# STALLHOLDER INFORMATION PACK

## Thank you for your interest in Alton FlavourFest 2026.

Alton FlavourFest is a delicious food festival and drink festival being held on Sunday 6 September from 11am-4pm in The Public Gardens, Alton, Hampshire.

Visitors will experience a gastronomic extravaganza, with over 50 vibrant food and drink stalls, sizzling street eats, irresistible cookery demonstrations, cocktail, cider and real ale bars, family-friendly fun, and a mouth-watering lineup of live music on the bandstand.

This year marks the seventh year of the fantastic Alton FlavourFest and we will be showcasing the finest food and drink businesses in the South of England.

This year, we are also inviting craft, gift and garden businesses to the event.

We are inviting artisanal stallholders to apply for a stall and welcome applications from all food related businesses and exceptional craft producers who are passionate about their products and meet our criteria.

## About Alton FlavourFest

Over 6,500 visitors came along to the event last year – our largest audience to date. FlavourFest is held in Alton's beautiful park, with live music taking place throughout the day on the bandstand, together with fun family activities.

Alton FlavourFest is for high quality businesses aiming to promote food and food related crafts and will be made up of regional artisan producers.

The festival is managed by Jenny Atherton and her team at Fuse Projects.

## We're looking for Stallholders who are:

- Primarily artisanal producers & retailers of food, drink, and/or food related products, alongside gift, garden and craft businesses - and are based in Hampshire and the South of England.
- Selling products which clearly indicate the provenance or origin of the product, so visitors can easily identify local and world produce.
- Demonstrate active local sourcing where and when products are available from within the South or proof of provenance from another country.
- Businesses that use eco-friendly / biodegradable / recyclable food packaging and provide their own ample facilities for refuse and recycling.

All stallholders will be regulated to avoid duplication.

## Pitch costs

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| £100 | Single 3x3m pitch - cold food, drink, gifts, craft or garden stall, 3x3m |
| £200 | Double 6x3m pitch - cold food, drink, gifts, craft or garden stall |
| £150 | Single 3x3m pitch - hot food / street food |
| £300 | Double 6x3m pitch - hot food / street food |
| £210 | 6x3m Ice cream pitch |
| £50 **NEW** | 6' trestle table space (under wooden shelter) |

## Alcohol

If you sell alcohol, you will need to apply for a TEN directly to East Hampshire District Council. Your pitch location in The Public Gardens will be provided in advance of the event.

## Marketing

There will be a series of marketing activities including: pre and post event press releases; social networking - Facebook, twitter; local Council publications; other relevant website event listings; promoted by Hampshire Fare; printed programme / flyer sent to 3000 residents; posters in public areas; roadside banners.

Further details will follow.

## Equipment

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

## How to apply

Please complete the online Stallholder Application Form at www.fuseprojects.co.uk/upcomingevents.

On receipt, the application will be assessed to ensure the goods identified on the form are appropriate for the festival. Fuse Projects will notify applicants of the outcome in early April.

If your initial application is successful, we will forward our bank details for payment in April 2026. Payment must be received within 14 days. The pitch will then be confirmed.

Once payment is received, the stallholder will receive an Arrival Pack, approximately one week before the event.

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

We are unable to reserve pitch locations.

We do not consider applications with information omitted, with missing documents, or out-of-date documents.

Stallholder applications will close once the event is fully booked.

Terms & conditions are below.

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# Alton FlavourFest
# Stallholder Terms & Conditions 2026

**The following rules & regulations are set by Fuse Projects Ltd.**

## Pitches and Stalls
FlavourFest is offering two sizes of pitch for hire: 3x3m and 6x3m. Stalls must not exceed the 3m boundaries, as the event will be fully booked.

## Allocation of Pitches
- Pitches will be allocated by Fuse Projects.
- A number of factors will be taken into account including the quality and variety of the goods, the overall balance of produce at the market and health and safety considerations.

## Electricity
No electricity supply will be available and pitch holders must make sure that they provide their own generators.

## Generators
All generators must be suitably located to ensure they do not cause a nuisance to neighbouring premises due to noise or fumes.

No generators can leave a mark on, nor cause damage to the grass at the end of the festival. In the event that the gardens are damaged, the fee to 'make good' the ground will be charged directly to the stallholder by the venue owner.

Diesel generators are recommended over petrol to reduce the risk of fire. All electrical supplies must be fit for purposes 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.

## Gazebos
Stallholders must provide their own gazebos. The event is on a grass surface. Gazebos must be in sound condition and suitably 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 Fuse Projects.

## Waste & Rubbish Disposal
- Pitch holders must remove their 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 £250, charged directly to the stallholder by the onsite commercial waste management company. This will be enforced.
- If providing food for immediate consumption, the stallholder must provide eco-friendly / biodegradable / recyclable food packaging.

## Insurance
All pitch holders must supply their own Public Liability Insurance for at least £2m cover and provide a copy of the policy with the Stallholder Application Form.

## Risk assessment
All stallholders must provide a comprehensive risk assessment detailing all of the risks associated with their stall.

<u>All risk assessments must include a fire risks section</u>. Stallholders using LPG and generators must detail these associated risks.

All pitch holders must supply their own Public Liability Insurance for at least £2m cover and provide a copy of the policy with the Stallholder Application Form.

## 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 and must be present at the event for scrutiny by the Environmental Health Officers.
- Further advice can be obtained from East Hampshire District Council Environmental Health & Licensing Department and Hampshire County Council Trading Standards (Tel: 01962 833620).

## Health and Safety and Gas 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.

## Sale of Alcohol
Pitch holders wishing to sell alcohol for consumption on or off the premises MUST:

- Apply directly to East Hampshire District Council for a TEN licence.
- 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.

## Smoking Policy
- There is a strict no smoking policy for all stall holders.

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## Setting Up, Packing Away and Parking

- All stallholders will be given a specific time to set up between 8.30-10am to avoid congestion and to ensure that plenty of time is given for setting up. If you are not able to arrive between those times, please alert Fuse Projects as soon as possible. A maximum of one vehicle per stall is 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. All vehicles must be removed from the site by 10.30am and will not be allowed back on the site until after the event has finished at 4pm and the public are off-site.
- Any pitch found to be trading outside public hours may be 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 produce, they must use the remaining time as a promotional opportunity.
- Parking in the adjacent public car park (Ladyplace Car Park) is currently a £1 flat rate on Sundays.

## Toilets

Toilets are available adjacent to the venue. The organiser is unable to provide cover for your stall during the opening hours of the festival.

## Damage to Site

Any costs incurred by stallholder damage to the site will be charged directly to the stallholder by the local Council and / or Hampshire County Council.

## Payment, refunds and cancellations

Electronic payment details will be provided if your application is successful.

Once a booking has been confirmed, no refunds can be given in the event of the following:

i. Cancellation by the stallholder outside of the time period detailed below;
ii. A 'no show' by the stallholder;
iii. The organiser postponing and / or cancelling the event for reasons beyond the organiser's control, and / or in the interests of public safety

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

1. Cancellation before Fri 7 Aug - 50% refund
2. Cancellation on / after Fri 7 Aug – no refund

## Extreme Weather

A risk assessment will be carried out on site by the Fuse Projects 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

- Fuse Projects reserves the right to reject applications and to organise the location of pitches in accordance with its own scheme.
- Fuse Projects 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.
- Fuse Projects accepts no responsibility for loss or theft of goods while attending the market. All pitch holders must have adequate insurance policies in place.
- By submitting the application form to trade you are signing and agreeing to all rules, regulations and terms and conditions set by Fuse Projects.

## Miscellaneous

- All stalls must be attended by a competent person during the entire public opening hours of the event.
- Fuse Projects cannot provide cover for your stall i.e. comfort breaks.
- 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 unless pre-agreed with Fuse Projects.

## Management

FlavourFest is managed by Fuse Projects Ltd.

www.fuseprojects.co.uk

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