

## **Hovingham Village Market Young Enterprise Award : FAQ**

**11<sup>th</sup> May 2026**

Hovingham Village Market ([www.hovingham-market.org.uk](http://www.hovingham-market.org.uk)) is giving young local entrepreneurs the opportunity to run a stall at their award-winning monthly market. The stallholders will be charged super-low rents for the first six months and given access to hands-on training and mentoring.

The scheme is linked to the National Market Traders Federation [Young Traders Markets Campaign](#). Young traders at Hovingham Village Market will be encouraged to enter the annual competition, with the chance to become regional and maybe even UK champions.

### **Who can apply to the scheme?**

Our scheme is open to all young people aged 16-30 (at 1<sup>st</sup> July 2026) who live within 30 miles of Hovingham village (YO62 4LF). It's aimed at applicants who are actively involved in managing their stall, making key decisions on what to sell and how.

### **Can a group of people apply to the scheme jointly?**

Yes, we're open to groups of friends working together. For instance, you may belong to the same school, young farmers, youth club or hobby group.

### **I already operate a market stall elsewhere – can I still apply?**

Yes, the scheme is open to all people under 30, whether just starting up or moving to the next level.

### **I live more than 30 miles from Hovingham – can I still apply?**

In our experience, the further you live from the market, the harder it is to keep coming. If you live more than 30 miles from Hovingham, feel free to apply, but we will take your location into account when considering your application.

### **What can I sell on my stall?**

Hovingham Village Market has over fifty stalls selling a wide range of local produce and crafts. We are looking for new traders who will add to our existing rich mix of stalls. They may be making or growing their own product, or selling unusual items sourced from elsewhere.

We're especially interested in environmentally conscious products and in traders who are passionate about what they sell.

In keeping with the Hovingham Village Market ethos, all products should be good quality and distinctive.

### **I already sell online – why bother with a market stall?**

It's great that you're selling online. Online and face-to-face can work very well together. A stall gives you the chance to meet your customers, gauge their reactions and ask them for feedback. It's also a good way of testing out new products quickly and with minimal commitment. And you can reach out to a different group of shoppers, who may not come across your online offer. A good market stall creates a real buzz, which generates as much income as hundreds of pounds of advertising!

### **What will it cost me?**

Selected young traders will be asked to pay just £30 to attend their first three markets – that's a saving of £40 on the normal 3-market price. For markets four to six, you will pay £45; a further saving of £25. Where necessary, we will also fund any Public Liability Insurance required for the first six months of trading.

After 6 months, we hope that you choose to stay on as a regular trader, as part of the Hovingham Village Market 'family'.

### **Will I get a refund if I don't use my stall?**

We will ask you to pay for 3 months stall rental up front. This money will not be refunded if you don't turn up, but you may be able to switch to another date if you give us two weeks notice.

### **Tell me more about the training and mentoring**

Setting up your own market stall can feel daunting at times – there's a lot to learn. Our team will provide you with practical guidance on how to make your new stall fly. We can give tips on how to present your product on the stall to ensure maximum impact. We can also help you to understand your target customers – who are they and what do they expect from you? And we'll suggest ways to engage with those customers face to face, to generate not only sideways glances but hard sales.

### **How will I take payment for the products I sell?**

Most traders at Hovingham Village Market take both cash and card payments. Some prefer just cash, others just card. All traders are connected to the Village Hall WiFi service, which guarantees fast, reliable connectivity.

There are a variety of card payment apps now available ( eg SumUp, Square) which are simple to use and charge a small commission. Our other stallholders will happily advise on which app they use and why.

### **How will my stall be promoted?**

We will promote your stall on the Hovingham Village Market website ([www.hovingham-market.org.uk](http://www.hovingham-market.org.uk)) and on our Instagram, X and Facebook pages. We will also supply materials for you to promote your stall through your own social media channels.

### **Tell me more about the NMTF Campaign**

The National Market Traders Federation (NMTF) is *the* national trade association for market and street traders, events retailers and mobile caterers in the UK. They run a campaign to showcase the talent and potential that young entrepreneurs bring to retailing and to encourage more young traders on to the UK's markets.

A key element of the NMTF's Young Market Traders Campaign is a national competition to find the best young traders in the UK. There are 12 regional heats across the country, including one in Yorkshire and Humber, followed by a national final in Stratford Upon Avon. Last year 1,000 young traders took part in the competition, with 94 reaching the national final.

Young traders at Hovingham Village Market will be encouraged to enter the annual competition, with the chance to become regional and maybe even UK champions.

### **What happens next?**

If you'd like to get involved, please fill in the online application form at ([www.hovingham-market.org.uk/stalls/young-enterprise-award](http://www.hovingham-market.org.uk/stalls/young-enterprise-award)), outlining your ideas, experience and what you hope to achieve through the scheme. If successful, we'll then invite you to one of our monthly markets where we can talk through your proposition face to face. You can also see the market in action and get a clearer idea of what's involved.

**If you need more information, please contact Meg Abdy at:**

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