

CEL Buying and Merchandise Policy

1. The purpose is to provide the framework for selecting, purchasing and developing merchandise for the Canterbury Cathedral Shop's outlets.
2. The merchandise categories should include: - guidebooks, postcards, greetings cards, stationery, books (including devotional and religious), prints, music, DVDs, general gifts, home furnishings, craft kits, jewellery, games, children's merchandise, confectionery, comestibles and souvenirs.
3. The range should primarily appeal to the majority of Cathedral visitors. Ranges should also be changed and tailored to developing a good local customer base.
4. Most merchandise should be relevant to the Cathedral. The design resources include architectural features, archives and library, history, Christian faith and tradition. Some ranges will be seasonal, with an emphasis on Christmas, but specifically excluding Halloween.
5. The products will be made from a wide variety of materials, with portability a consideration. All should be well designed, accurate, good quality and cover a spectrum of pockets, but still offer good value for money.
6. A separate selection of "pocket money" items will be bought for school parties.
7. The Gallery selection in Burgate will be aimed at the more discerning customer and offer fine arts and crafts, often local, as well as prints, precious jewellery etc.
8. All merchandise will meet relevant UK and EU laws, the local Trading Standards Officer being consulted where necessary.
9. Where possible local suppliers are favoured. Where it is impossible to source from Britain first, EU/USA, a statement from the supplier will confirm no exploitation of the workforce.
10. Merchandise should, wherever possible, be exclusive to Canterbury Cathedral Shop, at least within the CT postcode area.
11. The theme is the Cathedral, not the City of Canterbury, or London, or England, but the Cathedral in its widest sense, including the role within the Anglican Communion and the Canterbury Scholars.
12. Ecological and ethical considerations should be taken into account in the selection process. This will include using Fairtrade suppliers where appropriate.
13. The ranges should not compete with either the "souvenir" barrows or the majority of City gift shops, but to be seen as unique.
14. The selection of merchandise should enhance the perception of the Cathedral by all shop customers.
15. In the longer term ranges of merchandise will be available for licensing agreements and development for mail order and website sales.
16. There will be occasional purchase of specific products for special events.