

Festival Trader's Charter

**If you trade at an eat:festival
we promise to:**



Provide plenty of appropriate publicity to attract the best footfall possible. We target the rural community within 25 miles of the festival town and visitors from larger towns and cities with good transport links. A combination of magazine advertising, public transport posters, distributed flyers, town centre banners and roadside signage will complement our pre-emptory press coverage and social media. We manage our social media to enable you to use it easily. The focus of our post-event coverage will be the producers, not the organisers. But we do try to stay in focus outside of festival season too!

Never charge visitors to shop. The money in their pocket is for discovering your amazing produce, not to pay a shopping tax to us. There will always be free entertainment and inspiring activities to give visitors more reasons for staying longer at our festivals.

Minimise your risk. Our pitch fees reflect the level of risk involved in your trading, with different levels for fresh & short-shelf life produce compared with high-margin and preserved goods. When there are problematic weather or traffic conditions we keep in contact with you by email, with clear information or instructions. If there is an unforeseen incident on the day we will prioritise your ability to continue trading so long as it is safe.

Avoid over-saturation. Each festival is curated to adapt to projected visitor footfall and native retail & restaurant competition. We value the relationships we have with regular traders, whilst being keen to introduce fresh high quality products to our audiences. Previous trading cannot guarantee preferential treatment.

Keep pitch fees low compared to other similarly promoted events. We review other events all the time and regularly find that for food & drink-to-go and for ambient produce our fees are well below festivals, and slightly above a straightforward market. We offer bursaries to new traders and young makers, with business support and helpful contacts.

Celebrate the Local Food Heroes. We use the event to talk about your remarkable produce and practices. Our aim is to give life and breath to the local food landscape for busy, discerning, local people. The **Best In Show** awards are a reflection of the appreciation of our sponsors and of the visitors. We publicise your wins, like Taste of the West or Great Taste awards, on our social media.

Be welcoming to your customers, whatever their circumstances. We consider the comfort of visitors who are mobility impaired, carrying children, using scooters, with their dog, need to sit down, have a special diet or just love to find out more about their food. Our crew are available to keep them safe and to help them find their way to you.

Encourage repeat & direct business. The Festival Directory is free to visitors, and publishes your contact details and means of buying direct. This is also distributed to food businesses in the town, which might need new suppliers. Producers within 25 miles of the festival town have priority, and will pay less than anyone from further afield, to nurture the local food scene.

Be responsive to your needs: for power, water, access or parking and the occasional wee-break while you are trading; for active management of crowds and any unforeseen occurrences on the day. All areas have a venue manager to solve problems, maintain your safety & report urgent issues to us.

Ensure all areas are welcoming, legal, safe and clean. We always consult with Highways & the emergency services on pedestrian and vehicular safety. We attain and negotiate the appropriate trading and performing licenses. There are First Aid points in all venues. We employ litter-pickers and liaise with local waste management companies to ensure appropriate facilities.

Always consider the feedback you give us after a festival. We do 360 evaluations and have evolved thanks to the imaginative suggestions and sharp observations of everyone who takes part: traders, sponsors, stewards, buskers, mystery shoppers, charity & community partners, local councillors, Chambers & BID representatives.

Reflect the high standards that you apply to your own business. We apply equal scrutiny of quality & regulatory compliance to all our traders. Environmental Health officers have responded positively to our collaborative and constructive relationship with them. Where possible, we will enable community use of leftovers to minimise waste. Your environmental impact commitments, when trading with us, are well publicised; single-use plastic-free food-to-go, recyclable ambient packaging, low diesel use, minimal food miles.

Be positive towards food and drink. We do not believe in unhealthy food! A healthy attitude towards how to eat and the knowledge to make the best food choices are at the heart of the festival. Our educational elements celebrate quality and your expertise not greed and profligacy. We do not allow negative messages regarding farming practices, animal welfare, body image or foodie elitism. Dietary choices are personal & individual and should not be informed by fear or conformity. We celebrate your diversity and the joy of new discoveries.