

ANDOVER SHILLING FAIR

SUNDAY 9 AUGUST 2020



STALLHOLDER INFORMATION PACK

Thank you for your interest in **Andover Shilling Fair 2020**.

ABOUT THE EVENT

On Sunday 9 August 2020, Andover High Street will come to life at the Andover Shilling Fair – an unmissable free day out celebrating the town's Georgian heritage.

Andover's stunning Georgian streets will come alive with a programme bursting with colourful street performers, Regency dancers, horse and carriage rides, traditional fairground attractions, local musicians, a large themed food and craft market and fun hands-on family activities. The event is free for visitors.

Over 4500 revellers came along to the Shilling Fair in 2019. We expect this to grow in 2020.

The event will run between 10am-4pm in Andover's busy pedestrianised town centre.

The Shilling Fair is managed by a small Committee made up of FUSE Projects, Andover Town Council and Test Valley Borough Council.

45 pitches are available, costing just £50 for a 3x3m and £90 for a 6x3m space.

WHO SHOULD APPLY?

We are particularly looking for both passionate, enthusiastic stallholders who will enter into the Regency spirit of the day...

- Local artisanal food, drink and street food producers / suppliers
- Handmade and traditional / rural crafts and gifts
- Vintage, ephemera and brocante stalls
- Plants and garden related stalls

All stallholders are regulated to avoid a duplication of products.

REGENCY STYLE IDEAS FOR YOUR STALL

We would like all of our stallholders to get actively involved in the Regency and Georgian theme of the event. Think Jane Austen and Mr Darcy!

Why not decorate your stall – perhaps with greenery or bunting?

Or wearing something from the era – a bonnet, a scarf, some breeches... or go for the full outfit! Have a look at this article for some ideas:

www.historic-uk.com/CultureUK/Georgian-Fashion

MARKETING CAMPAIGN

The event is being marketed through FUSE Projects, Andover Town Council, Test Valley Borough Council and Andover Town Centre Partnership

There will be a series of marketing activities including:

- Highlighted promotions on all websites listed above
 - Social media - facebook, twitter
 - PR in local papers and community publications
 - Listings on events websites and 'what's on' guides
 - 3000 distributed printed flyers
 - Posters in public areas and schools
 - Banners across the area pre-event
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EQUIPMENT AT THE VENUE

All stallholders must provide the equipment required for their stall as no equipment is available to hire at the venue (gazebos, tables etc).

ALCOHOL SALES

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

HOW TO APPLY

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 Fuse Projects, 20 Butts Road, Alton, Hants GU34 1NB.

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.

Application deadline is 5pm Friday 31 July 2020.

Please send completed applications by email to jenny@fuseprojects.co.uk or by post to: Fuse Projects, 20 Butts Road, Alton GU34 1NB.

STALLHOLDER TERMS & CONDITIONS

Booking a Pitch

All applications should be returned 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 event. We will notify applicants of the outcome shortly after the deadline. Successful stallholders will receive a confirmation pack containing full details of the event, arrival times etc at least a week before the event.

Eligibility and Selection Criteria

Please refer to the stallholder criteria in the Stallholder Information Pack.

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, refunds and cancellations

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 a cancellation:

- i) by the stallholder;
- 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

Insurance

All pitch holders must supply their own Public Liability Insurance (min. £2m) and provide a copy of the policy with the pitch holder's application form.

Electricity

Outdoor 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.

Gazebos

Stallholders must provide their own gazebos. These must be fire retardant, in sound condition and strongly secured or anchored to ensure they do not move or collapse in windy conditions. It is a tarmac surface.

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.

Damage to Site

The site is owned by Hampshire Highways, Test Valley Borough Council Andover Town 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 / premises during the day of the event.

Health and Safety

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

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.

Setting Up, Packing Away and Parking

- As detailed in the Stallholder Confirmation Pack, stallholders must arrive and unload promptly, removing their vehicle from the site when instructed.
- Pitch holders may only begin packing up once the event has finished. Any pitch found to be trading outside public hours maybe subject to a fine.
- Parking is free in Andover Town Centre on Sundays.

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 Test Valley Borough Council Environmental Health Department and Hampshire County Council Trading Standards (Tel: 01962 833620). Please do not contact these numbers for general enquiries.

Sale of Alcohol

Pitch holders wishing to sell alcohol for consumption 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.

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 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.