



Ice Cream and mobile refreshment stall concession application for the 12 months from 1st April 2025

Your details	
Name	
Trading Name (if any)	
Address	
Post code	
Mobile / Landline	
Email	
Registered company (if applicable)	
VAT number (if applicable)	

Site	Map reference	Amount offered* £
North Malvern Car Park	SO 771 469	
Blackhill Car Park, Jubilee Drive	SO 767 406	
Mill Pond, Golden Valley, Castlemorton	SO 775 371	
Swinyard Car Park, Castlemorton	SO 767 382	
Old Hills, Callow End	SO 829 488	
Lower Beacon Road Car Park, Wyche Cutting (please note this pitch is subject to noise restrictions – e.g. a trailer only or a vehicle with a silent running refrigeration system)	SO 769 438	

*The amount offered is subject to VAT at 20%

Application Details (see notes for applicants)	
Type of Refreshment Unit	
Type of refreshment offer	
Water and Power	
Waste and litter management	
Sustainability	
Expected times and dates of operation	
Required trading conditions	

Please note:

- Malvern Hills Trust shall not be bound to accept the highest or any offer.
- The closing date for offers is **noon on 7th March 2025**.
- The full amount offered shall be paid by **31st March 2025**.

Conditions

1. The concession will be given only to an operator who is registered with an appropriate authority as a food business. Please therefore supply the following:
 - a. the date of such registration
 - b. the local authority
2. It will be necessary for the operator or any employees to be adequately trained in food hygiene and to comply with food safety and health and safety legislation.
3. Prices of the goods on sale to be displayed in a prominent position. No on-site advertising, other than on the vehicle itself, shall be permitted unless authorised by Malvern Hills Trust.
4. This agreement shall not be assigned or sub-let in whole or in part without the prior consent in writing of Malvern Hills Trust.
5. At Lower Beacon Road Car Park, the use of a low-noise or silent running unit is required.
6. The operator shall be responsible for removing from Malvern Hills Trust's land all litter generated from his or her sales in the immediate vicinity of each vehicle and shall provide a litter basket outside each vehicle for this purpose.
7. No music is to be played.
8. The operator shall provide full details, including the registration numbers of all vehicles selling ice creams or refreshments under the terms of this licence.
9. Malvern Hills Trust shall be entitled to rescind the licence for breach of the above conditions.

I confirm my agreement to the above conditions

Signed

Dated

Notes for applicants

1 Type of refreshment unit

Applicants are asked to provide information on the existing or proposed format and size of retail unit – e.g. whether it is a self-propelled van or trailer and include, where possible, dimensions.

Applicants should familiarise themselves with the access and layout of the car parks and the precise location granted to the mobile stall as approved by the Trust. The location will be wherever possible to avoid obstructing parking bays or access routes.

2 The refreshment offer

Applicants are asked to give details of the range of refreshments that would be on offer. These might include:

- Ice creams
- Hot and cold drinks
- Snacks and Sweets
- Home produced refreshment items
- Cakes
- Sandwiches
- Hot food – please indicate types and range

Alcohol sales will not be permitted.

3 Water, Noise and power

External mains power / water supplies are not available on the sites. It is therefore a requirement that any trading unit operating from an MHT car park will have to be fully self-contained and if needed have its own water storage supply, heat and power sources.

Applicants are asked to provide information on how their unit is / would be powered, whether an electrical generator would be required and how noise of this equipment would be controlled.

Please note that Lower Beacon Road Car Park requires the use of a low-noise or silent running unit.

If hot drinks or food is part of the offering, applicants should explain how these would be prepared, including whether gas heaters are used.

4 Waste and litter management

The unit operator will be expected to manage and control litter and waste from their trading activity to stop it from adversely affecting the Hills. Applicants should indicate what waste collection, handling and disposal they would undertake.

5 Sustainability

Applicants are asked to provide information on the environmental sustainability of their operation. For example applicants might include information on

- use of sustainable containers – plastic, waxed paper, starch or paper
- offers for customers with reusable receptacles
- waste minimisation

6 Expected times and days of operation.

Applicants should give an indication of the times and days that they would plan to operate from the site. Consideration should be given both to seasonal visitors and regular local users of the site.

7 Required trading conditions

New applicants should provide an indication of what level of footfall and transactions they expect to make it economically viable for them to operate on the site.

All food businesses must comply with Food Safety Requirements according to The Food Hygiene (England) Regulations 2013.

The concession will be given only to an operator who is registered with an appropriate authority as a food business. Please therefore supply the following:

- a. the date of such registration
- b. the local authority

It is the responsibility of the operator to ensure that they and any employees are adequately trained in food hygiene and to comply with food safety and health and safety legislation.

8 Other points of note

Seating - There is no seating / picnic area at the sites.

9 Fee offered for pitch

Applicants should clearly indicate the level of fee they would offer for the licence to operate their refreshment stand for the 12 months commencing 1st April 2025. Fees payable will be subject to standard rate VAT (currently 20%).