

Curated in the Square 2025 Stallholder Information and Terms & Conditions



Stallholder applications for Curated in the Square 2025 are open!

In partnership with Aberdeen Inspired, Aberdeen City Council and Codona's, Charlie House presents Curated in the Square, a six-week outdoor festive market within Marischal Square.

Curated in the Square is administered by a wholly owned subsidiary of local Aberdeen charity Charlie House. 100% of your stallholder fee will go towards raising vital funds to improve the lives of babies, children, and young people with life-limiting and life-threatening conditions and their families in North-east Scotland.

Charlie House provides emotional and practical support to the whole family helping them navigate the ups and downs of caring for a child with a complex health condition. Many of the children the charity supports are told of the things they can't do but Charlie House makes the impossible feel possible by organising accessible activities for the whole family to enjoy. From wheelchairs on paddleboards to petting goats at the farm to surfing on adapted surfboards, our community help make these special moments into lasting memories to cherish. Additionally, Charlie House is committed to building a specialised support centre in Aberdeen which will transform access to specialist care across our region.

2025 Location

This year, the market flits from its traditional base in the Marischal College quadrangle to Marischal Square due to ongoing work on the college's Mitchell Tower.

Nestled between the surrounding restaurants and directly opposite the Christmas Village attractions, this vibrant new location for 2025 will bring local makers into the heart of the six-week festive celebrations.

You will find all the information you need to make your application to trade at Curated in the Square plus the terms & conditions which all stallholders of the market are kindly requested to adhere to.

Address: Curated in the Square, Aberdeen Christmas Village, Marischal Square, Broad St, Aberdeen, AB10 1AB

Key contact: Retail Operations Co-ordinator, Shannon Forsyth. Mobile: 07840 417866

Email: Curated@charliehouse.org.uk

1. Operating Dates

- Weekend 1: 14th – 16th November 2025
- Weekend 2: 21st – 23rd November 2025
- Weekend 3: 28th – 30th November 2025
- Weekend 4: 5th – 7th December 2025
- Weekend 5: 12th – 14th December 2025
- Weekend 6: 19th – 21st December 2025

1.1 Trading Times:

- **Friday:** 12:00 – 19:00
- **Saturday:** 11:00 – 19:00
- **Sunday:** 11:00 – 18:00

1.2 Access Times:

- **Set-Up Hours:** Thursdays, 09:00 – 17:00
- **Pre-Opening Stallholder Access:** 30 minutes before public opening on Fridays, Saturdays, and Sundays.

Please note on Sunday 16 November the Christmas Parade will be ending at Schoolhill around market closing time at 18:00. Due to the Marischal Square corridor being used as crowd overflow access; during this time stallholders will have to wait for a period of time before they can get vehicle access to remove their stock.

2. Market Chalets

- 25 chalets will be available to stallholders for the duration of the market.
- Chalet size - 2m x 3m internal area with a 3m wide front counter for product display.
- Each chalet has two standard sockets with a maximum load capacity of 7 amps.
- External decorations and general lighting are provided.
- Chalets can be booked for the full six weeks or per weekend. A 10% discount is available for stallholders booking the full six weeks.

2.1 Pricing

- Each 3-day weekend is priced at £200 + VAT per Chalet. Charges are payable to Charlie House Retail Enterprises Limited, and 100% of the profits will be donated to Charlie House.
 - Invoices will be issued w/c 13th October 2025.
- To secure your booking, a non-refundable deposit of £200 +VAT is required within 7 days of receipt of invoice. This will be applied as part payment against the invoice with any remaining balance required payable within 21 days of receipt of original invoice.

3. Application Process

- Local makers, creatives and businesses wishing to sell their products at the Christmas market must apply via the Curated in the Square webpage: <https://www.charliehouse.org.uk/events/curated-in-the-square>
- Traders and products are based on market needs, applications may be denied if they don't align with our criteria.

3.1 Application Timeline

- Applications open on Monday 22 September and close on Monday 6th October 2025 at 22:00.
- Successful applicants will be notified by email on Monday 13th October 2025.

4. Supporting Documents

Successful applicants will be required to submit all relevant supporting documents via a webform which will be sent by email by 27th October or in advance of your booked weekend(s).

Documents required

Mandatory documents

- **Public and Products Liability Insurance:** Each business needs to arrange its own Public and Products Liability Insurance coverage. Please note that our partner, Codona's, holds a Market Traders' Licence, covering individual operators trading in the Marischal Square space.
- **Risk Assessment:** Please upload your risk assessment, covering key activities at your stall, including setup, cash handling, equipment use, and staff safety. This is required for all stallholders.

Trader-specific documents (If applicable)

- **Occasional Alcohol Licence:** Required if you plan to sell or provide samples of alcohol.
- **Health and Safety Food Hygiene Certificate:** Required if you plan to sell or provide samples of food or drink that has been handled, prepared, served open, or packaged after handling.
- **Food Hygiene Information Scheme (FHIS) Pass Certificate:** Required if you plan to sell or provide samples of food or drink that has been handled, prepared, served open, or packaged after handling.
- **Lottery Registration or Gambling Licence:** Certain games of chance or skill such as raffles, tombolas, or prize draws with significant prize value may require a registration or licence under gambling laws.

4.1 Alcohol Sales

- Stallholders selling alcohol must obtain an Occasional Alcohol Licence.
- More information and application forms can be found at <https://www.aberdeencity.gov.uk/services/business-and-licensing/licences-and-permits/occasional-alcohol-licence>.
- A copy of the licence must be provided once received.

4.2 Food and Drink Policy

- Curated in the Square cannot accept stallholders selling any ready-to-eat or ready-to-drink products, including hot food, or any goods supplied with disposable items such as cups, spoons, forks, or napkins. This policy does not apply to items packaged for consumption off-site, such as cookies, chocolates, or sealed alcohol (subject to holding the appropriate licence). All such products must be sold in packaging that is not intended for immediate consumption at the event.
- Any stallholders with queries regarding this policy should email the Retail Operations Co-ordinator Shannon at Curated@charliehouse.org.uk.

4.3 Environmental Health (For Food Traders Only):

- All food businesses must be registered with the local authority. We will provide Environmental Health at Aberdeen City Council with a list of attending companies. If based in Aberdeen and not yet registered, visit <https://www.aberdeencity.gov.uk/services/business-and-licensing/licences-and-permits/register-your-food-business>.
- **Low-Risk Foods:** No wash hand basin is required if:
 - Samples are pre-prepared, with only utensils needed for serving.
 - Tongs are used to handle items like cupcakes without direct contact.
- If handling open high-risk foods, the stallholder must provide a portable wash hand basin for accepted basin types.
- Food should be displayed in a covered unit or container.
- If bringing your hand washing station, water will be available on-site and must be replaced daily.

4.4 Trading Standards

- We will provide Trading Standards with a list of participating companies and their contact details. If they have concerns, they may follow up with stallholders.
- Ensure your business name is displayed within your chalet using signage or business cards and that prices are marked.
- Product safety is crucial. Familiarise yourself with the requirements for your products at <https://www.businesscompanion.info/> or contact tradingstandards@aberdeencity.gov.uk for specific advice.

Chalet Dressing

5.

Strict chalet design standards will be upheld to ensure a consistent and high-quality appearance across the market. External decorations and lighting are provided - to maintain uniformity, please do not alter the chalet's exterior.

Please see the images below as examples of expectations of chalet dressing. Stallholders are expected to dress their stalls to a high standard that meets customer expectations. This includes:

- Your chalet should be attractively decorated to create an inviting atmosphere.
- Ensure your branding is clear and visible.
- Display appropriate levels of stock neatly and fashionably.

5.1 Chalet Use Rules

- Leave your chalet clean and tidy.
- Display your business name and product prices within your chalet.
- Only pre-approved products may be sold. Any additional products must receive approval.
- Be mindful that similar products may be present.
- Ensure your staff is knowledgeable about your products.
- Dress appropriately for the outdoor environment (coats, gloves, boots, etc.).

Examples of well-dressed stalls complete with clear branding, product display, and pricing



Curated in the Square reserves the right to retain the deposit if the chalet dressing does not meet the established standards. Market management will offer guidance and support to help stallholders comply with these stringent requirements.

6. Health and Safety

- All traders must comply with necessary Health and Safety legislation and regulations.
- Everyone on-site is responsible for their health and safety and those around them.
- Curated in the Square reserves the right to inspect units at any time to ensure Health and Safety standards are upheld.
- Traders must promptly adhere to all requests from Curated Management or Health and Safety officers. Stallholders must return all documentation and information on the specified date.

6.2 Power Use and Electrical Safety

- Each chalet has two standard sockets with a maximum load capacity of 7 Amps. Overloading will result in a power outage.
 - All electrical items used on-site must be PAT tested.
 - Due to power supply limitations, kettles are not permitted. One personal heater is allowed per chalet, with a power limit of 1.5kw.
- Chalets are pre-lit with general lighting.

7. Cancellation Policy

- Deposits are non-refundable.
 - If you must cancel your booking, please get in touch with Curated@charliehouse.org.uk or call the Retail Operations Co-ordinator: 07840 417866
- Should Curated in the Square need to close or is cancelled for reasons beyond our control, you will be offered a full refund or the option to donate part or all of your stall fee to Charlie House.

8. Additional Information

8.1 Security

- The market will have security on duty on the Thursday, Friday and Saturday nights.
- This does mean any traders who want to book multiple weekends must set up and remove their stock each weekend.

8.2 Set-Up/Pre-opening Access

- Every Thursday before each trading weekend, stallholders will be allocated a timeslot for set-up. This ensures adequate space for each stallholder to unload and move goods. The Retail Operations Coordinator will arrange timeslots for each stallholder.
- Stallholder Access Pre-opening (Friday, Saturday, and Sunday): 30 minutes before opening.

8.3 Parking and Access

- Stallholders can access the market from Flourmill Lane via Upper Kirkgate.
- Use the loading bay opposite the old back door of Marks and Spencer. Due to limited space and stairs, ensure you have adequate help unloading.
- Please contact Shannon, Retail Operations Co-ordinator, at Curated@charliehouse.org.uk to arrange alternative access for those with mobility or sight impairments.
- Limited space requires unloading and then promptly removing your vehicle. Local parking information can be found at <https://www.aberdeencity.gov.uk/services/roads-transport-and-parking/parking/find-car-park>.
- Parking or loading is prohibited on double yellow lines.
- Arrive early to ensure sufficient time for unloading and setup. A rota with half-hour drop-off slots will likely be set up for Thursdays.

8.4 Waste

- Traders must remove all packaging and waste from the site. Our partners, Codona's, will manage the waste generated by customers.

8.5 Wi-Fi

- Free Wi-Fi is available in selected areas in Aberdeen City Centre, including Marischal Square. As this is a free service, it is not recommended for business purposes, and we are not responsible for any issues with the network.

8.6 Smoking

- Smoking or vaping is prohibited anywhere on site or in the loading area.

8.7 Toilets and wash basin

- Portable toilets for stallholders will be located on Broad Street next to the Skate Exchange.

8.8 Dogs and service animals

- Dogs are permitted at the Market

8.9 Staff Conduct

- Stallholders must behave in a manner consistent with the market's friendly culture.
- Abusive, aggressive, or threatening behaviour is not tolerated.

- Please keep the communal areas clean and tidy.

9. Promotion

- The market may feature individual stallholders' businesses and products if they align with their current content marketing strategy.
- Our Christmas Village partners will be promoting the village, market and Christmas celebrations in the city from mid-October to December via press and socials.

Stallholders will be invited to a short call prior to the market opening to hear more about communication plans.

Stallholders will be invited to join an optional WhatsApp broadcast channel, which will be used to share key updates, promotional opportunities, and reminders throughout the six-week event.

Find us on Facebook: www.facebook.com/curatedaberdeen

Follow us on Instagram: www.instagram.com/curatedaberdeen

10. Floorplan and Participants List

- Chalets will be physically numbered for easy identification during setup – 2025 site map below. A
- list of fellow stallholders will also be provided for each weekend.



- ***Update 30/10/2025: Chalet #26 moved next to #07**