

THE TEENAGE MARKET

**A guide to setting up
The Teenage Market
in your town or city**

**Join our growing community including
Salisbury | Kettering | Wolverhampton
Middleton | Trowbridge | Stockport
Croydon | Romsey | Salford | Sutton**

**THE TEENAGE MARKET
IS A PLACE TO
SHOWCASE YOUR TALENTS
CONNECT AND
COLLABORATE
EXPRESS YOURSELF
COMMUNICATE
BE PART OF A COMMUNITY
SHARE KNOWLEDGE
TAKE A RISK
TRY OUT NEW IDEAS
PROMOTE POSITIVITY
SUPPORT INDEPENDENCE
BE CREATIVE
IN A RELAXED & FRIENDLY
ENVIRONMENT
WWW.THETEENAGEMARKET.CO.UK**

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The Teenage Market is supported by Stockport Council's Business Challenge Fund, NABMA and Love Your Local Market.



What is The Teenage Market?

The Teenage Market is the perfect opportunity for markets to connect with their town's population of young people, by providing a free platform for them to be entrepreneurial, try out a new a business idea and sell creative products.

The Teenage Market gives young people who are already selling online, a chance to trade at their local market. It also inspires young people, who have never considered the idea of trading on a market, to have a go.

As well as a creative retail offer, The Teenage Market also includes a performance element, giving a much needed, free platform for local performers and large community groups to showcase their unique skills and talents.

This fusion of creative retail and live performance, creates a thriving, bustling marketplace which will act as a catalyst to attract a new generation of shoppers and visitors to your town's market area.

Add to this a good quality food and drink offer, and this can create a boutique festival environment which brings the local community together through a celebration of the diversity and energy of your town's young people.



Engaging with schools, colleges, universities and academies.

The Teenage Market is the perfect vehicle to connect with local schools, colleges, universities and academies, by offering their students to chance to engage directly with their town centre.

By offering a free platform to specialist vocational departments like catering, hairdressing, art, music and fashion, their students will be able to gain valuable hands-on experience for their future careers.



"I first came to The Teenage Market with my college as a graphic design student. Since then, I've gone on to create my own line of clothing which is now being stocked in independent retailers like Afflecks Palace in Manchester."

- Liam Walton, 18
Wrong Crowd Clothing

Engaging with the media

The Teenage Market is also a great chance to get lots of publicity for your market in local media outlets including press, radio, and online, through blogs and social media platforms like Facebook and Twitter.



Liam Walton, 18
Wrong Crowd Clothing





The Teenage Market in Stockport

The Teenage Market was created by teenage brothers Tom and Joe Barratt in their hometown of Stockport, and was developed with the help and support of the town's market manager Paul Downs and his team.

Tom and Joe believed that there should be a specialist market designed specifically for the large population of young people in the town.

The concept of The Teenage Market immediately captured people's imaginations, and became an instant hit with young people in the North West. At the first market in April 2012 there were over seventy traders and twenty performers taking part.

The event quickly gained local, regional and national media attention, and received online backing and support from the Queen of Shops herself, Mary Portas, who described The Teenage Market as 'game-changing'.

Stockport Council and the local business community quickly recognised that The Teenage Market could play a big part in the town's regeneration strategy.

As a result, the brothers were awarded funding from Stockport Council's Business Challenge Fund in order to develop the idea further and run events for the next two years.



Benefits of running a Teenage Market

Running a Teenage Market brings with it many added social, cultural and economic benefits to your market, town centre and its people, including:

Increased footfall, with the event attracting shoppers and visitors of all generations.

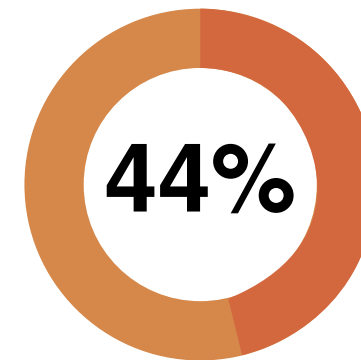
Increased spend in the area, positively affecting the town's local economy.

The creative animation of your town centre, through a range of interactive performances.

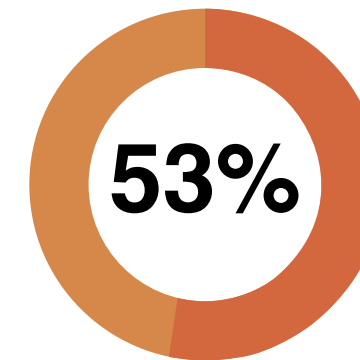
New customers and visitors introduced to your town's market area.

Increased publicity for your market area through a range of press, radio and online coverage.

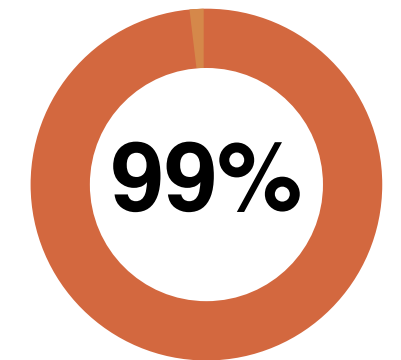
Increased connections created between young traders and established independents.



of Teenage Market traders had not been to Stockport Market before The Teenage Market



of Teenage Market traders would consider a future career in market trading



of Teenage Market traders thought The Teenage Market promoted Stockport Market as a place to visit

"The Teenage Market is an amazing platform for people, like myself, to get their work out on display and make some money whilst doing so."

"It gives people of all ages a reason to visit the town and I'm sure it brings business to surrounding shops too, with people coming in from different towns."

- Lucy Shaw, 17



The impact of a Teenage Market

Running The Teenage Market can act as a catalyst for community engagement and active participation across a wide-range of age-groups in your town.

The young traders and performers who take part will bring large groups of family and friends with them, as they come along to lend their support.

By providing young people with a platform to express themselves The Teenage Market will produce a feel good factor in and around your market area, generating positive stories to use in the local press.



The Teenage Market is “about so much more than shopping, it is a multifunctional and social place which offers a clear and compelling purpose and experience that’s not available elsewhere.”

The chair of the All Party Parliamentary Markets Group, Ann Coffey MP, has also praised The Teenage Market in Westminster as part of a debate on ‘The Future of British Retail’, describing the event as ‘retail theatre’.

The Teenage Market encompasses the main objectives set out in the Retail Markets Alliance ‘Markets 21’ report, in that it aims to attract visitors, develop skills, invest in new talent and create a new local economy.



Supported by reports

Mary Portas, who was commissioned by the government to conduct a review into the future of our high streets, has given The Teenage Market her full support. She described the initiative as being ‘unique, innovative and inspiring’ when she visited The Teenage Market in Stockport.

The whole ethic of The Teenage Market is underpinned by the values expressed in The Portas Review, in that it aims to “put the heart back into our high street, inspire that connection between local people and their home town, and instill pride in belonging to a unique place”.

The Teenage Market also promotes the RMA’s aims to “help nurture small businesses, making use of markets’ role as a hub to promote strong, safe and prosperous communities.”

Crucially, The Teenage Market addresses the key issue of attracting “new blood” to markets.

In their report, the RMA concluded that there is “a lack of new young traders entering the sector” and doing more to encourage this “remains one of the industry’s key priorities.”



“The Teenage Market really brings the community together and makes the town a much nicer place.”

“It gives aspirational young people a great opportunity to start something they could be very successful in and creates a totally different view of teen culture that is normally portrayed in the media.”

- India Charlotte-Wood, 16



There is certainly not a lack of young entrepreneurs in the country, in fact an increased access to technology, materials and skills has made it easier than ever to be entrepreneurial and start your own creative business.

However, one of the main problems is that many young people do all their trading online, through digital marketplaces like Etsy and ASOS.

What The Teenage Market does is give these young people an opportunity to have a physical presence in the heart of their town, becoming part of their local community.



Being part of The Teenage Market national network

As we want everyone to benefit from the impact a Teenage Market event can make in a local community, we're offering local authorities and private operators the chance to run The Teenage Market in your town.

Being part of the Teenage Market national network gives you access to a wide range of marketing materials as well as a powerful online portal which will make managing and promoting your event incredibly easy.

Online Portal

After becoming part of the national network you will be given your own page on our Teenage Market online portal.

From here, you will be able to create Teenage Market events and invite traders and performers to take part.

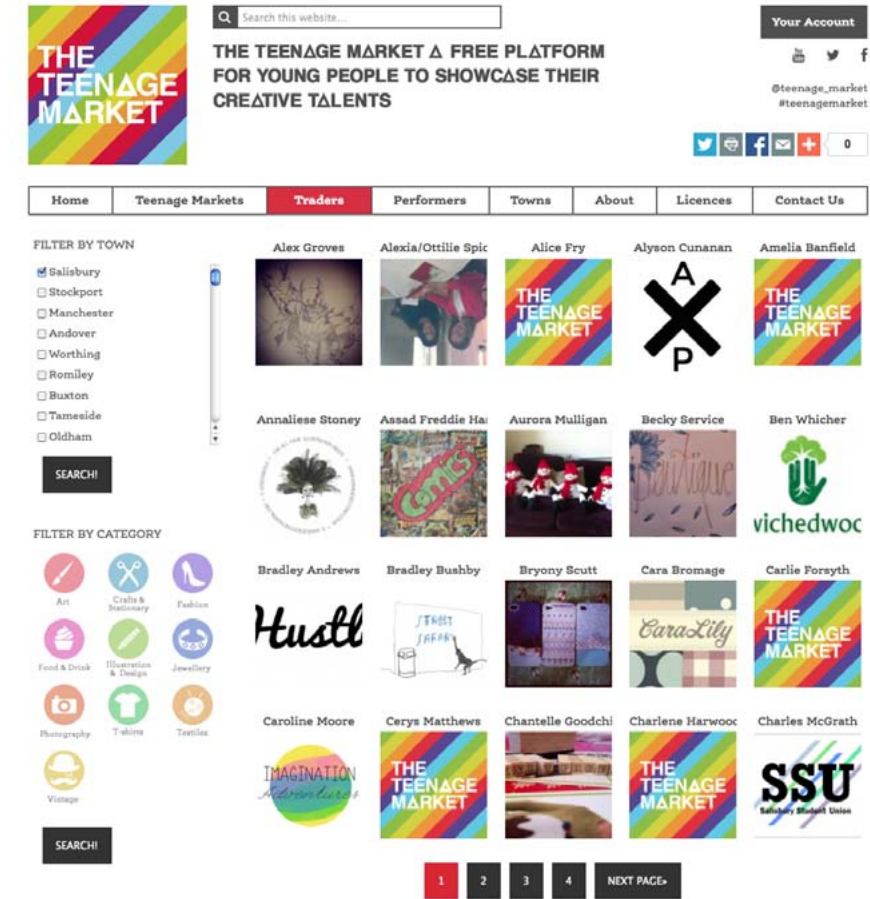
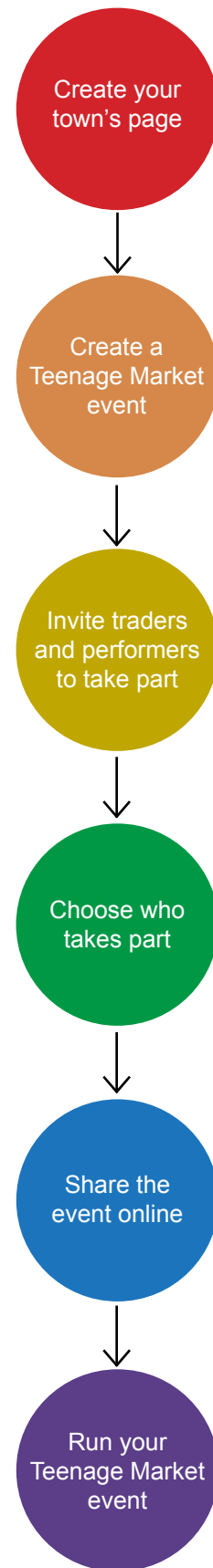
From the click of a button you will be able to input the date, time and location of your Teenage Market, and then use social media tools to share it online.

You will be able to collect, store and manage information about all the young traders and performers who want to take part, making the running of your Teenage Market as easy as possible.

The more Teenage Markets you do, the bigger your database will become, making the process of identifying traders and performers for future Teenage Markets also easier each time.

In a nutshell, The Teenage Market online portal is a simple yet incredibly effective organisation and marketing tool, utilising the power of digital technology to run and manage a physical Teenage Market event.

Using the online portal



Trader Listing

Tap into a growing database of Teenage Market traders, as they sign up to take part in Teenage Market events.

Choose which traders you want to invite to take part in your Teenage Market events, after browsing through their product image gallery and reading about their business.

Town Listing

Your town will get its own personalised page on our online portal, with the ability to create Teenage Market events at the touch of a button.

You will be able to create as many Teenage Markets as you want, with different locations, dates, times, themes and trader and performer numbers.



Marketing Materials

After becoming part of the national network you will be given access to a number of graphic design templates for banners, posters, and flyers.

Each can be customised for your town and be used as visual marketing tools to promote your event.

You will be given access to the files to download but then it's up to you to print them off and have them made.



Large banners

These large banners can be customised for your town and can be attached to the sides of marquees at your Teenage Market.

They are incredibly eye-catching and can be positioned near the entrance of your event to attract customers and visitors.



Pop-Up banners

These pop-up banners are easily assembled and can be set up wherever is most convenient to help draw in customers and visitors.



Posters and flyers

These posters and flyers are fully customisable for your town's very own Teenage Market and are a great way of getting news out about it to the local community.



Summer Themed Flyer



Themed Flyers

You will be able to use our templates for themed Teenage Market events, for example during Love Your Local Market, or a Summer, Halloween or Christmas event.



Halloween Themed Flyer



Case Study: Salisbury Teenage Market

The City of Salisbury was the first to take out a Teenage Market licence package and they've shown just how much of an impact the events can make in a local community. Over 100 young people have traded and 70 young people have performed at their events. 500 people attended their first Teenage Market and this doubled to 1000 people at their second Teenage Market.

Having identified young traders through The Teenage Market many traders have now gone on to become part of the regular market offer at the Charter Market as part of 'Love your Local Market', Salisbury Christmas Market, the Contemporary Craft and Heritage Fayre and a regular pop up shop in Salisbury city centre.

The event was also featured prominently in the local media including in the Salisbury Journal, Salisbury Life, BBC Wiltshire and The Bournemouth Echo.



"With over 40 stall holders selling a diverse range of amazing products from homemade dog treats to vintage clothing to Tibetan yak blankets, performances throughout the event and over 500 people attending - our first Teenage Market was a huge success!"

"The young people of Salisbury identified with the Teenage Market brand and made this an unforgettable event for the entire community. We are already fully booked for our next market and I can't wait to work with young people to make this a permanent event for years to come."

- Abi Blake, Salisbury City Council



"I have always been an entrepreneur at heart, selling plants and fresh fruit from my greenhouse to my neighbours. I would create cakes, breads and everything in between, but I always wanted to take it further."

"One day my dad showed me an advert for The Teenage Market and I got very excited! I began creating a large variety of cupcakes, cookies and brownies with the help of my good friend Emily. We made it to the event and the thrill of a sell made me know I wanted to do more."

"The next market rolled around and Emily and I created more cupcakes and I sold a new craze of mine, meringues. Without the help and support from The Teenage Market, it would never have given me the courage and confidence to set up."

- Ollie Peters, 14



Case Study: Kettering Teenage Market

The town of Kettering took out a Teenage Market licence with the plan to get more young people engaging with Kettering Market. The event was funded by both Kettering Borough Council Markets and Kettering Youth Council.

The event was a big success, with local young people immediately identifying with The Teenage Market brand and ITV News featuring the event as a positive story for the area on the local news roundup.

Teenage Market trader Lauren Barbaccia said “when I left school I didn’t go into higher education. One of my hobbies is crafts, so I thought I’d keep myself busy by making a frame for my own house. I then started making the frames for my aunts and uncles and, because I love making them, I now make them for my friends.”



Rachel Owen, who currently works at Barton Hall in Kettering as a pastry chef producing desserts and cakes, said “I am excited to showcase different cakes and confectionery for people to buy and take home for their own afternoon tea treats.”

Guy Holloway, Head of Corporate Development at Kettering Borough Council, said: “Events like this really demonstrate the great creativity and business acumen that our young people have. They really add something to the market by selling crafts and other goods which are not currently on sale.”

Councillor Derek Zanger, Kettering Borough Council Portfolio Holder for Regeneration, said: “We are delighted to be supporting this event and I can’t wait to see the excitement and vibrancy that our young people will bring to the High Street.”

Case Study: Wolverhampton Teenage Market



Wolverhampton signed up to run Teenage Markets in order to give local young people the chance to trade for free in a prime shopping location along the main high street in the heart of the city centre.

Around 20 young traders took part, with customers and visitors praising the vibrant atmosphere created alongside the normal retail offer in the city centre.

Collaborations were made with the local college and university, who helped in the promotional campaign in the build up to the event, and support was also gained from Virgin Trains, as part of their commitment to supporting the local community.



How traditional markets are fighting back



A host of radical ideas and local traders and producers are helping the original retail experience fight back against the internet shopping revolution. Meg Carter reports

MEG CARTER | Tuesday 09 September 2014

In an era of online shopping in which high streets are in decline and even a major retailer such as Tesco is struggling, the traditional town market may seem like little more than an outdated throwback to a medieval age. Yet thanks to our growing appetite for local produce – edible and otherwise – our desire to get up close and personal with local producers, and a new generation of innovative younger traders, the town market's fortunes are once more on the rise.



For proof, look no further than the Northamptonshire town of Kettering, which hosted its second Teenage Market last Saturday – a day of stalls showcasing local young traders' talents, produce and innovative ideas for all ages.



The market, funded by Kettering Borough Council Markets and the town's Youth Council, is the brainchild of Tom and Joe Barratt, who, as teenagers, created the Teenage Market as a local event in their home town of Stockport, offering local teens free market stalls to sell their wares.

Promoted online and via social media, the Barratt brothers' first market, in April 2012, attracted 70 traders, 20 performers and thousands of people into Stockport's old town centre. Since then, the pair have run more than a dozen other market events and are now licensing the Teenage Market concept across the country.

"The success of the Teenage Market is all about individuality – attracting a new kind of market trader with unique products and ideas which you won't usually find on the high street," explains Joe, who is 21.

"Traditional markets typically attract older people who've been visiting them for 30, 40 or even 50 years. But a fresh approach can create a new destination in town centres for a wider range of people – younger people, especially – with opportunities for a new breed of market trader. For a sector whose future has been uncertain for many years, this can only be good news."



In 2009, a report by the National Association of British Market Authorities (Nabma) suggested that 25 per cent of the UK's local markets would close down by 2020. By 2013, however, its findings showed a markets sector more than holding its own, with 65 per cent of Nabma members reporting stallholder numbers up, 57 per cent reporting higher footfall and 58 per cent reporting profits either up or stable, year-on-year.

Moreover, this year has seen the fruits of substantial investment in markets by local councils. Leicester Market now boasts the 5,500 sq ft Leicester Food Hall, following a £9.2m upgrade. And the formerly struggling Brighton Open Market reopened in July and is now open every day. Sheffield invested £18m in the Moor Market, which opened at the end of last year.

"What we are seeing is little short of a revolution in local markets with the local authorities – operators of most of the country's local marketplaces – either upgrading facilities or opening up their running to local community groups and private businesses to revamp the market offer," says Nabma's chief executive, Graham Wilson.

While he still expects rationalisation – with those markets unable or unwilling to update closing between now and 2020 – he insists the outlook for the local market today is far brighter than it was just five years ago. The reason? The combined effects of the success of local farmers' markets with the democratisation of foodie culture and growing interest in local producers as community spirit has been rekindled, in part, by recession.

Many local authorities, meanwhile, have been championing the upgrading of their markets, adds Ellie Gill, who runs the Love Your Local Market campaign and last year helped to launch a market in the Wiltshire town of Trowbridge in direct response to the self-styled Queen of Shops Mary Portas's 2011 report on the future of the high street, *The Portas Review*.

"Local markets are no longer about cut-price tat and counterfeit goods," she insists. "Instead, they're now recognised as a great place for local businesses to try out new ideas. And by creating a colourful and vibrant alternative to homogeneous, bricks-and-mortar retail outlets, they are a great way to mask the well-documented decline of the British high street, too."

As – if not more – important, however, has been a fundamental shift in shoppers' attitudes, according to Jim Whyte, the head of insights at the leading branding and design consultancy Fitch London.

"Consumer behaviour has changed fundamentally in recent years. Not so long ago, we used bricks-and-mortar shops to locate products – something most of us now do online, leaving the physical retail environment as somewhere we go to explore, to dream, to be inspired," he says.

"And this is where local markets – many of which take place at weekends, when consumers have time free – come into their own. It's because of the opportunities they provide to explore, to encounter the unexpected, and to talk to the people behind many of the goods on sale – the local producers."

It's a suggestion that certainly strikes a chord in Hebden Bridge, West Yorkshire – a town built at the point where packhorse drovers once converged to trade their goods where today, at least two different markets pop up weekly – usually in the car park opposite the town hall.

Wednesday is bric-a-brac market day, where, in recent weeks, students – selling the contents of their wardrobes to make money for the start of term – have stood alongside regular stalls stocked with anything from antique and vintage to quality pre-loved toys, local resident and market enthusiast Helen Meller explains. The food market, meanwhile, is on Thursdays, with stalls including one selling delicious handmade pies and another piled with freshly caught fish.

"The great thing is not knowing what might turn up, as no two market days are ever the same – last week, along with Hunter wellies and old typewriters were fox and mink collars and lobster pots," she says.

"On a Thursday, everyone here buys fish from Paul the fishmonger, who collects his catch from Fleetwood at first light and is here by 7.30am. It's not so much price that primarily attracts people but the fish, the banter and the ritual of it – the recipes exchanged and the fishy tales told."

And it is this which is, perhaps, the local town market's most enduring strength. For at its best, Wilson points out, a local market is "a celebration of what's great about its own particular community".





“ The Teenage Market is driven by young, individual, innovative teenagers for teenagers.

It’s unique, inspiring and game-changing. ”

- Mary Portas
(Government advisor, The Portas Review)



“ The Teenage Market is preparing young people for the world of business and championing an independent spirit that’s so vital to the future success of our town centres. ”

- Clare Rayner
(The Retail Champion)



“ Nabma is delighted to sponsor the Teenage Market and recommend the concept to its members.

The success of the Teenage Market is a clear indication of the positive contribution that young people can bring to markets and help secure the future prosperity of our industry. ”

- Graham Wilson OBE
(CEO, National Association of British Market Authorities)



“ The Teenage Market is a fantastic and cost-effective way to bring a real buzz into a town centre.

Instead of worrying about what there is for teenagers to do in your town, why not give them the space to show you what they can do with your town? ”

- Julian Dobson
(Director, Urban Pollinators)



“ The Teenage Market in Stockport is offering young people an amazing opportunity to showcase their talent and a place to sell their goods.

A new generation in our market place with their enthusiasm and vitality is proving a magnet to young and old and a powerful regenerative force. Every market should have one. ”

- Ann Coffey MP
(Chair, All Party Parliamentary Group for Markets)



“ The future of the high street isn’t going to be decided by old retail experts, but by young people.

Projects like The Teenage Market show that young people can bring passion, enthusiasm and innovation to town centres which they still love and use. ”

- Dan Thompson
(Author, Pop-Up People)

Pricing

The Teenage Market licence fee for one year costs:

£750+VAT

This allows you to run as many Teenage Market events in your town as you want, big or small. It gives you:

- a dedicated page on our website, which can be personalised for every event you run.
- access to a powerful online event management tool, making the process of organising your traders and performers as easy as possible.
- access to our comprehensive toolkit which shares our advice, experience and valuable tips.
- access to a wide range of marketing templates, including our vibrant, trademark branding.

Special introductory offer

As a special introductory offer we are giving towns the opportunity to take advantage of a reduced licence fee if you take out a two year contract.

Contract	Cost	Saving
1 year	£750 +VAT	
2 years	£1000 +VAT	£500 +VAT

Teenage Market Contact:

Tel: 07825 151 613
E-mail: info@theteenagemarket.co.uk

Optional Insurance Cover provided by G M Imber & Sons Ltd.

The Teenage Market Insurance Cover

Market Operator Package

For £5 Million Public Liability & £10 Million Employers' Liability Insurance the premium is **£609.50** Inc IPT (Insurance Premium Tax @ 6%).

An excess of £500 Third Party Property Damage applies.

Casual Traders & Singers, Dancers & Musicians Package

For £1 Million Public Liability the premium is **£530.00** Inc IPT (Insurance Premium Tax @ 6%).

An excess of £250 Third Party Property Damage applies.

NOTE: The above quoted policies will cover the following:

4 large Teenage Market events per year with up to 100 stallholders and any performers taking part in The Teenage Market including singers, dancers and musicians.

12 small Teenage Market events with up to 20 stallholders and any performers.

The insurer will not cover Street Performers and Showmen as these activities will be excluded under the Casual Trader policy. Street Performers will consist of jugglers, performers using knives or fire and operators of amusement rides and inflatables etc.



G M Imber & Sons Ltd. Contact:

Tel: 01342 327250
E-mail: info@gmisl.co.uk

The Teenage Market towns and cities:

Kettering
Borough Council

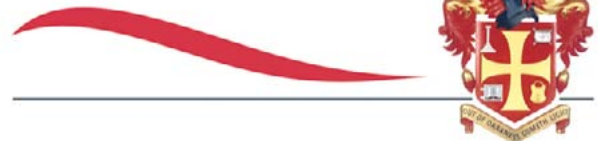
SALISBURY
CITY COUNCIL



TROWBRIDGE
TOWN TEAM



Wolverhampton
City Council



Salford City Council



STOCKPORT
METROPOLITAN BOROUGH COUNCIL

Supported by:

nabma
the voice of local authority markets



your local
market