

# MINUTES

**Meeting** London Markets Board

**Date** Friday 15 February 2019

**Time** 14.00 – 16.00

**Place** Committee Room 5, City Hall,  
The Queen's Walk, London, SE1  
2AA

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**Members:**

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

**GLA attendees:**

Tom Layfield  
Louise Duggan  
Tina Jadav  
Cecile Poullain



## 1. **Apologies and Actions from previous Board meeting – Jules Pipe**

1.1 The Chair welcomed members to the February board meeting.

1.2 Apologies were received from John Shepherd, Ian Dodds, Graham Wilson, Darren Henaghan, Stuart Horwood, Cllr Rachel Tripp and Tom Layfield.

1.3 Minutes from the previous meeting were agreed.

## 2. **The Wider Benefits of Markets Presentation, Dr Myfanwy Taylor and Dr Sara Gonzalez, Leeds University**

2.1 Dr Myfanwy Taylor and Dr Sara Gonzalez from Leeds University presented the scope of their research, the selection of case studies and recent findings exploring new ways on how to measure the holistic economic, social and cultural value of traditional retail markets in the UK. *Measuring the value of traditional retail markets: towards a holistic approach* - a briefing on the research progress can currently be found on [the following link](#). Presentation to be circulated to the London Markets Board (LMB).

2.2 The National Market Traders Federation Ltd and the National Association of British Market Authorities (NABMA) are collaborating with New Economics Foundation, the University of Leeds and the Open University on this research project to focus anew on markets' equally important social and cultural roles through a 2.5 year research project funded by the Economic and Social Research Council.

## 3. **Toolkit Publication Update – Cecile Poullain**

3.1 The GLA is working with London Councils to produce a toolkit by Spring 19 building on [Understanding London Markets report](#). The toolkit will provide market managers with a step by step guide to measuring social value generated by their markets.

## 4. **London Markets Legislation Work Update – Allan Hartwell (NABMA Market Place)**

4.1 Allan Hartwell from NABMA Market Place presented the consultant team and their programme for the work they have been commissioned by the GLA to undertake the production of a good practice guide and provide recommendations to improve the current legislative framework for markets should a full review be considered in the future.

4.2 The team has legal expertise and understanding of the market's legislation in London. They are well established within the London market network through the Association of London Markets (AoLM) and the London Street Trading Benchmarking Group (LSTBG) which will facilitate the engagement with London markets.



4.3 The Inception meeting took place on the 21<sup>st</sup> January 2019 and the timescale to deliver this work is May 2019. The first phase of work includes extensive engagement with the markets sector to identify common challenges and best practice in relation to working within the London Local Authority Act framework. The second phase of the work will produce a good practice guide as well as recommendations to improve the current legislation framework.

4.4 Joe Harrison from NMTF agreed to promote the engagement opportunity to NMTF members.

## 5. International Public Markets Conference Update – Louise Duggan, Tina Jadav

5.2 Registrations for the International Public Markets conference are now live since Monday 11<sup>th</sup> February on [Project for Public Spaces website](#).

5.2 Tina Jadav (GLA) updated the LMB about the last Conference Working Group on the 15<sup>th</sup> January where the list of Friday mobile workshops and Saturday tours was discussed and agreed with London Markets Board members.

5.3 As part of the registration process, the conference delegates will need to pre-select a Thursday workshop and sign up to one of the Saturday tours based on the [descriptions of the workshops and tours provided on the conference website](#).

5.4 Louise Duggan (GLA) updated the LMB about the recent launch of the [sponsorship strategy for the conference](#). The strategy is now live on the GLA and PPS websites and is aiming to secure sponsorships for the conference and for the next [Tomorrow Market programme](#).

### 5.5 Decision

5.5.1 LMB to help the GLA to reach out to the markets sector to promote the sponsorship strategy.

## 6. Tomorrow's Market Update - Tina Jadav

6.1 Tina Jadav gave an updated to the LMB about the work undertaken by the consultant [Something & Son](#) commissioned to deliver the programme of Tomorrow's Market. They have recently done a lot of engagement work with 12 local authorities and absorbed good practice to help build the programme.

6.2 Applications to recruit traders is now live and will close in mid-March. There will then be a two-stage interview process from end March to Mid-April. The [programme](#) will start from end of April. This is an opportunity for Local Authorities to refer traders and residents who would benefit from the programme.

6.3 The host markets recruitment will go live by the week of the 18<sup>th</sup> February.

6.4 Feedback has been received from AoLM and LSTBG groups in relation to the minimum criteria required of trading experience as part of Tomorrow's market programme (currently two years). The GLA reiterated Tomorrow's Market is an intense business support and training programme where candidates will need to demonstrate they have already tested their business idea. The programme doesn't have the time or the budget to support pre-start-ups. Trading experience includes online or

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work experience and the application process gives more flexibility for candidates to demonstrate their trading experience.

6.5 The next year-round of Tomorrow's Market programme will reflect on the feedback provided by Market teams and traders who took part in the programme.

## 7. London Markets Board Workplan Review – Louise Duggan

7.1 Louise Duggan provided an overview of the progress and achievements made in the first year of the LMB against the initial action plan set for the Board.

7.2 In the first year of the LMB existence, the LMB has delivered or is in the process to deliver the following actions set in the LMB Action Plan:

- Production of [Understanding London Markets report](#) setting a strategy for the London Markets Board through 12 recommendations
- Production of a toolkit to provide guidance for London Markets to capture the social values of their market and evidence wider benefits of markets
- On going work to produce a good practice guide for London markets to work positively within the existing legislation (LLAA) and is looking at opportunities to improve the current legislation framework for London markets.
- The LMB has been working closely with the London Food Board to strengthen opportunities to access healthy food

7.3 Further works need to be done to look at defining the different types of markets which will be covered in another piece of work following the toolkit.

7.4 The development of Tomorrow's Market is not recorded as a first year priority for the Board but is already being progressed. Further funding is in the process of being secured and the GLA is in the process of developing an ERDF application to upscale Tomorrow's Market.

### London Markets Board – Action Plan

First year	Second and third year
1 Set an action plan for a London markets strategy which includes	3. Lobby for a full review of the current market legislation
2. Identify how local authority market operators can maximise social value and work positively within the existing legislation	6. Encourage innovation in markets
4. Define different types of markets	7. Support diversity across the markets sector
5. Help markets evidence the diverse social benefit they provide	9. Lower barriers to entry for traders
8. Strengthen opportunities to access healthy food	10. Make markets places to build careers
	11. Maximise markets as valued places for communities
	12. Promote a practical design approach to markets



## 7.5 Decision

7.5.1 GLA to include a review of the outstanding and future priorities for the LMB for the years 2019-20 as a formal agenda item for the next LMB meeting after the International Public Markets conference.

## 8. AOB

8.1 Thanks to Helen Evans the [marketsoflondon](#) twitter account has seen its followers increased significantly.

8.2 The impacts of the low emission zone requirements on markets was discussed by the LMB as some traders are concerned about the impact it could have on their businesses. It was pointed out that the Mayor has recently doubled car scrapping fees for London and good precedents from Newcastle authority were mentioned.

8.3 John Burton mentioned the opportunity to get more representatives from local authorities on the LMB. GLA confirmed they won't be able to undertake a new recruitment process for new LMB members but will understand what is possible following advice from Human Resources.

## 8.4 Decision

8.4.1 The GLA will clarify the conditions in relation to items 8.2 and 8.3 at the next board.