



Market Trader Pack

16-18 April 2027

Wellington Barn, Wiltshire

Presented by Let's Go Girls

Grow your own way.

Welcome to Wildflower

Wildflower is the first festival from **Let's Go Girls**, a Bath-based women's community created to combat loneliness and help women build genuine friendships through joyful, creative, real-life experiences.

From **16-18 April 2027**, we'll be taking over the beautiful Wellington Barn in the Wiltshire countryside for a weekend of music, creativity, connection and a little bit of country magic.

Think **line dancing, live music, crafting, yoga, great food, karaoke, slow mornings and new friendships** - all wrapped up in a relaxed, welcoming festival experience.

Wildflower has been designed to be somewhere you can arrive knowing nobody and leave feeling like you've found your people.

And we want our market to feel just as special.

Rather than rows of generic festival stalls, we're looking to create a small curated shopping area of brilliant independent businesses, makers and brands that our guests will genuinely be excited to discover.

We'd love you to be part of it.

The Festival at a Glance

Festival: Wildflower Festival

Dates: Friday 16 – Sunday 18 April 2027

Venue: Wellington Barn, Wiltshire

Organiser: Let's Go Girls

Festival capacity: 300

Expected attendance: Approximately 200 guests

Audience: Predominantly women aged 20–40

Trader fee: £50

Commission on sales: None – you keep 100% of your takings

As this is the **first ever Wildflower Festival**, we want to be completely transparent with our traders.

While the venue has capacity for up to **300 guests**, we are currently planning on the basis of approximately **200 attendees** for year one.

We'd much rather give you a realistic picture than promise huge footfall. Our aim is to create a smaller, engaged festival community where traders have the opportunity to properly connect with guests and introduce them to their businesses.

Who Comes to Wildflower?

Wildflower is primarily aimed at women in their 20s and 30s who enjoy trying new things, discovering independent businesses and sharing experiences with other women.

Our programming brings together:

- Live music
- Line dancing
- Creative workshops
- Wellness and movement
- Food and drink
- Talks and experiences
- Karaoke and evening entertainment
- Friendship-focused activities
- A curated makers' market
- Camping and glamping

Many guests will attend the festival alone, with Wildflower designed from the ground up to encourage conversation and connection.

We think this creates a particularly lovely environment for our market too: somewhere guests can browse slowly, chat to the people behind the businesses and discover something new.

Who We're Looking For

We're looking for independent businesses and makers whose products feel like a natural fit for the Wildflower audience.

We'd particularly love to hear from businesses offering things such as:

Jewellery & accessories
Clothing & fashion
Cowgirl / western-inspired pieces
Art & prints
Homeware
Candles & fragrance
Beauty & skincare
Flowers & plants
Gifts & stationery
Books & zines
Handmade products
Vintage & pre-loved pieces
Creative products
Festival accessories

This isn't an exhaustive list — if you think your business would be a great fit, we'd love to hear from you.

We are particularly keen to showcase **independent and women-owned businesses** wherever possible.

Trading at Wildflower

Pitch fee

The trader fee is a flat **£50 per business**.

There is no commission on your sales.

Everything you make across the festival is yours to keep.

Proposed market opening hours

16:00-21:00 Friday, 09:00-21:00 Saturday, 09:00-11:00 Sunday

Your Market Stall

Each trader will receive an indoor space with standard trestle table and two chairs. Please confirm if you need access to any plug sockets. Wifi is included.

Please tell us about any particular requirements when applying including additional furniture or extra space.

We want the market to look beautiful and would love traders to bring along signage, table coverings and displays that show off their businesses.

What You'll Need to Bring

Unless otherwise agreed, traders should plan to bring everything required to operate their stall, including:

- Stock
- Display equipment
- Signage and branding
- Table coverings
- Card reader / payment equipment
- Charging equipment or power banks
- Bags or packaging for customers
- Any lighting required
- Any business-specific equipment

We strongly recommend having a card payment option available.

Set-Up & Pack-Down

Trader arrival: 13:00 Friday

Vehicles unloaded by: 14:00 Friday

Market opening times: 16:00-21:00 Friday, 09:00-21:00 Saturday, 09:00-11:00 Sunday

For the safety and experience of our guests, stalls must not be dismantled before the agreed closing time unless you have spoken to the Wildflower team.

Full vehicle access and unloading instructions will be sent to confirmed traders before the festival.

Parking & Access

Trader parking: 2 parking passes in your trader fee

Distance from trader parking to market: No more than 5 minute walk to the venue

Accessibility information: Wheelchair Access Friendly

Please let us know in advance if you have any accessibility requirements and we will do our best to accommodate them.

Trader Passes

Each pitch includes:

Number of included trader passes: 2

Additional staff passes: Trader Friend & Family passes may be purchased at a discounted rate. Please get in touch for details.

Trader passes provide access to the festival during your agreed trading period.

No food or drink is included for traders.

Camping available for traders: Since we are offering a low trader fee, camping is not included. You may purchase a camping pass for £25 or live-in vehicle pass for £50 - this is the amount Wellington Barn are charging Wildflower for campers. Please contact us to purchase.

Insurance & Documentation

To keep Wildflower safe for everyone, confirmed traders will be asked to provide any relevant documentation required for their business.

This may include:

- Public Liability Insurance
- Product Liability Insurance where appropriate
- Risk assessment
- Electrical safety documentation where applicable
- Any relevant licences or certificates required for the products you sell

Relevant documentation must be supplied by **1st April 2027**.

If your stall involves food, drink, treatments, demonstrations or another activity requiring additional certification, please let us know when applying.

Sustainability

We'd love Wildflower to tread as lightly as possible.

Where you can, we encourage traders to:

- Minimise single-use plastic
- Use recyclable, reusable or compostable packaging
- Avoid unnecessary packaging
- Bring reusable water bottles and cups
- Dispose of waste responsibly
- Take any trade waste away with you at the end of the event

Promoting Your Business

We don't just want traders to turn up and disappear into a marketplace - we'd love our guests to discover the stories and people behind the brands joining us.

Confirmed traders may be featured across Wildflower and Let's Go Girls marketing in the run-up to the festival.

This could include:

- Social media trader announcements
- Instagram Stories
- Festival website listings
- Trader round-ups
- Festival emails
- On-site market information

Once confirmed, we'll ask you to send us a short business bio, your logo and some lovely imagery we can use to introduce you to our community.

And of course, we'd love you to shout about Wildflower too!

Social: @wildflower.festival

Website: www.wildflower-festival.co.uk

Hashtag: #wildflowerfestuk

A Few Important Bits

To help us create a brilliant market for everyone:

Please stay for the full agreed trading period.

Early pack-downs can be disruptive to neighbouring traders and festival guests.

Keep your pitch tidy and safe.

All stock and equipment should remain within your allocated space and walkways must be kept clear.

Be considerate of your neighbours.

We're creating a friendly, collaborative environment rather than a competitive one.

You are responsible for your own stock and takings.

Please keep valuables secure throughout the festival.

Only approved products may be sold.

If you would like to substantially change what you're bringing after your application has been accepted, please speak to us first.

Please don't leave your stall unattended for extended periods.

A full Trader Agreement containing our final event terms will be supplied to confirmed traders.

How to Apply

Interested in joining us? Please apply via www.wildflower-festival.co.uk/get-involved

Your £50 trader fee will be payable once your place has been confirmed.

Come Grow Wild With Us

Wildflower is something completely new for us.

We're building the kind of festival we'd want to go to ourselves: welcoming, creative, a little bit magical and filled with brilliant women doing brilliant things.

For our first year, we're deliberately keeping things relatively intimate. We want guests to discover independent businesses, have conversations with makers and leave the weekend with new favourite brands as well as new friends.

If that sounds like somewhere your business belongs, we'd love to have you with us.

WILDFLOWER FESTIVAL
16-18 April 2027
Wellington Barn, Wiltshire

Trader enquiries: howdy@wildflower-festival.co.uk
Instagram: @wildflowerfestival
Website: www.wildflower-festival.co.uk