

Farnborough Frost Fair

Stallholder Information Pack 2023



Farnborough Frost Fair is an exciting Christmas celebration taking place in Farnborough Town Centre on Saturday 25 November from 10am-3.30pm.

The event includes a traditional Christmas market, a full programme of entertainment on our professional stage including local choirs, live bands, a small funfair, free children's craft activities, animal petting zoo and a visit from Santa! The event and majority of activities are free for festival visitors.

50 pitches are available and we are expecting in excess of 19,000 visitors (based on 2022 footfall).

WE ARE LOOKING FOR...

- Stallholders that sell quality crafts, artisan food and drink products
- Stalls selling festive products and gift ideas as well as handmade products
- Hot food stalls of a high quality, selling unique dishes
- Stallholders that use eco-friendly / biodegradable / recyclable food packaging and provide ample facilities for refuse and recycling
- Borough based charity and not for profit organisations to promote their projects / fundraise

PITCH FEES

- Under 5 employees - £55 for a single pitch (3x3m) or £100 for a double pitch (3x6m)
- 5+ employees - £60 for a single pitch (3x3m) or £110 for a double pitch (3x6m)
- Ice cream van / pitch - £150 per pitch
- Rushmoor based charities and not-for-profit organisations - £15 per 3x3m pitch

POSITIONING & PARKING

Pitches will be outside in the busy pedestrianised town centre. There will be a small space between stalls. Parking will be an approximate 3 minute walk from the venue and free for stallholders.

EQUIPMENT & POWER

Stallholders must bring their own equipment on the day – 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 flyers are being delivered to the local area, detailing the Frost Fair.

ALCOHOL SALES

If you are intending to sell alcohol at the event, you will need to apply for a TEN from Rushmoor Borough Council. We will let you know the postcode required for the licence application.

HOW TO APPLY

We will ensure that there is a balance of stalls at the event, to avoid duplication of products. 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. We are unable to reserve specific locations for stalls.

If you would like to apply for a stall, please complete and submit the Stallholder Application Form online at www.rushmoor.gov.uk/frostfair, then email your supporting documents to: towncentreevents@rushmoor.gov.uk.

PAYMENT

Once you have been offered a pitch, BACs payment details will be provided.

Applications will close when all pitches are fully booked.

STALLHOLDER TERMS AND CONDITIONS

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.

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.

Description of Goods

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

Sale of Alcohol

Pitch holders wishing to sell alcohol for consumption on or off the premises MUST:

- Have a TEN in place.
- Employ staff over the age of 18.
- Employ at least one Personal Licence holder or hold an individual Temporary Event Notice for their stall.
- Train other employees in the law regarding the sale of alcohol and keep written records.
- Operate a Challenge 25 policy and only accept a passport, photo driving licence or ID cards bearing the PASS hologram as forms of identification.
- Comply with all local and national laws including the Licensing Act 2003.

Health and Safety

- Pitch holders are required to comply with all relevant Health & Safety legislation.
- 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.
- Copies of all relevant certificates must be provided with the pitch holder's application form.

Risk Assessment & insurance

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

Payment

- Payment is strictly by invoice, payable within 14 days
- Stalls will only 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:

1. Cancellation before Friday 27 October - 50% refund
2. Cancellation on / after Friday 27 October – no refund

Cancellation by the Organiser

If the event is cancelled by the organiser, a full refund will be given.

Damage to Site

The site is owned by Hampshire Highways and Rushmoor Borough Council. 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.

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.

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 market. All pitch holders must have adequate insurance policies in place.

Food Safety and Standards

- Pitch holders 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 with the pitch holder's application form.
- 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).

Electricity & Power

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.

Extreme Weather

A risk assessment will be carried out on site on the evening before the event. 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.

Setting Up, Packing Away and Parking

- Please arrive promptly to set up, as detailed in the Stallholder Arrival Pack. A maximum of two vehicles per stall are permitted on to the site to unload goods.
- On arrival all stallholders must immediately unload their goods quickly and efficiently. Once goods are unloaded, pitch holders must remove their vehicle(s) from the site and park where directed. Vehicles must be removed from the site and will not be allowed back on the site until after the event has finished and the site is clear and safe.
- 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 the event ends. If pitch holders have run out of products, they must use the remaining time as a promotion opportunity.

Miscellaneous

- 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.
- There is a strict no smoking policy for all stall holders.
- No advertising or promotional material is to be erected, displayed or attached outside the boundaries of the stallholders stall.
- Use of PA systems by stallholders is not permitted.
- No music is allowed on stalls.
- 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.