

HANDMADE Oxford

**THE INTERNATIONAL  
CONTEMPORARY ARTS  
FESTIVAL** 16-19 SEPTEMBER

**WATERPERRY GARDENS**

**INFORMATION PACK**

## CONTENTS

About Us.....	3
About the Festival .....	4
Why Exhibit .....	5
Important Dates .....	6
Exhibitor Stand Package.....	7
Artisan Food.....	8
Make - Craft Supplies.....	9
Marketing.....	10
Accomodation .....	11
How to Apply .....	12
Contact .....	12

## ABOUT US

Over the past 14 years, Handmade in Britain has worked to support and promote British designer-makers by connecting them with an affluent and fashionable audience both nationally and internationally.

Through our two annual contemporary Craft and Design Fairs, we have built a reputation for showcasing exceptional British craftsmanship, and have fostered a loyal customer base who trusts our expertise in sourcing the best handmade products across Britain.

As an ambitious and ever-expanding team who puts the needs of our makers at the forefront of our business, we are committed to constantly finding innovative ways to broaden our reach and keep up with the always changing consumer market. This drive has seen us take on exciting opportunities via our e-commerce platform and, most recently, our series of Interactive Virtual craft Fairs that run alongside the annual Craft and Design fairs.

As a company, we always strive to provide our makers with the opportunity to share their stories and their craft in the most accessible and modern way possible.



## WHAT WE DO

- » We support contemporary craftsmanship
- » We promote sustainable craft and design
- » We work with small creative businesses
- » We provide mentoring for new businesses
- » We promote quality and skill



## ABOUT THE FESTIVAL

We are pleased to share with you our new vision for Handmade Oxford | The International Contemporary Arts Festival 2021.

Over the past year, makers have had to overcome unprecedented challenges owing to the COVID-19 pandemic. In an effort to help alleviate the financial strain a lot of makers are now faced with, we have worked hard to find innovative ways to bring costs down for those wishing to exhibit at Handmade Oxford 2021, while still capturing the unique look and feel of the festival that we have all come to expect.

This year, our marquees will be smaller in size and will host no more than 50 exhibitors. The marquees will open on all four sides, and side walls from the stands will be removed to create an open floor plan. Not only will this allow for ample air circulation, it will also provide a relaxed summer festival atmosphere for all to enjoy. In addition individual marquees will be available. In-line with health and safety regulations, a one-way system will be implemented and social distancing will be encouraged.

### We are pleased to announce new features for 2021:

- » Artisan Food
- » Sustainable & Eco Living
- » Virtual Craft Fair
- » Extra ticketing options providing low-cost tickets for festival only visitors

### Venue: Waterperry Gardens, Oxford

Just a stone's throw away from Oxford city centre, Waterperry Gardens is home to eight acres of beautifully landscaped ornamental gardens, a quality plant centre and garden shop, gallery and gift shop, museum and tea shop.

## IMPORTANT

With the purpose of boosting further the selling capacity of our exhibitors, those selected to exhibit at Handmade Oxford 2021 will also receive complimentary participation in our Interactive Virtual Craft Fair. Running alongside the in-person festival, the Virtual Craft Fair will expose our exhibitors to both a national and international audience, making the sales of their pieces more accessible, and simultaneously increasing their online visibility.



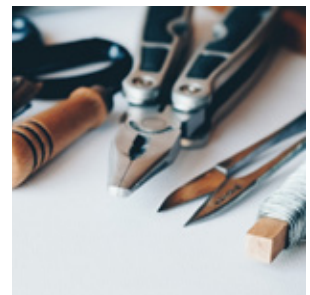
Contemporary Craft



Fine Art, Prints & Photography



Health & Wellbeing



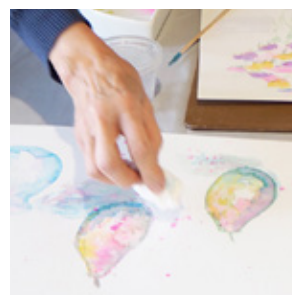
Make - Craft Supplies



Sculpture & Outdoors



Artisan Food



Talks & Workshops



Sustainable & Eco Living



## WHY EXHIBIT

### Our Vision

With Handmade Oxford, our aim is to bring together those who are passionate about high-quality craft and design. As a maker, we want to help you grow your brand and business by providing you with fantastic exposure to new buyers, press, and industry contacts.

### What You Will Gain

As a company, Handmade in Britain has been in operation for 14 years and has garnered a reputation for hosting highly curated, aesthetically pleasing events. As a Handmade Oxford exhibitor, you will be among a handpicked number of makers who share our ethos of creating and promoting craft of the highest calibre. With our help, and through our extensive marketing campaign that targets a combined audience of over 250,000, your business will be exposed to an informed and affluent audience in Oxfordshire and the surrounding counties.

- » Major international contemporary arts festival, built on the 40 year legacy of Art in Action
- » Reach an informed and affluent audience in Oxfordshire and surrounding counties
- » Carefully-curated event with quality exhibitors, sharing same ethos and providing a coherent brand environment
- » Extensive marketing campaign targeting a combined audience of over 250,000
- » Organised by Handmade in Britain, an organisation with 14 years experience organising similar events
- » Gain fantastic exposure and meet new buyers, press and industry contacts
- » Be part of a very high-quality and visually-pleasing event



### 2019 In Numbers

- » Number of days 4
- » Exhibitors 262
- » Demonstrators 40
- » Workshops 56
- » Talk sessions 14
- » Number of visitors 7624

### Our Visitors

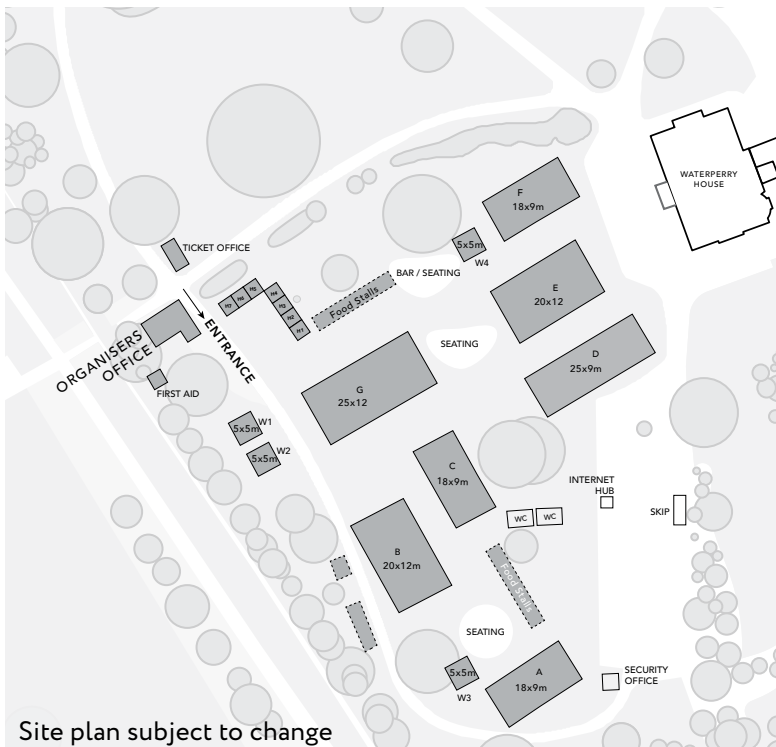
- » 65% – 50 years and older
- » 25% – 34 - 49 years
- » 10% – under 34 years of age

## IMPORTANT DATES

We would expect you to submit your application in good time before the deadline.

Deposit due:	Within four weeks of your offer to secure stand space		
Build up:	Tuesday	14 September 2021	8am - 5pm
	Wednesday	15 September 2021	8am - 5pm
Show open hours:	Thursday	16 September 2021	10am - 6pm
	Friday	17 September 2021	10am - 6pm
	Saturday	18 September 2021	10am - 6pm
	Sunday	19 September 2021	10am - 5pm
Break down:	Sunday	19 September 2021	5.30pm - 10pm

## SITE PLAN



- » New Site Layout plan offering easy access to all marquees
- » Individual marquees available
- » Marquees will be smaller in size and will host no more than 50 exhibitors
- » The marquees will open on all four sides this allow for ample air circulation
- » A one-way system will be implemented
- » Wider aisles in the marquees to avoid congestion during peak hours
- » Covered outdoor seating areas
- » More onsite Food Stalls

## EXHIBITOR STAND PACKAGE

CONTEMPORARY CRAFT / FINE ART, PRINTS & PHOTOGRAPHY / HEALTH & WELLBEING  
SUSTAINABLE & ECO LIVING / SCULPTURE & OUTDOORS

### Important Information

Owing to current regulations, the minimum depth for a stand will be 1.5mtrs (normally it is 1 mtr), which means the minimum stand size will be 2 x 1.5 = 3 mtrs.

In 2020, the cost of our 3 mtrs stand was set at £990 + VAT. This year it is priced at £650 + VAT, you have not been charged for the additional space; we have taken on this cost to help you exhibit while complying with Covid19 Regulations.

### Space Sizes & Costs

» 2m x 1.5m (3m)	£650.00 + VAT	» 3m x 2m (6m)	£1,275.00 + VAT
» 2m x 2m (4m)	£850.00 + VAT	» 3m x 3m (9m)	£1700 + VAT
» 3m x 1.5m (4.5m)	£975.00 + VAT	Individual marquee (stand walls not included)	

### What's Included

» Nameboard	» 24-hour security at the event
» Backwall, Flooring	» Complimentary shared Storage
» Complimentary Wi-Fi	» Complimentary exhibitor parking
» Catalogue and website entry	» Option to book onsite camping facilities
» Complimentary tickets for your buyers	» Extensive PR and marketing campaign that covers traditional and digital marketing
» Promotional material to distribute through your networks	

### and COMPLIMENTARY VIRTUAL CRAFT FAIR (worth £199 + VAT)

Participation in the Virtual Craft Fair is free, however there is a commission of 20% + VAT on sales through our online platform.

## ARTISAN FOOD

### OPTION A: TRESTLE TABLE

- » Wooden Trestle Table, H x 730mm / L x 183cm / W x 76cm & Wooden Chair £400.00 + VAT

*Please note, Excludes Backwall and Flooring. Owing to a free standing table no lighting options can be ordered.*

#### What's Included

- » Nameboard
- » Complimentary Wi-Fi
- » Catalogue and website entry
- » Complimentary tickets for your buyers
- » Promotional material to distribute through your networks
- » 24-hour security at the event
- » Complimentary shared Storage
- » Complimentary exhibitor parking
- » Option to book onsite camping facilities
- » Extensive PR and marketing campaign that covers traditional and digital marketing

#### and COMPLIMENTARY VIRTUAL CRAFT FAIR (worth £199 + VAT)

Participation in the Virtual Craft Fair is free, however there is a commission of 20% + VAT on sales through our online platform.

### OPTION B: STAND PACKAGE

**PLEASE SEE EXHIBITOR PACKAGE ON PAGE 7 OF THE INFORMATION PACK**

#### Key Information

- » The Artisan Food area is located within a marquee
- » Food Sampling is allowed
- » We have the premises licence. In order to comply with statutory and local government requirements, you will NOT need a Temporary Event Notice specifying the sale of alcohol off the premises as we have one in place already
- » Where possible please use eco-friendly packaging and disposables
- » Exhibitors are required to send in a Risk Assessment Form: All exhibitors must be conversant with and comply with the Food Safety (General Food Hygiene) Regulations 1995, the Food Safety (Temperature Control) Regulations 1995



## MAKE - CRAFT SUPPLIES

### OPTION A: TRESTLE TABLE

- » Wooden Trestle Table, H x 730mm / L x 183cm / W x 76cm & Wooden Chair £400.00 + VAT

*Please note, Excludes Backwall and Flooring. Owing to a free standing table no lighting options can be ordered.*

#### What's Included

- » Nameboard
- » Complimentary Wi-Fi
- » Catalogue and website entry
- » Complimentary tickets for your buyers
- » Promotional material to distribute through your networks
- » 24-hour security at the event
- » Complimentary shared Storage
- » Complimentary exhibitor parking
- » Option to book onsite camping facilities
- » Extensive PR and marketing campaign that covers traditional and digital marketing

#### and COMPLIMENTARY VIRTUAL CRAFT FAIR (worth £199 + VAT)

Participation in the Virtual Craft Fair is free, however there is a commission of 20% + VAT on sales through our online platform.

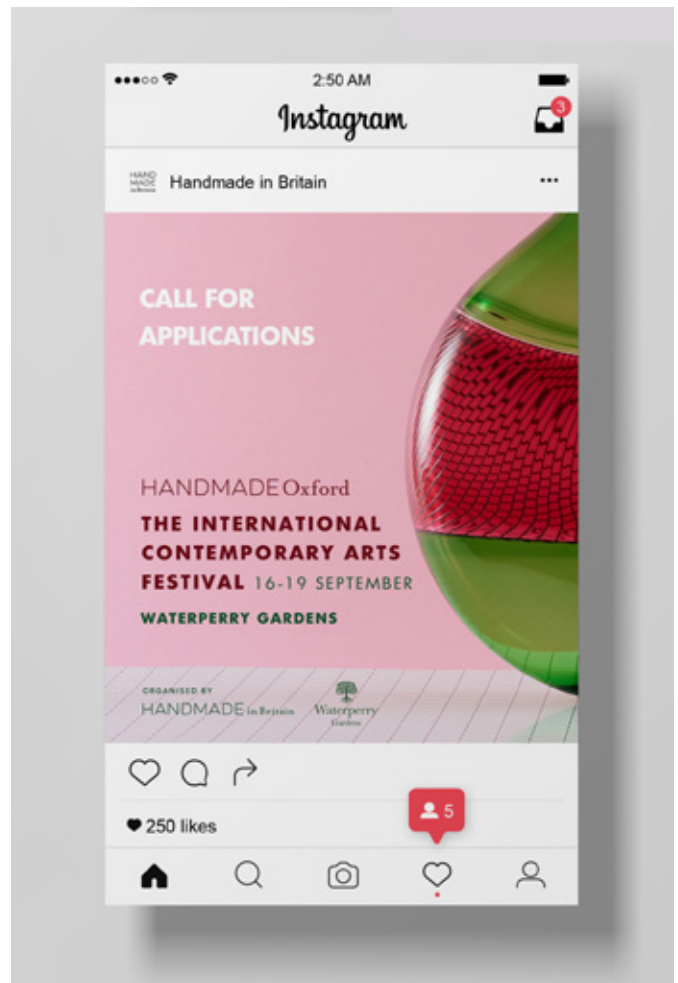
### OPTION B: STAND PACKAGE

PLEASE SEE EXHIBITOR PACKAGE ON PAGE 7 OF THE INFORMATION PACK

## OUR MARKETING CAMPAIGN

### Included as a part of every exhibitor package:

- » Promotional campaign which will include direct marketing, digital marketing and PR
- » Media partnerships and advertising campaigns with specialist publications, local and national press
- » Stand-alone event page on handmadeinbritain.co.uk featuring individual exhibitor listings complete with an image
- » Flyer distribution in all major Oxfordshire venues, galleries, libraries, museums, cafes, restaurants and universities
- » Door-to-door flyers targeted to key affluent residential areas in Oxfordshire
- » Inclusion in high-quality show magazine available to visitors during the festival
- » Event listed on arts, events, regional and lifestyle websites
- » Digital cross-promotion with media partners and supporters, specialist groups and organisations totalling over one million



## TESTIMONIALS

**Well organised event, great atmosphere and quality throughout the show**

Helen, Handmade Oxford 2019 visitor

**Great variety of disciplines and demonstrations. Would love to see bigger event next year**

Anna, Handmade Oxford 2019 visitor

**Lovely event, well organised, with a wide range of arts/crafts disciplines represented. The public was knowledgeable and interested and many of them were willing to commission and buy things which are unique, be it as presents for others, themselves or to add to their particular collection.**

Wytiske Lazenby, Handmade Oxford 2019 exhibitor

**Lovely setting, great variety of artists and craftspeople, high quality of work and appreciative customers. Would love to be a visitor, worth the day out.**

Ulli Kaiser, Handmade Oxford 2019 exhibitor

**It was a great show set in a beautiful location, and I am looking forward to exhibiting again next year.**

Alexandra Aurum, Handmade Oxford 2019 exhibitor

## ACCOMODATION

### Camping Facilities at Waterperry Gardens

Add to your experience by camping within the grounds of Waterperry Gardens, which provides quick walking access to the exhibition site and after show networking and socialising.

- » Camp between **Tuesday 14 September - Monday 20 September 2021**
- » Book up to six nights camping (**minimum four nights**)
- » Exclusive **exhibitor-only** camping (families welcome)
- » **You will be required to bring your own tent/s or campervan/caravan and camping equipment**
- » **Shower and toilet facilities available**
- » **Covered area with microwave and kettles for making hot drinks and heating food** (no other electricity points will be provided)
- » **Gas camping stoves are permitted**
- » Barbeques and campfires permitted in roped off area
- » **Dogs are welcome**, but must be kept under control and on leads. Please note that dogs are not allowed in the formal gardens or Handmade Oxford marquees.
- » **Free overnight car parking** (one vehicle per couple/family)
- » **Opportunity to park next to your tent if preferred**
- » **£20 per adult per night** (children under 14 FREE)



## HOW TO APPLY

All applicants are required to follow the application process below to ensure that the show criteria are met.

- » Read through this information pack, choose your Area and Space Size
- » Complete the online [application form](#)
- » The application form will require you to submit four images of your work and one image as an example of your stand display. It's a good idea to have these images ready when you begin your application form. Images must be a maximum of 1MB and titled as detailed within the online application form.
- » [Download your contract](#) from our website
- » Email your completed contract to [alis.clement@handmadeinbritain.co.uk](mailto:alis.clement@handmadeinbritain.co.uk)
- » Handmade in Britain will review your application and be in touch by email. Applications are assessed through a rigorous selection process, based principally on the information provided in the application and the accompanying images. The decision of the selection panel is final and organisers cannot enter into correspondence regarding the outcome of individual applications.
- » Should your application be successful, you will be required to transfer the deposit for your space

## CONTACT




If you have any questions about Handmade Oxford, prior to your application, please visit our website.

If you still have any questions please contact Alis (Events Manager / Bookings & General Enquiries) on [alis.clement@handmadeinbritain.co.uk](mailto:alis.clement@handmadeinbritain.co.uk) or (Bookings - Artisan Food / General Enquiries) on [lucky@handmadeinbritain.co.uk](mailto:lucky@handmadeinbritain.co.uk) or +44 (0) 7593 654 006

---

**Handmade in Britain**

[handmadeinbritain.co.uk](http://handmadeinbritain.co.uk)

   @handmadebritain

Company Registration No: 06398519 | VAT Registration No: GB155289878