

NEW YOUNG TRADERS MARKET LAUNCHES TO SUPPORT ASPIRING ENTREPRENEURS IN ST ALBANS

(June 2021 St Albans, Herts)
brand-new monthly market has launched in a support young
bid to develop and entrepreneurs.

Marks & Spencer successful journey selling

Fuelled by a passion and show them just stall business can be, is, organised by St Albans business owner Sonya Jefferson of Jefferson Crafts, together with Improvement supported by St Albans District Council (SADC) as part of their partnership work with the BID.



Albans, Herts) A market has launched in a support young

and Dunelm are hugely businesses that began their goods on a market stall.

to inspire young people how rewarding a market the Young Traders Market Albans Charter Market Sonya Jefferson of Jefferson the St Albans Business District (BID) and

From bakers to jewellery, cocktails, and 3D printing – an array of aspiring young entrepreneurs set up stall at the new 6-8pm, monthly event in Market Place, St Albans with the youngest trader, Bertie, aged 13.

It's an excellent way to nurture young talent, says young market business owner Danni Jefferson. Having won Young Trader of the Year for London and South-East in the 2020 National Market Traders Federation awards, Danni – founder of eco business Jefferson Crafts – is supporting the drive to engage young people with the pioneering new market. She is keen to



see more young people join the legendary twice-weekly Charter Market which she says has boosted her confidence and driven the success of her business.

“Young people need to be encouraged and given the opportunity to do something positive and follow their passion. I want people to see how easy and rewarding it is to set up and run a market business. You quickly learn new skills and become a part of the thriving business community here in St Albans. I’d urge anyone with an idea to take a stall, test and refine their trade and kickstart their own business journey.”

Danni is one of the few under 30-year-olds trading on St Albans Charter Market, and the St Albans BID wants to help facilitate more young traders and young retailers and bring more footfall to the city centre. Manager, Denise Parsons said;

“St Albans BID is exploring different ways to bring footfall during the traditionally quiet transition period between our daytime retail shopping offering and the evening hospitality offering. Markets are at the heart of St Albans story, add vibrancy to our city and help attract day trippers and staycationers from competing towns and city centres. A Young Trader market offering is something new and different, and has the added bonus of being a platform to develop future Charter Market traders and city centre retailers!”

Councillor Mandy McNeil, Vice Chair of the Regeneration and Business Committee says it is all about building confidence:

“It is important to mentor, develop and incubate young entrepreneurs because they have a role to play in the successful future of St Albans economy. They are the next generation of Charter Market traders, business owners and employers. The first market was a great success and I look forward to working with the BID, the Chamber of Commerce, City of Expertise, Stanta, and other Council business and community partners on more initiatives to support St Albans entrepreneurs and our local economy.”

Inspired? Book your slot on the new market by contacting info@stalbandsbid.com or downloading the form at www.StAlbansBid.com

~~ENDS~~



Yazmin
from [@asliceofbynaz](#) set up a
business whilst also studying
Law. A Slice Of sells a range of
delicious cakes.



13-year-old Bertie and Emily,
aged 15.
Emily has her own Etsy shop
EmilyGwendoline selling
gorgeous cards and jewellery
made by her!
While brother Bertie has an
Etsy store Bertiecrafts selling
machine sewn cord bowls.



Ishaq Rahman set up [@slapmojito](#) 4 months ago and already has a legendary following! His alcohol-free mojitos are hugely popular with customers loving the delicious popping fruit, boba!



Libby is the founder of [@bakeables_by_lj](#)

Famous for their brownies and sweet scotch eggs!

Libby started the business aged 27 in 2019 and loves the freedom of running her own business.



Nadine, aged 20, has always enjoyed cooking for her family and decided to set up a business selling delicious Arabic sweet treats. [@n.7ayek](#)



Billie and Kian aged 19 launched a 3D printing business a month ago. Offering amazing 3D printing and clay modelling. [navy_ember](#)



Danni of Jefferson Crafts encourages all young entrepreneurs to try to the market.

To find out more about the market or for additional comment or photos please contact:

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