

Programme Introduction

Pexmas is a community focussed company specialising in creating opportunities for and intersections between small businesses, community based organisations and the general public. We are best known as a market operator, with our eponymous Christmas Market in Peckham now its 13th year and welcoming over 10,000 visitors across one shopping weekend annually. We are also community festival producers, creators of social spaces, public engagement consultants, coaches, mentors and advocates for local and sustainable practice across the public and private sectors. We have built our business on solid partnerships with like minded individuals, organisations and venues; our core values being rooted in equality, community and access.

We have worked with hundreds, if not thousands of small businesses, organisations and individual hustlers over the years. Our Director Sarah has curated and led hundreds of hours of workshops, talks, coaching sessions and mentorship programmes for Pexmas and partner organisations over 20+ years. And so after many requests and all the upheaval of 2020 onwards, we are finally in a position to launch our own intensive mentoring programme for market trading businesses!

This programme is for anyone who considers themselves to be a “young” small retail business. Maybe you are brand new with just a product and not much experience, maybe you have been trading for a few years part time/ad hoc and haven’t been able to make much progress. Maybe you are quite a way in but feel you have stagnated or can’t step out of feeling like a “start-up”. If any of these ring true, then this programme is for you.

We have designed a programme to take you on a 6 month journey from summer 2023 to early 2024. It is focussed on preparing you for the Christmas Market season but in doing so provides a solid foundation for so much more, and supports you to build your own community of entrepreneurs and customers to benefit your business longer term. As such it requires commitment from us and from participants to achieve the most value for the whole cohort of mentees, which will be a maximum of 6 small business owners in this first year.

Programme Description

Programme Core Content Overview

- Introduction to Markets webinar
- 6 x monthly 121 mentoring sessions with Sarah, Director of Pexmas inc one with a guest peer mentor experienced market trader. 90 mins each.
- 2 group mentoring sessions for this programme mentees only. 90 mins each.
- 2 x Big Picture online group coaching sessions 60 mins each, first one on Values.
- Professional photography session; creating 5 photos to include your headshot, you with some product shots and a shot of you on a market stall at an event

- 2 x Pexmas Mixers events; talk by experts and socialising with wider group of traders
- 1 x market stall pitch at one of our Brixton Village Sundays market in October or November
- 1 x one day pitch at Pexmas Festive Market in Peckham, December 2023
- Featured in group post about our mentees on Pexmas instagram
- Blog post about you and your business on Pexmas website and shared to instagram stories
- Whatsapp group for peer support and shared learning (monitored by Pexmas)
- Further discounts and priority booking for new events and opportunities as they arise within the period of this programme.

Outputs and Inclusions

Mentoring Sessions: These 6 sessions will cover:

- Business Audit, Action Plan and Continuous Assessment
- Socials & Website; feedback and guidance on content, layout and engagement
- Vision & Purpose; defining your story and mission
- Product Power; what are you selling, what should you be selling, how is your pricing and packaging.
- Market Stall Layout; your display deconstructed
- Applications; writing support, getting a bank of answers ready for all scenarios
- Operations & Logistics; preparing for markets
- Customer focus; how to maximise your time at markets
- Evaluating Market Success; what comes after trading

Group Sessions:

- One online to meet and talk about what you want from the course social.
- One IRL to showcase/ present your business to peer mentors, successful market trading business people

Cost and Commitment

The fee to be a mentee on this programme is £800.

This is a subsidised programme. The actual cost of this programme is over £1600 per participant and we have reduced this by donating our staff time and resources. Fees from the participants will pay for experts, mentors and advisors from outside Pexmas' core team as well as space hire, photography and other resources. It won't be sustainable for Pexmas to subsidise to this extent every year, but we hope to be able to get this programme funded in the future to be able to offer further subsidies and maybe even free places. This will hinge on the commitment of participants this year and your thoughtful feedback at the end to make future years of this programme even more valuable for participants.

This is a very limited programme, there are only 6 places available. Please do not sign up unless you are certain that you will be able to see it through to the end. Like anything, you only get out of it what you put in so we are looking for people who are dedicated to levelling up their performance at markets and putting in the work. We will be asking for your constant feedback to be sure we are supporting you in the right ways and that you are seeing the impact in your business.

We can offer some flexibility in how and when you participate. The monthly mentoring sessions can be booked to suit your schedule, and take place in person or online. All online group sessions will be recorded so you can listen back at another time. In real life group sessions will be booked for a date that suits the majority, but with plenty of notice. All in person sessions will take place in South London. Between organised sessions and activity, you will have actions to take in your business - mainly actions chosen by you and some set by us, in response to the content of the programme.

The fee is due in instalments between July and November. The initial payment must be received on sign up in July in order to secure your place on the programme. Fees are non refundable and the full amount will be owing regardless of your completion of the programme; as we cannot accept late entries, you cannot transfer your place in the programme to someone else.

Application Process

We are asking all candidates to register their application via a form. The questions are quite simple, and ask what you want to get out of the programme and allow you to ask questions of us also. We will follow up with ALL candidates, assuming that the volume of applications isn't more than we anticipate! We will then take forward a number of candidates into an online chat to discuss the programme and their participation further. This is an opportunity for both parties to decide if this is a good fit for the programme and the business. We will only offer places on the programme to those who we feel will benefit the most, and be able to commit to the full term. We will have a waiting list in place and you will be advised if you are on it.

Please find the application form [here](#).

Timeline

- The application form will be live until the end of Friday 14th July.
- We will get back to everyone with any questions by the end of Wednesday 19th July.
- We hope to hold all follow up 121 chats online and confirm our mentees by the end of July.
- We will be starting the programme in August.