



Christmas Market 2020

Application Information and Guidance

This document provides guidelines to assist with completing the application process. It also outlines the criteria used when assessing applications and some general information relating to the event and operations.

2020 dates

The 2020 Newcastle Christmas Market will operate for approximately 6 weeks from mid-November up to Thursday 24th December. There may be an opportunity to extend until New Year's Eve, so do make us aware on the application form if you wish to be considered for an additional week's trading.

Daily Trading Times

Monday to Sunday 10am to 9pm (11am on Sundays)

Application Process

Applicants will complete an application form online at <https://newcastleschristmasmarkets.co.uk/> or alternatively using a PDF version.

Please be aware that applications from stallholders will only be considered if the application form is accompanied by photographs (or exact product samples) that are intended to be sold. Any product items or photographs you wish to be returned must have appropriate packing and postage fee supplied with the application. Please note, this also includes repeat stallholders.

Please be advised, we are not able to hold individual meetings to discuss applications or comments on product samples with applicants.

Selection Process

Both new and repeat stallholders will be considered on equal terms against the evaluation criteria.

The retail quality, exclusivity, uniqueness and mix of products on offer at Newcastle Christmas Market plays an important role in the overall appeal of Newcastle Christmas and is something that we want to continue to work at not only maintaining, but also enhancing. The following criteria will be considered when looking at stallholder applications. Please note that that the price may be subsidised if you are a local trader selling handmade products.

Locality

We are dedicated to supporting local businesses. In 2019, over 40% of stallholders were based in the North East. All other criteria being equal, stallholders from Newcastle and the wider North East region are given priority over those coming from further afield selling similar products. Please note, we will cross reference the address you provide with information stored at Companies House.

Handmade

Products that are handmade by the stallholder will score higher than those that are manufactured or handmade abroad. All items made abroad must be produced under Fairtrade conditions and evidence of this should be provided. Please ensure you give a detailed description of how and where your products are made. We would also like a description of where your materials are stored.

Retail Mix

It is important that there is a wide range of product types across the whole market. We are always looking for new and innovative products to be sold at the event. Certain product categories for example jewellery and food and drink retailers are always oversubscribed. In this instance, assessments will be made on their uniqueness, exclusivity and quality. They may also be benchmarked against other applicants in the same category.

Product Range

We will also take into consideration the range of products you wish to sell. Your product range must correlate with the retail mix you have selected. For example, if you sell hats and jewellery, you must declare both on the application form.

Please note, we will be performing random checks and any stallholder found selling items not declared on their application form will be asked to remove them immediately, especially if this conflicts with another stallholder's product range in the vicinity.

Quality

Products need to be finished to a high standard. They must meet manufacturing standards and may need to be approved by Trading Standards.

Product Pricing

We are looking for a range of variously priced products so that customers with all budgets can satisfied their Christmas shopping needs. Please note the application form asks for minimum and maximum price of your products.

Short Term Lets

As well as accepting applications for hire of the chalets for the 6 weeks, there are some short term let opportunities available. These short term lets are an opportunity for a small start-up or craft offer to test the Market for shorter periods.

Electricity and Utilities

All chalets are fitted with 2 x 13amp sockets for use during the Christmas market period.

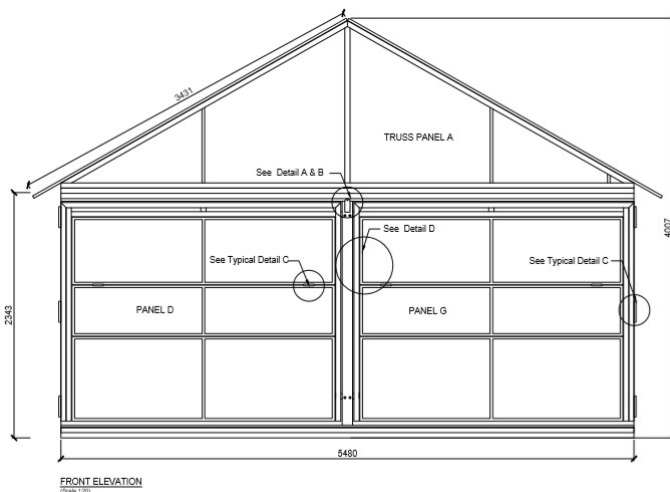
For significant power, a surcharge will be added to your rental. Please detail the size of power requirement and use within your application form if additional is required.

Each trader is responsible for keeping their immediate trading area clean and disposing of any waste accumulated in this area. Large 1,100 litre containers will be provided nearby for this purpose. Excessive waste may incur a surcharge to cover the additional cost of removing.

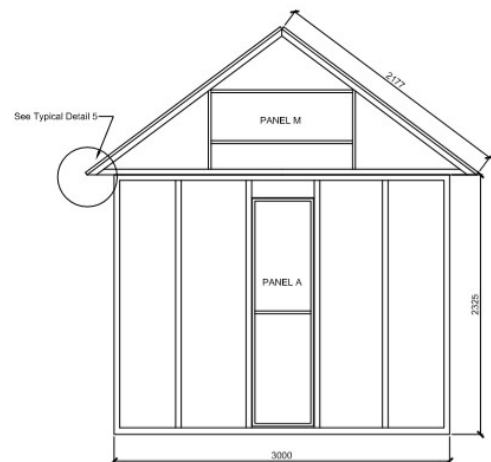
Chalet Sign and Pitch Number

The chalet name must be situated underneath the apex of the chalet and must only state the chalet name – no advertising banners or A boards are permitted.

Dimensions of the chalets are below for information:



5M CHALET



3M CHALET

Chalet Location

You will be required to select your preferred location option when completing your application form. If your desired location is over-subscribed, we will endeavour to provide a unit as close to that location as possible and that may impact the rental cost.

Please refer to the attached map for market zones locations.

Payment Schedule

Rental prices are based on the products traded and location within the market (the prices shown as for the full trading period);-

	Size	Category A	Category B	Category C	Category D	Category E
		Hot Food & Drink	Sweets & Hot Treats	Take Home Food & Drink	Non-Food General	Non-Food Bespoke/ Handmade
Zone 1						
Northumberland Street South	3M	£8,400	£6,750	£5,100	£4,500	£3,900
	5M	£14,000	£11,250	£8,500	£7,500	£6,500
Zone 2						
Northumberland Street Central	3M	£10,920	£8,775	£6,630	£5,850	£5,070
	5M	£18,200	£14,625	£11,050	£9,750	£8,450
Zone 3						
Northumberland Street North	3M	£8,400	£6,750	£5,100	£4,500	£3,900
	5M	£14,000	£11,250	£8,500	£7,500	£6,500
Zone 4						
Haymarket	3M	£6,720	£5,400	£4,080	£3,600	£3,120
	5M	£11,200	£9,000	£6,800	£6,000	£5,200
Zone 5						
Monument	3M	£8,400	£6,750	£5,100	£4,500	£3,900
	5M	£14,000	£11,250	£8,500	£7,500	£6,500
Zone 6						
Grainger Street	3M	£6,720	£5,400	£4,080	£3,600	£3,120
	5M	£11,200	£9,000	£6,800	£6,000	£5,200
Zone 7						
Blackett Street/ Old Eldon Square	3M	£5,040	£4,050	£3,060	£2,700	£2,340
	5M	£8,400	£6,750	£5,100	£4,500	£3,900

A £500 bond will be required UPON CONFIRMATION OF POSITION to ensure that all traders are compliant with terms and conditions of the market. This is in addition to your stated rental and will be returned after the close of the event if no infringements occur.

To guarantee your position at the market, the full outstanding rental, including bond, must be banked into the market management account by BACS or received in our office by cheque **no later than 31st July 2020.**

Application Process and Payment

The deadline for receipt of this application form is 1ST May 2020. You must enclose the following:-

- fully completed application form
- proof of public liability insurance (minimum £2million)
- food and hygiene safety documentation (where food is sold)
- a photo of your stand display.

Applicants will be assessed and if successful, offered a cabin/pitch size together with rental terms and conditions. You will receive this response by 22nd May 2020.

To accept your offered position, you must:

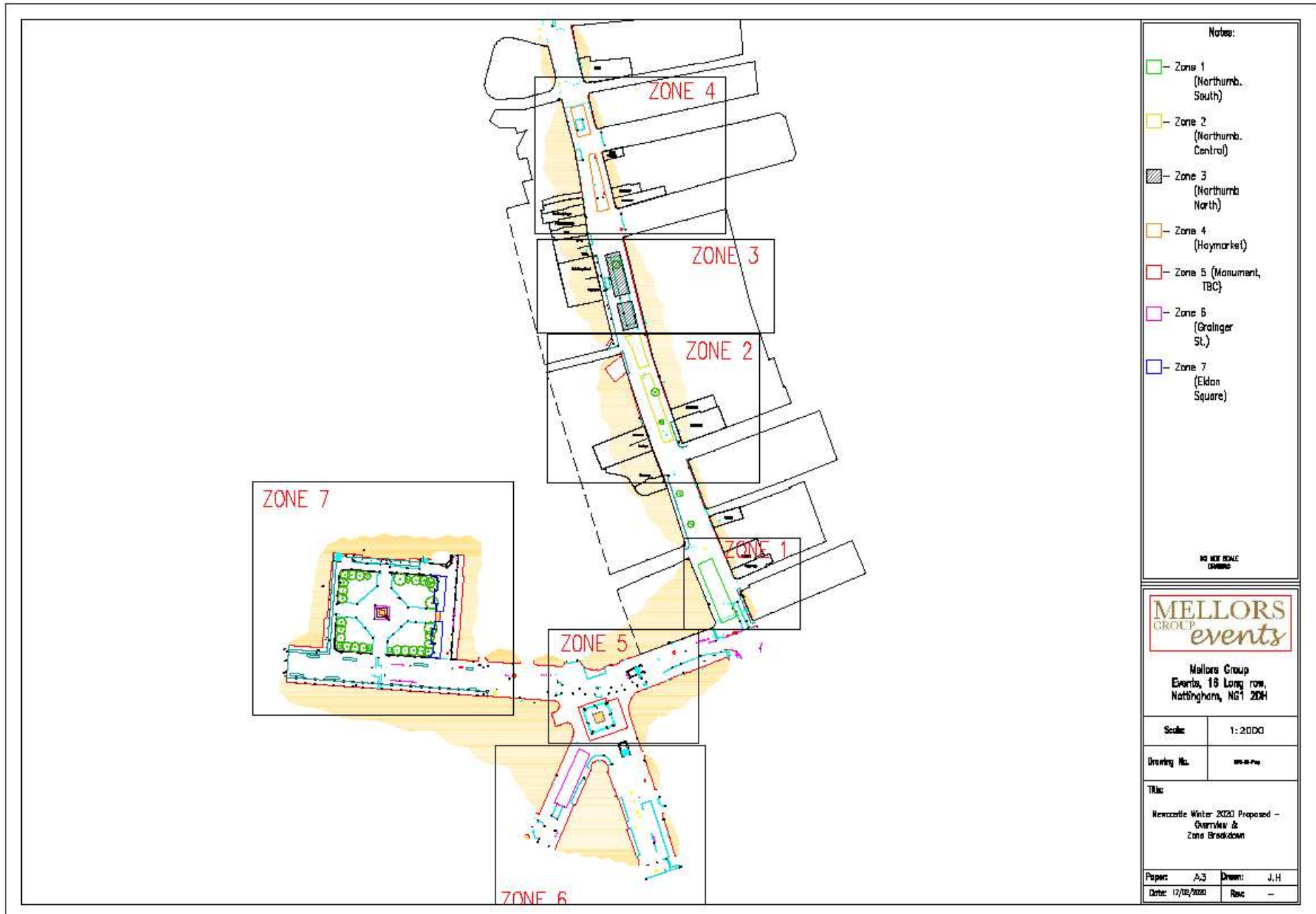
1. Send an email confirmation to k.edwards@mellorsgroup.com
2. Pay a deposit/bond of £500 for each unit no later than 12th June 2020.

To guarantee your position at the market, the full outstanding rental, including bond, must be banked into the market management account by BACS or received in our office by cheque **no later than 31st July 2020**

Traders will also be required to provide any requested Health & Safety, food hygiene, public liability, trading standards and other compliance documentation by **31st July 2020**. Failure to provide this documentation could invalidate your application.

If you have any queries regarding this process, please do not hesitate to contact me at k.edwards@mellorsgroup.com

Newcastle Christmas 2020 – Market Zones



- Notes:
- Zone 1 (Northumb. South)
 - Zone 2 (Northumb. Central)
 - Zone 3 (Northumb. North)
 - Zone 4 (Haymarket)
 - Zone 5 (Monument, TBC)
 - Zone 6 (Granger St.)
 - Zone 7 (Eldon Square)



Mellors Group
Events, 18 Long row,
Nottingham, NG1 2DH

Scale:	1:2000
Drawing No.:	MS-07-01

Title:
Newcastle Winter 2020 Proposed -
Overview &
Zone Breakdown

Paper:	A3	Drawn:	J.H.
Date:	17/02/2020	Rev:	-