

Y-Pant Farmers' Market review

On December 13th 2008, a Farmers' Market was held in the sports hall at Y-Pant. The market was organised by the Young Enterprise group within the school. The group consists of the following pupils:

- Thomas Grother – Managing Director
- Sean Maisey – Assistant Manager
- Harriet Costello - Secretary
- Demi Brooks – Marketing
- Daniel Baker – I.T
- Matthew Bartlett – Sales



So far this year we have been extremely busy, in October, we came up with the idea of holding a market in the school. We then had a lot of organising to do, and the following timeline of events shows how much work we all had to put in to ensure that the Farmers' Market was a success.

- **October** – We first thought of the idea, and had to build on this idea. The whole group had to research different markets and find out the locations of rival markets, and if possible, find out which businesses went to these markets.
- **Early November** – We had a lot of success finding out businesses which go to already running markets, and managed to get 21 stalls which were interested. Our next task was to make sure that we could get deposits from the stallholders. The advantage of getting deposits was that we ensured that we had stallholders who would definitely be at our market. We charged £5 per stall. We had 13 stalls who returned their deposit slips within the first week.
- **Mid November** – Our next task was to make sure that the Market was well advertised. This included getting a mention in the local Observer and placing posters in the local shops. In addition to this we also went on leaflet runs, delivering leaflets to the local area. E3 helped with paying for the printing. Any stalls which had not returned their deposit slips were also chased up.
- **Late November** – Our advertising campaign continued. We continued to get more stall holders to our event and on December 1st, we had 16 stalls confirmed

- **December** – Final preparations were made, these included sending letters out to the pupils at Y-Pant and sending leaflets out to the local primary schools for their parents to read. We had final confirmations and had to arrange the table plan. Certain stall holders had specified that they wanted to be next to a power point, so we had to make sure that this requirement was fulfilled.
- **The week prior to the Market** – We had a few problems just before the market was to be held. On the Wednesday, both of our meat stalls pulled out, which left us with a big dilemma. We worked extremely hard to try and make sure that we had at least one meat stall at the market, but we found that all the meat suppliers needed at least a weeks' notice to get stock. This was a huge let down for us, but we kept our spirits up, because at this moment in time we still had 19 stalls confirmed.
- **The day of the market** – We all met up at midday. Our first task was to make sure that the sports hall was clear of exam tables and chairs. Once this was done, we had to take tables down to the hall and set them up. Stall holders started arriving at 3pm, so at this point we all had to re-group and make sure that all the stall holders were taken to their table and were given a hand taking their stock in. Once 4pm came, the public began to arrive as well. We had to make sure that they parked in the right places, and this job was alternated on a rota. We also had to make sure that our stall holders were content and we offered them tea and coffee. We also wanted to make sure that we received feedback on how our first market went. To do this, we created a questionnaire to ask both our stall holders and the public. At the end of the night we evaluated the results, and the feedback was very positive. Altogether, out of the 16 stalls who we surveyed, 15 said they would recommend us.
- **The Future** – We are looking to hold our **next Market on February 27th**, between 4pm and 7pm. We hope that we can build on the success of our first Market.

