

London Alternative Market



LONDON ALTERNATIVE MARKET (LAM)

LAM Crew Manual 2026: Steel Yard Edition

Event Overview

- **Schedule:** 1st Sunday of every month.
- **Venue:** The Steel Yard, 13-16 Allhallows Lane, London, EC4R 3UE
- **Key Crew Timings:** 8.30AM to Midday load in, 5PM to 8PM changeover, 9.45PM to 11PM close down
- **Public Hours:** Midday to 6:00 PM market. 7PM to 10.30PM Afterparty

Introduction & Ethos

Launched on March 5th, 2006, LAM was created to provide a community-based, alternative market with an SM flavour. Our mission is to support the alternative lifestyle and fetish communities through a unique blend of shopping, education, and social interaction

Our Mission:

- **Community Support:** Raising over £45,000 for good causes and charities to date.
 - **Quality & Craftsmanship:** Showcasing the finest unique products and craftsmanship.
 - **Education:** Providing free workshops (2 PM and 4 PM) to enhance techniques and protocol.
 - **Safety:** Maintaining a safe, welcoming, and "Consent+" environment for all.
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Main Crew Responsibilities

- **You do not have to do all 3 shifts:** This is a physical job so please do not push yourself beyond your capabilities and take breaks when you can/need to
 - **Load in - 8.30AM until Midday:** Assist loading the traders in to the venue, help with any rearrangement of furniture as needed, loading our equipment (including our dungeon furniture) into the venue, LAMifying the venue
 - **Changeover - 5PM until 8PM:** Prepping the workshop room to become the rope room, reversing what was done in the morning by loading the traders out, help in taking the dungeon furniture to the dungeon, generally helping us transition for market to afterparty
 - **Closedown - 9.30PM until 11PM:** Loading the dungeon furniture and other equipment into our van, un-LAMifying the venue
 - **Assisting Guests:** If you are around during the day/afterparty, being available to help guests, such as answering questions and directing them to key parts of the venue. If you aren't sure of an answer, ask a more experienced member of crew, don't guess! Also, keeping an eye out for rule breaking
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Key Points

- **Attendance:** We put a message in the Telegram group the Monday before the event, please respond as soon as possible with if you can attend or not. We do not insist people do every event but ideally we would prefer if you could do at least 4 per year
 - **Dress Code:** We recommend wearing sensible clothing for carrying boxes etc, particularly consider your footwear. If you would like to change during the day, please stay well within the dress code. To identify you as crew, we have armbands or t shirts (available once you have been crew for a certain amount of time)
 - **Representing LAM:** Whilst here, you are representing LAM and we expect you to work in a friendly and professional manner as much as you can. If you have any issues with how others (crew, stallholders or guests) are treating you, please come and speak to Calie or Terry as soon as possible, ideally at the time.
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Payment

We do not believe that people should be out of pocket for coming along to help us, we therefore pay a stipend to cover your costs for the day. Please be aware, it is your responsibility to declare any monies received to any relevant authorities; LAM will not do this on your behalf. It must also be noted that volunteering at LAM is not any form of employment.

- **Volunteers:** For the first few months, you will be considered a volunteer;
- **Crew:** To be promoted to crew you need to attend regularly and show that you understand the processes, can help manage the shifts, assist guests, deal with rule breaking

	Payment per shift	Additional
Volunteers	£10	Free entry to market & afterparty for you
Crew	£25	Free entry to market & afterparty for you and a +1

Social Media and Promoting

- **Social Media:** If you have a Fetlife, please confirm your attendance at the event. If you are unable to attend, putting yourself as interested can also be helpful. If you are able to like, repost, share or create your own social posts on any social media site, we would be very grateful
- **Other Events:** We do understand that you may be involved with other events, please do not promote these events whilst at LAM, unless you have sought prior permission from Cosmic. For events that align with LAM's values, we are always happy to explore reciprocal promotion.

Other LAM Events

LAM hosts other events during the year, particularly at Eureka in Kent, where we can often offer crew free entry for minimal work. You are not obligated to attend any of these events but we do require you to have attended a couple of "normal" LAMs to be able to attend with us. Please note, these events may not be paid. We will put details in the Telegram group. We do not always need full crew and cannot always offer free tickets so please confirm with Calie before showing up.

Logistics & Resources

- **Parking:** NCP Car Park Bell Wharf Lane (£45/day, 2-min walk) or Baynard House Car Park (£4.50–£8.10, 10-min walk).
- **Charges:** Inside ULEZ (chargeable) and Congestion Zone (only applicable Sat-Sun 12:00–18:00).
- **Newest Rail and Tube:** London Cannon Street (5 minute walk), London Bridge (15 minute walk)
- **Application form:** <https://forms.gle/FxgpnuZgcXDvR2NBA>

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