



Stall Allocation Fact Sheet

Each year, we receive more applications for stalls than there are stall pitches available. This means that some applications are rejected and we understand the frustration that this causes. We try to be as fair as we can and the process that we use to allocate the stalls is explained below. **Please note the change to timings for 2024 – applications are open earlier than in previous years.**

1. We do not select stalls based on timing of application. The website is open for applications between July 1st and August 1st and all applications are considered equally regardless of the date of the application.
2. We appreciate that many stallholders have been supporting the Fair from the beginning and while we wouldn't be as successful as we are now without you, we also realise that there are lots of new local businesses and services that want to take part. Therefore there is no priority given to those who have been before.
3. Mill Road Winter Fair is a mix of community, charity, market and craft, plus food stalls and we want to maintain a balance at all sites. Where there are many stalls offering similar items, we group them and pick names at random. We aim to provide a diverse and vibrant mix of stalls at all the Fair's venues, which changes from year to year.
4. Mill Road Winter Fair is a local street Fair and priority is given to Cambridge-based businesses, especially those in Mill Road, and to local charities and organisations. This does not exclude our out of Cambridge supporters and again a lottery for places will be held so we get a good mix of everyone.
5. We are aiming to make the Mill Road Winter Fair an eco-friendly event and ask that all food/drink stalls use only biodegradable paper containers/wrappers and wooden implements – preference may be given to stalls that comply with this policy.
6. We receive so many applications from charities and community organisations that we cannot accommodate them all. We will restrict the number of charities and campaigning groups, placing the emphasis on local charities and community groups rather than major national charities and religious groups. We will expect any stalls for political parties to demonstrate that they have a clear Mill Road connection in terms of activities and membership. Stalls for political parties pay the full stall rate.
7. We would appreciate stallholders showing their commitment to the Mill Road community by providing a volunteer steward for two hours at this year's Fair. This is not a requirement but is hugely appreciated. The Market Stalls Application Form has a space for you to select this option. Please note that volunteers must be over 18 and must attend the formal safety and security briefing in November at a local (Mill Road) venue.
8. Those who are flexible and willing to try a new location are easier to site than those who aren't. The assumption is that the vast majority of stalls will have their own gazebo. Inside space is extremely limited. We group applications as before to ensure a good mix of stalls and select at random.

Everybody who works to plan and run the Fair is a volunteer so please don't expect a rapid response to queries. We will often only be able to respond outside normal working hours.

Further Information

Please look at the information on the Mill Road Winter Fair website. If you have a specific query, then please send an email to stalls@millroadwinterfair.org.