

**SOUTH SUFFOLK AGRICULTURAL ASSOCIATION LTD**

**Founded 1888.**

**Incorporated 1998. Limited by Guarantee.**

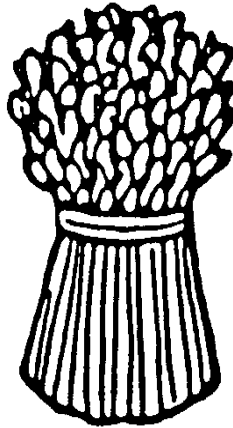
**Registered in England No. 3685798**

# **SOUTH SUFFOLK SHOW**

**Sunday 9th May 2021**

**Ingham, Nr Bury St. Edmunds, Suffolk.**

**Trade Stand, Arts & Craft Marquee, Shopping  
Marquee and Food Hall  
Application Guidelines and Conditions**



Show Secretary: Geoff Bailes,  
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Newmarket, Suffolk. CB8 8SB

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# **SOUTH SUFFOLK AGRICULTURAL SHOW 2021**

**Show President: Mr Paul Moss**

Now in its 133<sup>rd</sup> year The South Suffolk Show is regarded by many as one of the leading one-day agricultural shows in the eastern region. The ‘South Suffolk’ takes place at Ampton Racecourse, near Ingham, Suffolk. This site not only has excellent road links to the towns of Newmarket, Sudbury, Thetford and Bury St Edmunds, but also provides the show with a picturesque countryside setting.

Traditionally we have enjoyed crowds in the region of 10 – 12,000, flocking to see the ring attractions with this year’s main attraction being *Atkinson Action Horses*, one of the leading equine displays in the country, along with the 150 plus trade stands catering for the country lifestyle. We shall again be having, following the very successful introduction in 2017 of an Arts and Craft Marquee (for all those exhibitors who either paint or photograph or make their own products) and a Shopping Marquee (for those exhibitors who require a smaller indoor space to sell products made by a second party).

In addition, the show has strong numbers of entries for its various horse and pony classes and our cattle, sheep and pig classes are extremely well supported. Over the years’, the show has produced many National Champions, not only from the equine section but also from the livestock.

Throughout the showground, we strive to entertain all members of the family with attractions including traditional fairground rides, a vintage farm machinery display. For the sixth year the “South Suffolk” is delighted to be hosting a Farriery Competition for Master and Apprentice Farriers, which in the previous years has been extremely well supported by farriers from far and wide. The show will also feature a VILLAGE GREEN AREA, adjacent to the Arts & Craft Marquee and Food Hall.

A number of years ago, the trustees expanded the showground by approximately 20 acres to 95 acres in total, allowing for further parking which we felt was required for the ever-increasing number of visitors that we have experienced over the last few years. This extra space has also allowed us to reconfigure the layout of the showground and provide a dedicated horse area with improved ground conditions and spectator safety in mind.

## Trade Stand Booking Guidelines

1.
  - (a) **Premium Trade Stands** are positioned with frontage to the Grand Ring and the Countryside Ring and adjacent areas. Those fronting the Grand Ring are by invitation only. Charges are £26 per meter frontage, with a depth of 11 metres, if booking is made by 19<sup>th</sup> March and £28 per meter thereafter.
  - (b) **Standard Trade Stand** charges are £19 per meter frontage with a depth of 7 meters, if booking is made by 19<sup>th</sup> March and £21 per metre thereafter. The minimum frontage for all Trade Stands is **6 metres**. Corner sites can be reserved at a surcharge of 25%. Requests for corner sites should be made through the Secretary - Please see enclosed showground layout.
  - (c) **Heavy Agricultural Trade Stands** are available at discounted rates – please contact Jim Mann on 07860 206386.
  - (d) Stand space in the **Art and Craft Marquee** is £45.00 for a 2.5 meter (8ft) wide unit space if booking is made by 19<sup>th</sup> March and £47.50 per space thereafter. A larger space can be provided, in half and full unit sizes only. **ALL** units are 2 meters (6ft) deep. **This marquee is solely for those exhibitors who produce their own art and craft products.**
  - (e) Stand space in the **Shopping Marquee** is £45.00 for a 2.5 meter (8ft) wide unit space if booking is made by 19<sup>th</sup> March and £47.50 per space thereafter. A larger space can be provided, in half and full unit sizes only. **ALL** units are 2 meter (6ft) deep. **This marquee is for those exhibitors who wish to retail products made by a second party.**
  - (f) Stand space in the **Food Hall** is £85 for a 3 meter (10ft) wide unit space if booking is made by 19<sup>th</sup> March and £95 per space thereafter. All stands will be supplied with a single 13amp electric point. A larger space can be provided, in half and full unit sizes only. **ALL** units are 2 meter (6ft) deep.
  - (g) **There will also be a limited number of outdoor stand spaces (no cover) adjacent to the Food Hall specifically for Food Hall Retailers requiring a larger stand space.** These stands are charged at £19 per meter frontage, minimum frontage of 4 meters i.e. £76 with a depth of 7 metres, if booking is made by 19<sup>th</sup> March and £21 per metre thereafter. A surcharge of £15.00 will be levied for a single electric power point. **NO** cover is provided.
2. The position of the Stand on the Showground is the responsibility of the Show Committee. Boundaries of sites will be marked and in no circumstances, will exhibitors be allowed to occupy a larger space than that allocated to them. Trading outside the boundaries of sites is strictly prohibited. All, supports, guy ropes, access to stands etc. **must** be contained **within** the space reserved. Please ensure that your space is large enough for your requirements.

3. *It is the responsibility of exhibitors to comply with all relevant Health and Safety, Environmental Health, Trading Standards, Trade Description, Customs and Excise rules, regulations, Codes of Practice and Acts of Parliament. **Equipment on display or in use on Stands should conform to all H.S.E. regulations at all times. The Show Committee requires that all Stand Holders should complete a Risk Assessment for their stand and have a copy of such with them on the day. A Risk Assessment Form will be issued with exhibitor and vehicle passes.***
4. It is regretted that it is not possible for the Association to provide electricity for stand space (excluding the Food Hall exhibitors). **Exhibitors may, however, bring and use their own generators if they conform to current H.S.E. regulations and are sound moderated so as not to interfere with neighbouring stands. Please advise the Secretary if so doing. Noisy generators will not be allowed to be used.**
5. Charitable and other Institutions **must confine** any moneymaking activities to within their Stand space.
6. In order to ensure allocation of space, early application is advised. Names and basic details of firms or individuals will be included in the Show Catalogue and Programme unless otherwise advised by the exhibitor.
7. Traders and exhibitors who exhibit, sell or advertise articles or devices which do not conform to an accepted standard, whether offered or promoted will be asked to discontinue such sale or leave the showground.
8. The Association reserves the right to reject or cancel any application, notwithstanding acceptance of any payment, without being required to state any reason for doing so. The right is reserved to decline at any stage any proposed exhibit, or order the removal of a trade stand. In such cases the fees paid will be refunded at the discretion of the Association. Such refunds shall be accepted by the exhibitor in full satisfaction of all claims against the Association.
9. Cheques payable to **South Suffolk Agricultural Association Ltd** and sent with the relevant application form to: **Geoff Bailes, Secretary, 35, Dalham Road, Moulton, Newmarket, Suffolk. CB8 8SB.**  
For reasons of economy, receipts will not be sent, but if one is required then please send a stamped addressed envelope with your application.  
Please note that the South Suffolk Agricultural Association Ltd is not VAT registered.  
**BACS Details (please ask for a payment reference number and return the completed application form to the Secretary)**  
**Account Name: South Suffolk Agricultural Association Ltd.,**  
**Account No: 33192260                      Sort Code: 30 –64-22**  
**Held at Lloyds Bank, Bury St. Edmunds**

**10. Trade Stand Erection/Breakdown**

Trade Stands may be erected from mid-day, Wednesday 5<sup>th</sup> May and must be completed by 9.00 a.m. on show day. The Art & Crafts Marquee, Shopping Marquee and Food Hall stands may be erected from 2 pm Saturday 8<sup>th</sup> May and all vehicles must be parked in the designated parking areas by 9.00 a.m. on show day. Electricity within the Food Hall will be available from 2pm on 8<sup>th</sup> May.

**Breakdown:** *No Vehicles* will be allowed access onto the showground before 5.00 pm. It will be at the Show Directors discretion to vary this time if prevailing circumstances and / or conditions warrant it.

**11. Layout of Sites: Please Note- revised layout of trade stands – See back cover**

The allocation and position of stands is the responsibility of the Association. Plans of the Trade Stand Layout, showing locations of individual Trade Stands will be placed at the entrances leading into the Showground and in the vicinity of the Secretary's Office. The stand number and measurements should be checked on arrival. If there is any doubt as to the actual size or location of the trade stand, please check with the Trade Stand Steward before erection of stand commences. All sites will be clearly numbered by the Association and movement from the allocated space will not be permitted.

Stand Holders must not encroach on adjoining stands or obstruct avenues when erecting their own stand.

**12. Exhibitors Entrance Tickets / Vehicle Passes**

Stand/Stall Holders' vehicle passes and exhibitor's tickets together with the stand number will be sent as soon as possible after 24<sup>th</sup> April '21. Application for additional tickets should be made in writing to the Secretary no later than 1<sup>st</sup> May 2021.

**Every person entering the showground, including drivers of trade vehicles on show day must have a valid entrance ticket or pay the full price of admission at the gate (£14). This regulation will be strictly enforced. The show will not take responsibility for any tickets, which may have been mislaid or forgotten. No refunds will be considered unless application is made in writing to the Secretary. All persons on leaving the showground who wish to re-enter must obtain a pass from the Gate Stewards.**

**13. Vehicle Movements**

Vehicles carrying issued Trade Stand passes will only be admitted to the Showground up to **9.00 a.m.** All vehicles not forming part of the trade stand must, for the reasons of safety, be removed to the allocated trade vehicle parking areas by **9.00 a.m. No vehicles will be allowed on to the showground after 9.00 a.m.**

**Breakdown:** *No Vehicles* will be allowed access onto the showground before 5.00 pm. It will be at the Show Directors discretion to vary this time if prevailing circumstances and / or conditions warrant it.

**14. Trade Stand Awards**

Trade stands will be judged for Challenge Cups in the following categories: *The Best Heavy Agricultural Trade Stand, The Best Light Agricultural Trade Stand, The Best Non-Agricultural Trade Stand.* and *The Challacombe Trophy* will be awarded for the most innovative trade stand. Craft Marquee stands will be judged for *The May Challenge Trophy*, awarded to the best stall within the marquee.

# SHOW CONDITIONS

## 1) **Balloons and Kites:**

Making a gift of or selling balloons or kites is prohibited on the grounds of safety reasons. The sale of balloons and kites will be at the discretion of the Association. Exhibitors are forbidden to use any form of aerial advertising.

## 2) **Charity Collections and Appeals:**

Charitable or other institutions wishing to make appeals for contributions to their funds, or run lotteries, draws, games of chance or sell flags, must first obtain permission from the Association. Where permission is granted, collections must not be made outside the limits of the exhibitor's own stand.

## 3) **Fire Extinguishers:**

The Association recommends that all stands should have fire-fighting facilities, which should be accessible and maintained in a functional condition and have carried out a fire risk assessment.

## 4) **Health and Safety Regulations:**

Exhibitors are reminded that they are responsible for the observance by themselves, their employees and their contractors of the Health and Safety at Work, etc., Act 1974 and the relevant Statutory Provisions that covers all safety regulations.

i) Exhibitors will be held responsible for the adequate fencing off of all exhibits and erections (including tent pegs) dangerous to the public.

ii) All mechanical and hydraulic devices must be guarded and safely secured against dangerous or unintended operation.

iii) Where steps are provided, these must be firm and strong and must have non-slip surfaces and handrails.

iv) Safety requirements for children are often different from those for adults in respect of guards and the formation of finger traps must be avoided.

v) Exhibitors should ensure satisfactory storage and operation of/or use of inflammable liquids/and or gas on the showground.

## 5) **Litter:**

Exhibitors are required to ensure that their stand space and surrounding area is clean and tidy and that the site is left as found.

The Association, will provide a number of waste collection units throughout the showground.

## 6) **Livestock on Stands:**

The Association must be notified in writing of any livestock to be brought onto the showground for exhibition on a stand before 16<sup>th</sup> April 21. If this is not done animals will not be allowed to enter the showground.

## 7) **Vehicle Movements:**

The movement of official vehicles shall be kept to a minimum by the Association. **No trade stand vehicles will be allowed onto the showground between the hours of 9.00am and 5.00pm.** Vehicles taking part in Ring displays will be supervised whilst traveling between parking/display area and Ring. No other vehicles will be allowed onto the showground while the show is open to the public, except at the discretion of the Association.

**8) Catering and Refreshments:**

Exhibitors may provide refreshments on their stands for their trade stands visitors/customers free of charge. The sale of any foodstuff or drink in any form that is readily consumable is strictly prohibited (excluding the Food Hall) as such would contravene the catering contract held by the show with its concession holders.

**9) Liability:**

The Association reserves the sole right of decision to postpone, cancel, abandon or curtail the show. Where such decisions arise from directive, happenings or circumstances outside the control of the Association, it shall not create liability to claim for loss or damage. The refund of fees will be at the discretion of the Association.

The Association its Trustees or its agents will not be held responsible for any accident, loss or damage on the Showground or within vehicle parking areas.

Stand exhibitors will be responsible for all bodily injury or loss of or damage to any property arising out of or caused by the negligence of the exhibitor or for the behaviour of/and any misconduct of, their employees, servants or agents or from the defective nature of any product sold, supplied, repaired, altered, treated or installed.

The exhibitor shall indemnify the Association, its trustees and / or its agents against all claims, damages and expenses whatsoever in any way arising out of the presence of the exhibitor, their employees, servant or agent's vehicles or equipment on the Showground and shall assume full responsibility therefor.

**All exhibitors MUST be adequately covered for public liability and a copy of the insurance policy must be available on the stand for inspection by Show Officials and Government Officers.**

**10) General Conditions:**

No person entering the showground or car parks, other than the exhibitor, shall be permitted to transact any business whatsoever or to solicit money thereon. All persons and articles entering the showground or car parks will be subject to the rules and regulations of the Association and of any officers appointed by them. The Association reserves the sole and absolute right to interpret these or any other prescribe conditions and regulations and arbitrarily to settle and determine all matters in regard thereto, or otherwise arising out of or connected with or incidental to the show. The Association reserves the right to amend these Regulations at its discretion.

**SOUTH SUFFOLK  
AGRICULTURAL SHOW**

Ingham, Nr Bury St. Edmunds, Suffolk  
(3 miles north of Bury St. Edmunds on the A134)

**SUNDAY 9<sup>th</sup> May 2021**

**TRADE STAND APPLICATION FORM**

Before completing this form, please read the Guidelines and Conditions relating to Trade Stand space. Corner sites can be reserved at a surcharge of 25%. Request for corner sites should be made through the Secretary - Please see enclosed showground layout. **Heavy Agricultural Trade Stands** are available at discounted rates – please contact Jim Mann on 01284 810216.

1 I / we require ..... **meters** of Standard Trade Stand space at £19 per metre, if booking is made and paid for by 19<sup>th</sup> March and £21 per meter thereafter.

I / we enclose a cheque for the total of £ .....

**Standard Trade Stand spaces are 7 meters deep (see Guideline 1(b)), and the minimum width is 6 meters. The charge includes *one* Trade Stand Vehicle Pass and *two* Exhibitor tickets for each 6 meters of space. If additional meterage is ordered vehicle and exhibitor tickets will be issued on a pro rata basis.**

2. I / we agree to abide by the rules of the Association and will comply with instructions given by Stewards of the Association.

3. Contact Name .....

4. Please give a brief description of the merchandise:

.....  
.....

5. Name & Address of Company or Business (Block Capitals Please)

.....  
.....  
.....

Post Code..... Tel .....

Signed ..... Date.....

Email Address: .....



