

Visit
Guildford
Craft Festival

GUILDFORD
CRAFT FESTIVAL

15 - 23 June 2018

Organised by:

*The Rural Crafts Association, Station Lane, Brook Road,
Wormley, Godalming, Surrey, GU8 5UA.*

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INTRODUCTION

Welcome to the Guildford Craft Festival, which is held on the attractive cobbled High Street, in the wealthy Surrey town of Guildford.

The Guildford Festival is a large collection of art, craft, choral, theatrical and social events that take place during late June and the whole of July. The launch of the Craft Festival takes place on Friday 15th June, as this is a good trading day.

Held annually since 1983, the Guildford Craft Festival is the centrepiece of the town's Summer Festival and it is acknowledged by many regular standholders to be one of the most profitable and enjoyable events in their year.

The Rural Crafts Association is a national organisation promoting craftwork at major events in the UK.

During the town's Summer Festival, sites for up to 30 stands are made available from top to bottom of the famous cobbled High Street. Nine days consecutive trading in the South East's premier shopping street presents an unparalleled opportunity to craft workers of all kinds.

Bookings are made in 3-day slots or all 9 days, please put an X through the days required and complete the details on the form attached, return to the RCA with a deposit of £150.00. An invoice for the booking will be sent 6 weeks prior to the Festival start date.

We must be aware of the shop windows facing the road we are occupying, in the past some exhibitors have put up a blank wall onto the pavement, facing the shops, apart from missing potential customers on the pavement, this gives a blank wall facing the shop windows - this is not allowed this year. Security is an issue, particularly on the Saturdays and we suggest two members of staff to allow all trading sides to be safely watched. If a wall is necessary it must be a totally clear plastic wall and face down the High Street NOT onto the pavement. Each stand has a maximum space of 3 metres wide preferably 2.5 metres deep - please do let us know if your stand is going to be larger and we will do our best to fit you in.

Charitable organisations need only complete the name and address section and mark the days required; return to us ASAP please.

1. After the High Street is closed to traffic at 10.00am, each morning (9.00am Sats.) standholders' vehicles are allowed access to unload stock and set up stands. Do not enter the High Street prior to 10 o'clock, deliveries are still taking place to the shops. Please unload your vehicle and remove it first, as quickly as possible, then do your display.
2. Trading continues throughout the day, standholders benefiting from Guildford's usual daily influx of shoppers and office workers increased by extensive publicity for the whole Festival and the Craft Festival in particular.
3. Standholders' vehicles are again allowed sole access to the High Street at 5pm (Sats. 6pm) in order to clear the roadway for normal traffic to resume at 5.30pm (6.30pm Sats.).
4. **You have to have your whole stand and stock loaded into your vehicle by 5.30pm (6.30pm Sats.).**
5. Reserved vehicle parking in the Bright Hill car park (10 minutes walk away) is available by prior booking only, the council this year is charging £7.20 per weekday, £9.60 per Saturday and £2.50 on Sunday per vehicle including VAT, this is a guaranteed parking space, especially useful for vans as there is no height barrier. Alternatively you can pay on the day in any car park, we have been advised that it is £1.20 per hour - do remember Guildford is a very busy town. Sunday parking is £2.50 per 6 hours.

DAILY ARRANGEMENTS

SELECTION OF STANDS

The Guildford Craft Festival will give priority to British craft workers, although it has always been the policy to present the widest possible variety of high quality, and “interesting” stands. A limited number of spaces are also provided for Guildford town shops, high quality products that do not conflict with our exhibitors and fund-raising organisations. A limit will be put on the number of certain crafts to avoid over-duplication, please return your booking form ASAP.

PUBLICITY

Since it started in 1983, the Festival has grown to be the most popular event in Guildford’s year and it regularly attracts visitors from much farther afield. This existing popularity is reinforced annually by advertising in all relevant Borough Council and Regional Tourist Board publications, newspaper advertising, editorial coverage in local newspapers and with posters.

FREE ENTERTAINMENT

On Saturdays (family day in town) a daylong programme of music and street circus is presented in the High Street. As regular standholders know, this attracts thousands of extra people into the normally busy market area. Throughout the High Street, buskers can be expected - but radio and cassette players are banned from stands unless playing “appropriate” music at moderate volume.

COVER

This is an open air High Street so you will need to provide your own cover in case of rain, if this is a problem we have sourced a 3 metre x 3 metre pop-up canopy that has adjustment on the legs to allow for uneven ground and is waterproof. The cost of hiring a pop-up is £25.00 + VAT per day.

ADDITIONAL INFORMATION

BOOKING SYSTEM

Individual days can be booked, however priority when allocating space will be given to those who book 'three day' slots or consecutive days. Special reduced rates apply to the three-day 'package' - see booking form. Charities and fundraisers can book by the day @ £25.00 plus VAT but with no provision for parking.

LONG VEHICLES AND TRAILERS

Due to the narrow High Street, vehicles larger than a standard Transit van and vehicles towing trailers can cause potentially dangerous obstructions. Excepting those for whom special arrangements have been agreed previously, your (single) vehicle must not exceed 15ft x 6ft (4.5m x 1.8m).

PAYMENT

Please send a deposit of £150.00 with your booking, a receipt will be sent with your acknowledgement of booking and an invoice will be sent 6 weeks prior to the start of the Festival.



DATES, PRICES & TIMES

All prices subject to vat

FRIDAY 15 JUNE 10am - 5pm £85.00	SATURDAY 16 JUNE 9am - 6pm £85.00	SUNDAY 17 JUNE 10am - 5pm £45.00
3 days: £195-.00		

MONDAY 18 JUNE 10am - 5pm £55.00	TUESDAY 19 JUNE 10am - 5pm £55.00	WEDNESDAY 20 JUNE 10am - 5pm £55.00
3 days: £150.00		

THURSDAY 21 JUNE 10am - 5pm £55.00	FRIDAY 22 JUNE 9am - 6pm £85.00	SATURDAY 23 JUNE 9am - 6pm £85.00
3 days: £235.00		

All 9 days single charge: £565.00
