



## Report on the First Plaistow Youth Market



December 2014

PYM is an initiative of Plaistow South Big Local with lead partner Newham Sixth Form College and also in partnership with The Mix, Eden Plaistow, and Rythm youth work agencies.

The aim of the event is to support and encourage young people's and young adults' enterprise, providing opportunities to hone marketing and other business skills, and to raise the positive profile of young people, of south Plaistow and PSBL.



The first PYM was planned by young people, staff and volunteers representing the above organisations between June and December 2014. The lead organisers were Simon Vincent on behalf of PSBL and Steven Kern on behalf of NewVIC.

Not including staff time, the event was funded by £1790 of PSBL money, spent on gazebos, stall equipment, food at planning meetings, bursaries to stallholders, and sundries. NewVIC provided in-kind support – event and planning meeting venues, security and cleaning, banners and posters, and electrical power. 13 volunteer helpers from PSBL, 3 NewVIC students, and an LBN neighbourhood officer supported the event variously in setting up the market stalls, managing the day's arrangements, and packing away afterwards.

Publicity to gain stallholders was released in September and to attract customers in November.

30 stalls were allocated, of which 23 were led by young people aged 15 to 30 years – the average age of stallholders was 20. 9 stalls were run by NewVIC students, the other 14 run by young people and young adults with connections to one of the partners, or from the wider community. 6 further stalls were run by agencies supporting young enterprise – Community Links, Friends of Queens Market, Barclays Bank, Unlimited (Star People), LBN Plaistow Community Neighbourhood, and PSBL. Cornerstone Café ran a drinks stall, including providing free (PSBL paid) drinks to helpers and stallholders.

9 lead stallholders were residents of the PSBL area or close fringes. 9 others were residents of Newham outside PSBL. The remainder came from outside Newham or their residency is unknown. Many of those not in the PSBL area had close connections to the area through working or studying here.

Products sold: beanie hats, scarves, hair bows, mugs, rulers, glass goods, jewellery, bags and purses, loom bands, phone and tablet cases, handmade cards, sub sandwiches, popcorn, pastries, cakes, jams, smoothies, homemade haircare products, and a range of other goods.

Stalls also consulted on designs for a NewVIC pop-up shop, offered fitness advice, DJ services, creative activities, and portrait-painting commissions.

Approximately 250 people attended the event from 11am-2pm on Saturday 6<sup>th</sup> December 2014, including Stephen Timms MP, the Young Mayor and 2 local Councillors. The total takings of the young people's stalls topped £800.

The plan is to hold another PYM in late May/early June, out on The Greenway between Prince Regent Lane and Barking Road.



**How would you rate the first PYM?**

--- TEAR HERE -----

Marks out of 10

Did PYM support and encourage young people's and young adults' enterprise, providing opportunities to hone marketing and other business skills? \_\_\_/10

Did PYM raise the positive profile of young people? \_\_\_/10

Did PYM raise the positive profile of south Plaistow and PSBL? \_\_\_/10

How well was the event planned and organised? \_\_\_/10

Was the event value for money? \_\_\_/10

***Please add any comments by writing on the reverse of this half-page.***