

'Made in North Somerset' a three week celebration of food & drink, arts & crafts



**Saturday 12 September –
Sunday 4 October 2015**

It's that time of year when we would like you to start thinking about, and submit, your events and activities for our fifth 'Made in North Somerset' festival. The three week event is designed to raise the profile and people's awareness of food, drink, art and craft businesses whose products are made in North Somerset.

The festival consists of 'Meet the Maker' events and activities, hosted by businesses on their premises during the three weeks. Last year's events included brewery and dairy open days, cake decorating workshops, vineyard tours, food and drink masterclasses, local menu's, cookery demo's, tastings, apple pressing, creative workshops, art and craft demo's, talks, and open studios. We'd like you to show people how your products are made, grown, reared, created and what goes into making your product – not only the quality of the materials and ingredients but also your knowledge and expertise and the time and skills involved.

For independent cafés, restaurants and pubs, we'd like to involve you too. If you would like to create a special North Somerset menu throughout the festival, featuring local producers, please get in touch for further details.

The finale event is our 'Made in North Somerset Showcase' – this event will showcase some of the most talented art and craft businesses and local food and drink producers in North Somerset. The market will take place on the 3 & 4 October from 10am – 4pm at Tyntesfield.

Why should you get involved?

- It's a fantastic opportunity to raise your profile alongside a host of other high quality independent producers and businesses in North Somerset.
- The 2014 Meet the Maker events at Thatchers, The Story Group, Clevedon Craft Centre, Lye Cross Farm, Aldwick Court Farm Vineyard and Butcombe Brewery attracted between 600 – 1000 visitors, other smaller events attracted on average 100 visitors.
- The 'Made in North Somerset Showcase' at Tyntesfield, 2014 attracted in the region of 10,000 visitors.
- We know of 26 new wholesale orders that were placed with businesses last year.
- Your business will be featured in the Festival programme. 20,000 programmes will be printed and distributed across North Somerset, Bristol, Bath, Somerset and South Gloucestershire.
- The full festival programme is included in the North Somerset Life magazine distributed to 120,000 households and also distributed in Mendip Life.
- Our dedicated website pages innorthsomerset.co.uk/madein, Facebook and Twitter accounts are heavily promoted and viewed.
- Downloadable @Madeinnsomerset and @TimeoutNS promotional materials and event signage are available.

Meet the Maker Events

Help us create an exciting programme of food, drink, arts and craft related events across the three weeks. The 'Meet the Maker' events are a great chance for you to explain to people what is unique about your business – what you do and why you do it, it's also a valuable opportunity for you to get some direct feedback from them and it gives people a fascinating insight into the person behind the product.

Together the variety of events across the area creates a fascinating programme that is attracting a growing audience year on year. Your event will feature in the 20,000 festival programmes, website, Facebook and Twitter promotions.

The events may be as small or elaborate as you wish, on one day or throughout the festival. but must offer something different, i.e if your studio or shop is normally open or you normally hold a certain workshop we would like you to be able to offer something that is only available during the festival. Events may be pre-booked if you need to limit numbers. The timing of your event should suit you but also your intended audience and could range from an hour to a whole day. Last year several businesses in Wrington chose to run their events on the same day which worked really well as people enjoyed moving between the venues. You could also invite smaller producers to join you to create a larger event.

Please look at our website pages to see what events took place last year www.innorthsomerset.co.uk/madein Events in previous years have included vineyard, cider and brewery tours, apple pressing, cookery demonstrations, wild food foraging, cookery workshops, art and craft taster sessions, exhibitions and family craft workshops,

The Economic Development team at North Somerset Council take responsibility for the overall coordination and promotion of the programme but we do need you to help us promote your own events and the programme as a whole through your websites, mailing lists, social media and word of mouth etc.

If you've taken part in previous years we'd love you to do something a little different this year as this will keep the programme both interesting and varied.

Do get in touch if you would like to discuss your event in any way – we are more than happy to make time to come out and visit your premises if that would be helpful.

There is a one-off charge of £25 to list your event/s within the programme. 20,000 programmes are produced in addition to coverage in North Somerset Life and substantial social media coverage.

Made in North Somerset Showcase Tyntesfield 3 – 4 October

Our special 'Made in North Somerset Showcase' will take place on 3 & 4 October. This annual food & drink, art & craft market is designed to promote some of the very best North Somerset businesses in the beautiful Tyntesfield estate. All products sold **MUST** be made in, created in, grown in and reared in North Somerset due to the focus of this event. If you are unsure whether you are in our area

<http://map.n-somerset.gov.uk/MyNS.html>

Selection Criteria

Due to the limited space within the courtyard areas at Tyntesfield and the demand for stalls we will be giving consideration to the following criteria when allocating stalls this year.

1. Those who have previously taken part in the Made in North Somerset Festival.
2. The quality and variety of products. We are looking to create a really well-balanced annual event that offers a good mix of stalls and showcases the very best food, drink, art and craft businesses in North Somerset.
3. All food and drink producers must be able to document the production and traceability of their product.

If you have not exhibited at Tyntesfield before please e-mail images and details of your products.

There are a number of restrictions that Tyntesfield have put in place regarding the products that can be sold at the Food and Craft Market so as not to impact upon their own café and shops. Please do contact us if you are unsure whether this is likely to affect you.

The following products may not be sold:

- Hot drinks to go (including hot soup)
- Scones packaged as cream teas
- Bacon butties and sandwiches
- Plants

Hot food stands are limited - please check with organisers

'Made in North Somerset' booking form



Please complete the relevant pages for the 'Meet the Maker events', and for the 'Made in North Somerset' showcase at Tynesfield on 3 and 4 October.

Booking forms **MUST** be received by **Friday 22 May** for Tynesfield bookings and **10 June** for 'Meet the Maker' events to guarantee entry into the event programme.

Section A: ALL TO COMPLETE

Business name		Telephone	
Contact name (name of main person to contact)		Email address – for our contact purposes	
Address (your business must be located in North Somerset)		Website	
		Twitter	
Postcode		Facebook	

Section B: ALL TO COMPLETE

Please provide a brief 35 word MAX description of your business and products, i.e. who you are and what do you do. (We reserve the right to edit entries if space within the programme becomes an issue). This business description will be used in the programme and/or website listing www.innorthsomerset.co.uk/madein

Section C: ALL TO COMPLETE

Please ensure that you completed the correct sections and have sent us an image related to your product or event

Name:

Signature:

Business name:

Date:

Email:

Telephone:

- I have submitted an Event/s and attached the requested images
- I have submitted an application for Tyntesfield and attached the requested images.

Returning your forms

By email to business@n-somerset.gov.uk

By post to:

Economic Development Service
North Somerset Council
Post Point 15
Town Hall
Weston-super-Mare BS23 1UJ

We will endeavor to confirm all bookings as soon as possible. For any queries regarding Tyntesfield please speak to **Ursula James** Tel: **01934 427 295** or for events, **Mandie Berry** Tel: **01934 426 341**.



Section D: Meet the Maker events

Please complete this section if you are hosting an event on your premises. All forms **MUST** be returned by 10 June.

We would like all events hosted by producers and food/drink/art/craft related businesses to actively convey how your product/s is/are made either through a demonstration, talk, walk, tour, workshop, class, tastings – this is a great opportunity for people to get to know more about you and your product/s.

There is a one-off, charge of £25 to list your event within the programme.

Once we have received your form and checked your entry an invoice will be sent to you. **Please do NOT send payment with this form.** Payment must be made within 14 days to confirm inclusion within the programme.

Remember

- You **must** have public liability insurance.
- You may wish to be open throughout the festival or provide 1 or 2 seperate dates. Perhaps chat to other producers close by to agree dates and times or consider jointly hosting an event.
- Think about what time and day will suit you and potential visitors.
- If you need to restrict numbers please encourage visitors to pre-book and indicate in your description any restrictions on numbers and how to book.
- We would like as many events as possible to be free but if you are making a charge please make this clear.

Please provide a brief description (60 words MAX) of your proposed event – this should give a flavour of what people will be able to see, discover about you or your product and what they can do. Ensure you include the date, start and finish times and if and how people need to book. This is your opportunity to really 'sell' your event and will appear as your entry in the programme
(We reserve the right to edit entries for the printed programme)

Is your Event a...	<input type="checkbox"/> Workshop <input type="checkbox"/> Open day <input type="checkbox"/> Tour <input type="checkbox"/> Talk <input type="checkbox"/> Demonstration <input type="checkbox"/> Other, please specify _____		
Date of Event		Start Time	
		Finish Time	
Date of Event		Start Time	
		Finish Time	
If Pre booking required – contact name, Tel No and any deadline			
Max numbers			
Any charge?	<input type="checkbox"/> YES <input type="checkbox"/> NO	Cost	

Section E: 'Made in North Somerset' Showcase, Tyntesfield 3 and 4 October 10am – 4pm

Please complete this section if you would like to exhibit at the 'Made in North Somerset' Showcase at Tyntesfield. Your form **MUST** be returned by **11 May**. **PLEASE DO NOT SEND PAYMENT WITH THIS FORM.**

The cost for exhibiting at Tyntesfield is £40 per day. The charges cover the cost of single canopy hire, electric hook up if required and the additional staffing.

Single canopies will be provided and are 2.5m x 3m and will be located **outside** in the upper and lower courtyard areas. You will need to provide your own tables and chairs etc and public liability insurance and related food safety certification. Set up will be from 8.15am.

Please note:

The stands will be taken down at the end of the day to prevent damage from wind and we are not able to secure stalls and/or products overnight.

Selection Criteria

Due to the limited space within the courtyard areas at Tyntesfield and the demand for stalls this year we will be giving consideration to the following criteria when allocating stalls.

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2. The quality and variety of products. We are looking to create a really well-balanced annual event that offers a good mix of high quality stalls that showcase some of the very best food, drink, art and craft businesses in North Somerset
3. Products sold at the event should ideally be available to buy at your own premises, online or through a third party retailer to encourage future sales.

We would like to be offer at least one date to everyone who applies (if eligible) and both dates to those interested if space allows.

Please detail the products you intend to sell. All products **MUST be made, grown, produced in North Somerset and preferably use local ingredients/materials on the day where possible**

Please indicate your preferred choice of date/s

	1st choice	2nd choice	3rd choice
Saturday 3 October			
Sunday 4 October			
Sat 3 Oct and Sun 4 Oct			

Please detail any equipment you will be using e.g. for cooking/demonstrations to help us identify suitable location and allocate pitches accordingly. We cannot guarantee a specific pitch.

Do you require electrical hook up? (limited and allocated on a first come first served basis as there are only 6)

YES NO

Please list any recent product awards or if you are a member of any Guilds, Trade groups etc.

Terms and conditions for Tyntesfield

All stallholders must bring their public, product and employers liability insurance documents with them on the day of an event. Any stallholders without relevant documents on the day of an event will not be allowed to trade.

Traders using electricity or gas must bring current copies of PAT testing and gas certification.

If the potential stall-holder finds that he cannot attend the event for which he or she has booked and gives 10 days full written notice the full payment will be refunded provided that we can fill the pitch.

In all other circumstances the payment is non-refundable whether cancellation is due to the inability of the stall-holder to attend or to the event being cancelled owing to circumstances beyond our control

Tyntesfield bookings – If your application has been successful we will confirm this within 10 days of the closing date and you will be invoiced accordingly. Please DO NOT send payment with your booking form.