

Spring Food, Home and Garden Show Saturday 14 April 2018

Ripon Cathedral

Trader Information Pack

Introduction to the Event

The Spring Food Home and Garden show at Ripon Cathedral follows on from the great success of the annual Christmas Gift and Food Fair, and is a celebration of springtime taking place for its first year on Saturday 8 April 2017.

The Show consisted of over 50 traders selling homewares, food and gardening goods. We also had live cooking demonstrations taking place in the Cathedral throughout the day which attracted large numbers of visitors. These included the Head Chef from Swinton Park and well-known Cooking personality Steph Moon.

Gardener Martin Fish also gave a talk about seasonal vegetables.

Thorp Perrow Arboretum brought a long a Bird of Prey which attracted a lot of families and children to the event. They could have their photograph taken whilst holding a bird.

The Show was a great success for the community and wider area and the date set to run on Saturday 14 April 2018.

This year we hope the Show will be bigger than ever, with more cooking demonstrations taking place throughout the day as well as a bird of prey display in the Cathedral. More details are being confirmed.

Marketing Coverage

The Show is extensively marketing and advertised to a wide area.

Below are some examples of the Marketing Strategy:

- ❖ 5,000 Flyers printed and circulated to the local and wider areas of Ripon.
- ❖ Event featured on over 40 online website listings, including *Welcome to Yorkshire* which gets over 10,000 website views a week.
- ❖ Social Media campaign including a paid Facebook Advertisement.
- ❖ Event featured on Ripon Cathedral Website.
- ❖ Event promoted in various local publications including the Harrogate Review.
- ❖ Several Press releases sent out and featured in local press including the Harrogate Advertiser.

It is encouraged that as a booked trader at this event, that you do your own promotion of the Show. We send flyers out to you for circulating to your customers as well as through out Social Media Campaigns.

2017 Media Coverage



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Ripon Cathedral to host Food, Home and Garden Show



3:10pm 5th April 2017

A brand new Food, Home and Garden Show is going to be held at Ripon Cathedral this weekend.

Taking place in the nave on Saturday, it will build on the record-breaking success of the Christmas Gift and Food Fair.

Chefs including Stephanie Moon, who appears on Stray FM's Food and Drink show, will provide cookery demonstrations and special tastings.

There is also an opportunity to meet celebrity gardener Martin Fish, who will be doing a demonstration involving fruit, veg and herbs, with visitors getting the chance to ask questions.

Traders will be selling products including gin, country clothing, gardening ranges and gifts, local meats, ice cream and a wide range of spring plants, flowers and shrubs.

Other attractions include a bird of prey from Thorp Perrow and children's activities throughout the day.

The Food, Home and Garden Show will run from 10am until 4.30pm and entry is £2 on the door.

Suggested articles



What is Santa's favourite food in Skipton?

He's dropped by for his annual visit for a bite to eat.



Free Yorkshire Food!

Not that Yorkshire people like free stuff... or food.

Most read



Top rated Harrogate restaurant Norse admits future is 'under threat'

TV food critic gives independent restaurant his

Includes articles on Stray FM website. Read full article online here: <https://www.strayfm.com/news/food-and-drink/2262323/ripon-cathedral-to-host-food-home-and-garden-show/>

Harrogate Advertiser

What's On Arts Eating Out Music Reader Pictures Theatre & Comedy

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Ripon Cathedral's debut Food Home and Garden show proves a hit with visitors



Celebrity chef Stephanie Moon with the Dean of Ripon John Dobson (1704082AM10).

By
FINOLA FITZPATRICK
Email

Published: 12:19
Thursday 13 April 2017



Ripon Cathedral delighted and entertained over 1,000 visitors with a feast of attractions at its debut food home and garden show on Saturday.

Article in the Harrogate Advertiser. Read full article online here: <https://www.harrogateadvertiser.co.uk/whats-on/ripon-cathedral-s-debut-food-home-and-garden-show-proves-a-hit-with-visitors-1-8491813>

Feedback from 2017:

“What a great day out! I can’t wait for next year!” – Facebook

“This was a wonderful day, helped by the spring sunshine outside and thoroughly enjoyed by the many people who came inside to enjoy all that was on offer. The atmosphere was terrific, and it was clear that everyone expected this to be far from the last Spring Food, Home and Garden Show that would be arranged by the wonderful staff and volunteers of Ripon Cathedral Development Campaign.” – Dean John

“Very good event, the Cathedral was busy and had a lovely atmosphere. A perfect start to springtime.” – visitor

“The event was well organised and staff and volunteers very helpful on the day - a great event.” - Trader

Examples of Traders

We have a lot of loyal traders who regularly exhibit at our annual fairs, but we always welcome new traders to be involved in our Fairs and here is an example of the types of traders we welcome at the Spring Food, Home, Garden Show:

- ❖ Food produce: jams, chutneys, oils, baked goods, meats, cheeses, olives, etc.
(Please note that we do not accept any traders selling hot food as this cannot be consumed inside the Cathedral and it conflicts with our café sales.)
- ❖ Food gifts: hampers, cooking gadgets, knives etc.
- ❖ Food experiences: cooking schools, restaurants etc.
- ❖ Homewares: furniture, gifts, home décor,
- ❖ Lifestyle: magazine subscriptions, clothes, jewellery, gifts etc
- ❖ Gardening goods: tools, gifts, books, (Please note that we limit the number of plant traders due to conflicts with the Cathedral’s own fundraising plant stall)

Booking System

We want to ensure that our traders have the best possible day regarding sales, therefore we restrict the number of traders selling the same product. Therefore, we may ask for photographs of your products and goods, so we are able to keep the products on sale at the Show as varied as possible.

If you are interested in exhibiting at the Spring Food Home and Garden Show, please get in touch with Molly or Carolyn along with some information about what you sell, a website or a photograph.

Further information

Please contact either Molly or Carolyn about exhibiting or if you have any questions. We look forward to hearing from you.

Molly Barrs mollybarrs@riponcathedral.org.uk Carolyn Sands carolynsands@riponcathedral.org.uk