

MINUTES

Meeting London Markets Board

Date Wednesday 24 February 2021

Time 14.00 – 15.30

Place MS Teams

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Members:

Helen Evans (Chair)
Jules Pipe (Co-Chair)
Diane Cunningham
John Burton
Debbie Carpenter
Ian Dodds
Joe Harrison
Darren Henaghan
Stuart Horwood
Hilary Paxman
Kay Richardson
Hazel Simmonds
Cllr Nadia Shah
Cllr Rachel Tripp
Graham Wilson

GLA attendees:

Louise Duggan
Tina Jadav
Megan Dean

Observers:

Dan O'Sullivan
Lisa York
Kate Parkinson



1. Welcome and Introductions – Helen Evans

- 1.1. Helen Evans (HE) welcomed LMB members to the meeting and expressed some hope that the summer period will be better for markets as lockdown is eased.
- 1.2. Apologies were noted from Cllr Nadia Shah and Cllr Rachel Tripp.

2. Smithfield market update – Helen Evans

- 2.1. Helen Evans, in her role as London Food Board member, provided the LMB with an update on the Smithfield Market redevelopment scheduled for 2026, subject to the HoL passing a private members bill over the next year. Site owners the City of London have commissioned a consultant team to look at potential uses for the site as a creative centre, taking into account the important role the site has played in food supply for London.
- 2.2. There is an opportunity to look at the tomorrow's market template and market offer that is developed there, as an opportunity to ensure that the space becomes inclusive, champions creativity and is open to all aspect of London life socially and economically
- 2.3. The teams at the City of London and City Hall are keen to maintain contact with the LMB and LFB and thoughts can be fed back to those teams via this forum.
- 2.4. **Decision**
 - 2.4.1. Helen to circulate a link to the next round of the Smithfield Market development to the LMB when available.

3. London Markets Diploma – Graham Wilson, NABMA

- 3.1. Graham Wilson presented an overview of the newly launched [London Diploma in Markets and Street Trading Administration](#), delivered and endorsed by the Institute of Place Management. The programme launches in April and reflects the speciality of London street trading legislation alongside modules in communications and practical operations.
- 3.2. The LMB endorsed this important development in towards the professionalisation of markets management and recognising the value of markets as places to build careers, which is a key recommendation in the [Understanding London's Markets](#) report.
- 3.3. **Decision**
 - 3.3.1. LMB members to disseminate the [London Diploma in Markets and Street Trading Administration](#) opportunity to its networks.



4. **Recovery: GLA update High Streets recovery and discussion – Louise Duggan**

- 4.1. Louise provided an update on recovery and the emerging priorities identified through collaboration between the GLA, London Councils and Government. 9 recovery missions have been approved – most relevant to the priorities of the LMB is the High Streets for All mission, and there are clear opportunities to overlap with others, including the healthy food/healthy weight priorities to which the LFB provides oversight, with GLA teams co-ordination.
- 4.2. The High Street for All Challenge will be launched on March 16th and is predominately a revenue funded programme delivered in collaboration with boroughs, or borough endorsed partnerships. The fund will support local partnership formation and engagement which will support the prioritisation, development and delivery of a single area-based strategy for identified priority high street streets in each borough by 2025. Each borough will identify an officer to lead on engagement and partnership formation.
- 4.3. Markets have a role to play in area-based recovery plans, contributing to local economies, jobs and small business opportunities. Market officers should be aware of the opportunity to frame their markets within the process of recovery planning and prioritisation and rather than seeing markets as separate proposals.
- 4.4. The LMB welcomed the update and requested a further update on the programme launch and development at the next LMB. The LMB suggested that the opportunity should also be shared with the AoLM and the Street Trading Benchmarking Group.
- 4.5. **Decisions**
 - 4.5.1. GLA to provide update on High Streets for All Challenge at next LMB and engage the AoLM and Street Trading Benchmarking Group with opportunity.
 - 4.5.2. MD to invite the LMB to the High Streets for All Challenge launch and share contact of officers in boroughs who will be leading on the programme.
 - 4.5.3. LMB to share and disseminate the opportunity to embed markets and markets partnerships within local authority recovery strategies with its networks.
- 4.6. LD noted that a separate piece of work is being led by ARUP to look at the particular challenges impacting the Central Activities Zone which is thinking about how support and reanimate the CAZ.
- 4.7. HE noted that there are multiple private markets that are members of AoLM in operation in the CAZ who have been severely impacted by the loss in footfall.
- 4.8. DC noted the innovative approach LBC has taken in its central London response to test area-based responses and new partnerships to support recovery. In Seven Dials LBC have closed roads and created seating areas to attract people to the area to support the surrounding business and market. LBC have engaged with the Shaftsbury Group and the Seven Dials area who are supporting of this approach.



5. Tomorrow's Market update – Tina Jadav

- 5.1. Tina thanked the LMB members who provided feedback on the Tomorrow's Market proposal, and updated that approval for 150k has been authorised for the delivery of the programme. While the objectives of the programme will remain the same, context and delivery mechanism have been updated in response to the pilot evaluation, ongoing challenges and wider high street recovery planning. The next phase of the programme will support sustainable markets, diverse trades and the diversification of traders, and specifically will support markets team engaged in recovery through advice and targeted support.
- 5.2. 100k will be delivered via the High Streets for All Challenge to support market projects that address the objectives of the programme embedded within the wider strategic objectives of high street recovery.
- 5.3. 50k will produce a 'how to guide', which will outline key steps to incubate the Tomorrow's Market business model, supported by a delivery support programme, including engagement, seminars and 121 sessions. This advance support offer will also draw on lessons and learnings of markets regeneration – and provide specific markets advice on the specific challenges they face. The tender for this work will be launched by the end of this month.
- 5.4. The LMB welcomed the update and expressed their support for the development of the programme. They noted the opportunity to draw upon resources and expertise already developed by the market industry bodies to support traders and markets to recover.
- 5.5. **Decision**
 - 5.5.1. TJ to circulate TM brief and update interested LMB members on the tender process
 - 5.5.2. TJ seeks recommendations from the LMB for markets consultants and practitioners who could deliver the TM brief.

6. Resilience Fund – Megan Dean, Dan O'Sullivan

- 6.1. DO provided an update on the Resilience Fund. Hackney have been successful securing funding to engage innovators to design a trading application that can apply to multiple market. A consortium of markets team will support the shaping and testing of this proposal through a series of workshops over the coming months. DO is also co-ordinating data collection to make visual to the innovators the broadest range of licensing requirements to support a final product that works across borough boundaries.
- 6.2. The GLA thanked DO for leading on this challenge which is an opportunity to leverage the recovery agenda to resolve a key challenge faced by local authority market. MD noted that the LMB can play an important role in mobilising the sector to support this process.
- 6.3. **Decision**
 - 6.3.1. MD to share Resilience Fund markets challenges documentation with Lisa York LB Southwark.



6.3.2. GLA /DO to arrange an update on the Resilience Fund with the Street Trading and Benchmarking group

7. LMB Workplan – Tina Jadav

- 7.1. TJ provided an overview of the updated LMB workplan, noting the inclusion of new strands of work relating to recovery, the resilience fund, and a growing requirement to support and share challenges across the 15 funded markets regeneration projects. In addition, the consolidation of Smithfields and the new food school at Barking are included to make sure that those proposals reflect broader LMB ambitions.
- 7.2. HE noted that the action plan is a live document and requested that members contact TJ directly to follow up on specific points.

8. LMB Recruitment – Tina Jadav

- 8.1. TJ provided an overview of the recruitment process for a new LMB should Mayoral endorsement be secured following the Mayoral elections. Commencement of recruitment will begin in late summer within the objective of having a new board in place for early 2022. The next board membership will strive towards a gender and diversity balance, and a strategy paper outlining this ambition will be shared with the current chairs of the LMB, HE and JP within the coming weeks. This strategy will be shared with the LMB at the next meeting.
- 8.2. TJ asked the LMB to consider the types of skills and experience that should be considered. LD noted that skills and employability expertise might be a key consideration for the next LMB.
- 8.3. The LMB noted the importance of achieving an element of continuity and that any recruitment strategy should take this into account.
- 8.4. **Decision**
 - 8.4.1. LMB members to share suggestions of LMB observers to attend the next meeting and potential members for the next board.
 - 8.4.2. TJ to table board recruitment strategy paper for the next LMB

9. AOB

9.1. Sector update NMTF – Joe Harrison

JH provided an update on two key activities launched recently by NMTF. The NMTF Young Traders Market competition is open, with regional and national finals planned in July. The Spring into Markets programme has launched, aimed predominantly at the over 30s, providing free of charge access to business planning and start up resources to support new traders to enter the industry. NMTF is lobbying government to open non-essential markets before other forms of retail to support new traders and businesses that emerge.



9.2. Wholesale Markets business support – Maria Diaz-Palomares

MDP from the GLA's Economic Development Team attended LMB to update on funding support secured to provide business support for wholesale markets traders to innovate their business operations and support recovery. The proposal is in the early stages of development – but MDP will seek LMB feeding in their expertise on wholesale markets as plans progress.

9.2.1. The chair noted the opportunity, flagging that engagement would be a key challenge to this work and that the NABMA wholesale markets forum could support this work.

9.3 NABMA hosted its virtual one-day conference in February this year at which the winners of the Market Heroes Awards were announced which included Hackney Youth Market for the Young Market Champion award and Outstanding Achievement Award to Dan O'Sullivan and Hackney Markets, Shop Fronts and Street Trading Team. After a turbulent year for markets and high streets, the culmination of the event was the announcement of the winners of NABMA's Market Heroes Awards

9.2.2. The chair noted Hackney's success and asked for congratulation to be set out in the minutes.

9.4 Food Board Update

9.4.1 **Decision:** TJ will issue a food board update following the meeting.

9.5 Meeting Closed

9.5.1 The Chair closed the meeting noting that there are lots of projects to get over the line in the coming months. HE thanks everybody for their time and commitment between meetings and noted that the next LMB will be held in June.

Appendix 1:

London Food Board Update

During the London Food Board's meeting in January, the Healthy Food Healthy Weight (HFHW) mission was presented as an anchor mission to help frame food as a catalyst for recovery and a discussion enabled Board members to advise on how food can cut across the other missions accordingly. The next quarterly Food Board meeting in April will focus specifically on the HFHW mission so that members can provide input into the ongoing development of this mission. In his London Food Strategy, the Mayor made a commitment to help every Londoner access healthy, affordable and sustainable food as a key part of his economic fairness and social mobility agenda. The HFHW mission will help deliver and augment commitments within the strategy through existing projects and programmes that address access to and availability of healthy food such as increasing the number of food growing spaces through the Capital Growth network, increasing the uptake of Healthy Start vouchers, developing a baby friendly action plan for London, expanding the scope of the Healthier Catering Commitment and building on the existing work of Good Food Retail projects.

That Healthy Food Neighbourhoods component has a clear cross-cut into the High Streets for All Mission and there is an ambition to draw upon the expertise of the LMB to shape how street markets and wholesale markets can be situated within and supply Healthy Food Neighbourhoods. An outline concept of what a Healthy Food Neighbourhood might look like is shared in attachment 3 (below).

Attachment 1: GLA Food Team Update

Attachment 2: LFB meeting minutes 21.01.21

Attachment 3: Healthy Food Neighbourhood Concept

