

Newcastle City Council & NE1

Newcastle's *Christmas* 2025

Trader Pack



Newcastle's Christmas Market is at the heart of the city's Christmas programme.

With a unique mix of curated and local stalls, it **attracts in excess of 1.75 million visitors** and takes place across the city's iconic Georgian streets complementing the city's architecture and businesses.

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 **care 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 1.75 million visits in 2024**, a **28% increase on 2023**
- Extensive PR coverage both locally, regionally and nationally
- Social Media campaigns generated **over 4.5 million impressions** throughout the period, including several spotlight videos focusing on individual traders
- The average spend across all Christmas market visitors was £30
- 88% of visitors rated the market positively with 57% rating it as very positive, **an increase on 39% in 2023**

Trader feedback:

"The market has attracted a strong flow of local shoppers as well as tourists due to its prime location in the heart of the city. This has positively impacted our business performance."

"The promotion via social media from Newcastle City Council and NE1 really helped to push the stand and attract visitors. Our location within the market also allowed for great visibility alongside the general flow and layout of the chalets which allowed for easy customer movement."

"Brand awareness from a great location at the market and the opportunity to engage with new and existing customers. Excellent support from Newcastle's Christmas Instagram which drove our followers."





Dates, Opening Times and Locations

This year Newcastle's Christmas Market runs:

Saturday 15th November – Tuesday 23rd December 2025.

Building on the success of 2024, 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 layout of 2024 with hot food and retail across **Grey Street (Zone 2), Grainger Street (Zone 1), and Grey's Monument (Zone 3)**

In addition to this, for this year we have Nelson Street (Zone 4) which will directly connect the Christmas Market to the Grainger Market, Eldon Square and Blackett Street

We will continue to build on the Family Festive Zone in Old Eldon Square with a family focused offering which will now take place throughout the week as well as at weekends.



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 onsite for the duration of the markets

Security

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

Marketing

- Each trader will feature on the city's dedicated Christmas website - www.newcastleschristmas.com
- Each trader will feature on the NE1 website - www.getintonewcastle.co.uk
- Trader focus across social channels
- Vox pops with traders

Welfare

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



Small Chalets

3m x 2.4m



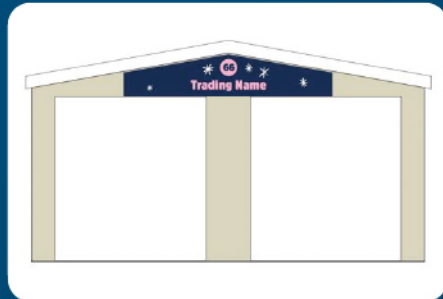
Open Chalet



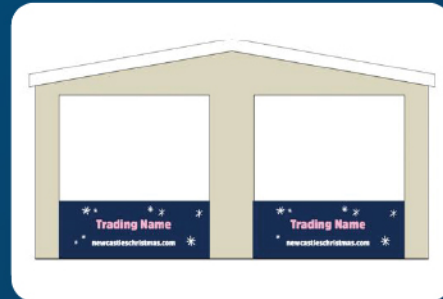
Countertop Chalet

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	Small Chalet	Large Chalet	Small Chalet
Grainger Street Zone 1	1	£840			£1,260
	2				£2,520
	3	£2,520			£3,780
	4	£3,360			£5,040
	5	£4,200			£6,300
Grey Street Zone 2					
	5		£14,025	£15,000	
Monument Zone 3	1	£840			£1,260
	2	£1,680			£2,520
	3	£2,520			£3,780
	4	£3,360			£5,040
	5	£4,200			£6,300
Nelson Street Zone 4	1	£640			
	2	£1,280			
	3	£1,920			
	4	£2,560			
	5	£3,200			
Old Eldon Square Family Zone					
	5			£6,400	



Power Charges

Type	Units	No. of Weeks				
		1	2	3	4	5
32 amp, single phase	1	£33	£66	£99	£132	£165
32 amp, single phase	2	£66	£132	£198	£264	£330
32 amp, single phase	3	£99	£198	£297	£396	£495
32 amp, three phase	1	£99	£198	£297	£396	£495
32 amp, three phase	2	£198	£396	£594	£792	£990

* Please note all hot food traders will be metered and expected to pay for power used.



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.
- 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 **Sunday 11th May**.





Selection Criteria

Quality

We are looking for well made 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.



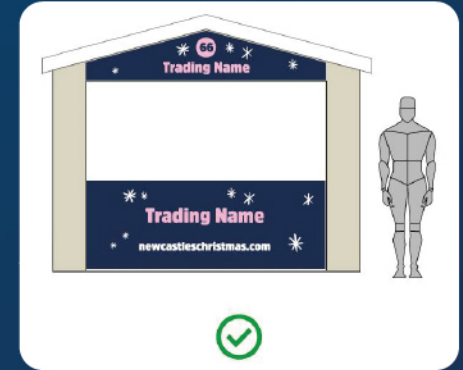
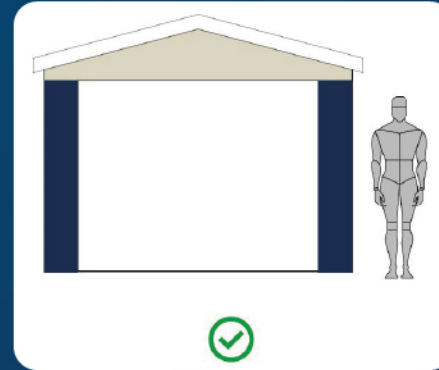
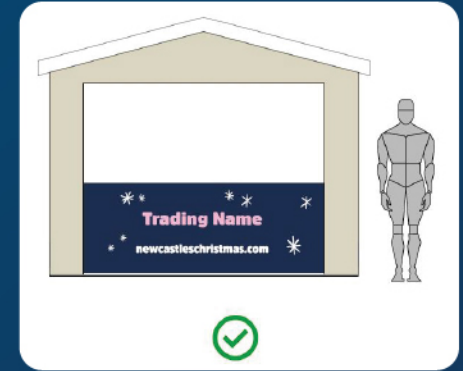
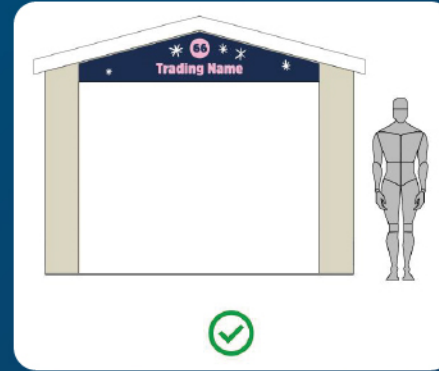


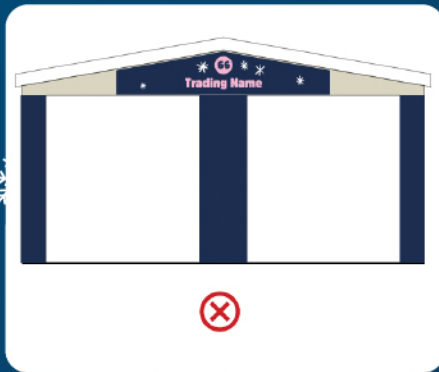
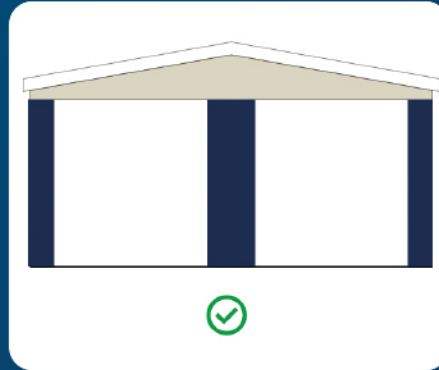
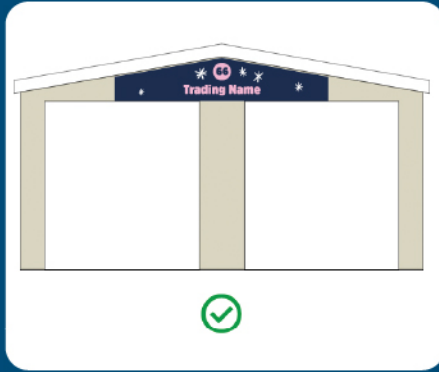
Additional information - Signage and Dressing

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 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.



Newcastle's *Christmas*

2025

Thank you for your interest!

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

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

Apply Now

