

# SALISBURY CHRISTMAS MARKET 23 NOV - 22 DEC

## Information for Artisan Row Kiosks

### INTRODUCTION

Salisbury Christmas Market, established in 2012, is a highly renowned Christmas Market in the South and in its five year has already gained considerable acclaim as an excellent family friendly event. Its first class reputation is due in part to the excellent presentation of the market, to the attractive appearance of the German-style wooden chalets, the exceptional quality of the goods and the friendly exhibitors which accompany them. Not only is the Christmas Market highly rated by visitors, but in 2015 and 2016, exhibitors rated it for the excellent organisation and exhibitor care. Similar to a German Christmas Market in style and character, the event takes place in the centre of Salisbury, in the historic Guildhall Square, a beautiful and atmospheric setting for the market.



### PREVIOUS MARKET STATISTICS

#### 2016

- In 25 days there were approximately 200,900 visitors, almost a 15% increase on the previous year.
- 32% of all visitors to the market came to Salisbury specifically for the Christmas Market, 58% of which travelled from outside of Wiltshire to reach us.
- 309 coaches came to the market, bringing in the region of 8000 visitors, plus 2 steam trains worth.
- 85% of visitors rated the market as “much better”, “better” or “as good” as they expected it to be.
- Visitors rated the market for its variety of stall holders and products; atmosphere; and friendliness of market staff and exhibitors.
- The majority of exhibitors rated Salisbury Christmas Market 10/10 for: helpfulness of staff, information given during application process, and comparison of services provided by us to other markets.



#### 2015

- In 25 days there were approximately 175,000 visitors. (158,000 in 2014.)
- These visitors spent just over £3.5 million at the Christmas Market
- Over 8000 visitors travelled by coach, arriving on 180 coaches, we also had 2 steam train trips.
- Almost half the coaches travelled over 100 miles to get to Salisbury Christmas Market

- The Christmas Market attracts people from far and wide with 54% of all visitors coming from outside Wiltshire.

### DATES FOR 2017

Thursday 23rd November – Friday 22nd December inclusive

### OPENING TIMES FOR 2017

Monday – Wednesday – 10am – 6pm

Thursday – 10am – 8pm

- Food quarter open until 8.30pm

Friday and Saturday 10am – 6.30pm

- Food quarter open until 8.30pm

Sunday 10am – 4pm

- Food quarter open until 5pm



### WHAT'S NEW FOR 2017?

- New and improved layout for the Chalets (building on the excellent reviews by visitors and exhibitors from 2016)
- Introduction of Artisan Row featuring 25 Kiosks, the bandstand, and live entertainment in the High Street
- Extended hours for the Food and Drink Quarter
- Introduction of a dedicated Christmas Market Live entertainment schedule on Thursday, Friday and Saturday evenings from 6pm until 8.30pm
- Bandstand in the High street

### EXHIBITOR OPTIONS

The various date options are:

|           |         |   |
|-----------|---------|---|
| OPTION 1  | 30 days | 23 <sup>rd</sup> November – 22 <sup>nd</sup> December   |
| OPTION 2  | 26 days | 27 <sup>th</sup> November – 22 <sup>nd</sup> December   |
| OPTION 3  | 25 days | 23 <sup>rd</sup> November – 17 <sup>th</sup> December   |
| OPTION 4  | 21 days | 27 <sup>th</sup> November – 17 <sup>th</sup> December   |
| OPTION 5  | 19 Days | 4 <sup>th</sup> December – 22 <sup>nd</sup> December    |
| OPTION 6  | 18 Days | 23 <sup>rd</sup> November – 10 <sup>th</sup> December   |
| OPTION 7  | 14 Days | 27 <sup>th</sup> November - 10 <sup>th</sup> December   |
| OPTION 8  | 14 Days | 4 <sup>th</sup> December – 17 <sup>th</sup> December    |
| OPTION 9  | 12 Days | 11 <sup>th</sup> December – 22 <sup>nd</sup> December   |
| OPTION 10 | 11 Days | 23 <sup>rd</sup> November – 3 <sup>rd</sup> December    |
| OPTION 11 | 7 Days  | 27 <sup>th</sup> November – 3 <sup>rd</sup> December    |
| OPTION 12 | 7 Days  | 4 <sup>th</sup> December – 10 <sup>th</sup> of December |
| OPTION 13 | 7 Days  | 11 December – 17 <sup>th</sup> December                 |
| OPTION 14 | 4 Days  | 23 <sup>rd</sup> November – 26 <sup>th</sup> November   |

## TYPES OF CHALETS

There are several different kinds of chalets and for more information on these please request one of our Non-catering Chalet Information Packs, or alternatively see our website for more information.

## KIOSKS

**Kiosk - £50 per day + VAT**

2.4m wide x 1m deep with storage underneath



## ARTISAN ROW LOCATION

For 2017 the market will be expanding from its current Guildhall Square location. In addition to hosting 75 chalets in the city centre Guildhall Square, the High Street will be transformed in to the Salisbury Christmas Market Artisan Row. There you will find up to 26 Kiosks in 2 adjacent rows with walkways either side. Artisan Row will only be available to artisans and artists selling their own, handmade items, from the South West only.

The Christmas Market is in the spirit of a traditional German market. All exhibitors will be accommodated in either wooden chalets or kiosks, there will be no gazebos, mobile catering or other units. The Salisbury BID will do its best to maintain the very high standard of decoration of the chalets and kiosks to ensure the first class appearance of the Market. (Please note that some decorative items are not permitted at the Christmas Market: these are mentioned in the terms and conditions and include tinsel, rope lights, plastic or pvc banners, and some types of vinyl.)



## LAYOUT INFORMATION

There are very many factors to be taken into consideration when organising the layout of a Christmas Market and we continually try to think of ways to improve its layout. The chalets are arranged in an attractive manner with plenty of room for push chairs and wheelchairs, as well as for dense crowds to move around.

**N.B. Stall holders will not be able to choose their exact kiosk number at the Christmas Market, as the final allocation depends on many factors. You will be informed of this information nearer the start of the Christmas Market. While we will make every effort to ensure that you stay in the kiosk originally allocated to you, Salisbury Christmas market may be required change your position at any point before or during this Christmas market**



## SECURITY

The High Street location will be supplied with a full time security guard to ensure the safety of the market exhibitors, visitors and kiosks. Please note that security will be on the high street site once the market is closed.

## PARKING FOR EXHIBITORS

Parking permits will now be available directly from Wiltshire council. If you are staying longer than 11 days this is more economical than buying a daily parking ticket.

To book a parking permit please visit:

<https://secure.mipermit.com/wiltshire/application/home.aspx>

Permits cost £80. Please note parking permits will not be included in the price of your kiosk.

Culver Street car park is £1 an hour until 3pm and then it is free, it is also free on Sundays (please note there is a height restriction on this car park).

If you are in a large van you will have to use the central car park this is £8.40 a day or you can purchase a MiPermit for regular use (more than 11 days in a row)

## SETTING UP

Exhibitors will be able to set from 7am on the day of their arrival.

Exhibitors can decorate the kiosks as they see fit, but it must be within keeping of the spirit of the market (please see our Ts and Cs for more information on decorations), and must provide any decorations above and beyond the garland and lights provided with the kiosk, there is room for a 1m sign. We would recommend that the exhibitor brings a 2 x 2m or clear tarpaulin in case of driving rain that may go beyond the kiosks overhang. Due to the nature of the high street you will not be able to drive down to unload, loading bays are available on New Canal Street.

## TAKING DOWN

Products are to be removed and stored securely every day, there is self-contained storage provided in the kiosk but exhibitors will need to provide their own padlocks for this storage and items stored are left at the exhibitors own risk, when you leave the chalet, all additions to the chalet including screws must be removed and the kiosk must be returned in the condition it was left.

## STOCKING UP

For stocking up all exhibitors must use the loading bays on new canal or use a sac truck to move boxes from one of the car parks close by as this can be stored in the storage underneath.

## ELECTRICITY

All kiosks will have an 1100 watts/ 5Amps total supply of electricity available through a 2 plug socket. Exhibitors who hire these kiosks must not have electrical appliances that require more than 5amps in total. Should a stall holder need extra power for whatever reason, this is possible, but will incur an extra charge, payable in advance. Notice of at least 2 months will be required for those wishing to use more electricity so that your invoice can be amended to include the additional charge.



Exhibitors will need to ensure all their equipment has been PAT tested prior to the Christmas Market, and that this has been done within the last 11 months. If this has not been done, our electricians will do this for you on the set up day for a small charge (£7) per item. However, for speed of setting up it is best to get this done in advance.

It is important that exhibitors do not go over their allocated supply of electrical power, so it is recommended that you bring as many low voltage electrical items as possible.

## OTHER FACILITIES [

- There are a number of **toilet** options near the Christmas Market: the nearest toilets to the artisan row are located in the Old George Mall



- **Rubbish.** We have a number of large industrial bins for exhibitors to dispose of their rubbish. However, exhibitors must ensure they keep the fronts, sides and backs of their kiosks free of rubbish at all times and keep their kiosk looking presentable. It is also a fire hazard to leave boxes down the sides of kiosks. Litter must be flat packed and disposed of regularly throughout the day by stallholders.

## MARKETING

The marketing campaign for the 2017 Salisbury Christmas Market will have 3 key elements: a comprehensive Christmas Market Map/Leaflet, the Christmas Market website, and online and print advertising. The marketing strategy is designed to attract independent visitors from Salisbury and Wiltshire as well as a concerted effort to target audiences outside the county. Coach tour operators, group organisers and the Travel Trade will also be targeted as part of the marketing strategy.

The Salisbury & Wiltshire and out-of-county campaigns will include the placing of advertisements in a number of lifestyle magazines and local newspapers, the use of local radio, roadside signs and the distribution of the Christmas Market maps/ leaflets.

The out-of-county marketing activity will additionally feature advertisements in the regional issues of The Guardian and Mail on Sunday, together with a large direct mail campaign. Online advertising will also be used.

The travel trade will be directly targeted with e-newsletters being sent to a large number of tour and group organisers. The Salisbury Christmas Market has also already been represented at Excursions 2017, British and Irish Marketplace Show 2017, and the South West Travel Trade Show 2017. Additional shows will be attended as appropriate.

Social media will also play an important part in the marketing, so do 'like' us, follow us, or tweet about us and help spread the word about Salisbury Christmas Market.

The breakdown of the 2016 marketing output was as follows: 70,000 Christmas Market maps/leaflets; 70,000 Christmas Market Info Cards (delivered to all houses in the SP1-SP5 postcode areas); 8 billboard adverts across the South West; 6 station 6 sheet adverts; radio advertising with local and regional broadcasters; TV advertising with local and regional broadcasters; print advertising, press releases and editorials in multiple local and regional lifestyle magazines, newspapers and tourism publications (including online advertising); an expansive organic and paid social media advertising campaign; and the launch of a brand new website.

The marketing for 2017 will follow a similar but not identical format to 2016 and the above is only an indicator of what can be expected from the 2017 marketing strategy. For more information on marketing please contact a member of the Christmas Market team directly.



### WEB-SITE

Our fully functioning website will have a full list of exhibitors including their picture, description and dates they are at the market. These details will be published from September.

### ENTERTAINMENT AND EVENTS

There will be a full events and entertainment programme to support this year's Christmas Market including the Christmas Market Live entertainment schedule and other weekday and weekend performances and events.

The 2 biggest events of the Christmas Market are the Launch Night celebration which will take place on Thursday 23<sup>rd</sup> November, and the annual Lantern Procession run in conjunction with Salisbury Arts Centre. Both events attracts thousands of people to Salisbury and the Salisbury Christmas Market. They are two action packed, family friendly events with live entertainment, spectacular performances, walk about acts and much more.



Throughout the duration of the Christmas Market there will be a comprehensive programme of music, entertainment and street theatre taking place around the Christmas Market and in Queen Street. This programme will be aimed at attracting people to Salisbury, and in particular the Christmas Market.

Salisbury's famous Charter Market is held every Tuesday and Saturday in the historic Market Place, immediately next to the Christmas Market, with an additional Christmas themed Charter Market on Sundays. The Charter Market is immensely popular and Tuesday's and Saturday's are the busiest retail days of the week.

Late night shopping in Salisbury starts on 23<sup>rd</sup> November with the shops open until at least 8.30pm every Thursday in the run up to Christmas.

The Christmas Market entertainment schedule will also be available at Artisan Row on the High Street with the addition of a bandstand for bands, school choirs, ensembles and other musical groups.

## COACH PARTIES

As the Christmas Market grows each year and gets better known, so too does the number of coach companies wishing to come to the event increase. From just 18 coaches in 2012, to 59 in 2013, 111 in 2014 and 180 in 2015, followed by a record breaking 309 coaches in 2016. We do all we can to look after the coach companies and tour operators including offering cheap parking, no 'booking in' fee, and a dedicated 'meet and greet' service with an exclusive Christmas Market coach drop off and collection point adjacent to the Christmas Market. The Christmas Market is a popular destination for Travel Trade bringing approximately 8000 visitors in the last year, a figure that is set to be exceeded in 2017.



## ABOUT THE ORGANISER

The Christmas Market is organised and run by Salisbury Business Improvement District. (BID)  
Your contact for Salisbury Christmas market will Charlotte Bruce- Kerr – Events and Marketing Assistant – [christmas@salisburybid.co.uk](mailto:christmas@salisburybid.co.uk) – 01722 441688

## ABOUT SALISBURY

Salisbury is a historic cathedral city in the centre of Wiltshire. It has a population of 39,000, and draws in shoppers from a wide area since the nearest big towns are Bath, which is 1 hour to the north, and Winchester which is 35 minutes to the south east. Southampton and Bournemouth are also only about 40 minutes away by car. It is a cultural city with many cultural events including a thriving annual arts festival and a contemporary craft and heritage festival, there are also several arts centres, a busy theatre and city hall as well as many other arts and cultural organisations.



Salisbury is situated on the London Waterloo – Exeter South West Train line and also on the Cardiff to Portsmouth train line. Being only 10 miles from Stonehenge, Salisbury is a year round tourist destination. There are at least 15 other towns within a 25 mile radius of Salisbury all of which are targeted for marketing the Christmas Market.

## SIGNS FOR EXHIBITORS

If you need a sign for the front of your kiosk, there is an excellent local design company, Salisbury Signs <http://www.salisburysigns.co.uk/> who will do everything for you. They can design your sign if desired, print it and attach it to your kiosk for you, so it is ready when you arrive at the Christmas Market. Just send them a jpg file of your sign, and they will do the rest!



## Applying for a Kiosk at Salisbury Christmas Market

### WHAT SORT OF EXHIBITOR/PRODUCT ARE WE LOOKING FOR?

We work very hard to ensure Salisbury Christmas Market is among the top Christmas Markets in this country. The aim is to create a high quality event which is stylish, and genuinely unique. It also needs to be a cheerful and festive environment for visitors, as well as for the exhibitors who work hard to ensure it is such a success. To this end, we are looking for exhibitors who:

- have products that are unusual, different, and of very high quality, that one wouldn't easily find on the High Street
- will make every effort to present their kiosks in a stylish and tastefully festive manner, and merchandise their stock in an elegant way (the kiosks will be adorned with Christmas garlands)

To qualify for an Artisanal Kiosk at the Salisbury Christmas Market we are looking for handmade products or pieces of artwork that are produced in the South West, unfortunately we are not able to accept any exhibitors that sell alcohol or that have a catering offer, if you have an alcohol or catering product please apply for a chalet in the Guildhall Square.

If you wish to apply for a kiosk you will be required to give assurances that:

- you can staff the kiosk for the entire period
- Your kiosk will be open each day from start to finish without exception.
- you will have sufficient stock for the entire period

### HOW TO APPLY

We are very keen to find the very best possible exhibitors, all applications will be vetted carefully and a selection of the best will be made after the 4 week deadline, but please be aware that a first-come-first-serve process of approving applications will apply. It is important that you complete the application process as carefully and as thoroughly as possible to ensure approval. You need to:

- Fill out the online application form as explicitly as possible. Please remember that the clearer and more detailed the information, the greater the chance of your application being accepted. Incomplete or insufficiently detailed applications will immediately be discounted.
- Include your **preferences for duration**. (You may also indicate a 2<sup>nd</sup> choice of dates, if your 1<sup>st</sup> choice is not available)
- Please use **good quality digital images** that will help support your application. These are essential because they will go on the exhibitor page of the web-site if your application is successful.
- Include **1 photo of your stand** (preferably at a previous event) if this is not possible then a logo or image of your products will suffice.

- Include a minimum of **2 samples** of the type of stock you intend to sell by postage to the Salisbury BID address (see below).
- Include a copy of your **Public Liability Insurance**, which must be for at least £5M (please note if your insurance runs out before the Christmas market you will be required to send an up to date copy before you arrive on site)

## **PAYMENT**

**Once your application is accepted you will be invoiced for a non-refundable deposit of 50% of you total, failure to pay this within 14 days will result in your kiosk being offered to another exhibitor.**

**One further invoices will be provided on:**

**1<sup>st</sup> of October**

**These must also be paid within 14 days or Salisbury BID reserves the right to reallocate the kiosk to another exhibitor.**

Kiosks will be allocated on a first-come-first-serve-basis to those who meet the application requirements. You will be contacted by a member of the Christmas Market team shortly after making an application for confirm your place. We look forward to receiving your applications.

### **Salisbury BID**

**8 – 12 Rollestone Street**

**Salisbury**

**SP1 1DY**

**T: 01722 441688**

**E: [Christmas@salisburybid.co.uk](mailto:Christmas@salisburybid.co.uk)**

**W: [salisburychristmasmarket.co.uk](http://salisburychristmasmarket.co.uk)**



**Salisbury**  
Business Improvement District