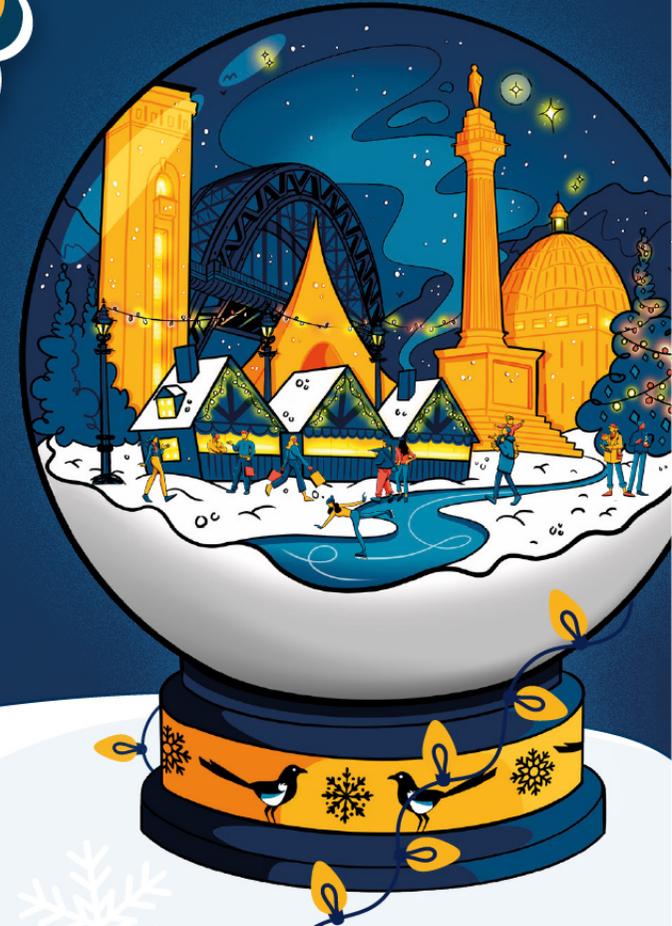


Newcastle City Council & NE1

NEWCASTLE'S CHRISTMAS

2026

Trader Pack



Newcastle's Christmas Market is the biggest event in the region's festive calendar.

With a curated mix of unique and local stalls, **last year's market attracted over 2.8 million visits** and the event takes place on some of the city's most iconic and renowned historic streets.

Our vision for Newcastle's Christmas Market is:

- To be a **unique and highly curated** market **complementing the architecture, businesses, and events within the city**
- To be a **platform for small businesses** to have a city centre location at this **peak retail time**
- To offer a **distinct, magical and engaging programme** for both residents and visitors that **fosters interest and wonder**
- **To grow organically and appropriately**; with distinction, quality and **authenticity at its heart**
- **To be constantly improving** through listening to traders, residents, and visitors
- To offer a **comprehensive family festive area for all ages to enjoy**
- To be **one of the best Christmas Markets in the UK**



Why be part of Newcastle's Christmas Market?

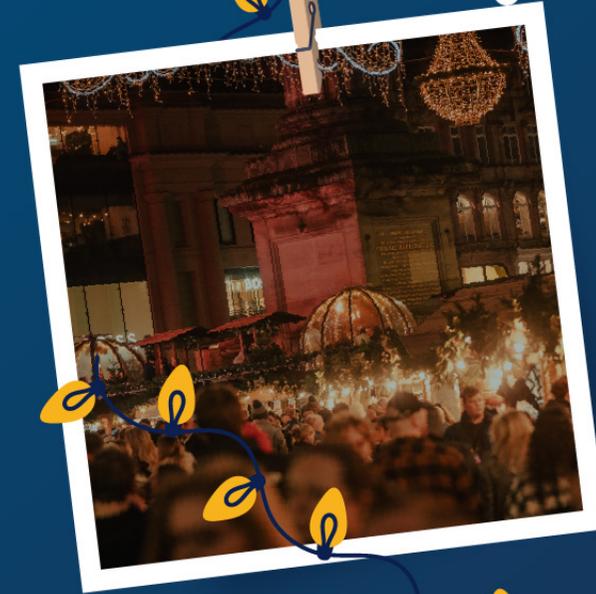
- The market attracted **over 2.8 million visits in 2025, a 62% increase on 2024**
- It also secured extensive PR coverage **locally, regionally and nationally**
- Social Media campaigns generated **over 4.5 million impressions** throughout the period, including several spotlight videos focusing on individual traders
- 94% of visitors rated the market positively in 2025, with **64% rating it in the highest possible terms**
- 55% of visitors **stayed longer than an hour** at the market last year

Trader feedback:

“The atmosphere was amazing this year, plus a great opening ceremony. The Christmas lights make such a great impact and visually with the igloos around create the atmosphere.”

“All the marketing that the team carried out to promote the Christmas Market truly boosted footfall and improved our brand awareness.”

“We did insanely well at the markets, we saw a 40% uplift in business and the week after the shop was filled with people we had given samples and chatted to. It was fantastic!”





Dates, Opening Times and Locations

This year Newcastle's Christmas Market runs:

Thursday 19th November – Wednesday 23rd December 2026.

Building on the success of 2025, this year's Market will take place around Monument and on Grey Street, Grainger Street and Nelson Street, with the Family Festive Village returning to Old Eldon Square.

Opening times are:

Monday – Saturday: 10am – 8pm

Sundays: 10am – 5pm

Please note that it is mandatory for stall holders to stay open during these times



Location and Zones

This year's Christmas Market builds on the successful 2025 layout, with a mix of hot food and retail across **Grainger Street (Zone 1)**, **Grey Street (Zone 2)**, and **Grey's Monument (Zone 3)**

We will bring back Nelson Street (Zone 4), which will once again directly connect the Christmas Market to Grainger Market, Eldon Square and Blackett Street.

We will also continue to build on the tremendously popular Family Festive Zone in Old Eldon Square, with a family-focused offering all week round.



What's included with your chalet hire:

Event Management Support

- The Market event team are available in the run up and throughout the market to help with any queries and advice
- During the market a dedicated site manager and deputy will be on-site for the duration of the market

Security

- Dedicated Security staff both day and night for the market footprint

Welfare

- Access to toilets nearby
- Discounted teas and coffees at Moosenwirt for traders

Marketing

- Each trader will feature on the city's dedicated Christmas website - www.newcastleschristmas.com which last year had over 170,000 visits
- Each trader will feature on the NE1 website - www.getintonewcastle.co.uk
- Trader focus across social channels reaching over 295,000 followers
- Vox pops with traders



Small Chalets

3m x 2.4m



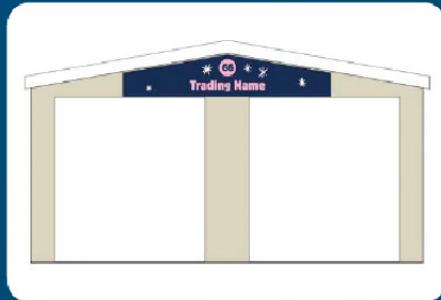
Open Chalet



Countertop Chalet

Large Chalets

4.5m x 2.4m



Large Open Chalet



Large Countertop Chalet

Pitch options

All chalets throughout the market are constructed of wood with natural wooden interiors and will be ready built, decorated, and in place when you arrive.

There are two styles to choose from:

- Open chalets allow customers to come inside to view products.
- Countertop chalets have an open hatch and tabletop allowing for a served offer.

Both options are available in a large or small size and come with external decoration of festive greenery and festoon lights. See page 12 and 13 for trader signage guidelines.

Please note, sizes for signage will be sent out to successful traders after selection.

Pricing

Zone	No. of Weeks	Retail		Hot Food		Alcohol Off Sales
		Small Chalet	Large Chalet	Small Chalet	Large Chalet	Small Chalet
1, 2 and 3 Grainger Street, Grey Street, and Monument	1	£882	£1,323			£1,386
	2	£1,764	£2,646			£2,772
	3	£2,646	£3,969			£4,158
	4	£3,528	£5,292			£5,544
	5	£4,410	£6,615	£15,430	£16,500	£6,930
4 Nelson Street	1	£672				
	2	£1,344				
	3	£2,016				
	4	£2,688				
	5	£3,360				
Family Zone Old Eldon Square	5				£7,040	



Power charges

Type	Units	No. of Weeks				
		1	2	3	4	5
32 amp, single phase	1	£35	£69	£104	£139	£173
32 amp, single phase	2	£69	£139	£208	£277	£347
32 amp, single phase	3	£104	£208	£312	£416	£520
32 amp, three phase	1	£104	£208	£312	£416	£520
32 amp, three phase	2	£208	£416	£624	£832	£1,040

*Please note all hot food traders will be metered and will pay for the power they use.



Application process

Application forms are available on our website [HERE](#).

- Applications must include a detailed description of the products you plan to sell at the Christmas Market, along with **3 - 6 images of the products you will be selling** to illustrate the quality of your products and packaging.
- Applications will be assessed based on our selection criteria overleaf, so please include as much information as possible.
- The selection panel will be curating the mix of stalls across the market to ensure a good mix of food and retail, along with strong product ranges that will complement other retailers in the city, so please include images that fully illustrate your product range.
- As part of the application process, all traders must upload a copy of their current Public Liability Insurance via the online submission portal. Hot food traders will also be required to submit copies of their valid Food Hygiene Certificate and Gas Safety Certificate as part of their application.
- Please note that having been successful in taking a stall with us in previous years, does not automatically qualify you for this year; so please be as detailed as possible about your products.

The deadline for applications is 27th March 2026.





Selection criteria

Quality

We are looking for well made and innovative product ranges with a strong aesthetic and consistency of design and quality across the product range.

Locality

We'd like to know where you are based. If there are two similar product ranges, we would look at the trader closest to the region.

Product Range

We are looking for a strong mix across the Market for food and retail of gifts and produce.

Customer Profile

We are looking to curate the market with a range of products in line with our customer profiles.

Price Point

Based on average spend and customer profiles from previous years, we want a good mix of price points with high level of affordability.

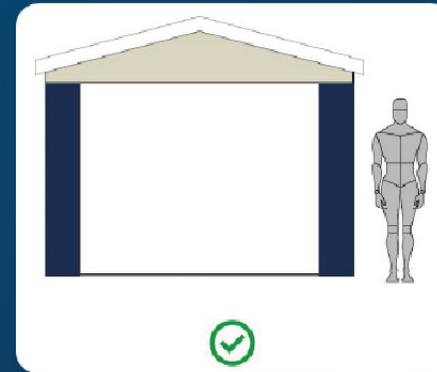


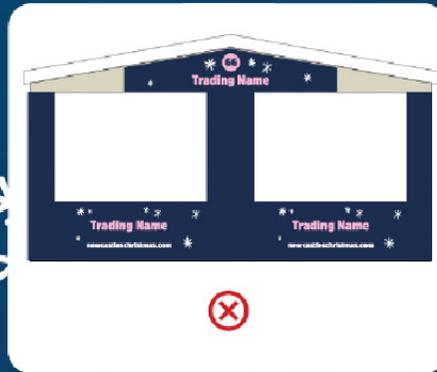
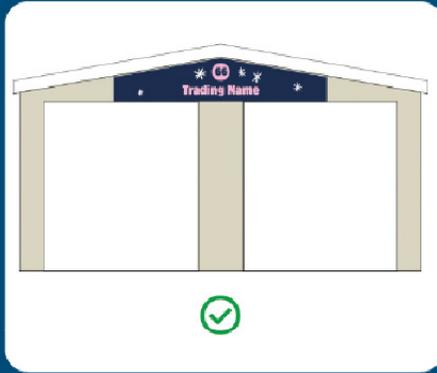
Additional information - Signage and Dressing

Small Chalets

You may only affix signage to the exterior of your chalet in the approved zones shown. You must not put any signage on the sides or rear of the chalet.

You may use your own design, or the event branding should you choose. Any design using the event branding must be approved by the Organiser.





Additional information - Signage and Dressing

Large Chalets

You may only affix signage to the exterior of your chalet in the approved zones shown. You must not put signage on the sides or rear of the chalet.

You may use your own design, or the event branding should you choose. Any design using the event branding must be approved by the Organiser.

Please note, no additional flags, banners or signage are permitted to be displayed.



More than a Market

Newcastle's Christmas Market is about far more than trading from a chalet for a few weeks each winter. It's about being part of a community that champions creativity, supports small businesses, and celebrates the stories behind every product.

Each year, the market brings together independent makers, local producers and traders from across the region and beyond, creating a shared experience that extends beyond the trading day. At its heart, the market is shaped by the people who return year after year, building connections with one another and becoming part of the city's wider Christmas programme.

Supporting small businesses to grow

For many traders, Newcastle's Christmas Market is a platform – not just for sales, but for exposure, confidence and growth.

Being part of the market means:

- Reaching new audiences from across the region, the wider UK, and internationally
- Showcasing your brand in one of the city's most iconic locations
- Building long-term customer relationships beyond the festive period
- Connecting with fellow traders, creatives and stockists

We're proud that so many traders tell us the market has helped open doors – from wholesale opportunities and new collaborations, to increased online sales long after the chalets have packed away.



Trader experience:

Corinne Lewis-Ward

Owner, Powder Butterfly

"The thing we enjoyed most was the sense of camaraderie between traders. Being surrounded by supportive, like-minded businesses and building friendships throughout the market made the experience genuinely enjoyable and created a strong feeling of community that extended beyond just trading"



Celebrating excellence: Trader Awards

Each year, we celebrate the incredible talent, creativity and commitment shown by our traders through our Newcastle's Christmas Market Trader Awards.

These awards are designed to recognise the people behind the stalls – whether that's outstanding customer experience, beautiful presentation, originality, sustainability, or simply going the extra mile to make the market special.

For us, the awards are about saying thank you. About shining a light on the hard work that happens behind the scenes, and celebrating the independent businesses that help make Newcastle's Christmas Market what it is.

Last year's winners included Crumbling, Konatsu, The Eco Stall, and Parmorama. In 2026 it could be you taking home one of the coveted Golden Nutcracker trophies!

NEWCASTLE'S CHRISTMAS

2026

Thank you for your interest!

You should now have everything you need to apply to trade at Newcastle's Christmas Market this year.

Please take the time to read through this document carefully, including the selection criteria, as well as the terms and conditions contained in the application portal. When you're ready, you can submit your application below.

[Apply Now](#)

