



Flavours Application Form

A brand new event in Great Yarmouth celebrating the diverse range of food and drink available in our borough. From fresh produce to your best selling items, hire a wooden chalet to display your food related business.

25-27 March 2022 / 12 noon to 6pm

Please complete as much of this application form as you can for us to accurately assess your application.

Please type or complete in black ink and block capitals.

STALLHOLDER'S DETAILS:

Business Name:

Trading Name:

(If the trading name at Flavours is different from your business name)

Contact Name:

Postal address:

Post Code:

Email address:

Daytime telephone:

Mobile telephone:

Website address:



Contact details to be used on our website:

Phone: Daytime Mobile Email: Yes No

Would you like to be added to our ENews to receive updates about other events in the borough?

Yes No

What would you like to sell at the festival?

Product description: please describe what you would like to sell at the festival. Please give as much information as possible as this information will be used in our selection process and will reduce the possibility of duplications (attach additional pages and pictures where applicable).

If your application is successful we will add you to our list of traders on our website - www.visitgreatyarmouth.co.uk/whats-on/festivals-and-major-events/flavours.

The product description below will be used to promote your attendance. Please email a suitable image to events@great-yarmouth.gov.uk including your stall name and event date.

Do you produce what you sell? Yes No

If the goods you plan on selling are imported, which country (or countries) do they originate from?

Approximate price range of your products:

What sort of customer are your products aimed at?

If your application is unsuccessful do you wish to go on a waiting list? Yes No

Do you need electricity? Yes No

Electricity may incur an additional charge. Tell us more about your electricity requirements below.

Documents

Have you provided your public liability Insurance Certificate: Yes No

Have your provided your food hygiene certificate: Yes No N/A

Costs

10x10 ft Chalet for 3 day festival £30

With lighting £10

To bring own gazebo for 3 day festival (Businesses own responsibility) £20

What Happens Next?

Thank you very much for your expression of interest and submitting your Flavours application

If the application is successful, we will send you information on how to make your payment.

DECLARATION AND UNDERTAKING

No application forms will be processed unless this form is signed.

I certify that to the best of my knowledge, the information supplied on the Application Form is true and accurate.

I have read the Flavours Terms and Conditions and agree, and undertake to comply, with all terms and conditions therein. In signing this application form I indemnify Great Yarmouth Borough Council and their staff against any claims, payments, costs or losses resulting from any failure on my part to comply with the said Terms and Conditions.

I give permission for my stallholder contact details to be stored on an electronic storage and retrieval system which will be created for the exclusive use of those involved in the organisation of the Flavours. It will not be used by any third party without prior consent.

I give permission for my stallholder contact details and product description, as indicated above, to be published on the Flavours website page.

I undertake to take out public liability insurance to the value of £5million.

I agree to pay the outstanding amount for the rental of my chalet/gazebo pitch and understand that the chalet/gazebo pitch may be reallocated if payment is not made by the due date.

Signature:

Date:

Completed forms and supporting documentation should be sent to:

Great Yarmouth Borough Council.
Events Department
Great Yarmouth Town Hall.
Hall Plain.
Great Yarmouth .
NR30 2QF

Email: events@great-yarmouth.gov.uk

COVID-19 Cancellation Policy - The festival will adhere to current Government guidelines in place at the time of the festival. If a stall holder has a positive Covid-19 test result, then a refund will be given once evidence of test results have been submitted.

STALLHOLDER APPLICATION INFORMATION

This document is designed to assist you in understanding how Flavours will operate and provides guidelines to assist you with completing your application form. Flavours will be located in King Street, Great Yarmouth with other locations available as local businesses take part. The road will be closed to ensure current Covid Guidelines are adhered to.

Each stall holder will be responsible for providing hand sanitiser. We would also advise the wearing of facemasks.

Great Yarmouth Borough Council will reserve the right to cancel the festival at any time if Government guidelines are put in place around COVID-19 pandemic. A full refund will be given when practically possible if this situation arises..

WOODEN CHALETs

The chalets are purpose-built timber temporary structures measuring 10 x 10ft and will be situated in St Georges Plaza.

Internal decorations to the chalets will be the responsibility of the stallholders during their rental period. All lighting internally must be LED and white fairy lights ONLY are permitted as decoration. All internal decorative fixings must be deemed safe and fit for purpose.

We do not allow any heat-producing electrical appliances such as fan heaters or hot water kettles. This is both because of their high electricity consumption and of the increased fire risk they create.

All electrical equipment you plan to use must have a PAT (Portable Appliance Test) certificate, unless you can demonstrate that

it is brand new with receipts of purchase. You will not be permitted to use any un-tested equipment within your chalet. PAT testing of your appliances is available and can be arranged if required for a charge of £7 (+VAT) per item, payment must be made at time of testing.

Naked flames, candles etc. are not permitted as part of your display or anywhere within your chalet. All shelving, extra tables, lighting, and anything else required to display merchandise to best effect is the stallholder's responsibility.

No building out from or alterations to the existing external structure of the chalets is permitted.

STOCKING UP

All stallholders will be able to stock/re-stock between 9am and 11.30am each day and at the end of the trading day. All Vehicles must be off site by 9.30am. No secure storage space is available for stallholders.

PARKING

There will be no parking facilities on King Street. The nearest car park is behind King Street just a short walk away.

RUBBISH

It is each exhibitor's responsibility to ensure their site and their chalet and designated area is kept smart and tidy at all times and that all rubbish is removed and placed within the rubbish and recycling bins provided.

MARKETING AND PUBLICITY

Flavours will be promoted via the following channels:

Flavours will feature on our Great Yarmouth Tourism Website which currently receives over 100,000-page views during January - March.

Successful stallholders will be given a free web listing on our Flavours website page. The stallholder's listing with image will include a short description of what they are selling and the stallholder's contact details. Only website listings which are accompanied with a suitable image will be uploaded onto the website.

Mention on our social media platforms Facebook, Twitter and Instagram.

Other marketing materials as appropriate

THE SELECTION PROCESS

In order to offer our Flavours visitors the best possible experience it is important to us to ensure that there is a wide range of product types across the whole market.

Application assessments will be made on their uniqueness, exclusivity and their quality. They may also be benchmarked against other applicants in the same category.

We will also take into consideration the range of products you wish to sell. Your product range must correlate to the retail mix you have selected.

SALE OF ALCOHOL

GYBC will obtain a TEN (Temporary Event Notice) which will cover the sale of alcohol during Flavours.

CATERING STALLS

All applications for catering stalls must include proof that they are registered with their local authority and provide your hygiene rating (if applicable) with your application form.

INSURANCE

All applications must be accompanied by a copy of your Public Liability Insurance. All traders on Great Yarmouth Market must carry cover to a minimum value of £5,000,000

SUPERVISION

Event Management will be on site during opening hours to handle any issues that may arise during the trading period.

DATES AND OPENING HOURS

Flavours will open on Friday 25 March to Sunday 27 March 2022. Operating hours are: 12 noon to 6pm each day.

CHARGES/PAYMENT

Once your application has been approved you will be asked to pay your fee. Notification of successful applications will be advised via email and full payment will be required as instructed. Payment for your chalet/gazebo pitch will be via our on-line payment facility.

CANCELLATION POLICY

If you cancel your booking for any reason we will assess the circumstances and look to refund if/when practically possible. Cancellation after 14 days of full payment means you will forfeit the total value of the rental.

If the event has severe bad weather including high winds, preventing the event from going ahead, refunds will be issued when practically possible.