

## 23<sup>rd</sup> April 2016

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 fourth PYM was planned by young people, staff and volunteers representing the above organisations between January and April 2016. The lead organisers were Lora Toma and Simon Vincent on behalf of PSBL and Steven Kern on behalf of NewVIC. Not including staff time, the event was funded by £1350 of PSBL money, spent on publicity, materials, food at planning meetings, bursaries to stallholders under 21 years of age, and sundries. 10 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 February and to attract customers in March, including local banners/posters, flyers, social media, e-mails, half-page ad and centre-page reports in PSBL Newsletter.

26 stalls were allocated, of which 19 were led by young people aged 14 to 30 years and 4 by people over 30 – the average age of lead stallholders was 23 years. Around 70 young people and young adults were involved in running stalls.

7 stalls were run by NewVIC students, the other 16 run by young people or adults with connections to one of the partners, or from the wider community. 2 further stalls were run by agencies supporting young enterprise – Money A+E and PSBL. Newham Community Neighbourhood also ran a stall, 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.

12 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: soaps and bath salts, t-shirts, hats, scarves, gloves, umbrellas, etched glass, jewellery, ornaments, bags and purses, handmade cards, pastries, cakes, jams, sweets, cookies, illustrated gifts, and a range of other goods.



Approximately 500 people attended the event from 11am-2:30pm on Saturday 23<sup>rd</sup> April 2016, including Lyn Brown MP, and 2 local Councillors. The total takings of the young people’s stalls topped £1000. The plan is to hold two more PYMs during 2016 - on 3<sup>rd</sup> September, (out on The Greenway between Prince Regent Lane and Barking Road) and again on 3<sup>rd</sup> December (in NewVIC).



**How would you rate the PYM?**

--- TEAR HERE ----- 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 return completed slip to Lora or Simon at REIN, 478 Barking Road, London E13 8QB*