

A free weekend of culture, creativity and community in the heart of Richmond

# CENTRE STAGE

**Saturday 18th July**

**11:00 – 19:00**

**Trade With Us**

Richmond Myths



**HemingwayDesign**



Asda

MISS

Woolworths

Woolworths

Woolworths

M&S

OLIVER BONAS

GIVENCHY

# Be part of something brilliant in Richmond.

Centre Stage returns in 2026 and this time, it's a whole weekend.

Following the success of the inaugural one-day event, Centre Stage expands across three days in 2026, bringing even more music, art, food, theatre and joyful public participation to the streets of Richmond.

As part of the weekend, Centre Stage partners with Orange Tree Theatre to present Richmond Myths – a new programme of live performance reimagining legendary tales for today. Expect theatre, spoken word and spectacle as local artists bring mythical creatures, urban legends and imaginative storytelling to life in surprising spaces across the town centre.



**[WATCH OUR FILM HERE](#)**



CENTRE  
STAGE  
RICHMOND

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CENTRE  
STAGE

# The Programme



## Art & Installations

George Street will be reimagined with banners, participatory workshops and vibrant installations.



## Creative & Green Programme

Artist-led workshops with sustainability and nature at their core, including upcycling, planting, and prop and costume making. These activities will lead to a participatory parade at the end of the day.



## Youth Focused Content

A skate zone with try-out sessions, skateable sculptures and professional demonstrations, set within a bespoke temporary amphitheatre that makes full use of the traffic-free street.



## Performance and Music

Promenade performance, pop-up poetry, music workshops and parades. The main stage on Whittaker Avenue will feature youth bands, leading into a set list of professional musicians and DJs for an energising finale.

## Sell. Grow. Connect.

We're curating two markets as part of the programme:

Be part of a wider cultural celebration of music, performance, and play. Taking place in Richmond town centre, as a family-friendly, high-footfall occasion that supports local businesses while spotlighting emerging talent.

### 1. Makers Market

A curated market offering affordable and risk free trading for independent startup businesses, artisans, designers and creatives, across fashion, art, homewares and lifestyle goods.

**We're looking for:**

- Artisans, designers & creatives accross fashion, art, homewares and lifestyle goods
- Sustainable, ethical, design led focus
- Local and regional talent

### 2. Food & Drinks Market

An eclectic street food & drinks market celebrating bold flavours and passionate producers.

**We're looking for:**

- Independent food and drinks vendors
- Artisanal producers
- Local and regional talent
- Sustainability and ethically-minded traders



## Pitch Fees and Deal

Trader Type	Pitch Size / Setup	Cost Structure	Infrastructure Provided (3m x 3m Gazebo)
Makers	Whole Gazebo	£100 + VAT or 15% of takings (whichever is greater)	180cm trestle table or rail, and 2 chairs
Half Gazebo	Half Gazebo	£60 + VAT or 15% of takings (whichever is greater)	180cm trestle table or rail, and 1 chair
Food Producers	Whole Gazebo	£100 + VAT or 15% of takings (whichever is greater)	180cm trestle table or rail, and 2 chairs
Half Gazebo	Half Gazebo	£60 + VAT or 15% of takings (whichever is greater)	180cm trestle table or rail, and 1 chair
Coffee Vendors	–	£100 + VAT or 15% of takings (whichever is greater)	–
Street Food	Whole Gazebo or Vehicle	£200 + VAT or 15% of takings (whichever is greater)	180cm trestle table or rail, and 2 chairs (for gazebo setups only)
Bars	Whole Gazebo or Vehicle	£150 - £750 or 10% of takings over a £550 - £2750 threshold (whichever is greater), depending on setup size	180cm trestle table or rail, and 2 chairs (for gazebo setups only)



Wakeboard  
YES LIVE

BRCA DOCE DE POLVILHO  
**GLOBO**  
Indústria Brasileira  
O BISCOITO QUE VOCÊ NÃO PARA DE COMER  
**EU SOU CARIOCA!**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## Pitch Deal Explained

To keep things fair, we operate a low-risk model: if your sales exceed the threshold, we'll invoice the difference; if not, your deposit covers your pitch. You won't overpay if sales fall short, and we all share in the success when they don't.

1. Once your booking is confirmed, you'll receive an invoice for the pitch fee. This must be paid via BACS to secure your spot.
2. After the event, you'll submit a sales report (card and cash)
3. We'll calculate 15% (or 10% for bars) of your gross sales. If this is more than your pitch fee, we'll invoice for the difference (e.g. % of gross sales + VAT – pitch fee – vouchers = final amount).

If the percentage is lower than the pitch fee/deposit paid, no further payment is needed.

## Why Trade with Us?

1. **Fully supported setup** – We provide structure, table or rail, and chairs
2. **Pitch fees work on a fair, low-risk model** - meaning there's little financial risk to taking part.
3. **Marketing support** – shoutouts via event comms and social
4. **Brilliant exposure** – in front of thousands of engaged, design- and food-conscious attendees
5. **Join our network** – access future opportunities with HemingwayDesign



## What Next?

If you've traded at a HemingwayDesign event before, please complete the booking form link within the accompanying email. If you've not traded at a HemingwayDesign event before, please email [events@hemingwaydesign.co.uk](mailto:events@hemingwaydesign.co.uk) with further details on your business. Please include pictures, social media handles or website details. If we think you're a good fit, we will send you a booking form link to complete.

We'll be in touch to confirm your pitch and request any extra info.

Traders will receive a full welcome pack with all setup info, social media promotional assets, and timings.

## Questions?

Drop us a line at [events@hemingwaydesign.co.uk](mailto:events@hemingwaydesign.co.uk)



Thank You

**CENTRE  
STAGE**

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