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## **Blyth Tall Ships Regatta 2016 – Quayside Market Stalls and 8 Metre Video Wall Advertising**

We are delighted to inform you that we will be running stalls for businesses and local charities from the prime site of the Blyth CEC car park during the Tall Ships Regatta between the 26<sup>th</sup> and 29<sup>th</sup> August 2016. If you are interested and wish to reserve a place please complete and return this form to the above address (either by post, fax or email).

The stalls will be provided and managed by Blyth Valley Enterprise Ltd (A Blyth Development Trust).

Each business will need to provide the necessary insurance certificates before your application is approved.

If you would like BVEL to arrange insurance please let us know.

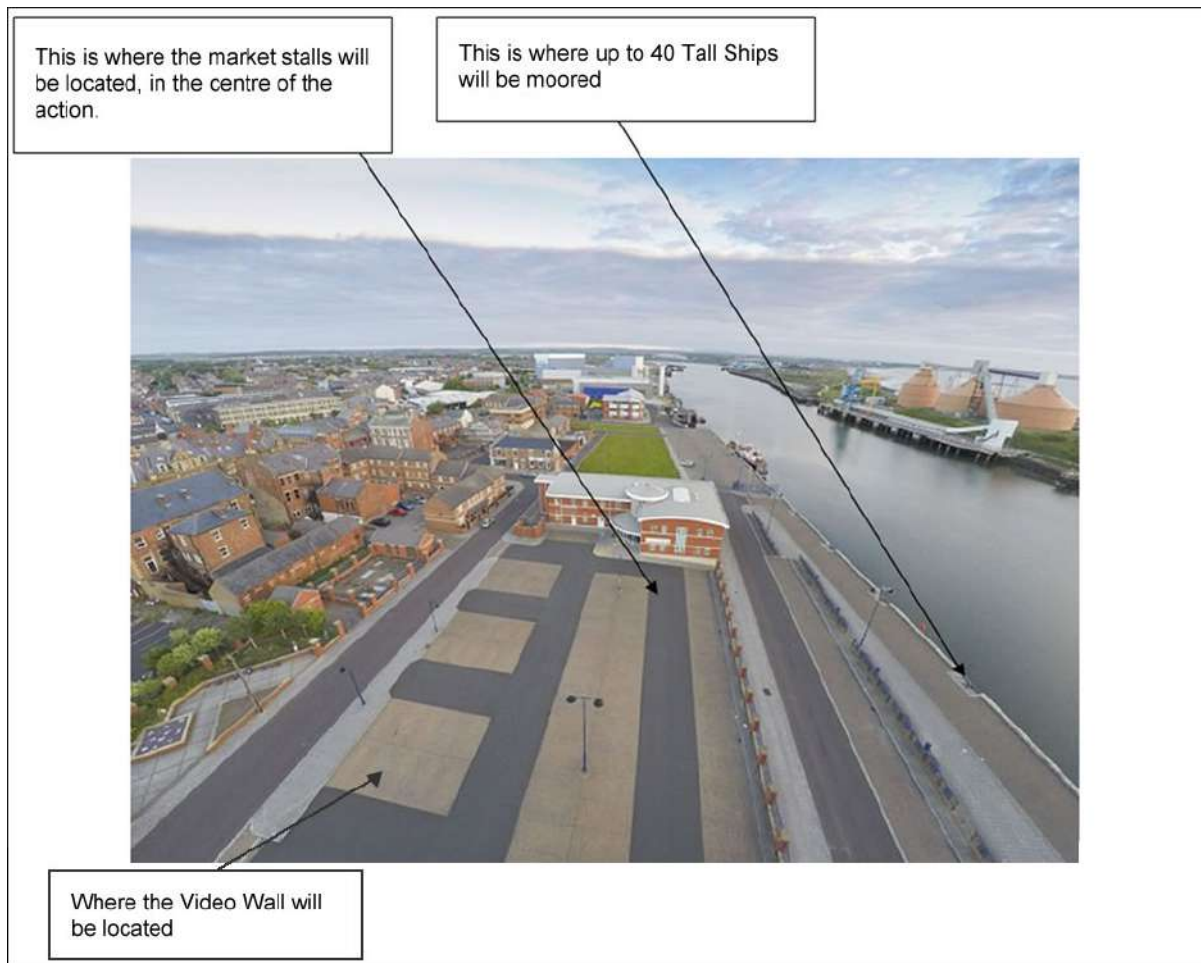
When the number of stallholders is finalised a detailed plan of the layout will be circulated.

The cost of the stalls after discussions with Northumberland County Council has been agreed to ensure that there is a fair pricing structure for all stallholders throughout the town during the event.

Completing this form does not guarantee that a pitch will be provided until you received written confirmation from us. In addition we cannot guarantee that we will be able to provide a pitch for more than one day (we will try to accommodate those that request it) however payment will ensure that you have a pitch reserved and we are working on a first come first served basis. Either way we will endeavour to keep all applicants informed on a regular basis during this process.

In addition to the stalls we have an opportunity to advertise your business throughout the event on an 8 metre video wall. The wall will feature a number of local projects, in the form of a 5 minute slideshow every half hour with the adverts by businesses / charities shown between. The wall will be running from 10am to 6pm each day, so this is a unique opportunity to increase exposure for your brand to an expected 400,000 visitors across the weekend.

The video wall will be facing the quayside with the stalls further into the car park also facing the Tall Ships. Based on previous Tall Ship events it is estimated over 400,000 visitors will pass along the quayside over the weekend.



Stalls will be in place from 10am until 6pm each day. The video wall will run at the same times with provision made each half hour for a 5 minute video / slideshow showcasing local charity or community projects. Any advertising will be shown between these times.

Companies / Charities can book more than one advertising slot on the video wall with each slot costing £250.

Any adverts will also be displayed for the next 4 months on [www.blythtown.net](http://www.blythtown.net) (which receives over 8k visits per month) and on [www.blythcec.co.uk](http://www.blythcec.co.uk) (which belongs to BVEL who is the organiser of the stalls and video wall for the event). BVEL (Blyth valley Enterprise Ltd is an enterprise development trust for South East Northumberland) and a percentage of fee will be reinvested into local development work for training and job creation in the community.

Any queries should be directed to Ray Gibb by phone on 01670 542840 or by email via [ray.gibb@blythce.co.uk](mailto:ray.gibb@blythce.co.uk).

More info on the Wall and Stalls can be found here on the link below.

[www.blythcec.co.uk/tall-ships-video-wall-and-stalls.php](http://www.blythcec.co.uk/tall-ships-video-wall-and-stalls.php)

**Booking Form:**

Name (main contact for event)	
Organisation	
Description of items to be sold (attach a separate sheet if necessary)	
Address	
Postcode	
Email Address	
Contact Telephone	
Contact Mobile	
Website Address (used in advance for advertising purposes)	
Social Media (Facebook / Twitter / Google+, Instagram, LinkedIn) accounts that you may also want us to advertise	

**Please tick** to confirm that you have the necessary insurance for the event

If you do not have insurance we may be able to provide this through a third party provider for a fee. Do you wish us to look into this for you for the duration of the event?

**Please tick days you wish to book:**

Friday  Saturday  Sunday  Monday

Please note – due to demand or changes to the event plan we may not run the stalls on all of the above days (IE Bank Holiday Monday). Should your requested day be unavailable you may have to accept to trade on a different day. Should this arise we will attempt to give you 3 weeks' notice of alternative days available. If unacceptable we will then authorise a refund.

**Are you interested in advertising on the video wall? (please tick box):**

Inclusion on the video wall entitles you a single slot of either a 1 minute video, an existing advert you may have (ideally high resolution) or a professionally designed custom advert using your logo and/or a few paragraphs of text. In addition your advert will be displayed on the [www.blythtown.net](http://www.blythtown.net) website (which gets over 8k visits per month) and on the [www.blythcec.co.uk](http://www.blythcec.co.uk) website as a sponsor of the event. The adverts on the wall itself will be rotated and are guaranteed to be shown at least once per hour.

20% of the fee goes directly to the development trust (Blyth Valley Enterprise Ltd), which is a not for profit organisation for South East Northumberland to further aid job creation and training opportunities within the community. The remaining fees pay for the development work and the video wall with your advert guaranteed to be shown across all 4 days of the event.

## **PAYMENT TERMS AND BOOKING CONDITIONS**

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**Stalls cost £50 per day (or £25 to none trading Charities \* see below)**

**Video wall advert costs £250 and covers promotion across all 4 days.**

**As Blyth Valley Enterprise Ltd is a not for profit enterprise trust, there is no VAT on either the cost of the Stalls or advertising.**

Return this booking form no later than the **18/07/2016**

Payments made are non-refundable except in circumstances outlined in the Terms below. You will be given confirmation of your stall allocation on receipt of full payment.

Please make cheques payable to **Blyth Valley Enterprise Ltd.**

Do not send cash in the post. If you wish to pay by cash, please telephone Ray Gibb on Tel: 01670 542840 to make arrangements to call into the office. Alternatively, we are happy to accept payments by BACS

**Account: Blyth Valley Enterprise Ltd**

**Bank: Lloyds**

**Account number: 46342060**

**Sort code: 77 20 13**

## **Car parking arrangements**

Northumberland County Council will confirm parking arrangements at a date closer to the time.

We will liaise with you regarding this as and when information is available.

**The Event Safety Co-ordinator will try to accommodate all vehicles but will be required to act in accordance with the overall event.**

## **Terms and Conditions**

Bookings will only be confirmed if all the conditions below are met and payment is made as laid out below.

### **Booking**

To reserve a stall all Traders should:

1. Complete, sign, date and return this form confirming that they are agreeing to the terms and conditions in full.
2. List goods they wish to exhibit on the application form, no Trader will be allowed to exhibit any type of products not declared on the above form.
3. **Arrange payment within 10 days of the form being sent back to us.** An invoice / receipt will be sent to you directly by Blyth Valley Enterprise Ltd.
4. Include a copy of their current public liability insurance and product liability insurance if one is held.

### **Video Wall Advertising**

1. Video wall adverts can consist of either:
  - a. 60 seconds of video footage (.mp4 or .mov format – youtube videos also accepted)
  - b. 60 seconds of audio (with Logo in .jpg, .png or PDF format)
  - c. PDF (existing advertising media such as leaflets, flyers in electronic format)
  - d. Images / Photos / Logo (.jpg, .png)
2. Existing adverts can be used providing they fit the criteria above. If you do not have an existing advert we can create a professional banner / advert for you using your Logo, any photos and two paragraphs of text. Word Documents are not used on the Wall but can be submitted for the purposes of layout of your custom advert along with text.
3. Companies can book more than one advertising slot (advert), either alongside any other content you provide or at a later point in the sequence.
4. Please ensure all content submitted is of the highest quality possible so that we can render this in an optimised format on the screen. If in doubt ask.

5. Following payment we will contact you to discuss your requirements and direct you to the area where you can upload any relevant content.
6. Adverts will be shown where possible at least once per hour but may appear more often than that depending upon length of other featured charity videos. Adverts will run from 10am to 6pm on Friday, Saturday and Sunday; and from 10am to 5pm on the Bank Holiday Monday.
7. Offer includes the finished advert being displayed on both the Blyth Town information website ([www.blythtown.net](http://www.blythtown.net)), which currently receives over 8k visitors per month and on Blyth Valley Enterprise Ltd website ([www.blythcec.co.uk](http://www.blythcec.co.uk)). Blyth Valley Enterprise Ltd (BVEL) is a not for profit enterprise development trust for the South East Northumberland region. Links on the websites can include back links to your website should you desire to help bring additional traffic to you. Adverts will be displayed on the website for a minimum of 4 months highlighting your sponsorship of the event.

### **Approved Products (Stalls)**

1. All products offered for sale must be made and sold by the registered Trader or be approved by the owner as a reseller.
2. Products that are clearly imported or purchased from a wholesaler or are deemed inappropriate (e.g.: discriminatory or offensive) by Blyth Valley Enterprise Ltd / Northumberland County Council will not be considered.
3. Plants: Buying from a wholesaler and “growing on” is not accepted. The Trader must propagate all plants sold on any stall.
4. It is the responsibility of the Trader to ensure they conform to any safety and compliance standards pertaining to their product.
5. A Trader may only offer for sale approved products which have been accepted by Blyth Valley Enterprise Ltd / Northumberland County Council on the application form submitted by the Trader.
6. To add new products, a request in writing is required with photos. Products cannot be added to a stall unless written approval is given by Blyth Valley Enterprise Ltd. These requests can be made by email, fax or post.
7. Traders may not sell other people’s goods unless they are an approved reseller
8. All products and stall presentation must be of a high standard.
9. If too many Traders apply to sell similar products, priority will be given to locally based Traders, subject to quality standards.

### **Food stalls**

1. Traders selling food products must send us a copy of their valid Food Hygiene Certificate. A limited number of Food stalls will be available. This is because dedicated a “Food” village is located elsewhere on site. For further details please contact Northumberland County council.

2. Alcohol will not be permitted for sale by Traders on this site.
3. Failure to comply with health department standards and regulations may result in immediate closure of stall.

### **Stall Set up and Equipment:**

1. Traders must provide their own covers for supplied stall benches.
2. All stall equipment including racks, tables, signage etc. must be contained within the stall site boundaries. Public access ways must be clear at all times.
3. All equipment must be in good repair and be operated in a safe manner.
4. No electricity or generators are permitted.
5. The location of stalls will be determined by the Blyth Valley Enterprise Ltd, whose decision is final. Every endeavour will be made to meet the general wishes of Traders with regard to position, without causing unfairness to others.
6. Each Trader undertakes to display their products in a safe and appropriate manner. Traders are not to place items in front of or to the side of stalls.
7. Details regarding arrival and departure times at site will be given closer to the date and are subject to the terms and conditions as set out by Northumberland County Council.
8. Allocation of spaces at the venue is at the discretion of Blyth Valley Enterprise Ltd in co-ordination with Northumberland County Council. All applications will be viewed by Northumberland County Council who reserves the right to reject any based on agreements elsewhere.
9. If the area is fully booked a reserve list for other interested parties will be held on file. Should a third sector organisation or charity cancel a booking the next appropriate charity on the reserve list will be offered a stall.
10. Blyth Valley Enterprise Ltd and Northumberland County Council reserve the right at our sole discretion and without giving any reason to refuse any application. At this point any fee received will be returned.

### **Occupational Health and Safety**

1. Stallholders must drive within the event area at a safe speed that is no greater than 5mph.
2. Vehicles are not permitted to move within the event area 15 minutes prior and 15 minutes after the events advertised trading times.
3. Stallholders will not be able to leave the site outside the advertised times unless in emergency or specifically permitted by the Safety Co-ordinator.
4. In the interest of health & safety, stallholder DOGS (unless registered guide dogs) are not permitted on the Stall.
5. Within event area, smoking is not permitted at any stall site.

## **Waste and Rubbish Removal**

1. Traders are required to remove their own rubbish and waste from their immediate stall location. Boxes & cartons must be removed from event area. Failure to do so may result in an imposed charge or removal from site.
2. Waste Bins where possible will be placed on site.
3. Traders are responsible for leaving their site and surrounding area clean, tidy and undamaged.

## **Charities / Third Sector arrangement**

1. Charities must provide proof of charitable status. If a charity is not selling goods the fee will be reduced to £25 for the stall.
2. Northumberland County Council has determined that a strict “**no charity bucket**” policy will be in place during the event. They have however agreed that not for profit groups will be able to run tombola style services (raffles) from the stalls.

## **Cancellation of Booking**

Please inform us of any cancellations in advance so that we can make other arrangements. Where appropriate time has been given we may issue a refund at our sole discretion.

## **Cancellation of Event**

Should Blyth Valley Enterprise Ltd or Northumberland County Council decide to cancel the event (e.g. adverse weather conditions) Blyth Valley Enterprise Ltd retain the right to withhold refunds due to advance payment for stalls.

Stalls will only be set up if the weather is suitable. The final decision in the lead up to (1 week prior) and during the event will be down to the Safety Co-ordinator in conjunction with partners (e.g. Northumberland County Council)

## **Insurance and liability**

1. Each Trader is responsible for the provision of their own public liability insurance and for the safety of their stall and its products. This insurance must cover the sale of goods to the general public.
2. Trader agrees to participate at their own risk in every respect and shall absolve Blyth Valley Enterprise Ltd from responsibility of such risks. This includes loss of property, damage to property, personal injury or cancellation of event.
3. Traders agree to absolve Blyth Valley Enterprise Ltd from any responsibility for loss of profits, damage or theft of Trader's stock, interruption of power or services on site, adverse weather conditions and / or failure of sub-contractors or agents to perform, which may result in loss to Traders or the cancellation of events.
4. Blyth Valley Enterprise Ltd does not provide insurance cover for damage to or theft of Traders stock and recommends that adequate insurance is taken in advance to mitigate against all known / unexpected risks.



**AGREEMENT BETWEEN BLYTH VALLEY ENTERPRISE AND THE TRADER /  
ADVERTISER FOR THE PURPOSES OF THE TALL SHIPS “BEST OF SOUTH EAST  
NORTHUMBERLAND” VILLAGE**

**Declaration and Signature**

Blyth Valley Enterprise Ltd takes no responsibility for any accidents/incidents occurring before, during and after trading at this event caused either by your organisation or any associated employee / volunteer / member of the public.

By signing this form you agree to absolve us of any liability of any damage or loss to your products on site or sold during this period. You also confirm full agreement to the terms and conditions as outlined above.

**We advise you to have Public and Product Liability Insurance available for viewing on the days in question.**

- **I AGREE TO THE ABOVE TERMS AND CONDITIONS AND CONFIRM I HAVE THE NECESSARY INSURANCES / DOCUMENTATION WHERE REQUIRED**
- **IF INSURANCE IS TO BE SORT BY BLYTH VALLEY ENTERPRISE LTD ON MY BEHALF I ALSO AGREE TO PAY THE REQUIRED FEE WITH THE NECESSARY THIRD PARTY AUTHORISED TO MAKE SUCH ARRANGEMENTS AND THAT ANY INFORMATION I GIVE IS TRUE TO THE BEST OF MY KNOWLEDGE**

**Signed by:**

**Full Name:**

**Date:**