



Following ASPRA's successful Jumble Trail last year, planning has now started on the 2017 event. ASPRA JT 2016 was a wonderful community event and we hope to really build on this in 2017. Last year we had 50 stalls and we would like to match this – or even better increase the number. Clusters of stalls in roads adds to the atmosphere so if you are thinking of participating, start talking to your neighbours now and encourage them to join you.

What's new in 2017?

This year we are holding it on a Saturday to maximise visitor numbers by encouraging shoppers in Lower Addiscombe Road to visit all the stalls in the nearby streets. We are introducing a 'buddy' system. For instance, if you only have a few items and feel that having a stall wouldn't be appropriate, we could match you up with a stallholder so that you can sell together. Share the load and meet new neighbours!

Thinking of what you might sell?

It would be good to increase the variety of items on offer and maybe to have more residents providing food and refreshments. We are certain there are lots of hidden talents out there.

We are encouraging residents to:

- Get creative and make craft items for sale
- Sort out your attic or garage
- Declutter your cupboards and shelves
- Offload unwanted Christmas presents
- Think about anything you want to sell or give away

Want to help with organising the event?

The three ASPRA Jumble Trail Champions, Anne, Jenny and Lyn are looking forward to organising this year's event. Kate is operating the helpline. However, if you would like to get involved, we would be delighted to hear from you. Assistance could be any of the following:

- Be on a rota to help with email and telephone enquiries

- Help with social media, including the ASPRA JT facebook page <https://www.facebook.com/aspra.jumbletrail.1>
- Assist in the production of posters and other marketing material
- Deliver leaflets to local residents
- Liaise with local shops and businesses to display posters
- Liaise with any local groups where you might have a connection

Marketing and promotion stage 1: to encourage stall bookings

Promotional leaflets are being produced and will be delivered to everyone in the ASPRA area. Leaflets and posters will also be available in local shops and libraries. An article about the Jumble Trail concept has been published on the Croydon Citizen webpage. A dedicated facebook page has been created for the ASPRA Jumble Trail and ASPRA facebook is providing regular updates. If anyone has other communication channels they can suggest or other marketing ideas, please share them with the organisers.

Marketing and promotion stage 2: to encourage visitors

Posters and leaflets will be circulated in the local area including shops and businesses, nearby libraries and churches. Details will be sent to neighbouring residents' associations. Laminated posters and maps will be placed on lampposts and park gates. Stallholders and other residents will be encouraged to place a poster in their windows. Ongoing updates on facebook pages, via email and the ASPRA website. Other ideas welcome from residents.

If you are interested in helping, want to discuss further or are interested in having a stall 'buddy', please email aspra.jumbletrail@gmail.com or ring 07803 876008.

To register your stall go to <http://www.jumbletrail.com/event/ASPRA2017>