



**THE TALL SHIPS RACES**  
**Sunderland 2018**  
organised by Sail Training International

# TRADE & EXHIBITION STAND

## APPLICATION PACK



[www.tallshipssunderland.com](http://www.tallshipssunderland.com)

  
Sunderland  
City Council



# CONTENTS

The Application Process	2
Introduction to The Tall Ships Races Sunderland 2018	3
Site Map	4
Event Zone details	6
Event Zone times	8
General Trading Information	9
Personal Details form	10
Trade and Exhibition Stand Information	11
Space Requirements	12
Additional Requirements	15
Event Health & Safety	16
Terms and Conditions	17
Submission Checklist	18
Useful Contacts	19

# THE APPLICATION PROCESS

Offers are invited for trade and exhibition stands at The Tall Ships Races Sunderland 2018 to be held on Tuesday 10, Wednesday 11, Thursday 12, Friday 13 and Saturday 14 July 2018.

Applicants should read the attached details carefully.

Please complete the Trade and Exhibition Expression of Interest form and return via online Procurement Portal (NEPO), email or post.

**Should you have any queries please call 0191 561 5113 or email [tallshipsprojectoffice@sunderland.gov.uk](mailto:tallshipsprojectoffice@sunderland.gov.uk)**

Tall Ships Project Office  
Room 3.89, Civic Centre  
Burdon Road  
Sunderland SR2 7DN

Please title all emails or envelopes as:

**“The Tall Ships Races Sunderland 2018 Trade and Exhibition Expression of Interest”**

All terms and conditions can be found on page 17.

# INTRODUCTION TO THE TALL SHIPS RACES

The Tall Ships Races are an internationally acclaimed annual competition organised by Sail Training International and held every summer in European waters. Each year between 70 and 100 vessels from 15-20 countries, crewed by some 5-6,000 young people from over 30 countries worldwide take part in this unique event that combines four days of activities in each port with racing or cruising-in-company between ports. The main aim of the event is to provide an opportunity for young people to develop their personal skills in a challenging and memorable sail-training environment and hence at least 50% of a Tall Ship's crew must be aged 15-25.

For Sunderland, The Tall Ships Races 2018 is an opportunity to strengthen its position in the North East as a visitor destination, generate significant economic impact and pride for the city, and a superb opportunity to bring Sunderland's physical and cultural regeneration to an international audience. Building on the previous successes of the Sunderland Airshow and Sunderland Illuminations, the Council will continue to celebrate its maritime heritage and showcase the natural assets of the coastline and river, and physical assets such as Roker Pier, Keel Square, Sunderland Museum and Winter Gardens and the National Glass Centre. Moreover, The Tall Ships Races Sunderland 2018 will be a keystone in the city's ambition to become UK City of Culture in 2021.

## Our mission is,

"To deliver a safe, spectacular, 4 day event that showcases Sunderland as a welcoming, forward-looking, innovative city and enhances our reputation as an "Events City" on an international stage. The event will celebrate our maritime heritage and will invigorate our cultural offer, creating a legacy for all to enjoy."

## The Tall Ships Races Sunderland 2018

The Tall Ships Races 2018 will start in Sunderland, racing on to Esbjerg (Denmark), cruising to Stavanger (Norway) and race on to the finish in Harlingen (The Netherlands).

The 4 day festival event in Sunderland will take place between Wednesday 11 and Saturday 14 July 2018. A fleet of up to 80 vessels is expected and an audience of around 1.5m visitors.

# SITE MAP



SEABURN  
DENE

SEABURN

Seaburn  
**M**

Fulwell  
Windmill



FULWELL

CARLEY  
HILL

ROKER

SOUTHWICK

NORT  
HAVE

Stadium  
of Light  
**P M**

LOW  
SOUTHWICK

Sunderland  
Aquatic Centre



MONKWEARMOUTH

Stadium  
of Light  
**P**



DEPTFORD

Queen  
Alexandra  
Bridge

St Peter's  
Church



PALLION

AYRE'S  
QUAY

St Peter's  
**M**

RIVERSIDE

**C**

RIVER WEAR

Wearmouth  
Bridge

BISHOPWEARMOUTH

Sunderland  
Empire  
Theatre



Sunderland  
The  
Bridges  
**P M**

SUNNISIDE

EASTEN

**M**  
Millfield

MILLFIELD

University  
**M**



Sunderland  
Museum  
& Winter  
Gardens



## Map Key

- Site area
- Tall Ship berth
  
- A Port of Sunderland
- B Town Moor
- C St Peter's Riverside
- D Roker & Seaburn Beach
  
- M** Metro Station
- 🚌 Bus Station
- 🚆 Sunderland Rail Station
- P Car Park

# EVENT ZONE DETAILS

## The Port of Sunderland

Tall Ships will be berthed within the Port and there will be street theatre to add to the attraction of the vessels. Visitor numbers are expected to be very high each day throughout the event

Tuesday 10 July from 4pm-10pm (preview day, limited advertisement, lower visitor numbers expected).

Wednesday 11, Thursday 12, Friday 13 from 10am-10pm and Saturday 14 July from 10am-6pm.

Situated on hard standing.

## Town Moor and East End

Town Moor and East End is one of the main event zones with a stage. There will be a full programme of activity for each of the days over the event which includes live music, comedy, theatre, spoken word and much more.

Tuesday 10 July (preview day, limited advertisement, lower visitor numbers expected),  
Wednesday 11, Thursday 12, Friday 13 from 10am-10pm and Saturday 14 July from 10am-6pm.

Situated on hard standing.

## St Peter's (University of Sunderland)

St Peter's event zone will be situated from Wearmouth Bridge along to National Glass Centre with a backdrop of the river. This zone will be a family zone, children's vintage funfair, arts and crafts marquee and Royal Navy exhibitors.

Tuesday 10 July (preview day, limited advertisement, lower visitor numbers expected),  
Wednesday 11, Thursday 12, Friday 13 from 10am-10pm and Saturday 14 July from 10am-6pm

Situated on grass and hard standing.



## Seafront:

### Cliffe Park

Visitors will flock to the seafront to watch the Tall Ships parade majestically along the North East coast. Very high visitor numbers are expected.

Saturday 14 July from 10am-10pm

Situated on grass and hardstanding.

### Recreation Park

The Summer Streets Festival will temporarily move to Recreation Park in 2018 with a ticketed evening show on Friday 13 July and a packed day of music and arts and crafts on Saturday 14 July.

Friday 7-10pm, Saturday 10am-9pm

Situated on grass.

## EVENT ZONE TIMES

### Event Zones – Tuesday 10 July

The Port of Sunderland  
Town Moor  
St Peter's (University of Sunderland)  
Seafront

### Public Opening/Closing Times

4pm -10pm  
10am-10pm  
10am-10pm  
N/A

### Event Zones – Wednesday 11 July

The Port of Sunderland  
Town Moor  
St Peter's (University of Sunderland)  
Seafront

### Public Opening/Closing Times

10am-10pm  
10am-10pm  
10am-10pm  
N/A

### Event Zones – Thursday 12 July

The Port of Sunderland  
Town Moor  
St Peter's (University of Sunderland)  
Seafront

### Public Opening/Closing Times

10am-10pm  
10am-10pm  
10am-10pm  
N/A

### Event Zones – Friday 13 July

The Port of Sunderland  
Town Moor  
St Peter's (University of Sunderland)  
Seafront

### Public Opening/Closing Times

10am-10pm  
10am-10pm  
10am-10pm  
N/A

### Event Zones – Saturday 14 July

The Port of Sunderland  
Town Moor  
St Peter's (University of Sunderland)  
Seafront

### Public Opening/Closing Times

10am-6pm  
10am-6pm  
10am-6pm  
10am-9pm

# GENERAL TRADING INFORMATION

- Site surfaces are as follows:
  - The Port of Sunderland – Hardstanding
  - St Peters – Grassed and hardstanding
  - Cliffe Park – Grassed
  - Recreation Park – Grassed
- In addition to your pitch fee you will be required to apply for a Street Trading Licence, please email: [licensing@sunderland.gov.uk](mailto:licensing@sunderland.gov.uk)
- Your trade space must include all aspects of your stand. This includes any vehicles, tent/gazebo pegs, waiting chairs or display items. You must ensure you hire adequate space for your requirements. Failure to do so will result in space not being available on site.
- Your site will be marked out in coloured paint and referenced.
- Strictly no hot food, soft drinks, sweets, ice cream or alcohol can be sold from any of the trade and exhibition stands due to catering concessions being allocated on site.
- Any organisation wishing to hand out samples or give away consumables must receive written approval to do so from the Event Organiser, see contact details on page 19.
- No replica guns or weapons can be sold or given away on site.
- No live animals can be sold or given away on site.
- Please note that Trading Standards will be on site carrying out spot checks throughout the event weekend.
- No Tall Ships Races Sunderland 2018 merchandise can be sold.

## PLEASE NOTE:

The Event Organiser reserves the right to refuse applications and alter or amend pitch allocation without prior notice. The Event Organiser will provide space only. The Event Organiser is not responsible for equipment left on site overnight.

# PERSONAL DETAILS FORM

Trading/Organisation Name	
Name of Trade/Exhibition Stand	
Contact Name(s)	
Date of Birth (for each applicant)	
Contact Address Post Code	
Registered Address of Unit if different from above	
Telephone No.	
Mobile No.	
Email Address	
Website address (if applicable)	
Are you registered with Sunderland City Council?	YES/NO
If not, confirm which Local Authority you are registered with	YES/NO
Do you hold £5million Public Liability Insurance	
Charity Number (if applicable) An application must be submitted	

# TRADE AND EXHIBITION STAND INFORMATION

In the box below please provide details of all goods to be traded or exhibited. Full disclosure is essential to ensure that trading is not refused during the event. Please provide a photograph of your Trade/Exhibition Stand with your application.

## SPACE REQUIREMENTS

(Please note Charity organisations will receive a 50% discount on site fees). Proof of charitable status must be provided with the returned application form. All trade waste will be collected by the event organisers and the cost is included in your pitch fee.

### ZONE A – THE PORT OF SUNDERLAND

Please note this area is hardstanding therefore structures will need to be secured in accordance with manufacturers' guidelines. Any exhibitors selling items will require a Street Trading Licence, which is an additional cost and must be in place prior to the event (see page 21 for contact details).

Space is charged at £80 per m<sup>2</sup>

Choose from the popular sizes below or specify your own size in the bottom row.

If an alternative size is specified, a fee will be calculated on receipt of the application.

Size	Total Space	At £80 per m <sup>2</sup>	Select option or specify size requirement below
3m x 3m (minimum)	9m <sup>2</sup>	£720.00	
6m x 3m	18m <sup>2</sup>	£1,440.00	
6m x 6m	36m <sup>2</sup>	£2,880.00	
6m x 9m	54m <sup>2</sup>	£4,320.00	

### ZONE B – TOWN MOOR AND EAST END

These spaces are situated on grass. Any exhibitors selling items will require a Street Trading Licence, which is an additional cost and must be in place prior to the event (see page 21 for contact details).

Space is charged at £65 per m<sup>2</sup>

Choose from the popular sizes below or specify your own size in the bottom row. If an alternative size is specified, a fee will be calculated on receipt of the application.

Size	Total Space	At £65 per m <sup>2</sup>	Select option or specify size requirement below
3m x 3m (minimum)	9m <sup>2</sup>	£585.00	
6m x 3m	18m <sup>2</sup>	£1,170.00	
6m x 6m	36m <sup>2</sup>	£2,340.00	
6m x 9m	54m <sup>2</sup>	£3,510.00	

## ZONE C – ST PETER’S

Please note this area will have a mixture of grassed and hardstanding pitches therefore structures will need to be secured in accordance with manufacturers guidelines. Any exhibitors selling items will require a Street Trading Licence, which is an additional cost and must be in place prior to the event (see page 21 for contact details).

Space is charged at £75 per m<sup>2</sup>

Choose from the popular sizes below or specify your own size in the bottom row. If an alternative size is specified a fee will be calculated on receipt of the application.

Size	Total Space	At £75 per m <sup>2</sup>	Select option or specify size requirement below
3m x 3m (minimum)	9m <sup>2</sup>	£675.00	
6m x 3m	18m <sup>2</sup>	£1,350.00	
6m x 6m	36m <sup>2</sup>	£2,700.00	
6m x 9m	54m <sup>2</sup>	£4,050.00	

## ZONE D – CLIFFE PARK (Saturday 14 July ONLY)

Please note exhibition spaces in this area have access to a standpipe. Exhibitor spaces are situated on grass. Any exhibitors selling goods will require a Street Trading Licence for this area which is an additional cost and must be in place prior to the event (see page 21 for contact details).

Space is charged at £40 per m<sup>2</sup>

Choose from the popular sizes below or specify your own size in the bottom row. If an alternative size is specified a fee will be calculated on receipt of the application.

Size	Total Space	At £40 per m <sup>2</sup>	Select option or specify size requirement below
3m x 3m (minimum)	9m <sup>2</sup>	£360.00	
6m x 3m	18m <sup>2</sup>	£720.00	
6m x 6m	36m <sup>2</sup>	£1,440.00	
6m x 9m	54m <sup>2</sup>	£2,160.00	

## ZONE D – RECREATION PARK (Friday 13 Evening and Saturday 14 July)

Please note exhibition spaces in this area are situated on grass.

**There is no Street Trading Licence required for this area.**

Space is charged at £30 per m<sup>2</sup>

Choose from the popular sizes below or specify your own size in the bottom row. If an alternative size is specified a fee will be calculated on receipt of the application.

Size	Total Space	At £30 per m <sup>2</sup>	Select option or specify size requirement below
3m x 3m (minimum)	9m <sup>2</sup>	£270.00	
6m x 3m	18m <sup>2</sup>	£540.00	
6m x 6m	36m <sup>2</sup>	£1,080.00	
6m x 9m	54m <sup>2</sup>	£1,620.00	



# ADDITIONAL REQUIREMENTS

<b>TRADING NAME:</b>	
----------------------	--

Overnight security will be provided for the duration of the event, in each event zone. If you would like individual security to solely look after your stand, please add your requirements below.

SECURITY		
No. of guards at £12 per hour per guard	Days required	Times

**Traders/exhibitors cannot bring their own generators.** If you require power to be provided, please complete the table below.

POWER				
13 amp/16 amp single phase (1kw) £130 +VAT	16 amp (3.6kw) single phase £225 +VAT	32 amp (7.2kw) single phase £350 +VAT	63 amp single phase £950 +VAT	32 amp three phase (21.6kw) £640 +VAT

All additional charges will be added to your invoice.

# EVENT HEALTH AND SAFETY

The health and safety of all involved in The Tall Ships Races Sunderland 2018 is a priority of the Event Organisers. It is therefore imperative that we receive all health and safety documentation.

PLEASE NOTE: applications will NOT be processed unless all health and safety documentation and requirements are complete and attached with the application form.

## COMPULSORY SUPPLIER REQUIREMENTS

Please find below a list of the documents we require from you. Please tick the box once you have attached the appropriate documents:

Copy of Public Liability Insurance to the sum of £5m. Copies of Employers Liability is not required.	
Risk Assessment(s) need to identify all significant hazards, risks and control measures associated with the activities that you carry out at the event.  Further guidance can be obtained from: <a href="http://www.hse.gov.uk/risk/controlling-risks.htm">http://www.hse.gov.uk/risk/controlling-risks.htm</a>	
Method Statement(s) for build and operation (if applicable).	
Photograph of exhibition space and products.	
Completed Street Trading Licence application form	

<b>Please advise if you will have any of the below on site:</b>	<b>Yes</b>	<b>No</b>
* Tall structure- (over 3m/10ft)		
* Temporary shelters- (e.g gazebos or tents – details of erection and anchoring required)		
Naked flame- (excluding catering units)		
Inflatable structures – (e.g. bouncy castles, etc) Copies of ADIPS/PIPA documents will be required		
Skin piercing/tattooing		
Water features- (fountains, spas etc)		
Large quantities of fuel – (over one gallon, not including vehicle fuel tanks)		
Pressure systems – (e.g. compressed air)		
Heavy Goods Vehicle (HGV)		

\*If the application includes a tall/complex structure please provide diagrams, images and technical drawings if available. You will be required to provide additional details/structural calculations or pinning arrangements when the application has been assessed.

# TERMS AND CONDITIONS

1. Date of event

Tuesday 10 to Saturday 14 July 2018 inclusive.

2. Applicants will receive a letter to confirm if their submission has been successful or unsuccessful. Acceptance of site forms will be enclosed with the successful letters. These must be returned within seven days of receipt of the successful letter.

3. Costs

The successful applicant will enter into an agreement with Sunderland City Council. Additional requirement charges will be added to your invoice.

4. Stall/Vehicle

As all event zones have limited space you will be expected to on arrival, access your pitch, unload or park catering vehicle/stand and move your car/van to the Traders Car Park.

Access to sites will be available prior to opening, you will not be permitted to leave until after the event is closed. All outlets must be set up and open for business prior to opening time.

Please note: No stock vehicles will be allowed on site. There is an exhibitor car park available for limited additional vehicles.

5. Security

Overnight security will be provided by Sunderland City Council, however there is an option to pay for additional security cover, see page 15.

6. We want to ensure a wide range of services are available to the public and offers will be allocated with consideration of plot size requested with the size of the site space available and the proportional representation of different kinds of customer offer.

Sunderland City Council does not bind itself to accept all offers received and will accept no responsibility for any expenditure incurred by any interested party in relation to the submission of any offer, whether successful or not.

7. Should any applicant wish to withdraw their application, Sunderland City Council reserves the right to retain all monies paid, or if an invoice has been raised but not paid, it will still stand.

8. Full payment must be made within 28 days from acceptance of the site offered. An invoice will be raised for the full amount. If payment is not received within 28 days of the acceptance date, the site offer will be withdrawn.

# SUBMISSION CHECKLIST

## Before you press send have you...

- Attached your fully completed Expression of Interest Form
- Attached your fully completed Additional Requirements Form (including power requirements)
- Attached photographs of your unit and products
- Attached your documented risk assessment (if you have more than five employees)
- Attached copy of Public Liability Insurance
- Attached a Method Statement (if applicable)

On acceptance of your application a Traders Handbook and allocated pitch information will be forwarded to you.

Should you have any queries please call The Tall Ships Team on 0191 561 5113 (or email: [charlotte.thew@sunderland.gov.uk](mailto:charlotte.thew@sunderland.gov.uk)) before forwarding the application to the following address:

The Tall Ships Races Sunderland 2018, Civic Centre, Burdon Road SR2 7DN

Applications and supporting documentation can also be scanned, once signed, and emailed to: [tallshipsprojectoffice@sunderland.gov.uk](mailto:tallshipsprojectoffice@sunderland.gov.uk)

or

Sent via the NEPO Procurement Portal

# USEFUL CONTACTS

## Event Organiser

email: tallshipsprojectoffice@sunderland.gov.uk

Telephone: 0191 561 5113

## Licensing

email: licensing@sunderland.gov.uk

Telephone: 0191 520 5550

## Trade Waste Disposal

email: david.groark@sunderland.gov.uk

email: katie.kelly@sunderland.gov.uk

## Health & Safety

email: geoff.scrafton@sunderland.gov.uk

Telephone: 0191 561 2368

email: colin.rudd@sunderland.gov.uk

Telephone: 0191 561 1968



# THE TALL SHIPS RACES Sunderland 2018

organised by Sail Training International



[www.tallshipssunderland.com](http://www.tallshipssunderland.com)

  
Sunderland  
City Council