



Report on the Third Plaistow Youth Market



December 2015

PYM is an initiative of Plaistow South Big Local with lead partner Newham Sixth Form College and also in partnership with The Mix (REIN), Victory Youth Group, Eden Plaistow, and other local 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 third PYM was planned by young people, staff and volunteers representing the above organisations between August and December 2015. 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 £1470 of PSBL money, spent on publicity, materials, food at planning meetings, bursaries to stallholders under 21 years of age, and sundries. NewVIC provided in-kind support – event and planning meeting venues, security and cleaning, and electrical power. 13 volunteer helpers from PSBL and 10 NewVIC students and staff 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, including local banners/posters, flyers, social media, e-mails, half-page ad in PSBL Newsletter and quarter page ad in Newham Recorder.

35 stalls were allocated, of which 31 were led by young people aged 14 to 30 years – the average age of lead stallholders was 19. Over 110 young people and young adults were involved in running stalls. 15 stalls were run by NewVIC students, the other 16 run by young people and young adults with connections to one of the partners, or from the wider community. 4 further stalls were run by agencies supporting young enterprise – Friends of Queens Market, Unlimited (Star People), Money A+E and PSBL. Cornerstone Café ran a drinks stall, including providing free (PSBL paid) drinks to helpers and stallholders, and NewVIC organised a DJ and showcase of young performers, providing entertainment throughout the event.

11 lead stallholders were residents of the PSBL area or close fringes. 14 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: soaps and bath salts, t-shirts, hats, scarves, gloves, umbrellas, glass goods, jewellery, ornaments, bags and purses, handmade cards, popcorn, pastries, cakes, jams, sweets, chocolate fountain sweets, cookies, illustrated gifts, and a range of other goods.

Approximately 650 people attended the event from 11am-2:30pm on Saturday 5th December 2015, including Lyn Brown MP, Stephen Timms MP, 3 local Councillors. The total takings of the

