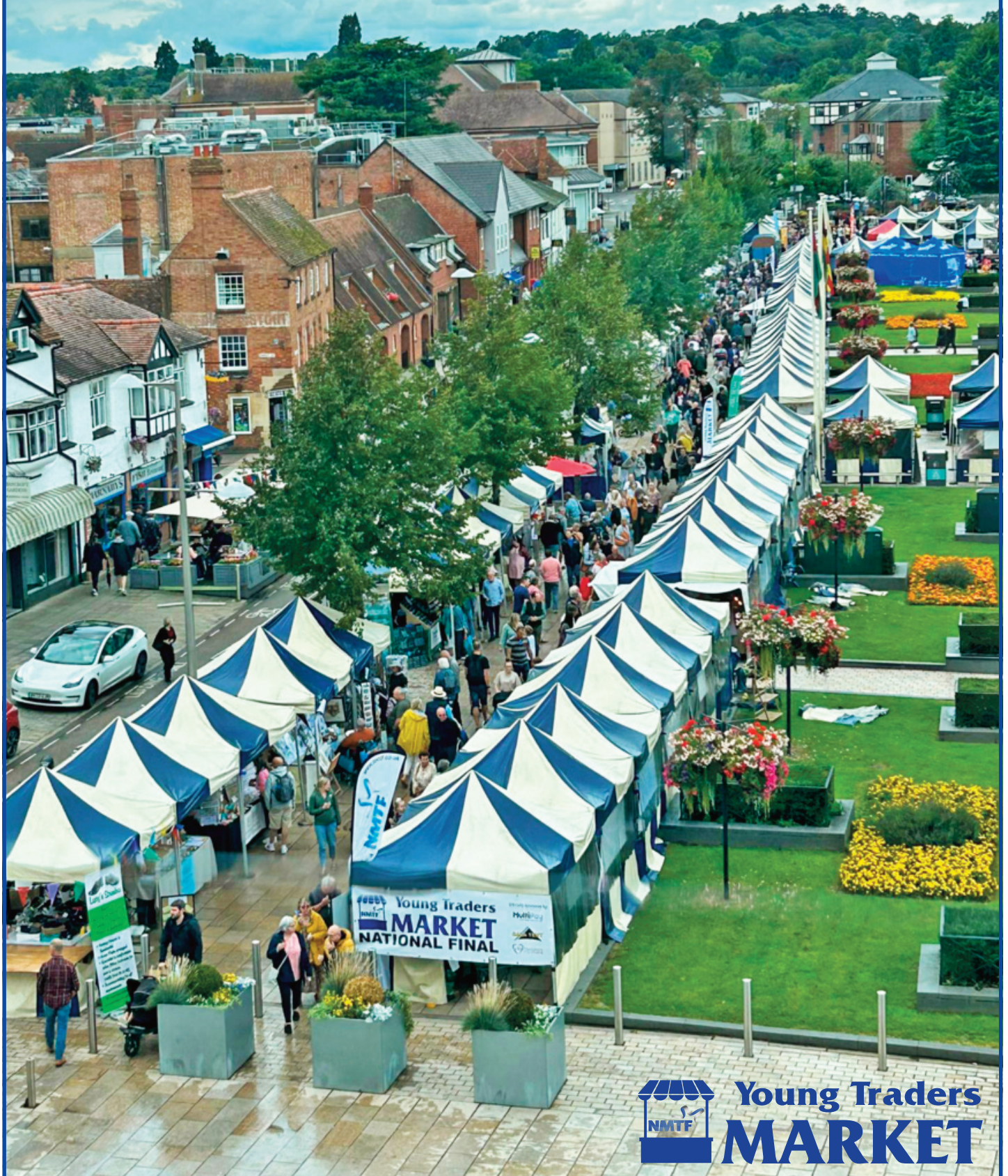


Operator Action Pack: Organising your Young Traders Market



This guide is aimed primarily at those operators who are quite new to organising young traders markets. We know many of you out there are old hands — but take a browse and there may be something you can learn.

Foreword

“When we launched the first national young traders market in Manchester we could not have imagined it would become the well established large campaign it now is.

“Also, we never cease to be impressed by the amazing young people who take part in the young trader initiative. Their creativeness and enthusiasm is just brilliant.

“We started the young traders campaign as a way of nurturing young talent because we know that we need more young blood on our markets to ensure the rich history and heritage of market traders continues long into the future.



**Joe Harrison,
Chief Executive
NMTF**

“However, it isn’t a case of just finding new traders for our market stalls in the UK, it’s also demonstrating that our markets are the ideal platform to test, develop and grow a new business to whatever ends the young traders aspirations and ultimate goals for their business are. Whether that be continuing on a market, moving into bricks and mortar retailing or wholesaling and manufacturing at a much greater level.

“This truly highlights, that markets and market type events play such an important role in this business development.

“Our ultimate goal here at NMTF is that we achieve as many Young Traders Market events to happen the length and breadth of the UK at a local level, and not just as an annual event, but looking to them happening quarterly or even monthly as some market operators have now already introduced.

“So I hope you find this action pack useful and if you haven’t done so already, please get on board and make this happen in your local area.

“The NMTF are 100% behind this campaign so we feel if you care about the future of your market, you should be too.”

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A young traders market (YTM) is a way of showcasing to young people how to start up and run a retail business, either on markets or at market type events (eg fairs, shows, festivals).

The NMTF invites all market operators and relevant interested parties to online meetings to discuss the frameworks for holding a local YTM and for market managers who have previously hosted a local event to share their tips and best practices. If you wish to take part, please register your interest by emailing YTM@nmtf.co.uk you will receive confirmation and an invite early in the new year.

Why do I want to run a young traders market?

- Provide an opportunity for young entrepreneurs to come together and trade in their local town
- Introduce the youth of today to market trading to become the market traders of the future
- Encourage young people to shop on the market, attracting a wider audience into the town centre

Who can be involved?

- Council
- Private operators
- Local Charity
- Schools/Universities/Colleges
- Youth clubs

Will I require funding?

- You will need to consider what costs, if any, will need to be covered, such as the cost of setting up and taking down the market, cost of equipment, costs of staff i.e. those that handle the admin, the cost of renting a space if you need to and other costs a young traders market may incur. You may consider incorporating a local event as part of your existing market offering, as a stand-alone event, or releasing a few stalls for young traders to use.

Do I need to apply for permission to hold the market?

- If you are a private operator and wish to hold a YTM you may require permission from the local authority. If they hold market rights, it may be that you need their permission before setting up what could be considered a rival market.

Networking

- Consider interested parties that may have useful input into a young traders market i.e. local retailers, the council (if you are a private operator), the local community. It may be that other entities would like to be involved.

All young traders that take part in the YTM have to register via the NMTF website. The NMTF can supply you with trader details from the YTM direct entrants database.

When to hold your YTM

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For the YTM programme general dates are as follows:

Local events

- From September 2025

Regional finals

- Start May 2026 end August 2026

National final

- Friday 28th and Saturday 29th August 2026



Bolton



Darlington



Broadway Hackney



Swansea



Bury St. Edmunds



Barnsley



Belfast



Bristol



Mold



Sutton Coldfield



Errol

Thank you to all
eleven regions

The young traders market programme focuses on young entrepreneurs aged 16 – 30 (not 31 by the first day of the national final).

Ultimately the age range is up to you, however, there are things to consider:

11 – 15-year-olds

- Will need adult accompaniment and proper permissions from their guardians and schools in order to take part.
- Consideration will have to be made in regards to liability insurance for 11 – 15-year-olds as it may be difficult to find business insurance from a provider that will cover children.

16 – 30-year-olds

- Will be considering their options for their future and a young traders market may be the helping hand they need to discover a hidden talent they didn't know they had.
- Should they enjoy it they may take the opportunity to apply on your regular market and take up market trading as their chosen career.

Over 30-year-olds

- Over 30s are still encouraged to register and are matched with local events in their area. Many of these traders have previously traded as part of the YTM and can act as ambassadors to the under 30s, sharing tips and offering advice about the campaign. If there is room to accommodate over 30s on your local event we would highly recommend they are invited.

Taster Membership

Market organisers who are taking part in the YTM programme can purchase a package of taster membership to support young traders on their markets. We need to work together to support the next generation of market traders.

- Operators can use taster membership to provide initial support for any 16 – 30-year-old traders.
- A package of taster membership costs £250 (no VAT) and lasts for 12 months. There are no limits on the number of traders that the market can cover at any one time. We recommend an individual trader uses taster membership a maximum of six times before making their own provisions.
- Young traders can access expert advice plus public and product liability protection on days requested by the market operator. It is a taster of what they can get with their own NMTF membership (which includes so much more!).
- If you have any questions about Taster Membership, please call the NMTF on 01226 749021 and speak to the Membership Team. Alternatively, email membership@nmtf.co.uk.

Holding a YTM should automatically create public interest; take advantage of this and use different sources to promote the day

- Write a press release and send it to your local papers, explain why you are holding the young traders market and invite them to a press launch on the day (the NMTF can help with this)
- Advertise in the local newspaper or on the radio — you may be able to get a discount for being a community event, they may even feature your young traders market in the news bulletin for free!
- Set up a website and use social media to drive young traders and shoppers to it — make sure it's optimised for search engines and looks good on mobiles and tablets.



Facebook

Build your page: Choose a category and a page name that represents your young traders market.

Pick a logo or another image that people associate with your young traders market to use as a profile picture.

Write a sentence about your young traders market so people understand what you do.

Engage your audience: Make sure your posts are relevant to your audience



X (formerly Twitter)

Engage your audience: Start with 3 to 4 posts per day. If people are responding more or less to these posts, change the amount of tweets accordingly.

Tweeting a good tweet: X provides 280 characters for your tweet, so make sure its conversational, witty and to the point.

Retweeting is sharing what someone else has already tweeted. The most reposted content tends to contain links, pictures, videos or quotes.

Use hash tags (#): Make a phrase or word stand out by using # in front. You can find people who use your hash tag phrase and see how popular it is. Eg.#YoungTraders



Instagram

Taking Pictures: You take pictures of your product, business and location.

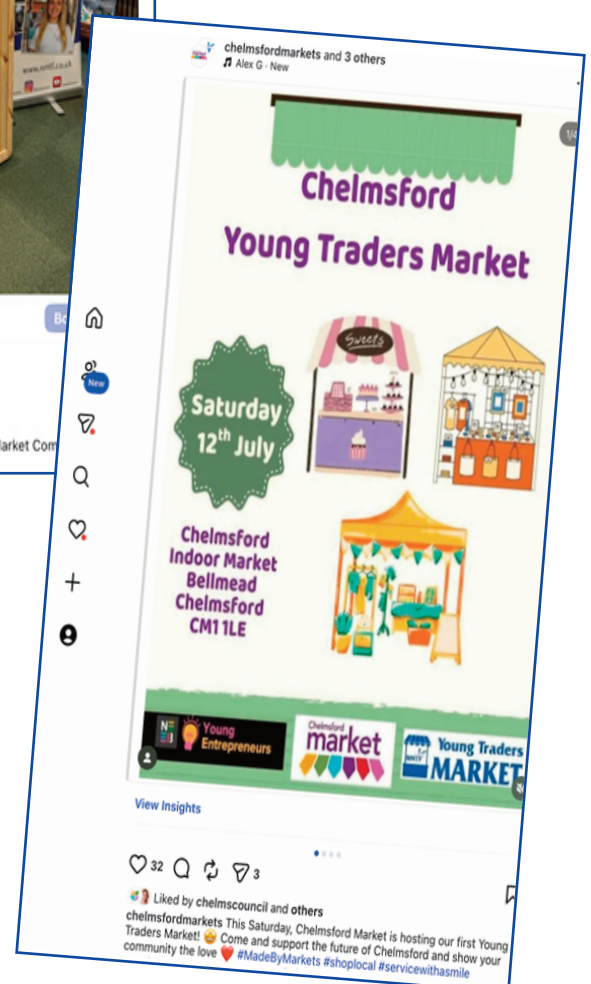
Taking Videos: Keep the content in context, recording a video that is interesting and may spark comments.

Stories: Capture and post related images and video content in a slideshow format. Content is available for only 24 hours from the time of posting.

You can connect Instagram with both X and Facebook.

All are popular mediums for young people, pique their interest in joining your young traders market!

Tip: Once the young traders market is established, encourage your young traders to promote the market for you on their social networks. This way you will reach a wider audience.



Consider offering your young traders some form of training; unlike regular market traders they may not have the experience or knowledge of how to promote and sell their chosen product effectively.

NMTF Spring Into Markets guide

The COVID-19 pandemic caused a few bumps along the road but the NMTF's all-new guide to retail market trading aimed squarely at mature people looking for new livelihoods is well and truly out there.

The fully interactive Spring Into Markets is available now, completely **FREE** to view and use and can be found at www.nmtf.co.uk/spring-into-markets/

NMTF CEO Joe Harrison said: "This comprehensive guide has been born out of the crisis we went through in 2020, and is meant as practical encouragement to think about trading on markets as a living."

He said that for a number of years the NMTF had nurtured many young traders from starting on markets to growing their businesses.

The guide is not exclusively for new traders, since the help and advice it contains will also benefit those who are already well established.

But for those interested in becoming a trader it describes how a business can be built up gradually, and about the flexibility of being able to work different markets on different days.

The guide also outlines how market trading can help develop business skills and stresses the importance of communication skills and building a network of customers.

In total there are 15 topics spread over more than 100 pages, covering all manner of subjects ranging from starting up to monitoring performance.

Each section is linked to assessment modules which can be downloaded and completed at the trader's own pace.



Training Videos

The NMTF have been working in partnership with local authorities and have produced a series of training videos. These are short videos demonstrating the best practices of a professional market trader and are very helpful for both new traders and long-standing traders who want to brush up on their offering. These will shortly be available on the NMTF website, www.nmtf.co.uk and are **FREE** to access.

Mentoring

Use your skills and knowledge of market management or use local traders to offer advice and guidance to the young traders on their journey. You could also approach local colleges, universities or local business advisors to support young people.

The NMTF can support you to run your young traders market with the following:

- **Online meetings** — Take part in meetings about the YTM programme in your area. Find out how operators are running their young traders markets and collaborate to deliver a regional event that showcases your areas finest young talent.
- **Taster membership** — Market organisers who are taking part in the YTM programme can purchase a package of Taster Membership to support young traders on their markets (see page 6 for more details).
- **Support and Advice** — Any queries on how to set up your local YTM please call one of the YTM team (see back page) or email YTM@nmtf.co.uk and one of the team will get back to you.
- **Branding** — Personalise the YTM logo to your market or use the generic YTM logo alongside your own market branding, the more the YTM logo is seen out there the more the programme will be recognised throughout the market industry.



www.nmtf.co.uk/YoungTraders

For support and advice from the NMTF call 01226 749021
or email YTM@nmtf.co.uk

“The NMTF is a great supporter of market operators providing opportunities for young traders and new businesses to take their first steps into market trading.

“Through this guide we aim to aid those who wish to give young people the chance to start their own business in a low cost, low risk manner.

“As well as cherishing local markets, as they should be, in order to move forward we need to provide opportunities for young people to consider market trading as a viable option for the future and holding a young traders market can open those doors and spark that interest that could make the market traders of the future.”



**Mike Riley,
NMTF President**



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