



WINCHESTER CATHEDRAL CHRISTMAS MARKET

Friday 20th November to Tuesday 22nd December 2026 inclusive

General Information

The deadline for applications is **Sunday 29th March 2026, at 11:59pm**

Successful applicants will be invited by **Thursday 16th April 2026**

1. INTRODUCTION

Winchester Cathedral Christmas Market is recognised as one of the best in Europe, renowned for its unique location, handpicked high-quality exhibitors and bustling atmosphere. Our Christmas Market attracts more than 110,000 visitors each year who come to shop at the chalets situated within the Cathedral's historic grounds.

For those in search of an authentic Christmas experience, the Cathedral is at the heart of the City's celebrations, with its many Christmas services, carol concerts and events. Christmas in Winchester offers a unique and magical experience throughout the festive period.

For Winchester Cathedral to maintain its desirable reputation we are looking for exhibitors who will be selling high quality and unique products, which cannot readily be found on the high street. Areas that we are looking to develop include locally produced and sustainable gifts, childrenswear, homewares and artisan foods.

The application process is taken with care and consideration, with a non-biased approach. We aim to be as fair as possible and create a Market with a balance of new, local, and recurring traders.

2. DATES AND TIMES FOR 2026

The Christmas Market will run for 33 days from Friday 20th November to Tuesday 22nd December 2026 inclusive.

Trading times will be:

Sunday to Thursday inclusive:	10.00am – 6.00pm
Friday and Saturday:	10.00am – 8.00pm

Retail exhibitors have three options for length of attendance:

First half:	17 Days:	Friday 20 November – Sunday 6 December (inclusive)
Second half:	16 Days:	Monday 7 December – Tuesday 22 December (inclusive)
Full duration:	33 Days:	Friday 20 November – Tuesday 22 December (inclusive)

Catering traders will only be accepted for the full 33 days.

3. CHALET LOCATION AND CRITERIA

There are a number of different trading areas in the Christmas Market and the prices reflect either the location or support for our smaller independent producers.

All exhibitors in premium chalets 1-16 (adjacent to the Cathedral wall) will be required to pay a £25.50 +VAT (at the current rate) per day, premium chalet surcharge.

All exhibitors who trade out of chalets where there is extra outside space to display their goods will be required to pay a £25.50 +VAT (at the current rate) per day, premium chalet surcharge.

You may request a premium chalet on your application form, but please note requesting a premium location does not guarantee you will be allocated one due to limited availability of these chalets.

3.1 Retail Chalets

There will be 128 Chalets in total for 2026. This includes all the retail chalets in the Inner and Outer Close, Makers' Market and the Food Court. There will also be a Nativity Scene and an interactive area, looked after by the Cathedral.

All non-catering traders will be in 'Barn Door Style' chalets, where the two doors open out wide. Each chalet measures approx. 2.2m x 1.45m.

There are a small number of large retail chalets available, which measure approx. 5m x 3.5m. Please indicate on your application form if you would like to be considered for one of these chalets.

Traders who sell alcohol from their chalets will be required to pay a surcharge of £50 +VAT per day. Please indicate on your application form if you will be selling alcohol.

The eaves on the outside front edge of the chalets will be strung with festoon lights and a green, decorated garland. Any additional festive embellishments to the fronts of the chalets must be in keeping with the overall theme and look of the Christmas Market as we strive to enhance our presentation standards further this year.

Please note that no external extensions to the roofs or adornments will be allowed on any roofs.

3.2 Makers' Market Chalets

The Makers' Market celebrates a collective of creativity and artisanship by highly skilled crafts people both local and from across the UK only. Makers' chalet studios will give attendees the opportunity to buy unique, authentically handcrafted and locally sourced gifts directly from the makers.

We invite applications from traders who share our passion for British craft and can offer our visitors the very best unique handcrafted local and/or British products. Please confirm in your application that all products available on your stand will meet this ambition.

3.3 Catering Chalets

We have three sizes of catering chalets for hire, these are of a countertop style and the dimensions are as follows:

Extra-large chalets measure a minimum of 5m x 2.7m

Large chalets measure a minimum of 3.5m x 1.6m

Small chalets measure 2.2m x 1.45m

Catering chalets are only available to hire for the entire duration of 33 days. Please submit a copy of your Local Council Registration and Food Hygiene certificate. We will give preference to catering offers that have a food hygiene rating of five.

All applications for catering stalls must include proof that they are registered with their local authority.

4. CHALET COST

4.1 Retail Chalets

Regular Retail Chalets

Days	Ex VAT
17	£3,764.00
16	£3,543.00
33	£6,959.00

Makers Market and Outer Close

Days	Ex VAT
17	£2,800.00
16	£2,636.00
33	£5,177.00

Large Retail Chalet

Days	Ex VAT
33	£13,662.00

4.2 Catering Chalets:

Catering chalets can only be hired for the full duration of the Market.

Small Catering Chalet

Days	Ex VAT
33	£8,088.00

Large Catering Chalet

Days	Ex VAT
33	£13,669.00

Extra Large Catering

Days	Ex VAT
33	£14,963.00

All chalet rental prices include a certain amount of electricity (dependent on chalet size), and the support of a team of stewards.

Chalets will be allocated solely at the discretion of WCEL.

5. PAYMENT

Chalet payment is by BACS only.

By submitting an online application form and accepting our subsequent offer, you agree to adhere to our payment schedule thereafter. Failure to adhere to this will result in re-allocation of your chalet and possible loss of your funds; please see point 1.5 in our Terms and Conditions.

If you undertake a premium chalet with the surcharge of £25.50 (+VAT) per day applied, this payment will be calculated as part of the total fee payable and split equally across the four stage payments.

If your chalet will be selling alcohol, with the alcohol premium of £50 (+VAT) per day applicable, this payment will be calculated as part of the total fee payable and split equally across the four stage payments.

We will supply the bank details for WCEL to successful applicants upon confirmation of a successful application.

5.1 Payment Schedule

Our accounts team will issue an invoice for the total hire value by **13th May**. This will include a breakdown of the four-stage payment schedule. Dates for the four stages will be as follows.

Stage 1	1 June
Stage 2	1 July
Stage 3	3 August
Stage 4	1 September

6. POWER

A supply of electricity is included in the chalet rental; the amount of electricity supplied is dependent on the size of the chalet.

The maximum power allocation for chalets will be as follows:

- Standard Retail Chalets - 8 Amps or 1,840 kW
- Large Retail Chalets - 16 Amps or 3,680 kW
- Small catering Chalet - 16 Amps or 3,680 kW
- Large catering Chalet - 32 Amps or 7,360 kW
- Extra Large catering Chalet - 64 Amps or 14,720 kW

Additional power is available upon request and a further charge will apply.

All additional electricity supplies should be requested prior to 3 August 2026 and must be paid in full at that time.

Any power requests received after 3 August 2026 may not be able to be accommodated. If it is able to be accommodated, traders will incur an additional admin fee of £125 +VAT in addition to the above charges.

Please note that the maximum power available to any single chalet (including caterers) is 2 x 32amp supplies. No exception can be made to this.

All electrical equipment used on site at the Winchester Cathedral Christmas Market must have a valid PAT certificate, which will need to be submitted to us by 1st October 2026. This includes all used and new items.

All chalet lighting must be LED only with standard/traditional bulbs are not acceptable at the Christmas Market.

All chalets will be inspected at the beginning of the Market (and at the changeover date if applicable) to ensure they are compliant. Any non-compliant lighting will be removed from the chalet without warning and may be disposed of.

Traders are responsible for providing their own lighting for their chalets. We highly recommend that you provide compliant lights to the interior and the front eaves to maximize the impact of your displays. Please be mindful of the power draw of lights and keep the usage capacity within the prescribed allowances.

Traders are responsible for providing their own heater for their chalets. **Maximum wattage for heaters in a chalet is 500W.** This cannot be exceeded as it will trip the circuit and leave you and your neighbouring traders without power.

7. HOW TO APPLY FOR A CHALET

The following guidelines may be useful in completing your application form:

- Fill out the online application form as clearly and explicitly as possible.
- All traders must give a complete and detailed list of products they wish to sell even if they have exhibited at the Winchester Cathedral Christmas Market in previous years. Please remember that the clearer and more detailed the information, the greater the chance of your application being accepted.
- Include your preferences for duration. For example, if you want to do the first half of the Market, but are not accepted for this period, what would be your second choice of duration?
- Include any images or photos that will help support your application. Include at least 1 photo of your exhibit at a previous event.
- If you are applying to have a catering chalet you must provide details of registration with your local authority and provide your hygiene rating (if applicable) with your application form.
- If your application is successful, PAT certificates, gas certificates (if applicable), Public Liability Insurance and risk assessment forms will be required to be returned to WCEL by 1st October 2026

All applications to be submitted no later than **Sunday 29th March 2026 at 11:59pm**. You will be informed if your application has been successful on **Thursday 16th April 2025**.

8. SECURITY

A security company will be on site 24 hours a day throughout the duration of the Market and will be responsible for the management of the Control Room. In addition to security patrols throughout the Market, CCTV coverage for the Market is in place and monitored 24 hours a day.

9. CHALET PADLOCKS

It is the responsibility of the trader to provide their own padlock for their chalet and keep the keys themselves. Security will not hold keys overnight. We do recommend a combination padlock for anyone with rotating staff. Should it be necessary to access your chalet for emergency reasons the lock will be cut away and the cost of a replacement lock will remain with the trader. We will make every effort to communicate with you before removing a lock from your Chalet.

10. PARKING FOR TRADERS

There is no parking at the Christmas Market (aside from re-stocking prior to daily opening) or in the nearby streets at any point during the market period.

Council car parks are available within the City Centre and at Park and Rides. More information can be found at <http://www.winchester.gov.uk/parking/park-and-ride>

11. SETTING UP

For those traders hiring for the first part or whole of the Market, there will be four set up days, from Monday 16th to Thursday 19th November, which we will organise a rota for, with your requirements considered. The first full day of trading is Friday 20th November. Those traders who are attending the second half of the Market will either be allowed to set up after trading finishes or before the Market opens in the morning of the relevant trading week. Further details will be provided.

Please note that our waste management team are not contracted through the set up phase of the market, and as such, all traders are expected to manage their own litter/boxes during set up week please.

12. RE-STOCKING YOUR CHALET

All traders will be able to restock between 6:15am and 9:30am each day. All vehicles must be off site by 9:30am. Traders will also be able to bring their vehicles to their chalets 30 minutes after the Market is closed (and at the direction of the security team) to replenish their stock but must leave the Market by 10:00pm. We have no additional storage space for traders.

13. TAKING DOWN

Close down of the Market will be after 6:00pm on Tuesday 22nd December 2026. All chalets are to be vacated by 12:00pm on Wednesday 23rd December 2026, unless special dispensation has been granted by Winchester Cathedral. Further details to be provided nearer the time.

14. STEWARDS

A team of stewards will be available throughout the day to cover for traders while they take a short comfort break. We encourage you to make use of this service, however abuse of this facility may result in it being withheld. In the event of a major incident, stewards will be required to respond to the incident immediately and will not be able to wait for the return of the stallholder. At busy times, the stewards may have to prioritize other duties above covering chalets; we recommend traders get to know those around them so they can cover each other when necessary.

15. RUBBISH

Our contracted waste management team manage the litter on site throughout the day. They will primarily ensure public litterbins are emptied and the whole area of the Christmas Market looks smart and litter-free. There will be a waste compound behind the Nativity chalet on the food court, which traders may use to dispose of litter and recycling.

They are not responsible for taking away trader's litter. It is traders' responsibility to ensure the site and their chalet are kept smart and tidy at all times.

Please be considerate and try to keep your waste to a minimum. Do not force your trade rubbish into those bins provided for use by the public; the waste compound is there specifically for traders and we expect you to break down your rubbish and use the compound in a considered and appropriate fashion.

All traders are required to fully clear their chalet upon departure, disposing of ALL rubbish in the appropriate bins. Failure to do so will incur an additional fee, which will be invoiced in January.

16. CHALET PRESENTATION

As our partners, we know that it is in the interest of all traders that the whole Market and all chalets look as presentable and enticing as possible at all times. Traders who do not meet the expected standards will be asked to make the necessary adjustments as we strive to enhance our presentation further this year.

17. ENTERTAINMENT

Throughout the festive period, there will be a programme of events, music, and activities both inside and outside the Cathedral. For details of events in the Cathedral, please go to www.winchester-cathedral.org.uk. Further information will follow in due course.

18. MARKETING

The Winchester Christmas Market is well known nationally, as is its reputation, popularity and success.

Our website will include content dedicated to the Christmas Market, to share key information with our visitors ahead of their visit. In conjunction, a Christmas Market Information Pack including a map of the Market will be created and distributed around Winchester. More details will be shared in due course.

The Market is supported by a bespoke marketing campaign through local, regional and national media. We have a high social media presence and would recommend all traders to connect with the **Winchester Cathedral Christmas Market Facebook page** for regular updates in the run up and during the Market period.

Please tag us on Instagram and we will re-post your stories.

19. ACCOMMODATION FOR TRADERS

Please contact the Visitor Information Centre who will be pleased to help.

Visitor Information Centre
Winchester Guildhall Broadway
Winchester SO23 9GH Tel: +44 (0) 1962 840 500
tourism@winchester.gov.uk

20. CONTACT

If you require any further information, please do not hesitate to contact:

Winchester Cathedral Christmas Market, 9 The Close, Winchester, Hampshire SO23 9LS

Email: christmas.market@winchester-cathedral.org.uk