

Welcome to the Pershore Plum Festival



Background

Pershore is extremely proud of its plum heritage with the Pershore Plum Festival the ultimate celebration to the fruit which has made the town so famous. The town turns purple in August, contributing to making this quirky, unique event attract thousands of visitors year on year. Having been awarded the best Festival & Event award in Worcestershire 4 times, you are trading at a quality established event.

On the August Bank Holiday Monday, the Plum Festival culminates with the Fayre Day, with a wealth of activity and entertainment spanning the entirety of the town centre. Exhibitors are an integral part of this day, and we invite you to apply to trade at a central footfall haven between the High Street and the beautiful Abbey, in either Broad Street or Church Walk. The festival is organised by a dedicated and enthusiastic committee featuring many volunteers. Everyone is determined to put on a show for the masses to enjoy, the businesses to prosper, and visitors to return year after year.

Why come?

The benefits of exhibiting at the Pershore Plum Festival include:

- A potential customer base of over 20,000
- Inclusion on the increasingly popular website
- Use of the highly recognisable festival logo

Guidance notes

- The Plum Festival welcomes applications from all business, charities and groups.
- The town's prosperity is at heart – if an applicant may be a significant threat to the existing town businesses, we may have to decline offering a pitch.
- Please be specific on your products sold, to avoid an excessive number of stalls selling the same.
- Try to incorporate plums and/or purple into your products.
- We are unable to accept exhibitors who do not possess public liability insurance or who fail to complete a risk assessment.
- Fees are for the ground rent only, no equipment will be provided.
- We encourage exhibitors to obtain weather insurance as this event is primarily outdoors and visitor numbers have proved to be affected by weather conditions.

Hot food caterers are not permitted within this area – applications should be made for the Food Village.



General Information

Booking procedure

- Please complete the application form providing as much detail as possible, as well as included a copy of your Public Liability Insurance and a completed Risk Assessment
- Receive confirmation from us that we have received your application form
- By mid-July you will have heard if your application has been successful. Remittance will then be required
- Successful applicants will receive further details in August regarding arrangements for the day

Trade Stand Locations

The prime trading area at the Plum Festival fayre day is "Plum Bazaar" – where pitches will be located on Broad Street. This is highly visible, being directly off the High Street and leads nicely around to Abbey Park for the activities taking place there. Broad Street is at the heart of Pershore's retail offer with high footfall expected in a spacious environment. Church Walk remains as a premium location, cited directly opposite the tremendous Abbey. Areas are highlighted below (blue being Broad Street).

Broad Street pitches are set on the road and car park spaces (pedestrianised for the event), so please ensure suitable fixtures are brought to secure gazebos etc. Unloading will be available directly to pitches to aid setting up and breaking-down.

Church Walk pitches continue to be set on hardstanding and have immediate access from the unloading area.

A few volunteers will be on hand to help with the initial unloading but will be spreading their resources across all exhibitors on arrival.



Exhibitor types

We consider there to be 3 categories of exhibitors that may wish to attend: businesses, charities*, and not-for-profit**.

When assigning pitch locations, every effort is made to mix all categories together to not isolate a particular section or provide competition in close proximity.

* *proof of charity required is via charity number;*

** *proof of not-for profit required would consist of your memorandum and/or articles of association if a limited company/incorporated, or constitution/set of rules if unincorporated.*

What's included

- ✓ **Reservation of a pitch sized 3 x 3m (10 x 10ft) – comfortably accommodates a standard gazebo.**
- ✓ **Free parking at the event in an exclusive exhibitor car park.**
- ✓ **Social Media publicity – traffic will be frequently directed to the exhibitor list as part of the build up.**

What's not included

- ✗ **No equipment will be provided – fee is for the ground space only.**
- ✗ **Neither water nor electricity can be provided.**
- ✗ **Generators are not appropriate in this area.**

Contact Information

For more information and enquires, please email trading@pershoreplumfestival.org.uk

