



Information for Stallholders

What's it all about?

The scarecrow festival is one of Allestree's best annual events. It's attended by thousands of visitors from Allestree and further afield who are attracted by the Scarecrow Trail and lots of really cool stalls at Scarecrow HQ (The Red Cow).

We have 3 objectives:

- 1) To put smiles on faces,
- 2) To promote our awesome community, and
- 3) To raise some funds for charity.

We're delighted that you can be a part of this popular event and appreciate your time.

When is the Scarecrow Festival?

The festival takes place over the first weekend in September each year.

Who takes part?

The event is for everyone. Anyone can attend as a visitor and families, businesses and community groups based in Allestree can enter their scarecrow displays.

What will I need to do as a stallholder?

As one of our stallholders, we would like you to be set up and ready to trade when the event starts, and to remain in place until it has finished. Apart from that, we hope you have a successful day's trade, and we will leave you to manage your own space.

If you have any issues on the day, come and see us at our Gazebo.

When and where should I plan to arrive?

You can arrive any time after 09:00 to get set up. There is a car park at the Red Cow and you will find someone in a hi-vis to show you to your space.

The event officially starts at 10:00, so we suggest that's the best time to be set up and ready.

What's happening on the day?

The Scarecrow Trail will be taking place across the village and people will come to the Scarecrow HQ (where your stall will be) to get their programmes and trail maps. While they're there, they will be encouraged to check out the stalls on site.

When will we be finished?

We should be done by 4:00pm, at which you can pack your stalls down and make your way home.

Where can I park?

There is usually parking available at The Red Cow, but if there are no spaces, you can park on the street pretty much anywhere near by.

Are there any refreshments?

There are places to buy food and drink, or you're welcome to bring your own.

What if the event is cancelled?

If we have to make the tough decision to cancel the event, we will give you as much notice as possible and there will be a full refund.