

Armed Forces Day National Event – Aldershot

Stallholder Information Pack (general trading)



Aldershot is hosting the national Armed Forces Day this summer. This prestigious national event is being held over the weekend of 27 and 28 June and we are inviting stallholders to take part.

We are working closely with the Armed Forces and Ministry of Defence to put on a spectacular weekend that brings the community and Armed Forces together. The celebrations include:

- A Military parade (Sat)
- Arena displays
- Stage with live music (Saturday and Sunday)
- Military and Heritage Zones - with vehicles, equipment and military organisations
- Community Showcase Zone with outdoor theatre, creative workshops, local performances, circus skills, craft, community and world food stalls
- Sports activities
- Funfair, bars and food stalls

The event is anticipated to attract approximately 25-30,000 visitors on Saturday and 10-15,000 visitors on Sunday.

This information pack provides practical details for stallholders wishing to trade at the event, including pitch options, fees, logistics, health and safety requirements, and the application process.

AT A GLANCE

- Event dates and times: Saturday 27 and Sunday 28 June (see times below)
- Pitch fees: Starting from £75 per 3x3m per day
- Site: Outdoor event on grass playing fields
- Power: No generators permitted onsite. Power is available to hire
- Insurance: Minimum £5m public liability insurance and risk assessment required
- Application deadline: 5pm on Wednesday 13 May

STALLHOLDER ZONES

Stallholders should apply only for the zone and day(s) that best match their organisation or trading offer. Applications will be assessed to ensure an appropriate mix of stalls and activities across the site.

Please note your preferred zone on the application. We cannot guarantee that you will be in your preferred zone.

Please also note that this pack is **NOT** for stallholders that will be selling alcohol to drink on site– they will need to apply for the Stallholders (Licensed) Information Pack

We are inviting the following types of stallholders:

COMMUNITY SHOWCASE ZONE

Family arts focussed Saturday 27 June 9am-5pm	<ul style="list-style-type: none"> • Artisan world street food stalls • High quality handmade crafts and gift stalls
Community focused Sunday 28 June 10am-5pm	<ul style="list-style-type: none"> • Artisan world street food stalls • Rushmoor based charity and not-for-profit community organisation stalls
Community zone – both days As above	<ul style="list-style-type: none"> • Artisan world street food stalls only • High quality handmade crafts and gift stalls

SITE WIDE STALLS (2 day booking required)

Saturday 27 June 9am – 5pm (or to 8.30pm) – with food and drink till 8.30 pm and Sunday 28 June 10am – 5pm	<ul style="list-style-type: none"> • National charity and not-for-profit community organisation stalls • All other traders and food stalls
---	--

PITCH FEES

General pitches cost **£75 per 3x3m space per day** (including storage or display areas).

General Pitch RATE CARD

Size	Cost
3x3m	£75
3x6m	£150
3x9m	£225
3x12m	£300
3x15m	£375

Size	Cost
6x6m	£300
6x9m	£450
6x12m	£600
6x15m	£750
6x18m	£900

Size	Cost
9x9m	£675
9x12m	£900
9x15m	£1125
9x18m	£1350

Street food / hot food stalls (incl hot / cold drinks, but no bars)

Food pitches cost **£200 per 3x3m space per day** (including food preparation areas).

Size	Cost
3x3m	£200
3x6m	£400
3x9m	£600
3x12m	£800
3x15m	£1000

Size	Cost
6x6m	£800
6x9m	£1000
6x12m	£1600
6x15m	£2000
6x18m	£2400

Size	Cost
9x9m	£1800
9x12m	£2400
9x15m	£3000
9x18m	£3600

Please note that pitches must be booked in multiples of 3x3m per day.

There are additional costs for power, if required (see below).

Pitch fees are based on the total area required. This must include any space you require both behind and in front of your stall / activity. They must include any space needed for gazebos, food preparation, storage and displays etc.

POWER

No generators are permitted onsite. LPG for cooking is permitted onsite, once certification has been provided and checked.

Where power is required, this can be hired and must be requested in advance as part of the application process. Power is subject to availability and additional charges below.

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.

POWER RATES

Power is only available to stallholders booking both Saturday and Sunday. No power is available for one day bookings.

Size	Cost
Twin 13-amp power	£95
16-amp power -	£125
32-amp single phase power	£180
32-amp three phase	£285

LOGISTICS

SITE ADDRESS

Queen's Parade Grounds
Queen's Avenue
Aldershot
Hampshire
GU11 2JL

SITE GROUNDS DETAILS

The event takes place outside on grass playing fields.

PARKING

One parking space per trader is provided, unless otherwise agreed. It will be located approximately a 10-minute walk away.

Stallholders attending for two days will be given vehicle access each morning before the event opens, for restocking only.

ONSITE VEHICLES

Due to security restrictions set by the Ministry of Defence, no vehicles may remain within the event site during opening hours (for example, behind a stall).

The exception to this is for street food traders who directly cook and serve from a specialised vehicle / trailer.

WASTE DISPOSAL

Stallholders are fully responsible for managing and removing all waste generated by their pitch. Waste must not be left onsite or placed in public litter bins. Failure to comply will result in a £150 charge to the pitch holder responsible.

If providing for food immediate consumption, the stallholder must provide eco-friendly / biodegradable / recyclable food packaging.

EQUIPMENT & POWER

EQUIPMENT

Stallholders must supply all equipment required for their pitch. The pitch fee covers ground space only; gazebos, tables, chairs, lighting and power are not included.

The stallholder's gazebos must be in sound condition and strongly secured or anchored.

GROUND CONDITIONS & PEGGING

The event takes place on grass playing fields. Stallholders must ensure that all gazebos, marquees and structures are suitable for use on grass and are safely secured at all times.

Pegging into the ground is permitted where appropriate; however, all fixings must be installed responsibly and in line with event guidance. Further details regarding permitted groundworks, pegging methods and any restricted areas will be provided in the terms and conditions.

HEALTH AND SAFETY DOCUMENTATION

All required documentation must be submitted with the application form. Applications cannot be considered if documentation is missing or information is incomplete.

INSURANCE & RISK ASSESSMENT

All stallholders are required to have a minimum cover of £5m public liability insurance and supply a comprehensive risk assessment when submitting their application.

The Council is unable to provide insurance cover to stallholders under any circumstances.

FOOD & DRINK STALLS

In addition, food vendors are required to supply additional information, including their food hygiene rating and a gas safety certificate where relevant.

ALCOHOL SALES

Alcohol sales are subject to additional licensing requirements and conditions. These are covered by the Stallholder (Licensing) Pack if selling alcohol by the glass.

ALCOHOL SALES TO CONSUME OFFSITE

Unfortunately, the selling of alcohol to consume off site / gifts will be **prohibited** under the event-wide Temporary Event Notice

SET-UP AND BREAKDOWN PROCESS

Stallholders will be allocated specific dates and times for loading into the site.

Stalls trading on both days may be left in place overnight at the stallholder's own risk. Overnight security will be in operation; however, the organiser cannot accept responsibility for loss or damage.

COMMUNITY SHOWCASE ZONE	
Family arts day Saturday 27 June	<ul style="list-style-type: none"> • Friday from 11am to 8pm • Saturday from 6am to 7am
Community Day Sunday 28 June	<ul style="list-style-type: none"> • Sunday from 6am to 7am

SITE WIDE STALLS (2 day booking required)	
Saturday 27 June and Sunday 28 June	<ul style="list-style-type: none"> • Wednesday 24th June am / pm • Thursday 25th June am / pm • Friday 26th am / pm <p>Please note your preference on the application form.</p> <p>No vehicle movement is allowed between Friday at noon, until clearance is given by the Event Managers on Sunday evening. Overnight security is onsite and equipment is left at the owner's risk.</p>

VEHICLE GUIDANCE

Please note:

- A maximum of two vehicles per stall are permitted for unloading.
- Vehicles must unload quickly and then leave the site immediately.
- No vehicles will be permitted back onsite until the event has finished and clearance is given.
- Stalls must remain open for the full advertised event hours.

CHARITY COLLECTIONS

Due to licensing restrictions, stallholders are unable to apply for a street collection permit to collect donations on the day.

Stallholders must offer a fundraising activity in return for money. Further details will be provided in the terms and conditions.

HOW TO APPLY

APPLICATION PROCESS

If you would like to apply for a stall, please complete and submit the Stallholder Application Form online at <https://www.rushmoor.gov.uk/armedforcesday/stallholder/application>

Submission of an application does not guarantee a pitch. All applications are assessed to ensure suitability and balance across the event.

- When we have received your completed form and supporting documents, the application will be assessed to ensure the goods identified on the form are appropriate for the event.
- We will be shortlisting applications on Thursday 14 May and contacting applicants with the outcome.
- Successful applicants will be sent payment details and an online link to the Stallholder Terms and Conditions to sign.
- Once supporting paperwork is checked and payment is received, we will confirm your place.
- 7-10 days before the event, successful stallholders will receive Joining Instructions containing full details of the event, their arrival time and further security details.

PAYMENT

Payment is by BACs to Rushmoor Borough Council. Payment details will be sent to shortlisted stallholders with a 7 day payment deadline.

CANCELLATION

If a pitch holder cancels their attendance, no refunds will be issued.

If the event is cancelled by the organiser, refunds will be issued in line with the event's cancellation policy. These will be provided in the terms and conditions, once a stall has been shortlisted and payment details have been shared.

FURTHER INFORMATION

If you have any further questions regarding trading at the event, please email afd2026@rushmoor.gov.uk.

