

Callout for Traders: A Very Croydon Christmas 2026

Friday 4 December, 4pm – 9pm

Croydon town centre



Background

A Very Croydon Christmas returns for its fourth year from Friday 4 to Sunday 6 December 2026. Over the weekend Croydon town centre hosts festive shows and walkabout performance through Katharine Street, High Street, North End, and a three-day programme of music, poetry, craft, storytelling and family activity in Croydon Clocktower, Katharine Street.

A Very Croydon Christmas weekend opens with the evening market on Friday 4 December, 4pm to 9pm.

The event is free to attend, apart from a small number of bookable workshops and ticketed concerts. It is family friendly, represents the many cultures of Croydon, and is produced by Croydon Council's Culture team.

A Very Croydon Christmas market

The market is curated. We would like to welcome traders who best reflect the theme of the event, including handmade and natural products, festive gifts, crafts, art, textiles, ceramics, jewellery, decorations, wreaths, greenery and flowers, seasonal food and drink, and other goods made by the people selling them. Traders should not be selling mass produced or imported goods.

There is space for 18 stalls on Katharine Street, with a max of five spaces allocated for hot food traders. Additionally, there is room for 10 tabletop sales within the Braithwaite Hall (an old Victorian reference library) which might better suit less robust products such as artworks, vintage items, paper-based goods.

We provide (possibly) shared marquees in Katharine Street opposite Croydon Clocktower. Each trader has an area of roughly 3m x 3m, with up to two trestle tables and two chairs. You will need to provide anything else you need.

Food traders need to bring their own commercial quality gazebo or truck, maximum size 3m x 3m, and your own tables, counters and chairs. All gazebos must be secured with appropriate weights of at least 30kg. Croydon is windy because of the tall buildings, and weights will be inspected by the event team.

Power

- Limited electricity will be available inside for pat tested equipment (must be certified or traders must present a receipt showing goods are less than 12 months' old and from a reputable supplier).
- Generator power is available in Katharine Street
- No generators are allowed by traders.

Timings for the evening market

- Market open to the public: Friday 4 December, 4pm to 9pm
- Katharine Street: arrival and set up – food traders from 1.30pm, others from 2pm, vehicles off site by 3.30pm. Goods can be collected from 9pm and the site must be clear by 10.30pm.
- An application is in place for road closure to be in place on Katharine Street from 12pm until 11pm or until the site is clear. This is to be confirmed, the pavement is wide and can operate without the closure.
- Cars are not allowed on site at any other time.
- Exact arrival times will be confirmed by email approximately one week before the event, and may vary depending on the number of bookings.

Fees

As the event continues to develop, we only ask traders to pay the mandatory costs for trading licences and associated admin. Costs are £30 for hot food traders, £20 for other outdoor traders, and £10 for tabletop sales. There is a 10% discount for businesses based in Croydon. Any trader selling alcohol must apply for a TEN.

Your pitch fee will be confirmed when your space is allocated and your trading licence application is made.

Our audience

- A Very Croydon Christmas runs across three days and includes an evening market and a family outdoor arts and indoor music/craft/entertainment programme.
- Previous culture team events have attracted audiences of between 1,000 and 5,000 people across a day (depending on the weather).
- The market is the first thing visitors meet on the Friday evening and sits directly outside the Clocktower where there is an event programme on offer.

The event is advertised through culturecroydon.com, the Culture Croydon newsletter, Instagram @culturecroydon and other social media influencers/paid ads, and through printed leaflets, posters and flyers.

How to apply

Complete the attached application form and return it by 11:59pm on 1 November 2026. Applicants will be told whether they have secured a pitch by 5pm on 6 November 2026.

Send any questions you may have to: averycroydonchristmas@gmail.com

If you miss the deadline, please still get in touch in case there are cancellations or spaces available.

