

Christmas Cracker – More details

Introduction

Christmas Cracker is a two-month special offer for traders covering every general market day in November and December.

The promotion covers 26 dates in total – eight Tuesdays, nine Fridays and nine Saturdays.

General traders and street food vendors, whether existing, new or returning, can book a one-off stall or a package of multiple dates, with much-reduced rates available.

Traders will become Platinum, Diamond, Gold, Silver or Bronze members. The more dates booked, the greater the discount and benefits.

The aim is to secure a larger number and variety of quality stalls and enhance the visitor experience in the build-up to Christmas.

We hope to maximise occupancy inside the building, undercover and in gazebos, complementing the high demand for our wooden units, which consistently outstrips supply.

Music and/or entertainment and/or family activities have been or will be booked every Saturday, and hopefully some Tuesdays and Fridays.

These will involve quality musicians and performances by local groups and schools, plus more.

The Saturday events include two Tiverton Farmers Markets – on 5 November and 3 December – and an Electric Nights street food festival on 26 November.

A Santa's Grotto has been booked for at least two dates while children will hunt for Santa's Lost Presents on Saturday 10 December.

Like last year, our plans include a Christmas Jumper Day and a Christmas Card Competition for children.

Opportunity for new traders

New traders who book and pay for a minimum of two dates as a Silver, Gold, Diamond or Platinum member are eligible to book a second package if they wish.

This provides an opportunity for a trial before potentially booking more dates in future.

Alternatively, new traders have the option of booking a second package in October, **before** the promotion officially starts, when the same discounted daily rates apply.

For this promotion, new traders are defined as those who have not had a stall at Tiverton Pannier Market in the six months beforehand (any time between May 2022 and October 2022).

Street food

We hope street food will play a significant role in the promotion, to complement our in-house café, Lost at the Market, and the new Splendours Bar that has just opened.

The aim is to offer a variety of food to suit all tastes and keep things fresh for customers.

Our Electric Nights events have returned with a bang this year, having attracted thousands of visitors and national awards before they were put on hold by the pandemic.

The event on Saturday 26 November is shaping up very nicely, with lots of vendors and two quality music acts booked.

The fees are £40 for a gazebo or covered area and £50 for a van or trailer. There will be a maximum of 15 street food vendors.

The general market on this date will have extended opening hours of 8.30am to 9pm, with street food, live music and entertainment from 5pm to 9pm.

Our in-house café is set to be open on all general market days in November and December. We will monitor balance of trade closely.

We tend to look kindly on, and give priority to, vendors who support at least one general market or smaller event each year.

For general markets and the vast majority of events, we have a maximum of one street food vendor and one ice cream vendor.

These are the Tiverton Farmers Market dates for 2023...

- Saturday 7 January
- Saturday 4 February – BOOKED
- Saturday 4 March
- Saturday 1 April
- Saturday 6 May
- Saturday 3 June
- Saturday 1 July
- Saturday 5 August
- Saturday 2 September

- Saturday 7 October
- Saturday 4 November
- Saturday 2 December

We're likely to hold three or four Electric Nights events in 2023, including in May, July and November.

Market Fest is set to return in September, running alongside Tiverton's eat:Festival.

Referral scheme

Any Christmas Cracker member who successfully refers another business to us during the promotion will receive a £10 voucher towards a future booking in 2023.

To be eligible, the other business must book as a Gold member (at least five dates) as a minimum and must not have traded here previously or expressed an interest in doing so to the market management.

Terms and conditions

- Traders must book and pay in advance to secure the rates outlined in the early bird and next best fee structures. On booking, an invoice will be issued and payment will be required within 21 days. The early bird fee applies to those who book by Saturday 22 October. After this date, the next best fee will apply (a £1 increase, except for selected Saturday events).
- Traders who book and pay earlier are more likely to be located in a prime position.
- We would prefer traders to pay by one of the standard methods detailed on the back of our invoices, including by BACS, telephone or online. If not, we will accept cash via the market management.
- No refunds will be given. In exceptional circumstances, it may be possible to change dates, depending on availability.
- Packages cannot be used in conjunction with any other deal, including existing traders who receive a discount for paying by monthly invoice and Gold members of Tiverton Farmers Market. Existing traders who normally pay by invoice and wish to take part in the promotion must book a package linked to specific calendar months – November or December. This means their current payment plan can be adjusted easily, based on the package they book.
- The fees quoted for inside and undercover space are for one bay.
- Each inside bay includes up to two trestle tables (6ft x 2ft 6in), a parking permit and use of electricity and our waste and recycling bins.
- Each undercover bay includes one trestle table (6ft x 2ft 6in), a parking permit and use of electricity and our waste and recycling bins.
- Markets take place from 8.30am to 4pm, unless stated otherwise.

- A range of factors will inform decisions on which traders operate and where, including time of booking, level of membership, core products, added value, balance of trade, local emphasis and attendance record.
- The market management reserves the right to reject an application to attend on a particular date if balance of trade could be compromised or there is a risk of saturation.

Membership levels and benefits

Bronze member

Book and pay for 1 date in advance (cash or invoice)

- Significant day rate discount (for example, rather than £14 for one indoor bay, pay £7 on Tuesdays, £10 on Fridays or £10 on some Saturdays)

Silver member

Book and pay for 2, 3 or 4 dates in advance (cash or invoice)

- Significant day rate discount (for example, rather than £14 for one indoor bay, pay £7 on Tuesdays, £10 on Fridays or £10 on some Saturdays) – then a further 10% discount on the total
- Opportunity for new traders to book a second package – this could be during the Christmas Cracker promotion **or any time beforehand** (the same discounted daily rates would apply)

Gold member

Book and pay for 5, 6 or 7 dates in advance (cash or invoice)

- Significant day rate discount (for example, rather than £14 for one indoor bay, pay £7 on Tuesdays, £10 on Fridays or £10 on some Saturdays) – then a further 15% discount on the total
- Opportunity for new traders to book a second package – this could be during the Christmas Cracker promotion **or any time beforehand** (the same discounted daily rates would apply)
- Higher priority than Bronze or Silver members, with a greater influence on pitch location
- After December 2022, move straight to lower rates as a regular trader (£9.90 if paying by invoice or £11 if paying by cash, rather than the flat £14 fee)

Diamond member

Book and pay for 8, 9 or 10 dates in advance (cash or invoice)

- Significant day rate discount (for example, rather than £14 for one indoor bay, pay £7 on Tuesdays, £10 on Fridays or £10 on some Saturdays) – then a further 20% discount on the total
- Opportunity for new traders to book a second package – this could be during the Christmas Cracker promotion **or any time beforehand** (the same discounted daily rates would apply)
- Higher priority than Bronze, Silver or Gold members, with a greater influence on pitch location
- After December 2022, move straight to lower rates as a regular trader (£9.90 if paying by invoice or £11 if paying by cash, rather than the flat £14 fee)

Platinum member

Book and pay for more than 10 dates in advance (cash or invoice)

- Significant day rate discount (for example, rather than £14 for one indoor bay, pay £7 on Tuesdays, £10 on Fridays or £10 on some Saturdays) – then a further 25% discount on the total
- Opportunity for new traders to book a second package – this could be during the Christmas Cracker promotion **or any time beforehand** (the same discounted daily rates would apply)
- Higher priority, with a greater influence on pitch location
- After December 2022, move straight to lower rates as a regular trader (£9.90 if paying by invoice or £11 if paying by cash, rather than the flat £14 fee)