



## **PRESS RELEASE**

### **CHATS WORTH ROAD MARKET COLLABORATES WITH ECHO TO OFFER SKILL SHARING AND ENCOURAGE LOCAL ENTREPRENEURIAL ACTIVITY**

East London's Chatsworth Road Market is set to transform its regular boutique Sunday market day to offer a broader community experience.

A first for a market in the Capital, launching Sunday 10 July, Chatsworth Road will offer visitors the chance to learn new skills from a showcase of brilliant local businesses and organisations in the Echo network.

Once a month, Echo, an East London marketplace without money, will host a stall where people can sign up to its network, for free, and skill share. Instead of using money to learn a new skill, the Echo network trades in 'Echoes' (1 Echo = 1 hour) and members can trade anything from bike-fixing, childcare, knitting skills, and gardening to web design and coding.

The Echo stall will offer visitors monthly taster sessions of some of the skills traded in the network. Upcoming taster sessions will include: a Yoga workshop, a chocolate making demonstration, a print-making demo, and an HTML coding mini-session.

Diane Cunningham, a spokesperson for Chatsworth Road Market comments: 'We are proud to be the first London market to encourage this kind of community engagement.'

'Working with Echo will not only give visitors to our market the opportunity to come together, share skills and learn something new, it will also enable us to reach a new kind of market trader which can use Chatsworth Road Market as a possible springboard to start their new business venture.'

'Many of our current traders started out with a weekly market stall at our thriving market and have gone on to open shops or pursue their idea full-time.'

Sarah Henderson, a spokesperson for Echo adds: 'Having an Echo stall on Chatsworth Road Market is a fantastic opportunity for our members to showcase the brilliant things they're doing and get valuable experience of running a market stall. It's also a great way for local people to get involved and discover what skills they could learn and what they could offer back to the Echo community.'

This new initiative dovetails with the Chatsworth Road Market Kick Start Programme, which aims to encourage local people to try out a new business idea at the market - completely free of charge (a saving of £160 per month – equivalent to 70% of the monthly job seekers allowance). Those on benefit can also apply to have a free market pitch for a month, including insurance, stall hire and free mentoring advice.

Website: <http://www.chatsworthroade5.co.uk/>

Twitter: <https://twitter.com/chatsworthroad>

Facebook: <https://en-gb.facebook.com/ChatsworthRDE5>

Instagram: <https://www.instagram.com/chatsworth.rd.e5/>

For more information on Echo: [www.economyofhours.com](http://www.economyofhours.com)

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### **Notes to Editor:**

#### **About Echo**

Echo is a marketplace without money, where East London people and businesses can trade anything from graphic design and business advice to accountancy and bike fixing, without using money. Instead, we use a currency called Echoes, where 1 Echo = 1 hour. With over 3,000 members, Echo is a thriving network for connecting, collaborating and sharing resources. It's free to join at [www.economyofhours.com](http://www.economyofhours.com).

Echo also runs its own business accelerator programme, Echo++. Designed for East London sole traders, start-ups and micro businesses, Echo++ is an inclusive business growth accelerator, connecting local businesses and experts with passion for growth and a willingness to share –and there's no money involved. Chatsworth Road Traders Aimee Madill and Florence Dolle have both completed the programme - Bookseller Aimee started trading on the market as a result of a connection she made whilst on Echo++, and chef Florence completed Echo++ alongside taking part in the market Kick Start programme, using the business expertise she gained on the programme to support her as she launched her first stall with the market.

Applications for the next round of Echo++ programmes will be opening soon. Find out more at [economyofhours.com/echoplusplus](http://economyofhours.com/echoplusplus)

Echo is supported by Nesta, London Legacy Development Corporation and Friends Provident Foundation.

#### **About Chatsworth Road market**

In its 1930s heyday Chatsworth market is reported to have had up to 200 stalls running 4-5 days a week, extending along the full length of the high street. The number of stalls and market days decreased slowly in post-war years, until the market eventually closed around 1990.

The market was reintroduced as a weekly market in June 2011. It currently operates 11am – 4pm every Sunday with around 40 stalls. Expansion plans are underway to grow stalls numbers from late September.

See [www.chatsworthroade5.co.uk/market](http://www.chatsworthroade5.co.uk/market) for an up to date list of traders

### **About CRTRA CIC**

Chatsworth Road Traders' & Residents' Association CIC (CRTRA CIC) is a not-for-profit organisation run entirely by volunteers. It aims to offer a voice to local traders and residents and is committed to promoting Chatsworth Road as a vibrant high street; as a safe and enjoyable public space and as the community hub for a large and highly diverse residential area.

### **About the Chatsworth Road Kick Start Programme**

Chatsworth Road Market encourages local people to try out a new business idea at the market - completely free of charge (a saving of £160 per month – equivalent to 70% of the monthly job seekers allowance) - with a free market pitch for a month, including insurance, stall hire and free mentoring advice.

The programme is open to local people - defined as those from postcodes E5, E8 & E9 who are claiming JSA (Job Seekers Allowance), NEA (New Enterprise Allowance) or ESA (Employment & Support Allowance) - and the idea doesn't have to be for a market stall business. It could be to open a shop or start an online business but the market stall would be used to test out the idea.