



Press Information

Romford BID Launches Entrepreneurial

“Pitch for your Pitch” Competition for a Third Year

Romford BID is pleased to announce that it has launched its “Pitch for your Pitch” competition for a third year following the huge success of its previous campaigns.

The competition gives local start-up companies and entrepreneurs the opportunity to compete for a free sponsored pitch in Romford Market, which will be available from the middle of April 2023 until October 2023. The winners will also receive long term mentoring from the Romford BID team and the expenses and set up of the stalls will be covered by Romford BID. The campaign will officially launch on Friday 10th March 2023, thereafter applications can be made.

Applicants need to send in a video no longer than two minutes long explaining why they believe their product/business would be the perfect fit for this opportunity. Additional information can be emailed in a separate document. Everything should be sent to market@romfordbid.co.uk. If shortlisted, entrants will be invited in for an interview.

Pitch for Your Pitch began in April 2021 and involved sponsoring several market stalls from mid-April on a Saturday and Sunday. The idea of the project was created to help ‘liven up’ Romford Market during weekends and help small businesses and local cultural organisations have their first bricks and mortar offers. Local companies that have benefitted from the campaign include Courtney Gwatkins of Courtney’s Cakes.

Courtney Gwatkins said,

“This was the best opportunity for my business - without Romford BID’s sponsorship my brand and business wouldn’t have had a platform to grow so quickly. They’ve helped give me the confidence and space to follow my dream and passion.”

Julie Frost, Romford BID Director said,

“I’m really pleased this campaign is relaunching for a third year as it has enabled us to introduce some exciting and innovative brands to the town. The market’s appeal spans all age groups and demographics, and having a full and varied offer has absolutely contributed to its success. The support from the local community towards ‘Pitch for your Pitch’ winners has been astonishing - the shop local mantra has absolutely been distilled within our town. I



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can't wait to see the entrants we have this year and to understand more about what they can bring to Romford."

John Walsh, Romford Market Manager said,

"The stalls sponsored by Romford BID have provided a great opportunity for start-ups and new businesses to work in Romford Market. This was popular last year so I am looking forward to working with the new traders as part of this year's programme. It really does help small businesses experience the realities of running a stall in Romford Market".

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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For more information, please contact Sarah Gregory on 07725 041862