

Saturday 18th March

PYM is an initiative of Plaistow South Big Local with lead partner Newham Sixth Form College, and also in partnership with The Mix (REIN), Cumberland School, Eden Plaistow, and other local youth work agencies.

The aim of the event is to support and encourage young people 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 seventh PYM was planned by young people, staff and volunteers representing the above organisations between January and March 2017. The lead organisers were Lora Toma on behalf of PSBL and Steven Kern on behalf of NewVIC.

Not including staff time, the event was funded by £962.35 of PSBL money, spent on publicity, materials, food at planning meetings, and bursaries to stallholders under 21 years of age.



7 volunteer helpers from PSBL, 10 NewVIC students and staff, Eden Plaistow, REIN and the local LBN Community 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 February and to attract customers in January, including local banners/posters, flyers, social media, e-mails and centre-page reports in PSBL Newsletter.

27 stalls were allocated, of which 20 were led by young people aged 14 to 30 years and 7 by people over 30 – the average age of lead stallholders was 18. Around 150 young people and young adults were involved in running stalls.

5 additional stalls were run by agencies supporting young enterprise – Money A+E, PSBL and Newham Community Neighbourhood. Cornerstone Café ran a drinks stall and Global Crownim outreach ran a leather shoes workshop showing people how sandals are made.





8 lead stallholders were residents of the PSBL area or close fringes. 12 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: t-shirts, hats, scarves, gloves, jewellery, ornaments, bags and purses, handmade cards, pastries, cakes, jams, sweets, cupcakes, cookies, handmade skincare, illustrated gifts, and a range of other goods.

Approximately 1000 people attended the event from 11am-2:30pm on Saturday 18th March 2017, including 2 local Councillors. The total takings of the young people's stalls topped £900. The plan is to hold 3 more PYM during 2017 - next one on the 20th May on the Greenway.

Lora Toma
Youth Enterprise Worker



How would you rate the 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