



St Albans Street Festivals

Detailed pitch and pricing information

MARKET STALLS ARE NO LONGER AVAILABLE AT ST ALBANS STREET FESTIVAL EVENTS. ALL TRADING WILL TAKE PLACE EITHER FROM TRADERS' OWN GAZEBOS OR FROM SPECIALLY ADAPTED VEHICLES. IF YOU DO NOT HAVE ACCESS TO A GAZEBO, PLEASE EMAIL FESTIVALTRADERS@STALBANS.GOV.UK

Pitch Sizes:

Standard Space - 3m wide x 3m deep

Large Space - 4.5m wide x 3m deep

Double Space - 6m wide x 3m deep

If you require more space than this, please contact us to discuss.

What needs to fit within a pitch?

- Equipment
- All stock
- Any generators
- Any BBQ's or grills
- Tow bars
- Space required to open any trailer doors
- All staff

Please ensure you choose a big enough trading space for your needs. If you stray out of the boundary of your pitch or stall, you will be taking up space booked by another trader. If you have not booked a space large enough to fit all your equipment, you will not be able to set up to trade, you will be asked to leave and your stall fees will not be refunded.

Traders must not set up their pitches to block shop entrances or exits.

Traders must not store any equipment in shop doorways or allocated fire exits.

St Peter's Street will be closed to non-event vehicles from 9am. Traders may access St Peter's street to unload from that time but must move their vehicles offsite as soon as possible. We will issue detailed information and instructions regarding accessing the site in your trader pack on Monday 23 May. You are able to trade from when you have set up until the event is closed.

Trading Fees

Fees are charged according to which of three categories your goods fit into (C1, C2, C3). If you are unsure which category your goods fall into, please contact the Events Team to discuss. If you sell products that fall into two categories, you will be charged the higher of the two prices. The Events Team will have the final say on which fee you will be charged.

C1	C2	C3
Crafts	Food Gift	Hot Food
Non-food Gifts	Drink Gift	Drinks for on-site consumption
Clothing	Sweets	Drinks
Jewellery	Hampers	Ice-Cream
Toys	Meats	Sushi
	Cheese	Hot Desserts
	Jams	Salads
	Bread	
	Olives	
	Cakes	
	Novelty Lights	

Discounts are available for the following traders:

- 15% Discount – If your business is registered in St Albans City and District
- 15% Discount – If you have traded 5 or more times on the St Albans Charter Market, Farmers Market or BID Market
- 50% Discount – If you are a full levy payer of St Albans BID

Discounts will only be applied to the pitch fee, not to any fixed costs such as Priority booking.

Charity stalls are available for any non-profit organisations at the discretion of the organisers.

Category	C1			C2			C3		
Commodity	Crafts Non-food gifts Clothing Jewellery Toys			Food gifts Drink gifts Sweets Hampers Meats Cheese Jams Bread Olives Cakes Novelty lights			Hot food Drinks for on-site consumption Drinks Ice cream Sushi Hot desserts Salads		
Size of trading space	Standard	15% local / market trader discount	BID Discount	Standard	15% local / market trader discount	BID Discount	Standard	15% local / market trader discount	BID Discount
3 x 3	£72.00	£61.20	£36.00	£96.00	£81.60	£48.00	£120.00	£102.00	£60.00
4.5 x 3	£105.00	£89.25	£52.50	£140.00	£119.00	£70.00	£175.00	£148.75	£87.50
6 x 3	£144.00	£122.40	£72.00	£192.00	£163.20	£97.50	£240.00	£204.00	£120.00

Priority Booking	£60
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Final trading fees and payment details will be emailed to you when you are informed if you have been allocated a pitch. By completing the payment, you are confirming you wish to accept the pitch at the event. All payments are non-refundable except in the case of the event being cancelled in advance due to Covid or any other circumstance beyond our control. Invoices for traders who have not selected Priority booking will be sent out week beginning 25 April. Invoices for traders with Priority Booking will be sent out week beginning 2 May. Payments will be taken via an online payment portal where you will then be emailed a receipt and confirmation of

payment. If you are unable to pay online, then payments can be made over the phone where again, you will receive a receipt and confirmation via email.

Every effort will be made to ensure as vibrant a commodity mix as possible, but no guarantees are made that traders will not be placed in close proximity to traders selling similar items. In order to help us to create as beneficial a trading environment as possible, please be specific about the items you are planning to sell.

Due to the high volume of applications that we receive, we will not enter into any discussion about the decisions that are made regarding allocation.

Priority booking

The Priority Booking scheme is open to all traders. Those wishing to apply must select that option on the application form. The fee is £60 per event.

When applications close, Traders who opt into the scheme will be sent an event map showing the available pitches. These traders will be given until 9am on 3 May to reply with their first and second choice of trading locations. Pitches and stalls will be allocated on a first-come, first-served basis by the event team.

The £60 fee per event will be added to the fee only if the trader is allocated one of their first or second choice of locations.

Traders who do not take part in the Priority Booking scheme will be allocated a trading position via email week beginning 25 April. Details of pitch location will be provided with the trader pack on 23 May. These positions will be non-negotiable.

Priority Power Pitches

We have in the past offered traders the opportunity to plug into a power supply on the street, in bollards etc. **Please note that these are no longer available.**