

Report on the ninth Plaistow Youth Market



Saturday 22nd July 2017

PYM9 was part of the Plaistow Summer Market Place Festival, an initiative of Plaistow South Big Local in

partnership with Newham Community Neighbourhoods.

The aim of this event was to bring the community together and to celebrate all thinks Plaistow. PYM supports and encourages 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 ninth PYM was planned by young people, staff and volunteers representing Eden Plaistow, VYG and NewVIc between Jun and July 2017. The lead organiser was Lora Toma on behalf of PSBL.



Not including staff time, the event was funded by £1171.28 of PSBL money, spent on publicity, materials, food at planning meetings, equipment and bursaries to stallholders under 21 years of age.

14 volunteer helpers from PSBL, 1 NewVIC staff and Eden Plaistow, 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 Jun and to attract customers in July, including local banners/posters, flyers, social media, e-mails and centre-page reports in PSBL Newsletter.

13 stalls were allocated, of which 8 were led by young people aged 14 to 30 years and 5 by people over 30 – the average age of lead stallholders was 33. Around 40 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 Tutor Doctor. Cornerstone Café ran a drinks stall and Newham Pride Network ran a photo booth sponsored by PSBL.





5 lead stallholders were residents of the PSBL area or close fringes. 8 others were residents of Newham outside PSBL. 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 1900 people attended the event from 11am-3pm on Saturday 22nd July 2017, including the Mayor of Newham and 6 local Councillors. The total takings of the young people's stalls topped £700. The plan is to hold 1 more PYM during 2017 - at NewVIc on 2nd December.

Lora Toma Youth Enterprise Worker



How would you rate the PYM?

Marks out of 10	TEANTIENE
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