



Exhibitor Terms and Conditions and Event Information 2026



**11th, 12th, 13th September
at Ludlow Castle**

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Terms and Conditions

It is understood that in signing for and purchasing exhibitor space at the Ludlow Food Festival that the Festival rules and conditions will be adhered to. The Ludlow Food Festival is organised by the Board of Ludlow Marches Food & Drink Festival, subsequently referred to in these terms and conditions as the Event Organisers.

Ludlow Food Festival, its organisers, staff or volunteers does not accept liability for any misrepresentation, negligence, contractual or tortious loss suffered by you from any of the products or services or actions of any venue or area, performer, exhibitor, promoter or others. The exhibitor hereby expressly indemnifies the Festival, its employees and volunteers against any such liability.

We will not be liable to you for any loss of profit nor any indirect, consequential, exemplary, incidental, special or punitive damages.

These Terms and Conditions represent the entire understanding and agreement between you and us and shall have priority over any and all prior statements, understandings or agreements whether oral or in writing.

These Terms and Conditions are governed by the laws of England and Wales and any disputes are subject to the exclusive jurisdiction of the English and Welsh courts.

Definitions

EXHIBITORS

Are those who wish to sell food and drink or other products to be consumed off site and related items and who are sited under the organisers marquees or gazebos.

FESTIVAL MARQUEE EXHIBITOR-VENDORS

Are those under the exhibitor marquees/gazebos who wish to sell a combination of food / drink to be consumed both on and off site, and related items. NB NO hot food cooking is allowed under the Festival's marquees.

STREET FOOD VENDORS

Are those who only wish to sell food and drink for public consumption directly on site from their own gazebo, vehicle, trailer, etc.

As there are a very limited number of these spaces available (street food style vendor), we ask producers to bid for their space. The selection process is not just down to price but also locality, menu, where ingredients are sourced from etc so please ensure you provide us with this information when completing your application. The selection takes place at the beginning of April and vendors will be notified straight away as to whether or not they have been successful. A deposit will be required to secure your place.

Street food and marquee exhibitor vendors are charged a flat rate deposit in advance. Immediately following the event, vendors must submit their overall takings to the organisers, If the flat rate fee already paid by the vendor is less than 15% of their overall takings, the organisers will then invoice the vendor for the difference.

Data Protection Statement

The information which you give when completing your application form will be used in accordance with current the Data Protection Act 2018 (correct at the time of printing) and for the following purposes: to enable the organisation to create an electronic and paper record of your application and to enable the application to be processed. Your company's business contact details will be viewable on the Festival's website. Other than publication of your business contact details on our website, your personal and/or business data will not be passed on to anyone else. Any information will be kept securely and will be kept no longer than necessary. For our full privacy policy please see our website or contact the office to provide a hard copy.

Exhibitor Application - Important Information

Applications for bookings will be taken for the Ludlow Food Festival in accordance with the Ludlow Marches Food & Drink Festival mission statement. Exhibitors must be within the area of the Welsh Marches (those counties either side of the England / Wales border) - if in doubt please contact the office and they will check your eligibility (special dispensation may be given at the Event Organisers discretion).

The Event Organisers, whose decision is final, will consider all applications for bookings. If spaces are available after the closing date the Event Organisers will consider other applications from within a reasonable distance of the Welsh border or from exhibitors offering a specialist product not represented at the festival, again within a reasonable distance from the Welsh border.

- Please make sure you check your forms carefully before signing and submitting to ensure all information regarding your application has been accounted for and submitted, it will not be possible to process the booking without this. If any of the documents will expire before the event, please ensure that you forward the current information as soon as possible.
- A minimum **non-refundable deposit** is required within **14 days** of receipt of our acceptance and Invoice. Exhibitor space will not be reserved without this payment.
- The exhibitor must send all documentation requested by the Event Organiser upon request, the exhibitor will not be permitted onsite if the Event Organiser has not received all the documentation required.
- Full payment is due no later than **30th June 2026** as stated on the Exhibitor Application Form. After this date the Event Organisers reserve the right to re-let the space and the Exhibitor will lose their non-refundable deposit.
- If full payment is not received before the deadline, the Event Organiser will contact the Exhibitor **once**, if still no payment has been received the pitch will be re-let and the Exhibitor will lose their non-refundable deposit.
- If the event is cancelled due to government regulations a full refund would be made available. However, we regret that refunds will not be given for bookings cancelled by exhibitors.

Festival information - Venue, Times & Dates

Entrance measurements into Ludlow Castle are - maximum 8'4" (W), 6'6" to the start of the arch and 11'6" at the centre.

For the purpose of the Festival, the Event Organisers split the castle into three areas:

Outer Bailey is the large area immediately when you enter through the castle gates.

Inner Bailey is accessed by crossing over the moat bridge inside the castle itself.

Castle Gardens is to the right as you enter the castle gates and accessed through large metal gates.

Address: Castle Sq, Ludlow SY8 1AY

Festival Dates:

Friday 11th, Saturday 12th and Sunday 13th September 2026.

Festival Opening Times - Public

Friday 11th September:

10am-5pm

Saturday 12th September:

10am-6pm

Sunday 13th September:

10am-5pm

Deadline for Applications:

Exhibitor - 1st June 2026

Street Food Vendors - 1st April 2026

Deadline for Payments:

Non-Refundable Deposit - Within 14 days of receipt of Invoice

Full Payment - 30th June 2026

Allocation of Stall

- Please note that although exhibitors may express a preference for the area in which they wish to exhibit; no pitch location or area can be guaranteed. The Event Organisers reserve the right to create and change the site plan at their discretion.
- The Event Organisers will not send out a site plan prior to the Festival, as this is a continuous working document.
- The sub-letting of all or part of a stall by an Exhibitor is forbidden unless authorised by the Event Organisers in writing prior to the festival.
- The use of radio microphones, amplification devices and music devices are strictly prohibited.

Description of Goods and Trading Details

- The application form must contain an accurate description of goods to be exhibited or sold. Only items of this description will be allowed. All goods sold at the Festival must conform to current trading standards and other legislation.
- All exhibitors are required to display prominently on their stand full contact details:
 - Business name, postal address, phone number; it is also helpful to display email address and website address.

Exhibitors Selling Alcohol

- Ludlow Castle is licensed to sell alcohol therefore there is no requirement to apply for an alcohol license.
- Last orders on alcohol sales are strictly 15 minutes before closing.
- Alcohol Wholesaler Registration Scheme (AWRS) No – if your business is registered to this scheme, please supply your registration number as requested on the application form. If you do not have an AWRS No. you will be asked to provide evidence of the training, you and your staff have received prior to selling alcohol on your stand.
- Exhibitors selling drinks by the glass can only do so if they have applied using the correct form.
- If you sell or provide alcohol on your stand you must ensure that:
 - you uphold the current licensing conditions
 - you uphold the Challenge 25 Policy
 - alcohol is not served to anyone under the age of 18
 - visibly display Challenge 25 poster prior to trading
 - maintain a refusals log in accordance with licensing requirements

NB Staff serving customers **must not** be consuming alcohol whilst working.

Expectations

Event Organiser expectations of Exhibitors

MARKETING

- Engagement with LudlowFood on social media (sharing event posts etc)
- Over the event weekend, tag **@ludlowfood** in all posts and use the hashtag **#ludlowfoodfestival**.
- Leaflets, if you would like leaflets, please let us know, we are happy to send some out
- Logos/marketing collateral, this should be used within newsletters and social media posts. Logos will be sent out to all successful exhibitors and can be sent upon request.
- The more engagement and sharing of posts that is done prior to the event the bigger audience we are likely to bring in.
- If you wish to be individually featured within our marketing or have something exciting to shout about please email **marketing@foodfestival.co.uk**

YOUR STAND

- Dress your stand to impress
- After the event we expect for your stand to left how you found it – all litter should be cleared.

Waste Management

The Festival's waste management team are responsible for the provision of relevant waste facilities on site during the event, all exhibitors will be notified well in advance of any changes to the current recycling/waste policy information as provided below for the event.

One of the team will be responsible for supporting you throughout the Festival to remove all waste from your stand, and to ensure that the system is working for you as well as us. They will provide bags, caddies etc to make it easy for you to separate your waste, and will be collecting the following materials:

Food Waste: The team will provide a lined food caddy for all your peelings, kitchen scraps, coffee grounds and waste food.

Any surplus food that can be used but you do not wish to take away with you can be donated to Working Together, please call 07896 415643 or touch base with an Event Organiser.

Cardboard & Paper: Please flatten cardboard – there will be a dumpy bag behind the stalls for your cardboard.

Plastic, Milk Cartons, Cans & Tetrapak Glass: Green recycling sack will be provided for all your dry packaging including glass.

Waste Cooking Oil: Waste oil can be recycled but it needs to be in a well-sealed screw top container.

General Refuse for Landfill: A clear bag will be provided for your general refuse. Things that we can't recycle include: plastic discs from burgers and other meat contaminated packaging, polystyrene, foil-lined sachets [eg coffee packets], used tissues, hygienic wipes, latex gloves, crisp packets and sanitary waste.

Customers: The front of house collection system will comprise labeled banks of bins – we need your customers to use the recycling bins provided, we therefore ask that you do not provide a bin by your stall and to kindly direct them to the nearest bins.

Cups: Please only use recyclable PET / Polypropylene plastic cups and not cornstarch cups - we can recycle all plastic cups, but we can NOT recycle cornstarch cups.

Compostable Products: All serve-ware, including plates, trays, cups, cutlery and stirrers should be compostable eg made of wood, cardboard or paper.

Single Use Plastic (SUP): Please think about how you sell and sample your product – minimising the use of single use plastic (SUP) and using a more environmentally alternative where possible. This should include items you use to sample your products.

Plastic Straws: Plastic straws are not permitted at this event.

Polystyrene: Polystyrene packaging and containers are not permitted on site.

Site Access, Vehicles, Set Up, Restocking and Dismantling

Set Up

- On arrival at the castle, you will be given 1 hour to unload your equipment, your vehicle then needs to be moved to the exhibitor car park, the location of this will be provided by the Event Organisers prior to the Festival.
- It is a condition of the Festival that no vehicles are to be parked on the site after 09:30 during the Festival opening times.
- The Event Organisers reserve the right to withdraw access at their discretion.

Re-Stocking

Access for vehicles is available at set-up times and for replenishing or removing stock at the following times only:

- Friday between 7am and 9am
- Saturday & Sunday between 7am and 9am
- Or when the Festival is closed and all public have left the site.

A manual 'trolley' system will be in place to replenish stocks whilst the Festival is open to the public. Members of the Festival team will be on hand and happy to assist you.

Dismantling and Removal of Stalls

- The dismantling of stalls is strictly prohibited until after the event has closed.
- Vehicle access will be allowed onto the site after 5:45pm on Sunday or once the public are clear from the site.

Exhibitor Wristbands & Parking

Wristbands

Each exhibitor will receive 3 free exhibitor wristband passes per day of trading. Extra passes may be purchased prior to or on the day. **These wristbands are for working personnel only.**

These will be available for collection from the Festival's Welcome Point situated outside the castle on:

- Thursday 10th September between 11am-4pm
- Friday 11th September from 9am-5pm
- Saturday 12th September from 9am onwards

Wristbands must be worn at all times, without which **NO** admittance will be allowed – **NO** exceptions to the rule! Exhibitors are responsible for ensuring that their staff are wearing their wristband upon arrival at the castle entrance.

Any exhibitor and/or their staff found selling their passes or avoiding the exhibitor pass system in any way will be removed from site and banned from future events.

Car Parking Pass

Exhibitor's will receive one FREE car parking pass (the location of the exhibitor car park is a 5-minute walk from the castle) this is to be collected from the Festival's Welcome Point alongside the Exhibitor wristbands, which will be situated just outside the castle gates and will be open during the event set-up.

Extra car parking passes can be purchased @ £10 per pass; these cover the whole weekend.

Exhibitor Pack - Final Information Before the Event

Your Exhibitor Pack will be emailed to you in advance of the event; confirming your location and booking details, together with any final information required for the event.

Please ensure that all members of staff attending the event have read the information in advance to familiarise themselves with what is required.

Services Available

Electricity

- It is important that you supply the correct information on your Exhibitor Application Form for the electrical items you will be bringing along. This will enable us to check/calculate your total wattage requirement before invoicing.
- Please note that the use of generators is not permitted. Any exhibitor found using one will be asked to stop and will be charged for an electrical supply.

Water

- There are 4 potable water tap points available for your use within the castle grounds.
- Hot water is not to be disposed of directly onto the ground, as this will have a damaging effect on the grass. Exhibitors will be liable for any damage they may cause. Adequate facilities are available on the site to accommodate this.

Wi-Fi

- There is limited public Wi-Fi available due to the nature of the venue. If you wish to apply to have a cabled Internet feed (this is a cable plugged into your card machine only) then please make sure this is stated on your application form.
- Please note you will also need to book an electric supply.

Medics

- A professional Medical Team will be on site during the opening times of the Festival.

Security

- The Event Organisers will provide night security from the day prior until the morning after the event, exhibitor stallholders are responsible for the safe keeping of all goods or items on their stand and are left at their own risk.
- The Event Organisers will not be responsible in any way for the loss or damage to Exhibitors' property whilst it is on site.

Health & Safety

Food Safety & Hygiene

All food stands must:

- All food operations must be operated in line with the requirements of current food safety regulations.
- Comply with the current General Food Regulations, The Food Safety and Hygiene Regulations. Packaging and labelling legislation must be followed under the Food Information Regulations.
- Adhere at all times to the current Food Safety Policy and Environmental Health Food Safety Guidelines. Any food services operations found operating in contravention of these guidelines will not be permitted to commence trading or service until the guidelines can be complied with.
- Provide details of the Local Authority where they are registered and their current Food Hygiene Rating Scheme score. No business with a score of less than FHRS 5 will be permitted to trade. A copy of their rating certificate, sticker or confirmation letter must be kept on site at all times.
- Food Safety Management system (SFBB) to be available if requested by the authority inspectors.
- Provide confirmation of the trading name of the business, as it appears on the Food Hygiene Rating Scheme site; this must be stated on the booking form.

Cleanliness

- All equipment, work surfaces and food contact surfaces must be regularly cleaned and disinfected. Maintain cleaning records over the event.
- Contact times for disinfectants/sanitizers must be known by all staff.
- Regularly use the warm hand washing facilities made available on site and wear disposable gloves to limit contact.
- Encourage visitors to only touch products if buying.
- Keep your stand clean and free from litter and wipe down during and after service.
- Provide sneeze guards where appropriate.
- Hand sanitizer to be made available for use throughout the event, for you and customers.

Lone Working

- Please identify what measures you take to ensure the safety of any staff working alone.
- Street Food Style Vendors need to commit to ensuring that no staff are left working alone.

Allergens

- Customers, by law, must be made aware of the contents of the dishes where ingredients might give rise to an allergic reaction (such as nuts, milk, celery, gluten, soya and wheat etc).
- An Allergen Chart must be displayed at the point of service for the consumer to view.
- There must be a nominated person who will handle all food allergy queries from customers.
- In December 2014, the 'Food Information for Consumers Regulation' (EU FIC) came into force which means information on any of the 14 allergens used as ingredients in your products will need to be provided for the consumer to view.
- All information on the 14 allergens and this legislation can be found at: <https://www.food.gov.uk/business-guidance/allergen-labelling-for-food-manufacturers>
- All exhibitors and vendors should work in accordance with Natasha's Law which came into force in October 2021. This requires all food outlets to provide full ingredient lists with clear allergen labelling on Prepacked for Direct Sale (PPDS) food. PPDS Food is food that is prepared, prepacked and offered or sold to consumers on the same premises. It can include food you select yourself (e.g., from a display unit) as well as products kept behind a counter, or food sold at mobile or temporary outlets.
 - More information can be found here: <https://www.food.gov.uk/business-guidance/introduction-to-allergen-labelling-changes-ppds>

• Staff Hygiene

- The current legislation regarding personal hygiene requirements must be observed.
- People handling food have been issued with clean and washable over-clothing/aprons, clean hairnets or suitable hat/head covering.
- Fingernails are kept short and clean, no nail varnish
- Cuts and other skin defects must be covered with a blue waterproof dressing
- Jewellery must not be worn by staff preparing or serving food, with the exception of a simple wedding ring.
- Smoking is not permitted anywhere on site whilst on duty.

Due Diligence & Records

- Exhibitors are required to maintain and retain records for the event conforming to the relevant regulations: food delivery temperatures, fridge/freezer temperature records (frozen food being stored below -18
- °C and cold food stored below +8 °C, preferably below +5 °C), cooked food probe temperatures (achieve a temperature of >75°C), food standard thermometer calibration records (boiling water/ice test 100°C/0°C with a tolerance of +/- 1 °C) and cleaning records.

- COSHH safety data sheets for all chemicals to be held on each outlet for use in the case of an emergency.
- All employees must have received induction training and are also aware of the Organisers event safety rules.
- All machinery used for cutting, slicing, mincing, etc should be properly guarded and all people operating such equipment should be properly trained in its use.
- The use of colour-coded knives and boards is required, according to convention.
 - Red = Raw Meat
 - Green = Cleaned Fruits & Salad
 - Blue = Raw Fish
 - Yellow = Cooked Meats
 - White = Dairy & Bakery
 - Brown = Dirty Vegetables
- Protect all food products from cross contamination.
- Raw and ready to eat food products must be kept separately.

Hay or Straw Bales

- Hay or straw bales pose a high fire risk. They can NOT be used on site without prior permission from the Event Organiser.
- Permission will only be given in advance if the hay or straw bales to be used are treated with the correct fire-retardant coating; and if relevant paperwork confirming this is produced in advance, and again at the event.
- Any hay or straw bales brought on site without permission, or without fire- retardant coating paperwork, must be immediately removed by the Exhibitor.
- After the event, all hay or straw bales will be removed from site by the Exhibitor; the Event Organiser will not be responsible for bale removal.

Own Marquees/Gazebos

- Gazebo or light weight type marquee structures should be suitable of withstanding a minimum of 30mph wind. All self-build structures must be of sound construction, assembled in line with manufacturer's instructions and must be suitably braced and anchored.
- Fire-retardant information should be kept at the event and shown if requested.

Risk Assessments

A Risk Assessment must be completed and returned as part of the exhibitor application process and to conform to health and safety regulations.

Your assessment needs to identify the significant hazards that may be posed by your stand and your operations to anyone at the event, including you and your staff as well as visitors. You must endeavour to remove or reduce these risks to protect people from injury.

The HSE website provides guidance and advice for completing risk assessments: [https://www.hse.gov.uk/simple-health-safety /risk](https://www.hse.gov.uk/simple-health-safety/risk)

- Build onsite will not be permitted unless a suitable and sufficient risk assessment has been returned. Please note that a return stating that no risks have been identified is unacceptable. They must realistically reflect how you will set up and operate your stand.
- Exhibitors should consider any possible risks brought about by their operations at the event.
- A copy of your risk assessment must be available on the stand for possible inspection by officials during the event.
- Should any problems arise during set up/breakdown periods and event, exhibitors should ensure that any risk to health is minimised, and all necessary precautions taken.

Fire Risk Assessments

Exhibitors must conform to precautions against fire and submit a completed Fire Risk Assessment for their operation prior to the event.

Exhibitors should have an emergency fire procedure with an appropriate means of raising the alarm.

- Each food operator must have the appropriate firefighting equipment in proximity to the catering area. This must be in date and have a service and maintenance record in inspection.
- Exhibitors must provide at least one suitably sized, in-date, fire extinguisher on their stand, (water or foam, and/ or CO2 where electrical appliances are in use).
- Staff on stands should be aware of the operating instructions of any firefighting equipment/extinguishers provided.
- Storage of flammable liquids on site by exhibitors will not be allowed without prior consent.

All control measures identified by the risk assessment/fire risk assessment must be implemented prior to trading.

Fire Extinguishers

- If you are a trader and cooking with oils and/or deep fat fryers it is mandatory that you have a wet chemical fire extinguisher or Fire XO fire extinguisher.
- If you have an electric vehicle, car or van that you use for deliveries of stock, you are required to have a Lithium-ion Battery Fire Extinguisher.
- Fire blankets are NOT acceptable as a sole means of fire control.

Liquid Petroleum Gas (LPG) - Mobile or Catering

Any exhibitor using liquid petroleum gas (LPG) must ensure gas connections and pipes have been tested and certificated by a 'Gas Safe' engineer annually. The certification must be available for inspection.

- Installations must comply with UKLPG Code of Practice CoP24 Part 3.
- The cylinders are to be disconnected/connected by competent persons only using the correct tools. "No Smoking" signs must be in place and observed.
- Unless authorised in writing by your point of contact, no more than two LPG cylinders (totalling 200KG) are permitted per unit.
- Storage of gas in cylinders above 1kg, on site by exhibitors, will not be allowed without prior consent.
- The catering traders will use LPG gas for their stalls. Suitable storage arrangements will be implemented and agreed with the Event Safety Adviser and Event Organisers. All cylinders will be stored in a secure, upright position, well ventilated locations. All back of house areas will be secured by fencing and additional signage may be implemented where necessary.
- All relevant catering equipment shall have certification to the effect that their LPG installations have been installed and have been inspected by a Gas Safety Scheme registered engineer in the 12 months preceding the event.
- Additionally, the catering units will provide suitable firefighting equipment and adhere to regulations as required. They will also be required to adhere to the guidelines for the use of LPG. LPG to be used in accordance with current guidance (Event Safety Guide and Mobile Outdoor Catering Associations and the A Guide for Events)
- LPG cylinders must be stored vertically on firm, level ground at least 1 metre from any structure or heat source, in the open air, with no obstructions in the vicinity to impede ventilation. Cylinders must be restrained in a suitably designed cylinder stand.
- Propane cylinders must be located only in the open air and must not be used inside marquees, tents or other enclosures. Every LPG storage area should be enclosed in a lockable compound of robust wire mesh or similar to prevent them falling or being knocked over. Compounds should not be accessible by the public. Cages or surrounds made of wood or other combustible material are not acceptable.

Electrical Equipment

- All electrical equipment must comply with current UK regulations and must have been tested by a qualified person in the previous 12 months and display a test label.
- The appliances must be of an approved type, suitable for the environment in which they are being used and guarded where applicable.
- Where unsafe electrical equipment are observed by the Event Organisers' Electrician they reserve the right to require re-testing and/or disconnect the equipment.
- RCDs to be used where possible.
- PAT testing is available on site, by arrangement with the Event Organisers' Electrician