

HOW DOES THE HIGH STREET ENGAGE WITH YOUNG PEOPLE



Joe Barrett
Founder
The Teenage Market



How does the High Street engage with Young People?

Joe Barratt, The Teenage Market



Builders



Boomers



Generation X



Generation Y



Generation Z



Gen Alpha



Gen Beta



Builders



Boomers



Generation X



Generation Y



Generation Z



Gen Alpha



Gen Beta



Gen Z (13y – 28y)

- **20% of the population (12.7m)**
- **33% are employed (4.3m)**
- **Most educated generation**
- **Most activist & digitally native**
- **Most entrepreneurial**

Gen Z (13y – 28y)

- Struggle with mental health
- Loneliest generation
- Value work-life balance
- Price conscious / less impulse driven
- Driven to express not impress



THE TEENAGE MARKET[®]



2014 - 2024



Fig 1: Location of Teenage Market events

2014 - 2024

466 events



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2014 - 2024

466 events

62 locations



Fig 1: Location of Teenage Market events

2014 - 2024

466 events

62 locations

5,000+ young traders



Fig 1: Location of Teenage Market events



HIGH STREETS TASK FORCE

HORNCASTLE

Town's Teenage Market
hailed a success

LincolnshireWorld

HIGH
STREETS
TASK
FORCE





“ Rolling out the Teenage Markets in our district has been one of the most rewarding jobs I’ve done. I’m blown away by the talent, enthusiasm and creativity our young traders and performers have shown – it’s so exciting to watch them grow in confidence as the markets have progressed. ”



– Sam Philips, Place Officer for East Lindsey Council



CARLISLE

BBC 'Teenage market' showcases young
NEWS entrepreneurs

HIGH
STREETS
TASK
FORCE



“ The Teenage Market has opened doors to work with professional photographers, given me real-world experience, and allowed me to build a network of clients. Thanks to the exposure I gained at the events, my social media following has grown, and I’ve been booked for numerous jobs.

- Alex, a 15 year-old photographer from Carlisle





MARGATE

BBC
NEWS

HIGH
STREETS
TASK
FORCE



HARRISON'S STORY

AGE: **12**

LOCATION: **MARGATE**



Crafting a world of opportunities, one print at a time

Harrison has turned his passion for 3D printing into a thriving business, using The Teenage Market in Margate as a creative platform to build invaluable connections and raise funds to pursue his dream of attending international Pokémon eSports tournaments in Germany, Sweden, and the Netherlands.

HARRISON'S STORY

AGE: 12

LOCATION: **MARGATE**



"The Teenage Market gave me my first proper platform to showcase what I could do – it made me realise that my hobby could actually go somewhere." – Harrison

Crafting a world of opportunities, one print at a time

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AME'S STORY

AGE: **13**

LOCATION: **ALFORD**

Building a thriving business through beads and bravery

After being diagnosed with a rare brain condition, Ame discovered a passion for beading that became a source of hope and creativity. Her involvement with The Teenage Market has given her the platform to grow her business, regain confidence, and inspire her dream of opening a shop in her hometown.



"The Teenage Market has helped me feel like myself again. It's given me a lot of confidence, independence, and the chance to show people what I can do." – Ame

Building a thriving business through beads and bravery

After being diagnosed with a rare brain condition, Ame discovered a passion for beading that became a source of hope and creativity. Her involvement with The Teenage Market has given her the platform to grow her business, regain confidence, and inspire her dream of opening a shop in her hometown.

AME'S STORY

AGE: **13**

LOCATION: **ALFORD**



KELLIE'S STORY

AGE: **26**

LOCATION: **SALISBURY**




From hospital bed to fulfilling the dream of opening a shop

When Kellie first took part in The Teenage Market as an 18-year-old, she could not have foreseen the transformative impact it would have on her life. Eight years later, she has opened a creative emporium on the high street in Salisbury, selling a range of handmade crafts from over 30 local artisans.



“Without The Teenage Market, I honestly don’t think I would have a shop today. It gave me the connections, experience, and belief that I could make this happen.” – Kellie Gentle

The background features a teal horizontal bar at the top. On the left, a green wavy shape contains three orange four-pointed stars. On the right, a blue wavy shape is positioned. A solid orange vertical bar runs along the far right edge. In the bottom left corner, there is a pink wavy shape with a black swirling line. In the bottom right corner, there are yellow rectangular shapes with a red swirling line.

**There are so many more
stories to share...**



**...and many more to
help create!**







PLACE FOR YOUTH ►

Get in touch...

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RETAIL
DESTINATION

live

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