

ALDERSHOT CHRISTMAS CRACKER

STALLHOLDER INFORMATION PACK



ABOUT THE EVENT...

Start the countdown to Christmas with a stall at the magical **Aldershot Christmas Cracker** from noon to 5.30pm on Saturday 14 November. Around 14,000 people attend the event each year.

The fun includes over 50 craft, food and community stalls, a nativity farm and donkeys, Juggling Jake, Lego brick building, birds of prey, free children's Christmas crafts, face painting, brass bands and a full line-up of live entertainment across two stages. Children can also meet Father Christmas in his grotto and bounce around in the giant snow globe. Over 100 performers from local brass bands, choir and dance schools will take to the stages to perform.

The highlight of the event will be the countdown to the Christmas lights switch-on, which will take place in Princes Gardens from 5.15pm, including a short firework display!

The event has been organised by Rushmoor Borough Council, with the help of Aldershot Community Together, a group of residents and volunteers who work with the council on projects for the town.

WE ARE INVITING...

- Stallholders that sell high quality crafts and gifts, artisan food and drink products
- Stalls selling high quality festive products and gift ideas
- Street food stalls of a high quality, selling unique dishes
- Borough based charity and not for profit organisations to promote their projects / fundraise

Stalls applications are very competitive and will be assessed against the above criteria. Please give as much information as possible in your stallholder application and include links to images of your products / stall set-up.

PITCH FEES

PITCH FEES	Single pitch (3x3m)	Double pitch (6x3m)
Rushmoor based charity (subsidised by Council)	£40	n/a
Under 5 employees	£65	£130
5+ employees	£85	£170
Ice cream pitch	-	£150
Table outside business premises - free	-	-

RUSHMOOR-BASED CHARITY AND NOT-FOR PROFIT ORGANISATIONS

Five subsidised pitches are available to Rushmoor based charities and not-for-profit organisations. Once we have reached this threshold, organisations will be offered a pitch at the full price.

STALL LOCATIONS

The event takes place across two busy town centre locations:

- 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

EQUIPMENT & POWER

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

We recommend that all stalls provide additional lighting within their gazebos. The street lighting will be on, but we know from previous events that stalls require extra lights. Bright battery-operated camping lamps are highly effective and reasonably priced. It also helps customers to see what's on your stall amongst the heavy crowds.

STALL LOCATIONS

Stalls and entertainment are located throughout the entire town centre. We are unable to guarantee stall locations, but you can select a preference on your application form.

The locations are:

- Princes Gardens – a busy grassed area with main stage, fireworks, children's entertainment etc
- Union and Wellington Street – a busy pedestrianised shopping area with street theatre, small stage, children's activities etc
- Princes Way – our street food zone with seating, the grotto and snow globe etc

Town Centre businesses can also book the immediate space outside their premises for a 6' table, free of charge. (A full application must be made).

PARKING

Parking will be an approximate 3-5 minute walk from the venue. We are unable to offer free parking for stallholders. Parking locations and charges can be found here: www.rushmoor.gov.uk/carparks.

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 event.

ALCOHOL SALES

No alcohol sales are allowed onsite.

HOW TO APPLY

We will ensure that there is a balance of stalls at the event and 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.

If you would like to apply for a stall, please complete and submit the Stallholder Application Form online at www.rushmoor.gov.uk/christmascracker.

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 festival. Once supporting paperwork and payment is received, we will then confirm your place. Successful stallholders will receive a arrival pack containing full details of the festival, arrival times, a week before the event.

PAYMENT

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

**Applications will close when all pitches are fully booked.
Pitches book up very fast.**

Please turn the page for stallholder terms and conditions.

STALLHOLDER TERMS AND CONDITIONS

Payment

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

1. Cancellation before Friday 16 October - 50% refund
2. Cancellation on / after Friday 16 October – no refund

Cancellation by the Organiser

If the event is cancelled by the organiser, a full refund will be given, except for weather-related cancellations.

Allocation of Pitches

- Pitches will be allocated by Rushmoor Borough Council.
- The site plan will not be distributed in advance of the event.
- 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.

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.

Gazebos and equipment onsite

Stallholders must provide their own gazebos and all other equipment they require on the day. 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.

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.

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.

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 silenced 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.

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.

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.

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.

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.

Sale of Alcohol

No alcohol sales are allowed onsite due to zoning laws.

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.