



Allocation of Food and Market (Non-food) Stalls - General Fact Sheet

This a general information sheet which applies to all. It is important that you read the Food/Drink and Market (Non-food) Stalls Fact Sheets, depending on what you wish to sell, in addition to this.

The number of pitches available for stalls is limited and we receive more applications than there are stall pitches available. 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 from 1st July 2024.**

1. We do not select stalls based on timing of application. The website is open for applications between 1st July and 1st August 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. As such, 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/drink stalls and we want to maintain a balance at all sites. We select stalls which we feel fit in with the atmosphere.
4. Where there are stalls offering similar items, we group them and pick names at random. We aim to provide a diverse and vibrant mix of stalls across all the Fair's venues.
5. 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 some places will be allocated to those from outside Cambridge so that we have a diversity of stalls and stallholders.
6. We aim to make 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.
7. 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.

8. 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.
9. 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 isn't mandatory but is much appreciated. 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.
10. 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.