

Catering at EISTEDDFOD Wreccsam 2-9 Awst 2025

Concession Opportunities for Catering



The Wrexham National Eisteddfod has the following opportunities available for tender

- **Y Pentref Bwyd (mobile catering units)**
- **Other retail offers on the Maes**
- **Platiad Restaurant/Sit down catering offer**
- **Ice cream**
- **Caravan site catering and convenience store**
- **Maes B**
- **Crew canteen**

Closing date for tender submissions: 12 noon on 17 February 2025

All proposals must be sent to
catering@eisteddfod.cymru

****please read thoroughly even if you have traded at the festival before ****

Documentation and details to be provided with proposals include:

- Completed and signed Proposal Form
- Any other supporting documentation

1. Background

The National Eisteddfod, the pinnacle of the Welsh cultural calendar, is held annually during the first week of August. The festival is an eclectic mix of old and new, the traditional and the modern. It is a celebration of Wales, its culture, and its language. Combining ceremonial and official activities with a dynamic, young-spirited, and welcoming festival, we offer something for everyone – whatever their ages and interests.

We are a travelling festival, visiting north and south Wales alternately. From 2-9 August 2025 the Eisteddfod will be held in Wrexham. If you are not familiar with the National Eisteddfod we would urge you to visit the website www.eisteddfod.wales to find out more.

2. Key Principles

We are seeking suppliers who can offer and demonstrate a quality service and professional operation for a festival that can attract large audiences (15,000 – 20,000 per day). The festival attracts around 175,000 visitors every year.

The National Eisteddfod is working towards being accredited as a sustainable festival. As part of the Eisteddfod's Sustainable Food Policy, you will be required to assist our efforts by listing your commitments in the following food areas: Locally sourced, Fair Trade, Healthy foods and Waste reduction. The National Eisteddfod will consider your sustainability commitments as part of the criteria for selecting successful offers. You are encouraged to include your own sustainability policy or any associated documentation with your offer.

Concessionaires must conform to European Food Information to Consumers Regulation No 1169/2011. Details can be found [here](#).

The National Eisteddfod is working towards being accredited the Gold Award for the Access is Everything accreditation in our commitment to make the festival as accessible as possible. Please see Appendix 2 for further details.

The National Eisteddfod are keen to emphasise the importance of buying as much produce as possible locally. The residents and businesses of Wrexham have supported the fund-raising activities of the Eisteddfod during the past 18 months, and we feel that they in turn should benefit from the coming of the festival to their area. The National Eisteddfod therefore ask you to consider buying locally as much as possible the products that you require for the Eisteddfod week.

Once again **Castell Howell Foods** are working in partnership to bring you quality local produce and are the National Eisteddfod's **preferred supplier**. Castell Howell Foods is well known and has served Eisteddfod caterers for many years. A list of caterers and contact details will be provided to Castell Howell Foods.

You are encouraged to offer healthy as well as allergy and intolerance options (to be listed in the Health Food section on the Proposal Form) such as:

- fresh fruit
- unsweetened fruit juice and mineral water
- choice of semi-skimmed or skimmed milk
- low fat spreads
- choice of wholemeal or white bread
- gluten free
- nut free
- dairy free
- fat and / or skin trimmed from meat
- fish option
- reduced fat dressings
- variety of vegetables in salads

Every food and drink trader must display an allergen notice on their stall, either notifying customers of the allergens that may be present in their food or prompting the customer to ask staff about any allergens as a minimum. Clearly note gluten free/nut free and dairy free options on your menu on the Proposal Form.

3. Welsh Language Policy

Concessionaires will have to provide clear signage and materials in Welsh. Any other language may also be used in conjunction with Welsh, but priority must be given to the Welsh language e.g. the notice board above the unit should be in Welsh and clearly indicate the concession awarded i.e. Cig Eidion (Beef) or Bwyd Môr (Sea Food). Assistance will be available with translation if required.

At least **one member of staff on each shift must be Welsh speaking**, and advice on and assistance with recruitment can be provided by the Eisteddfod. Any promotional material should give priority to the Welsh language.

4. Eisteddfod site – Y Maes

The Eisteddfod site (referred to hereafter as the Maes) will be located on the outskirts of Wrexham city.

There will be one food patio (Y Pentref Bwyd) on the Maes with an adjacent covered seating area. Up to 15 catering units may be located at Y Pentref Bwyd. A large outdoor stage will be located at the Pentref Bwyd, with entertainment running from 12:00 – late each day.

There will be a licensed bar located at Y Pentref Bwyd located in an area which is expected to be busy. Alcohol will be sold on the site in at least four specific outlets in designated areas. The sale of alcoholic and alcohol-free products is under contract.

Space will be allocated behind each unit for ancillary vehicles and units, but these must be parked for the duration. **THESE UNITS MUST NOT BE USED AS ACCOMMODATION UNITS.** Details to be provided on the Proposal Form.

An area will be allocated, adjacent to the site for caterers to park their caravans & accommodation units. **NO TRADER/PERSONS WILL BE ALLOWED TO STAY DIRECTLY BEHIND YOUR CATERING UNITS AND MUST USE THE ALLOCATED CAMPING AREA. UNDER NO CIRCUMSTANCES TRADER/PERSONS WILL BE ALLOWED TO STAY ONSITE OVERNIGHT.** The Eisteddfod will also provide a shower/washing unit. Details to be provided on the Proposal Form.

Prior to arrival on site, concessionaires must provide a full list of staff members staying at the camping area for security purposes and for accreditation.

Opportunities for other mobile retail units outside Y Pentref Bwyd is at the discretion of the Eisteddfod's Chief Executive, and specific proposals are welcomed. We welcome offers such as near Caffi Maes B and near the Pavilion. The Eisteddfod reserves the right to offer such concessions to more than one supplier.

The appointed concessionaire for Platiad / restaurant facility may have other opportunities for servicing corporate hospitality and reception events on the Maes during the week.

5. Activities and trading hours

The Eisteddfod daily attendance has varied in recent years between 15,000 - 20,000.

The Eisteddfod site is open daily from 08:00 – midnight. Last entrance to the Eisteddfod site is 21:30 however entertainment on the site can run up to 23:00. All the mobile catering units and Platiad will be expected to trade from 12:00 until at least 21.00 during the Eisteddfod week (Saturday to Saturday). It will be at the concessionaire's discretion whether to trade or before and after these hours. (Tradestands (not caterers) around the site are expected to open between 10:00 - 18:00).

In addition to the evening concerts that start at 20:00 in the Pavilion, further entertainment will be provided on the Eisteddfod Maes (mainly on the performance stage by Y Pentref Bwyd) which will be a significant boost to evening food and drink sales during the festival, particularly during the latter half of the week.


6. Services

A single electricity hookup supply (16 or 32amp – single phase) will be provided free of charge for each unit. Please note whether you require a 16amp or 32amp on the proposal form.

Access to mains water standpipes and a central tank for wastewater collection will also be provided free of charge.

No direct connection by hosepipe is allowed. Any unauthorized connection could result in contamination of the supply. If a risk of contamination is suspected then you will be held responsible for the costs of disconnection, chlorination, sampling, laboratory tests and re-connection.

Additional power or / wastewater tank direct to your unit will be charged at the rates below + VAT:

Electricity supply	Cost
Single phase (blue, ceeform connection) - 16 amp 	£370.00 + VAT
- 32 amp	£602.00 + VAT
- 63 amp	£1,163.00 + VAT
3 phase (red, ceeform connection) 32 amp 	£1,471.00 + VAT
63 amp	£1,691.00 + VAT

Water Supply	Cost
Water tap / connection direct to your unit	£419.00 + VAT
Water supply and wastewater collection to own tank (no sink)	£610.00 + VAT

The Eisteddfod will provide a waste collection service (dry and liquid) and a waste oil collection point at Y Pentref Bwyd and other communal areas where mobile or retail concessions operate.

The Eisteddfod will expect the full co-operation of successful concessionaires as regards to waste management and recycling procedures.

It will be the responsibility of the concessionaire to notify on the Proposal Form any other requirements as regards to provision of services.

All other costs associated with operating a concession including the provision of a suitable and adequate unit(s) will be the sole responsibility of the concessionaire.

Catering units **MUST** have suitable and adequate preparation, food serving, and storage areas as required in compliance with current food hygiene regulations.

It will be the concessionaires' responsibility to undertake sufficient risk and fire risk assessments. Please note that only one bottle of Calor Gas (or a day's supply) should be kept by the unit. The Eisteddfod will provide an outdoor catering checklist and a fire risk assessment for the caterers, and these will be provided prior to the event and must be completed by all concessionaires.

Concessionaires must provide proof of a minimum of £1,000,000 public liability cover before access is allowed to the Maes.

Caterers at the National Eisteddfod must adhere to the CIEH National Guidance for Outdoor and Mobile Catering. EHOs operating on behalf of the National Eisteddfod organisers reserve the right to close trader stalls and / or seize and dispose of foodstuffs if an imminent risk to health is identified. The National Eisteddfod organisers will not be liable for any resulting financial or reputational loss

Wrexham Council Environmental Health Officers will be undertaking an inspection regime during the week. Traders are expected to fully comply fully with Trading Standards, Health and Safety and Food Hygiene of Wrexham Council relevant legislation. Stalls will be inspected during the event and those deemed not to comply with relevant regulations may be shut down

The display of your Food Hygiene Rating is a legal requirement in Wales. The implementation of the scheme ensures that consumers can make informed comparisons of food providers and that businesses are treated fairly. The Food Hygiene Rating Scheme defines food businesses with a hygiene rating of 3, 4 or 5 as being 'broadly compliant' with food hygiene regulations. Businesses with a score below 3 require improvement to achieve this standard. It is the policy of the organisers of National Eisteddfod of Wales that only food businesses with a hygiene rating of 3, 4 or 5 be allowed to attend and trade at the event.

Food Hygiene ratings will be checked via the Food Standards Agency website (food.gov.uk/rating) or through contact with your home authority where your business is registered. The organisers may refuse permission to attend an event if your food hygiene rating is revised to below 3 after you have applied to take part. If you're a new business and have not yet been given a food hygiene rating by your local authority, permission to attend may also be withheld until a rating is provided.

7. Tendering process: timings, criteria for selection

All proposals **MUST** be received at the National Eisteddfod of Wales Office, 40 Parc Tŷ Glas, Llanishen, Cardiff CF14 5DU or by email to catering@eisteddfod.cymru by **12 noon on 17 February 2025**.

The Proposal Form must be **fully completed** before any offer to be considered.

All offers are subject to VAT at the appropriate rate (currently 20%).

The Eisteddfod Management Team will assess offers and the successful bidders will be notified by the end of March.

In exceptional circumstances the National Eisteddfod reserves the right to offer concessions without going through an open tender process after the closing date i.e when offers are withdrawn etc

The selection criteria will include:

- quality and variety of the proposed offer;
- level of payment offered for right to operate concession;
- visitor value for money;
- sustainability commitments including promotion of Welsh / local produce.

We will require full details of payments that are to be made to the Eisteddfod when considering offers to operate a concession, including details as to how such payments will be made. You may be required, if requested, to provide details of income (turnover) and payments.

A deposit of 20% of the fee must be paid by 10 May 2025, with the remaining balance to be credited on or before 1 July 2025. Full payment of all monies due to the Eisteddfod must be made before caterers are allowed on site.

8. Siting and vehicular movement on the Maes

The amount tendered will be a factor when deciding the location of units.

Caterers must report to the site office on arrival.

Mobile units may be sited from the Wednesday prior to the event, the Eisteddfod will ask of arrival days/times prior to the event.

Dimensions and hitch orientations etc. must be provided on the Proposal Form to facilitate the site planning process.

De-rigging and removal of mobile units will not be allowed until Sunday 10 August.

Vehicles will be allowed on the Maes between the hours of **06:00 – 07:30**.

9. Opportunities to operate Concessions

(a) Y Pentref Bwyd (mobile catering units)

Mobile catering is an important part of the Eisteddfod experience.

Around the food village area (Y Pentref Bwyd), with central covered seating area and performance stage, will be the mobile catering units. Up to 15 catering units may be located at Y Pentref Bwyd.

Y Pentref Bwyd will benefit significantly from the proximity of the licensed bars and the Outdoor Stage. Proposals are welcomed for the following:

- Asian cuisine
- European cuisine
- Beef
- Chicken and / or turkey
- Fish and chips
- Jacket potatoes
- Lamb
- Pizzas
- Pork
- Sandwiches, baguettes, wraps, paninis and toasties
- Specialist e.g. seafood, tapas
- Halal
- Sweets
- Vegetarian and vegan
- Wild game produce

Subject to the diversity of applications received, the above may be limited to one unit at Y Pentref Bwyd, but chips, vegetarian and vegan options, soft drinks, non-specialist tea and coffee may be sold from any unit. You must note all menu items on the proposal forms.

The successful concessionaire(s) must provide children's menu and prices as many of the customers will be young families.

9. Opportunities to operate Concessions

(b) Other retail offers

Further mobile catering opportunities are available around the Maes. Specific locations may be proposed with any offer. (i.e. near Caffi Maes B/Pavilion)

Other retail opportunities for which proposals are welcomed include:

- Fair Trade specialist coffee bars
- Milks, juices and drinks, e.g. shakes, smoothies or ice drinks
- Water
- Fresh fruit
- Sweets and confectionery
- Other

All other retail offers must be stipulated on the proposal form.

Up to six Fair Trade specialist coffee bars are envisaged on the Eisteddfod field. Two in stand alone units on the Maes and four located within or near the following locations: Main Entrance, Children's Village, the Pavilion and Artisan (craft stalls area).

(c) Ice cream

The National Eisteddfod wishes to promote and support Welsh ice cream producers and retailers. A clear commitment to sell Welsh ice cream is expected to be part of any offer and emphasis should be given to quality of produce, prices and service. To give small and / or local businesses every opportunity to trade at the Eisteddfod, offers will be considered for all six; four or two units.

Proposals are welcomed for the following:

- 1c. Six Ice Cream units
- 2c. Four Ice Cream units
- 3c. Two Ice Cream units

All ice cream unit offers must stipulate what category number is applied for i.e. 1c, 2c

The amount tendered will be a factor for selecting and deciding on ice cream unit locations with the successful concessionaire(s). The successful concessionaire will have exclusivity of the ice cream units on the Maes; however, this does not exclude other retailers offering ice cream as additional accompaniment on their menus i.e. chocolate brownies with ice cream or milkshakes.

We would encourage other retailers to use the successful concessionaire's ice cream wherever possible.

(d) Management of Platiad

Platiad restaurant will be licensed.

It will comprise a contemporary style cafe bar with 54 covers inside and 34 covers outside. The Eisteddfod can provide prices for suitable structures. Electric and water supply will be charged.

As the premier "sit down" offer Platiad must appeal to the mid to upmarket customer seeking a quality food experience. It will require a well-planned all day menu reflecting the operational restrictions of outside catering.

The successful concessionaire will provide children's menu and prices as many of the customers will be young families.

We would expect emphasis on products which reflect Wales, Welsh cuisine and Welsh recipes.

The successful concessionaire will provide children's menu and prices as many of the customers will be young families.

Caterers interested in tendering for 'sit down' catering offers are asked to note Platiad on the Proposal Form, and must agree to comply with the Minimum Standards of Service (Appendix 1).

The successful concessionaire will also be committed to the Drastic on Plastic campaign. Single use plastic is prohibited on site.

(e) Alcohol and alcohol-free Bars

The sale of alcoholic and alcohol-free products is under contract.

10. Concession opportunities outside the Maes

(a) Official caravan and camping site

·In 2025 the Official Caravan and Camping Site will be located adjacent to the Maes and will be open from 14.00 Thursday 31 July to 14.00 Sunday 10 August.

Around 1,200 caravans and tents are expected during the week. An integral part of the Eisteddfod experience, the caravan site is often sold out prior to the festival. If you're looking for an opportunity to cater for a family market, the caravan site may offer the ideal location for you.

There will be an opportunity to provide a 'sit down' restaurant facility or up to two mobile catering units on the official Caravan Site during the week in 2025.

The appointed caterer will be responsible for the provision of a suitable structure or unit at no cost to the Eisteddfod. This overhead is expected to be accounted for in any proposal submission.

The supply of electricity and water will be charged at the rates noted above.

There is an opportunity to operate a convenience store during the week on the Official Eisteddfod Caravan Site including the sale of alcohol. The appointed supplier will be responsible for the provision of a suitable structure or unit at no cost to the Eisteddfod. This overhead is expected to be accounted for in any proposal submission.

Caterers interested in tendering for catering on the Caravan Site are asked to note Caravan Catering on the Proposal Form.

Traders interested in tendering for the Convenience Store on the Caravan Site are asked to note Caravan Shop on the Proposal Form.

b) Maes B www.maesb.com

·Maes B will be in a convenient location to the Maes and will be operational from Tuesday 5 August to Sunday 10 August. The Maes B gigs will be held from Wednesday 6 August until Saturday 9 August.

Maes B is the official after dark little brother of the Eisteddfod and features late night performances by over 20 of the main Welsh language bands. Maes B is very popular with young Eisteddfod revelers, many of which will be staying on the adjacent dedicated camping field (maes peyll). Maes B will have an evening capacity for up to 5,000 people.

Caterers at Maes B must be operational until 14:00 on Sunday 10 August. There can be up to two catering units located in Maes B.

Caterers interested in tendering for catering on Maes B are asked to note Maes B Catering on the Proposal Form.

(c) Crew canteen

- The on-site canteen for technical staff and contractors is a very important resource, as it ensures workers can purchase meals conveniently on-site. A steady flow of customers can be expected throughout the day particularly during breakfast, dinner and supper time. If you are looking for an opportunity to provide a catering service and run a busy canteen for 7 weeks, the staff canteen may be the ideal opportunity for you.
- The canteen will be operational from the beginning of July to mid August.
- The Eisteddfod will be responsible for providing a marquee at no cost to the appointed caterer.
- The concessionaire will be responsible for the running of the canteen including ordering, stock keeping and kitchen consumables.
- The canteen will serve breakfast, lunch and evening meals taking into account the operational restrictions of outside catering. Opening hours are negotiable.
- Emphasis should be on providing a varied and competitively priced menu.
- The canteen will not be open to the general public during the Eisteddfod week.
- Caterers interested in tendering for the staff canteen catering concession are asked to note Crew Canteen on the Proposal Form.

Appendix 1 – Sustainable Food Policy

As part of the National Eisteddfod's policy to function in a more sustainable manner, support and cooperation will be expected from the caterers. Your commitments will be considered in the selection process - please view The Good Food for Festivals Guide for advice and guidance at www.agreenerfestival.com/initiatives/

Agriculture and food now accounts for almost 30% of the total goods transported on our roads which has a substantial detrimental effect on our environment. But it's not just the food miles from the field to the plate, the food we buy can have a massive impact on our health and the local economy too.

What does sustainable food mean?

- Supporting the local economy by buying food as locally as possible
- Minimising processing and packaging
- Eating food in season
- Sustainable farming, involving high environmental standards and a reduction in energy use, using less intensive methods and less chemicals and fertilizers
- Promoting animal welfare and valuing nature and biodiversity
- Fair prices, Fair Trade and ethical employment in the UK and overseas
- Having access to healthy food

Appendix 1 – Sustainable Food Policy

Locally Sourced

We're keen to see the best (local and national) produce in its season being used. We ask you to indicate the source of your primary produce (not where it was ordered) and specifically refer to any local or Welsh food or produce you intend to use during the 2025 Eisteddfod.

Fair Trade

As part of the National Eisteddfod's commitment to support Wales' achievement as the first Fair Trade nation, we intend to ensure that Fair Trade products are used, promoted and supported at the festival.

The Fair Trade Mark is an independent consumer label that appears on products as an independent guarantee that disadvantaged producers in the developing world have been paid a decent price for their goods. They receive a minimum price that covers the cost of sustainable production and an extra premium that is invested in social or economic development projects.

As a minimum:

- Event concessionaries shall serve Fair Trade tea, coffee and sugar, and are strongly encouraged to look at sourcing other fairly traded goods such as chocolate, fruit, snacks and juices
- Resources, links and further information - www.fairtradewales.com

Healthy Food

As a festival we're eager to see healthy food options being a part of what's on offer from our caterers, especially for our visitors with specific dietary requirements i.e. gluten, nut and dairy free foods etc. A variety of vegetarian and vegan food is also welcomed.

Waste reduction:

Help us make the Eisteddfod a greener festival.

To reduce the festival's impact on the environment, concessionaires **MUST** use biodegradable materials, recycled materials and easily recyclable materials.

Appendix 1 – Sustainable Food Policy

You must reduce the waste that is produced, packaging material and make full use of the recycling facilities provided on site and support the Eisteddfod in its commitment to continuous environmental improvement.

All food containers, packaging, plates and cutlery etc. should be constructed of biodegradable materials such as paper and wood.

Polystyrene and other non-recyclables must not be used.

Drastic on Plastic Campaign

The Eisteddfod supports the AIF UK's (Association of Independent Festivals) #drasticonplastic campaign. More here: <https://aiforg.com/drastic-on-plastic/>

As official Eisteddfod caterers, we'd appreciate your help with the following, and we thank you in advance for your co-operation.

The use of plastic straws for drinks are banned and we encourage our caterers and stallholders to use paper straws if required.

Single-use plastic bottles and plastics are banned from the Maes. We encourage our caterers and stallholders to provide canned drinks instead of plastic bottles.

Our intentions by introducing this scheme, is going a step further than merely recycling and we're cutting down on the use of single-use plastic on the Maes, and this will help us to safeguard the environment.

We hope that you too, as official Eisteddfod caterers will support our ambitious scheme.

Appendix 2 – Access guidance for traders

The National Eisteddfod has numerous deaf and disabled customers on site every year, all of whom make use of traders and we are committed to making the festival as accessible as possible.

It's essential that all traders on site consider access to their services to provide the best possible service. The following guidance covers a range of topics that we ask you to consider and to make plans for accordingly.

Access routes:

- Any created route (i.e. barrier-surrounded queue system) must be a minimum of 1.2m wide to allow for access by wheelchair users.
- No unnecessary barriers or ground surfaces (i.e. steps or cargo pallets) should be added to access routes that might impact access for people with mobility or sensory impairments.
- All access routes should be clearly sign-posted as appropriate. Dedicated accessible entrances / routes should be marked with the universal wheelchair symbol.
- Any constructed ramp should be a minimum of 1:12 in gradient.

Bars and Counters:

- All traders that provide level or ramped access to a bar or counter should have a lowered section when the planned bar or counter is higher than 850mm. If a lowered bar or counter is not practical or safe, an adjustment should be made to enable people to view menus / price lists and place orders easily. In practice, this might involve having staff able to take orders directly by coming in front of the bar or counter, taking money, and returning with food / drinks and change.
- The surface of any lowered counter section should be raised no more than 850mm from floor level.
- Where possible a recess should be included beneath the lowered counter section to allow users of wheelchairs to wheel right up to it.

Any recess underneath a counter should be:

- Height from floor level: 700-750mm
- Width: at least 600mm
- Depth underneath counter: 400-500mm

All lowered bars / counters should be positioned at the ends of bars and counters.

Appendix 2 – Access guidance for traders

Assistance with customer choice

Where drinks, food or merchandise lists can be provided, please ensure that you have black print on white background, laminated, large print (min. 18pt) menus available and / or on the bar or counter.

Please consider that where appropriate picture-based menus make choosing items far more accessible for some people on site

For further information and advice on the National Eisteddfod's access facilities for deaf and disabled festival goers go to <http://eisteddfod.wales/disabled-visitors> or please contact - gwyb@eisteddfod.org.uk