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Registered Charity No. 1181198

Cumberland Show
Saturday 6th June 2026
The Show Field, Warwick on Eden, Carlisle CA4 8PE

The Cumberland Show is an annual county event promoting agriculture and rural life. It is to be held on Saturday 6th June 2026 at The Show Field, Warwick on Eden, Carlisle.

The Cumberland Show is an excellent opportunity to promote your business, sell your products and services to existing and new customers from across the region, and to network with other businesses from the area.

Trade space will be allocated in an area that is best suited to your business and the customers you wish to attract. Your location will be advised to you prior to the Show. If you wish to discuss your Stand space allocation, we can arrange for the Society's trade stand representative to contact you.

Covered spaces are available in the Shop @ The Show Arcade, the Craft Tent and our Food Hall.

A trade information pack is enclosed, this year we have introduced an online booking system for trade stands, via our website <https://www.cumberlandsow.co.uk/content/exhibitors>, a copy of your completed risk assessment and a copy of your public and employer liability cover will need to be uploaded when you book. The supporting documentation is essential to the booking procedure and mandatory for our insurance and licensing purposes. Please ensure accuracy regarding the space requested, allowing for all equipment, **vehicles**, and surrounding space. The system will ask for the reservation fee to be paid when you complete your booking. Exhibitors will be notified when their applications have been accepted, and the reservation fee will be refunded to those who have been unsuccessful.

There are various opportunities to promote an organisation and support local rural life through sponsorship of different aspects of the Show. The Cumberland Agricultural Society values the support of sponsors, enabling the Show to improve and develop, and hopes you may offer sponsorship for 2026. These opportunities are detailed in the Sponsorship information, and any package can be tailored to achieve the benefits you require. We have also introduced an online booking system for Sponsorship, via our website <https://www.cumberlandsow.co.uk/content/sponsorship-opportunities>.

Advertising opportunities are also available in the Digital Show Schedule (not the Show Day Programme), and the deadline for advertising copies is 28th February 2026. We have also introduced an online booking system for Sponsorship, via our website <https://www.cumberlandsow.co.uk/content/sponsorship-opportunities>, you will be able to upload your artwork as you book.

I look forward to receiving your application and seeing you at the Show.

Yours faithfully,

Caroline

Caroline Scott
Show Secretary



Cumberland Agricultural Society

The Cumberland Show

Trade Stand Application Pack

Saturday 6th June 2026

**The Show Field
Warwick on Eden
Carlisle
CA4 8PE**

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Trade Exhibitor Booking Conditions

Reservations

All Outdoor Trade Stands are grass pitches, area to include guy ropes, railings, vehicle/trailer unit space, surrounding space etc. Vehicles are only allowed on a Stand where necessary to operation (when booking pitch this must be included in the size booked). No Wi-Fi is provided to traders.

Reservation for Trade Stand space at the Cumberland Show cannot be made without completion of the booking form on the following link <https://www.cumberlandshow.co.uk/content/exhibitors> (a **completed Risk Assessment & proof of Public Liability Insurance will be required to be attached to the on-line form**) prior to **24th April 2026**. Where space in a particular trading area type is already fully booked the application will not be accepted but will be placed on a waiting list for a possible vacancy caused by cancellation.

The Cumberland Agricultural Society reserves the right to refuse any applications. Exhibitors will be notified when their applications have been accepted, and the reservation fee will be refunded to those who have been unsuccessful.

Payment

Payment of the Trade Stand Fee should be made when booking the Stand and must be paid in full prior to the closing date of 24th April 2026.

Insurance

It is compulsory for Trade Exhibitors of all types and sizes to hold public liability insurance cover, together with an appropriate insurance policy for operating their business at the Cumberland Show. There is no insurance cover for Trade Exhibitors provided by the Society. A copy of proof of **public and employer** liability cover must be sent with the booking form (***Employers Liability' certificate alone is not acceptable***).

Health and Safety

It is compulsory for Trade Exhibitors to have a health and safety policy in place and an up-to-date risk assessment appropriate to operating their business at the Cumberland Show. This is a requirement of the local authority and of the Society's insurers. **It is essential to provide a current risk assessment with the booking form.** Risk assessments must include all aspects of setting up, operating, and dismantling a Trade Stand, and as a minimum legal requirement must include action in case of fire within the Stand. A reservation is not accepted without a copy of the risk assessment. Risk assessments, and health and safety policy documents should also be available on the Stand on Show Day. A standard risk assessment can be supplied by the Society to the Stand holder for signing to confirm that the procedures will be adopted by the Stand holder at the Show.

Note relating to Risk Assessments

All Trade Exhibitors must submit a copy of their own Risk Assessment in advance of the Show otherwise entry to the field will not be allowed. The assessment must cover all the activities being carried out on the Exhibitor's Stand for the full duration of their presence on the field, i.e., to include setting up and dismantling, Show Day activity. If this is not possible you must complete, sign and return a copy of the enclosed Generic Risk Assessment prepared by the Society. Please note that if you use this document, it is entirely your responsibility to ensure it is adequate for your needs and covers all your activities. The Society will not accept any responsibility for errors, omissions, or inaccuracies within the assessment.

The Society intends to provide a safe and healthy Show for all concerned and requires that Trade Exhibitors fully comply with their responsibilities.

In addition, Trade Exhibitors are required to provide the Society with the following documents:

- A Risk Assessment covering all their activities on the Showground (see note below).
- Certificates of Public Liability insurance and, where appropriate, Employers' Liability insurance (copies are sufficient but they must confirm cover to be in force for the duration of your presence on the Showground)

In addition, compliance is required with the Rules of the Society and all relevant HSE Guidelines, Codes of Practice and Guidance Notes. Specifically:

- 1 Machinery or equipment must only be operated by a person over the age of 16 years who is fully experienced in its use and wearing the correct protective equipment.
- 2 All operating machinery must be properly guarded and exhibited in accordance with HSE SIM 1/2001/04. The use of pedestrian controlled grass-cutting equipment is permitted strictly within the area of your Stand. The use of any other equipment must be authorised by the Society's Safety Officer prior to use. The towing of vehicles or equipment by any means other than a fixed and rigid drawer bar must also be pre-authorised and supervised by at least one person other than the driver of the vehicle.
- 3 The use of ATVs, motorcycles or other similar vehicles is prohibited unless authorised by the Safety Officer. If authority is granted, the correct protective equipment and headgear must be worn.
- 4 In relation to LPG, compliance with Guidance CS4 and C of P 7 is required. Only quantities of LPG sufficient for use at the Show must be brought on to the field.
- 5 Chemicals and substances which may be hazardous must be displayed only by means of empty and clean containers.
- 6 Exhibitors must provide adequate fire extinguishing appliances suitable for their Stand and activities.
- 7 All portable generators must be protected by a 2m earthing rod or integral earthing device and also a Residual Current Device set at no more than 30MA sensitivity. All connections should comply with IEE wiring regulations; trailing cables should be buried or covered using cable protectors and sockets must be glanded.
- 8 The use of inflatable play equipment is only allowed with prior permission and full compliance with HSE Information Sheet 7. Care must be taken to fully secure inflatables against bad weather.
- 9 The use or keeping of livestock on Trade Stands is not permitted unless prior consent is obtained from the Society. In the event of permission being granted, full compliance with rules and regulations relating to Livestock Exhibitors is required (a copy will be provided upon request) along with full compliance with appropriate regulations issued by DEFRA current at the time of the Show.
- 10 All lifting work must be carried out in accordance with LOLER.
- 11 The Society reserves the right to inspect Exhibitor's Stands and any machinery or equipment brought on to the Showfield at any time.
- 12 Intoxicating liquor may not be sold without prior permission. The Exhibitor shall be responsible for obtaining such license/temporary events notice as may be needed for sale or supply of intoxicating liquor, Performing Rights Society or otherwise and for the observance of the same. Copies of all permissions must be lodged with the Secretary 7 days prior to the Show.
- 13 The giving away of animals (for example goldfish) for prizes or for any other reason is prohibited.

Under Construction (Design and Management) (CDM) there is a regulation for trade stands which will have temporary structures on their pitch (including marquees, cabin style structures), supplied and erected by a contractor or owned by yourselves. Build work contracted by trade stands directly with their appointed contractors is the responsibility of those individuals. A copy of the Construction Phase Plan documentation completed by your marquee provider is required for the Society to view prior to the Show. For more information visit www.hse.gov.uk or contact your supplier in the first instance.

Major Emergency

The Society has an Emergency Plan. In the unlikely event of a major emergency the plan requires you to return to your Stand and listen carefully to instructions via the Public Address systems or from Emergency Service Providers or authorised Society Officers.

Cancellation

Should it become necessary to cancel the Cumberland Show, Trade Exhibitors with reserved space will be offered the option to receive a refund of any payments made, subject to a small administration fee of 5%, or to donate their fee.

Should a Trade Exhibitor with reserved space cancel their booking later than 24th April 2026 there will be no refund of payments made, unless under exceptional circumstances and as agreed with the Chairman of the Society.

Trade Entrance Passes

A Trade Exhibitor with Stand space reserved, and with full payment made, will receive a number of trade passes for entry to the Show. These will be allocated according to the Stand size booked, with the minimum being 2 passes for outdoor trade stand bookings. The trade passes are intended for staff and other people involved with your Stand to gain access to the Showground. Further passes or tickets for guests can be purchased in advance as required at the advance purchase prices if payment is made prior to the Show.

Electricity

All electrical requirements must be met by the Stand holder you are responsible for the safety of all generators and electrical appliances brought on to the Showground. They should meet the requirements of the outdoor electrical regulations and should have a current certificate of safety. Our safety officer will undertake checks on this documentation amongst stand holders on the day of the Show. **Generators must be of the 'silent' or 'super silent' type of no more than 70dBA.** You will be asked to leave should your generator not meet our sound and safety standards.

All electricity in the trade stand areas is by generator. A local electrician can supply a generator for your Stand or arrange for you to share a generator with another Stand holder.

Please contact: **AW Blake Ltd. Tel: 016974 73707 or Email: awb@awblake.co.uk**

Marquees

Stand holders must supply their own marquee where required. This must be erected by a suitably competent person to meet safety standards and who must be on site to monitor safety.

You may wish to hire a marquee or other stand equipment. Society marquees are hired from the following business, which will be delivering to the Showground and may be able to supply your needs.

Please contact: **James Fletcher Marquees: 01388 527658**

Timetable & Setting Up

Once a trade space reservation has been accepted by the Society the exhibitor will receive further details about the Showground facilities. In May a trade pack, containing the stand location, map, passes and full Show rules and safety requirements will be sent to all Trade Exhibitors where full payment has been made. When you are advised of your Stand location you will receive setting up times. You can set up from **Wednesday 3rd June**. Stewards will be on the Showground to direct you to your location.

For safety reasons it is necessary to have everything placed on your Stand space by 8am on Show Day.

There will be strictly no vehicle movement following this until 5:30pm on Show Day.

Please ensure all **staff and contractors** are aware of these safety requirements to avoid problems on the day (should the weather be inclement an earlier time for leaving may be advised to you where possible).

Stand Location

We do not have reservable plots within the Showground. Site allocation is according to bookings received and actual size required. Sections of the trade stand area are allocated to particular business types. Site locations are commenced in January and finalised in May and will be advised to you then with a plan of the Showground. It is possible to arrange a discussion of your site location before this with the trade stand manager. Please contact the secretary to request this. Your plot on the Showground will be marked out before your arrival, and a trade stand steward will guide you to your location.

Stand Size

The plot marked out for your Stand will be the size you requested and paid for. Please ensure that requested size is adequate to contain everything you wish to have on your Stand, including vehicles and business products. You will be asked to move if you are encroaching on space allocated to other Stands.

Water

Water is available on the Showground. On arrival the trade stand steward will be able to show you the nearest water supply.

Stand Staff

You will receive an allocation of trade stand passes, according to your Stand size, and if you ordered extra on your booking form. These are for your staff and any persons involved with your Stand to gain entry to the Showground on Show Day. Please ensure these are given out as necessary, or people will be required to pay on arrival. This will be strictly applied. Please contact the secretary to discuss any requirements for extra passes, or to purchase entry tickets.

Privacy Policy

The Cumberland Agricultural Society is committed to protecting the privacy of persons interacting with the Society. For more information regarding this please visit www.cumberlandshow.co.uk/content/privacy-statement

Trade Packs will be posted approximately 2 weeks before Show Day.

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Trade Stand Pricing

Outdoor Trade Stands

To book Outdoor Trade Stands follow link <https://www.cumberlandshow.co.uk/content/exhibitors>

Please chose a Stand Size from the table below.

Area to include guy ropes, railings, vehicle / trailer unit space, surrounding space etc.

Vehicles are only allowed on a Stand where necessary to operation.

		Depth						
Frontage	M	5	6	10	15	20	30	40
	3	140.00	145.00	150.00	X	X	X	X
	5	150.00	155.00	185.00	X	X	X	X
	6	160.00	165.00	210.00	X	X	X	X
	8	165.00	175.00	280.00	X	X	X	X
	9	175.00	185.00	315.00	X	X	X	X
	10	185.00	210.00	350.00	525.00	700.00	X	X
	12	X	250.00	420.00	630.00	840.00	X	X
	14	X	295.00	490.00	735.00	980.00	X	X
	15	X	315.00	525.00	780.00	1050.00	1575.00	2100.00
	16	X	X	560.00	840.00	1120.00	1680.00	2240.00
	18	X	X	630.00	945.00	1260.00	1890.00	2520.00
	20	X	X	700.00	1050.00	1400.00	2100.00	2800.00

Personnel Passes:

Trade passes are allocated according to Stand size.

£140 Stand Fee = 2 passes, £280 Stand Fee = 4 passes, £420 Stand Fee = 6 passes, £560 Stand Fee = 8 passes, £700 Stand Fee = 10 passes.

Extra Trade Passes (max. 10) - £11 each (incl. vat) available online when booking Trade Stand.

Indoor Trade Stands

Please note that table and chair hire is not included in the pitch fee and if required, must be purchased at time of booking at a cost of £10 for the use of 1 x Table and 2 x Chairs.

To book an Indoor Trade Stand follow link <https://www.cumberlandshow.co.uk/content/exhibitors>

Shop @ The Show Marquee	£80.00 Includes 2 x Trade Passes	Shop @ The Show is a dedicated Shopping Marquee, ideal for exhibitors who are retailing their goods and services, but do not have their own unit or marquee. Shop @ The Show is situated on the main showground within a dedicated marquee.
The Cumberland Craft Marquee	£45.00 Includes 1 x Trade Pass	The Cumberland Craft Marquee is for small-scale, self-made products e.g. greetings cards, jewellery and small home furnishing items. The Cumberland Craft Marquee is situated on the main showground within a dedicated marquee,
The Cumberland Food Hall	£80.00 Includes 2 x Trade Passes	The Cumberland Food Hall is proud to promote the very best of Cumbria's Food and Drink producers and businesses. The bustling, vibrant Food Hall Marquee is situated alongside 'The Cumberland Demonstration Kitchen'. The Food Hall is situated on the main Showfield, within a dedicated marquee.

Advertising Opportunities

Applications Close 27th FEBRUARY 2026

To book Advertisements follow link:

<https://www.cumberlandshow.co.uk/content/sponsorship-opportunities>

Digital Schedule Advert - Contains programme of events & class listings for Cattle, Sheep, Horses & Home Industries. - Schedule available from our website and emailed to over 1500 exhibitors. - Advert linked to your company website.	B&W Full Page (121x179mm)	£100 +VAT
	B&W Half Page (121x90mm)	£50 +VAT
	Colour Full Page (121x179mm)	£150 +VAT
	Colour Half Page (121x90mm)	£75 +VAT
Banner Advertising Around the Main Ring. To be delivered to the secretary at the Showground from Wednesday 3rd June 2026	8ft X 3ft Banner	£100 +VAT Per banner