



Retail space stall information for local businesses

This year, as we all know, things are very different in the world as a result of the COVID 19 pandemic and for Christmas in Aberdeen we are adapting the city centre offering to make sure our festive spaces are safe and welcoming for all to enjoy.

Christmas will look a bit different this year in the wake of COVID-19, and in Aberdeen we are adapting the city centre offering over the festive period to make sure these spaces are safe and welcoming for all to enjoy.

Not only will the city be 'lit up' but Aberdeen Inspired are delighted to be partnering with Bon Accord Aberdeen to offer quality retail space in Aberdeen's city centre to local makers and businesses to set up shop as part of the Aberdeen Christmas Market.

Raising funds for Charlie House

The charitable sector has been really badly affected by the pandemic with donations dropping dramatically.

Charlie House is a locally based children's charity that engages in activities and projects to support children with complex disabilities and life limiting conditions. Demand for their services during the pandemic has gone up by over 80% however donations and fundraising support has declined by over 70%.

That's why we have teamed up with Charlie House for this year's Aberdeen Christmas Market. For a **minimum donation of £100** you'll get prime retail space and a comprehensive marketing and promotional campaign, which will showcase your business to the public. Charlie House will directly benefit from your stall donation, giving them a much-needed boost to their income to help fund the vital services they provide to local families in desperate need of their support. **Every pound donated for stall space will go directly to Charlie House.**



Life is precious

About the market

The Aberdeen Christmas Market will be an indoor festive market operating from a retail unit in the lower mall of Bon Accord, next to Top Shop and Costa Coffee.

The unit will provide an attractive and safe space for local businesses and makers to sell their crafted and unique products and produce to customers who wish to shop local for their Christmas gifts and support our local economy.

Applications for stall spaces at the Aberdeen Christmas Market 2020 are now open for local arts, crafts and gourmet pre-packaged produce makers to showcase their wares at this exciting, high profile and busy festive market in the heart of Aberdeen.

Dates and operating times for the market

The Aberdeen Christmas Market will run Thursday to Sunday on the following dates:

- Weekend 1: Thursday 26 - Sunday 29 November
- Weekend 2: Thursday 3 - Sunday 6 December
- Weekend 3: Thursday 10 – Sunday 13 December
- Weekend 4: Thursday 17 - Sunday 20 December
- Peak days: Monday 21 – Wednesday 23 December

Opening hours to the public will be 10am until 6pm each day.

Stall holders must be set up and ready for business by 9:30am each morning.

Set-up takes place during the day on Wednesdays and dismantle takes place Sunday evening after closing or on the Monday morning.

Stallholders must attend and stalls must be manned for the full duration of the specified **4-day period**, in order to maximise the opportunity and avoid scheduling empty stalls, ensuring an atmospheric, vibrant event for all.

Repeat attendance is possible (dependent on stall availability) please specify this on your application form.

Bookings for space must be made by 23 October 2020 and will be confirmed by 29 October 2020.

Event charge / donation to Charlie House

Each 4 day weekend is priced at a minimum donation of £100 per stall. The 3 day peak period is also priced at a minimum donation of £100. If you wish to attend all 4 weekends the cost for this is a minimum donation of £400 and you will be given the peak days from 21 to 23 December for £50. This offers fantastic value for local businesses (just £25 per day) and all stall space income will go directly to Charlie House.

It's important to note that this is a prime retail space that provides excellent footfall and offers local businesses and makers a unique opportunity to showcase and sell their products and produce at very little cost. There will be a comprehensive marketing and promotional campaign to promote the Christmas Market and all stallholders will be featured on our digital channels. Please be sure to bring plenty of stock to sell!

This amount is payable direct to Charlie House in advance once your date and space has been confirmed and accepted. Charlie House will issue an invoice and once paid, hire fees are non-refundable. Payments can be made via BACS or cheque; unfortunately they are unable to accept card payments. Details of the information needed in order for Charlie House to raise an invoice can be found on the stall space booking form.

Stall information

- Stallholders will hire a spacious retail floor area that will be approx. 3m wide x 4m long in size.
- There will be 2m gaps between each stallholder area.
- Stallholders are required to fully furnish their area with whatever they require to make their space look attractive. You therefore must provide your own display and counter / table units, decoration and seats (if required for staff use only)
- The large retail unit will have a reception area and be decorated with festive and shop lighting

- There is no WIFI capacity in the unit so you must take your own wifi enabled contactless card payment processing systems / Wi-Fi dongle / USB mobile broadband stick
- Each space will come with 2 x 13amp sockets for use by stallholder, please make it clear on your booking form if power is required for your stall
- The retail space will be secured during closing hours by the onsite facilities team, but please bear in mind it will be used by many different stall holders.
- The retail unit will have clear festive signage/signposting of the area to direct the public into the event space
- Hot food offering is not permitted – any food must be cold and pre-packaged
- Access for set up is from Gallowgate into Bon Accord's East yard at the Portland Club (map to be provided on confirmation of booking) via a loading bay and lift.
- Stallholders will be offered discounted parking at the Bon Accord in Loch Street car park (space permitting) for £5 a day
- Stalls must look professional and be manned during all opening hours.
- Stalls must not be left unattended or close early.
- Stallholders must provide their own rubbish points and are responsible for removing any waste each day.
- A market management team will be on hand to direct you to your space and answer any questions during set up and break down times.
- A Christmas market manager will be onsite for the full duration of the market weekend.
- Discounted hot drink vouchers will be provided for use in Charlie House's ReCHarge Café on the upper mall. Pre ordering of other paid for refreshments will be available.
- Stallholders must have their own Public Liability Insurance and any traders' licences needed to operate in the retail unit.

COVID 19 operating guidelines

All stallholders should familiarise themselves with the Scottish Government COVID 19: Retail Sector Guidance and risk assess their area, which can be found [here](#).

Aberdeen Christmas Market will conduct a comprehensive risk assessment for the overall Aberdeen Christmas Market. We will manage entry to the site in all communal areas, facilitate queue management, control the overall numbers in the unit and provide hand sanitisation points and safety announcements. We will also display customer safety notices and provide copies to all stallholders for display in their areas.

In particular stallholders should the following:

- Upon arrival / before opening complete a risk assessment for their stallholder area.
- Display the Aberdeen Christmas Market signage on their stall to communicate key health and safety messages
- Apply Aberdeen Christmas Market floor markers for physical distancing in their stall holder area to help people comply with physical distancing requirements
- Limit the number of customers at a stall at one time so that physical distancing can be maintained
- Take measures to reduce the potential crowding of people around their stall
- Review layouts to let employees work further apart from each other
- Frequent touch points should be identified and disinfected regularly including all objects and surfaces that are touched regularly
- Provide and empty waste facilities to ensure more frequent rubbish collection
- Use screens to create a physical barrier between people at payment points
- Customers should be encouraged to use contactless or cashless payment where possible
- Provide a supply of hand sanitizer for employees and customers to use

Access, Set-Up and Parking

Access for unloading for the event will be at the loading bay located off the Gallowgate at the Portland Club. There will be directional signage to help you locate the access point.

From this area, the retail unit is accessed via a lift. We suggest stallholders bring adequate manpower to unload their stock as unfortunately support from event staff will not be available.

Parking is not available in this area and once unloaded, vehicles will need to be removed. Bon Accord will offer discounted parking at a rate of £5 a day in the Loch Street car park.

Set Up Hours: Wednesdays between 10am-4pm

Stallholder Access Pre-opening -Thursday, Friday, Saturday and Sundays: 1 hour before public opening hours as specified above.

Stallholder Dismantle Hours (Sundays): 6pm-8pm or Mondays 10 am till 12 noon

The shutter doors on the unit frontage will be opened and closed by the Christmas market management team each day.

Stallholders will enter and exit through the rear of the retail unit.

Stallholder requirements

Each stall is required to have their own Public and Products Liability Insurance cover, without which we cannot allow traders to operate in our market. Stallholders will be asked to provide a copy of this insurance document in advance of the event.

Any stallholder selling alcohol is required to apply for an occasional alcohol license and a copy of this must be provided to organisers in advance of the event. Only closed bottle sales will be permitted at this event.

Any food businesses must be registered with the local authority and Aberdeen Inspired will be working closely with Environmental Health at Aberdeen City Council as stallholders are confirmed.

Marketing and promotion

The event will be promoted widely around the city and shire through various methods. This will include a dedicated web page where all stallholders will be listed, including links to websites/social channels as provided. Aberdeen Inspired will also offer significant coverage via their own social media channels during the live event as well as press activity during the run. Furthermore, Bon Accord will be supporting the promotion on all social channels, website and printed signage throughout the mall.

We will provide stallholders with a social media promo pack featuring key logos and visuals to help with stallholder's own promotion of their attendance at the event.

Booking information

If you are interested in applying for a stall, please visit our website to submit your application using the booking form link provided:

<https://www.aberdeeninspired.com/festival/aberdeen-christmas-market/christmas-market>

Successful applicants will be contacted from 26 October 2020 onwards to be offered a slot.

If you have any queries not answered by this document, please feel free to contact the event organiser Shona by emailing shona.byrne@aberdeeninspired.com