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.
“Don’t listen to the naysayers - markets are on the up. Experienced traders are adapting to a new world of retailing and new traders are bringing fresh eyes, fresh offers, and rejuvenating the marketplace.

“Across the country, the pace of change is mixed. But if you’ve got the vision, there is an opportunity here for all market operators. The next generation of entrepreneurs are out there and looking for a platform to launch their businesses.

“We have developed this action pack to help market operators run a Young Traders Market. In this pack, you will find useful tips and information about how to start, organise, and evaluate a Young Traders Market.

“The NMTF has huge ambitions. Working with market operators across the country, our programme will inspire, encourage, and support young traders to make their dreams of ‘being their own boss’ a reality.

“I hope you find this action pack of value. If you have any questions about the Young Traders Market programme, contact the NMTF. We’re behind this 100% - if you care about the future of your market, you should be too.”

Joe Harrison,
Chief Executive
NMTF
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Our thanks to Manchester Markets for supporting the development of the first version this action pack.
If you are approaching organisations for funding to help run your young traders market you may need to put forward a proposal or plan as to why and how you are going to implement a young traders market in your area:

Why do I want to run a young traders market?
- A young traders market 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)
- Provide an opportunity for young entrepreneurs to come together and trade in their local town
- Introduce the youth of today to market trading and they may just become the market traders of the future
- Encourage young people to shop on the market, attracting a wider audience into the town centre

Who will be involved?
- Council?
- Local Charity?
- Schools?
- Youth clubs?

Why will I require funding?
- Consider what costs will need to be covered, such as the purchase of public liability insurance, 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.

Do I need to apply for permission to hold the market?
- If you are a private operator and you wish to hold a young traders market 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.
- Should you wish to hold the market for more than 14 days in a calendar year you may also need to apply for planning permission from the local authority.

Could I set up a consultation group?
- 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 etc.
After identifying who you will be targeting to join the young traders market decide what days of the week would be most suitable i.e weekdays or weekends.

Also consider what time of year you think will be most appropriate.

**Summer months**
- The weather can be expected to be better which will make the introduction to outdoor market trading more agreeable. Young people will also have more free time during the summer holidays so you can experiment with what days to hold the market on.

**Winter months**
- On the run up to Christmas time a young traders market will be appealing to some as a source of extra income and markets tend to have higher footfall due to the festive season.

If you are holding a one-off young traders market this may not be an issue to cover in such detail. It is better to think of these points should you decide to run the market over a period of time.
Consider the location

Identify an area that will attract attention to a young traders market. This may be on the regular market location which is already known to the public.

Are any other major events taking place that you may be able to incorporate your young traders market into?
This may increase the uptake and footfall to your young traders market.

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| Market licence  
**Do you require one to hold a market in your area?** | Most local authorities have the franchise rights to hold markets within their areas. You will have to give at least one month’s notice of your intention to hold a market plus there may be fees to pay to licence your market. **Local Authorities do have powers to close down rival markets.** Use the NMTF’s database of markets to find the contact details of the markets service for your Local Authority: www.nmtf.co.uk/markets |                            |
| Planning permissions  
**Do I require them to hold the Youth Market?** | A temporary market does not have to apply for planning permission unless it exceeds 14 days in one calendar year, however always seek advice from the local authority – **Section 37 of the Local Government Miscellaneous Provisions Act 1982** http://www.legislation.gov.uk/ukpga/1982/30  
| Health and safety  
**Should I undertake a risk assessment?** | To ensure the safety of the public and the traders it is suggested a health and risk assessment be undertaken – **Health and Safety Executive** http://www.hse.gov.uk/risk/risk-assessment.htm |                            |
| Traffic arrangements  
**I am intending to hold the young traders market on a road?** | If the market is taking place in a street you may require a road to be closed, seek advice from the local authority  
| Neighbouring shops  
**Is the Young traders market to be held near other retailers?** | Local retailers in the vicinity of the young traders market may be positive or negative towards it. Consult with them and inform them of the benefits of a young traders market, it’s likely that the day will bring better footfall to local retailers as well as to the market |                            |
| Land ownership permissions  
**Do I require permission to use the land?** | If you are trying to operate the young traders market on land that is not your own contact the land owner |                            |
The Young Traders Market programme focuses on young entrepreneurs aged between 16 - 30. 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.

- You may be requested to undertake a DBS check, and any member of staff that is aiding you as you are working with children.

- 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 – 21 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.

- They can apply for membership of the NMTF and obtain the numerous benefits that are included — www.nmtf.co.uk/what-we-offer

- UK residents aged 18+ can apply for a loan through Start Up Loans UK.
There are financial aspects you will have to consider when running a young traders market:

1. **The cost of recruitment and establishing relationships with schools and colleges**
   - It takes time to establish relationships with schools, colleges and universities.
   - Course content for many educational establishments is widely available online.
   - Could you pitch your young traders market to a particular department? e.g. Business and Marketing.
   - Perhaps pitch to the organisers of an extra-curricular project? e.g. Young Enterprise.
   - Accepting, storing, responding and sifting through the applications.
   - Confirming pitches with young traders, ensuring they are okay to trade.

2. **The cost of setting up and operating the market**
   - You will need public liabilities insurance for the public areas of the market.
   - Do you need to pay for a Markets Licence from your Local Authority?
   - Are there any costs for the use of the space? e.g. outdoor square or community hall.
   - Do you need to rent any tables, gazebos or market stalls?
   - What about cleaning the area, refuse collection and provision of electricity and water?
   - Do you need to employ someone to erect and take down the stalls?

3. **The cost of promoting the event — before, during and after!**
   - Have a clear message for your audience and keep wording short and snappy.
   - Encourage young traders to promote their attendance at the event (use a hashtag!).
   - Create a website which contains all the information a trader or shopper needs to know.
   - Write a press release, include some photos, and send to your local media.
   - Do you need banners, posters and flyers to spread the word on the day?
   - Encourage schools, colleges, universities and youth clubs to share your messages.

**HANDY TIP**

Charging a minimal fee to the young traders will assist with the cost but also consider letting 2-3 traders from your regular market attend the young traders market and pay a slightly higher rent. It will be good for their business but also help cover the costs of running the market.
Promotion

Holding a young traders market 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
- 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

**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:** Twitter provides 200 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 Twitter 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 start up guides
The NMTF have developed a short guide for new businesses. This is available for download at www.nmtf.co.uk/starting-up

NMTF First
The NMTF First training guide contains tips, advice and guidance for entrepreneurs new to trading on markets, or similar market-type events such as fairs, festivals and shows.

The guide is split up into a series of sections, which enables traders to get to grips with a range of topics that need to be considered when launching a business on the market.

A hard copy of this guide is just £10 when purchased with membership of the NMTF. A digital version is free to read for NMTF members and can be found in the members area.

NMTF 400
NMTF 400 Ways to Increase Your Sales, or NMTF 400 for short, contains tips, advice and guidance for the experienced market trader.

The guide is split up into a series of sections, which enables traders to step back, pick out and critically evaluate parts of their business from a customer’s perspective.

This guide is just £10 when purchased with membership of the NMTF. A digital version is free to read for NMTF members and can be found in the members area.

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

In 2013 the NMTF worked with market traders as part of a start-up scheme, First Pitch. Contact us for guidance on this subject - we have a template agreement that can be shared on request.
Planning your young traders market is the same as running a regular market. You must keep in mind different aspects such as:

- **Time** — What time do you expect the traders to arrive to set up their stalls? When will the market open to the public and when will it close? Keeping in mind that this is a new challenge for the young people, they may not be used to the early rise that most market traders have to subject themselves to. Consider starting the market late morning i.e. 11am to make sure everyone arrives and is able to set up on time.

- **Layout** — Consider how your stalls/gazebos will be placed to best show off the products offered by the young traders. Do any of the traders need power i.e. food traders? Make sure this is available for them and those that need the power are close to the source of it.

- **Capacity** — Keeping a young traders market relatively small may be better as it will give each trader a chance to promote their wares effectively to the public. If the young traders market reaches capacity and you still have interested traders start signing them up for the next young traders market.

- **Insurance** — Check that the traders have the relevant liabilities insurance to trade. Should there be an incident such as a member of the public being injured by or at a traders stall they will require cover under insurance in case that person wants to claim. With membership of the NMTF the young traders will have the public, products and employer’s liability they need to trade on markets. They will need employer’s liability even if they have friends or family helping them out on the stall.

- **Trading Standards** — Make sure the young traders are aware of their consumer rights. When starting off in business they will want to make a good impression and complying with certain standards will keep the traders busy and the customers happy.

- **Food Registration** — Any traders that plan to sell food on a regular basis should register with their local authorities environmental health department. They should also ensure they are compliant with food labelling and allergen laws.

- **On the job training** — Consider inviting a retailing expert and someone from the local college to offer tips and continued support to the young traders whilst they’re trading on the market.

- **Variation** — It is good to have some competition but also make sure the range of goods is varied to attract more custom.
Learning log

Keep a learning log of each young traders market, make notes of what worked well and what could be improved and talk to the young traders about their experience, whether they believed it to be a success or not and why.

A learning log will help to identify what changes need to be made to make your young traders market successful.

Example evaluation criteria:

- Identify the number of applications
- How many of these traders were accepted and how many wished to trade again after the event?
- Identify the amount of footfall to the Youth market — was this more or less than on a normal market day?
- Public feedback — positive or negative?
- Were there times when the market was busier?
- What type of customer did the market attract?
- What have the young traders gone on to do? Have you inspired them to start their own business?

HANDY TIP

Consider making case studies of some young traders — not only can you use this information to create great stories for the press, but these stories prove why organising a young traders make was a worthwhile endeavour in the first place!
How the NMTF can support you

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

- **Regional meetings** - Take part in meetings about the Young Traders Market programme in your area. Find out how operators are running their young traders markets and collaborate to deliver a regional event that showcases your area’s finest young talent.

- **Bulk membership** — operators can purchase bulk memberships of the NMTF for new traders who have not been members before. Charging the traders a little extra on top of rent will cover the cost in no time and your traders will receive all the benefits including liabilities insurance.

- **Bulk buy of NMTF First and 400** — operators can purchase these guides in bulk. Discounts available for bulk orders.

- **Start Up Loans** — NMTF is a Referral Partner to Start Up Loans UK, a government-backed scheme providing loans and mentoring to UK-based entrepreneurs aged 18 plus

- **Markets Mentors** — NMTF can work with you to establish a network of local markets mentors. We have active branches of the NMTF all over the country

[www.nmtf.co.uk/YoungTraders](http://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.”

John Dyson,
NMTF President