



Judging Criteria 2018

| BEFORE THE EVENT | | | | | |
|---|--------------------------------|---------------------------|---------------------------|---------------------------|--------------------------------|
| | VERY POOR (1 MARKS) | POOR (2 MARKS) | FAIR (3 MARKS) | GOOD (4 MARKS) | EXCELLENT (5 MARKS) |
| Proposition / Unique selling point | | | | | |
| Quality of application | | | | | |
| Quality of photos supplied | | | | | |
| Quality of social media | | | | | |
| Communication with market operators | | | | | |
| Ability to meet booking deadlines | | | | | |
| Promotion of the event on social media | | | | | |
| Paid deposit on time (if applicable) | | | | | |

- By taking part in a local youth market, you are eligible to be nominated to represent your local area at the Yorkshire Youth Market, which takes place on 1 August at Leeds Kirkgate Market.
- Assessment begins from the submission of an application. The section above will be assessed by the operator of the local youth market that you are trading on.

| DURING THE EVENT | | | | | |
|---|--------------------------------|---------------------------|---------------------------|---------------------------|--------------------------------|
| | VERY POOR (1 MARKS) | POOR (2 MARKS) | FAIR (3 MARKS) | GOOD (4 MARKS) | EXCELLENT (5 MARKS) |
| Arrived on time | | | | | |
| Preparation | | | | | |
| Cleanliness of stall | | | | | |
| Quality of product/service | | | | | |
| Knowledge of product/service | | | | | |
| Merchandising ("the flash") | | | | | |
| Stock levels | | | | | |
| Pricing | | | | | |
| Customer engagement | | | | | |
| Ability to upsell | | | | | |
| Personal presentation | | | | | |
| Professional attitude | | | | | |
| Social media activity during the event | | | | | |

- The section above will be assessed by a market operator (not from the local youth market that you are trading on), a market trader, and a mystery shopper.
- The **Yorkshire Youth Markets** project is supported by the **NMTF**, a trade association for market and street traders, events retailers and mobile caterers in the UK.
- Questions? More information about the project can be found online at www.nmtf.co.uk. The NMTF can be contacted directly on 01226 749 021 or genoffice@nmtf.co.uk