HOW DOES THE HIGH STREET ENGAGE WITH YOUNG PEOPLE





Joe Barrett
Founder
The Teenage Market



RETAIL DESTINATION





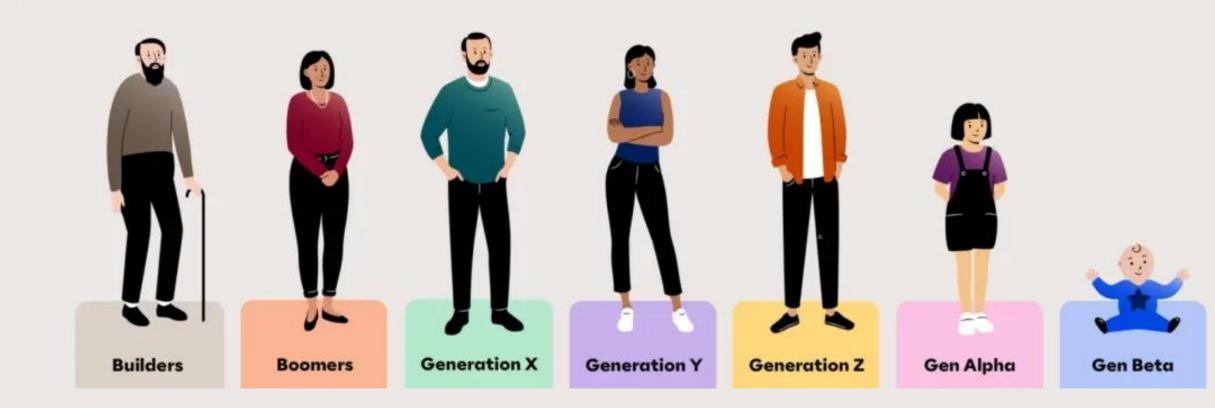


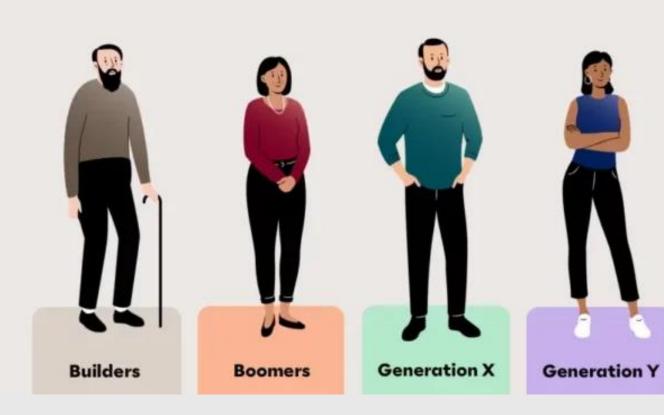


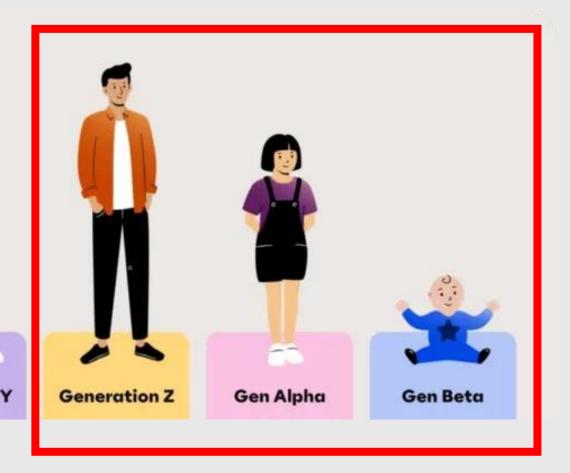
How does the High Street engage with Young People?

Joe Barratt, The Teenage Market









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







466 events



Fig 1: Location of Teenage Market events

466 events

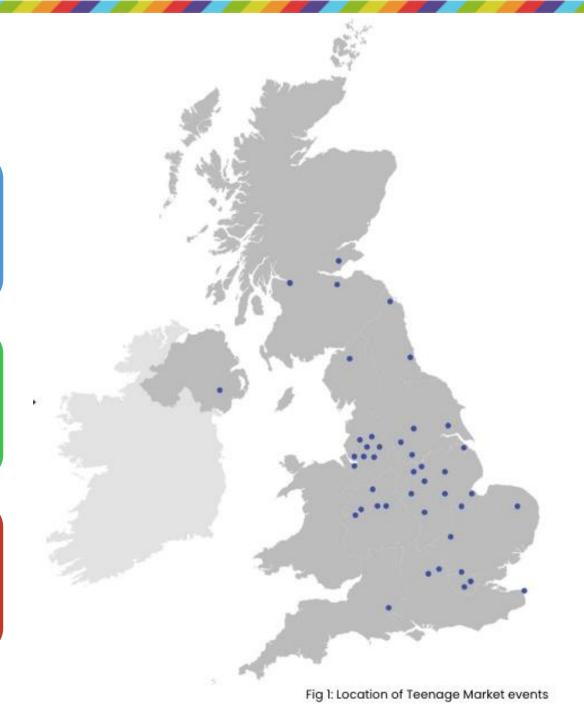
62 locations



466 events

62 locations

5,000+ young traders





HORNCASTLE

Town's Teenage Market hailed a success

OLincolnshireworld





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



The Teenage Market has opened doors to work with professional photographers, given me realworld 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



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

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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

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SELLIE'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

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