

WILTSHIRE BUSINESSES & CHARITIES WELCOME TO BOOK STALLS AT CHRISTMAS LATE NIGHT SHOPPING IN MALMESBURY

Latest news from Malmesbury Town Council

MALMESBURY'S popular late night shopping event will return on Friday December 4 with organisers planning what could be the town's biggest festive celebration to date – yet the clock is ticking for anyone who wishes to take a stall.

Applications for traders, community groups and charities wishing to take part will close on Monday August 3 and already almost 50 local organisations have expressed an interest.

Cllr Olivia Wallis is chairing the working party organising the 2026 event.

She said: “As odd as it may seem to be talking about these festivities in June, the response has been very positive very quickly and we urge people to apply as soon as possible. We are encouraging applications from local businesses, food traders and non-profit or community organisations. We hope to provide a space at the event for as many local businesses and not-for-profits as possible and provide a great variety of stalls for our visitors on the night.

“We would urge all to come forward and apply to be part of this celebration which attracts 100s of visitors from Malmesbury and beyond.”

The cost of a stall for a business starts from £25 and from £20 for charities and non-profit organisations. Successful applicants will be notified by Tuesday September 1, giving plenty of time to prepare for one of North Wiltshire's most popular festive events.

A significant new addition for 2026 is the inclusion of The Kings Arms in the High Street as an event venue. The two-floor location is expected to accommodate approximately 14 stalls, expanding the event footprint and enhancing cohesion between the stalls and High Street, where shops open late for the occasion.

If plans progress as anticipated, the shopping will feature up to 87 stalls across the town centre, including the High Street, Oxford Street, Market Lane, Market Cross, the Town Hall Old School Room as well as The Kings Arms.

Visitors can once again look forward to the return of Santa's Grotto, alongside popular children's attractions including fairground rides and traditional activities such as Hook a Duck. A programme of live entertainment is also being planned, with performances expected from local school choirs, musicians, Morris dancers and other community groups.

The Late Night Christmas Shopping event is organised by volunteers dedicated to supporting local businesses and charities as well as bringing people together at the start of the Christmas season. To express an interest in a taking a stand apply online at <http://bit.ly/4eCWORg> or email tic@malmesbury.gov.uk for more information.

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Editor's Notes

Attached is an image of Cllr Olivia Wallis, who is running the group of volunteers organising this year's event in December with Marianne Hofstra, joint tenant of The King's Arms Hotel on Malmesbury High Street.

For more information please contact media consultant Fiona Scott on 07789 270030 or email fiona@fionascott.co.uk