



SATURDAY 25 NOVEMBER 2017

10AM-4.30PM

FARNBOROUGH FROST FAIR



STALLHOLDER INFORMATION PACK 2017

Farnborough Frost Fair is an exciting Christmas celebration taking place in Farnborough Town Centre on Saturday 25 November from 10am-4.30pm.

The Frost Fair is the biggest event in a 5 week long 'Countdown to Christmas' programme of activities within the town, managed by Fuse Projects and Rushmoor Borough Council, in partnership with The Meads and Princes Mead shopping centres.

Farnborough Frost Fair includes the Christmas Lights Switch On at Princes Mead Shopping Centre, a traditional Christmas market, a full programme of entertainment on our professional stage including local choirs, the local pantomime cast and 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.

Pitches for crafts and cold food / beverage cost £40 for a single pitch (3x3m) or £70 for a double pitch (3x6m). We have a small number of free pitches for local not for profit and charitable organisations, funded by Rushmoor Borough Council.

50 pitches are available and we are expecting in excess of 20,000 visitors (based on 2016 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
- Local charity and not for profit organisations to promote their projects / fundraise
- Stallholders that use eco-friendly / biodegradable / recyclable food packaging and provide ample facilities for refuse and recycling

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

Stallholders must bring all of 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 6 town centre banners, press releases and a social media campaign managed by Rushmoor Borough Council, 26k printed programmes 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 TENs licence 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 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 Fuse Projects. We are unable to reserve specific locations for stalls.

If you would like to apply for a stall, please complete the Application Form, attach all supporting documents and email (preferred) it to jenny@fuseprojects.co.uk or send it to Farnborough Frost Fair, C/o Fuse Projects, 20 Butts Road, Alton, Hants GU34 1NB.

Applications must be returned with attachments
no later than 5pm on Friday 10 November 2017.





STALLHOLDER TERMS & CONDITIONS

Event Date and Venue Information

Farnborough Frost Fair is taking place on Saturday 25 November 2016 from 10am-4.30pm outdoors on Queensmead, Farnborough.

Booking a Pitch

Complete and return the application form, preferably by email to jenny@fuseprojects.co.uk or by post to Fuse Projects, 20 Butts Road, Alton GU34 1NB.

When we have received your completed form, the application will be assessed to ensure the goods identified on the form are appropriate for the festival. We will notify applicants of the outcome within 1 week of the deadline. Successful stallholders will receive a confirmation pack containing full details of the festival, arrival times etc at least a week before the event.

Eligibility and Selection Criteria

- Stallholders that sell high quality crafts, food and drink products.
- Hot food stalls of a high quality, selling unique dishes
- Local charities who wish to promote their work
- Stallholders that will use eco-friendly / biodegradable / recyclable food packaging and provide ample facilities for refuse and recycling.
- Preference will be given to stalls selling festive products and gift ideas as well as handmade products

Allocation of Pitches

- Pitches will be allocated by Fuse Projects.
- 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

- A cheque must be sent with the application form.
- Successful applicants will be sent an invoice marked 'paid'.
- Once a booking has been confirmed, no refunds can be given in the event of cancellations (subject to the terms set out below) or no shows.

Cancellation by the Stallholder

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

1. Cancellation before Wed 2 Nov - 50% refund
2. Cancellation after Wed 2 Nov - no refund

Risk Assessment

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

Insurance

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

Marketing for Stallholders & Frost Fair

There will be a series of marketing activities including: pre and post event press releases, newspaper/radio interviews; Social networking- facebook, twitter; PR in local independent community magazines; PR in local papers; Local Council publications; Added to the schedule of events on relevant website listings; Promoted by Rushmoor Borough Council; 26k printed programmes; Posters in public areas and schools; Banners across the area pre-event.

Electricity & Hiring 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.

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. It is a tarmac surface.

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.

Smoking and Animal Policy

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

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 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) and Hampshire County Council Trading Standards (Tel: 01962 833620). Please do not contact these numbers for general enquiries.

Extra Lighting

All stalls must 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.

Sale of Alcohol

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

- Have a TENs 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.

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 3x3m 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 by 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.

Setting Up, Packing Away and Parking

- Please arrive promptly to set up, as detailed in the Stallholder Confirmation 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. All vehicles must be removed from the site by 9.15am and will not be allowed back on the site until after the event has finished at 4.30pm 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 6pm. If pitch holders have run out of products, they must use the remaining time as a promotion opportunity.

Compliance

- Fuse Projects reserve 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.

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 the Fuse Projects 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.
- 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.

