

DORSET

COUNTY SHOW
3&4 Sept 2022



TRADE STAND BOOKING GUIDE USEFUL TIPS & INFORMATION

DORSET

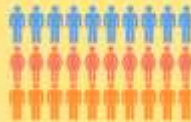
COUNTY SHOW

TWO DAYS OF TRADING OPPORTUNITIES ...

60,000

A fixture in the calendar, Dorset County Show regularly attracts huge crowds and all children under the age of 16 enter the show for free!

VISITORS



TRADE STANDS

500



Become one of 500 trade stands on site with specialist areas such as Agricultural, Motor, Shopping and Artisan Crafts



13,500

SOCIAL MEDIA



6,500

- Facebook posts reaching up to 54,000 people
- All Traders mentioned on Twitter
- Each trader has a company profile on dorsetcountyshow.co.uk



1,700



1,200 SHEEP 2,200 HOMECRAFT



ENTRIES



300 CATTLE 740 HORSES



TRADE – DEMONSTRATE – ENTER

We're delighted that you would like to exhibit at Dorset County Show. In this booklet you will find some useful tips to help you with your application as well as rules and guidelines.

Dorset County Show is an annual 2-day Show held on the first weekend in September immediately outside the County town of Dorchester in Dorset. The Show has grown steadily over its 180 year history to its current form as Dorset's largest agricultural Show.

We have a trading opportunity for all business's, whether it is a piece of agricultural machinery or the latest fashion we hope that the Show is a useful platform to trade on, and we are proud to present 60,000 visitors to our 500 traders.

We have tried to make the application process as straightforward as possible and booking early is highly advised.

We look forward to receiving your application form and if you have any questions please feel free to get in contact.

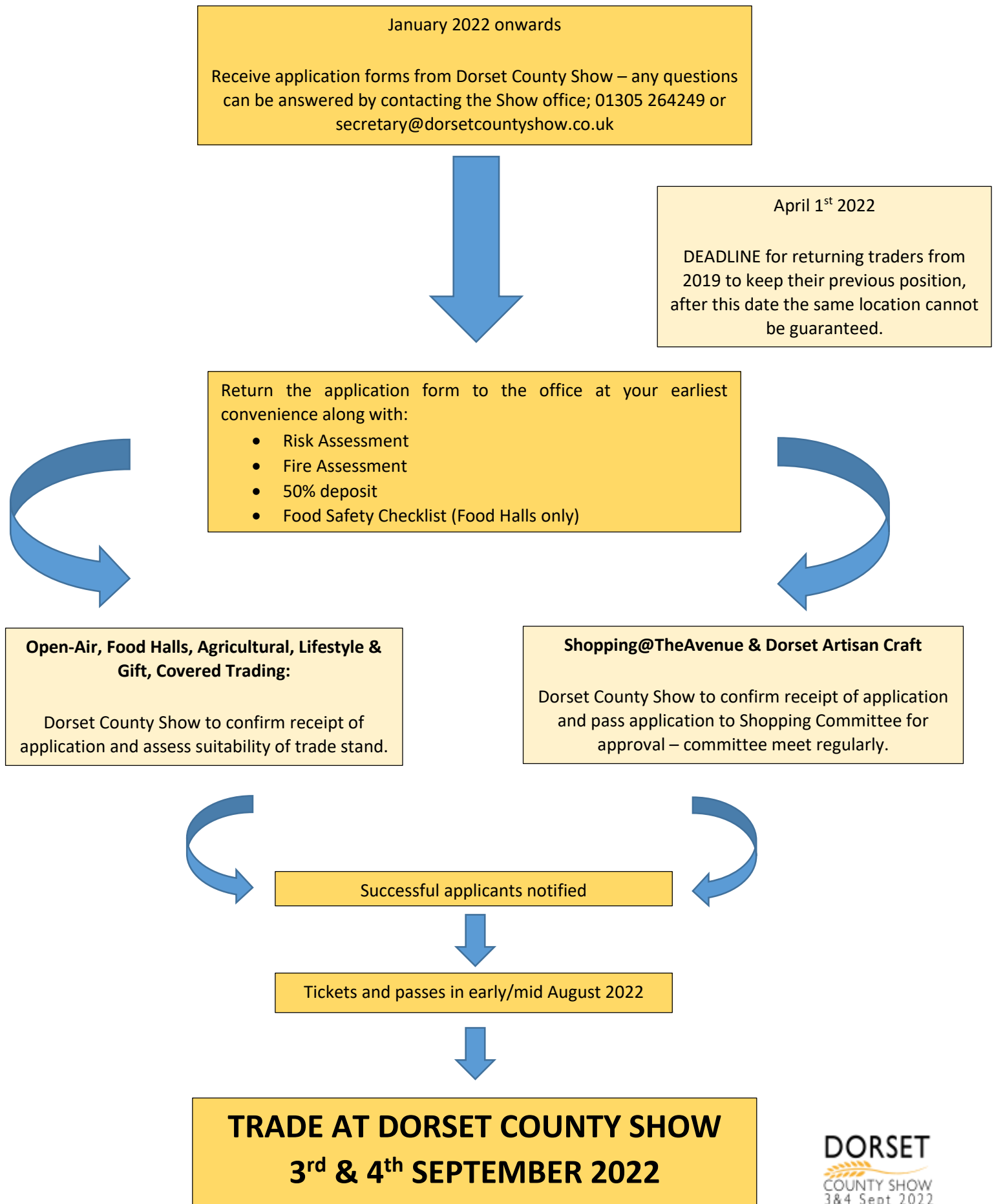
Will Hyde

Show Secretary

01305 264249

secretary@dorsetcountyshow.co.uk

Application Process



Officers will be at the Show, and may use under age purchasers to verify that no knives are being sold to under 18's.

- **Show Catalogue and Show Guide** – Trade Stands must complete the editorial section on the Trade Stand Booking Form to secure free entry into the Show Catalogue. The Catalogue listing will include site number company name, address, telephone number, email address, website address plus a limited number words from the editorial. The Show Guide listing will include company name and Trade Stand number. All information held and published is done in line with GDPR rules as described on the Trade Stand application form.
- **Signs and Advertising** – All Trade Stands must display a clear sign or banner bearing the name of the Company or Organisation as listed in the Booking Form. Signs/banners must not obstruct the view of the adjacent Trade Stand, or protrude into the path of vehicles or pedestrians on the avenue or walkway. If hiring a marquee, covered or shopping mall/food hall stand, signs must be fixed in order that no damage is caused to the canvas or frames. No advertising materials may be placed elsewhere on the Showground. Distribution of 'Political Propaganda' will not be tolerated in any areas of the Showground or public car parks.
- **Sleeping** – All Exhibitors are reminded that if they intend to sleep overnight within, or behind their Trade Stand area, they must inform a Trade Stand Steward on arrival. As with all sleeping accommodation, a working battery smoke detector must be installed. The Security Contractor will be made aware of those sleeping overnight on the Showground.
- **Smoking** – Smoking is not permitted in any building, structure or marquee on the Showground.
- **Sub-Letting** – No Exhibitor shall sub-let any portion of space allotted to him.
- **Transport Safety** – All vehicles on the Showground must adhere to the 10mph maximum speed limit. All loads must be properly secured at all times. To ease traffic congestion Exhibitors are asked to remove vehicles, once unloaded, to the nearest car park. Hand held mobile phones must not be used when driving on site. All vehicles must at all times be driven by a properly licensed and insured driver. All Trade Stands & their employees must abide by the One Way System when it is in force.
- **Temporary Events Notice** – Exhibitors given permission to sell alcohol must apply for a Temporary Event Notice (TEN) from Dorset Council. A copy of the TEN must be displayed on the stand.
- **Times of Opening** – All Stands must be manned and open from 08:30 to 18:00 on both Show days.
- **Weather Conditions** – Exhibitors must ensure they have made suitable adequate preparation for adverse weather conditions at the Show. In the event of adverse weather conditions it may be necessary for Show vehicles (i.e. tractors), to assist Trade Stand vehicles on to the Showground. Please DO NOT drive over any neighbouring Trade Stand sites. The Show reserves the right to restrict or refuse vehicle access to the Showground at any time to protect the ground. If weather conditions are wet, it is advisable to contact the Show Office before you leave to check if vehicle access has been restricted. It is the responsibility of the Trade Stand to ensure any structures forming part of his Stand are suitable and adequate to cope with any changing weather conditions and to adapt their Stand to ensure safety to their staff and the public at all times.

FOOD SAFETY FOR ALL TRADESTANDS SELLING AND OR SAMPLING FOOD

- All personnel handling food should wear clean and washable over-clothing and head coverings.
- All machinery used for cutting, slicing, mincing etc should be properly guarded and all staff operating such equipment should be properly trained on its use.
- All food businesses should have access to a hand basin or bowl with a supply of hot and cold water for the hygienic cleaning of hands at their Stand. Disinfectant hand cleanser and the use of regularly changed gloves will further help to ensure that food can be handled in a hygienic manner.
- A thermometer must be used to check the temperature in fridges, and it is advisable to keep written records of these checks.
- A copy of Safer Food Better Business of the Operator's Food Policy should be available for inspection on site.
- Raw and cooked meats **must be** kept separate.
- Open food must also be stored at least 90mm from the ground to protect against contamination.
- All equipment and work surfaces should be regularly cleaned and disinfected.
- All foods should be stored at the correct temperature, refrigerated if necessary, and kept covered.
- All perishable foods must be refrigerated.
- Under no circumstances are pets to be permitted on any stand/unit.
- All stands must conform to Environmental Health Office Rules and Regulations, and are encouraged to use a display consisting of back and side panels and an appropriate 'shop counter' including a "sneeze guard" if unpackaged food is on display.
- Exhibitors are responsible for provision of any flooring (if necessary), to comply with Environmental Health Office Regulations.
- The number of Stands permitted to serve 'fast food/Food to Go' (sold for immediate consumption on site); will be limited.
- Stands granted 'fast food/Food to Go' concession must have automated tills, and will be subject to audits on income, and must adhere to food and safety hygiene Rules and Regulations.
- Intoxicating liquor may not be sold or offered without prior permission from the Show Secretary.
- Stands must comply with all legislation in force at the time of the Show and, in particular current Food Hygiene (England) Regulations.
- Failure by a Stand to maintain satisfactory standards will result in immediate removal from the Showground and loss of all fees paid.

ADDITIONAL PUBLIC CATERING REGULATIONS

Please refer to the separate document 'Food and Drink Tender Information'

All Public and Corporate Caterers and Trade Stands within the Food Halls are required to abide by the Regulations set out in the whole of this booklet. Environmental Health Officers will be in attendance at the Show.