



**Pembroke
Castle**

Christmas Market

29th NOVEMBER – 1st DECEMBER



FRIDAY 29th NOVEMBER 10am – 8pm
SATURDAY 30th NOVEMBER 10am – 6pm
SUNDAY 1st DECEMBER 10am – 4pm

The Christmas Market takes place in the Outer Ward of the castle, with stalls housed in marquees situated around The Great Map of Wales in the center of the castle grounds.

Due to the high level of interest in our Christmas Market and the limited space available, stalls are allocated using a ballot system to guarantee that visitors will benefit from a variety of stalls, whilst also ensuring fairness for stall applicants.

There are three sales categories as listed below:

Gifts

For stalls selling gift items only, including packaged food and drink not meant to be consumed on the premises. Stalls of this type will not be allowed to sell on-site consumables.

There are five stall options:

Main Marquee

1. Island Stall.....£250
2. Side Stall.....£300
3. Corner Stall A.....£350
4. Corner Stall B.....£350

Outdoor Covered Stall

5. Terraced Stall.....£300

Catering

For stalls wishing to sell any food or drink meant to be consumed on the premises.

There is only one catering stall option:

Outdoor Covered Stall

1. Catering Stall.....£400

Charity

For local charity stalls selling gift items, raffle tickets or providing information to raise awareness of their cause. There are four charity spaces available which are charged at a reduced rate.

Please be aware that the option to collect donations around the castle throughout the event is reserved for Valero's Charity of The Year only.

There is only one charity stall option:




Main Marquee

1. Island Stall.....£170

Please note

You will NOT be able to sell both gift items and on-site consumables unless you wish to put in two stall applications



Main Marquee

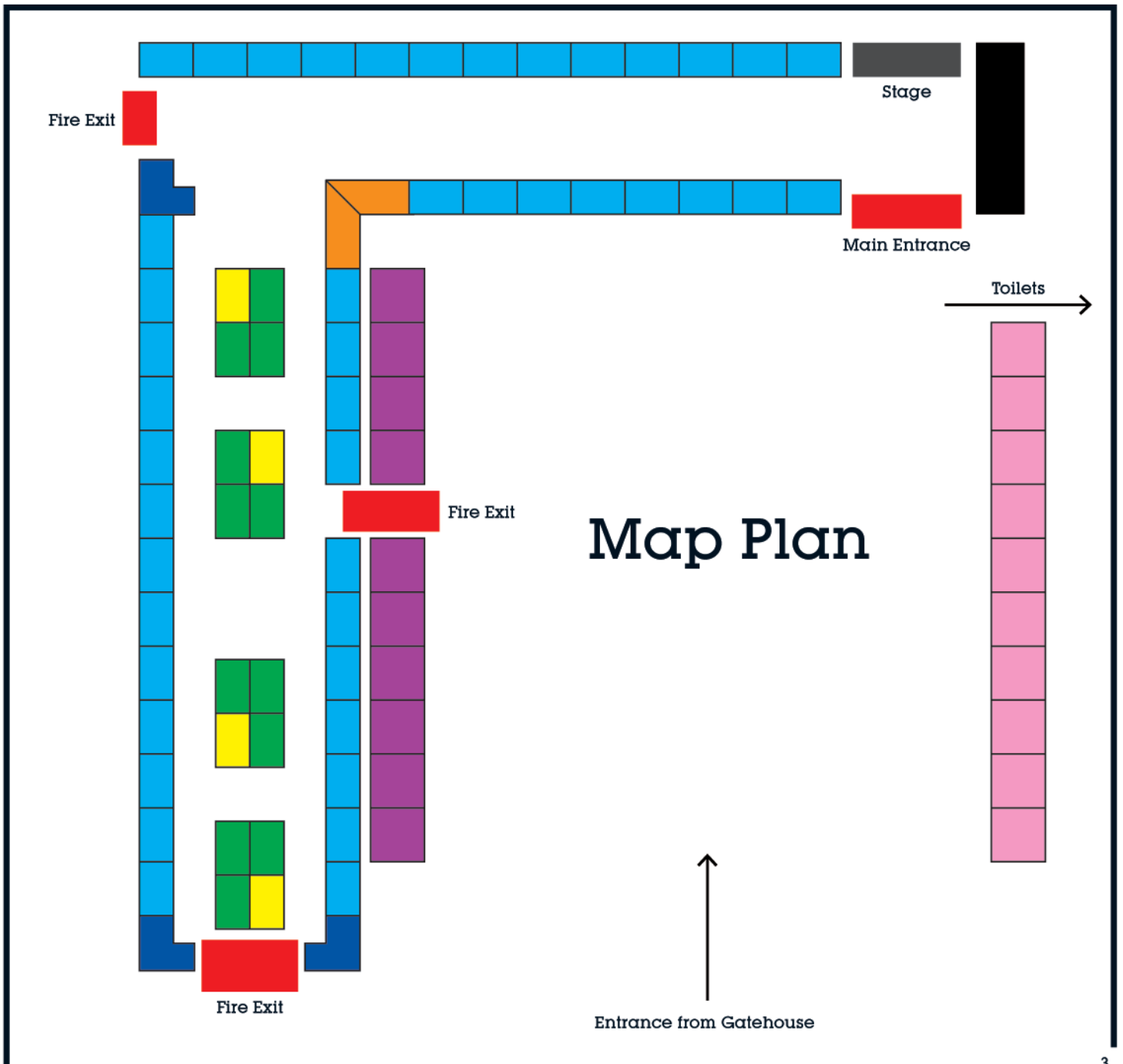
<p>10' 6'</p> 	<p>Island Stall (Charity) £170 Type Gift Only Footage 60 sq ft Electricity NO</p>
<p>10' 6'</p> 	<p>Island Stall £250 Type Gift Only Footage 60 sq ft Electricity NO</p>
<p>10' 6'</p> 	<p>Side Stall £300 Type Gift Only Footage 60 sq ft Electricity NO</p>

<p>10' 6'</p> 	<p>Corner Stall A £350 Type Gift Only Footage 80 sq ft Electricity NO</p>
---	--

<p>16' 6'</p> 	<p>Corner Stall B £350 Type Gift Only Footage 66 sq ft Electricity NO</p>
---	--

Outdoor Covered

<p>10' 6'</p> 	<p>Terraced Stall £300 Type Gift Only Footage 100 sq ft Electricity YES</p>
<p>10' 10'</p> 	<p>Catering Stall £400 Type Catering Only Footage 100 sq ft Electricity NO</p>



Main Marquee Stalls

Island Stalls

occupy a floor space of 10ft (frontage) x 6ft (deep).

- You will be provided with a 6ft table and two chairs.
- Island stalls cannot have electricity.
- The marquee will be lit and heated throughout the event.

Island stalls will be charged at £250 (inc VAT) for the duration of the event.
(£170 (inc VAT) for charities).

Side Stalls

occupy a floor space of 10ft (frontage) x 6ft (deep).

- You will be provided with a 6ft table and two chairs.
- The marquee will be lit and heated throughout the event.

Side stalls will be charged at £300 (inc VAT) for the duration of the event.

Corner Stall A

occupy a floor space of 10ft (frontage) x 6ft (deep),
with the option to use an additional space of 5ft x 4ft.
Please see our map plan on page 3 for more information.

- You will be provided with a 6ft table and two chairs.
- The marquee will be lit and heated throughout the event.

Corner A stalls will be charged at £350 (inc VAT) for the duration of the event.

Corner Stall B

occupy a floor space of 10ft (frontage) x 6ft (deep), with the option
to share half of a 6ft x 6ft area with the adjoining corner stall.
Please see our map plan on page 3 for more information.

- You will be provided with a 6ft table and two chairs.
- The marquee will be lit and heated throughout the event.

Corner B stalls will be charged at £350 (inc VAT) for the duration of the event.

Outdoor Covered Stalls

Terraced Stalls

occupy a space of 3m x 3m inside an open-fronted marquee
backing onto the main marquee facing onto the Map of Wales.

Much like stalls inside the main marquee, terraced stalls have the benefit of partitioning your stall from your neighbour and more flexibility to use the full space as you wish (i.e. either a counter-customer set up or walk in shop).

- You will be provided with a 6ft table, two chairs and one electrical point.
- The marquee will be lit throughout the event, you will need to provide your own heating if required.

Terraced stalls will be charged at £300 (inc VAT) for the duration of the event.

Catering Stalls

occupy a space of 3m x 3m inside an open-fronted marquee
backing onto the main marquee facing onto the Map of Wales.

- You will be provided with a 6ft table, two chairs and one electrical point.
- The marquee will be lit throughout the event, you will need to provide your own heating if required.

Catering stalls will be charged at £400 (inc VAT) for the duration of the event.

Electricity

All stalls (except island stalls) can be provided with an electrical point if requested (at an additional cost). Catering and Terraced stalls situated outside the main marquee all have one electrical point each. A list of all electrical equipment must be provided (by email if application successful) and Portable Appliance (PAT) Tested. Only listed items may be used as unlisted items may cause interruptions to our power supply at considerable inconvenience to other stallholders and visitors.

Gas

Gas powered equipment is permitted for use by catering stalls only. All equipment must be safety tested and a list provided if your application is successful.

HEALTH, SAFETY & LICENSING

Alcohol

Stallholders do not need a separate license for the retail sale of alcohol as Pembroke Castle Trust is a licensed venue.

Food

All food stalls will require a food hygiene certificate.
You will need to provide a copy of this if your application is successful.

Hot Drinks

To help Pembroke Castle keep this a free to all public event, we serve all hot drinks from our Castle Café and will have a couple of extra stalls selling these items around the market. Therefore, we will not be able to consider any application from hot drink sellers.

Public Liability

All stalls must have their own Public Liability Insurance.
You will need to provide a copy of this if your application is successful.

Fire Risk Assessment ^{*caterers only}

All caterers must complete a Fire Risk Assessment and return this to us before the event.

Application Form

The deadline for applications is 31st May 2024.

The application form can be found as a drop down form on our website (next to this information pack). If you have a website or social media account for your business which showcases your products, please share the site names or handles so that our team can take a look.

Please indicate your stall preference with 1st choice, 2nd choice, 3rd choice etc. There are only a limited number of each stall type available and providing other options may increase your chances of a successful application.

For instance, if you are unsuccessful initially and are placed on the waiting list. If an Island Stall becomes available at a later date and you have not listed this as one of your stall choices, you will not be considered for the replacement.

Please fill out the application form on our website and this will automatically be sent to our office. **If you have any questions, please email kate@pembrokecastle.co.uk**

Alternatively, you can post your application to:

Kate Kanauros
Pembroke Castle
Richmond House
7 Castle Terrace
Pembroke
SA71 4LA

Committee Decision

Please be aware that completion of the application form does not guarantee a stall space. Applications received before the deadline will go to our Christmas Market Committee and the successful stalls will be selected by ballot. The decision will be made by 1st August 2024 and all stalls will be contacted following this date. All spaces will be allocated at this time. Unfortunately, we are unable to offer feedback on the success of your application.

Successful Applicants

If your application is successful, you will be invoiced shortly after 1st August 2024.

Cancellations

If you no longer able to attend the Christmas Market after being allocated a space, please let us know as soon as possible. Full refunds will be made up until 30th September 2024. Stalls cancelling after this time will lose their deposit, which is 50% of their stall fee.

Waiting List

There are two waiting lists. If your application is received before the deadline and is unsuccessful, you will automatically be added to our first waiting list. Stall spaces may become available if companies can no longer attend the Christmas Market and these spaces will be re-allocated (at random) from the waiting list as soon as they become available. In this instance, we would only contact the successful replacement stall.

Late Applications

(Applications received after the deadline)

If your application is received after our deadline, it will not be considered in the initial stall selection. It will instead be added to our second waiting list, from which stalls will be selected should the first waiting list be exhausted.

SET UP

Date & Time

Set Up Date: Thursday 28th November 2024

All stalls must be set up on the designated set-up date. The Castle will be open to stallholders to set up their stalls between 7am and 7pm on Thursday 28th November 2024. Your stall must be set up and the premises vacated by 7pm when the castle closes. We supply an overnight security team, allowing you to leave your goods in place overnight. The only exception to this rule, are stalls selling fresh produce such as meat or cheese, which may be brought in on Friday morning between 8-9am. **Vehicles will not be allowed into the castle after this time.**

Vehicle Access

Vehicle access to the castle is available, but it is restricted to vehicles the size of a standard Transit or smaller due to the size of our gateway. In the instance of many stalls trying to set up at the same time, you may be held in a reserved bay until there is space inside the castle for your vehicle.

If your vehicle is larger than a standard Transit, you will have to park off-site and carry/trolley products in through the gates. There is no on-site parking, however there are plenty of free public parking spaces not far from the castle. If in doubt, please contact us in advance of the Christmas Market to discuss access.

Setting Up

Each stall will be provided with a 6ft trestle table and two folding chairs. If you require any additional furniture for your stall, you will need to provide this yourself. We will not have any extra tables or chairs available.

DURING THE EVENT

Access Throughout

There will be access to the castle from 8am each day. Vehicle access will only be allowed if absolutely necessary, and in this case vehicles must be off-site by 9am.

Trading Hours

All stalls must be ready to trade at the opening time of each day, and continue to trade until close. Applicants who cannot trade for the full duration of the event will not be considered.

Card Payments

There will be WiFi available throughout the event which all stallholders will be given access to. However, due to the strain on this we recommend you do not rely on this for card payments.

TAKEDOWN

Vehicle Access

Vehicle access to the castle will only be allowed after 5pm on Sunday, once all members of the public are off-site. All stallholders must pack away their stalls prior to trying to get their vehicle into the castle. You will be held in a reserved bay until there is space inside the castle for your vehicle. If you do not have much stock remaining, and it is possible, we advise parking nearby and walking this out. All stallholders will be permitted to walk/trolley out their goods once they have packed down, between 4pm and 5pm. After this, vehicles will be allowed into the castle and will take priority on the driveway.

Questions or Queries?

Please contact Kate:
kate@pembrokecastle.co.uk
01646 681510

ADVISORIES

Although we try to agree to everyone's requests, sometimes this is not possible. In some cases your stall location could change up to the day of set up. Unfortunately, we will not be able to change your stall position on the set up day.

Your stall boundary will be clearly marked out on the marquee. Boundaries are laid out for public safety and are applicable to every stall. If you exceed your boundary, you will be asked to move your stall back within the boundary.

More information about the set up and take down of the Christmas Market will be sent out to successful applicants a week prior to the event.