



BIG BIRTHDAY BASH

STALL HOLDER INFORMATION PACK 2024

Thank you for looking to join Thames Valley Air Ambulance at our Big Birthday Bash on Saturday 22 June from 11am - 5pm at Penn Estate, Amersham.

The event is taking place to celebrate the 25th anniversary of Thames Valley Air Ambulance. The event includes a full programme of entertainment, fun activities for all the family and special demonstrations from our crews, not forgetting our helicopter landing on site.

40 pitches are available, we are expecting around 1,000-2,000 attendees on the day.

WE ARE LOOKING FOR:

- Stallholders that sell quality crafts, artisan food and drink products
- Preferably stallholders from Buckinghamshire, Oxfordshire and Berkshire
- Stallholders that use eco-friendly / biodegradable / recyclable food packaging and provide ample facilities for refuse and recycling
- Stallholders looking to support their local air ambulance

PITCH FEES

- £25 for a single pitch 3x3m gazebo
- If you're able to, donate a prize that can be used in raffle on the day to raise funds for Thames Valley Air Ambulance

POSITIONING & PARKING

Pitches will be on the far side of the field. There will be a small space between stalls. There is free parking and stallholders will be able to drive up to their pitch from 8am on the morning of the event to set up. All cars must be clear of the site by 10am.

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

We'll send all stallholders 50 printed flyers for you to distribute and share about the event. Please feel free to use them in your postal orders you send out to customers, handed out at other events or in shops & used to promote the event to your own following. Let us know if you run out and need more sent.

Please follow us on our social media and we would love you to also share your presence at the event on your social platforms. It goes without saying that the more you do in advance the more interest you are likely to get at the event. Please tag @tvairambulance in all posts, stories and communications and make sure to invite your audience along to the event.

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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 Thames Valley Air Ambulance. We will decide offers as part of an ongoing process, so please apply as soon as possible to avoid disappointment. We are unable to reserve specific locations for stalls. **Applications will close when all pitches are fully booked.**

If you would like to apply for a stall, please complete and submit [the Stallholder Application Form](#) at your earliest convenience. If you have any queries, please contact fundraising@tvairambulance.org.uk

PAYMENT

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

TERMS & CONDITIONS

Allocation of Pitches

- Pitches will be allocated by Thames Valley Air Ambulance
- A number of factors will be taken into account including the variety of the goods, the overall balance of produce at the event and health and safety considerations.

Gazebos

Vendors must provide their own commercial standard gazebos. The vendor's own gazebos must be in sound condition and strongly secured or anchored to ensure they do not move or collapse in windy conditions. If a structure is deemed unsafe, the decision by the event manager and safety officer is final.

Description of Goods

Pitch holders may only sell the goods originally identified on their application form, unless otherwise agreed with Thames Valley Air Ambulance.

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 registered Gas Safe engineer.
- If there is an increased risk of fire, e.g. from cooking, or use of a generator, stallholders are responsible for providing fire extinguishers and fire safety equipment appropriate to the increased fire risk at their stall.
- Any pressure vessels must have an up to date inspection certificate to demonstrate compliance

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with the Pressure Systems Safety Regulations. Where the pressure vessel requires a Written Scheme of Examination, this must also be provided.

- Copies of all relevant certificates must be provided with the pitch holder's application form.

First Aid

Medics will be on site during set up and for the duration of the event. A site map will be shared with all traders highlighting where the First Aid location point will be sited.

Security

Stewards will be on site for the duration of the event and for event set up. Traders are responsible for the safe-keeping of all goods/items on their pitch. The organisers will not be responsible in any way for the loss or damage to exhibitor's property or vehicles whilst at the event.

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 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 24 May - 50% refund
2. Cancellation on / after Friday 24 May – 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 Penn Estate. 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 food for immediate consumption, the stallholder must provide eco-friendly / biodegradable / recyclable food packaging.

Compliance

- Thames Valley Air Ambulance reserve the right to reject applications and to organise the location of pitches in accordance with its own scheme.
- Thames Valley Air Ambulance 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.
- Thames Valley Air Ambulance accepts no responsibility for loss or theft of goods while attending the event. 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.

Electricity & Power

- Stallholders must provide their own power.

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- 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 Briefing. 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.

- There is strictly no vehicle movement from when the event open to the public until the event is closed.
- The site includes an exclusion zone for the helicopter landing accessed by event personnel only. Trade entry times and details will be passed on to all stallholders prior to the event with site maps and further event details. 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.
- There is a strict no smoking policy for all stall holders.
- There is no overnight accommodation on site.
- The event is dog and child friendly. You're welcome to bring your own dogs or children but must be supervised at all times.
- 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.

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