



Hertfordshire County Show

Saturday 29th & Sunday 30th May 2027

Trade & Charity Exhibitor Information and Regulations

Welcome to our 2027 Show and thank you for your valued support.

We are delighted that you will be joining us as a trader at this year's event. The County Show is one of the most anticipated dates in the local calendar, attracting thousands of visitors each year. The Show is held to raise funds for the Hertfordshire Agricultural Society, a registered charity, which provides a fantastic platform to showcase the very best in farming, food, drink, crafts, retail, and rural enterprise.

This handbook has been designed to provide you with all the essential information you need to prepare for, attend, and trade successfully at the show. Our aim is to ensure that your experience as a trader is enjoyable, safe, and successful.

Please read this handbook carefully and make sure that all members of your team are familiar with its contents, some of which has been updated for 2027.

If you have any questions at any stage, our team is here to support you. We look forward to welcoming you to the showground and to working with you to deliver a memorable event for both traders and visitors alike.

Key Dates & Overview

- **Show Dates:** Saturday 29th & Sunday 30th May 2027
- **Opening Times:** 8:30am – 5:30pm (both days)
- **Vehicle Curfew Times:** 8:15am – 5:45pm (both days) **Note: vehicles will not be permitted onto the site after 8:00am each day.**
- **Venue:** Hertfordshire County Showground, Dunstable Road, Redbourn, Hertfordshire AL3 7PT
- **Website:** www.hertsshow.com

Key Contacts

Liane Moyser – trade@hertsshow.com / 01582792626 ext 1

Contractors

Electricity: XLE Events / oliver@xle.co.uk / 01789224227

Marquees: Kingsmead Marquees / <https://www.kingsmead-marquees.com/>
01455202305

Grass Cutting: Hertfordshire County Show Office / 01582792626

Health & Safety: Dene Hazelwood / dene.hazelwood@kingsfordevents.co.uk

Sponsorships: Veronica Still / partnerships@hertsshow.com

Trade Stand Booking & Access

- Priority booking for **returning 2026 traders closes 30th December 2026.**
- All trade bookings will be closed by **7th May 2027.**
- Full payment is required by **1st April 2027.** After this point all bookings will require full payment up front.
- Sites are confirmed only upon receipt of full payment, a valid insurance certificate, return of required health and safety documentation and written confirmation.

Set-Up & Breakdown Times:

- Thursday 26th May: 9:00am – 6:00pm
- Friday 27th May: 9:00am – 6:00pm
- Saturday 29th May: 6:00am - 8:30am (***no vehicle access after 8:00am***)
- Traders can start breaking down after 5:30pm on Sunday (30th May) or can keep their stand until Tuesday (**1st June until 4:00pm**), adhering to the health and safety guidelines as per below.
- **There are to be NO vehicle movements onsite between 8:15am and 5:45pm each day to ensure the safety of visitors and pedestrians.**

Stand Set-Up & Size:

- Your pitch must accommodate all tow bars, guy ropes, vehicles, and structures.
- Exhibitors must remain within their marked boundary – **do not move flags or encroach on neighbouring stands.**
- Oversized marquees or structures may be required to be dismantled

New Exhibitors

- All new exhibitor applications are considered at the discretion of the Trade Manager.
- Only products and services listed on your application form may be promoted or sold.
- Site numbers and maps will be distributed **two weeks before the Show.**
- Stewards will assist with directing you to your stand location – please do not move the boundary flags.

Pitch Depth Requirements

- To improve site operations and ensure adequate space for vehicle access, all outdoor grass pitches will have a **minimum depth of 6 metres**, unless otherwise agreed in advance with the Trade Manager.
- This minimum depth allows space for **one vehicle to be positioned behind your trading setup**. Any additional vehicles that cannot be accommodated within the allocated 6-meter pitch depth must be parked in the designated **Trade Car park**.
- If you require more than one vehicle to remain on your pitch, please ensure that you book a pitch with sufficient depth to accommodate your requirements. Traders must remain within the dimensions of the pitch booked. Any vehicles, equipment, or stock extending beyond the allocated pitch depth may be required to be relocated.

Vehicle Movement & Parking

For the safety of visitors and exhibitors:

- **Traders should access via Gate E on Dunstable Road, What3Words ///penny.public.jets**
- **There will be no vehicle admittance to the showground after 8:00am each morning of the show.**
- Vehicles must be removed to the allocated parking **before 8:15am each morning**.
- **No vehicle movement is permitted between 8:15am and 5:45pm** on either show day. These times may need to be varied to ensure the safety of members of the public onsite.
- Vehicles must be parked in their designated area **by 8:15am**.
- **Early departure is strictly prohibited.**
- Vehicles must **not** move or leave until 5:45pm or until authorised by Show Stewards.
- Parking behind trade stands is not permitted unless agreed in advance and included within your pitch size.

Tickets & Vehicle Passes

- Pitches up to 9m frontage will get 5 trade weekend wristbands.
- Pitches 12m+ frontage will get 6 trade weekend wristbands.
- Each weekend wristband can be swapped for 2 single day tickets.
- **1 vehicle pass per stand** (2 passes for 12m+)
- Additional exhibitor day tickets can be purchased at a discounted rate: **£19.20 (incl. VAT)**
- Additional vehicle passes can be purchased for **£24.00 (incl. VAT)**

Health, Safety & Compliance

- A completed **risk assessment & fire risk assessment** must be provided by all exhibitors.
- Exhibitors must hold **public liability insurance** (minimum recommended: £2.5million).
- Stands and marquees must be equipped with their own appropriate **fire extinguishers**.
- **Smoking is prohibited** in all marquees and structures in line with UK Law.
- Exhibitors are responsible for the safety of their site, including waste disposal and repair of any ground damage.
- Complex stands or those with more than one floor or limited emergency egress must be agreed in writing with Hertfordshire Agricultural Society (HAS) prior to the show.
- Night security is provided but HAS accepts no liability for theft or damage.
- All food and drink traders must comply with current UK Food Hygiene legislations, and certificates must be provided on application.
- Where HAS provide any temporary structure or infrastructure, exhibitors must not make any modifications, adjustments, dismantle or fix to such structures without explicit permission from HAS and the structure provider.

Electricity & Water

- All electricity must be pre-ordered through the Show's approved contractor.
- **Personal generators are not permitted.**
- **All** electrical equipment **must** have been tested for electrical safety (**certificates must be available for inspection**) in the previous **12 months** and be in visually good condition.
- HAS and their electrical contractor reserve the right to disconnect any stand using equipment that, in their opinion, poses a risk.
- Power supply will be available from **midday Friday, 28th May.**
- If water access is required, please notify the Show Office in advance.
- If large amounts of water are required - such as for filling hot tubs or tanks, please notify the Show Office in advance. An additional charge may be applicable.
- Where hot tubs or spas are displayed with water and heated, a suitable **Legionella Risk Assessment** must be in place along with appropriate mitigation measures.

GAS (LPG)

- The use of suitable gas appliances is permitted; however, all regulations outlined below must be adhered to.
- If your stand uses or houses a gas bottle (whether used or not) or other inflammables - this must be indicated in your application form. Any device fuelled by liquid petroleum gas (LPG) must ensure gas connections and pipes have been tested and certificated by a 'Gas Safe' engineer annually. **The certification must be provided with your booking and also available for inspection at the show.** Installations must comply with UKLPG Code of Practice CoP24 Part 3. (www.uklpg.org).
- The cylinders are to be disconnected/connected by competent persons only using the correct tools and leak tested prior to use. No smoking signs must be in place and observed. Unless authorised in writing by your point of contact, no more than two LPG cylinders (totalling 200KG) are permitted per unit.

- A regulator must be included in the connection between the cylinder and the appliance and fitted according to the regulator manufacturer's instructions. The regulator is precisely set by the manufacturer to control the pressure of the supply and **Must Not Be Adjusted**. Select a regulator with a means of protecting the downstream pipework or appliance from overpressure in the event of regulator malfunction. If a regulator shows signs of wear, it should be replaced. Regulators must be marked BS:EN:12864 or BS:EN:16129. Any regulator marked BS:3016 will be over 10 years old and no longer acceptable.
- Cylinders must be located only in the open air and must not be used or stored inside marquees, tents or other enclosures. Cylinders must not be changed during the show. LPG cylinders must be stored vertically on firm, level ground externally and at least 1 metre horizontally from any structure, flammable material or ignition or heat source, in the open air, with no obstructions in the vicinity to impede ventilation.
- Cylinders must be restrained in a suitably designed cylinder stand or staked and chained securely. Cages or surrounds made of wood or other combustible material are not acceptable.
- All flexible hoses must be labelled with either BS3212 or BSEN1763 or BS:EN:16436-1 and bear the year and name of manufacturer, and the regulator must be labelled with BS3016 or BSEN12864. Hoses must not exceed 1.5m in length between the regulator and appliance. All hoses must be secured with crimped hose clips or manufacturer made hoses – **jubilee clips are not permissible**.
- All cooking appliances must be located away from flammable materials, including marquee walls.
- The Organiser reserves the right to ask for what they regard as unsuitable or unsafe gas equipment to be removed.
- In the event of a gas leak during the show, shut off gas supplies and inform the event organisers.

Temporary Structures, Gazebos & Lightweight Tents

- Where you will be erecting a gazebo type structure or lightweight marquee as part of your stand, please ensure they are sufficiently anchored down. Structures

should be suitable of withstanding a minimum of 30mph wind. All self-build structures must be of sound construction, assembled in line with manufacturer's instructions and must be suitably braced and anchored.

- Thin straight tent pegs (commonly supplied with the structures) are usually insufficient. You must use suitable ground anchors and ratchet straps to the frame (example: <https://groundbolt.co.uk>), or where using weights, these must be sufficient and strapped and secured to the structure and not just placed on the foot, as they dislodge if the structure is moved by wind. (as a minimum we would expect to see 2 x 12.5kg weights or equivalent per leg on gazebos – but this is dependent upon your structure and may require more).
- Lightweight/flimsy garden gazebos are **NOT** suitable for use at events as they are likely to be damaged or blown away, even in light winds during summer months – resulting in serious injury to people. If HAS deem any structure to be unsuitable for the event, we will instruct that it is dismantled and removed from site to ensure the safety of all staff and visitors on the site.
- Exhibitors are wholly responsible for ensuring they supply a structure suitable for the site and weather conditions.

General Exhibitor Rules

- **Live animals** may not be sold, offered as prizes, or handled by the public without prior written and clearance by the Show Vet.
- **Competitions, appeals and collections** require prior written approval.
- Your **business name and address must be displayed** on your stand.
- **Dogs** are welcome if kept on short, fixed length leads. They **are not** permitted in the livestock marquees, the Food Court or the Made In Herts marquee.
- Product exclusivity cannot be guaranteed. Similar products may be sold by other exhibitors.

Late Arrival or Non-Attendance

Traders must arrive within their designated set-up time. Any trader failing to attend without prior notice may forfeit their pitch with no refund. No vehicles will be permitted onto the site after 8:00am on each morning of the show.

Product Restrictions

The sale of counterfeit or illegal goods is strictly prohibited. Age-restricted items (such as alcohol, knives, or tobacco) must comply with all UK licensing and trading laws.

Prohibited items include (but are not limited to): any firearm, shotgun, ammunition, BB gun, replica firearm (including toys), flip knife, samurai or other sword, weapons or replica or article deemed to be an offensive weapon, kites, silly string, air horns, stink bombs, drones, balloons, fireworks, and two-way radios, laser pens, unless authorised to do so in writing by the Executive Director of HAS.

Noise Restrictions

The use of amplified music, loudspeakers, or noisy equipment must not cause disruption to neighbouring traders or visitors. The organisers reserve the right to limit or prohibit excessive noise.

Branding & Display Guidelines

Stalls must be presented to a professional standard, with signage and displays kept within the boundaries of the allocated pitch – including signage such as A-boards. No materials may be fixed to buildings, trees, or showground property without prior consent.

Professional Behaviour

All traders and staff are expected to always conduct themselves in a professional and courteous manner. Aggressive or inappropriate behaviour will not be tolerated, and you may be asked to leave.

Respect for Others

Traders must show respect to fellow exhibitors, organisers, show staff, and visitors. Disputes should be raised with the organisers for resolution.

Compliance with Rules

All traders must adhere to the rules and regulations set out in this handbook. Non-compliance may result in removal from the event without refund.

Zero Tolerance Policy

The organisers operate a strict zero-tolerance approach to harassment, abuse, or discrimination of any kind.

Accessibility

We ask all traders to make efforts to ensure your trade stand is accessible to all, install ramps where appropriate and to make your stand navigable for mobility scooters and wheelchair users.

Services & Facilities

Waste & Recycling

Designated waste and recycling points will be located around the showground. Traders are required to use the appropriate bins for general waste, cardboard, and recyclables. Please flatten boxes before disposal. Hazardous waste (e.g. cooking oil, gas cylinders) must be taken away by the trader and not left on site.

Water Supply

Drinking water taps are provided at marked locations around the showground. Traders must bring their own suitable containers and are not permitted to connect directly to standpipes. Wastewater must only be disposed of at designated grey water points.

Electricity

Power supply must be booked in advance. Only electrical equipment which has undergone suitable electrical testing within the past 12 months for which a valid PAT certificate can be provided may be connected to the mains supply. Traders must provide their own extension leads suitable for the environment and ensure cables are safely covered to avoid trip hazards. Generators are not permitted.

Wi-Fi & Connectivity

Limited Wi-Fi access may be available on site, but traders are advised to bring their own mobile data options for card machines and point-of-sale systems.

Toilets & Showers

Toilets will be provided across the showground. Where available, shower blocks for traders and exhibitors will be indicated on the site map.

Security

Overnight security patrols will be in operation across the showground. Traders are responsible for securing their own stock and equipment. The organisers accept no liability for loss or damage to the trader's property. High-value items should be removed from site or stored securely overnight.

First Aid & Medical Facilities

A staffed First Aid point will be available throughout the event open hours. In an emergency, please contact a steward or call the emergency contact number provided in this handbook.

Trader Catering

Designated catering areas for traders will be available, including our **Farmers Bar**, offering food and refreshments at set times. Traders are also welcome to use public catering outlets on the showground.

Parking & Overnight Stay

Trader parking is provided in designated areas only. Vehicles must be removed from the main showground outside of set-up and breakdown times. Overnight camping for staff may be available by prior arrangement with the organisers. Caravans are £10 per night and Tents £5 per night. **Details of all persons staying onsite overnight must be provided to the Trade Office on arrival.**

Charity Fundraising Stand Rules (2026 Policy)

To ensure a safe and enjoyable visitor experience:

- Charity stand spaces are limited and allocated at the Society's discretion.
- An **interactive activity is required** – static/passive stands will not be accepted.
- Each stand is responsible for acquiring any licences required.
- **No touting or soliciting beyond your stand area.**

- Respect visitor boundaries: if a person declines twice, do not continue.
- Aggressive or guilt-based fundraising tactics will not be tolerated.
- Breaches may result in removal and exclusion from future events.

Food & Drink Sales

- Food and drink sold by trade exhibitors is for **Off-Site consumption only** unless specifically licensed and agreed with HAS.
- Complimentary samples may be offered.
- Exhibitors are responsible for complying with all Public Health and Food Hygiene requirements and are reminded that the regulations apply even when the refreshments are offered free of charge.
- If you are offering food [beyond hot and cold drinks and pre-packed long-life goods such as biscuits and crisps] to customers/guests, a properly documented Food Safety Management System, a copy of your Food Hygiene Certificate and a copy of your last food safety visit report, must be available for inspection on Show Day, by Local Authority Officers and/or the Society's own consultant. If a Food Hygiene Rating Scheme certificate is not available, a FHRS exemption letter from their Local Authority is acceptable. **Applications will not be accepted until such documentation has been received.**
- Catering wastewater may not be discharged into soil pits or onto the surface of the ground.
- All food service should follow the FSA guidelines on allergy labelling and cross contamination, making sure that all food containing allergens is clearly labelled.
- All stands handling food **MUST provide their own hand washing facilities.**
- The Showground is **not licensed for alcohol sales** except via designated mobile bars and restaurants. Any stand wishing to sell such products, **must apply for their own Temporary Event Notice (TEN) from St. Albans City & District Council.** A copy of the TEN must be provided to the Show Office not more than **10 days prior** to the show and be displayed within their trade stand for inspection by Show Officials or a Police or Licensing Officer.
- **Food Court vendors must arrange their own power supply. Note that power for refrigerated units must be pre-arranged and power will not be turned on before mid-day on the Friday before the show.**

Please note that some long-standing exhibitors may hold pre-agreed permissions for on-site food sales.

Marketing & Promotion

Trader Listings

All confirmed traders will be listed on the show's official website and, where applicable, in the printed programme. Please ensure your business description and logo are included in your online application via Showing Scene.

Social Media Promotion

The show will feature selected traders on its social media channels in the run-up to the event. You are encouraged to share and tag the show's accounts using the official event hashtags.

Advertising Opportunities

Additional paid advertising is available, including programme adverts, banner placements, and digital promotions. For details, contact partnership@hertsshow.com

On-Site Branding

Only approved branding materials may be displayed. Sponsorship and advertising opportunities may also allow for enhanced visibility on-site.

Emergency Procedures

Medical Emergencies

A First Aid station will operate throughout the event open hours. In an emergency, alert a steward immediately or call the emergency contact number: **01582 792626**

Fire Procedure

If you discover a fire, raise the alarm, evacuate your stand, and proceed to the nearest assembly point as shown on the site map. Fire lanes must be kept clear at all times.

Missing Children & Vulnerable Persons

Any missing child or vulnerable person should be reported immediately to the show office, a steward or security officer. They will follow the official safeguarding protocol.

Adverse Weather

In the event of severe weather (e.g., high winds, heavy rain, thunderstorms, extreme heat), traders may be instructed to temporarily close or secure their stalls. Follow the guidance of stewards and organisers at all times.

Force Majeure

The Hertfordshire Agricultural Society (HAS) shall not be held responsible for financial loss, damage, or delay arising from events beyond its control, including but not limited to:

- Severe weather or flooding
- Acts of God
- War, terrorism, or civil unrest
- Utility or supply failures
- Transport disruption
- Government restrictions or orders

In such circumstances, the Show may be cancelled without liability to HAS.

Cancellations & Refunds

- All cancellations must be submitted in writing to: **trade@hertsshow.com**
- Charges/Refunds will apply as follows:
 - Before 1st April 2027 = 50% of stand cost plus VAT
 - After 1st April 2027 = 100% of stand cost plus VAT.
- No refunds will be given for adverse weather or poor ground conditions.
- Exhibitors are strongly advised to obtain **cancellation insurance**.

General Liability, Safety & Security

- Hertfordshire Agricultural Society, its Officers and Servants shall not be held responsible for any accident, damage or loss that may occur to any exhibitor or his employee or to any animal or article while entering or leaving or during the period it is on the Showground. This clause does not exclude or limit in any way our liability for:
 - Death or personal injury caused by our negligence; or
 - Fraud or fraudulent misrepresentation; or
 - Any breach of the obligations implied by section 12 of the Sale of Goods Act 1979 or section 2 of the Supply of Goods and Services Act 1982; or

- Losses for which it is prohibited by section 7 of the Consumer Protection Act 1987 to limit liability.
- Trade exhibitors are required to effect with a reputable Insurance Company, Public and Product Liability Insurance cover commensurate to the nature of their business and will be asked to produce proof of this. A minimum level of £5 Million is required.
- The nature of the Showground makes complete security impossible. Trade exhibitors are responsible for making any necessary arrangements (including insurance) to safeguard their pitch and its contents while on Showground. The Society accepts no responsibility for security or for any damage to persons or property, however caused – except to the extent required by law. A professional security firm is onsite providing nighttime security from Thursday 27th May through to the Monday 31st May.
- Exhibitors and their contractors are responsible for compliance with the requirements of the Health and Safety at Work Act 1974 and supporting legislation and for ensuring safe working practices are followed by themselves, their employees, agents and contractors. A General Fire Risk Assessment must be provided for each stand. Acceptance of your risk assessment by the Society does not imply approval of the content. No booking is confirmed until all completed documentation is received by the Show Office. Stand space is not guaranteed until a Risk Assessment is received, and your selected space will be re-allocated if you have not submitted your Risk Assessment within 5 working days of being reminded.
- Subcontractors - Any trader employing the services of a subcontractor for example for tentage and/or catering; The trader shall require that all subcontractors meet the requirements of this document. Insurance details, risk assessments, gas safety and food hygiene documents (if applicable) from subcontractors should be available on request and should be held by the trader.
- It is important that the Organiser is notified about subcontractors' involvement by the trader. Failure to do this could result in the subcontractor being refused access to the Showground.
- HAS reserves the right to require the immediate removal of any article or structure which, in the opinion of its Officers or Health and Safety Advisor, constitutes a hazard to the safety of any person, including the exhibitor, and may

remove the hazard (without liability for any damage caused) should the exhibitor upon request fail to do so within such period of time as is, in the opinion of its Officer or Health & Safety Advisor, reasonable.

- Smoking is illegal in enclosed public spaces which include tents, exhibition vehicles and similar structures. In the event that the Society is charged with an offence as a result of an exhibitor's failure or alleged failure to prevent smoking in such a place, the exhibitor will fully indemnify the Society, without limit, against the costs of defending itself against the charge(s), irrespective of the eventual outcome.
- The person in charge of any vehicle or container of any kind brought onto the ground by an exhibitor, his contractor, servant or agent will open same for inspection of the contents at the request of the Executive Director (and any person authorised by them) or a Police Officer.
- Fire Safety within the space contractually licensed to each trade exhibitor will be the responsibility of that exhibitor whilst he/she occupies it before, during and after the Show. He/she will appoint a responsible person to ensure that appropriate fire safety information is provided to any employees or contractors and that appropriate fire precautions are taken. Open fires are not permitted on the showground or its car parks.
- Every reasonable effort will be made to provide exhibitors with a suitable stand space however exhibitors should be prepared for uneven and soft conditions underfoot depending on the preceding weather conditions.