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## PRESS RELEASE

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### **Cirencester Youth Market 2017** **A celebration of the town's young entrepreneurs and performers**

Cirencester's budding entrepreneurs came together to celebrate the bigger and better annual Youth Market in the Market Place on Wednesday 22<sup>nd</sup> March from 10.30am to 2.30pm. The market was organised by E4 Group (Cirencester College; the Royal Agricultural University, Deer Park School and Kingshill School) in partnership with Cirencester Town Council and featured over 20 stalls showcasing various creative talents, inventions, delicious food & drink and more.

The second annual Cirencester Youth Market featured some great live performances from The Deer Park Steel Band; Kingshill Ukele Players and Cirencester College Performing Arts Students. Despite the inclement weather, students' spirits were not dampened whilst they performed and created a great atmosphere for the market.

The aim of the market was to give local students and young entrepreneurs the opportunity to sell products they had made or designed. A chance to demonstrate their sales techniques and practice customer service, while learning merchandising and presentation skills as many of them experienced their first ever public trading opportunity. Cirencester College's enterprising students included, The Cotswold Reclaimers; hand made home ware products made from old pallets and The Ultimate Drive Guide, a Safe Driving App for new drivers.

Hannah Ash, Innovation and Enterprise Manager at Cirencester College said: "This year's Youth Market has been a real success on many levels. From the students' perspective, they all gained so much from being out there, even in the cold and wet. They experienced a real business environment, made many sales and received outstanding feedback. From the E4 perspective, it has great to be able to promote the work we are all doing together in a community setting and the Town Council (Suzie Lew) has once again been instrumental in helping us achieve this. I overheard many conversations between the young businesses and the general public, where the public were highly impressed with the quality of the business acumen on display. We are all looking forward to building on this again for next year. Thank you to all who were involved"

To create a realistic competitive environment, two awards were made on the day, the Best Stand Award and the Best Sustainable Business Award. The Best Stall Award went to Deer Park Enterprises, who displayed a wonderful array of up-cycled handmade products and trinkets. The students won a cash prize and thoroughly enjoyed the experience:

Miss Brace, Assistant Head, said "The pupils have done us proud today. I really appreciate the help that the Friends of Deer Park have given us by providing the start-up fund for the project. The creativity behind this comes from Mrs Reynolds, who has been working tirelessly for the past few months to work with the pupils to produce the items for this. A customer to the stall commented that

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the students who had helped me make my choices were very helpful and enthusiastic and they had some very nice things for sale. I hope the day was a successful one ".

The Market also featured some of the Royal Agricultural University's impressive entrepreneurs, including Claytons Cold Pressed Coffee, Muddy Wellies Craft Beer, Coppnose Beef Jerky and Anna Howlett Animal Art.

Danielle Keen, Eternity Engraving and a former student at Cirencester College, has established an online engraving business and hopes to move to a retail space eventually, won the Best Sustainable Business Award, which includes a free pitch for six weeks on the Friday Charter Market said; "today was a very good day, even if the weather wasn't on our side. The people in Cirencester still came out to show their support. It was my first time having a stall with Cirencester Youth Market, and I would say to anyone at school, college or under the age of 25 to get in touch. It's a fantastic way to promote your business, whether it's a job or a hobby and a great way to get young entrepreneurs in the market space. Not for one minute did I think I would win the award but I am over the moon about winning the Most Sustainable Business Award and getting six free market spaces to promote by business further. Thank you very much, it's appreciated'

The event was generously supported by St James Place and Cotswold Markets Ltd and the judging panel included Mark Harris, Mayor for Cirencester; Barbara Peare, Client Manager McGills Ltd and Gabby Martin-Goff of Sew Little. Gabby was last year's Best Stall winner who, as a result of last year's Youth Market, has benefitted from national exposure and her business has gone from strength to strength. Students participating in this year's market could also qualify for the National Youth Market in Manchester later this year.

Suzie Lew, Cirencester Market and Events Officer at CTC said "The Town Council is delighted to support and host this special event for the town, providing a platform for our future entrepreneurs to demonstrate their creative skills, innovations and performing talents. Special thanks must go to all the performers and traders on the day. This market continues to go from strength to strength. E4 and CTC are aiming to make this a more regular event in the future and work with the community to positively support young enterprise and innovation."

The date for the next Youth Market will be announced soon.

## **INFORMATION FOR EDITORS**

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