

**Please read these EVENT GUIDELINES before making your application**

**Perthshire Creates - Summer Design Market**

**10<sup>th</sup> July 2021**

**Mill Street Plaza – Outdoor Main Market**

**Perth Museum and Art Gallery – Micro Indoor Market**

We're delighted to announce that the Summer Design Market will be returning in July 2021. With restrictions at present, we're unable to plan our usual 2 Day Summer Design Market at the Civic Hall at 2 High Street Perth as limitations on numbers attending indoor events continue.

However, we are delighted to share with you that the event will be taking place as an outdoor design market on July 10<sup>th</sup> at the Mill Street Plaza, with a smaller micro market also taking place in Perth Museum and Art Gallery. As with previous years, this event is carefully curated and only applications using the Survey Monkey link on the website will be considered.

The success of previous physical design market events has offered a direct selling opportunity for artists and designer makers. Due to the loosening of restrictions, we are confident that we will be able to carry out physical markets in July.

Please read through **all** these guidelines, there's useful feedback information at the end under 'Other Information'. Successful applicants will be selected entirely on the information provided in their application forms.

The Summer Design Market will be:

- Curated as in previous years to ensure the quality synonymous with previous Design Markets
- Open to creatives who run their practice as a business
- Open to creatives who have an online selling platform (website, Etsy, agree to sell via email request)
- Open to creatives who work in quality upcycled products
- The event will be featured on the Perthshire Creates website, with an FB Event Page to signpost visitors to the event web pages, in addition to co-promotion activity on Instagram.
- Promote the physical event and your online shop through digital elements such as the online directory on the Perthshire Creates website.

### **Application Criteria**

- Applications are open to professional independent artists and creative practitioners running their creative practice as a business, producing original, high-quality work who are living and/or working in Perthshire & Kinross and the Tay Cities area which includes North Fife, Dundee & Angus.

- We are not accepting submissions consisting of items that are bought in and not original in design – for example, jewelry that is assembled from manufactured beads or knitwear from commercial patterns.
- Work must be handmade, or produced in small batches, finished to the highest standard
- Participants will need to have both a Facebook business & Instagram account and actively co-promote the event to their audience
- Be available for duration of online Perthshire Creates Summer Design Market to respond to online sales & enquiries
- All participants **MUST** have public liability insurance. Having memberships to either A-N or the Scottish Artists Union includes public liability insurance and have a copy of 'certificate of insurance' available on the day should it be required.

## **IMAGES:**

- Images need to be sized to over 300kb.
- These images will be used in the marketing of the event, therefore excellent images are vital.
  - NO WATERMARKS
  - NO NAMES on the images
  - NO MONTAGE images

- These images will be used to drive traffic to your website and promote your business.
- A selection of both landscape and portrait images are required.
- PLEASE only submit images which clearly show your product, have a clean, fresh, and contemporary look and if appropriate include images with seasonal products.
- ALL image FILES must be clearly labelled with your business name. Any images with watermarks, names, montages **MAY EXCLUDE** your submission.
- Due to the volume of images we receive we will be unable to change any images at a later date. Please bear this in mind when submitting images.
- Application deadline: May 19<sup>th</sup>.
- Selected stall holders will be notified if their application is successful on May 21<sup>st</sup>
- Stallholders are asked to bring their own floor length table covering cloth.
- Exhibitors are encouraged to merchandise their table in a creative manner that best reflects the nature of their work. If additional space e.g.: for hanging rails, easel or print rack etc. is required please indicate this on your application form. We'll do our very best to accommodate these

requests so long as clearly indicated on your submission form and space allows, but cannot make any guarantees.

- A full logistics details will be emailed prior to the event.

### **Promotion of the event**

- Perthshire Creates will undertake the marketing and promotional activity to support and build the success of this event, including a dedicated Facebook Event page, web content, social media, and in print marketing materials. Participants co-operation in promoting the event is a VITAL part of taking part in this event and making it a success.
- Perthshire Creates will provide promotional graphics and information and there is an expectation that all participants promote the event via their own networks.
- Stallholders are requested to contribute to the marketing of the event by sharing posts and information to their own networks and engaging with the online activity where appropriate.
- Cross promotion of other businesses on social media is key to help support those who are taking part.

### **Selection Process**

- Originality and quality of work are the main criteria for the selection process, but we also want to ensure there's a good mix from both the stall-

holders' and visitors' perspective. Work will also be selected on suitability for the audience and the show itself and complement other exhibitors.

- If you are not successful for this event, please know that space is limited, and it does not mean that you won't be successful for future events.
- Previous participation at any of our Design Markets does not, unfortunately, guarantee selection.
- Applications will be judged solely on the completion of the Survey-Monkey, which will be reviewed by our panel, so please following the application guidelines.
- Late applications will not be accepted.

### **Cost to take part**

The cost to take part in the summer design market is:

- £55 (including admin fee) – **For a full day stall at the Mill Street Plaza – Outdoor Main Market**
- £30 (including admin fee) – **For a full day stall at the Perth Museum and Art Gallery – Micro Indoor Market**

### **Submission Outcomes**

- Successful applicants will be sent notification and payment details by May 21<sup>st</sup>
- Confirmation and payment is requested by return after notification
- Unsuccessful applicants will be sent notification via email on May 21<sup>st</sup>

### **Dates to Note**

- Application Deadline – May 19<sup>th</sup>
- Notification – May 21<sup>st</sup>
- Acceptance & payment\* – May 28<sup>th</sup>
- Marketing Information required by\*\* – May 19<sup>th</sup>
- Summer Design Market Date– July 10<sup>th</sup>

\*Please note that payment will not be chased, if not received by the required date, it will be presumed that you no longer wish to take part in the Summer Design Market, and you will be removed from the lineup.

\*\*Please note this is the information in your application. You must be able to provide all the information at the point of application, as it will not be possible to follow up at a later date.

### **Legal Responsibilities**

All stall holders are obligated to follow the guidelines provided by Perthshire Creates to ensure that the event is carried out as safely as possible. Failure to follow these guidelines will result in your stall being removed from the market.

Any stall holders operating during the COVID-19 pandemic are legally obligated to put measures in place that prevent the spread of infection amongst staff, volunteers and customers. Perthshire Creates will be responsible for the logistics for the market, however each stall holder will be responsible for managing their own stall's social distancing, hygiene, and staff.

This will include:

- All stall holders must adhere to current guidance of the use of face coverings.
- All stall holders must implement measures to minimise the risk of transmission, such as:
  - Performing frequent hand hygiene.
  - Eliminating food sampling/ tasting.
  - Managing crowds and preventing customers from gathering.
  - Asking customers to refrain from handling products and to point out the items they want bagged by staff.
  - Wearing appropriate personal protective equipment (PPE) in line with any government guidance, such as face coverings etc.
  - Follow cleaning and disinfecting practices, including regular sanitation of any stall surfaces and equipment touched by workers and patrons. You will need to provide your own cleaning products and hand sanitiser.
  - Take precautions at the point of sale to reduce transmission.
  - Physically distance workers from patrons
  - Sanitize electronic keypads or touchscreens after each use.
  - Minimize the handling of money.
  - Ensure gloves are available for workers handling cash.



Update return policies to prevent the risk of transmission of COVID-19 to workers, volunteers, and patrons. This may include:

- Eliminating the opportunity to return purchased goods (i.e. final sale only).
- Cleaning and disinfecting hard-surfaced, and returned goods
- Storing soft-surface items for a period of 72 hours prior to resale.
- Continue to follow all existing legal requirements that normally apply, such as those set out in Food Hygiene legislation and the Health and Safety at Work Act.

Cleaning:

- Wash hands with soap and water for at least 20 seconds or alcohol-based hand sanitizer with a minimum of 60% alcohol before and after handling items.
- Hard-surfaced items, or items which can be laundered should be cleaned and disinfected.
- Soft-surface items, or other items that cannot be cleaned and disinfected should be isolated for a period of 72 hours prior to the Summer Design Market

By applying for the Summer Design Market, you agree to these terms and conditions. Perthshire Creates also have the right to update and amend these requirements depending on government advice at the time of the event.

**Apply using this survey monkey link, please re-apply if you have already applied for previous Design Markets as info needed has now changed:**

<https://www.surveymonkey.co.uk/r/summerdesignmarketapplications21>

If you have any further questions please contact Perthshire Creates on [perthshirecreates@culturepk.org.uk](mailto:perthshirecreates@culturepk.org.uk)