CAMBRIDGE FOLK FESTIVAL 2027
TRADERS EVENT INFORMATION SHEET

We are seeking trader (non-food) applications for Cambridge Folk Festival 2027. Attracting up to 6,000 people on the Friday evening and up to 6,000 people per day on both Saturday and Sunday.

Cambridge Folk Festival is situated in the beautiful parkland setting of Cherry Hinton Hall on the outskirts of the city. **More details are available in the event information on page 4 onwards.**

It is our aim to have a varied mix of high-quality caterers and traders and to attract new and local companies.

APPLICATION INFORMATION & PITCHES AVAILABLE

We are seeking applications for the following trader pitches:

	DATES OF TRADING	EXPECTED TRADING HOURS (TIMINGS STILL SUBJECT TO CHANGE)
Outdoor Traders (including Luthiers/Instrument Makers and CD/Record Concession)	Friday 30 July, Saturday 31 July & Sunday 1 August 2027	**Friday** 5pm – 10:30pm **Saturday & Sunday:** 10am – 10:30pm

Outdoor traders must not trade outside of the trading times stated above, unless otherwise agreed in writing with the Festival organisers.

All Applications Open: Friday 2 October 2026, 12 noon.
All Applications Close: Friday 20 November 2026, 5pm.

HOW TO APPLY

For a chance to be part of the 2027 Festival, please first read the relevant terms and conditions for the application you wish to complete.

Please note that the terms and conditions will form a vital part of your agreement to trade at the Festival if successful and include important information on arrival times, set-up, passes and more, so please read these carefully. If you are a returning trader to the Festival, please read the terms and conditions carefully as these have changed to reflect the new format of the Festival.

Once you have read the terms and conditions, please complete the corresponding application form.

All Festivals terms and conditions and application forms can be accessed via the following link:
https://www.cambridgefolkfestival.co.uk/festival-information/caterers-traders

E: hazel.beale@cambridge.gov.uk
A: FAO: Cambridge Folk Festival, Cambridge City Council, 3 Parson's Court, Wheeler Street, Cambridge CB2 3QE

IMPORTANT INFORMATION & DOCUMENTS TO BE PROVIDED/UPLOADED AS PART OF APPLICATION

You will be required to include and upload evidence of the following documents within each application form so please have these readily available before starting your application:

1. Environmental/Ethical Impact Statement
2. Third Party Liability Insurance (minimum £5 million)
3. Health and Safety Risk Assessment
4. Fire Risk Assessment
5. Proposed Product and Price List
6. Photos of Stall (Optional)
7. Social Media Links (Optional)

Where possible, please include photos of your stall in your application.

REVIEW OF APPLICATIONS

Companies shall be determined by a bidding process.

When selecting successful applicants, we shall be looking at the following:

- Amount offered in relation to specific types of goods to be sold and their prices
- Space required on site
- Anticipated quality of service and value for money to Festival goers
- Sustainability

We wish to encourage bids from local and artisan traders who also support the above. Again, this will be taken into consideration when evaluating bids.

You are welcome to put in more than one bid.

If you have been successful, you will be informed of our decision by early February. Due to the number of applicants, we cannot reply to unsuccessful applications.

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ABOUT THE FESTIVAL

Cambridge Folk Festival is one of the longest running and most well-known folk festivals in the UK. Held each year in the beautiful setting of Cherry Hinton Hall. The 2026 Festival saw the debut of a new multi-venue format with the outdoor event element spanning across two days and attracting up to 4,500 attendees each day.

For 2027 we will be introducing the Friday evening in addition to the Saturday & Sunday, exact timings TBC but likely to be no later than the main arena opening from 5pm.

The Festival is renowned for its unique atmosphere and an eclectic mix of music. The Festival aims to provide the best for artists and audiences alike.

We expect up to about 1,600 people to camp at the Festival. There are two stages, Folk Club corner, a main bar and ancillary bars, outside traders and a wide selection of catering units up to 14-16 hot food unit's maximum within the main arena).

WHAT WE ARE LOOKING FOR

As we continue to develop the Festival we are always looking to improve the quality and diversity of shopping opportunities for customers. We like to have a broad range of options including more unique and artisan traders, as well as the more common bigger festival stalls. The pitches available are all outside trading spaces, there is no concession marquee again for 2027. We also want to support local traders and regional food and drink producers where possible by taking geographical proximity into consideration when assessing bids.

We award space based not only on the amount you bid but consider all the other information you supply e.g. the type of goods, your prices, how much space and how many passes you need. Space on site is extremely limited and therefore the number of stalls few. Bids should reflect these factors and stated size requirements must be accurate. Stalls specialising in a limited number of items are always looked on favourably where there is less likelihood of crossover with other traders.

It is important that you include with your application your full price list as well as any additional information such as experience, history and photographs you may have of your unit/stall, or samples of your goods where possible.

Environmentally friendly and ethical practices are very important to us. The Festival has been awarded sustainability accreditations with A Greener Futures (AGF) since 2016 and has previously been nominated at the UK Festival Awards for Best Greener Festival. We run a Sustainable Stand Award and choose one caterer and one trader to win. The winner will also be able to use the award to promote themselves in their marketing.

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As part of the Festival's Bronze award with Attitude is Everything and commitment to providing an accessible experience for everyone attending the Festival, all successful applicants must accommodate customers with disabilities. Please provide; a lowered counter, if a lowered counter is not possible please take orders directly by coming in front of the stall to speak with the customer, taking money, and returning with products; ensure minimum width of 1.2m for access into your stall; there must be product lists provided and there must be large print versions of these, these should have black print on white background, be laminated, be large print (min. 18pt) and be available on the bar or counter for customers to hold if they wish; please consider that picture-based product lists make choosing items far more accessible for some people, so where possible these should be implemented.

All caterers and traders are asked to state in their application how they will contribute to this ongoing commitment to improving our environmental impact and supporting ethical practices (e.g. use of biodegradable packaging, local suppliers, Fair Trade products, etc.). **Applications will not be processed if this statement is missing.**

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PRICING/BID GUIDANCE

You should use your experience, knowledge of your costs and your anticipated income to work out your best bid. Here is a list of previous food types we've had in the past;

Type of Concession	2027 Trader Pitch Pricing Guidance	Approx. size (Frontage)
Designer/handmade Jewellery	£550-£700	6.5ft
Clothing and accessories	£550 - £1,100	10ft
Instruments	£825 - £1,200	20ft
Asian handicrafts	£600 - £1,250	15ft
Clothing and accessories	£800 - £1,350	20ft
Designer/handmade Jewellery	£650 - £950	10ft
Fair trade paper goods, stationery etc,	£450 - £800	10ft
Costume jewellery	£400 - £550	10ft
Children's Toys and Games	£300 - £450	15ft
Army surplus clothing & camping equip	£600 - £900	20ft
Henna Tattoos	£350 - £550	10ft
Massage	£450 - £750	10ft
Magic tricks	£250 - £350	10ft
Juggling (products and workshops)	£200 - £550	10ft
Luthiers	Set Fee - £95	6ft

Please note the range of previously accepted bids is for guidance only and does not solely determine whether your application will be successful or not. If an application is submitted and the Festival is drawn to it but the bid is deemed too low, we will contact the bidder to discuss their application further.

Please also give accurate sizes, bearing in mind that we are limited for space and sizes will be taken into consideration during the assessment process.

We look forward to receiving your applications!

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