

**In the Matter of an Application for a Premises Licence for -  
The upper car park at St Mary's Works, St Mary's Plain, Norwich**

---

**EVIDENCE OF TESTIMONIALS**

**IN SUPPORT OF THE APPLICATION FOR A PREMISES LICENCE**

---

My name is Michael Femi-Ola and I am the Managing Director of After Dark Promotions Ltd, the applicant for the Premises Licence. I submit this document as evidence in support of the application. The JunkYard Market was trialled over 7 weekends during the late summer 2020. This proved very popular with a diverse range of customers, over 21,000 enjoyed the experience during this time and 32 traders were given the opportunity to open for business. With the exception of one local resident who lives nearby we did not get word of any negative views from people living in the neighbourhood. I was surprised by the reports from interested parties made during the period of consultation for our application. I did not anticipate this and took no steps to canvas views of support. We are a philanthropic company, one reason for opening the JunkYard Market was to provide work and to help businesses stay afloat during these difficult times. We also support local charities and were able to donate over £27,000 to St Martins and the Norwich Soup Movement from these endeavours.

I include some of the many testimonials evidencing the positive outcomes that have been achieved so far.

**Dr Jan Sheldon**  
**Chief Executive**  
**St Martins**

*St Martins are happy to support Mr Femi-Ola's application for an event licence. Not only does he and his company provide an interesting event for local people they also support their local community. I am aware that local food charities have benefitted from this event and St Martins has also received support. Mr Femi-Ola and his team are community minded; they support some of the most vulnerable people in the area through their work. I know they work hard not to drain public resources (e.g. Police etc) by making sure that there are sufficient staff available to manage the event. They have a great community minded ethos which is not always the case when events are being organised.*

**Edd Watkinson**  
**Director**  
**The Big Deal Wings - Norwich Food Trader**

Junkyard Market has had an incredibly positive influence on me and my business since I traded there.

After almost being financially ruined due to COVID I launched my first solo business venture at Junkyard Market this summer and it has given me a fantastic kick start and things are looking promising for the remainder of 2020 and 2021, I owe it all to help I was given from the team at Junkyard Market.

I found everyone involved in the junkyard team, from the bosses to the waitresses to the cleaners, to be friendly, professional and as helpful as possible. The operation truly has become a great asset to the city, especially in these uncertain times.

To of taken on a task such as organising and operating an event which caters to thousands of people every weekend with so many social distancing restrictions in place is a huge risk and one that many would of shyed away from. From the first time I approached Mike, Chris and the team about working with them at Junkyard I could tell they had put a tremendous amount of effort in to the project and I was constantly reassured by their professionalism and willingness to work with small independent businesses so that we can all weather the storm and continue trading in the future.

In a very difficult year, this has been a massive help to our business. We would have normally been catering at weddings, local events such as the Norfolk show and the Aylsham show and lots of others events, all of which were obviously cancelled. This year has definitely been a real test for us and all others in the events industry.

**Chris Smith**  
**Director Christophers Crepes**

Once we were offered the opportunity to be at junk yard it seemed a great way for us to keep doing what we do in a safe way, and provide a much needed income for our business and our little team. The ordering system is a great way to keep customers in their seats but able to order easily. It's been really good to have worked along your proactive team and watch junk yard grow, we really do hope we are able to work together in the future.

**Simon Duvall**  
**Duvtech Services - Norwich Event Electrical Services**

Duvtech services were approached by Michael Femi-ola, with regards to the provision of both electrical and technical services within the 'Junkyard Market' project.

Following a site visit and a proposal from Duvtech services, it was agreed that we would become the sole supplier for electrical install and technical support for the entirety of the project.

Due to the core nature of our business being the provision of such services to the events industry, we were at the time experiencing a substantial downturn in work load, and ad a direct result of the junkyard market we were able to offer two crew members a substantial amount of work.

The Junkyard Market evolved into a dynamic project and resulted in various other opportunities for Duvtech to offer our crew further work.

I genuinely believe that this project gave our company a unique opportunity during an unprecedented time for our industry.

**Jacob Oblivion**

**OB1 Creations - Norwich Set Designer**

Pre Covid I managed builds for big productions, namely at Festivals across the summer and then organised events and bespoke projects outside of the summer months. Covid-19 ruined all of the plans of mine and my colleagues. The Junkyard Market not only allowed me to regain some financial support but also helped to show that there is still work out there in my industry. The Junkyard Market has had a positive impact on my mental health, allowing me to overcome some struggles I had personally during the lockdown period.

## **The Norwich Soup Movement**

22 October 2020

Hello Friends!

I run The Norwich Soup Movement (NSM), which is a soup kitchen and foodbank. I am writing to you to tell you about Junkyard Market Norwich, and how it has impacted my life, and the lives of many others.

Junkyard popped up on the same site as my office/foodbank and as such, NSM was put forward as the charitable cause that Junkyard would be raising money for. Obviously we were very excited by this news, and over the course of five weekends, an astounding twenty thousand pounds was raised for NSM. I still don't think it's fully sunk in!

2020 has been a really hard year for everyone, and it has led to more and more people needing to use our non-referral foodbank. There have been points over the last year when I've wondered just how we will keep the shelves stocked. We rely entirely on public donations and when the public are going through hard times, it reflects on our incoming donations. The money raised by Junkyard has taken a massive weight off my shoulders. I am able to shop freely for supplies, I have been able to upgrade some systems and equipment, and ultimately, I am able to give out more food, which is the aim of the game.

We managed to have a team night out at Junkyard and it was great to be able to treat my volunteers to a drink, and all get together after a very long lockdown. Whilst on our team night out, arrangements were made with vendors for NSM to take their leftover food after each weekend, and this was prepared by our chefs and served on street at soup runs during the week. It was really nice to know that we were helping to minimise food waste by working together.

Junkyard provided a safe outdoor spot for friends to get together after an absolute shocker of a summer, and I only heard great things from friends and people in passing conversation; it seems it was a really popular place to be, and a chance to try different cuisines. The way in which the fundraising was presented was so simple too, I think the option of paying a pound towards a food charity when buying your own food and drinks was an inspired idea, and it clearly worked. The atmosphere was always light and fun, the staff sweet and helpful, the food and drinks delicious. To be honest, it all feels a bit quiet now it's all finished!

Personally, my stress levels have decreased dramatically and I am now able to get loads more work done because I'm not stressed and panicking about how I'm going to fund the next lot of shopping. Money doesn't buy happiness, perhaps, but it does buy full bellies, which is definitely a form of happiness.

I would love to see the return of Junkyard and sincerely hope the Christmas market goes ahead. Norwich needs it, for a multitude of reasons.  
Thank you for your time,  
Love from Chip.