



# HEATHFIELD AGRICULTURAL SHOW

## New Enterprise Zone Application Form

The Heathfield Agricultural Show has been a celebration of agriculture and business in our area for many years, the 2024 Show will be the Show's 77<sup>th</sup> anniversary.

We are offering new businesses the opportunity to take up a free stall at the Show on Saturday 25 May 2024 as part of the New Enterprise Zone. As well as having a trade stand on the day giving you a shop window to the thousands of visitors, 20,000+ in 2023, you will also form part of our promotional campaign.

This is an amazing opportunity for someone just starting out.

The terms for businesses that want to apply are:

1. You must be a new business and should not have been trading before May 2023.
2. You must live or run your business local to the Heathfield area (please contact us if you require clarification).
3. You must not have had a stall at the Show with this business before.
4. You must have public liability insurance for the day of the 25 May 2024.
5. If your business is in alcohol products you will need to apply for a TENs license from Wealden District Council for the day. You will not be able to sell your products for consumption on the Showground but can offer tasters and sell for consumption at home.
6. If you are a food producer, unfortunately, you will be unable to sell your products on the day. You can, however, give away free samples and take orders.
7. All candidates will need to attend an interview. First interviews will be held near Horam on Saturday 2<sup>nd</sup> March.
8. Advertising your presence at the Heathfield Show on Social Media will be an important part of your campaign, the judges will be looking for your ideas so please make sure you include details of this in your application.

For a full list of all the terms and conditions for having a trade stand at the Heathfield Agricultural Show please visit the Trade Stand area of our website [www.heathfieldshow.org](http://www.heathfieldshow.org)

Not sure if you live in the Heathfield area or have any questions before you apply? Please email Nicola, the Sponsorship secretary at [sponsorship@heathfieldshow.org](mailto:sponsorship@heathfieldshow.org).

Please return your completed form by the **23<sup>rd</sup> February** to:

**By post**

2 Grants Cottage  
Brightling, Robertsbridge  
East Sussex TN32 5HZ

**By email**

[sponsorship@heathfieldshow.org](mailto:sponsorship@heathfieldshow.org)

Are you a new business looking for exciting opportunities in 2024? If you are based in the Heathfield area and would like to showcase your business to our visitors, please provide us with more information and you will be entered into the competition for a free stand.

1. Contact Details

Name:

Company:

Address:

Postcode:

Telephone:

Email:

1. When did you launch your business?

2. Please tell us about your business?

benefit your business by being at the Heathfield Show?

3. Tell us how  
it would

have a business website? Please include details here including social media links.

4. Do you

5. How would you make yourself stand out at the show?

6. You will be given a small stall at the show for free (2.5mx2.5m)  
What will be your main activity on the day i.e. Sales, advertising, games

7. How will you promote the fact you are at the Heathfield Show to your networks/ friends and family?

8. Tell us a bit more about why you think you should get a free stall at the Heathfield Show?

Please confirm the following:

- I can show copies of my Public/Product Liability Cert.
- If I am a food business I can show copies of Food Hygiene Certificates
- If I am an alcohol business I will get a copy of TENs (Temporary Event Notice for Alcohol)
- If successful, I will complete a Risk Assessment Form

Thank you for taking the time to apply for New Enterprise Zone at the Heathfield Show.

What's next?

- You will receive a confirmation email, thanking you for your application.
- Deadline for applicants is the 23<sup>rd</sup> February 2024.
- If you have made it through to Round 2, you will be invited to an informal interview on Saturday 2<sup>nd</sup> March 2024 at Huggetts Farm, Marle Green, Horam TN21 9HN.
- The judging panel will make their decision on the successful applicants by the 8<sup>th</sup> March 2024 and all applicants will be contacted by email.
- If you are successful, we will send you the relevant paperwork which will need to be returned to us by 25<sup>th</sup> March 2024 to secure your stand.
- In the weeks leading up to the Show you will be sent clear instructions including details of timings, maps and main point of contact on the day.

Good luck!

If you have any questions please contact Nicola: [sponsorship@heathfieldshow.org](mailto:sponsorship@heathfieldshow.org)