



Romford BID Sponsored Market Stalls – “Pitch for your Pitch” is back for 2022!

Romford BID have launched another “Pitch for your Pitch” competition as of Friday 11th March 2022 and are now taking applications. The prize will be for at least one start-up company / entrepreneur to have the chance to be offered a BID Sponsored pitch from the end of April. The BID will continue to encourage those entrepreneurs who need some extra start up support and are quite fluid in how this will look.

Romford BID were delighted with how well the Market Stall Sponsorships worked at the weekends over the Spring, Summer and into the Winter for a short term Christmas / Winter Themed Stall in 2021. The Market Project was new to Romford BID last year and involved sponsoring a couple of market stalls from mid-April on a Saturday and Sunday. One for a start-up company / entrepreneur (**Courtney’s Cakes**) and the other as an Arts & Culture (A&C) Stall that was run on rotation. The A&C Stall hosted **YAYmates** (a collection of local artists work), **Dicing with Life** (arts, crafts and gaming), **Pink Foodie** (Bao Buns and Dumplings), **Jenerous** (an ethical clothing company), **Knitted Perfection** (selling Wool/ buttons/ ribbon etc.) and **Dates & Nuts** (selling handmade protein balls). The Sponsorship evolved and went on to sponsor a further 2 businesses **Lybo Coasters** (selling decorative handmade coasters) and **FELIE** (who sold ceramic vases and pampas grass).

The idea of the project was to ‘liven up’ Romford Market at the weekends and help small businesses and local culture at the same time. The expenses and set up of the stalls were donated by Romford BID as part of this project.

Courtney Gwatkins of Courtney’s Cakes said, “Working on Romford Market has given me the best platform to engage with customers and create a loyal following. I’ve met so many amazing people many of whom I would now call friends. It helped me network and grow my brand by having direct face to face communication and instant feedback. I feel I’ve been able to create a little community on my stall and a safe place where everyone can come by grab a cake and have a chat.

The opportunity Romford BID has given me has simply been the best thing for my business, without their sponsorship my brand and business wouldn’t have had this platform to grow so quickly. They’ve helped give me the confidence and space to focus on following my dream and passion.”

Charit Arora, Director at Pink Foodie said, “Romford BID enabled small businesses to fast-track their product development to its audience and provided social, economic and logistical support. With their assistance we were able to finalise our plans for growth with an established audience and undertake further investment to serve the passionate local community.”

John Walsh, Romford Market Manager said, “Romford Bid have provided a great opportunity for start-ups and small businesses who wanted to experience retail in a market environment. The businesses they sponsor soon become familiar faces in Romford Market and they easily fit in alongside our regular traders. This initiative has been great for the market as it gives another dimension to show what can be achieved, it is also great for those starting out in their own business as they get the opportunity to experience the daily market operation first-hand. We have had a range of different products and services, some that we may not

have had before, ranging from ethically produced garments, new food caterers, gaming, crafts such as knitting, to locally produced cakes.

We have been very pleased with Romford BID's Team. They have handled the introductions of sponsored new traders and the relationship with Romford Market professionally and with a shared enthusiasm.

We will be happy to join forces with any future sponsorship alongside Romford BID and recommend this approach to all interested start-ups.

Well done to everyone involved."

Julie Frost, Romford BID Director said, "We are excited to be starting the second year of our sponsored market stalls following the success of the project last year. Romford is a town known for its entrepreneurial flare and it is great to be able to give people the support they need to get started.

We would love to hear from people who have something different to bring to the market that will enhance stalls that are already there and those who have been there through the decades. Other traders are very supportive and often keen to help those starting out and it is a real family community. We look forward to receiving applications!"

For more information on the sponsorship and to find out how to apply please send an email to market@romfordbid.co.uk to express your interest.

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