



NEW ALRESFORD TOWN COUNCIL

Alresford Recreation Centre, The Avenue, Alresford, Hampshire, SO24 9EP
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NEW ALRESFORD TOWN COUNCIL VENDOR POLICY

1. Introduction

The purpose of this policy is to govern the use, operation and the processes for Trade Stall and Business Vendors and Stalls operated by Local Groups, to use space or land owned by New Alresford Town Council (NATC)

A full list of these locations is recorded in Appendix 1.

2. Objectives

New Alresford Town Council aims to provide a clear understanding for it's approach to the use/hire of Trade Stalls or Business Vendors and Stalls on its land.

3. Policy

Mobile van vendors

It is the policy of NATC that **Mobile** Trade Stall or Business Vendor's selling food, beverages or business retail items are not permitted to operate on land owned by NATC.

Food and beverage stalls/ stands at one-off events

NATC may grant permission to local groups, clubs and societies using NATC land for various one-off events, to organise stalls/stands (not mobile vans) operated by local trade and business vendors and/or local groups, for the sale of food and beverages only. This will, by its nature, be a short-term situation. Where these stalls/ stands are operated by trade and business vendors, they must be local vendors.

Request for permission must be received in writing to the Town Clerk, six weeks prior to the date of the event. Any fee payable from the stall/ stand would be direct to the event organiser, however they would also be responsible for all governance arrangements (e.g. health and safety, insurances, licenses).

Retail stalls/ stands at one-off events

NATC may grant permission to local groups, clubs and societies using NATC land for various one-off events, to organise stalls/stands selling retail items if the stall/stand is run directly by the members or volunteers and exclusively for the direct financial benefit of the group, club or society.

Any such request must be received in writing to the Town Clerk, six weeks prior to the date of the event.

Stalls/Standards that retail items for sale to the General Public run or owned by Trade and Business Vendors or Businesses will not be permitted.

4. There are two exceptions to this:

Ice cream van

An ice cream van is not considered direct competition to any of the town centre businesses. Permission may be granted to a local group, body or society using NATC land for an event, to allow an ice cream van to attend their event. Request for permission must be received in writing to the Town Clerk, six weeks prior to the date of the event.

Retail items specifically related to event type

Stalls/ Stands operated by Trade and Business vendors selling items that are not available locally and are specifically related to the event type (e.g. glow sticks at Fireworks event) may be permitted by the Council. Any such request must be received in writing to the Town Clerk, six weeks prior to the date of the event.

5. Review

This Policy will be reviewed and approved by Full Council on an annual basis.

Date Approved	Minute Ref
24/06/2025	25/026c

Appendix 1

New Alresford Town Council Public Open Space:

Arlebury Park, The Avenue, Alresford

Sun Hill Recreation Park, Alresford

Stratton Bates Recreation Ground, Alresford