



Lane Farm, Crooklands, Milnthorpe, Cumbria LA7 7NH

Telephone 015395 67804 Fax 015395 67011

Web: [www.westmorlandshow.co.uk](http://www.westmorlandshow.co.uk)

Email: [manager@westmorland.org.uk](mailto:manager@westmorland.org.uk)

# Country Fest

## A Feast for All Senses

Celebrating it's 10th Anniversary, Country Fest will again be held at the Westmorland County Showground, Crooklands on Saturday 2 and Sunday 3 June 2018.

Country Fest is a true family event giving a real taste of the countryside, celebrating the quality and diversity of the superb independent food and drink producers and suppliers that abound in Cumbria and the North West. Also returning by popular demand will be Smile Factor10 and their magnificent Kite Displays.

Alongside a varied programme of talks and demonstrations, visitors can also learn where their food comes from in the *Discover Farming Zone*, which will include a wide range of farm animals. A *Food Zone*, *Craft Marquee*, wide variety of trade stands along with a packed *Demonstration Arena*, huge range of *children's activities and entertainment* as well as lots of *good music* ensure a great day out for the whole family. Including:

- \*\* New for 2018 Flowers North West \*\*
- Smile Factor10 Kite Displays
- Food Theatre – mix of cookery demonstrations & workshops throughout the event
- Music & Dance – wide variety of live music and dancing displays
- WI Marquee
- Vintage Revival Marquee
- RBST Young Shepherd Event
- Handicraft classes & workshops
- Discover Farming – livestock, sheep shearing demonstrations & *Meet the Farmer*
- Pet's Corner – handle and feed the animals, even milk a cow
- Children's activities – circus workshop; crafts; have-a-go; inflatables
- Arena Demonstrations – including falconry, terrier racing & chainsaw demonstrations
- 10k Trail Race & Children's miniTrail
- Poultry & Rabbit Shows
- Sheepdog Trials
- Companion Dog Show (Saturday) & Terrier Show (Sunday)
- Terrier Racing
- ..... and lots more besides

If you would like to be considered for space in one of the designated areas, please complete the attached application along with the risk assessment forms and return to the above address. Please **do not** send money with your application. An invoice will be issued to successful applicants, which will be by way of acknowledgement of your booking and reserves exhibition space at Country Fest. Limited advertising is also available in the very popular Event Guide (2017 – 4,500 copies) from £45.

Should you have any queries please do not hesitate to contact us on 015395 67804.



## Advertising Opportunities

### Country Fest Event Guide

An Event Guide is to be produced and distributed free to all visitors to Country Fest 2018. The Event Guide will include a layout map, timetable of events for each day along with details of all the demonstrations etc.

All exhibitors will be listed in the programme along with contact details etc. and it is intended to distribute at least 4,000 copies.

The Guide will be portrait 1/3 A4 in size, printed in full colour throughout – not only an ideal souvenir of the event, but also invaluable for visitors planning their day.

Limited advertising space is available at the following rates:

Full colour back cover	=	£100
Full colour page	=	£85
Full colour half page	=	£45

Please note: **all** copy must be supplied by 30 April 2018

### Banners / A Boards

Opportunities exist for banners and A Boards around the Showground. Please contact the office for further information.



## Zone Classification and Trade Stand Rates

### Food Zone

The Food Zone is for the sale/promotion of food and drink for consumption, primarily, off the Showground. The sale of food for direct consumption is not permitted inside the Food Zone Marquee(s); however, traders are encouraged to make samples available.

The Food Zone will be housed in a marquee and wherever possible, traders' areas will be separated using a shell scheme. All stands must conform to EHO rules and regulations. Intoxicating liquor may not be offered without prior permission. Country Fest will be responsible for obtaining such Temporary Events Notices as are required. Patrolling overnight security will be provided Friday 1 and Saturday 2 June.

The cost includes stand space for both days, listing on Westmorland Agricultural Society website, entry in Country Fest Event Guide, 2 weekend exhibitor wristbands (additional wristbands available at £4.25 + vat) and 1 vehicle pass for exhibitor vehicle parking area. Electricity (no generators permitted) available at additional cost of £30 + vat per 13amp connection.

Size: In bays of 10' frontage x 7' depth (limited double spaces available).  
Type: Housed in traditional marquee with grass surface.  
Cost: £160 + vat (single stand)

### Food Courts

The Food Courts are for the sale of food and drink for direct consumption on the Showground. Individual stands will be grouped as appropriate to offer as wide a range of food as possible for the consumer. Seating, including covered areas, will be available throughout the Showground. All stands must conform to EHO rules and regulations. Intoxicating liquor may not be offered without prior permission. Exhibitors are responsible for their own cover. Patrolling overnight security will be provided Friday 1 and Saturday 2 June.

Please contact the office for a Catering Application pack.

### Open Ground

For any trader not eligible for dedicated marquee space. Exhibitors responsible for supplying own cover. Patrolling overnight security will be provided Friday 1 and Saturday 2 June.

The cost includes stand space for both days, listing on Westmorland Agricultural Society website, entry in Country Fest Event Guide, 2 weekend exhibitor wristbands (additional wristbands available at £4.25 + vat) and 1 vehicle pass for exhibitor vehicle parking area. Electricity (no generators permitted) available at additional cost of £50 + vat per 13amp connection.

Size: Any frontage as requested (minimum 4.5m), various depths available (minimum 7.5m).  
Type: Open ground with grass surface. Exhibitors to supply own cover.  
Cost: Minimum stand 4.5m x 7.5m £130 + vat. Cost for additional space variable as agreed.  
For further information please contact the office - 015395 67804.



## Zone Classification and Trade Stand Rates

### Craft Space

For individuals and companies wishing to sell craft products. This area will be in a large marquee. Stands in the marquee will be in bays of 10' frontage x 8' depth. Each bay will be immediately adjacent to its neighbour with no gap between. Patrolling overnight security will be provided Friday 1 and Saturday 2 June.

The cost includes stand space for both days, listing on Westmorland Agricultural Society website, entry in Country Fest Event Guide, 2 weekend exhibitor wristbands (additional wristbands available at £4.25 + vat) and 1 vehicle pass for exhibitor vehicle parking area. Electricity (no generators permitted) available at additional cost of £30 + vat per 13amp connection.

Size: In bays of 10' frontage x 8' depth.  
Type: Housed in traditional marquee(s) with grass surface.  
Cost: £90 + vat basic plot. Additional charges apply for larger bays.

### Shopping Zone

Housed in a large marquee this area is ideal for exhibitors who are selling or promoting their goods and services but do not have their own exhibition unit or marquee. Stands in the marquee will be in bays of 10' frontage x 8' depth. Each bay will be immediately adjacent to its neighbour with no gap between. Patrolling overnight security will be provided Friday 1 and Saturday 2 June.

The cost includes stand space for both days, listing on Westmorland Agricultural Society website, entry in Country Fest Event Guide, 2 weekend exhibitor wristbands (additional wristbands available at £4.25 + vat) and 1 vehicle pass for exhibitor vehicle parking area. Electricity (no generators permitted) available at additional cost of £30 + vat per 13amp connection.

Size: In bays of 10' frontage x 8' depth.  
Type: Housed in traditional marquee(s) with grass surface.  
Cost: £90 + vat basic bay. Additional charges apply for larger bays.

### Countryside Zone

Incorporating Grow your Own, Countryside Societies and all things Rural. Patrolling overnight security will be provided Friday 1 and Saturday 2 June.

The cost includes stand space for both days, listing on Westmorland Agricultural Society website, entry in Country Fest Event Guide, 2 weekend exhibitor wristbands (additional wristbands available at £4.25 + vat) and 1 vehicle pass for exhibitor vehicle parking area. Electricity (no generators permitted) available at additional cost of £30 + vat per 13amp connection.

Size: 8' frontage x 8' depth  
Type: Marquee.  
Cost: For further information please contact the office - 015395 67804.

# Country Fest

## RULES & REGULATIONS – TRADE STANDS, EXHIBITORS ETC

### 1. APPLICATION FOR SPACE

All applications shall be submitted on the appropriate form and entries received in any other way will not be acceptable. The application form and the Risk and Fire Risk Assessment Forms, must be signed by the Exhibitor, or his/her representative, and the signature on the forms shall be deemed to be the acceptance by the Exhibitor of these rules and regulations and his/her agreement to be bound thereby. In applying for space the Exhibitor is expected to attend for the duration of Country Fest ie Saturday 10.00am - 5.00pm and Sunday 10.00am - 4.00pm.

### 2. OBSERVANCE OF REGULATIONS

All Exhibitors, their contractors and employees, while on the Showground, shall be subject to the rules and regulations of the Society, as interpreted by the Society, and the stewards and officials appointed by them.

### 3. VEHICLE REGULATIONS

- (a) Vehicle passes will be issued to enable vehicles to enter the Showground on Country Fest Days up to 9.30am. All vehicles should be clear of the public areas by 9.45am.
- (b) Any vehicles remaining on the Showground after 9.45am must form an integral part of an exhibit.
- (c) Vehicles will not be permitted to move until the Showground is closed to the public (Saturday 5pm; Sunday 4pm) and or until permission is given by the Chief Steward.
- (d) The Society will accept no liability or responsibility for any damage caused to exhibitors' vehicles.**

### 4. TRADING STANDARDS

The stewards and officials shall have power to remove from the Showground, any Exhibitor or itinerant vendor whose articles are not in accordance with the description given on the application form or the standards that shall be determined by the stewards and officials.

### 5. WITHDRAWAL OR CANCELLATION OF SPACE RESERVED

Where an exhibitor withdraws from the event or cancels the space reserved for any reason, all fees due shall be forfeited and the Society reserves the right to re-let the space.

### 6. ALLOCATION OF SITES

The allocation of sites and positioning of trade stand space will be entirely at the discretion of the Society, although every endeavour will be made to meet any request made by an Exhibitor regarding the position of his/her stand.

- (a) Exhibitors booking open space must apply and pay for sufficient space for all stays and guy ropes required for any building, tent or caravan and any vehicle necessarily forming part of the site or needed in connection therewith to be erected on the space.
- (b) Boundaries of sites will be marked and in no circumstances will Exhibitors be allowed to occupy a larger space than that allocated to them. All activity must be contained within the limits of his own stand. Unless previously arranged, the use of A Boards and banners is restricted to within an Exhibitors allocated area.
- (c) The Exhibitor will be allocated a site by the Society and it will be a condition of the Society's acceptance of Exhibitor application for a site that the Exhibitor will take and accept the site allocated irrespective of its condition.
- (d) The Exhibitor will be responsible for all damage to the site by him/her, his/her servants or agents, and hereby undertakes to make good any such damage.

### 7. ELECTRICAL CONNECTIONS

- (a) All applications for electricity must be made in advance and any late requests cannot be guaranteed.
- (b) Exhibitors who have paid for electrical connections, will be contacted on arrival at the Showfield by the Society's qualified electrician.
- (c) Unless alternative arrangements have been made, the power to the stand will be 13 amps controlled by a 30mA RCCB. Any variation to this supply will be charged at cost.
- (d) All connections to the exhibitor's stand will be checked and controlled via a RCCB circuit breaker rated at 30mA, in accordance with current Health and Safety guidelines. It is the responsibility of the Exhibitor to ensure that his/her equipment complies with all current electrical regulations and will work on a RCCB circuit breaker prior to attendance at the event.
- (e) Power to the stand will be available from 4pm Friday to 5pm Sunday.

**Please note: *no generators will be allowed on site.***

### 8. TIMES OF OPENING

All trade stands must be open and manned throughout the time the event is open to the public, i.e. Saturday 10.00am to 5.00pm and Sunday 10.00am to 4.00pm.

9. **FIRE PROTECTION**

- (a) It will be the responsibility of each Exhibitor to ensure that adequate fire precautions are provided, particularly in the case where any heating or other similar appliance is used.
- (b) The Society reserves the right to make further rules and regulations in respect of fire precautions, if and when necessary.
- (c) The Fire Risk Assessment Form provided with the application for entry to Country Fest **MUST** be completed and signed by the exhibitor.

10. **COLLECTIONS AND APPEALS**

Charitable or other institutions wishing to make appeals for contributions to their funds must first obtain permission from the Secretary of the Society.

11. **NOISE**

Exhibitors must not use any loudspeaker apparatus, noisy engines or any other offensive practices to cause annoyance to adjoining exhibitors. Prior permission is required should it be intended that increased sound of any sort is to be included as part of your display. Spitting is expressly forbidden.

12. **RESPONSIBILITY OF EXHIBITORS**

The Exhibitor will indemnify the Society in respect of all actions causes claims losses proceedings or costs incurred claimed or arising out of the use by the Exhibitor of the Showground or by his/her agents contractors employees licensees or other persons being present at his/her request or with his/her concurrence for the purposes of the Show and the Exhibitor shall similarly be liable for all plant equipment vehicles stands articles animals livestock goods or other things of whatever kind or nature brought on to the Showground for whatever purposes and the Exhibitor shall be liable similarly for any matter arising out of the exhibition handling or housing of such exhibits and the conduct of the exhibitor's stand generally. Acceptance of this foregoing provision and the foregoing provisions generally shall be a condition precedent of entry.

13. **NON-COMPLIANCE WITH REGULATIONS**

The stewards and/or officials shall have power (whether exercised unreasonably or not) to order the removal forthwith of any plant machinery vehicle equipment goods or any other thing of whatever kind or nature either static or vehicular exhibited or brought on to the Showground for whatever purposes or to order the stand of any Exhibitor to be closed forthwith if such Exhibitor does not or has not complied with any of these rules or regulations or the direction of the stewards and/or officials or any other requirement properly to be observed by any Exhibitor his/her employees contractors licensees or other persons being present at his/her request or with his/her concurrence for the purposes of the event such requirements to include those of the General Law the Byelaws or any other requirements and the stewards and/or officials shall have in any circumstances the right to expel forthwith any exhibitor or any other persons associated with him/her who has in any way infringed the rules and regulations including the immediately foregoing provisions.

16. **HSE / EHO / FSA REGULATIONS**

Exhibitors are reminded to ensure they are fully conversant with and comply with all current Health and Safety regulations, particularly with respect to equipment and public safety. The Risk Assessment Form provided with the application for entry to Country Fest **MUST** be completed and signed by the exhibitor. All exhibitors selling or providing food **MUST** adhere to current regulations including the Food Information Regulations 2014.

17. **CANCELLATION OF EVENT**

The Society reserves the right to cancel at any time and for any reason Country Fest, subject to the Society's Secretary giving at least 24 hours notice of cancellation to the Exhibitor or Trade Stand Holder except in the case of the cancellation being due to fire, flooding, civil commotion, Act of God or riot, in which case notice given verbally or otherwise, by the Society's Secretary shall be deemed sufficient. If the Society decides to cancel the Event, the Exhibitor or Trade Stand Holder will be repaid his/her entry fee, less a small handling charge, and the Society will not be responsible for any financial, trading or other loss of whatever kind incurred by the Exhibitor or Trade Stand Holder.

18. **VACATING SHOWFIELD**

Exhibitors must clear their sites by 4pm on the day following Country Fest. The Society will not be held responsible for any damage caused to items moved after this time.

**EXHIBITORS WILL BE HELD RESPONSIBLE FOR ALL FIRE AND ACCIDENTAL DAMAGE CAUSED BY THEM, THEIR SERVANTS OR AGENTS, AND THEREFORE EXHIBITORS SHOULD INSURE NOT ONLY AS REGARDS THEIR OWN PROPERTY, BUT ALSO AGAINST THIRD PARTY CLAIMS, FOR BOTH FIRE AND ACCIDENTAL DAMAGE.**

## Country Fest 2017

Every year Country Fest brings a host of well-established and new attractions to this great value-for-money two day family country fair. The sun was shining as the gates opened on the ninth Country Fest – the biggest and most popular one yet.

One of Country Fest's 2017 main attractions was the utterly breath-taking Bolddog Lings FMX Team, whose heart-stopping tricks and stunts kept thousands of visitors thoroughly entertained throughout the weekend. Performing twice a day, these dare devils could be seen somersaulting through the air in the Lloyd South Lakes Arena – a first for Country Fest and a definite favourite with all visitors.



New sections this year included the WI Marquee, which was filled with stunning displays. Showcasing the best of the region with their theme 'Celebrating Cumbria', this made for some fantastic exhibits. Country Fest also welcomed the new Sew Crafty Marquee, with competitive handicraft classes for all ages, the marquee looked spectacular, with a corner dedicated to handmade scarecrows, made by local Primary Schools, as well as craft workshops taking place throughout the weekend.



The RBST Young Shepherd's worked tirelessly all weekend looking after their Rare Breed Sheep, whilst taking part in show preparation and etiquette workshops with the finale of the Young Shepherd's Event classes. Sunday saw the return of the Rabbit Show, which is always popular with visitors.

Craft marquees were full of beautiful jewellery, garden gifts, artwork and homewares with the Vintage Revival Marquee housing a Vintage Tea Room, serving tea, vintage bakes and lemonade, which was very welcome in the sunshine! Children's favourites included pets corner, circus skills and meeting the animals in the Discover Farming Marquee. It was encouraging to see youngsters getting involved, holding baby chicks, asking all sorts of questions about the pigs and cows, whilst learning about the importance of agriculture.

The Food Theatre welcomed BBC Food & Drink's Tim Maddams, who made the most of local produce in his demonstrations. We were also joined by McClures, Docker Duck Egg Company and Crankshaft Brewery, with a new children's baking workshop taking place on Sunday morning. The sausage workshop, now in its second year continued to grow in popularity, whilst the Food Zone housed some of the country's finest produce to try and buy.



The Young Farmers Tug of War County Final was, as ever, another superb addition to Country Fest. The crowds of enthusiastic visitors enjoyed fierce competition, whilst enjoying the stunning kites flying overhead – which are now becoming a Country Fest trade mark!

Large areas were dedicated to displays of military vehicles and memorabilia, classic motorcycles and the Lakeland Historic Car Club Display, plus the very popular Music and Dance Bandstand.

The Sheep Dog Trials saw competitors travelling from across the country, whilst the Terrier and Companion Dog Shows proved just as popular as ever.

Country Fest continues to grow and is the perfect go-to family event of the summer for both locals and visitors to the Lakes. We hope to see you in 2018!



Saturday 2 June 2018

Relax in the Beer Hall  
after  
the day's events

Music & Beer

7.30pm – 12.00 midnight

Food \* Local Beer \* Raffle