



BLenheim PALACE



Would you like to sell to over 185,000 visitors at one of the UK's most prestigious venues?*

WELCOME TO THE BLENHEIM PALACE CHRISTMAS MARKET

Friday 20 November - Sunday 20 December 2020

Evening Press Launch - Thursday 19 November

*Based on Blenheim Palace 2019 visitor numbers

Introduction

We are delighted to let you have trader information for the 2020 Blenheim Palace Christmas Market and hope you will be able to take part in what is fast becoming one of the country's leading Christmas Markets at one of its most prestigious venues. All the ingredients are in place for the Blenheim Palace festive experience to rival the best in the UK. This is a combination of a themed Palace, the established Light Trail and the high quality Christmas Market in the Great Court; a formula guaranteed to be a success.

The fairy tale story of The Nutcracker will be brought to life for visitors as they journey through the Palace State Rooms which will be spectacularly transformed to create a magical experience. This will be unrivalled as a Christmas destination and last year whilst the Market was running, the themed Palace attracted over 60,000 visitors, an increase in numbers of around a third over the previous year! With the Market being extended by a week this year, an additional 20,000 people are expected to visit.

In 2019 the Blenheim Palace Light Trail attracted more than 105,000 visitors over the equivalent time that the Market is taking place this year. This magical family walk starts and finishes in the Market and meanders through the world famous gardens and woodland to the lake and back with spectacular light displays. On the busiest days, over 6,000 visitors come for the Trail alone and with new displays and an even more impressive trail planned for 2020, visitor numbers are expected to increase even further.

The Christmas Market is set in the Great Court at the very heart of Blenheim Palace, ensuring visitors have the best possible festive experience. The decorated chalets with their twinkling lights set against the magnificent Palace backdrop and colonnades adorned with Christmas trees is a truly magical sight.

Peak times for visitors to the Palace will be during the day and the illuminated trail will be most popular during late afternoon and early evening. With the Blenheim Palace Christmas Market also being an attraction in its own right, attendance is confidently expected to exceed the daily average of well over 5,000 visitors who came last year. To cope with the huge numbers, a successful Park & Ride scheme has been developed ensuring a steady and seamless flow. With a proven track record and a powerful marketing campaign, Blenheim Palace will be the place to visit this Christmas.

Trading Dates

Period 1: 17 Days Friday 20 November - Sunday 6 December

Period 2: 14 Days Monday 7 December - Sunday 20 December

Full duration: 31 Days Friday 20 November - Sunday 20 December

Opening Times

Open daily 10:30am - 8:30pm except for:

- Press Launch: Thursday 19 November 4:00pm - 7:30pm
- Change over day, Monday 7 December, Start time 12:00 Midday
- Mon 23, Tues 24, Wed 25, Mon 30 November & Tues 1 December 10:30am - 6:00pm when the Light Trail does not run.



Who can take part?

The Blenheim Palace Christmas Market will be promoting British design whenever possible and whilst priority will be given to handmade and festive products, applications for other products generally not found on the High Street will also be considered. Applications are welcome from independent producers of British speciality food and drink which will bring unusual tastes and aromas to the Great Court. All products will be carefully vetted to create an eclectic and balanced mix.

Chalets

The Blenheim Palace Christmas Market will take place in the Great Court in front of the Palace on a hard, well draining surface with good vehicle access for set up, breakdown and to restock. The high quality wooden chalets all have built-in subfloors, insulated roofs and are easy to open with secure locks and latches. More information can be found at www.blenheimpalacechristmasmarket.co.uk/pdfs/BPCM20-ChaletOptions.pdf. There are four types of chalet available:

- Single Barn Door Chalets with opening doors that fold back on the lower half of the front. A full width lifting shutter above the doors creates a walk-in space.
- Single Counter Chalets have a solid lower half with topped with a narrow display shelf and a full width lifting shutter across the upper half. There is no walk-in access from the front.
- Dual aspect Chalets have a full width lifting shutter across the upper half of one side in addition to the open front. These are placed at strategic corner positions around the Market.
- Double Chalets are constructed from two individual chalets with a linking frame to create one large open space. These can be made up from either barn door or counter top chalets.
- All Chalets are accessed via a locking rear door measuring 185 cm high x 80 cm wide.

Each Chalet will be provided with a 2.5Kw electricity supply. This will be split with 2Kw allocated to a heater (supplied by Living Crafts) and 500w for your own use via a domestic power socket. Background lighting provided by an overhead fluorescent strip light is also included. Additional power is available if required.

Set up

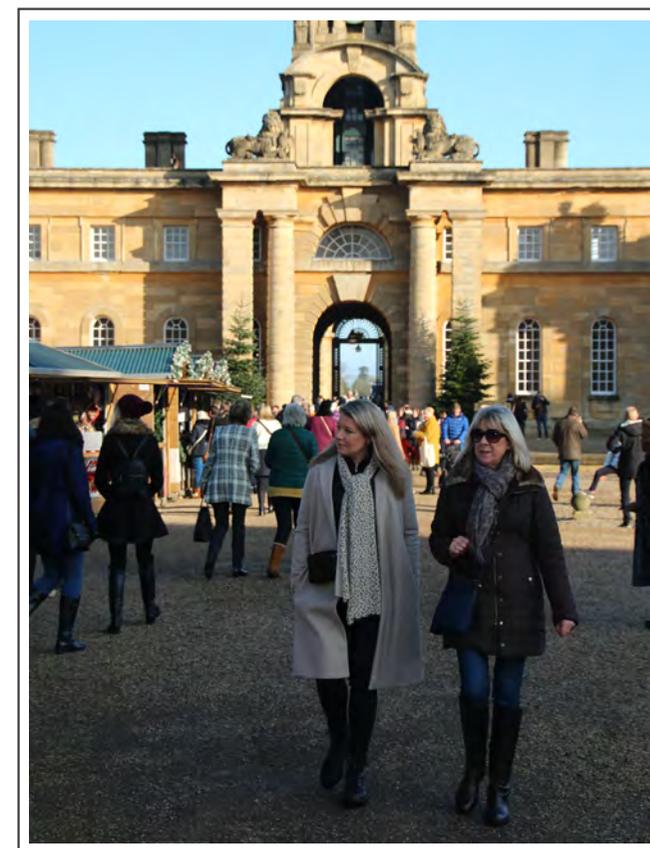
Period 1 Set up:	Thursday 19 November	8:00am - 4:00pm (staggered timing)
Period 2 Set up:	Monday 7 December	8:00am - MIDDAY

For Period 1 set up you will be allocated one of a number of staggered time slots when your vehicle can be driven right up to the chalet for unloading. After this time your vehicle must be driven away to the allocated exhibitor parking area on hardstanding, about a five minute walk from the Palace. Vehicles can also be taken into the Great Court each morning from 9:15am to replenish stock but must be removed to the designated exhibitor parking area by 9:45am.

Breakdown

Period 1 breakdown:	Sunday 6 December	8:30pm - 11:30pm
Period 2 breakdown:	Sunday 20 December & Monday 21 December	8:30pm - 11:30pm 8:00am - MIDDAY

Displays can be dismantled after the event has closed to the public at 8:30pm. Only once it is safe to do so, vehicles will be marshalled into the Great Court and driven up to the chalet for loading. The area will be supervised until 11:30pm, after which time the Great Court will be cleared and secured for the night.



Bond

A refundable security bond of £200 + VAT will be added to your invoice. This bond has been put in place to ensure a high standard of appearance and ambience within the Christmas Market for the mutual benefit of all traders. The bond will be returned immediately after the market provided the following conditions have been met:

- *Your Chalet is opened and closed on time each day*
- *Your Chalet and the surrounding area is kept clean & tidy*
- *Displays have not extended outside the footprint of your Chalet*
- *Your heater and electrical equipment are left undamaged and in good working order*
- *All your rubbish is disposed of using the bins provided for traders - public bins must not be used*
- *All your fixtures and fittings used in your Chalet are removed at the end of your trading period*
- *Your Chalet door key is returned*
- *Your Chalet has been swept clean (brooms will be available)*
- *Your vehicle has been parked in the allocated trader parking area during the opening hours of the show*
- *The general Terms & Conditions for taking part in the Event have not been breached*

Stock

A dry and secure room in the Palace Stables will be used for storage. This is next to the Great Court and will be a shared facility for all traders to enable restocking during the trading day. Access will only be given with a key holding Living Crafts Steward.

Rubbish

Large wheelie bins for general waste and cardboard are provided near the Chalets where traders can dispose of rubbish. To conform to the Blenheim Palace environmental policy, cardboard boxes must be broken down for recycling and the use of plastic bags and single use plastics are strongly discouraged.

Security

Each chalet trader will be provided with their own chalet key giving access to the chalet via the rear door. The key must be returned at the end of the trading period. The Great Court of Blenheim Palace is a secure area under constant CCTV surveillance with very restricted access during the night.

Stewarding

Living Crafts staff will be on site during the opening hours of the event as well as during set up and breakdown. They will be on hand to give temporary cover for 'comfort breaks', or to cover during stock replenishment.

Your Welfare

All chalets are provided with a heater for personal use. There is a rest area and kitchen for traders near the market with hot and cold water, complimentary hot drinks, a fridge and microwave. Permanent Palace toilets are within easy reach of the Great Court.

Application Procedure

Applications are invited by post or email together with a deposit of £250.00, paid either by cheque or BACS transfer. Living Crafts Events Ltd will acknowledge all applications by email. Confirmation of a place at the Blenheim Palace Christmas Market, together with an invoice showing payments due, will be sent by email at the earliest opportunity and a chalet reserved for your use.

The first balance payment for half the outstanding cost will be due on 31 July 2020. The final balance payment is due on 15 September 2020. If, for whatever reason, we are unable to proceed with an application, you will be notified by email and your deposit will be returned at the earliest opportunity.

A Trader Information Pack will be sent once the final balance has been paid. This will include detailed information that you will need to take part in the Christmas Market, together with your vehicle pass. We hope you will be able to join us for this exciting Christmas experience with a phenomenal footfall. A great festive attraction which will become a leading Christmas Market.

Information for traders and online applications be made via the Blenheim Palace Christmas Market website: **www.blenheimpalacechristmasmarket.co.uk**

Applications by post should be sent to: **Living Crafts Events Ltd.,
PO Box 992
Portsmouth PO1 9PR**

Telephone number for further information: **02392 863 871**