With over 20,000 music-fans getting in the festival swing every year, and Jamie Cullum and Moira Stuart amongst our biggest fans, Cheltenham has become one of the country’s best-loved jazz festivals. Our trade-mark mix of international jazz icons, up-and-coming new artists and unique festival performances has seen us host some of the world’s greatest musicians over the Bank Holiday weekend. Previous guests include Jamie Cullum, Hugh Laurie, Eartha Kitt, Imelda May, Van Morrison, Stephane Grappelli and Ornette Coleman.
Jazz in the Gardens

2018 saw the most successful ‘Jazz in the Gardens’ for Cheltenham Jazz Festival. Stall holders and festival goers alike enjoyed five glorious days of sunshine and a packed Montpellier Gardens. The new site layout was a resounding success with great feedback from traders and audiences.

The festival issued over 30,000 tickets last year and attracted huge crowds to the free entertainment taking place within Montpellier Gardens.

2019 shows a new layout to the Jazz Festival site, with a larger big top, more locations to host a variety of traders, and larger spaces for visitors to gather to soak up the festival spirit.

We are looking for caterers to add to our Jazz in the Gardens site in order to provide food and beverages to Festival goers. Around 15 spaces are available in total, with positioning and pricing tailored on application. Preference will be given to companies/individuals who place emphasis on green products, recycled packaging, ethical goods and local goods. Please mention any ways you do this in your application.

Pricing Structure

Please see below for the types and Initial Basic Pitch Fees available at the festival. The basic pitch fee will then be added to the commission (if applicable) to calculate your Total Pitch Fee.

Initial Basic Pitch Fees

Hot food/main meal catering pitch fee from £2000 + VAT (Additional charges apply for power dependent on individual requirements)

Snack pitches from £1000 + VAT (Additional charges apply for power dependent on individual requirements)

Your exact price will be confirmed by organisers on application due to the restrictions our site puts us under.

The Total Pitch Fee is the initial basic pitch fee or 20% of net takings (plus VAT), whichever is the greater. Each day we will be recording your takings, and then will invoice after the festival for any difference in amount.

Eg. For a Hot Food stall with a takings total of £15,000 gross = £12,500 net. 20% of this = £2,500, which is £500 more than the Initial Basic Pitch Fee. We would therefore invoice you post-festival for the difference of £500 + VAT.

See below for detailed payment schedule, but note that the entire Initial Basic Pitch Fee is required to be paid before the festival.

Stall holders are not authorised to sell hot drinks.

No rebates will be given to traders as a result of adverse weather conditions, nor as a result of changes in performance programmes or re-siting of acts to different venues within the Festival.

As the Gardens is a free site, the Festival will not accept responsibility for the level of trading during the event.

In order to apply for a pitch at this year’s Festival please read the information below and complete the attached forms or via this link. You must provide the requested information in order for your application to be considered.
Further Details

Trader Get-in & Get-out times

Access for traders to the site is not available any earlier than **Wednesday 1st May** and the site comes down in the evening of **Monday 6th May**. All traders must be packed up and offsite by 10.45pm on Monday 6th May.

Set up may begin from 9am on 1st May. You will be allocated an arrival time. All stalls must be setup by 3pm, ready for a Health & Safety check before opening to trade from 5pm. Please have your documentation ready for checking and approval.

Traders may begin packing down from the start of last event on Monday 6th May (normally around 8pm). Please note that we have a site curfew of 10.45pm which is enforced by the Cheltenham Borough Council and must be adhered to. You must be packed down and be off-site no later than this time so please consider this when trading on that final evening. If you need to begin to pack down earlier than 8pm then please inform a member of the Production Team.

**Serving times**

<table>
<thead>
<tr>
<th>Day</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday 1st May</td>
<td>5.00pm – 10.00pm</td>
</tr>
<tr>
<td>Thursday 2nd May</td>
<td>(12.00pm – 2.00pm tbc), 5.00pm – 10.00pm</td>
</tr>
<tr>
<td>Friday 3rd May</td>
<td>(12.00pm – 2.00pm optional), 5.00pm – 10.00pm</td>
</tr>
<tr>
<td>Saturday 4th May</td>
<td>10.00am – 10.00pm</td>
</tr>
<tr>
<td>Sunday 5th May</td>
<td>10.00am – 10.00pm</td>
</tr>
<tr>
<td>Monday 6th May</td>
<td>10.00am – 8.00pm</td>
</tr>
</tbody>
</table>

* Please note these times may still be subject to change. On Saturday – Monday all stall holders must be open to trade by 11.30am at the latest. On most days, events on-site start at around 10.30am; stalls are welcome to begin trading on site from 10.00am. Owing to our licence agreement with the council, all trade must cease every day at 10.00pm and all personnel off site by 10.45pm. The site is busiest when the large majority of paid and free events are taking place. To assist you with your staffing schedule, you can view the festival programme on our website to see the day-by-day schedules.

Cheltenham Music Festival

2019 sees the Music Festival expand into Imperial Gardens over the opening weekend, Friday 5-Sunday 7 July. We are looking for a small number of food traders to join us in our public offering, alongside a music stage and bar. If you would like your Jazz trader application to be considered for the Music Festival as well, please select the box on the application form and we will be in touch with further details.

**Application Details**

In order to apply to trade at Cheltenham Jazz Festival, you will need to complete our online form via our website ([https://cheltenhamfestivals.wufoo.com/forms/cheltenham-jazz-festival-2019-trader-application/](https://cheltenhamfestivals.wufoo.com/forms/cheltenham-jazz-festival-2019-trader-application/)) submitting all relevant paperwork alongside the application. Incomplete applications will not be considered.

Applications will be open until 5pm Friday 1st February. Cheltenham Festivals will review all applications after this date and appoint successful traders by the end of February. If you have not heard from Cheltenham Festivals by the end of March, please consider your application to be unsuccessful.
Cheltenham Festivals are responsible for the following:

1. **Provide Space**

The site is quite restricted on space; therefore the organisers require accurate details of your pitch size in order to allocate you an appropriate space. (This is the total space you require for all your activation – to include any back of house space requirements).

2. **Power**

A power supply of 16A 1ph (3500W) is included in the Initial Basic Pitch Fee.

If additional power is required, it is available at an additional cost of:
- 32A 1phase (7000W) max = £185
- 32A 3phase (7000W per phase) = £245

(All prices are subject to VAT)

The power supply cable will be a ceeform connection. If required the festival can supply an adaptor for this (at a cost of £5 each) to convert it into a single standard 13amp socket plug. Into this you can plug extension cables and 4-way adaptors but you must stay within your agreed power limit. Please be clear in your application if you wish for Cheltenham Festivals to supply you with more power.

Personal generators are not permitted on site for Health & Safety and noise reasons. Please ensure you request the appropriate level of power so that we can plan ahead. Traders who pull more power than ordered will be disconnected and their stall closed down. All electrical equipment on site must have been recently PAT tested and have a current safety certificate.

3. **Water**

Water will be supplied by access to a mains standpipe, situated at various points around the site. We do not have facilities to provide a mains supply that you can directly connect to.

Please refer to Food Safety Act 1990. It is the stall holder’s responsibility to meet any water requirements.

Waste water must only be emptied into containers and taken to our waste water tank. These tanks are not designed for you to directly connect to in order to dispose of your waste. We advise you bring a trolley to transport your waste water to the tanks.

4. **Deliveries/stock management**

Cheltenham Jazz Festival takes place in a public garden in the centre of Cheltenham. The garden is accessible at all times by the public, and therefore Cheltenham Festivals and the Cheltenham Borough Council have imposed strict regulations regarding vehicle movement. Vehicles can arrive on site each day between 7.30am-9am. ALL vehicles must be off site no later than 9.30am. If deliveries arrive after 9am, vehicles won’t be granted access and stall holders will need to collect their delivery from the entrance gate. No vehicles are permitted to drive on the site during the day.
5. Waste Management

Traders are responsible for catering waste, litter on their pitch and in the small public area directly in front of the pitch. Litter on general site is the responsibility of Cheltenham Festivals.

Traders’ waste/rubbish should be put in Cheltenham Festival bags and disposed of in the allocated bins. Cheltenham Festivals will provide each trader with up to two general waste bags and two recycling bags each day free of charge. If you require additional waste bags during the festival, these can be provided at a cost of £3 per bag. Traders must only place their waste in designated bins, and using the CF bin liners provided. Any trader found using public bins, leaving waste behind on site or using their own black liners are liable to pay additional charges at the cost per bag, as detailed above.

No facilities will be provided for the disposal of cooking oils.

6. Facilities

Sufficient toilet facilities will be provided by CF.

The site is staffed throughout the day and security personnel will be patrol the site overnight. Cheltenham Festivals accepts no responsibility for loss or damage to persons or equipment.

No camping is permitted. If you are not local you will need to make your own arrangements for accommodation.

7. Promotion

Cheltenham Festivals will feature all stall holders on the Festival webpage dedicated to ‘Jazz in the Gardens’. Where possible we will try and include images of your stall on the website, please consider this when supplying your stall images for your application.

8. Payment

Deposit payment of 50% of the quoted pitch fee (basic fee plus any agreed extras) should be made no later than Friday 1st March to secure your place. Balance payment of quoted pitch fee should then be made by Friday 22nd March.

Cheltenham Festivals will require you to provide them with a daily summary of your takings. This will be taken each evening of the festival. Post-festival, Cheltenham Festivals will calculate the remaining amount owing and invoice accordingly. Payment for this should be made within 28 days of invoice.

Cancellation will incur loss of deposit. Within 14 days of the event the cancellation charge will be 100% of pitch price (plus any extra items, such as power or waste).
### Additional Information

<table>
<thead>
<tr>
<th>Festival Day</th>
<th>Morning (pre 12pm)</th>
<th>Afternoon (12:00 - 17:59)</th>
<th>Evening (17:00 onwards)</th>
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<tbody>
<tr>
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<tr>
<td>Monday</td>
<td>489</td>
<td>2,356</td>
<td>1,568</td>
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<td>Total</td>
<td>1,013</td>
<td>9,386</td>
<td>19,515</td>
<td>29,914</td>
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</tbody>
</table>

- This projection is based on 2018 figures.
- This projection does not include ticket buyers for events at off-site venues.
- We issued 86% of the total tickets available on the Montpellier site at last year’s festival.
- We issued 90% of all evening tickets that went on sale for the Montpellier site.
- We are aiming to issue 30,000+ tickets for Jazz 2019 events on the Montpellier site.

Footfall during the festival is expected to be around 25,000 people with a lot of activities and free music in the gardens to entice festival goers.

After the Festival a short survey may be sent round to stall holders. We hope you will feel able to help us with this so we can continue to consolidate our Jazz in the Gardens concept for future years.
Trader Terms and Conditions

Please read carefully and ensure you can comply with all of the following trader responsibilities.

- **Deposits of 50% for stalls must be made by Friday 1st March 2019**
- **Balance payment for stalls must be made before Friday 22nd March 2019**
  
  Non payment by that time will result in the stall being reallocated and the loss of your deposit.

- Traders must be responsible for the set up and removal of products on site, only bringing the agreed structures.
- Traders must not move once allotted a pitch, unless agreed with Festival organisers.
- All structures should be sound, secured firmly to the ground and able to withstand adverse weather conditions. Trip hazards (eg. guide ropes) must be clearly marked.
- Appropriate ground protection should be used, such as trackway or matting. This is for the safety of staff and to ensure oils and spillages don’t damage the ground.
- No vehicles are permitted to drive or park on the grass, unless prior agreement has been made with Cheltenham Festivals.
- The costs to repair any damage made to the grass caused by a trader will be passed on and invoiced post-festival.
- Vehicles are not allowed on site during the day, except during the get in and get out stages.
- Vehicle access for deliveries is only permitted between 7.30am and 9am each day. Deliveries after this time will need to be dropped off to the designated area and then carried to the pitch or transported using a trolley. **No vehicles will be able to drive onto site during the festival day.**
- Traders are responsible for fully staffing the stalls and accommodating all issues surrounding their staff for the agreed duration above.
- Traders will be responsible for the efficient serving of their product and not serve any products other than those stated on the submitted application.
- Traders will only be eligible to trade once you have provided copies of all appropriate trade licences, HACCP Plan, risk assessments and proof of insurance, as requested on trader checklist.
- All food and drink traders should comply with the following regulations:
  - Health and Safety at work 1974 as appropriate
  - Food Safety 1995 (General Food Hygiene)
  - Food Safety 1995 (Temperature Control)
  - Food Safety Act 1990
- Traders must comply with legislation relating to Health, Safety, Hygiene, and Noise at Work and Working at Height.
- Waste water must be put in containers and disposed of in the waste tanks provided.
- Please ensure all electrical items are PAT tested with certificates available at the event. Where possible, electrical items should be kept out of public reach.
- Traders must not bring generators on to site. Electricity will be provided by Cheltenham Festivals at the level requested in your application. There may be a charge for this dependent on your requirements.
- Traders must possess a Fire Extinguisher and a fire blanket to be present on the stall at all times along with a first aid kit.
- Traders must ensure that all gas canisters are secured – either chain with padlock and anchored, or in a locked cage.
- Traders must not produce any amplified noise.
- No sales of tobacco, alcohol, weapons, or wax flares will be allowed. No BBQs.
- No animals on site.
- Traders will be responsible for the safe disposal of any refuse with the festivals waste management system. All drinks packaging must be recyclable and food packaging should be biodegradable.
- Traders are responsible for litter on their pitch and in the small public area directly in front of the pitch.
- No glass is allowed on site.
- No subletting of stalls.
- **Employers’ Liability and Public Liability Insurance** must be on display in stalls at all times. Likewise traders are responsible for ensuring contractors delivering to, or working on their stall, are suitably insured.
- Unauthorised use of Cheltenham Festivals logos will result in stalls being shut down and goods confiscated.
- Traders must only sell products that have been listed in their application. Any changes to this must be agreed in writing with the festival staff.
- Traders MUST complete the H&S, Fire and Food Management checklist and be signed off by their Festival Market representative before they trade.
- **Traders must be offsite by 10.45pm on Monday 6th May.**

Traders are required to comply with these terms and conditions. If a trader is asked to leave due to contravening these requirements they shall not be entitled to any rebate.
Contact Information

Cheltenham Jazz Festival
109-111 Bath Road
Cheltenham, GL53 7LS
www.cheltenhamfestivals.com

For more information about trading at the Cheltenham Jazz Festival, please contact:

Cheltenham Festivals Operations Team
E: production@cheltenhamfestivals.com