

Item 11 – ASPRA Jumbletrail update

A big thank you to all the stallholders and local residents who supported the 2017 Jumble Trail.

A successful event took place on 1 July. There were 60 stalls set up in the neighbourhood (10 more than last year) with a fairly even split between stallholders returning for a second year and those trying it for the first time.

50 advertising boards, provided by Allen Heritage estate agents, were erected to promote the event. It also increased awareness of ASPRA. An income from the boards of £150 was passed to the Addiscombe Christmas lights fund. Stall fees and other donations generated a further £160 for the fund.

The organisers received lots of positive feedback. Some interesting comments came from those outside the area who were very envious that we held such an event. It was a mixed picture in terms of the amount of sales by individual stalls but there was a consensus it was a great event in generating a community spirit and meeting neighbours near and far.

When the organising team got together at the beginning of the year, they did seek information about other events planned on 1 July in the area. Nothing came forward about all the local school fetes taking place! This had an impact on footfall on the day, particularly relating to families with young children. We also gave careful consideration as to whether Saturday or Sunday was the best day to hold the event. Saturday was felt to be a better option to draw in shoppers from Lower Addiscombe Road and Shirley Road and to include those who have church commitments on Sundays.

There have been lots of requests to have another Jumble Trail in 2018. We are considering holding it on a Saturday in September and will consult the local community about dates to avoid. If anything immediately springs to mind, please email aspra.jumbletrail@gmail.com If anyone has any further ideas for the event, or wishes to get involved with the planning and organisation in 2018, just email.

In the weeks leading up to the 2017 event, we set up a 'league table' to encourage greater participation within each street. Here's the result. We haven't shamed those streets who did not participate!

7	Bingham Road	2	Shirley Road
6	Sefton Road	2	Fryston Avenue
6	Northampton Road	1	Colworth Road
6	Selwood Road	1	Kingscote Road
5	Ashburton Avenue	1	Fernhurst Road
5	Compton Road	1	Shirley Park Road
4	Parkview Road	1	Craven Road
3	Craigen Avenue	1	Baring Road
2	Sherwood Road	1	Carlyle Road
2	Glenthorne Avenue	1	Lower Addiscombe Road
2	Claremont Road		

Lyn Simmons