

## **Participant Information**

### **The Christmas Shopping Weekend at Orleans House Gallery Saturday 3 and Sunday 4 December 2022**

We're delighted that you're considering taking part in this year's Christmas Shopping Weekend at Orleans House Gallery. These pages should answer any questions you may have, but if you require any further information, please contact us by email at [artsinfo@richmondandwandsworth.gov.uk](mailto:artsinfo@richmondandwandsworth.gov.uk) or by telephone on 020 8831 6000

#### **What is the Christmas Shopping Weekend?**

The Christmas Shopping Weekend is an annual event at Orleans House Gallery where makers, designers, artisans, and artists can showcase and sell their products in the run up to Christmas. Launched in 2012, the hugely popular event has grown annually and now offers 40 pitches across the site, including an outdoor market in our Stables Courtyard. We welcome a diverse range of applicants from ceramicists and jewellers to chocolatiers and artisan food producers (please note all food and drink sellers will be located in our outdoor market). This year, we will also be offering 12 pitches for visual artists in our Stables Gallery, where our Winter Show will be on display, creating a pop-up art hub for visitors to enjoy as part of the Christmas Shopping Weekend.

#### **Will there be anything else taking place over the weekend?**

As part of the Christmas Shopping Weekend there will be live musical performances, free family activities and festive refreshments on offer at our on-site Stables Café; so plenty for visitors to enjoy in addition to the opportunity to shop for unique and exciting products!

#### **How many people will come along?**

The Christmas Shopping Weekend has grown annually, and we expect to welcome approximately 1000 visitors a day, based on numbers from previous years.

#### **What space will I have and what equipment will be provided?**

Each participant with an internal stall will be provided with a standard trestle table, chair and a plain white tablecloth. There are a limited number of plug sockets available for internal stalls upon request. External participants must provide their own table,

chair and appropriately anchored 3x3m awning. We regret that we are unable to provide power for external traders. Participants can also bring one small browser or rail and are encouraged to make their stalls visually appealing with tabletop displays. Please note, however, your pitch must not encroach on public access, or your neighbours allotted space and that there is no wall space available for hanging.

### **How will the event be publicised?**

Publicity for the Christmas Shopping Weekend will include, but is not limited to:

- Email communication to our newsletter subscribers
- Local leaflet drops
- Publicity in local and possibly national media, to include a November advert in the Richmond and Twickenham Times and listings on relevant websites and print media
- Poster distribution to libraries and community noticeboards.
- A co-ordinated digital marketing campaign across our social media channels and website reaching over 11,000 followers
- Paid digital advertising in the form of features and listings on targeted social media accounts and online publications
- Publicity materials will be sent digitally to all confirmed participants before the event, which we will encourage you to circulate within your own networks; connecting with us and/or each other on social media to maximise potential footfall on the day.

### **When can I set up on the day?**

The event will run from 10am-5pm each day. Participants will have access to the site for set up from 8am and all stalls must be ready by the time the event opens. Stalls should be clear by 6pm on Sunday evening.

### **Will I be able to park?**

Vendors are welcome to access the car park on the day of trading for drop off and collection only. There is no parking on site, other than for Blue Badge Holders, but paid parking is available in surrounding roads and local car parks. You can find full details of how to find us on the [Your Visit](#) section of our website.

### **Can you tell me more about access?**

Orleans House Gallery is committed to reducing barriers to access. You can read our Access Statement in full [here](#) If you have any specific access requirements that you would like to discuss before making your application, please do get in contact [artsinfo@richmondandwandsworth.gov.uk](mailto:artsinfo@richmondandwandsworth.gov.uk)

### How much does it cost?

Prices below are per day per stall (please note there is a maximum of one stall per individual/business per day.) Please indicate on your application form your first-choice space. We will try to accommodate these choices where possible and contact you before we confirm your booking if your chosen space is not available.

Space	Cost (per day)
Octagon Room - Internal	£60
Coach House - Internal	£60
Stables Gallery (visual artist hub) – Internal	£60
Coach House Canopy – external, covered	£35
Stables Courtyard – external, uncovered	£25

### How do I apply?

To apply to take part in this year's Christmas Shopping Weekend please complete and return the accompanying application form no later than Friday 30 September 2022.

### How do you decide who takes part?

We look to offer spaces to a diverse range of vendors who can offer a high quality, unique and exciting shopping experience for visitors, with a varied, accessible price point and range of products. To ensure this, all applicants will be reviewed by a selection panel and we regret that we are unable to offer spaces to all who apply.

### When will I hear if my application has been successful and how do I accept my place if it is?

We aim to notify successful applicants by the second week of October. Payment must then be made within 14 days of notification of your successful application to confirm your participation in this year's event.

### What is the Cancellation Policy?

Stalls cancelled more than 8 weeks before the event will receive a 75% refund. Any stalls cancelled after this time will, unfortunately, not be refunded.