

# NORTH SHIELDS VICTORIAN CHRISTMAS MARKET 2010

## Important information for stallholders

A Victorian Christmas market has been held in the town's Northumberland Square for the past eleven years over the second weekend in December; this year the dates are 11<sup>th</sup> and 12<sup>th</sup> of December

The market has proved very popular with the general public with attendance growing each year from an estimated 10,000 people attending in 1999 to over 30,000 in 2009. The market is now widely recognised as the premier event of its kind in the region and attracts considerable press coverage and visitors from a wide area including an increasing number of organised coach tours.

Applications for stalls are invited from traders who can offer foodstuffs or merchandise appropriate to the nature of this Christmas market. **Potential stallholders should note that in order to protect the atmosphere and quality of the market we do not allow stallholders to sell raffle tickets or run tombolas or similar games of chance. Foodsellers should also note that in order to protect the rights of the catering concessionaire we do not allow the sale of hot food or drinks or other kinds of takeaway food.**

Stalls layout will be similar to that adopted in 2009. Stalls measure approximately 10 ft by 6 ft and are lit and covered. A single table (6 ft by 2'3") and chair is provided within the standard charge. The stalls are erected on grass and whilst we do provide some flooring within the stall, stallholders are welcome to supplement this with their own floor covering – perhaps cardboard or old carpet/lino. There is no provision for running water on site. Stalls are priced at £110 for the two days.



Additional tables may be booked at £6 per table. If you require electricity there is a charge of £15 for the two days and this should be booked with the stall booking. All electrical equipment must be PAT tested and certified. A charge will be levied for any PAT testing which we have to do on site.

We can accept bookings for up to around 110 stalls within the Square. Trading hours are from 10 am to 5 pm on the Saturday and 10 am to 4 pm on the Sunday. We regret that we are unable to accept applications from stallholders who wish to come on only one day. Stallholders are welcome to set up on the Friday night if required and leave stock in their stalls overnight, but this is at their own risk, although we do provide overnight security and the Square itself is closed and locked. Dedicated free car parking is provided for stallholders adjacent to the Square.

A programme of community entertainment including singers and bands takes place on a purpose built bandstand within the Square, supported by a traditional fairground and street entertainment. Other community groups including the surrounding churches take part in the weekend with a variety of events including a community carol service, which launches the market on the Saturday. A franchised catering area is provided alongside the Square and the adjacent Central library and Beacon Shopping Centre will provide further attractions.

Members of the local chamber of trade and others dressed in Victorian costume mingle with shoppers and add to the atmosphere created by the bandstand music and other entertainment.

Many stallholders enter into the spirit of the event by donning Victorian outfits and this is much appreciated by visitors **so preference will be given to stallholders who take part in this way.**

*If you require any more information prior to filling in your application form please don't hesitate to call John Fleet on 0191 643 6419. During the market weekend itself you can contact us on 07779 303 805*