

Bedfordshire Christmas Fair 2020 in aid of the British Red Cross TERMS AND CONDITIONS FOR STALLHOLDERS

What is the Bedfordshire Christmas Fair 2020?

The Bedfordshire Christmas Fair 2020, sometimes referred to as 'The Bedfordshire Virtual Christmas Gift Fair 2020', and hereafter called 'the Fair', is an online shopping event that will take place between 10am on Saturday 14th November and 5pm on Saturday 28th November.

The event replaces an actual Fair that was to be held on 21st November 2020 in the Great Hall at Bedford School in Bedfordshire, and which has been cancelled because of the coronavirus epidemic.

Who runs the Fair?

The Fair is run by a committee of volunteers as follows:

Victoria Diggle, organiser

Helen Myrtle, stalls committee

Helen Lawson, stalls committee

Ann-Marie Anilmis, treasurer

Carol Gouldesbrough, marketing

Lauren Roberts, digital marketing

Penny Welch, organiser

Margaret Samuels, organiser

How can I contact the Fair organisers?

Questions should be directed in the first instance to Victoria Diggle on email at victoria@diggleddesign.com

How does the event support the British Red Cross?

The Fair's organising committee is made up entirely of volunteers, none of whom works for the Red Cross. The event is recognised as an 'In aid of event' by the Red Cross, but the charity bears no legal responsibility for the event. The Fair committee owns and maintains the Fair website.

How will the Fair work?

Visitors to the Fair website will be able to click through to stallholders' own websites and make purchases using the code 'Red Cross Fair'. Stallholders will monitor such sales and pass on 10% of gross takings (excluding any charge made for postage and packing). Stallholders who accept telephone orders will pass on 10% of gross takings (excluding any charge for postage and packing) if the Red Cross Fair is mentioned. Details of how stallholders are to make payment to the British Red Cross are below.

What type of stallholders will be allowed to participate?

Only companies whose products and services will not cause reputational damage to the British Red Cross will be allowed to be virtual stallholders (each application will be assessed on its individual merits, but it is unlikely that companies whose products or services relate to tobacco, alcohol, gambling, sex or violence will be able to take part).

The Red Cross reserves the right to exclude stallholders from taking part in the Fair, even if the organising committee has agreed to their involvement.

The number of stalls at the Fair will be limited and the Fair committee reserves the right to turn down applications from potential stallholders before the Fair is full, in order to ensure that a good balance and range of products is on offer at the event.

In order to participate in the virtual Fair:

Stallholders must have their own website with an e-commerce capability. In addition, they must be able to register the use of a special code, 'Red Cross Fair', at their online checkout, and ensure that this option is available to customers visiting for the duration of the Fair, ie between 10am on Saturday 14th November and 5pm on Saturday 28th November. Alternatively, stallholders who accept telephone orders must be prepared to register the use of the Red Cross Fair code when processing such orders.

Stallholders must pay a non-refundable and non-transferable £15 fee in order to participate. This fee will be payable via bank transfer directly to the British Red Cross. Account details are as follows:

Account name: British Red Cross Society

Sort code: 600001

Account: 90352556

National Westminster Bank Plc, City of London Office, 1 Princes Street, London, EC2R 8BP

Please make sure you use the reference 46157

Stallholders' details will not be posted on the Fair website until their fee has been received.

Stallholders must supply images and text and any other information requested, in a timely manner to allow Fair organisers to include them in website stallholder listings. This will involve emailing the Fair committee a jpg image of a specified size and a paragraph of text about products offered for sale. The Fair committee reserves the right to alter or edit images and text if necessary.

After stallholders have registered to take part in the Fair, the committee will communicate with them via the email and telephone numbers supplied during the application process. If communication with any stallholder proves impossible, whatever the reason, the Fair committee reserves the right to remove their company from the Fair website prior to the live event.

Stallholders must not alter the standard pricing of their products during the Fair. Shoppers must not pay an inflated price for items they buy. Stallholders must ensure that stock levels recorded on their websites are accurate in order to avoid disappointment to visitors.

Stallholders wishing to withdraw between registration and the start of the Fair must send written confirmation of their withdrawal via email to info@bedfordshirechristmasfair.org

Oversight by the Red Cross

The Red Cross name and associated logos are a precious asset to the charity. To be effective, everyone must understand the emblems' meaning and must have trust in them. They indicate neutrality (including religious neutrality) and protection during armed conflict and there are legal restrictions on their use. The following clauses are included so that your efforts to promote the Fair do not undermine the work of the Red Cross in conflict zones and crisis situations.

Use of Red Cross logos

You are not permitted to use any British Red Cross Society (Red Cross) logos (including the Red Cross emblem) for any purpose on any platform (including your website and social media) without obtaining prior written consent from the British Red Cross Society.

If you wish to obtain such consent, please email Michael Meyer, mmeyer@redcross.org.uk, with full details of how you intend to use the Red Cross logos.

Publicity and Communications:

You can promote the Fair with a text-only announcement on your website and social media platforms to raise awareness about the Fair. The following solicitation statement must be used on your website and social media platforms when reference is made to the British Red Cross for this purpose: 10% of the total sale proceeds raised using the 'Red Cross Fair' code between 14th to 28th November 2020 will be donated to The British Red Cross Society, a charity registered in England and Wales (220949), Scotland (SC037738) and the Isle of Man (0752) to support vulnerable people everywhere.

If the full charity registration numbers cannot be displayed on all social media posts due to limited space, the following text must be included as a minimum:

10% of the total sale proceeds raised using the 'Red Cross Fair' code between 14th to 28th November 2020 will be donated to The British Red Cross Society to support vulnerable people everywhere.

Content and website use:

You must ensure all content displayed on your website meets applicable UK regulations on website use and the advertising code of practice. You agree to monitor all content uploaded to your website. You agree to immediately remove any derogatory or illegal content that you become aware about and notify the Committee and/or the Red Cross of the same.

You agree to monitor the sales on your website and provide the Committee with an accurate sales record for its reporting requirements so donations can be collected promptly at the end of the Fair.

Customer complaints and Refunds:

You agree to have clear instructions and terms and conditions of purchase displayed on your website. In the event of a customer complaint, you agree to promptly resolve the issue directly with the customer in accordance with your terms and conditions of purchase and relevant consumer law. The Committee and the Red Cross is unable to return any donation monies paid by you in the event customers request refunds for any products purchased during the Fair.

Payment of proceeds

Stallholders must pay 10% of proceeds (excluding any p&p) from sales made either on the telephone or online and using the 'Red Cross Fair' code directly to the British Red Cross by bank transfer within one week of the closing of the Fair, ie, by 5pm on Saturday 5th December 2020. Account details are as follows:

Account name: British Red Cross Society

Sort code 600001

Account 90352556

National Westminster Bank Plc, City of London Office, 1 Princes Street, London, EC2R 8BP

Please make sure you use the reference 46157

Please email the committee with a note of the date and amount of your payment on info@bedfordshirechristmasfair.org

Issues which may affect our ability to stage the Fair

Neither the Fair's organising committee nor the British Red Cross is responsible if the Fair website goes offline for reasons beyond the organising committee's control, or if other technical issues affect visitors' site experience.

The Fair committee and the British Red Cross may at any time and for any reason cancel or postpone the Fair. The Fair committee will contact confirmed stallholders as quickly as possible to inform them of the reasons behind any cancellation or postponement.

Liability

The Bedfordshire Christmas Fair 2020 is being organised by a Committee acting as volunteers of the Red Cross. The Committee has been granted with the right and permission to use the supporting Red Cross name and logo for the purposes of the virtual fair but neither the Red Cross or the Committee or any affiliated entity have any responsibility or liability for the Fair.

Stallholders have been invited by the Committee for the variety and quality of the items which they sell. The Committee accepts no liability for the items advertised or sold or any loss or damage to customers arising from any purchase which they make on any website linked to this fair. Any claim arising from items purchased via the Fair will be the responsibility of the stallholder and governed by the applicable terms and conditions of purchase for that item and/or the purchaser's rights under relevant consumer law. Shoppers are advised to read the stallholders' individual terms and conditions available on their websites prior to making any purchase.

In case of disputes

Stallholders must be prepared to open their records to the British Red Cross's audit team if asked to.

It is not the responsibility of the Fair committee or the British Red Cross to resolve any dispute between a stallholder and a customer who has used the 'Red Cross Fair' code to purchase from their site.

V8, 16th October 2020