

Saturday 20th May

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 PYM8 was planned by young people, staff and volunteers representing the above organisations between March and May 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 £1380.85 of PSBL money, spent on publicity, equipment, food at planning meetings, and bursaries to stallholders under 21 years of age.



7 volunteer helpers from PSBL, 3 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 March and to attract customers in May, including local banners/posters, flyers, social media and e-mails.

16 stalls were allocated, of which 9 were led by young people aged 14 to 30 years and 7 by people over 30 – the average age of lead stallholders was 27. Around 40 young people and young adults were involved in running stalls.

3 additional stalls were run by agencies supporting young enterprise – Money A+E, PSBL and Newham Community Neighbourhood.





8 lead stallholders were residents of the PSBL area or close fringes. 6 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 20th May 2017, including 1 local Councillor. The total takings of the young people's stalls topped £900. The plan is to hold 2 more PYMs during 2017 – one as part of the Plaistow Market-Place Festival in Plaistow Park on 22nd July, the other on 2nd December at NewVic.



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