

VICTORIA DAY 2026

STALLHOLDER INFORMATION PACK

Aldershot's Victoria Day is the biggest highlight in Aldershot's vibrant events calendar. The event celebrates Aldershot's amazing local cultures and close ties with Queen Victoria. The event attracts in excess of 15,000 visitors to the town centre. This year the event takes place on Saturday 6 June from 10am-4pm, with the carnival parade at 11am.

The event sees the town centre transformed, with performances in the bandstand from local musicians and dancers, street theatre, free family activities and much, much more.

The theme for this year's event is '**folklore and fairy tales**', with exciting live entertainment and activities taking place throughout the day.

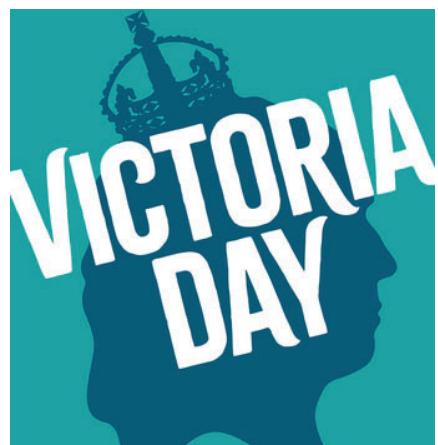
The highlight of the day is the carnival parade, which in 2025 involved more than 1,100 people including samba bands, schools, community groups, Normandy veterans, Nepali dancers, classic cars and Queen Victoria - Aldershot's Betty Bryce.

WE ARE LOOKING FOR...

- Stalls that sell high quality crafts, food and drink products
- Hot food stalls of a high quality, selling unique dishes
- Local charity and not for profit organisations promoting their projects and fundraising

PITCH FEES

- Under 5 employees - £60 for a single pitch (3x3m) or £110 for a double pitch (3x6m)
- 5+ employees - £75 for a single pitch (3x3m) or £140 for a double pitch (3x6m)
- Ice cream van / pitch - £220 per pitch. Two pitches are available, one in Princes Gardens and one on Union Street
- Rushmoor based charities and not-for-profit organisations - £25 per 3x3m pitch. 6 subsidised stalls are available at this price.



Applications close on Friday 25 April, or when applications are full.

RUSHMOOR
BOROUGH COUNCIL

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STALL LOCATIONS

Stalls will be placed in:

- Princes Gardens – a grassed park area where the main bandstand entertainment is based
- Union & Wellington Street – a busy pedestrianised shopping area with street theatre, a small stage, children's activities etc

There will be a small space between stalls. We will confirm the location of your stall one week before the event.

Please note that we are unable to reserve specific location requests for stalls. Flexibility on last-minute stall location changes is required from all stallholders.

PARKING

Parking will be an approximate 5 minute walk from the venue. No free parking is available to stallholders. Parking locations and charges can be found here: www.rushmoor.gov.uk/carparks.

EQUIPMENT & POWER

Stallholders must bring their own equipment on the day. The pitch fee is for the ground only and no power, gazebos or equipment is available onsite.

MARKETING

In addition to town centre roadside banners, press releases and a social media campaign managed by Rushmoor Borough Council, 3,000 printed programmes are being delivered to the local area, detailing the event.

ALCOHOL SALES

Due to local licensing regulations, the sale and / or consumption of alcohol is not permitted on site.

HOW TO APPLY

If you would like to apply for a stall, please complete and submit the Stallholder Application Form online. Stallholder applications are competitive - we suggest that you give as much information as you can. This will help us ensure that there is a balance of quality stalls at the event and avoid duplication of products.

Please submit your stallholder application as soon as possible. Stallholder applications close on Friday 27 March, but may close sooner if we receive enough suitable applications.

The submission of an application form does not constitute an offer of a stall. Stall offers will be made at the discretion of Rushmoor Borough Council.

STALLHOLDER TERMS AND CONDITIONS

Eligibility and Selection Criteria

- When we have received your completed form and supporting documents, the application will be assessed to ensure the goods or services identified on the form are of high quality and are appropriate for the festival.
- Once all paperwork and payment is received, we will then confirm your place. Successful stallholders will receive a confirmation pack containing full details of the festival, arrival times etc at least a week before the event.

Allocation of Pitches

- Pitches will be allocated by Rushmoor Borough Council.
- A number of factors will be taken into account including the variety of the goods, the overall balance of produce at the market and health and safety considerations.

Payment

- Payment is strictly by BACs, payable within 14 days. If you require an invoice, please contact us.
- Stalls will only be confirmed once payment has cleared.
- Once a booking has been confirmed, no refunds can be given in the event of cancellation by the stallholder (subject to the terms set out below) or no shows.

Cancellation by the Stallholder

If a pitch holder cancels their attendance, the following refund policy will apply:

- Cancellation before Fri 8 May - 50% refund
- Cancellation on / after Fri 8 May - no refund

Cancellation by the Organiser

If the event is cancelled by the organiser in all cases apart from extreme weather, a full refund will be given. If the weather conditions are deemed a risk to the public's health and safety, the event may be cancelled, but no refunds will be payable. Fees will be transferred to a future event.

Description of Goods

Pitch holders may only sell the goods originally identified on their application form, unless otherwise agreed with the Organiser.

Gazebos

Stallholders must provide their own gazebos. The stallholder's own gazebos must be in sound condition and strongly secured or anchored to ensure they do not move or collapse in windy conditions.

Pitch information

- All stalls must be attended by a competent person during the entire public opening hours of the event, unless specific permission is granted by Rushmoor Borough Council or alternative arrangements are made, i.e. comfort breaks.
- No advertising or promotional material is to be erected, displayed or attached outside the boundaries of the stallholders stall.

Setting Up, Packing Away and Parking

- Please arrive promptly to set up, as detailed in the Stallholder Confirmation Pack. One vehicle per stall is permitted on to the site to unload goods.
- On arrival, stallholders must immediately unload their goods quickly. Vehicles must be removed by 9.15am and will not be allowed back on the site until after the event has finished at 4pm and the site is clear and safe. Any pitch found to be trading outside public hours maybe subject to a fine.
- Pitch holders may only begin packing up once the event has finished. Under no circumstances may a pitch holder pack up or leave the site before 4pm. If pitch holders have run out of products, they must use the remaining time as a promotion opportunity.

STALLHOLDER TERMS AND CONDITIONS

Health and Safety

Stallholders are required to comply with all relevant Health & Safety legislation.

Insurance

All stall holders must supply their own Public Liability Insurance and provide a copy of the policy with the pitch holder' application form.

Risk Assessment

All stalls must provide a copy of their market stall risk assessment with their application

Electricity, power & LPG

Stallholders must provide their own power. If stallholders are bringing their own generators, these must be suitably located to ensure they do not cause a nuisance to neighbouring premises due to noise or fumes.

- Diesel generators are recommended over petrol to reduce the risk of fire. All electrical supplies must be fit for purpose and suitably IP (Ingress Protection) rated for this type of event.
- All cabling and appliances must be PAT tested (Portable Appliance Tested) and display a sticker showing an appliance number, a test date and a retest date along with a signature or initials. Items purchased in the last 12 months will be exempt from this testing only if proof of purchase can be shown.
- All pitch holders using LPG must provide an up to date certificate of inspection from a certified GasSafe engineer.
- Any pressure vessels must have a written scheme of examination and an up to date certificate to demonstrate compliance with the Pressure Systems Safety Regulations.
- Stallholders must not bring any toasters, heaters, or other such electrical equipment unless essential to the running of their stall and pre-agreed with the event organisers.

Smoking policy

There is a strict no smoking policy for all stall holders.

Food Safety and Standards

Stallholders wishing to sell food for consumption on or off the premises MUST comply with all local and national laws and regulations regarding the production, labelling, display, storage and sale of produce and relevant trading standards legislation.

- All catering stalls must be staffed by food handlers who have been trained to Basic Food Hygiene level or equivalent and a copy of the certificate must be provided on request.
- A documented food safety management system (such as SFBB or similar) which is relevant to the size and nature of your business / charity and must be present at the event for scrutiny by the Environmental Health Officers.
- Further advice can be obtained from Rushmoor Borough Council Environmental Health Department (Tel: 01252 398640) and Hampshire County Council Trading Standards (Tel: 01962 833620). Please do not contact these numbers for general enquiries.

Sale of Alcohol

Due to local licensing regulations, the sale and / or consumption of alcohol is not permitted on site.

Amplified music

No music is allowed on stalls. Use of PA systems by stallholders is not permitted.

Animal policy

- No "live" animals are allowed on any pitch unless express consent has been given by the Committee.
- Any animal pitches registered as such with the committee must be fully compliant with Health and Safety Executive Agriculture Information Sheet - AIS23 – Preventing or controlling ill health from animal contact.

STALLHOLDER TERMS AND CONDITIONS

Waste & Rubbish Disposal

- Pitch holders must carefully dispose of their own rubbish by removing the waste from the site completely. Failure to remove from the site or dispose of the rubbish in the provided bins will result in an additional fee of £100 chargeable to the pitch holder responsible. A commercial waste management company is on site to ensure that this is enforced.
- If providing for food immediate consumption, the stallholder must provide eco-friendly / biodegradable / recyclable food packaging.



Damage to Site

The site is owned by Hampshire Highways. Stallholders are unable to attach equipment to any of the premises / public realm items.

Stallholders are fully liable for any damage to their pitch space on the day of the event and any additional damage caused by them around the pitch on the day (ie grease marks, generator petrol marks etc).

Stallholders will be invoiced by the relevant party for any damage incurred to the public realm / highway during the day of the event.

Compliance

- Rushmoor Borough Council reserve the right to reject applications and to organise the location of pitches in accordance with its own scheme.
- Rushmoor Borough Council reserve the right to cancel any bookings made, and to exercise its discretion when allocating refunds. Failure to comply with the set out regulations may result in the cancellation of the pitch holders booking.
- Rushmoor Borough Council accepts no responsibility for loss or theft of goods while attending the event.

