

NABMA
the voice of markets

**WE ARE
YOUNG**

**MARKETS
FIT FOR FUTURE
GENERATIONS**

Introduction



Markets lie at the heart of retail, and as an industry we must step up to the challenge of developing modern markets that serve communities: attracting, connecting with and meeting the needs of future generations. By working closely with education partners there's an opportunity for a revival in markets and for us to provide a fresh injection of vibrancy to high streets, towns and cities. We can deliver experiences not available online and showcase our own talented makers and creators. We can become vibrant, youthful community hubs where modern consumers will want to spend time and money.



That's why we are working with our partners at the NMTF on a wider Mission for Markets study into youth markets and initiatives. We are producing a comprehensive, best practice guide to working with young people, which will pull together case studies of collaboration with schools and colleges. This digital resource will showcase stories of successful young traders as well as operator experiences. It will celebrate the growing and successful National Youth Market events in Manchester, Yorkshire and Stratford.

Graham Wilson OBE
Deputy Chief Executive & Legal and Policy Advisor
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Case Studies



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Barnsley's 'Up and Coming' Markets



For several years, Barnsley Market has been nurturing talented entrepreneurs under the age of 30 to encourage them to have a go at running their own businesses.

In a series of high profile events, linked to Love Your Local Market and key retail festivals, stallholders sold a variety of products, including handmade candles, loose leaf tea and coffee, handmade bath bombs, foiled prints, art, vintage clothing and fashion.

Manager, Maria Cotton explains,

“Having previously worked at Kirklees Council where I had started the ‘Alternative Market’ the council’s very successful youth market programme, I was extremely keen to start something similar here in Barnsley. The markets here are vibrant and very traditional, but there was no easy entry point for young entrepreneurs. I quickly identified that we needed to roll-out some specific opportunities for them and to ensure an effective programme of support.

“The opportunity to do this came as part of the national Love Your Local Market campaign in May 2017. When the NMTF and NABMA announced they wanted to focus on young entrepreneurs during the fortnight I decided that we would support this with five youth markets, one in each of the towns where we manage a regular market.

“The package of support we put together involved working with Launchpad which is the Sheffield City Region business start-up team for Barnsley, The Princes Trust and Barnsley College. The College hosted pre-market training sessions for us, which were also delivered with the help of Keeley Flint from ‘How to Start a Market Stall’. This included useful checklists about what to take on the day of the market, how to price their products, stock levels, how to present themselves and their stall, social media marketing and branding on the day.

“Along with The Source Academy at Sheffield, Keeley also was one of our judges, selecting our market champions for the National Youth Market in Manchester.

“The partnership worked very well, and we continue to work together to support our young entrepreneurs. The offer of market stalls was welcomed by all the partners, not only in terms of providing business experience, but also in giving them some income to re-invest in their businesses. We brought something to each of our partners that they could not provide themselves – real business experience.

“Two of our young stallholders are looking at setting up permanently in the markets at Barnsley and are receiving support from our partners. Our partners were also very helpful in referring young people that they were already working with to the youth markets. We used their existing channels to recruit to the markets, and also advertised in the local paper.

“The local media have been excellent and so supportive. The local radio station Dearne FM visited two of the youth markets in May, and interviewed all our stallholders, playing these interviews out on air over the course of the week. This created even more interest from young people.

“Following the initial 5 markets in May, we then scheduled three more summer markets, two in July and one in August. We also have allocated a dedicated stall in our temporary May Day Green market for our young entrepreneurs and they can book to trade for a week at a time.

“Our existing stallholders have been incredibly supportive to our young stallholders, particularly those trading on the pop-up stall in the main market.

“All the opportunities we have offered have been free of charge to young entrepreneurs. From the May market, one young person signed up as a regular stallholder at Hoyland Market selling soaps and candles and two are looking to set-up in Barnsley town centre. We are now looking to develop a longer-term package of support to help them establish their businesses in the main market locations.

“To give our youth markets an identity we used the branding from Love Your Local Market and gave it a Barnsley twist. We set-up a Facebook and Twitter account for UpComingMarkets as well as a Facebook group for our young stallholders to share ideas and we can let them know about opportunities. They have developed into a close working group of people, their own young business network, and I feel this is mainly due to the advance sessions we had before the first market. Their businesses are growing together, and they can help and support one another.



“The youth markets not only provide us with a new generation of market stallholders, they also bring younger shoppers to the markets, and provide more variety of products onto the markets.

“The opportunity to start a youth market is one I would recommend to all operators. It will bring lots of rewards, but you must be prepared to put in the work. Many of the young people need a lot of support early on and it is important to have the time to give them and take a genuine interest in their business. They also have lots of other things going on in their lives, whether they are still studying or working as well as setting up their business, so you need to be flexible and understanding, working with them along the way.”

Portsmouth ‘Have a Go’ Markets



Love Your Local Market is a great opportunity to kickstart partnerships with local colleges and offer ‘have a go’ business initiatives with free pitches. Rebecca Coughlin from Portsmouth City Council explains more.

“As part of the Love Your Local Market celebrations, I contacted local colleges and schools to see if there was any take up from students who had products ‘ready to go’ and who wanted experience of running a stall. I am part of the City Development/Regeneration service and we are keen to support and encourage entrepreneurial behaviour. We see the markets as opportunities for small businesses to move out of their kitchen and reach more customers by having a market stall.

“We are lucky enough to have a few sites for markets all with a different appeal and different footfall which we can offer space in. There are markets that are run in- weekly and there are speciality markets that run each month.

Our weekly market managers agreed to offer pitches free of charge to under 25’s as did our markets operators that run the monthly speciality markets.

“We had take up from a secondary Academy, and two FE colleges. The academy students have some art/design work that was ready for sale, handmade cards and other stationery items. The FE college students had clothing.

“Our experience was that the Academy students (aged 16) were much more organised possibly due to more teaching staff involvement in the activity.”

Rebecca's top tips

- You need to plan for plenty of lead in time. This means the possible engagement with schools/colleges and an understanding of the need for planning activity around school year, terms dates and the start and end of the academic year.
- Work with business studies departments to get the topic/activity included as part of the business studies curriculum and taking part in a market agreed prior to the event.
- Market days. It's not always practical or possible to get staff and students on site on a Saturday.
- Activity needs to be planned around other out of school activities Duke of Edinburgh Award Scheme etc. There is an element of the Duke of Edinburgh Award Scheme that includes enterprise, so it's useful to get connected with those providers.
- Provide decent pitches and don't charge! Participants will need tables/pop ups and quite often have zero experience. Some guidance from markets managers is part of the learning experience.
- If food items are sold, they need to have been baked/made/prepped at school so that the food hygiene evidence is not an issue.

Stockton Markets Youth Enterprise Officer



Stockton Market have a dedicated Youth Enterprise Officer who works with teachers, children and young people to deliver Business and Enterprise interventions. Manager Richard Beddard explains how they work with schools and colleges to share the personal skills as well as the trading experience required to run a market trader business.

“We have been running Stockton Youth Markets which were born out of a project called Young Business Club which was a great success and saw several Youth Enterprise Businesses doing very well on the day and gaining a wealth of knowledge along the way. These were arranged through Stockton-on-Tees Borough Council’s Business and Enterprise Team with support from the legal, Markets and Town Centre and Specialist Event teams. The event ran alongside the traditional Saturday Market between 9am and 4pm.

“We also work with young people who are not in education, employment or training (NEET) via our youth services provision, Youth Direction. The last enterprise project saw 15 young NEETs create a Christmas themed business for Stockton Sparkles and they made £92 in profit as well as gaining vital life-skills such as teamwork, problem-solving, communication, creativity and financial management.



“We also have a direct link with the Stockton Riverside College and the Princes Trust. We provide them with free spaces on our markets for recruitment days. This can only benefit the town, the more students learning in our town helps the local economy.



“Young Business Club members and delegates of Stockton Start-Up Programme all have access to our traditional markets, specialist markets and pop-up shop facilities in the Shambles and The Enterprise Arcade. Any young person who demonstrates enterprising activity will be supported in any way we can via the council or working with partners in the voluntary and community sectors as well as the private sector. Young people that take up this offer will be treated like real traders and will receive support from our legal department, communications, and events teams. Other support may include environmental health, health and safety or linking up with partners that can add real value.

“My advice for other markets doing this sort of thing is to remove as many barriers for young people as possible such as set-up of the market stall. Cover their insurance for one-off events and promote the event as much as possible. If young people have a positive experience of running a business, they’ll be more likely to set up their own business as they get older.

"We gather feedback from our young traders to tell us how and if it can be improved. This might include suggestions such as the position of the market, including music and other activities to draw in crowds. We use this feedback to implement our planning and consult with young people to ensure they are part of the decision making process – it's their market!"



Quotes from Stockton's satisfied young traders

"The support off Jenny was exceptional, very kind and helpful. It was a casual nature – no PLI, no pressure or lots of forms to fill in and the combination of stalls worked well" – **Abby Taylor, Graphic Artist and Illustrator**

"I think the location was excellent and it had good footfall" – **Joe Douglass, DouGLASS Etching and Burning**

"Great event, well planned and good communication before and during the event" – **Leigh Niven, Hallie's Handmade Crafts**



"Overall Stockton Youth Market was a success. I had the chance to advertise and let people know about the services I offer" – **Abraar Mahfooz, iGenius**

"I got the chance to ask people about my products and what was missing. The help from Jenny Donaldson has been invaluable. We also met some inspirational Stockton Enterprise Champions who all offered help and guidance" – **Danielle Alderson, Creative Crescent**

"As well as testing the market at Stockton Youth Market, all young traders receive follow-on support via Stockton Enterprise Champions, a scheme where local business people offer advice and guidance about starting up. Stockton Borough Council also run an annual business boot camp called Stockton Start-Up Programme, as well as a short course in market trading called 'Perfect Pitch for Retail' which is delivered by Stockton Council Learning and Skills.



“The whole council works together to support the next generation of entrepreneurs as we understand fear and lack of finance are the biggest barriers for young people setting up in business. By removing these barriers, we allow the young entrepreneurs to trade in a risk-free and safe environment. By working alongside our legal department, we can cover them under our insurance policy for one-off events such as Stockton Youth Market; it gives young people a real eye-opener into the world of

business” – **Jenny Donaldson, Business and Enterprise Officer**

Stockton-on-Tees Borough Council’s Cabinet Member for Regeneration and Housing, Councillor Nigel Cooke, said:

“Events like the Youth Market help to give young people a taste of what it could be like to run their own business while also developing their skills, confidence, and encouraging enterprise.

“There are a lot of very talented young people growing up in our Borough and we want to support them to develop their skills and knowledge.”

Cirencester Youth Market



Cirencester held its first Youth Market in March 2016. It was made possible through collaboration and partnership working and developing relationships with the intention of continuing to support the next generation of entrepreneurs for years to come. Becky Coles, Community Services Manager at Cirencester Town Council shares their experiences.

“The initiative began in the spring of 2015 when Cirencester College’s Innovation and Enterprise Manager approached the Town Councils Community Services Manager to work out ways to support young enterprise in the community.

“We jumped at the opportunity to work together as we had been looking to plan something but had found it hard to engage with the educational establishments due

to syllabus commitments. It's a great way of working together for the benefits of the students and collectively creating a stronger awareness in the town of each party's commitment to youth and young enterprise.

"A Youth Market was suggested, providing Young Enterprise students a platform to try out their enterprise ideas and have their first taste of retail. The initiative was expanded to include the other education establishments in Cirencester and soon the Royal Agricultural University (RAU) and both secondary schools came on board. This coalition became the 'E4 Group' comprising of the four main educators in the town.

"Meetings were held, a project plan was produced, and timelines and responsibilities were laid out - the hashtag was identified at the first meeting! Prior to the kick off meeting in January, learning outcomes were identified and incorporated into the learning programme; making it as student centered as possible, giving them responsibility to promote, work through logistics, run the day etc.

"The relationship that developed has created the basis for a strong scheme, with each group bringing skills and ideas to the table that they could all learn from.

"The Town Council coordinated the operational logistics for the market whilst the students oversaw producing the marketing materials, finding a sponsor and coordinating stalls. A sponsor was found, Thirdline, who funded marketing products and banners and a bursary to the 'Best Dressed Stall' entitling the winner to a pitch at the Charter Market for 8 weeks.

"Suzie Lew, Markets & Events Officer, played a big part in preparing the young entrepreneurs for their time on the market speaking to students at the kick off meeting, identifying the main tasks and providing NMTF's Operators Toolkit. Site meetings were organised to plan stall layout and discuss health and safety, placement of signage and power requirements. Merchandising information was shared and some of the current traders used as a case study to promote ideas and discussion.

"Unfortunately, the weather forecast was inclement, so a decision was made to reschedule the market. Thankfully, a week later, the weather was better; the event was a fantastic success with good sales and an excellent reception from members of the public.

"Judging for 'Best Dressed Stall' was undertaken by Councillor Mark Harris, Mayor of Cirencester at the time, and Amar Mohammed from Thirdline using the 4 P's of marketing: Price, Product, Promotion and Place as the criteria.

"Cirencester Youth Market is now an annual event and goes from strength to strength. In 2018 the third Youth Market was held with the support of a new sponsor, Lumley

Insurance and live music was provided by students studying performance arts. The partnership continues to grow and consideration is currently being given to run a series of workshops, delivered by the experienced traders on Cirencester Charter Markets, to develop the students' skills of running a business and engaging with the consumer.

Learning points identified over the three years include:

- Centralising project management and empowering the students, including a project plan which the students can drive
- More engagement with Youth Clubs and young entrepreneurs in the area for the next Youth Market
- Support to young entrepreneurs in marketing, sales, interaction with the consumer
- Capturing all young people within the identified age bracket for youth markets

“In summary, we would recommend running this sort of event to other operators; it’s really rewarding! The community loves it and we need to do what we can to support our future generations. Any operator should work closely with their local college and connect with their young enterprise department - this is a great starting block and then you can build from there.”

Naturally North Coast & Glens Student Trading Places



Naturally North Coast and Glens are essentially a touring market, based in the Causeway Coast, with a flagship market based in Ballycastle. They take the market from seafronts, to town squares and to key events and festivals. Each market is a different size depending on the size of the venue. Some markets can only host 20 traders, some can host up to 50, also some markets are indoors, and some are outdoors. As a touring market with so many different venues and towns,





the award winning Naturally North Coast and Glens team have gained an excellent reputation and respect within many communities, working with traders and community groups from each area. Shauna McFall explains that young people are an essential part of the success.



“Our student trading spaces offer the perfect opportunity for us to connect with our large population of young people, by providing a low-cost platform for them to be entrepreneurial, to try out a new business idea and sell their own creative products.

“It gives young people who are aspiring entrepreneurs, a chance to trade at their local market. It also inspires young people who have never considered the idea of trading on a market, the chance to have a go and learn some valuable skills at the same time.

“The student trading opportunities are the perfect vehicle to connect with local schools, colleges, universities and academies, by offering a low-cost platform for students who will be able to gain valuable hands-on experience for their future careers.

“We can work with students independently and have future plans to engage with local schools, colleges, universities and academies to offer student groups the chance to engage directly with a local market. Student pitches are offered at a reduced rate, and school pitches are offered under the community/charity pitches incentive.”

eat:Festivals Young Makers Market



Best Food Market. Great British Market Award winners, eat:Festivals operate a series of food and drink markets that are hosted in a number of towns in Somerset throughout the year. The organisers recognise that the success of their festivals depend largely on their engagement with local communities as visitors, participants and volunteers. Bev Milner Simonds explains that young people are an important ingredient.



“eat:Festivals are unique; we are like the best bits of an agricultural show (giant tractors, livestock and real farmers), with the best of a farmers’ market (primary producers and a focus on local) and the best of a great day out (free entry, lots for all the family, entertainment, demos, talks, masterclasses and hundred+ top notch local food & drink producers).

“We offer ten bursaries per year. These are funded by a sponsor. This includes a free pitch at any of our festivals, business support and advice and promotion via press releases, social media and in the festival directory (1000 distribution).

“For those applying through our “introducing... Young Makers Market” – in addition to the items above they also get small business financial advice from Nat West, a design workshop with The Design Hive and a mentor from within our existing trader stable. These places are aimed at new business owners aged 16 to 24 years old.

Taunton event hosted the finals of Young Enterprise Somerset. We will be repeating this in 2018.



“The success of the food festival depends largely on our engagement with the local community as visitors, participants and volunteers. We have 21 volunteer Showmakers including the two festival directors who build and run the festival year-round. The volunteers range in age from 14 to 67 and include 14 women and 7 men. We offer great training opportunities for volunteers. We focus on giving high quality opportunities to young people; including Duke of Edinburgh Award scheme students. Three of our volunteers have been recognised at the Pride of Somerset Youth Awards

“We pride ourselves on our high level of event management skill which we know our traders value. We use Stewards and Showmakers to add the sparkle on the day of the event and they are trained at a face-to-face session prior to the event. Our young Showmakers are highly visible, trained in radio communications; first aid; safeguarding and vulnerable adults procedures. Their #1 priority is to help our visitors have a safe, enjoyable day out in their area of responsibility.



“It is very rewarding to see the younger members of the crew grow in confidence, form view about their future and feel that they have the skills, knowledge and behaviours to apply for and be success at the jobs that they have identified. Some of our volunteer crew have now become paid day managers for us and other events and markets.



“Having this trained team allows us the freedom to manage the unexpected – like a swarm of bees descending on a festival a couple of years ago and a bride turning up for a photo shoot.

“We also worked with local colleges to provide filmed footage.”

Bury St Edmunds School Project & Puppet Parade



Sharon Fairweather is Market Development Officer at West Suffolk Council and has excellent links with our local colleges and upper schools to promote market trading as a career path. In 2018, Bury St Edmunds received a Great British Market Award for Best Market Attraction in recognition of their partnership work and event with a local school.

“We offer under 21’s free trading for 8 weeks and make them aware what a local market has to offer. As a local authority we offer a small business grant and I actively promote this and makes sure that any new start-ups are aware of the benefits of starting a business on the market. This project with St Benedict’s School focussed on encouraging young people to visit and trade at their local market, many of which had not visited in the past or considered it as a career opportunity

“We have our own Facebook pages for Bury market and our Market Officer has a Twitter account for West Suffolk markets. We have teamed up with our ‘We Love BSE’ Facebook page which has over 2500 followers and then promotes our market on a weekly basis, giving stallholder updates and profiling individual traders.

“Our Facebook page is run by one of the college students who has helped us with researching our customer base and has also started an Instagram account. We receive notifications from all our traders who use social media and retweet all their posts.

“We use social media to get important messages out such as events, weather warnings, road works and anything which could affect our market day operation.

We find the use of social media invaluable and a cost-effective way of promoting the market particularly special offers and new stallholders. Our market event incorporated social media by including the school and asked the pupils to Tweet and post their images. The school allocated all pupils involved in the project a role and one was a social media editor who coordinated the whole project. We follow other market related pages such as LYLM, NABMA, NMTF, Shop Live Local, Small Biz Saturday and other town centre related pages. This enables us to keep up to date with important news and gain ideas about what other markets and towns are doing. To gain more followers on our Facebook page we asked followers to like and share our page and offered a prize of vouchers for the market.

“Our market event focused on working with young people. We partnered our largest high school in Bury St Edmunds and asked different age groups to work with us on several different market projects, all the projects were part of the national curriculum. We wanted the students to learn about the market, the traders, the history and what it meant to the town and community. We identified early on that many students didn’t realise the heritage the market had and didn’t usually shop on the market. At one of our initial meetings with the 6th form students we identified that students didn’t class market trading as a career opportunity or that the products sold didn’t always appeal to them. The students didn’t realise that trading on a market was so inexpensive. The market development officer asked the question ‘how much do you think it costs to trade on the market’ the answers astounded us as students replied anything from £150 to £500 per day! They were equally astounded when we told them they could trade free and that an average charge after a start-up period was around £10 per day. Five groups of mixed age students had free stalls for a 4-week period. The students were aged between 13–19 and worked in groups. They appointed roles and responsibilities within their teams which included marketing, finance, design and logistics. They gained experience on real life business opportunities and their stalls as if it were their business. Any profits made were given to charities or invested in future year projects. The students designed their own publicity material and carried out a survey within the school asking what stalls the students would like to see on their market. The students presented their findings to the council’s market team and portfolio holders.

“We work with many different partners and these include local businesses, our business improvement district, local schools and other charities which can use the market as a platform to promote their causes and events. We offer local retailers and service providers a free stall. Many of the local restaurants and cafes do this to promote special offers and give out free samples. We do this all year round. We also have a policy to use the market as a space to promote entertainment which enables us to work with local schools, colleges and local music and dance groups. Over the last year we have had a busking day, children’s entertainment day, food festival and other events.

“Our market event, which focussed on working with local schools, included a puppet parade which used the puppets made in school parading throughout the town. The puppets depicted market characters and their stalls and were made in the school as part of art classes. This was promoted by the local media, BID and local retail group. It was also promoted via the school and their newsletters and on their website. Our town tour guides also promoted the event and held guided walks throughout the market giving details of the history of the market and included talks by some of the long-standing

market traders. Some of these traders' families have traded for over 60 years. Our local press supported this and published trader profiles on these stallholders. We have had a feature in our local paper showing photos of the market over the years. This has been well received and we have now got large images of the market over the years which our town guides can take to groups and other organisations who are interested in the town.

"Footfall is counted via a footfall counter provided by our Business Improvement District. This counter is on the main entrance to the market square. We also ask traders for regular feedback as many keep records on a weekly basis. Some traders keep a record of weather conditions and any other factors which could affect trading. We feel this is invaluable as it helps us to put into perspective any trends. During 2017 we have had major road works affecting the main routes into the whole town centre and we have been able to prove to the County Council that this has affected the market and made sure that this has been promoted accordingly. We work closely with our car parks team and analyse market day car parking events, this helps us work out when the market is at its busiest and if we need to adjust the hours particularly in winter months. It also gives us feedback on our events and if they are worth repeating.

"During our market event students carried out research on the market and asked how many times a month people visited their market. This was included in their finished report.

"We work with our local BID group to promote the events and our Town Council and Borough Council. Our local paper runs a monthly 'Market Matters' column which highlights new traders and events and also provided us with an 8-page spread during LYLM week. This was paid for by traders to take out small adverts to cover the cost – this proved that it is possible to gain maximum press exposure with very little money if everyone works together. During our market event we had great support from the local press which included a double page spread on the designs which the students produced for the LYLM bag. Working with the whole school meant that the parents were also involved in the project. We felt that this helped promote the market to people that didn't usually shop at the market. We had over 700 people attend the Puppet parade many of which did not usually visit the market. During our market event we offered shopping vouchers on the market for 'liking and sharing' our Facebook page which gained more followers. We always celebrate 'national days' such as British Egg Week, National Apple Day, British Beef Week and occasions such as Halloween and Easter. We encourage our stallholders to have special offers and get involved. Our local pizza stall offered pumpkin pizza at Halloween and chocolate pizza at Easter. Our fruit and veg stalls gave away free

English apples on National Apple Day and our local butcher did a barbecue for National Sausage Week giving away different samples. As budgets are tight we always work with other partners for paid for advertising, utilise social media as much as possible and work with traders on other promotional ideas and activities. Working with the local school on our market event enabled us to reach an audience which we wouldn't normally reach and encourage parents to come and watch their children in the parade and learn about the market through their children.

"We work with many different partners within in the town and Suffolk. We make sure that the market is included in any events which partners organise. Last year we included events on the market as part of Armed Forces Day and the town's Festival of Sport.

"Our best partnership during 2017 was working with the local school on our market event. The project lasted 8 months and included all different age groups. The pupils used the market to cover many different aspects of their curriculum which included art, photography, maths, English and design. During the project they designed and marketed a new bag, created a ceramic mural, designed publicity for the market, carried out surveys, set up companies to create products and sell on the regular market and the Christmas Fayre and provided business plans. Market traders came and gave talks on the market giving the students a design brief for the work. They spoke about their lifestyle and what market trading meant to them. Many students hadn't ever visited the market and they learnt a lot about the opportunities that the market held.

"Our market event incorporated all aspects of the market and market trading. It showed pupils the importance of the market within their local community and the town centre retail offer. From start to finish the project lasted 8 months and included all year groups within the school, BID, businesses and the local authorities. Projects included guided walks and talks, setting up businesses and trading on the market and other events, designing a reusable bag and logo and a giant puppet parade. One of the main findings was the fact that there was a lack of awareness amongst young people of not only what the market offered but what affect it had on the local community. The students also looked at how the market was promoted. They came up with the idea of having a mural within the market place to show where the market was on days which it didn't operate. The students designed and made the mural and it is now on display within the market place. We felt this was a worthwhile project to engage with young people on all levels and we will continue to use this scheme using a different school in the area each year to educate the young people of the benefits of a local market.

Bishop's Stortford Youth Market



As part of Love Your Local Market in 2017 students of Hertford Regional College and young entrepreneurs supported by Wenta became market traders for the very first time at Bishop's Stortford Youth Market. Rosanna Zaffuto, Events and Tourism Manager at Bishop's Stortford Town Council reports on how the concept developed this year.

"Last year, alongside our general Thursday market there was a range of unique items made and designed on sale created by the students from creative design courses. Young Entrepreneurs worked with Wenta, a social enterprise that provides free advice, support and training to those starting a business, who were also part of this exciting event. Additionally, Event Management students from the college provided hot and tasty lunch time meals for members of the public.

"Most aspects of the market were organised by students of the college. They created their own event page as part of the market Facebook page and posted regularly. Furthermore, students created and distributed their own posters for the event.

"In 2018, the new event management students opted to have their own Street Market. The group was divided into two competing teams. Each team had to create an Asian based menu and were responsible for decorating their own stall. The winning team sold the most meals and snacks.

"On 21 June 2018, the second Youth Market took place again with students from creative design courses. Products sold at this market ranged from candles to jewellery, to canvases to t-shirts. Again, students created their own poster to advertise the event.

"Bishop's Stortford Town Council is working closely with the local college to continue this venture. Similar events are plan for 2019. Both parties agree that the Youth Market is beneficial for both the students and the market. Working alongside young people introduces market trading to a new generation and the students have real world experience in both organising events and operating as a business."

Bolton's Future Market Traders Strategy



Bolton Markets have been successfully running youth markets using the Teenage Market platform for the last three years. It has grown to be one of the largest in the country with around 35-40 young traders and performers taking part. The Teenage Market is one of a range of initiatives Bolton Markets use to target the young people in the local area. Assistant Market Manager, Steven Turney shares some of the things he's learned.



"We've been running 'Teenage Markets' since 2016. Essentially what that licence gives you is the brand, and access to a website to advertise to young traders, but we are also advertising elsewhere and targeting directly using social media, local Colleges, Schools and local radio to attract young people to operate on our events. We run three Bolton Teenage Markets a year on the main town centre square called Victoria Square, in front of Bolton town hall. We work with our local radio provider, Bolton FM and there is usually entertainment in the form of a pop-up boxing ring, football arena & cycle track provided by Bolton Council's 'Get Active' team to promote a healthy active lifestyle from a young age. Bolton FM provide a roaming commenter to play music throughout each event and source live young performers to show case their talents.



"Bolton Markets provide free pitches, gazebos and tables for all traders and performers on our Bolton Teenage Market events aged between 13 to 25.

"I used to open registration to all three dates for the year at the same time on one generic poster and flyer, but I found it better to just release one date at a time and promote each individually around two months before the event dates. That's because, we were

finding that people would register and then forget that they had. Now we just open registration one or two months before each event and have found it a much better way to engage with the young traders wanting to attend. Around 65% of our traders re-book on the day of the first event for the following two, because of the success they have found it from a trading point of view.”



“Many young traders will want to trade selling items that are in trend at the time, for example cup-cakes and play slime etc. but the Markets Management team always have in mind to make sure we have a balanced trade on all our youth markets, so we offer help to them and actively try to encourage them to sell a different product range from the other young traders who we have already accepted. On occasions this has proved to be a more popular item to sell to the public and ended up as a more rewarding experience to the young trader when they have come up with something unique that no other stall is selling. The majority of first time young traders can feel reserved and unsure of how to sell to the public. I offer encouragement and support them to be more confident with public

speaking and how they display their products for sale on the stall. Each young trader gets the opportunity to go ‘live’ on air thanks to Bolton FM which enables them to talk about their business and what they are selling on the day. You see a real passion and pride grow as they become more animated about the business they are promoting.

“When the students attend from the Colleges & Youth Markets here at Bolton market, it is great to see our market traders happily sharing advice and tips on how to best set their stalls up and sell their products on the market. A real-life skill being taught well. It is very rewarding having the young people trading on Bolton Market working on their own market stalls, it adds vibrancy, youth and helps our market by bringing the next generation of shopper and traders back to Bolton Market.

“We regularly invite some of the young Bolton Teenage Market traders, local youth groups, schools and colleges into Bolton Market on our operational market days to



trade and help them grow their businesses and gain 'real life' experience in a real market environment. On regular occasions we have had the young Bolton Teenage Market performers attend the market to showcase their talents on our family friendly 'Fun Day' events, all have done well and enjoyed the experience of being part of the market family.

"A few young bakers who have seen how well they have done operating as a market trader on our Teenage Markets and on Bolton Market, have chosen to carry on learning to gain professional qualifications from college in a bid to hopefully start a business in the future.

"Markets Management handpick some of those young traders from the Teenage Market and offer them a free stall at the Bolton Food & Drink Festival held over the August bank Holiday weekend, which attracts a footfall of around 267,000 people over the four-day event. This gives the young traders a huge opportunity to showcase and grow their talents and business as market traders of the future. All the young traders were extremely staggered at how many attended last year's Food & Drink Festival, and how well they traded over the four-day period.

"We work closely with Bolton Sixth Form College and after meeting with tutors we devised a plan at how best we could work together to involve their students in operating small businesses in the market environment. Following this, some of their Art students were able to incorporate this into their course work, by bringing their creations to the market to display and sell over a week period in the Spring of this year and they sold their art work to the public. From this opportunity they were able to see what popular items were and did well with sales to enable them to be more successful when they returned at Christmas. It gave them a great platform of what to design to increase sales to maximise

on this opportunity to trade again. Business students from the college also ran a stall for a week's period and created from scratch some 'Christmas Eve Boxes' which they also sold and promoted on the market in the December period. All the money they raised from these sales enabled them to reinvest it back into the Business Department of the college to fund their next business project and running costs of the department.

"Bolton Market also provides work experience placements for students, pairing them up with our experienced traders to give them an opportunity to work along-side them on a couple of half day sessions gaining 'hands on' experience of operating a small business. The aim is to give them a real insight into how small businesses operate involving buying of goods, selling of goods and business costings. Markets Management believe we give the students who attend valuable



life skills and they learn valuable lessons that our traders teach them. Following the success story from the Sixth Form College, we are currently in talks with tutors from Bolton College & Bolton University about Apprenticeship opportunity's & further work

experience placements for their students working directly with Bolton Market traders.



"Following the great success with Bolton Markets Christmas free 'Kids Cookery & Craft Workshop' which was held every Saturday throughout December, we noticed it brought in lots of new families who had never previously attended or shopped on the market who have now become regular shoppers attending on average once every week. Due to it being so popular, Markets Management decided to introduce a monthly 'Kids Cookery & Craft Workshop' aimed at young children to encourage this trend further. These workshops are held every third Saturday in

the month and often themed to special days i.e. Mother's Day, Father's Day etc. or linked to national events like the World Cup, Royal Wedding etc. Markets Management have found this has increased footfall to the market on the day of events and showcases what is the jewel in the crown of Bolton Town Centre, Bolton Market.

Harborough Market Love Your Local Market school project



Harborough Market kicked off Love Your Local Market 2018 with a live HFM broadcast at the Food Fair on the town square, inviting people to tune in or come down to support the traders and learn a little more about them. This was part of a wider community project involving a local school. Harborough Market Manager, Sairah Butt explains more.



“On the 22nd May, the market opened its doors to 56 children from Meadowdale Primary School.

“I had previously been into the school to talk to Cherry and Oak class who learned about the history of the market and were set a challenge to write or draw what they love the most about their local market. These were displayed in the market and were

part of a wider classroom display. The submissions were judged in a competition by Councillor Neil Bannister, Leader of Harborough District Council.

“The pupils also had a tour of the market, met the traders and had a go pitching on the fruit and veg stall where they picked up some items to make a fruit salad at the school.

“We also invited children to come along to the market on Thursday 31st May for a Star Wars crafting event. Running alongside the weekly Craft Market, children had a go at making a light sabre or a mask.

“It was great to see the enthusiasm of the children who were very interested in the market and how it is run.”

Leicester's Learnings



Lessons learned from things that went wrong in the past when a partner organisation led a youth market event, have taught the team at Leicester about the importance of joined up vision and legacy when working in partnership with local community organisations. Adam Piotrowski, Development Officer talks about some of the latest strands of activity which focus on younger customers and youth enterprise.

“We have built a New Market Square which opened partially in June 2017 – currently work is taking place on the back of the Corn Exchange building which backs onto the space. Once this is finished we will have a screen wall, onto which we can project films, concerts, sporting events and other multi-media. This will open a new activity space as there is a limit to the sort of events we can stage outside in the square now to attract younger visitors.



“We have had initial discussions with the Peter Jones Academy, an entrepreneurship programme at Leicester College and De Montfort University which runs vocational study programmes with a view to running a monthly youth market. There is scope to broaden who we will be working with including organisations such as the University of Leicester and Leicester City Council owned business and creative hubs throughout the city.

“Our main partnership has been through the City Council’s LASALS (Leicester Adult Skills and Learning Services) to provide a course for people who want to be market traders. In 2017, people were referred or recruited on to the course through the Job Centre or Princes Trust. The course itself was led by an enthusiastic instructor who has a strong business background and managed to engage with people from a variety of different backgrounds and age groups.

“The course was modular, split over 5 weeks, 3 days a week with a mixture of classroom work and market experience giving participants the opportunity to test their skills, using donated goods to get trading experience behind the stalls.

“The response was positive with all 12 of the individuals who started on the course completing. LASALS wrote about 85% of the course content including information on taxes, entrepreneurship, customer service, merchandising etc. and I presented market specific information such as rules and regulations as well as the long-term vision for our market.

“We still have two traders on the market who completed the course and they have joined together as a cooperative trading from a unit. We intend to roll out this course on a regular basis with the next one starting once the next leg of market refurbishment is complete.

We’ve also worked with LECB, a local charity that provide projects for young people. As part of their scheme, we regularly host visits of about 20-30 young people in a programme that included lessons about banking, loans, finance etc and they took part in exercises around starting their own business.

Stoke-on-Trent Young Traders



Stoke-on-Trent markets are traditionally perceived to be old fashioned places for old people to shop and work in. Julia Smith talks about young traders initiatives at Hanley Market.

“Knowing it isn’t going to be an overnight fix to get young people shopping in the markets we are aiming to foster young people’s interest and favourable perception in markets from pre-schoolers through to University students and those in employment.

“We reach out to our youngest visitors by ensuring they have happy memories growing up with visits to the markets, we get in top quality entertainers including the ‘Real’ Santa to enthral them with free gifts, stories and afternoon tea. We offer free family fun days with donkeys, sand pits, bouncy castles and ice creams to reinforce the message that markets are fun places. This year has seen the first installation of a large soft play area in our city centre market which again is free to use to encourage parents to let their children get out of pushchairs and burn off some energy in a safe, clean, fun area. The area is attracting new visitors, so we are looking to install further soft play areas at our other markets.

“We regularly invite primary schools in to visit the markets, most recently a class was brought in to buy all the ingredients for a healthy meal to learn about budgeting, buying and were then taught how to cook that meal. Schools perform parts of their concerts in the markets to help children connect with older people and encourage good community feelings between the different generations.



“As they move into secondary school and further training, we offer them free stalls via



their training provider for Enterprise Days so they get a taste of running their own business in a market environment. This applies to all our markets indoor, outdoor and artisan markets. We contacted the Prince's Trust, schools and all the local training providers who have been keen to work with us. Several times we have held markets specifically for young people to trade at free of charge, we purchased some small stalls and tables, so they could just turn up with their products without the need to buy equipment and a good quality PA system so young entertainers can perform at the events.

“We started artisan markets on a few Sundays a year and have seen each one sell out to traders and each has attracted capacity crowds. With traders reporting excellent sales, we know there is demand for specialist products, we just needed to find out if customers would shop at general markets at different times to the traditional trading times. We have undertaken an opening hours survey to find out when the different generations want the markets to be open. The results of this survey are being analysed but they clearly show that younger people want to shop after 3pm and retired people want to shop before 3pm. So we are now to consult with traders to see how opening times can be adapted to increase footfall and make markets more accessible to people who may work or attend further education.

“Knowing it goes further than changing the hours, refurbishment works are underway and modern art installations are being created to make markets more attractive shopping destinations and we are actively recruiting younger people to become traders.

“We have started a two-year scheme to encourage those aged 17 – 25 years to start their own business, by giving them 75% off their tolls for the first 16 weeks. After the 16 weeks period is over, these young people will receive 25% off the rent until their 25th birthday. We are also offering free business training and mentoring in any areas they need it is such as financial skills for small business owners, visual merchandising and social media skills. Anyone interested should get in touch before we get full.

“We have been advertising the opportunity in local and social media as well as getting out there and delivering the message directly at roadshows in leisure centres and other public buildings. The next step is to take our stand to job fairs, University/ college events.”



Aylesbury Young Enterprise Initiatives



Diana Fawcett is the Town Centre & Regeneration Manager at Aylesbury where she has been working with Young Enterprise for a number of years. She explains how the partnership has brought vitality to the market both in terms of traders and as customers:

“We’re trying to position the market in a different way in Aylesbury. Rather than a place of low value items, we are developing the market as a place of concept, vision and experience. Aylesbury Market is the place where you can get something different. The work we do with young people is vital to that strategy.

“Young Enterprise is the UK’s leading charity that empowers young people to harness their personal and business skills. It works with young people aged between 16-18 years old through business advisors in schools. Through the scheme young people learn how to set up and run their own business as a limited company. They have to build, make, construct or purchase products which they have to sell.



“The challenge with this partnership is that the schemes are very transient and you only have a very small window to work with the schools. So, we start working with the young businesses around September time each year and provide them with their first outlet on our Christmas Gift Market.

“That’s a massive event with a huge number of stalls. The Young Enterprise section has about 12 stalls and it’s own branding and banners.

“It works on so many levels, because it brings in kids who don’t normally shop at the Market, as well as their families, mums and dads, grandparents – all potential new shoppers.

“Many of the young traders are high achievers. They are all aspiring Alan Sugars and often put the more established traders to shame. In fact, I think that ‘Apprentice’ programme has a lot to do with it.

“Their product displays and their branding and marketing is outstanding. They have put a lot of thought and effort into how they want their business to look. They are often better at engagement because they are young. They are in suits – even though it’s winter and it’s minus three outside!

“When they arrive on site they are met by their Young Enterprise representative. We meet them and give them tips and advice like how to engage with the public, not to be stuck behind your phone but at the same time check in with social media.

"It's such a busy event, a lot sell out of stock in 2 hours. They have to pay for their first pitch on the Christmas Craft market. That's because they need to learn how to balance their books because this is the real world. They pay the going rate which is £26 and they get a subsidy to support that from the Young Enterprise project.

"We then speak to them and offer them the opportunity to trade for free with advice, support, social media back up etc when they come in.

"I would recommend any market to build a relationship with your local Young Enterprise team. The launch event is usually the middle of September that's when all the schools and tutors and support advisors get together.

"I usually have a half hour slot, talking about how we are repositioning the market and how it's undervalued as a place to sell.

"I explain to the students that this an opportunity to get direct access to their customers to judge their reaction to their product, face to face. It's the perfect place to do market research and see if your brand works.

"In terms of attracting young people, that's key to creating the customers of the future. That's one of the reasons we amended our Friday market to become Foodie Friday market. We saw an opportunity to re-cluster our food market as a street food offer.

"We took that as a leap of faith and we have had massive amounts of street food creating a different offer on that day and for the first time we have people from the offices in Aylesbury coming out on Friday lunchtime and buying on the market.

"The local Grammar School is a 5-10 minute walk from the market and I'm keen to encourage the students. If I can get them to my lunch on the market we are starting to introduce a new style of customer. It sounds corny and we say it a lot but it's true ... youth are the future.

"We have got to get young people shopping on the market. I can't be selling them something they don't need or want.

"I'm fully aware that many of the students will go on to University and leave the area, but I really hope that at some point in their career when they are thinking about starting their own business they will want to set up in the market. I hope that they will think that they had a good opportunity and experience at Aylesbury.

"In the long term we are sowing the seeds for the future and helping people to have a love of the place. They will associate the town with their memories of being given an opportunity to trade in a collective and cohesive way – that's the Aylesbury concept, vision and experience."



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