



VEGAN
MARKET CO.

Event Information Pack

Welcome

Your event is almost here and we're very excited to have you joining us for what should be a fantastic day for you and your business. The following information will give you an idea of what to expect from the event, what we will expect from you as a stall holder and how to maximise the return on your attendance.

ARRIVING ONSITE

Our Site Manager will be on-the-ground when you arrive, in a high-vis, and can direct you to your allocated pitch.

Every event is slightly different, so make sure you know what time you are scheduled to arrive, what equipment you'll need to bring, where the pitch you have been allocated is positioned, how to get to the site, and where to park. You can find all of that information as follows:

What time to arrive - check the timetable here: <https://www.veganmarkets.co.uk/setup-information>

What equipment you'll need to bring - found on the following pages of this document

Where your pitch is positioned - check the site plan here: <https://www.veganmarkets.co.uk/setup-information>

How to get to the site and where to park - found on the following pages of this document

STALL PRESENTATION

You'll need to think carefully about how to present your stall and showcase your brand on the day:

- Do you have beautiful signage featuring your logo and brand story?
- Have you thought about how you'll store your items behind your stall front?
- Have you thought about how you'll keep your stall tidy and manage any waste?
- Do you have branded packaging so your customers can rave about you and find you online when they get home?

Take a look at how our community have done this in the past here: <https://www.veganmarkets.co.uk/gallery>

GET SOCIAL

We have a great following on Instagram and Facebook, so in the run up to the event begin to build the hype around your attendance by tagging us in your beautiful photos. Make sure to do it when you're with us on-the-ground as well, we'll keep an eye out for your posts and share on our own channels:



Facebook

@VeganMarketCo



Instagram

@veganmarketco

CANCELLATIONS

On the rare occasion that we have to cancel an event, due to forces outside of our control, we will be in touch when the decision is made by the team.

We will not cancel an event if rain is forecast so make sure you're prepared for wet weather. However, high winds are particularly dangerous and so if these are forecast we may have to cancel. We will keep you in the loop if we have to postpone and let you know alternative dates as soon as we are able to.

Please read the following pages for information specific to your event

Hitchin Vegan Market

Setup & Breakdown Information

Saturday 12th June 2021

VENUE

The event will take place at the Riverside, SG5 1AB – adjacent to the regular Hitchin Market. At the bottom of this document is a map of where to unload at the site.

ADDITIONAL COVID-19 GUIDANCE

To maintain the safety of the event site, please:

- ensure that **face coverings** or PPE, including gloves or shields, are **worn at all times** by your staff on-site
- ensure that hand sanitiser is available at your stall
- add signage to your stall to remind people to use hand sanitiser and maintain social distancing
- limit the number of surfaces that people can touch and prevent people touching items on stalls, where possible
- enhance cleaning regimes and increase hand washing or hand sanitiser stations, where possible
- use card or contactless payments, where you have the capacity to do so
- **for our hot food traders**, you will need to install queuing markers (floor tape, chalk, etc.) to ensure social distancing measures are being safely adhered to by your customers

SET UP

Set up is possible from 08:00.

A site plan and timetable will be available at the following link a few days before the event so you will know which pitch you have been allocated and when you are expected to arrive: <https://www.veganmarkets.co.uk/setup-information>

Please stick to this time as closely as possible to avoid congestion.

PITCH

You will need to bring your own gazebo, weights and table to this site – these are not available to hire.

Your pitch will be clearly indicated on the site plan. When you arrive to set up, ask the Site Manager to check your space.

WASTE

You must take any waste you generate with you at the end of the event. Please ensure you recycle packaging and compost food waste, where possible.

COOKING OIL

If you are cooking with oil at the event then you must have a cover underneath your stall to prevent marking of the stone.

WATER

There is no access to water at the event, so please bring what you will need with you.

POWER

There is no power available at the site – please do not plug into any sockets.

EVENT TIMINGS

The event will open to the public from 10:30 – 16:00.

PARKING

The Hitchin Market car park (Biggin Lane Car Park), costs £3 for the day and is payable to the Hitchin Markets Manager on arrival to the site. Please bring the correct change with you.

Woodside Car Park is another nearby long stay parking option.

BREAKDOWN

Breakdown will begin at 16:00. All traders should have vacated the site by 17:30. Please check the breakdown timetable carefully, the times are staggered to avoid congestion.

FIRE SAFETY

Anyone using gas or electrical equipment must have appropriate certification and fire extinguishers with them.

CONTACT

Please note, our Site Managers are only employed on the event day so please contact the office if you have any questions about the event before the day itself.

Nick Bond will be the Site Manager onsite during the day, his phone number is 07775 568011. Please let him know in advance if there will be any problems arriving on time or any other emergencies on the day.

UNLOADING GUIDANCE

Use directions to St Marys Car Park, Hitchin, SG5 1AB, if using a satnav.

Look at the map above, in conjunction with the site plan, to determine where is best for you to unload and reduce the distance you'll have to carry your stock.

