



AGENDA

Meeting	London Markets Board
Date	Wednesday 16 June 2021
Time	14.00 – 15.30
Place	MS Teams

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Members:

Jules Pipe (Chair)
Helen Evans (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:

Nick Kasic
Dan O'Sullivan



1. Welcome and apologies – Jules Pipe

Indicative time: 5 mins

2. Sector updates and discussion

Indicative time: 45 mins

- **NABMA** – Graham Wilson
- **NMTF** – Joe Harrison – young traders
- **KERB** – Ian Dodds
- **AoLM/LSTBG** – Nick Kasic

Looking back:

3. LMB Action Plan and achievements to date – Louise Duggan

Indicative time: 10 mins

Work underway:

4. High Street Recovery and Tomorrow's Market – Tina Jadav

Indicative time: 10 mins

5. Resilience Fund – Megan Dean

Indicative time: 5 mins

Looking forward:

6. Future Priorities and LMB– Tina Jadav

Indicative time: 10 mins

7. AOB

Indicative time: 5 mins



1. Welcome and apologies – Jules Pipe

- 1.1 The Chair welcomed board members to the board meeting and welcomed Nick Kasic who is attending as an observer at the meeting.
- 1.2 No apologies were received for this meeting.
- 1.3 The Chair thanked board members and observers for joining and noted that this meeting would be the last until the new board is recruited.
- 1.4 This session to gather LMB insights and shape future priorities for the next iteration of the LMB as well as support in efforts to recruit the next board.
- 1.5 The Chair noted that is the last LMB meeting until the board is re-recruited. He thanked the LMB for their commitment, support and work on the street markets programme over the last 4 years.
- 1.6 The Chair outlined key achievements of the board including the delivery of the International Public Markets Conference, Tomorrow's Market and the mainstreaming of Markets within the context of regeneration and economic development.

2. Sector updates and discussion

- 2.1 Graham Wilson (GW) from the **National Association of British Market Authorities** provided an update from NABMA (appendix 1) and thanked the Chair and Co-Chair for their leadership for the life of the current LMB.
- 2.2 GW outlined suggestions for the strategic direction of the next LMB (appendix 2)
- 2.3 **Joe Harrison** from the **National Market Traders Federation** provided an update to the LMB which included their Young

- Traders programme, and support to market traders (appendix 1)
- 2.4 **Ian Dodds** from **KERB** (private street food operator) discussed the impact of COVID on their business and the reopening of their zone 1 portfolio of markets (appendix 1)
 - 2.5 He provided outlined suggestions for the strategic direction of the next LMB (appendix 2)
 - 2.6 **Nicholas (Nick) Kasic**, Chair of the **Association of London Markets** and with supporter of the **London Street Trading Benchmarking Group (LSTBG)** Nick Kasic (NK) provided an update and insights from the network (Appendix 1)
 - 2.7 The Chair opened up the discussion to the wider LMB seeking further sector insights, emerging issues, opportunities for Markets and reflections on what might be relevant for the LMB going forward to support.
 - 2.8 Sector updates are outlined in **appendix 1**
 - 2.9 Suggestions for LMB priorities going forward are outlined at **appendix 2**

Looking back:

3. LMB action plan and achievements to date – Louise Duggan

- 3.1 LD thanked the LMB for the discussion on the future priorities for the LMB, which will inform the agenda setting for the next LMB.
- 3.2 LD provided an update on the LMB committed action plan and the work that has been undertaken over the previous 3 years (see appendix 3), alongside tasks that are still ongoing or incomplete
- 3.3 The three year work plan – and the 4th additional year – has operated in the space of signalling the value and potential of

- London's markets as an important piece of social infrastructure for the city.
- 3.4 LD outlined the delivery of the 10th International Public Markets conference and the set up of the Tomorrow's Market pilot as key achievements of the LMB which have both highlighted innovation in London Markets and have resulted in lasting legacies across markets and the embedding of the value of markets within strategic priorities.
 - 3.5 LD updated that £30m of high street investment has supported 55 projects in the last 6 years across London. In each place a bespoke package of interventions has been developed, including refurbishment of street markets, business training and support, branding and promotion and public realm improvements.
 - 3.6 This figure also includes nearly £12m that has been awarded through the GGF to market focused projects. A further £8.2m awarded by Government's build back better fund has been added to the Good Growth Fund and is supporting 3 markets focused accelerator projects – all of which place the market at the centre of town centre recovery.
 - 3.7 Covid provided impetus in the final and unexpected additional year added to the LMB workplan to further test innovation and engage with new technology and models of working to ensure that businesses survived and thrived. How we share and embed this innovation across London is a key question for the next LMB
 - 3.8 Year 4 also demonstrated linking more effectively around networking, knowledge and engagement.
- The workplan of the LMB has demonstrated the social and economic value of markets and their ability to maximise places for communities and this has supported engagement and case-making for funding



- The LMB and engagement has become more effective at ensuring that operations aren't overridden by aesthetic ambition and a practical design approach to markets is considered.
 - Strength of response and feed back in middle of crisis helping to inform the Mayor's response and advocacy was invaluable and made more visible value of work and expertise within the LMB the group to Mayoral advisers and Deputy Mayors
- 3.9 The Chair agreed that maximising networking and information sharing would be a priority for the new board and key to the industry helping itself.
- 3.10 The Chair outlined another key success of the LMB as being reflected in the participation of markets and funding allocation from the Good Growth Fund and markets teams being supported to put forward an application when they might not have otherwise applied.

Work underway:

4. High Street Recovery and Tomorrow's Market - Tina Jadav

- 4.1 TM provided on update on the development of the next phase of the Tomorrow's Market programme and the High Street Recovery programme.
- 4.2 Tomorrow's Market update:
- The Tomorrow's Market commission is out to tender. A decision for the appointment is likely to be made in July.
 - An expert client group has been set up to help steer the project which includes representations from London boroughs and Joe Harrison from the NMTF.
 - It's intended the commission will engage with the sector including the street trading benchmarking group.



4.3 High Street Recovery Programme update:

- TJ provided an overview of the The High Streets for All Mission and the wider objectives of the London Recovery Board. The High Streets for challenge is a key deliverable within the High streets for all mission action place.
- The HSFA Challenge will provide targeted advice and over £4 million of strategic enabling funding from June 2021 and into 2022-23 to support the development of the adopted mission target of an exemplar project in each London borough. It will underpin the formation of high street partnerships and develop much needed capacity to support high street and town centre renewal.
- During Stage 2 the Local Authority will be expected to support the partnership and where appropriate act as the lead and/or accountable body. Each selected exemplar location will receive up to £20,000 grant funding to develop and grow their partnership, engage locally, build capacity, and co-design the spatial brief for their high street strategy. In addition, exemplar partnerships can call on support offered by the GLA and its mission partners via a programme of workshops and the Challenge Expert Panel, which brings together advisors from a range of disciplines and sectors.
- In the autumn as part of Stage 3, the GLA will make available additional revenue funding between £100,000 and £200,000 to 10 to 12 exemplar projects, for the preparation of detailed strategies and proposals that will aim to be, dynamic, experimental and to reflect locally determined priorities. A further £100,000 capital funding will be provided to deliver 'proof of concept' activities for up to five exemplar projects to test the effectiveness of proposed strategies and help develop and deliver larger project proposals. A second round of exemplars will receive further funding in 2022, and, subject to budget availability a third cohort the following year.
- An allocation of £100,000 from the tomorrow's market pot has been contributed to the challenge fund to help amplify and draw



attention to Market Regeneration projects that aim to deliver the overarching Tomorrow's Market objectives. The funding will be made available to market projects as part of stage 3.

- 11 Markets focused projects have been selected for stage 2 of 21 stage 1 submissions. Specific projects include Greenwich Town Centre, Wood Green, Lewisham High Street and Church Road.

5. Resilience Fund – Megan Dean

Indicative time: 5 mins

- 5.1 Megan Dean provided an update on the Resilience Fund, which is the Mayor of London's £1 million challenge fund calling on innovators - tech SMEs, engineers, social enterprises and others - to address key challenges facing London:
- 5.2 The Public Markets Challenge was selected to work with 3 innovation teams who were awarded 10k each to develop solutions that respond to the challenge they have outlined.
- 5.3 The Public Markets Challenge is being led by Hackney Council and a wider control group to support the development of a solution that support traders to more seamlessly trader across borough boundaries.
- 5.4 Working with innovation teams to create a scalable, transferrable, digital solution that creates a single gateway for trader licensing applications and that allows traders to access trading opportunities across London's public markets by making it easier to register across multiple sites and boroughs.
- 5.5 LBH markets team have attended workshops with the innovators, who have worked hard to build a good knowledge base, attended onsite meeting with control group officers and traders in live markets.
- 5.6 In early July a judging panel will select one innovator per challenge to implement their ideas and awarded up to £40k each



to further develop their solutions between June - September 2021.

- 5.7 The Chair thanked Dan O’Sullivan for his commitment to this challenge which has been critical to its success.

Looking forward:

6. Future priorities and LMB – Tina Jadav

- 6.1 TJ outlined the recruitment process and priorities to ensure that the next LMB reflects the diversity which is a key mayoral objective for all Boards.
- 6.2 TJ commended the rich knowledge the sitting board brought but noted that better diversity will strengthen the work of the next LMB and support it to be more representative of London Markets
- 6.3 TJ asked the LMB for suggestions on observers to invite to future meetings and talked through the criteria established to achieve diverse representation at meetings going forward which includes:
- A board that reflects the diversity of London and the communities that London Markets serve
 - A board that reflects a gender balance / split of 50%
 - A board that reflects a range of seniority / positions within the Markets sector
- 6.4 The Street and Covered Markets programme priorities will include the following areas of work for 2021/22:

Strategic:

1. Recruitment and the setup of London Markets Board
2. Engagement and support with City of London consolidation programme and Smithfield Market



3. Lobbying/ making the case: maximising the value of markets and embedding into agenda
4. Sector communication and liaison – within sector and within the GLA

Programmes:

1. Recovery: Roll out of Tomorrow's Market and High Streets for All Challenge
 2. Resilience Fund
 3. Legislation best practice and Market regeneration case studies
 4. Good Growth Fund – markets project delivery – focus on team to deliver those projects
- 6.5 The workplan and priorities for the next Board will be agreed by Members once the Board is recruited.

7. AOB

- 7.1 Helen Evans shared update on the Food Resilience work the LFB are progressing including the commission of a piece of work on the impact of food insecurity and supply chains related to the impacts of Covid and Brexit. The role markets will be included in this commission which will be delivered by Oxford University.
- 7.2 Megan Dean (MD) provided an update on a Google arts and culture sponsorship proposal to finance a small multimedia commission to celebrate the importance of local public markets to London's communities on their platform. The GLA team will engage with LMB members and other stakeholders once an agreement is in place.
- 7.3 The Chair thanked the LMB for their contribution to what was a very busy meeting. She noted that it is clear there is more work



to be done by the new LMB and expressed optimism that the current Board might get the opportunity to meet on a market for lunch over the summer.

7.4 Meeting closed

APPENDIX 1: SECTOR UPDATES

Graham Wilson, National Association of British Market Authorities

- NABMA has successfully transitioned to digital, including online events
- Membership renewals are at record levels
- Plans are ongoing for an in-person conference in October
- Fifteen London operators who have been studying for the NABMA diploma in market administration will complete the course in October
- A Parliamentary Working Group focusing on Markets has reformed as a joint NMTF and NABMA project, chaired by Simon Baynes MP. This will include a London focus and could work as a conduit from the LMB to Westminster working group

Joe Harrison from the National Market Traders Federation

- NMTF membership has started to grow following a considerable loss last year mainly concentrated around the events sector.
- Since reopening in April, footfall to street markets has risen, the return to indoor markets has been slower however.
- Traders have demonstrated innovation and an increased willingness to use of technology to support their operations
- The publication of [Spring into Markets](#) is supporting new members, businesses as a reference guide for traders to develop their business and consider trading as a business.
- There has been an uplift in interest in trading from young traders seeking to use trading as a route into the retail sector. The [Young Trader of the Year](#) competition national final is scheduled for 28/29th August.

Ian Dodds from KERB (private street food operator)

- Staff shortages caused by Brexit and Covid are having a significant impact on recovery of the sector. It is estimated that it will take 12-18 to return to pre-pandemic capacity.
- Many operators in KERBS markets have been thrown into a precarious position and are unable to plan for the future and ultimately may be forced to leave the industry.
- Commuter / tourist footfall has not returned to the CAZ which is currently making markets located there unviable.
- London is experiencing a shift in demand from central to high density neighbourhoods that are home to local communities that are more regularly working from home, and are also becoming weekend destinations, There is an opportunity to take advantage of this and cater to it.

Nicholas (Nick) Kasic, Chair of the Association of London Markets

- The return to normality varies across traders, the commodities they sell and who they sell it to. Tourists have not returned to London for example, and souvenir sellers do not currently have a customer base.
- Trader numbers on Portobello Market are down on pre-pandemic levels, and ten traders have left the markets.
- Changing requirements for outdoor social distancing adds to uncertainty for trader and customers.
- The LSTBG has provided key sector updates from London markets which fed into the regular markets sector briefings.



APPENDIX 2: LMB PRIORITIES MOVING FORWARD

Graham Wilson, National Association of British Market Authorities

LMB recruitment: GW reflected that the future composition of the LMB should continue to include key markets forums and representation from the sector. The next iteration of the board can build on the relationships established with the ALOM and the STBMG and as part of its strategic oversight function, ensure that those groups are brought in at the appropriate level so that key issues are responded to.

Legislation Review: The review of London legislation should be a key priority of the next board, which has a role to play bringing together markets in London

Engagement and networking: A more formalised structure between board and other markets, it can be force for good for markets in London

Informing key lobbying issues: The application of business rates on markets throughout the pandemic remains a key lobbying issue that continues to impact operators

Ian Dodds from KERB (private street food operator)

Strategic oversight – structural change to Central London: The next LMB has a role to play providing strategic oversight to how the rehabilitation of markets is supported in areas that have faced significant change.

Debbie Carpenter from Camden Markets, London Borough of Camden

Strategic oversight: trader adaptation/market curation: The next LMB has a role the co-ordination of strategy work and sharing best practise around how to support traders to adapt and evolve, market

curation and reviewing commodities on offer, supporting change when needed, and attracting new traders.

Diane Cunningham, Director of The Assembly Line

Networks co-ordination and agenda setting: The LMB should better co-ordinate and disseminated the important work coming out of the AoLM and STBMG – so that agendas and priorities are developed in a more piecemeal way and are shared more openly.

Darren Henaghan (DH), from Borough Market

DH reflected that markets across the world are facing the impacts from global shifts in behaviours. The LMB has been successful in elevating markets politically and it is vital that ongoing strategic oversight informs the London wide recovery of markets.

Responding to emerging challenges: Emerging challenges aren't fully understood yet and the LMBs role moving forward will be shaping the response to the unknown. Other wider challenges, such as climate challenges should start to permeate through the LMB workplan.

Responding to emerging opportunities: like evening economy/dining, shared flexible spaces and trader innovation.

Cllr Rachel Tripp (RT) from London Borough of Newham

Engagement: an important role of the LMB has been to demonstrate to some local authorities that markets are not just about enforcement but are assets that play a strategic role in neighbourhoods, places and people.

Responding effectively to strategic opportunities: Supporting traders to adapt should be a strategic priority of the next LMB: it should reflect on the concentration of consumers being more dispersed and how we can support traders to respond to this with a viable business model that gives them quality of life.

John Burton (JB), from Urban Space Management

Attracting new traders and filling vacancies:

JB asked fellow board members to provide a general update on the numbers of traders who have given up and how those vacancies are going to be refilled.

1. ID updated that KERB had lost around 40% of its traders.
2. DC updated that there are multiple reasons why traders haven't returned. LBC have allowed traders to suspend and retain licenses so the full picture is not yet clear. ULEZ rollout is a challenge and many older traders will be unwilling/unable to invest in a new vehicle. Markets operators need to adapt to support a **new generation of traders who will not have access to a vehicle and personal storage.**
3. Debbie Carpenter (DC) Camden, reflected that markets that were reliant on tourism or commuter in Camden were the most impacted losing up to 95% of traders. That has been significant interest from new traders who are willing trade for lower returns, and some established traders have requested to trade on neighbourhood markets which have seen higher footfall.
4. GW updated that 80% of national operators are apprehensive about the future, but recognise that there are opportunities to be optimistic about. Through lockdown, operators have lost over 200m in income from stall fees and charges – and this will cause a number of **LA's in particular to look at context of financial position of whether they will prioritise running a market service.**
5. JH updated the loss in NMTF membership verified anecdotal evidence on the loss of traders. Only 9 %



of officer works have returned to London city and it is likely that a **hybrid approach to working** will continue. Markets will need to adapt, and a **local focus and a focus on young traders** will be key in the foreseeable future.



APPENDIX 3: Updates against LMB Committed Action Plan

The table below provides an update on the LMB **committed action plan**

Set and agree an action plan to deliver an effective markets strategy for London	
Year 1	
- Identify how market operators can maximise social value and work positively within existing legislation	Delivered through the social value toolkit Further work to be done on the market's legislation commission
- International Public Markets Conference	Complete
- Define different types of markets	Complete – delivered through map and research
- Help markets evidence the diverse social benefit they provide	Delivered through the social value toolkit
- Strengthen opportunities to access healthy food	On going through joint work with London Food Board and GLA food team
Years 2 and 3	
A full review of the current markets legislation (work begins in year 1)	Best practice guidance to work underway (completion Autumn 2021)
Encourage innovation in markets	Delivery through Good Growth Fund projects and Tomorrow's Market



Support diversity across the markets sector	Delivery through Good Growth Fund projects and Tomorrow's Market
Lower barriers to entry for traders	Delivery through Tomorrow's Market
Make markets places to build careers	Delivery through Tomorrow's Market
Maximise markets as valued places for communities	Delivery through Good Growth Fund projects, Tomorrow's Market and social value toolkit
Promote a practical design approach to markets	Delivery through Good Growth Fund projects