



Rules, Procedures and Information

for 2025

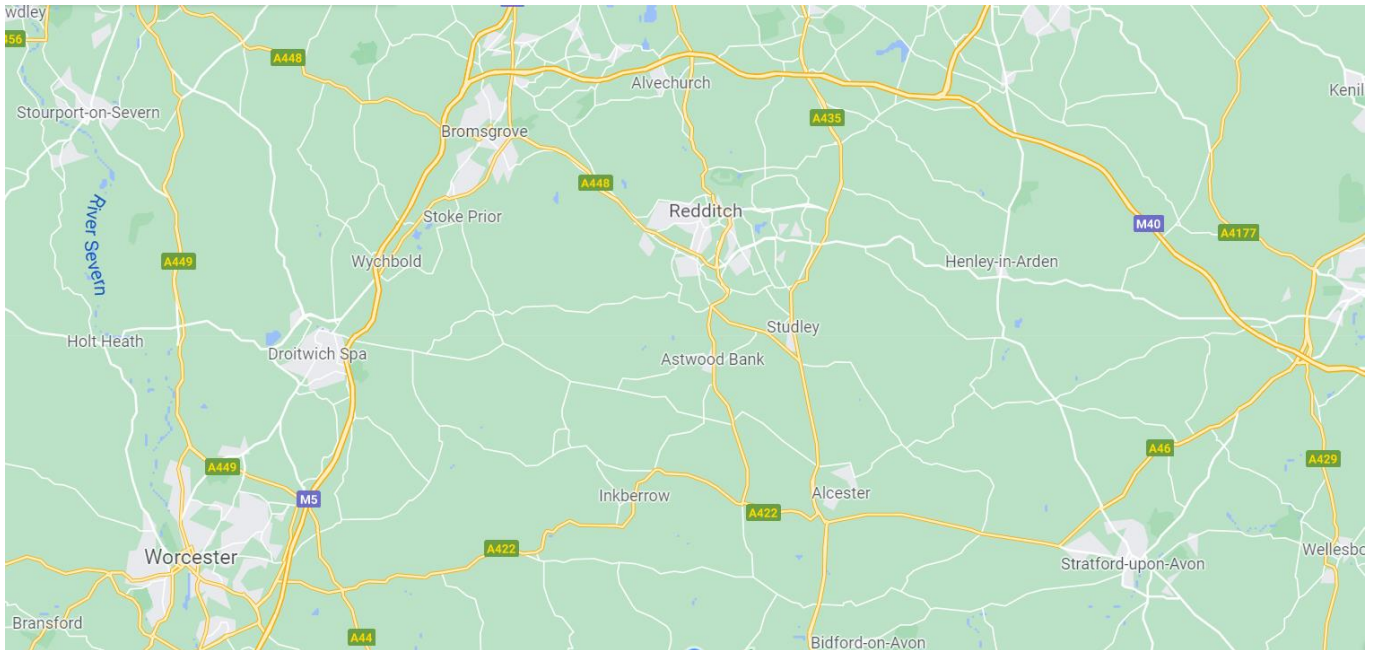
Trade Exhibitors

Astwood Bank Community Group is a registered Community Interest Company 12252217. It has been established since 1988. Currently it typically attracts around 10,000 people from the local area. As is to be expected, there is a good mix of families, young people, countryside enthusiasts and older adults. There are over 70 trade stands, 20 sponsors and supports and in excess of 100 volunteers who devote their time to help deliver this popular well-established event.

ASTWOOD BANK CARNIVAL

12th July 2025

A real grass standing event in the heart of Worcestershire.



Astwood Bank Carnival is organised by:

Astwood Bank Community Group CIC which is a Community Interest Company Limited by Guarantee;
Registered in England No. 12252217.

Tel: 07745 525840

Email: secretary@astwoodbankcg.co.uk

Showground address: SE Davis, Sandhills Farm, Edgioake Lane, Astwood Bank, Redditch,
Worcestershire, B96 6BG

www.astwoodbankcg.co.uk

GUIDANCE NOTES

1. **BOOKING.** The Showground has been divided into trading zones. Please refer to the site plan and indicate your preferred choice for stand location. ABCG will do its very best to site you in your chosen zone - though this cannot be guaranteed.

Full payment for your stand and extras, as indicated on the booking form, is due 30 days from the date of invoice or by 1st July (whichever comes first). Allocations will be made on a first come, first served basis.

2. **ELECTRICITY** Event organisers will not supply electricity to your trade stand.

TRADE STAND PRICES 2025

All space is in meters.

OPEN SPACE STANDS

FRONTAGE	DEPTH	COST £
3	3	35.00
6	3	70.00
9	3	105.00
12	3	140.00
15	3	175.00
18	3	210.00
21	3	245.00
24	3	280.00

GENERAL CONDITIONS

Governing the acceptance of entries for TRADE SPACE

1. APPLICATIONS.

All applications for ground space for Trade Exhibits must be made via the booking application form. Applications close on 30th June, or earlier if space is filled. There will be a surcharge of 15% on late applications. All applications accepted will be acknowledged by a confirmation email. The contract is between the exhibitor and the event organisers. Contact information from exhibitors will be stored on our database and information about the company/service will be published in the show guide if booked in time when going to print sometimes elsewhere for the purposes of sales and publicity. Submission of an application is irrevocable consent for this. A full postal address for correspondence and a website must be provided by every exhibitor; If you wish a different address to be published in the show guide, please insert this in the appropriate box on the Booking Form.

2. SITING AND ACCEPTANCE.

- (a) Sites shall be allocated in such positions and order as the ABCG deems fit.
- (b) Without prejudice to the generality of sub clause (a) above the ABCG will ensure that early applicants receive priority of position.

- (d) The ABCG reserves the right to refuse any application, for reasons that they deem fit including but not limited to:
- The health and safety operations of a trade stand/company are not suitable or sufficient for the events requirements
 - The presence of the trade stand may interfere with the safe delivery of the show
 - The trade stand's business would be a conflict of interest with the ethos of Astwood Bank Carnival
 - The outward business of the trade stand may cause offence, stress or upset to show staff or customers
 - The business of the trade stand may disrupt the timetables of the show day
 - There are too many trade stands of a similar nature already confirmed at the event
- (e) Any dispute between exhibitors or between any exhibitor and the ABCG as to the extent or position of any site which is allocated shall be determined by the Chairman (Event Director) or Showground Manager for the time being whose decision shall be final.
- (f) Sites will be marked by boundary pegs/rope/spray and your number/name. Once set up exhibitors shall be responsible for the removal of any boundary site pegs/tape that pose a trip hazard.
- (g) ABCG does not warrant that any site is suitable or fit for any purpose other than being a space provided to exhibit in a greenfield setting.

3. CHARGES.

Charges for trade stands are set out above. Payment is due with applications and no later than that detailed on the stand application form. Stand space is not guaranteed until payment is received, and your selected space will be re-allocated if you have not submitted your payment within 5 working days of being reminded.

4. ELECTRICITY.

Event organisers will not supply electricity to your trade stand.

5. GENERATORS.

Stall holder generators are permitted at the Astwood Bank Carnival, but permission must be sought in advance by the Showground Manager. No petrol generators are permitted to be used. All generators must be diesel powered.

6. PORTABLE APPLIANCE TESTING.

Only appliances which bear a label indicating that the article has passed a portable appliance test in the twelve months preceding the Show may be used at the Show. Inspections will be made on Friday and Saturday and any appliance without a Test Certificate on revisit will be rendered unusable.

7. GAS BOTTLES (LPG) and OTHER INFLAMMABLES.

If your stand houses a gas bottle (whether used or not) or other inflammables - this must be indicated on your booking form. Gas cylinders must not be STORED OR USED within an enclosed space. All gas bottles in use must be fixed, caged or staked and chained securely. Please make sure that you bring your Gas Safety certificate with you to the show.

8. FIRE EXTINGUISHERS.

Every stand must carry fire extinguishers of a number and type appropriate to the risks as shown on their Risk Assessment, subject to a minimum of one small extinguisher.

9. WATER

Water supplies cannot be provided to individual stands. There is 1 drinking water points on the showground indicated on the map. No person except the Showground Manager/Health & Safety Officer (or a person authorised by them) may alter any part of the installation or turn on or off any part of it. Spa Baths, Jacuzzis, etc may be filled following a discussion with the Showground Manager as to how the water will be obtained and discarded.

10. PROFESSIONAL TENTAGE and FURNITURE.

Tentage cannot be hired from or through Astwood Bank Community Group. Exhibitors may use their own sourced hire companies but for safety reasons this must be organised through and with the consent of consent of the Showground Manager.

11. ADMISSION.

The event is free to attend for all members of the general public. Vehicle Passes for exhibitors will be issued on the scale included with the table of costs. Additional passes can be obtained from the Showground Manager.

12. STAND INFORMATION PUBLICATION.

The name, email, website, business telephone number of each trade exhibitor and a brief description of the exhibit, goods and/or service will be published free of charge. The description must not exceed 15 words. A brief description of the exhibitor's goods or services must also be given on the application form to aid with the siting of your stand. Applications received after the 1st June may not feature in any printed material for the show.

13. LIABILITY, SAFETY AND SECURITY.

(a) ABCG, its Officers and Servants shall not be held responsible for any accident, damage or loss that may occur to any exhibitor or his employee or to any animal or article while entering or leaving or during the period it is on the Showground. This clause does not exclude or limit in any way our liability for:

- (i) death or personal injury caused by our negligence; or
- (ii) fraud or fraudulent misrepresentation; or
- (iii) any breach of the obligations implied by section 12 of the Sale of Goods Act 1979 or section 2 of the Supply of Goods and Services Act 1982; or
- (iv) losses for which it is prohibited by section 7 of the Consumer Protection Act 1987 to limit liability.

(b) Trade exhibitors are required to effect with a reputable Insurance Company, Public and Product Liability Insurance cover commensurate to the nature of their business and will be asked to produce proof of this.

(c) The open nature of the Showground makes complete security impossible. Trade exhibitors are responsible for making any necessary arrangements (including insurance) to safeguard their pitch and its contents while on Showground. ABCG accepts no responsibility for security or for any damage to persons or property, however caused – except to the extent required by law.

(d) Exhibitors are responsible for compliance with the requirements of the Health and Safety at Work Act 1974 and supporting legislation and for ensuring safe working practices are followed by themselves, their employees, agents and contractors. A **General & Fire Risk Assessment** must be provided for each stand. A template for simple stands or a form for more complex stands is provided for this purpose, however any similar format will be accepted. We ask that all forms are submitted electronically. Acceptance of your risk assessment by ABCG does not imply approval of the content.

No booking is confirmed until all completed documentation is received by ABCG. **Stand space is not guaranteed until a Risk Assessment is received, and your selected space will be re-allocated if you have not submitted your Risk Assessment within 5 working days of being reminded.**

(e) ABCG reserves the right to require the immediate removal of any article or structure which, in the opinion of its Showground Manager or Health and Safety Officer, constitutes a hazard to the safety of any person, including the exhibitor, and may remove the hazard (without liability for any damage caused) should the exhibitor upon request fail to do so within such period of time as is, in the opinion of its Showground Manager or Health and Safety Officer, reasonable.

(f) Smoking is illegal in enclosed public spaces which include tents, exhibition vehicles and similar structures. If ABCG is charged with an offence as a result of an exhibitor's failure or alleged failure to prevent smoking in such a place, the exhibitor will fully indemnify ABCG, without limit, against the costs of defending itself against the charge(s), irrespective of the eventual outcome.

(g) The person in charge of any vehicle or container of any kind brought onto the ground by an exhibitor, his contractor, servant or agent will open same for inspection of the contents at the request of the Showground Manager (and any person authorised by them) or a Police Officer.

(h) Fire Safety within the space contractually licensed to each trade exhibitor will be the responsibility of that exhibitor whilst he/she occupies it before, during and after the Show. He/she will appoint a responsible person to ensure that appropriate fire safety information is provided to any employees or contractors and that appropriate fire precautions are taken. Open fires are not permitted on the showground in any areas.

(i) The showground is a working farm which is a greenfield site (not hard standing) with no permanent services – every effort will be made to provide exhibitors with a suitable stand space however exhibitors should be prepared for uneven and soft conditions underfoot depending on the preceding weather conditions.

14. CANCELLATIONS.

Cancellations must be made in writing to charlotte.shepard@astwoodbankcg.co.uk. Below states the refund percentage that will be issued should the pitch for a stand be cancelled. In the event of cancellation of the booking by ABCG (whether or not the Show takes place), a refund of the fees paid will be issued less an administration fee of 15% unless the booking has been cancelled due to any contravenes of these booking conditions upon which ABCG will not be obliged to make any refunds of fees paid.

2 months + from show day	50% of pitch fee less £10 admin fee
Within 2 months of show day	No refund.

15. BUILD UP.

The Showground will be open for the reception of exhibits on OPEN SPACE STANDS on Show Day from 08:00am. Any exhibitor or goods arriving earlier may be turned away. Goods and equipment consigned to the showground with insufficient information to identify the consignee will be returned to sender. All trade stands must be completely erected, and all vehicles removed from the avenues by 09:45am on the Show Day, the showground will be open from 10:00am. Any exhibitor, caterer or vehicle delivering to an exhibitor's stand arriving after 10:00am will not be admitted to the exhibition area other than on foot.

16. BREAKDOWN.

Stands may not be dismantled before 17:00 on Show Day and vehicles will not be re-admitted off or on to the exhibition area before this time. The showground will close at 19:00pm and re-open on Sunday morning at 09:00am. Exhibitors shall be responsible for clearing the site by 17:00pm on the day following the show including replacing turf, filling post holes, making good any damage to ground, removing gravel, chippings, paving, straw, flowers, etc. Any work that ABCG must carry out to restore the ground will be charged to the exhibitor. Exhibitors failing to remove vehicles and chattels from the site after this date will be charged for storage at a rate of £30 per day.

17. CATERING AND ALCOHOL.

Exhibitors may use the services of caterers for the convenience of their clients, but no charges must be made for refreshments to visitors except by show's official caterers and trade stands. Exhibitors are responsible for complying with all Public Health and Food Hygiene requirements and are reminded that the regulations apply even when the refreshments are offered free of charge. If you are offering food [beyond hot and cold drinks and prepacked long-life goods such as biscuits and crisps] to customers/guests a properly documented Food Safety Management System, including diary, a copy of your Food Hygiene Certificate and a copy of your last food safety visit report, must be available for inspection on Show Day, by Local Authority Officers and/or ABCG's own consultant. Catering wastewater may not be discharged into soil pits or onto the surface of the ground. All food service should follow the FSA guidelines on allergy labelling and cross contamination, making sure that all food containing allergens is clearly labelled.

18. CARAVANS/MOTORHOMES/VANS AND CARS.

If you have ordered suitable space, one of these may be sited within your trade space as part of your stand or in the Trade Car Park. Even if they hold your stock, they are still subject to the no vehicle movement on showground during open times. Please note we do not provide campsite facilities and the only toilets open during set up will be porta loos without running water.

19. GENERAL CONDUCT.

No person shall:

- (a) offer for sale any articles, display posters or distribute any pamphlets, other than from the exhibitor's stand
- (b) Canvas in the aisles; accost others or call attention to goods or services in such a manner as to cause annoyance to other exhibitors or to the public
- (c) use radio or other equipment causing interference to the official event equipment
- (d) sub-let any exhibitor's stand or part thereof without the prior written consent of the Showground Manager
- (e) make any charge for admission to an exhibitor's stand
- (f) use any fairground equipment
- (g) use any public address system or internal combustion engine or provide recorded or live music audible outside his stand during the hours of 0800 to 1800 on Show Day without the prior written permission of the Showground Manager. (ABCG reserves the right to withdraw such permission should a justifiable complaint be made)
- (h) sell by auction or otherwise behave in an unsuitable manner
- (i) distribute balloons, whether gas or air-filled
- (j) operate as a cheapjack or hawker
- (k) offer for sale any firearm, shotgun, ammunition, BB gun, replica firearm, samurai or other sword or laser pen unless authorised to do so.

(l) no quad bikes are permitted to be ridden on the showground.

Any person contravening these rules is liable to expulsion from the Showground, without refund of any fees paid.

20. COVID-19.

ABCG requires that all exhibitors follow the current government guidelines and takes full responsibility for their own COVID measures within their allocated trade area.

All measures taken must be detailed in a separate COVID-19 Risk Assessment and are subject to change at any time up to and including during the Show.

TRADE EXHIBIT COMPETITIONS

All trade stand exhibitors will be entered on a complimentary basis upon application. There is a selection of awards based on trade stands style, layout and public appeal. For example:

- That the maximum use is made of the stand as a whole, with attention paid to the overall dressing of the stand.
- That the stand is tidy and free of any items not directly related to the display such as briefcases, tools, food etc. And that storage areas are concealed.
- That the staff manning the trade stand are appropriately dressed.
- That the design and presentation of the stand clearly reflects the products or services it offers
- That not too much attention is concentrated on selling strategies and not enough attention paid to the quality of the display.
- That business name or trading names are clearly displayed.
- The use and promotion of local resources

Judging will commence at approximately 12:30 on the day of the show with winners being notified through the course of the show. Winners will receive a personal notification from a judge.

Prizes:

In respect of the large trade stand competition a discount of 50% will be given on a site of similar proportion at next year's show, subject to the conditions then in force. The winners of the small stand will be given 100% discount on similar conditions.

ADDITIONAL MARKETING AND SPONSOR OPPORTUNITIES

There are a range of sponsorship opportunities available at Astwood Bank Carnival to suit several budgets tailored to various parts of the day – please contact ashley.hewit@astwoodbankcg.co.uk if you would like more information or to discuss enhancing your presence at the event.