PEXMAS

PEXMAS x PECKHAM FESTIVAL POP UPS INFORMATION PACK

Please read ALL the information in this document very carefully.

1. INTRODUCTION	
Pexmas is an events company delivering markets, community festivals and social spaces in South East London and beyond. Peckham Festival is an annual celebration of Peckham taking place in multiple venues across SE15. This year it runs Friday 16th - Sunday 18th September. Typically the festival welcomes around 10,000 visitors to the activities at Copeland Park which is the lead host and producing partner of the festival. This year traders at Peckham Festival have several routes to apply. We are collaborating with the Festival to deliver a small-business pop up hub at the festival where local brands and designers can showcase and sell their wares, with a particular focus on ethical and sustainable products, brands and makers. Please read the below options carefully and select the appropriate application for you. **If you are an Artist (fine art, photography, ceramics, prints)** wanting to exhibit and possibly sell work at the festival, please click through here. **If you are a Community Organisation/ Charity** wanting to host a workshop, talk, information stand and maybe sell some items alongside, please click through here. **If you are a Hot Food Trader** wanting to serve street food at the festival, please click through here. **We are not accepting any snack /store cupboard food or drinks applications.** **If you are a small business / brand / designer of homewares / fashion /beauty items** who wants to sell your own products at the festival, please continue to read below. We will also be accepting applications for free stalls from designers who are able to offer a "Fix & Remix" element to their stand - see the info below for details.	
2. PARTICULARS	
Venue	**Copeland Park, 133 Copeland Rd, Peckham, London SE15 3SN** A ground floor indoor space in Copeland park (exact unit to be determined by the festival team nearer the time).
Dates	**Saturday 17th September 11:00 - 18:00** **Sunday 18th September 11:00 - 18:00**
Operations	**TICKETING:** There is no ticketing, this is a free festival and a free event. We will offer some free timed booking slots for the Fix & Remix element.

	ACCESS: Access will be earliest 9am each day, and all traders will be required to have vacated the premises by 7pm each day. **There is no vehicle access to the space or Copeland Yard except for hot food traders.** There is **no provided parking for anyone**. Traders must enter on foot via Rye Lane or be dropped by vehicle on Copeland Road. **Bring a trolley.** Easy access to drinking water is not available onsite, please bring your lunch, snacks and drinks with you.
Approx Trader Numbers:	Initially we are booking 20 unique small businesses per day, plus up to 5 Fix & Remix stands, with the possibility to extend this if we are granted a larger space at the venue. **Traders will only be allocated ONE date**. If pitches open up closer to the date, some traders may be offered an extra date, but priority will be given to traders on the waiting list - see below "Selection Process" section for details on how we reallocate. On the application form, please give your preference of dates being as flexible as you possibly can to maximise your chance of gaining a spot.
3. PITCHES	
Selection Process	**Applications are all to be completed via the online form and are due in by 12 noon Thursday 30th June**. If you miss this deadline you can still apply and will automatically be added to the waiting list. After this time we will select the most appropriate mix of businesses for each date at our discretion and **you will be informed whether you are selected or not if you have a stall pitch allocated by end of Monday 4th July.** All who have NOT been allotted a space will be entered onto the waiting list, unless they tell us otherwise. The application pack will remain online up until the event so those who have missed the initial window can continue to apply to the waiting list. Those allotted a space will be sent the Ts & Cs for their records and an invoice with a payment deadline of 1 week, the payment of which is considered confirmation of their pitch. **Missing your payment deadline will result in your pitch being offered to someone on the waiting list.** It is vital we stick to this as we have only a small number of stalls to allocate. Last minute swapping is harmful to the whole event and prevents us being able to advertise a list of exhibiting brands in advance. If spaces become available, we replace "like with like" as much as possible to keep the whole event varied for the customers; we do not operate on a first come, first served basis. In selecting stalls we do not discriminate against a business' level of experience or range of products - a trader with one well designed saleable item is as welcome as someone with a huge catalogue of products. We are looking for the highest quality, attention to detail, attractive displays and a broad range of products and price points across the brands. We make a great effort to ensure

	there are not too many similar brands each day so there are limited slots for each type of product per day (eg: jewellery, food, stationery, clothes, accessories, candles, ceramics etc…). We do not give preference to previous traders, and welcome new businesses to apply each year. We only offer stalls where we believe our audience will appreciate your product. We will accept joint stall applications, please apply separately and email us on info@pexmas.com to say you would like to share one table. We are not at this stage offering "double stalls" (2 tables together) for one brand. You must stick to the one table given.
Pop Up Pitch Detail	**Stall fee: £75 per day, inc VAT.** **For Fix & Remix stands, this fee will be waived.** Each trader gets ONE table, 180cm x 70cm. Or the equivalent space if you prefer to bring your own furniture, eg clothes rail. Fix & Remix Stands will get 2 tables positioned in an L shape, to allow for one table for displaying your products on sale, and one table for fixing / remixing / donating activities. If you wish to bring additional display items to position in front of or at the side of your stall, these must be advised in advance so we can approve or advise alternatives: ● Print rack up to A3 - must be at the side or in front of your table ● Spinning free standing card rack like this must be to the side of your stall ● Static free standing card rack like this must be behind your stall ● One clothes rail (max width 70cm and length 1.8m) instead of your stall, provided by you. ● Half or child size clothes rail (max width 50cm and length 1m) - must be at the side of your stall, positioned as an L shape with your table. ● Tall Mirrors - must be positioned against a wall. ● Additional free standing display items - please supply measurements (and photos) and we can confirm. ● No other vertical display surface is allowed such as gridwall. No stall may bring more than 1 additional freestanding display item to be housed in front or at the side of their stall. Traders who bring extra items will have to remove them from the site before they can trade. There is no hanging space as part of the stall structure. You can easily hang a banner from the front of the stall, **no banners to be hung at head height, or vertical pop up banners are allowed**. Please bear in mind that your stall will be close to a neighbour on each side.

	We do not supply chairs. We do not recommend sitting while you are staffing your pop up, to better engage with customers, but of course those with disabilities or chronic pain of course may need to do so. In this instance please do bring a chair with you, or contact us if you need support, we will try and source one for you. **No power is provided to stalls.** The space is well lit, but you may wish to bring additional battery lights to supplement this or point onto your products more directly. Individual stalls may not play music. You will have access to power sockets to charge your devices but these will almost certainly not be adjacent to your own stall. The pop ups will be housed indoors. However the space has no heating and we will be keeping the doors open for ventilation and access. Please consider bringing: warm clothes, cosy shoes, gloves, hats etc depending on the weather. There are proper toilets which will be kept clean throughout. **All stalls will be required to hold public liability insurance and complete a risk assessment.** We will be encouraging the public to bring reusable shopping bags and ask our traders to use only recyclable / compostable / no packaging. **We have a ban on glitter, balloons, sequins and sprinkley items of plastic doom.** No single use plastic please! **RUBBISH**: There is no capacity to dispose of your waste on site; **all traders are required to take any rubbish with you at the end of the day, and provide your own bin bags**. This includes cardboard boxes/storage items, black sacks of rubbish, packaging materials, decorations, food stuffs etc. Please dispose of all your rubbish responsibly off site. Please sweep under your stall to remove any stray items / crumbs you have dropped before you leave and clean your table. TIDINESS AND CLEANLINESS IS ESSENTIAL.

4. FIX & REMIX

Following on from our Spring Fling, we want to pick up on sustainability and reuse at this event. We would offer free stands to businesses willing to share their skills in mending or upcycling with the public, or who are collecting items to donate to a charitable cause. The idea would be that the public can see in advance what fixing or upcycling or donation options are available at the market, and then be able to bring their unwanted or broken items for either a free bookable on the spot repair, to get ideas on the road to an upcycle, or to donate it.

As part of your application, you can tell us if you would like to contribute to this zone of the pop up. EG, if you have sewing skills, please tell us what sort of repairs you might be able to offer. If you have woodwork skills and could advise on how to rework furniture for new uses, please explain how you might be able to share this in a 121 session with an interested member of the public. Could they bring you a photo of their sad furniture for your advice on making alterations? Do you need any special equipment, materials or

facilities to be able to share your skills? We might be able to help source / supply some of this, and the festival has volunteers to help on the day.

Where appropriate (for fixing or upcycling stations) we would offer this as a free bookable slot to the public so they can tell us what they are bringing, or what skills they would like to learn. We imagine this might be up to 4 slots per "fixer" per day, and they might last around 30 minutes depending on the problem! We would advertise this in collaboration with the brands, explaining the level of support offered very clearly - you might fix the item entirely for the person (darn a hole in a jumper for example) or you might simply offer advice about what materials and techniques to use themselves , or help them start to learn how to fix it for themselves!

If you'd like to discuss your Fix & Remix offer in advance of submitting your application, please email us on info@pexmas.com

5. CANCELLATIONS

If you have to cancel your pitch for any reason (including Covid-19 related self isolating/illness), but the market is still going ahead, there will only be a refund IF we can replace your stall with a suitable trader. Please see the selection process for an idea of how we replace drop outs - we curate our markets and replace like with like or with a new unique trader, not simply with anyone who is available.

If Peckham Festival has to cancel this event, (which owing to the scale of this event could only happen due to an "act of god" or dictat from the government), a partial refund will be issued to you. Peckham Festival is a non profit CIC and all the income from your fees goes out in costs for the festival. The closer to the festival that a cancellation occurs, the less of a fee will be refundable, depending on how much can be recouped / has not yet been physically paid out to suppliers. More detail on this to follow.

6. MARKETING

This event will be hosted on both Pexmas and Peckham Festival websites and social media, with some activities also shared by Copeland Park channels.

Pexmas will host a list of participating brands on our website and publicise this event via our social media and mailing list.

Peckham Festival prints a brochure which will list this event as part of the festival programme. There will also be listings on their website and social media to advertise this part of the event. The Festival as a whole has a wide ranging marketing campaign in print, press and online.

7. APPLY NOW!

Links	Thank you for reading the information pack carefully. Here is a link to the form to fill in to apply. PEXMAS x PECKHAM FESTIVAL 2022 APPLICATION FORM