The Event

St Fagans Food Festival is an annual event held in the grounds of St Fagans National Museum of History. Established in 2010, this free-entry festival is a firm favourite in our visitors' calendar, attracting 24,000 visitors over the event weekend.

As well as enjoying a feast of family-friendly foodie activities, demonstrations, live music and festival entertainment, visitors to St Fagans Food Festival can taste and buy produce from more than 80 Welsh food, drink & craft stalls nestling amongst the Museum's re-constructed historical buildings.

Event Dates: 13 & 14 September 2025
Opening Hours: 10am-6pm

ALL TRADERS MUST ATTEND BOTH FESTIVAL DAYS & KEEP THEIR STALL OPEN AND STAFFED UNTIL THE END OF THE EVENT.

Making an Application

Closing date for applications: 04/04/2025

Successful application announcement: 17/04/2025

Before completing the application form, please read this Application Guidance and have it to hand when you are completing your application. Here you will find all the information you need regarding having a stand & our expectations of traders which should be read, understood and agreed to before completing the application form.

PLEASE READ THOROUGHLY EVEN IF YOU HAVE HAD A STALL AT THE FOOD FESTIVAL BEFORE.

Once you have read this Application Guidance, please complete and submit the relevant online application form by the closing date:

1) Food Market Stalls
2) Hendrewen Lane Stalls
3) Caterers and Street Food Units
4) Coffee Units

By noting your e-mail address in the application form, you will receive a copy of your form for your records and as confirmation that it has been successfully submitted. If you have a Google account/Gmail email address, log in before you start to save your progress as you work your way through the form.

If your application is successful, we will contact you shortly to confirm:

- Your requirements for any additional equipment or services e.g. furniture hire
- To collect your paperwork e.g. risk assessments, insurance certificates, PAT certificates
- To process your payment

Types of Stalls & Pitches Available

All prices are exclusive of VAT.

1) **FOOD MARKET STALLS**
   Produce: Pre-made produce only. No cooking or heating food permitted in the marquee. Limited alcohol stalls – see below for details.
   Dimensions: 2.5m x 2.5m space in a large marquee
   Location: Tannery Field Marquee
   Price: £225
   Air conditioning system included within the pitch fee cost.

2) **HENDREWEN LANE STALLS**
   Produce: Pre-made produce and/or catering requiring some hot food prep e.g. heating sauces, delis, crepes. The businesses here will be treated as Street Food stalls and will need to provide data post-event in line with the event's Sustainability Policy.
   Dimensions: 3m x 3m individual marquee pods
   Location: Hendrewen Lane
   Price: £300

3) **CATERING AND STREET FOOD UNITS**
   Produce: Hot food, meals, ice cream & soft drinks.
   Dimensions: A pitch will be provided for the size of your trailer/gazebo
   Location: Area to be decided by the Event Organisers
   Price: £400

4) **COFFEE UNITS**
   Produce: Hot drinks, soft drinks, cakes & cold snacks
   Dimensions: A pitch will be provided for the size of your trailer/gazebo
   Location: Area to be decided by the Event Organisers
   Price: £300

Please note: We are no longer offering bar unit pitches for this event. Pop-up bars selling alcohol for on-site consumption will be ran in-house by the Museum's food & beverage team. Please read section 5.4 of the application guidance below for further information about the options available to sell alcohol on a retail basis from the Food Market marquee.

Criteria

We will select traders based on these factors:

Criteria Area	Weight
Promoting Welsh Produce	40%
Sustainability Commitments	30%
Bilingual Services (Welsh & English)	20%
Returning Supporters or New Businesses Food Market Stalls All Other Stalls	 5%* 10%
** Providing Food/Drink Tasters – applicable to Food Market Stalls only*	*5%*

All traders must fully comply with all relevant Health and Safety, Food Hygiene & Allergen Labelling regulations, as well as any further instructions or guidance given by the Museum. Event staff & external agencies will be conducting spot checks during the event.

Sustainability

The Food Festival is committed to social and environmental sustainability through supporting local independent businesses and reducing its impact on the environment. We have a policy and measures in place to:

- Measure, monitor and reduce our carbon footprint
- Reduce our energy usage
- Increase recycling and reuse
- Minimise single-use plastic by banning plastic water bottles, plastic cutlery and coffee cup lids
- Reduce single occupancy vehicles coming to site
- Increase the amount of plant-based options

We can only do this with the full support of our traders. And we know lots of you are also on a journey to reduce your impacts and support the local community, so we want to hear all about it.

We successfully launched a trader award scheme last year, and we will be continuing with this so our team will be visiting your stall during the event to check your claims. A free pitch to next year's event will be offered to the winner!

Please ensure that you have read and understand the event's Terms & Conditions as noted in this Application Guidance, as well as our Single Use Plastic-Free Guide which includes a list of prohibited plastic materials along with a list of more eco-friendly alternatives.

Additional Equipment or Services

We will collect more information about your power requirements, furniture hire etc in the next stage of the process, if your application is successful. The prices are listed below for your information (exclusive of VAT).

Item	Price
13amp	£80
16amp	£95
32amp – single phase	£170
32amp – three phase	£425
63amp – three phase	£850
Overnight Power	£75 per night
Trestle Table 6”	£10
Folding Chair	£5
Tabletop Teal Handwash Unit	£25
Onsite Camping	£10 per night

FAQs

Which application form should I complete?

If you’re unsure which application form is most relevant to you, or are considering submitting multiple proposals, please read the ‘Type of Stall’ descriptions above. If still unclear email events@museumwales.ac.uk as soon as possible to discuss further.

Can I apply to trade for only 1 day?

No – please note that all traders must attend both festival days, and continue to trade throughout the event’s opening hours (10am-6pm on Saturday and Sunday).

My current food hygiene rating is 3* or below – can I still apply?

All food & drink traders at this event must have a hygiene rating of 4* or 5*. Your application will be considered if a re-inspection has been arranged and a new rating confirmed within the timeframe of the selection process (i.e. before Friday 4 April).

I have registered with my local authority as a food business but haven’t had the inspection/rating yet. Can I still apply?

All food & drink traders at this event must have a hygiene rating of 4* or 5*. In the scenario of awaiting your first inspection; if your application is successful in principle, we will keep your stall reserved until the payment deadline (i.e. Friday 16

May). If no inspection has been undertaken at this point, your space will be released to the waiting list.

Is there Wi-fi on site?

A Traders' Wi-fi network will be available for stalls using contactless payment devices.

How will I know that my application has been successfully submitted?

You will receive a copy of your application via email for your record once it has been successfully submitted. Please note that we cannot see any draft forms that have not been submitted.

If my application is successful, when will I need to pay the pitch fee?

All successful applicants will be required to send us their paperwork, order additional equipment and services, and pay their pitch fee in full by Friday 16 May. Your stall will not be confirmed until we have received all your paperwork and payment in full.

I am not a food & drink business but would like to apply for a stall.

This application pack is specifically aimed at food & drink businesses who are interested in trading at this event. To discuss other types of stalls e.g. charity and/or organisational presence at the event please email events@museumwales.ac.uk

Help to complete the 2025 Application Form

Section 1 – Contact Details & Details of your Unit

1.1 Contact & Company Details

Your details will only be used for the purpose of the event and other future commercial opportunities within Amgueddfa Cymru.

1.2 50% discount application

We offer a 50% discount on pitch fees for charities and/or new Welsh businesses that have been trading for less than 2 years from the event date. We base this on the date you started trading as a food business, not when the company was officially incorporated by Companies House.

If your business was established **on or after 13 September 2023**, you are eligible for the 50% discount and should answer 'Yes' to this question in the application form. If your business was established **before 13 September 2023**, you are not eligible and should answer 'No' to this question.

Please note that any above-line costs will be charged in full (e.g. power, furniture hire).

1.3 Details of your Unit

Please note your unit dimensions in metres [Length x Width x Height]

We also ask for images of your stall / unit. You can upload up to 5 files in this section. When uploading documents with your application, please ensure the file name includes your business name and a short description of the file:

e.g. [BUSINESS NAME] – Trailer

1.4 Power Requirements

If you require power, please give more details in this section. If you don't require any power at all, answer 'No' to the first question and skip the last 2 questions in this section and move on to the next page.

All electrical equipment will need to be PAT tested, with evidence provided prior to the event and certificates available for inspection on the day.

Please make every effort to minimise, and where possible, eliminate your need for overnight power. This will help us to significantly reduce fuel consumption and carbon footprint of the event.

The maximum total load per supply is as follows.

Supply	Maximum Load
13amp	3.12kw
16amp	3.6kw
32amp single phase	7.68kw
32amp 3 phase	22kw
63amp 3 phase	43kw

Please note that the charge per supply as listed above is for the power supply & 1 hook-up connection – and does not include distribution boxes, adapters, splitters, or additional cables.

To support your application, you will need to complete and submit your power requirements spreadsheet. Download the template here.

Please note:

- You will need to list each individual item. If you have more than one of the same appliances, they should be listed separately e.g. Fridge 1, Fridge 2, Fridge 3.
- In column C, give a brief description of the appliance.
- In column D, choose the plug type from the drop-down menu – 13A, 16A or 32A.
- In column E, type in each appliance's wattage – type in the number only.
- Your total wattage will be automatically calculated at the bottom of the sheet – do not edit this cell.

You can upload your completed power requirements spreadsheet at the end of this section. When uploading documents with your application, please ensure the file name includes your business name and a short description of the file:

e.g. [BUSINESS NAME] – Power Requirements

Section 2 – Your Products

2.1 Brief description

Please give a brief description of your business & produce to be sold at the event. This will be used in marketing material – your 'elevator pitch'!

2.2 Menu

If you'd rather upload your menus/price lists as a file, there is an option to do this below in the application form. You can upload up to 5 files in this section. If your menus don't include all the requested information, please type this into the open text box here.

You are encouraged to offer a high-quality menu with a good range of options for people, to include:

- At least 1 affordable meal option – max £6
- At least 1 vegetarian option
- At least 1 vegan option
- Options for people with food allergies and intolerances
- Culturally preferred options

Ensure these are clearly labelled and easily identifiable on your menus/display boards. Our team will be checking that these options are clearly displayed at your stall and are of a reasonable quality and size, as part of our trader award scheme on site.

Please note that traders will not be permitted to sell unspecified items.

Affordable meal option

Applicable to Caterers and Street Food Units only.

St Fagans Food Festival is committed to remain affordable for all individuals and families whatever their disposable income. Please help by providing an affordable meal option for no more than £6. This should be a reasonable-sized adult meal.

Vegetarian and vegan options

Vegetarian items are those made without red meat, chicken, fish ingredients and derivatives. Vegan menu items are made without meat, fish, dairy, eggs, honey and their derivatives. Chips or beans do not count!

We understand for some businesses providing vegetarian or vegan options is not always possible.

Options for people with food allergy and intolerance

When listing the items on your menu, please specify which items are free-from as standard, and any items that you can make adaptations on request to make it suitable for someone with an allergy or intolerance e.g. offer a gluten free wrap.

Culturally preferred options

You are encouraged to offer foods that are Halal and/or Kosher, including meat and dairy. Provide a diverse range of fruit and vegetables, check the ingredients when selecting your choice of fats and oil, and avoid serving foods prepared with alcohol where possible.

2.3 Drinks

There is an option to upload your menus/price lists as a file below in the application form. You can upload up to 5 files in this section. If your menus don't include all the requested information, please type this into the open text box here.

Please consider sourcing soft drinks from ethical brands.

No bottled water or any single-use plastic drinks bottles can be sold at this event. Our team will be conducting spot checks during the event and we will ask you to remove any single use plastic items sold at your stall.

All soft drinks should ideally be sold in aluminium cans or cartons. Glass waste will be collected and recycled at the event; however, glass recycling is energy-intensive and heavy to transport, leading to higher carbon emissions than other materials such as aluminium. To help us reach our waste reduction targets, we ask traders to avoid discarding glass where possible.

Please confirm the packaging materials for your drinks. This question isn't being marked under the sustainability criteria, but this information will help us to ensure the waste management plan is suitable for the materials being sold.

Applicable to Coffee Units only – please provide a range of milk options.

2.4 Meal Vouchers for Event Volunteers

Applicable to Caterers and Street Food Units only.

We will have 30 Event Volunteers helping us at the event over the weekend. They will be issued with 1 meal voucher per day that are redeemable at selected food outlets.

Traders will accept each volunteer meal voucher in exchange for:

- 1 main meal
- 1 soft drink

You will need to write on the back of each voucher the total value of that transaction, and a member of Amgueddfa Cymru staff will come to your stall at the end of each day to make a card payment for the total value claimed.

To offer a wide variety of food we will select 4-5 traders to take part in this scheme, and if you are selected, we will contact you closer to the time to confirm the arrangements.

2.5 Providing Food/Drink Tasters

Applicable for Food Market Stalls only

Please make every effort to provide tasters on your stall, as visitor feedback each year indicates that this would improve the event. Your response here will be considered in the selection process in line with the criteria.

Section 3 – Sustainability

We know lots of you are also on a journey to reduce your impacts and support the local community, so we want to hear all about it.

Please answer this application as honestly as possible. And tell us about anything else you are doing that we have not captured. We welcome any other ideas/proposals you may have as to how you can further support our Sustainability policy. Your commitments will influence our selection process.

3.1 Business Operations

We would like to see a copy of your sustainability policy, if you have one.

A sustainability policy is a document that details out:

1. An acknowledgement of the impacts of your business
2. Measures in place or planned to tackle them

You can upload up to 5 files in this section. When uploading documents with your application, please ensure the file name includes your business name and a short description of the file:

e.g. [BUSINESS NAME] – Sustainability Policy

If you don't have a sustainability policy, you can undertake with NCASS to complete one, or if your application is successful we will share with you a recording and templates from a workshop we held last year for traders.

Living Wage Employer – the current real living wage rate in the UK is £12.60 an hour.

Please tell us about anything you do above and beyond your day-to-day operations to support local/national organisations with your time, money or food donations.

The B Corp Certification is a rigorous process to verify companies who have committed to and run their organisation to meet high standards of social and environmental performance, transparency, and accountability. We understand that this is a very involved process. If there is enough interest, we can explore hosting a peer-to-peer learning session with Welsh food organisations who have gone through the certification process.

Food and Drink Wales have several Clusters that offer support and networking opportunities for Welsh businesses. It's not a requirement, but if you are a member of any of these Clusters then we would like to know about it.

If there are other social or environmental accreditation schemes you are awarded by, or working towards, please let us know in the open text box.

We are interested to learn what active steps you take to reduce energy usage in your operations, and the choice of energy you use to power your production unit.

3.2 Food Sourcing and Certifications

We know that many of you care a lot about the ingredients you choose for your dishes; whether it being home-grown, from local farms and suppliers or something that is sourced from the country of origin. Tell us about those items that you specially seek out.

We know that championing high quality Welsh produce and supporting the local production chain is important to many of you – but feedback tells us that this isn't always clear to visitors to the event. According to a recent study by Food Manufacture magazine, "more than two-thirds of consumers want to know where their food comes from and seek the reassurance given by the production transparency and traceability of their foods". Consider how you can share the provenance & Welsh identity of your produce in your menus and display materials.

There are currently 20 GI (Geographical Indication) products in Wales. Food and Drink Wales have recently launched a new campaign which encourages chefs in Wales to use and promote these examples of authentically Welsh produce on their menus. GI Toolkit | Business Wales – Food and drink

As above, we would like to hear about the certifications you choose for your ingredients e.g. Organic, Fairtrade – just list out the ones you consistently choose.

We are interested to know what choices you make for your cooking oil and if any of your products contain palm oil.

Be advised that the team will be checking your sourcing on site; they will be checking packaging and will be asking to see receipts.

The festival is calculating the carbon footprint of its operations including the food sold onsite – you will be asked for your sales from Saturday and Sunday.

3.3 Waste Management

We want to hear about the measures you take in the production of your food and on your stalls to reduce waste, minimise single-use materials and recycle.

The festival has a no single-use plastic policy onsite, so please DO NOT bring:

- bottled water
- plastic cutlery
- coffee cup lids
- plastic packaging.

Do tell us about anything else you are doing that falls under the category of environmental and social sustainability in the open text box at the end of this section.

3.4 Reusable Cups

No single use plastic cups are permitted at this event. All soft drinks served in cups for on-site consumption will need to be in reusable cups. Examples of drinks served for on-site consumption include iced coffee, milkshake, fresh juice.

If you sell soft drinks that require serving in cups, please state here if you have your own stock or if you will need to borrow reusable cups from the Museum.

If you are using your own stock of reusable cups, please note that you will be responsible for collecting and cleaning these cups during and after the event. A cleaning charge will apply if you are borrowing the Museum's reusable cups. We will contact you once your stall has been confirmed to discuss further based on your drinks offer and the number of cups you will require.

Section 4 – Amgueddfa Cymru's Priorities and Policies

4.1 Welsh Language Policy

All display material, literature and notices on the inside and outside of stalls have to be bilingual in accordance with the Museum's Welsh Language Policy. This applies to every trader and exhibitor at the event, with no exceptions.

Please upload evidence of your bilingual menus & display material - this could be images of existing signage, print proofs, or a text-based document that has been translated. You can upload up to 5 files in this section. When uploading documents with your application, please ensure the file name includes your business name and a short description of the file:

e.g. [BUSINESS NAME] – Welsh Menu

We also encourage Traders to have at least one bilingual member of staff on the stall throughout the weekend where possible. Please get in touch as soon as possible if you would like guidance with recruiting bilingual staff.

Helo Blod is a fast and friendly Welsh translation and advice service to help you use more Welsh in your business or charity. And it's yours to use for free! For more information about this service and to contact your Helo Blod Local Advisor go to: https://businesswales.gov.wales/heloblod/

Free support and training is also available from Work Welsh including a 10 hour online course tailored for the retail sector that will teach you how to greet your customers, thank them etc.

4.2 British Sign Language (BSL)

Amgueddfa Cymru Strategy 2030 outlines our commitments to adopt British Sign Language (BSL) as our third language. We are working with partners & organisations to develop a festival programme that is accessible and inclusive for D/deaf people, with activities available in BSL where possible.

We strongly encourage our traders to support initiatives that make the process of ordering food & drink at the event more accessible for D/deaf people. This includes:

1) Providing pictures of the produce at the point of ordering e.g. on menus/price boards, or a separate sheet available on request
2) Awareness – staff are aware that we have D/deaf and disabled visitors to the event & are offered awareness training if required

If you would like further information and support with accessibility, please contact us to discuss further.

This section of the application form will not be marked; however we would like to learn more about any accessibility measures you are already offering and the support you would require from us as Event Organisers to help us to adopt British Sign Language as a third language in our public activity.

Section 5 – Additional Information

5.1 Food Hygiene Rating

All food & drink traders at this event must have a hygiene rating of 4* or 5*.

To confirm your hygiene rating, please provide in this box a link to your business on the Food Standards Agency website – www.food.gov.uk/ratings

If you are a new business, have registered with your local authority but have not had your inspection yet, please state this in the box.

5.2 Public Liability Insurance

All food & drink traders at this event must have Public Liability Insurance to a minimum level of £1 million.

Upload your latest certificate in this section. If your current policy expires before the event, the Events Team will be in touch with you closer to the event for an updated copy.

When uploading documents with your application, please ensure the file name includes your business name and a short description of the file:

e.g. [BUSINESS NAME] – Public Liability Insurance

5.3 Employers Liability Insurance

If this applies to your business, upload your latest certificate in this section. If your current policy expires before the event, the Events Team will be in touch closer to the event for an updated copy.

When uploading documents with your application, please ensure the file name includes your business name and a short description of the file:

e.g. [BUSINESS NAME] – Employers Liability Insurance

5.4 Sale of Alcohol

Please note that the Museum holds a site permit. The Museum has a challenge 21 policy.

The sale and supply of alcohol must be conducted or authorised by the holder of a Personal Licence. Personal Licence holders should either wear or display their licence at their stall. Please upload copies of the Personal Licence(s) of the person(s) who will be responsible for the sale of alcohol on your stall during the event.

We are no longer offering bar unit pitches for this event. Pop-up bars selling alcohol for on-site consumption will be ran in-house by the Museum's food & beverage team. The sale of alcohol in the Food Market marquee is permitted on a retail basis for off-site consumption only and must be sold in sealed containers. Traders are not permitted to open bottles for customers and must make it clear at point of sale that drinks purchased from the Food Market are not to be consumed on site. This will be monitored by event staff & Licensing Officer.

5.5 Fuel Sources

Please tell us if you will be burning gas, wood or charcoal at your stall.

If your application is successful, we will contact you separately to discuss and adjust the site plan where needed in line with your risk assessment.

5.6 Water Supply

We will be installing temporary taps to the mains water supply at key areas of the festival site as required.

Please note that we have very limited facilities for disposal of wastewater within the Museum grounds. Please only answer 'Yes' to this question if you have no other options other than needing to dispose of this whilst you are on site. If you can take this away with you at the end of each day for safe disposal elsewhere, please do this where possible.

Thank you for your interest in our event. If you have any further questions about the event or application process, please email events@museumwales.ac.uk

www.museum.wales/foodfestival