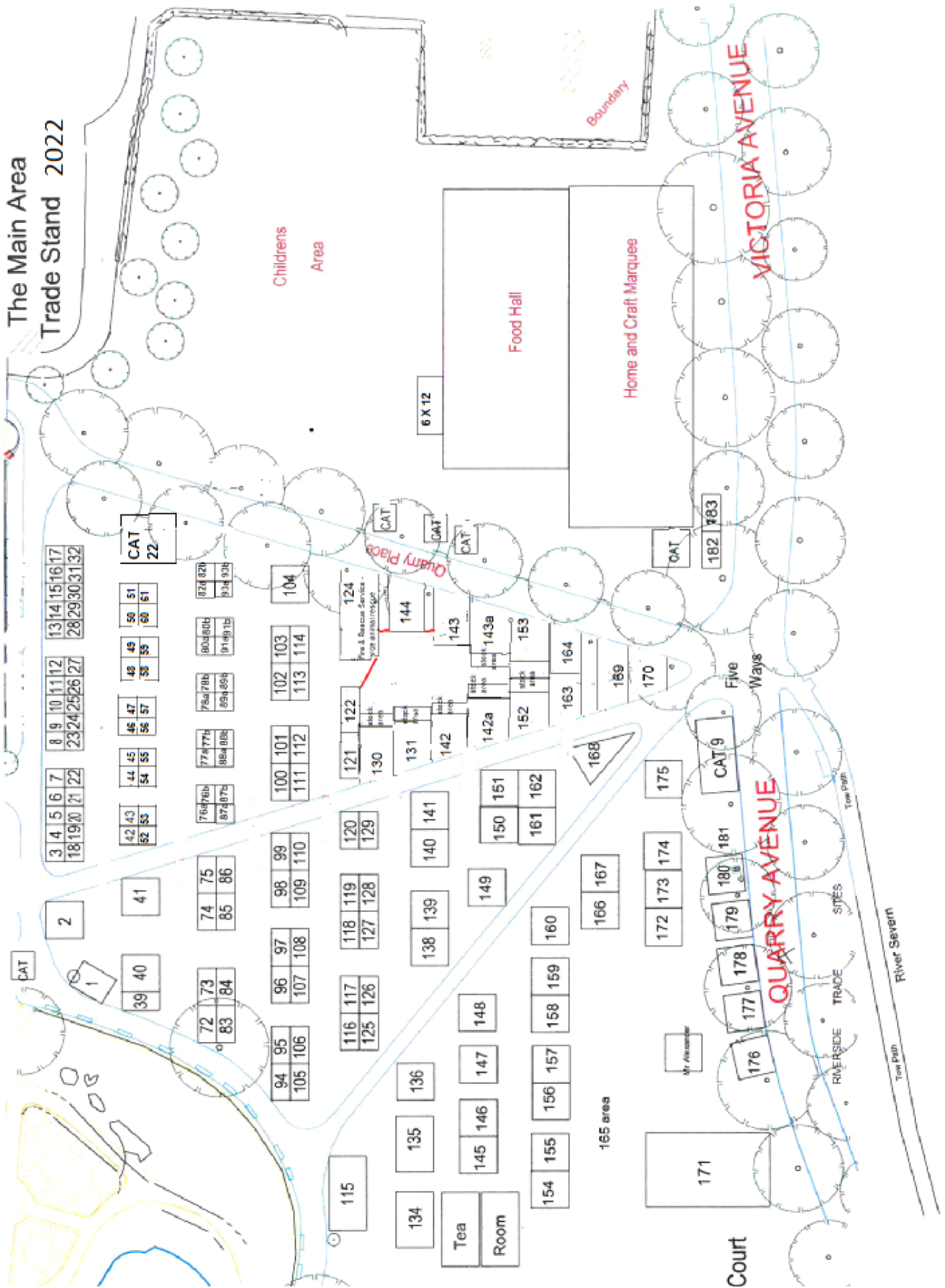
Please refer to the Trade Stand Sites Handbook regarding ALL the requirements for a trader at the Show.

Please Note:

There may be some alterations to the Regulations stated above, leading up to the 2022 Show, and should this occur the Society reserves the right to amend said regulations and provide the Trader with the updated version before Show Day. This may also apply to the information in the Trader's Handbook.

To enable the Shropshire Horticultural Society to comply with its various statutory and regulatory obligations, the Society reserves the right to delay and/or refuse entry to the Show in order to meet its obligations, on the grounds of safety, licensing or any other unforeseen circumstances, including potential layout changes due to the current situation.

MAIN TRADE SITE AREA - If you are interested in a prime site on Gloucester Avenue, Quarry Avenue or a Riverside site please phone the Trade Stands Events Administrator (01743-234054) to discuss options.



For office use only	TS No.	Inv no.	Payment Rec.	Notes:

APPLICATION FOR TRADE STAND SITES

SHREWSBURY FLOWER SHOW

12th & 13th August 2022

VAT Reg. No. 159 7500 42 Registered Charity 501464

Please complete using **BLOCK CAPITALS**

Please retain a photocopy of all completed application forms for your own records

Name of Company		
Contact Details for Communications		Contact Details for Official Programme <i>(if different to Communication details)</i>
Main Contact Name		
Address		
Post Code		
Telephone Number		
E-mail Address		
Website address		
Facebook:		
Other requirements:	<i>e.g. disabled, blue badge, seeing-eye dog</i>	
Site Vehicle Reg., Make & Model: (required for Security purposes)		

Brief description of Products or Services (Maximum 15 words for the Programme & the Office reserves the right to edit the description received)

Note: Sale of Plants: Plants must be of good quality and free from pests, diseases, disorders or damage.

I/We wish to rent space mentioned above at the 2022 Show.

I/We agree, by signing this application form, to abide by the Trade Stands Handbook with Terms & Conditions, the General Regulations as stipulated by the Shropshire Horticultural Society, all Trading Standards legislation currently in force and all relevant health and safety legislation and Codes of Practice, (details of which can be obtained on request from the Shropshire Council).

Please enclose a photograph of your Trade Stand.

Please tick the box if you do not wish your details to be kept on our database system for future years, and we will not pass on your information to any 3rd party agent

Copy of valid insurance certificate, covering the week of the Show, with minimum Public Liability level £5 million enclosed
Health & Safety & Fire Assessment forms completed & enclosed

(Applications made without the Health & Safety/Insurance proof cannot be considered)

Site Requirements

Site Number or Size		Cost (exc. VAT)	VAT	TOTAL	
1 st Choice					
2 nd Choice					
3 rd Choice					
Does a vehicle form an integral part of your display? (Please tick) <i>(Please refer to the Trader Handbook with T&Cs)</i>				Yes	No
If so, how? <i>(include registration no. photograph of vehicle if available)</i>	Description:		Measurements, Make, Model & Colour of Vehicle:		

Additional Requirements

ELECTRICITY ORDER (this must be ordered at time of Booking) – please indicate number required

Single Phase (230v) up to 3kw

13 amp single socket £155.00 + VAT = £186.00		16 amp “ceenorm” socket (blue socket external use) £155.00 + VAT = £186.00		13 amp single socket (covered shedding units only) £80.00 + VAT = £96.00	
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Single Phase (230v) up to 5kw

13 amp double socket Internal use only £206.00 + VAT = £247.20		32 amp “ceenorm” socket (blue socket external use) £212.00 + VAT = £254.40		TOTAL COST OF ELECTRICITY REQUIREMENTS (inc VAT)	£
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If Three Phase is needed please list the requirements:
(the Society will confirm the price, via invoice, once the application has been processed)

PROGRAMME ADVERTISING SPACE - In order to meet the official programme deadline the trader MUST provide **High Resolution Artwork, via email, by no later than 1st May.**
(Please complete the Programme Advert form, obtainable from the Office, if you require an advert space)

	Tick		Tick	TOTAL
Full Page £250 + VAT = £300.00 (Dimensions: 18cm x 12cm)		Half Page £175 + VAT = £210.00 (Dimensions: (12cm x 9cm)		

Additional Trader Badges *(Please refer to the Trader’s Handbook with T&Cs regarding the maximum allowed)*

	Qty	TOTAL
£20.00 each inc. VAT		

TOTAL COST OF ALL REQUIREMENTS INCLUDING VAT

£

Payable to: Shropshire Horticultural Society

Signature.....Name.....Date.....

Shrewsbury Flower Show 12th & 13th August 2022

Trader Risk Assessment Form (to include Fire Risk Assessment)

(As required by the Health and Safety at Work etc Act 1974, the Management of Health and Safety at Work Regulations 1999, Regulation 3 and Required by Regulatory Reform (Fire Safety) Order 2005 Construction (Design and Managements) Regulations 2015

To be completed in BLOCK CAPITALS

(A reminder: Please attach Valid Public Liability Insurance Certificate with application form)

Company name:			
Address:			
Person responsible for H&S: Competent person for Risk Assessments:			
Telephone Number:		Mobile Number:	
Date Assessment will be undertaken:			
Signature of Assessor:			

CONSIDER ALL YOUR WORK ACTIVITIES BEFORE, DURING AND ON STRIKING YOUR STAND
Please ensure all special consideration is taken if you intend to have naked flame or sources of ignition

SIGNIFICANT HAZARD	WHO MIGHT BE HARMED	CONTROLS TO MINIMISE THE RISKS

Please refer to Guidance Notes within the Trader’s Handbook with T&Cs

CONSTRUCTION (DESIGN AND MANAGEMENT) REGULATIONS 2015 (CDM 15)

Pro forma – to be completed by the Contractor

Please note:

1. Marquees or structures are not to be erected prior to the Monday before Show day.
2. All structures **MUST** be removed by no later than 18:00hrs on the Wednesday after Show day.
3. The Showground becomes a public park after midnight on the Saturday so anything left is the responsibility of the owner.

COMPANY NAME OF TRADER	
PRINCIPAL CONTRACTOR/DESIGNER	
NAME	
MOBILE PHONE NUMBER	
NAME OF SUB CONTRACTOR, if applicable	
NAME OF CONTACT ON SITE	
MOBILE PHONE NUMBER	
VEHICLE REG NO.	
DETAILS OF COMPANY, THEIR EXPERIENCE & WHAT IS TO BE CONSTRUCTED	
DETAILS OF HEALTH & SAFETY ARRANGEMENTS TO BE PUT IN PLACE WHILST ERECTION AND DEMOLITIONS WORKS ARE BEING CARRIED OUT	
ANTICIPATED ERECTION DATE?	
Number of marquee sides able to be opened by Trader should it be required on Show days	SIGNATURE (of contractor):

If any of your products/samples are food items please complete the information below
(please refer to the Trader Handbook with T & Cs)

A copy of a valid Food Hygiene Certificate must be displayed on the Trader's stand on Show days.

Food Hygiene Information

Is your product made by (please tick the appropriate box)

You A member of your family or business A third party

Name of Food Business Operator

Name of Local Authority you are registered with:

What is your Food Hygiene Rating?

5 4 3 2 1 0 Unrated Exempt

Date of your last inspection:

**Has your business ever had improvement notices served or been subjected to any legal action: YES/NO
(if yes please provide details)**

Name of Public, Product & Employee Liability Insurer

Policy Number

**Please return completed pro forma, certification and any covering correspondence by no later than
30 June.**