



HEATHFIELD AGRICULTURAL SHOW

New Enterprise Zone

The Heathfield Agricultural Show has been a celebration of agriculture and business in our area for many years, the 2025 Show will be the Show's 78th anniversary.

We will once again be offering new businesses the opportunity to take up a free pitch at the Show on Saturday 24 May 2025 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, 16,000+ in 2024, you will also form part of our promotional campaign.

This is an amazing opportunity for new businesses. The New Enterprise Zone has been an integral part of the Show for over 10 years, during which time over 100 new businesses have taken up the offer to promote their businesses for free by attending the Show. Many of these businesses still attend the Show and have a trade stand presence.

The terms for businesses that want to apply are:

1. You must be a recently set up business.
2. You must be trading in the Heathfield Show 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 24 May 2025.
5. If your business is alcohol related 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, 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.
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

Not sure if you live in the Heathfield area or have any questions before you apply? Please email Nicola at sponsorship@heathfieldshow.org.

Please return your form by the 3rd February to:

By email

sponsorship@heathfieldshow.org

New Enterprise Zone Application Form

Are you a new business looking for exciting opportunities in 2025? 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 pitch.

1. Contact Details

Name:

Company:

Address:

Postcode:

Telephone (mobile):

Email:

1. When did you launch your business?

2. Please tell us about your business?

3. Tell us how it would benefit your business by being at the Heathfield Agricultural Show?

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

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

6. You will be given a small pitch at the show for free (3m x 3m)
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 how you would benefit from a free trade stand 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 a pitch within the New Enterprise Zone at the Heathfield Show.

What's next?

- You will receive a confirmation email, thanking you for your application.
- Initial deadline for applicants is the 3rd February 2025.
- If you make it through to Round 2, you will be invited to an informal interview at:
Sunset Barn, Huggetts Farm, Marle Green, Horam TN21 9HN.
- Successful applicants will be contacted by email.
- Relevant paperwork must be completed and returned immediately to secure your pitch.
- 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