



SHIRE HORSE SOCIETY NATIONAL SPRING SHOW

TRADE STAND INFORMATION & REGULATIONS

WWW.SHIRE-HORSE.ORG.UK

THE OLD DAIRY, ROCKINGHAM CASTLE, MARKET HARBOROUGH, LEICESTERSHIRE,
LE16 8TH. TELEPHONE 01536 771611
REGISTERED CHARITY NO. 210619

CONTENTS

Page 3	General
Page 4	Show Regulations
Page 6	Tickets and Passes
Page 7	Health and Safety
Page 8	Setting up your Stand
Page 9	Map of Kelsall Hill Equestrian Centre
Page 10	Hospitality Agreement Form
Page 11	Sponsorship / Catalogue Advertising
Page 11	Useful Information
Page 11	Directions

General

- All persons / articles entering the showground or car parks are subject to the orders, rules and regulations of the Society and any officers appointed by them have the power to eject any person infringing a regulation. In this situation, no refunds will be given for any admission charges paid.
- Any articles associated with an infringement may be removed, confiscated or impounded at our discretion. Your stand may be closed down if you do not conform to the Society's regulations or the direction of the Stewards.
- **By returning the completed booking form you are accepting the Society's rules and regulations as stated in this brochure and or otherwise published.**
- Whichever type of stand you book, we will only provide you with 'open space' and it is your responsibility to provide furniture, marquees, carpeting, furniture, screening materials, plants etc.
- Exhibitors requiring electricity can order this at the time of booking their stand. Strictly No petrol generators permitted on the Showground.
- You must ensure that you request sufficient space to fit everything you need to bring.

Payments

- Full payment should be made at the point of booking.
- In the event of a bounced cheque your reservation will be cancelled unless full payment is made with five working days from the Society being notified.

Payment Options

Cheque: Cheques should be made payable to the 'Shire Horse Society'

Telephone: Please call the office to pay by card.

Bank transfer: Your invoice will show our bank details – please use your stand name as a reference. Bank details for transfers can be found on the trade stand booking form.

Paypal: Payable to accounts@shire-horse.org.uk

Cancellations

All persons who have booked and paid for stands and subsequently cancel the booking or fail to exhibit shall forfeit all fees and charges paid. The Society reserves the right to re-let such space.

Liability

The Shire Horse Society reserves the right to postpone, cancel, abandon or curtail the Show if such a decision arises from circumstances outside the control of the Society.

Should we need to cancel in advance of the Show, we will refund your stand charge less a 25% administration fee. No refunds will be made for tickets that are included as part of the 'free' allocation that comes with your stand. Refunds will be made within 60 days of cancellation.

The Society will accept no liability for consequential loss or damage to any exhibitor. The decision of the Show Committee will be final, and no refunds will be made in any other circumstances.

The Society will not be liable for any loss of damage arising from any error in the allocation of space, or if any exhibitor encroaches on the space allocated to another.

The Society, its staff or volunteers will not be in any way liable to any persons for any damage or loss to the property of any such person or for any injury, however caused, fatal or otherwise, to such person while upon the Showground or car parks or while entering or leaving the same.

Each exhibitor will be solely liable for any loss, injury or damage that may be done to, occasioned by or arising from any article or property exhibited or brought on to the showground by or for him, and he shall indemnify the Society in respect of such damage or injury which may be so caused. As an exhibitor, you are held liable for the behaviour and for any misconduct/negligence of your staff or contractors, and the consequences thereof.

Show Regulations

Trader Opening Hours

Saturday 21st March – 8am to 6pm

Traders must be open to trade during opening hours, for the duration of the show.

1. Catering, Refreshments & Food

Trade stand applications from those selling food and drink are restricted. No exhibitor other than the approved food vendors or Society's appointed caterers will be allowed to sell food or drinks for consumption on the showground. Please contact the office for further information.

Exhibitors are at liberty to make such arrangements regarding hospitality catering on their own stands as they may wish but are reminded that they **must conform to Food Hygiene Regulations.**

The Society must be notified of this intent, a minimum of 14 days prior to the event, appropriate documentation and risk assessments shall be submitted and the following rules be adhered to: All environmental health guidelines shall be followed and random spot checks may be undertaken on Show day by a member of the catering committee and local Environmental Health Officers, hot hand wash facilities shall be available on the stand for staff handling and cooking food, raw and cooked food storage guidelines shall be followed, any refrigerators used shall be kept within the recommended temperature at all times, allergen information shall be displayed and available upon request in accordance with Natasha's Law, hot food served shall be cooked through and kept at the correct temperature before being served.

These rules should particularly be noted if hospitality is NOT being provided by a professional catering team.

Exhibitors must agree to operate within the 'Challenge 25' policy (details of which may be found at: <https://rasg.org.uk/about/> and ensure that no alcohol is served to anyone under the age of 18 years.

NO ALCOHOL TO BE SERVED AFTER 5PM

2. Charities

The collection of donations, sale of raffle tickets etc. is allowed only within the confines of the space booked by the charity concerned and must NOT be conducted within the walkways, roadways, or car parks. The Registered Charity Number must be shown on the booking form, and any raffle must have the necessary permissions from authorities governing such activities.

3. Compliance

All trade stand exhibitors must be compliant with all current legislation and regulation relating to their business and the exhibiting of their business.

4. Data Protection

The Society and all exhibitors must adhere to GDPR guidelines. All information supplied by exhibitors will be published in the catalogue and passed on to potential customers if asked for. If an exhibitor does not wish to be included in the catalogue or for contact information to be passed to potential customers, they should notify the Show Organiser at info@shire-horse.org.uk or note this on the booking form.

5. Disability Discrimination

Under the **Equality Act 2010**, everyone has the right to have access to your stand.

6. Early Vacation of the Site

Traders are reminded that they are required to remain at the show with their trade stand until the show closes at 6pm. Breakdown can commence thereafter.

Any trader who vacates their pitch early without permission, will be fined, £250 plus VAT.

7. Employment of Children

Children under the age of 13 cannot be employed at the show. Please refer to the Children and Young Persons Act 1933 for further information.

8. Fire Extinguishers / Gas Cylinders

Every stand must be equipped with firefighting facilities, which must be easily accessible and well maintained. No exposed flame or heat source should be placed near to canvas or other combustible material. LPG / propane / butane cylinders must be stored in a well-ventilated position in the open air, with no obstructions in the vicinity to impede ventilation.

9. Guns and Knives

The sale or display of all guns and knives, whether real, imitation weapons or toys is strictly prohibited. This also includes, but is not restricted to; bb guns, water pistols, catapults etc. any exhibitor found selling or displaying such items will be asked to withdraw them from sale or leave the showground.

10. Insurance

All stand holders must hold valid Public Liability Insurance. This cover should have a minimum of indemnity of no less than £5,000,000 in respect of any occurrence and;

- Include Products Liability Cover with a limit of indemnity of no less than £5,000,000 per annum
- Contain no inner limits of indemnity other than that above
- Include an Indemnity to Principle clause
- The policy must be kept in force at all times with a reputable insurer and premium payments kept up to date. You should inform the Society immediately if your policy is altered in any way, becomes invalid, or is cancelled / terminated
- **The insurance document must be sent with the application form.**

The Consumer Protection Act 1998 makes the retailer of a defective product strictly liable to any person injured by it. It is therefore necessary for exhibitors to hold Products Liability Cover.

Any organisation employing people must hold Employer's Liability Insurance to satisfy Health and Safety requirements, you must have this cover in place.

Exhibitors are also advised that the Society and its insurers will not be liable for theft or other losses and you are advised to ensure you have your own insurance to cover such events.

11. Litter

Exhibitors are required to have their stands and the portions of the avenues immediately adjoining their stands, clean and free of litter during and after the show.

Caterers and exhibitors providing meals and light refreshment must provide their own bins for waste food.

Exhibitors are required to ensure the removal of all refuse and litter from trade stand sites, giving special attention to glass, bottle tops, nails, cable ties and wire.

In the event of failing to clear and restore a site, the show will undertake the work and charge it to the exhibitor concerned who may not be invited back to the event in future years.

12. Postponement or abandonment

Exhibitors shall not have any claim against the Society or any member of the Society in respect of any loss or damage whatsoever consequent upon the Show or any part of it failing (for whatever reason) to be held or having to be abandoned.

13. Right of refusal or removal

The Society, through their Honorary Show Director shall have full and free right to refuse to accept any entry, to cancel any entry after being made and accepted, to refuse admission to the showground of any proposed exhibit and/or to remove, or order to be removed, at the risk and expense of the owner thereof any exhibit which has been admitted to the Showground. There shall be no obligation upon the Society or Show Committee to make or offer any explanation or reason for any such action and the Society or Show Committee shall not incur any liability or responsibility in this matter.

14. Sale of items likely to cause offence

The Society reserves the right to make judgement on the sale / display of any items likely to cause offence.

15. Signs and Advertising

All signage / advertising must be kept strictly within the boundaries of your stand and must not be placed anywhere else on the showground or car parks. Banners are permitted at the ringside, but the Society will erect these, and traders must bring them to the Show Office between 12pm and 5pm on Friday 20th March 2026.

16. Sub-letting or splitting stands

Exhibitors are not to sub-let any portion of the space allotted to them. Any exhibitor dividing the stand will be requested to leave the showground and will forfeit all fees paid.

17. Unacceptable stands

The Society reserves the right to decline any stand it views as not being of an acceptable standard or remove any stand it views as unacceptable. Any expenses occurred will be the responsibility of the exhibitor and no liability will be accepted by the Society.

Tickets and Passes

Each trade stand booked will include three exhibitors passes and one trade vehicle pass. Please read this information carefully. Show tickets are non-refundable, non-transferable and not for re-sale.

Tickets issued free of charge with your stand are for your staff only and not for re-sale.

Health and Safety

Risk Assessments

As part of your booking terms and to conform to Health and Safety Regulations, you must complete and return the risk assessment form.

You are liable should any problems arise during set up / clear down periods and over show days. It is your responsibility to ensure your staff and contractors conform to the Health and Safety at Work Act 1974 and you should ensure that any risk to health is minimised, and all necessary precautions taken. You are responsible for ensuring that any exhibit dangerous to visitors is adequately fenced off. You are responsible to ensure that all mechanical / hydraulic devices are guarded and safely secured against. Any steps on your stand must be firm and strong, with non-slip surfaces and handrails, and placed in such a way as not to present a trip hazard. Fire exits within your marquee must have emergency exit signs above them.

In the case of children please ensure safety fences are at ground level to prevent small children from going underneath and finger traps must be avoided.

Equipment

All machinery must be protected from the public in accordance with HSE regulations. All equipment must be well maintained, and copies of insurance and electrical testing must be demonstrated. Inflatable play equipment must have a PIPA tag. Fairground and amusement equipment must conform to ADIPS, and operators must provide a Document of Compliance.

Setting up Your Stand

Strict regulations are in place concerning access to and from the trade stand areas. All trade stands must be set up and ready to trade by 8am on the day of the show. **All vehicles must be parked by 7.30am**, the area directly in front of many of the stands is the collecting ring and exhibitors will be gathering for their classes prior to classes beginning at 8am prompt.

All trade stands are required to be off site on the Saturday evening. Trade stands will not be allowed to leave during the show unless for exceptional circumstances.

Trade stands are not permitted to break down stands until all classes have finished and the Grand Parade has taken place. Please remember that horses will be exiting the ring in front of many of the trade stands so we cannot let vehicles in until the last horse has safely left the arena.

Entry Times

Unless agreed by prior arrangement access for the purposes of constructing trade stands will be from 12 noon on the Friday, prior to the show. All trade stands must be set up and ready for trading by 8.00am on the first day.

Security will be on site from 9.00am on the Friday prior to the show. Security will remain on site until 7.00pm on the day of the show. Any damage or loss to either your own stand or that you may cause to another exhibitor's trade stand will be your responsibility to repair.

Whilst we provide on-site security, you are still responsible for taking adequate security precautions for your own stand. Your property is left entirely at your own risk, and we would advise that valuable items are not left unsecured on the site.

Stand Number Allocation

All stands are re-numbered and returning exhibitors should note that your stand number will not necessarily be the same as the one you had previously.

All trade stands will be placed and numbers allocated prior to the event. You will be sent details of your allocation.

The application and allocation of sites, including the positioning of trade stands, will be entirely at the discretion of the Society, although every endeavour will be made to meet any request by an exhibitor regarding the position of their site or stand.

The Society does not offer exclusivity for any product or service; accordingly, the Society does not undertake to limit the number of stands selling similar or identical products or services. Furthermore, the Society does not guarantee a minimum separation between stands selling similar products or services.

Each exhibitor shall be strictly confined to the space allotted and paid for (this includes any vehicle that is required to be part of the stand). Any exhibitor moving from the space allotted will be requested to leave the showground and will forfeit all fees paid.

To conform to the showground plan, the Show Committee reserves the right to adjust the frontage and the depth of any stand applications while retaining the same area in square metres.

The Society shall not be liable for any loss of income or damage arising from any error in the apportionment of space or for any encroachment by an exhibitor on the space apportioned to another or from the weather.

Stand Markers

Exhibitors must not encroach on adjoining stands or obstruct avenues when erecting their own stands nor during the time the show is open. Stands will be marked, and Trade Stand Stewards are available if there is any query.

Exhibitors must ensure that the whole of their exhibit, especially for trailers and associated structures and parts, such as marquees, ropes, tow bars, pegs, and plates, are within the measurements of your site and do not extend beyond the boundaries in any way.

When calculating space for display vehicles, please allow sufficient space to manoeuvre a vehicle into position without interfering with adjacent sites.

Exhibitor Vehicles

The Society reserves the right to stop and search all vehicles entering or leaving the Showground.

All vehicles must be driven in an appropriate manner around the showground. No vehicle either delivering or collecting goods on the showground shall be driven at speeds more than 5mph.

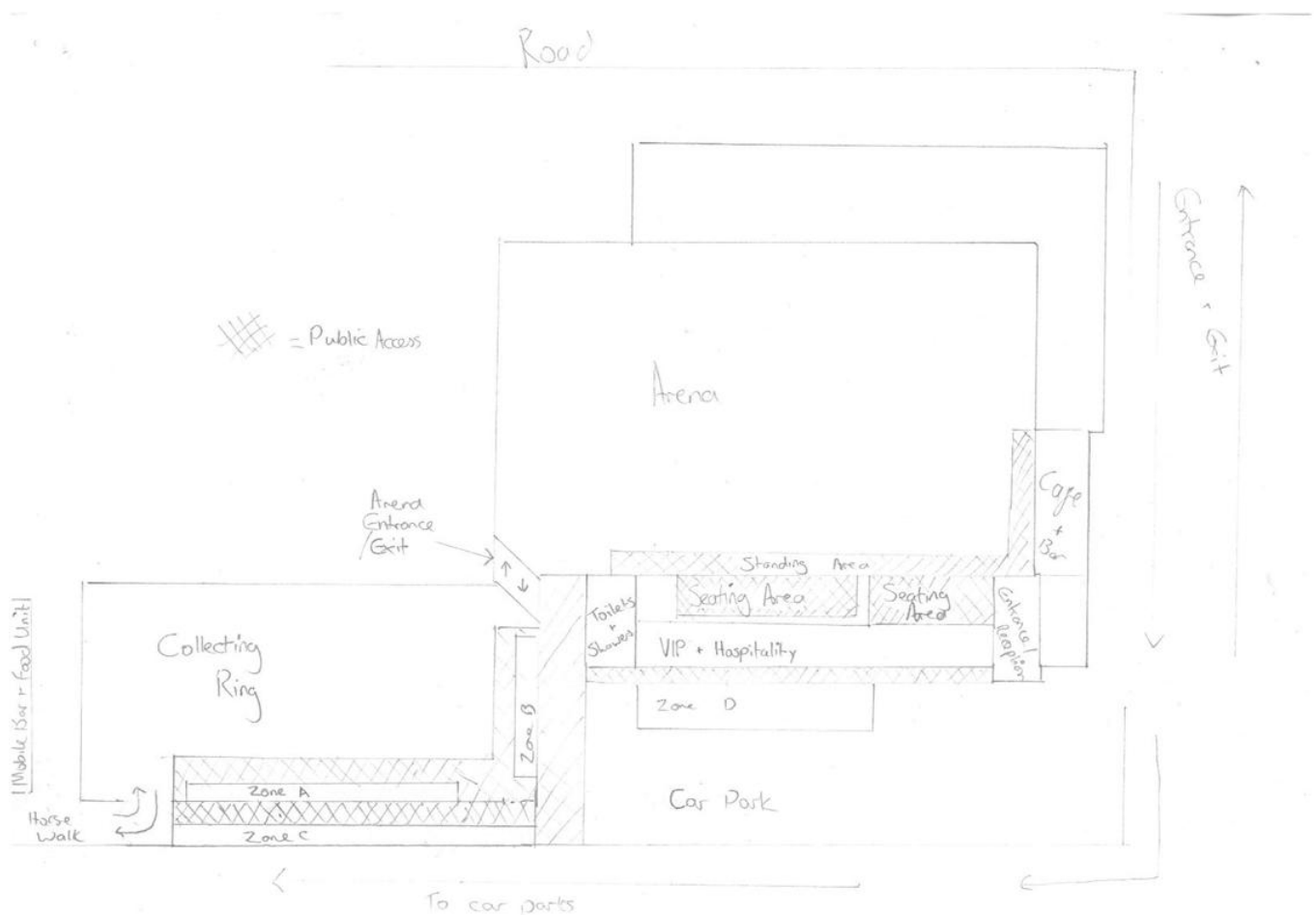
Exhibitors and contractors working or delivering on site for a trade stand must not obstruct entrances, exits, or tracks with unattended vehicles. If a trade stand vehicle is parked on the showground the driver must remain near the vehicle and be available to remove the vehicle in an emergency evacuation.

All exhibitors' vehicles, unless forming part of the exhibit must be removed from the showground by 7:30am on show day. These vehicles must be removed to the appropriate parking areas. No vehicles will be admitted to the Trade stand areas between 7.30am and 6.00pm on show day. Any trade stand vehicle not parked in the appropriate place after this will be removed.

The Society reserves the right to restrict vehicle movement in adverse weather conditions. Vehicle movement restrictions do not apply to emergency vehicles or vehicles displaying official badges.

Map of Kelsall Hill Equestrian Centre

The following map of Kelsall Hill Equestrian Centre is subject to amendment.



The above map shows the provisional siting of the trade stands, but we reserve the right to amend this.

Hospitality Agreement Form

Hospitality Agreement Form You must complete this form if your trade stand is providing hospitality of any form. Products must be free of charge as a sample or as part of your hospitality.

- All traders in this category will be subject to spot checks and visits from local Food Safety.
- Exhibitors must agree to operate within the 'Challenge 25' policy, (details of which may be found at www.wsta.co.uk/Challenge-25.html) and ensure that no alcohol is served to anyone under the age of 18 years.
- Basic food hygiene protocols must be always followed.
- You must provide clear, unambiguous information on allergens in the foods you supply.

Company Name		Trading Name (if different)	
Description of alcohol to be given to visitors as part of your hospitality offering			
Description of food to be given to visitors as part of your hospitality offering			
<ul style="list-style-type: none"> - I confirm that the above information is correct and that if any of these details change, I will contact the office at the earliest opportunity. - I also confirm that all staff on our stand will operate within the 'Challenge 25' policy and will not provide alcohol or alcohol based products to anyone under the age of 18 years. - I confirm that all alcohol will be provided on a free of charge basis. 			
Name		Signed	
Email Address		Telephone	

1. Complete this form and return it with your Trade Stand Application Form
2. Failure to notify the Society of your approach to serving alcohol as part of your hospitality arrangements could result in you not being able to offer drinks of this nature during the show.
3. Failure to comply with the Licensing Act 2003 will result in your trade stand being closed down.
4. Alcohol must only be served between the hours of 10am – 5pm.

Sponsorship Packages

The Show offers a range of sponsorship packages from just £100.00. Please call the office for further details on 01536 771611.

Catalogue Advertising – Official Programme - A5 colour

The Society produces a catalogue for the Show, there are a range of advertising opportunities starting from, £50 + VAT

Advertising opportunities will allow you to get your company and message in front of Shire horse owners, breeders, exhibitors and enthusiasts. Please call the office on 01536 771611 for advertising rates.

Useful information

Accessibility

There is a lift to the arena seating level and first floor accessed through reception. The first block of seats is designated for wheelchair users.

Ramp access to outside terrace and then through to upstairs toilet facilities and Urchins Kitchen. Starting point of the ramp is on the side of the main building. From outside the Hope Valley Saddlery take the zebra crossing and then follow around to your left.

Show Directions

The Show address: Kelsall Hill Equestrian Centre, Middlewich Road, Tarporley, Cheshire, CW6 0SR.

All enquiries via The Shire Horse Society on 01536 771611 (prior to the Thursday before the Show).

Kelsall Hill Equestrian Centre is on Middlewich Road just East of Kelsall and the junction of the A556 and A54. Grid Ref: 3547-3684 or [What3Words reference: fastening.growth.protest](#) (this takes you direct to the gateway into the centre).

From the M6

Leave at J19 on A556, turn left on B5152 at Abbey Arms Pub. Turn right onto A54 at Fishpool pub crossroads. Turn left into the centre after approximately one mile, the turning is just BEFORE the first shed that you'll see and opposite the terraced cottages. It's much easier to turn left by the Abbey Arms or left opposite Delamere Primary School than get to the junction directly onto the A54 from the A556 as this is a sharp oblique turn!

From Chester

Take the A51 towards Tarvin, then the A54 at Tarvin roundabout, go straight over at the traffic lights, come down the bank and bear right at the 'V' shaped junction to stay on the A54. Once you've taken the right fork then turn into to the centre opposite the terrace of cottages where you'll see signs for Kelsall Hill. Please note that this is the turn AFTER the entrance to the furniture storage units.

Shire Horse Society contact:

01536 771611

info@shire-horse.org.uk

www.shire-horse.org.uk

Vat Reg No. 120 9218 03 Registered Charity No. 210619