

MINUTES



Meeting London Markets Board
Date Friday 25 May 2018
Time 13.00 – 15.00
Place Food Exchange,
New Covent Garden Market

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Present:

Members:

Jules Pipe (Co-Chair)
Helen Evans (Co-Chair)
Diane Cunningham
Ian Dodds
Daren Henaghan
Hilary Paxman
Kay Richardson
John Shepherd
Cllr Rachel Tripp

Advisor:

Joe Harrison, NMTF

GLA attendees:

Louise Duggan
Tina Jadav
Cecile Poullain

Speakers:

Amy Lamé, Night Czar
Mark Ainsbury, GLA

1. Welcome and introduction to New Covent Garden market– Helen Evans

- 1.1 Helen Evans co-chair of the London Markets Board (LMB) welcomed everyone to the second board meeting at the Food Exchange- New Covent Garden Market.
- 1.2 Apologies were received from Cllr Nadia Shah, Deborah Carpenter, John Burton, Graham Wilson, Hazel Simmonds, Stuart Horwood, Debbie Jackson (GLA), Souraya Ali (GLA), Maria Diaz (GLA).
- 1.3 The minutes of the first board were circulated and approved by board members.
- 1.4 The Chair confirmed Hilary Paxman has resigned from her position as Chief Executive at National Association of British Markets but will remain as a member on the LMB.
- 1.5 Cllr Rachel Tripp informed the board she has been appointed to Newham’s Cabinet and her remit will include street markets.

2. Draft London Food Strategy - Mark Ainsbury

- 2.1 Mark Ainsbury from the GLA’s Food Team presented the draft Food Strategy which aims to set out the Mayor’s vision for good food across the capital. The strategy has been developed in partnership with the London Food Board (LFB) agenda which aims to tackle food issues in the capital. The strategy is open for consultation until the **5th July 2018**.
- 2.2 Mark encouraged LMB members to take part in the consultation providing feedback as representatives and experts in the field of markets. Mark highlighted the key role of markets in providing affordable and healthy food for all Londoners and the numerous opportunities to collaborate with the London Market Board on the future implementation of the Food strategy.
- 2.3 Mark and Helen highlighted the role of the LFB chaired by Claire Pritchard (CEO of Greenwich Cooperative Development Agency). Helen is also a member of the LFB. The LFB will have a key role in promoting the strategy and it is encouraged that both boards work closely to align priorities to maximise opportunities for sharing of information, expertise and networks. Helen Evans will be the key contact between the two boards.
- 2.4 Darren Henaghan emphasised the importance for the Mayor to consider the affordability of the retail and public spaces and specifically the impact of this on the affordability of space at Markets. Jules Pipe (co-chair) confirmed affordable space is a key consideration in the new London Plan and housing affordability for key sectors of the London economy is at the heart of the Mayor’s priorities.

Decisions:

- a) **The Chair invited board members to respond to the Food Strategy consultation and share the draft strategy with their network. Deadline for response is the 5th July 2018.**
Link to Food strategy and consultation: <https://www.london.gov.uk/what-we-do/business-and-economy/food/have-your-say-draft-london-food-strategy>
(action completed)
- b) **GLA to circulate the names of the LFB members to the LMB**

3. Amy Lamé– Night Time Economy and the role of Night Markets

3.1 Amy Lamé is the first appointed Night Czar for London with mission to support London as a vibrant 24-hour city. Amy presented an overview of the challenges London currently faces in terms of its night time economy but also highlighted the numerous opportunities that London's distinct and vibrant offer presents. Amy's work has taken an interdisciplinary approach to change the perceptions around night time economy and to build a lively nightscape for London to become a vibrant night time city as per numerous other cities worldwide.

3.2 Amy has been meeting with key partners, holding regular night time surgeries in hospitals, fire stations and homeless centres. As part of the Mayor's commitment to make London safer for women and girls, she is hosting the first Women's Night Safety Summit in parallel with the creation of a Women's night safety charter.

3.3 Amy stated the significant role markets play in contributing towards London as a 24-hour city. One example includes the creation of night time markets and the potential for more work to be done addressing opening hours to allow a broader range of users to access markets.

3.4 Amy invited LMB members to attend the next Night Time Economy Borough Champions Network meeting. The network will allow opportunity to reiterate messaging around markets and the night time economy.

3.5 Amy communicated the restrictions of the current local authority regulations which monitor and regulate the night time economy, which are unintentionally restraining the promotion of more activities at night. The GLA will be making recommendations to boroughs to promote the importance of a night time economy strategy. There are good example precedents such as LB Westminster and LB Enfield who will develop a night time strategy to create a stronger focus on social inclusion. Amy and the Borough Champions Network are also considering the legislation and licencing around night time and how can that be progressed.

3.6 Joe Harrison (advisor) highlighted that if market operators are to be encouraged to create more night time markets, the markets should not simply limit the interventions to extending the opening hours but instead look to curate and think more creatively about a bespoke evening offer which is suited to the local context and needs. A more curated night time approach for markets may also create opportunities for new traders including young people. Mercato Metropolitano in Elephant and Castle was pointed to as a good precedent.

3.7 Joe reiterated the opportunity for market operators to think outside the box in terms of their offer and to utilise the skills and diverse talent found amongst London's diverse traders to achieve this.

Decisions:

- a) GLA officers will continue to liaise with Amy and work together to integrate the night time economy as a key topic as part of the 10th International Public Markets conference being held in London in June 2019.**
- b) GLA to circulate the next meeting dates for the Borough Champions Network.**

4. London Food Board/London Markets Board: Cross Board working- Helen Evans

Covered in section 2 as part of the Food Strategy.

5. London Markets Board Action Plan update

a. Tina Jadav - Overview

5.1 Tina (GLA) provided an overview of the action plan for the London Markets Board. The GLA has now one full time position in place to support the activity and coordination of the board, working groups and the delivery of the international conference.

5.2 The budget to support the Street Markets programme is 125k for the overall life of the board (3 years). The GLA presented the following approach on how to distribute the budget among the three areas of work:

- A maximum of £45,000 has been allocated to the delivery and organisation of the international conference. The GLA is working on a budget for the conference in parallel to discussions with the GLA's partnership team to understand sponsorship opportunities. Any sponsorship money secured will allow for the GLA's budget to be reallocated to the Youth Market project.
- The Legislation review working group have requested a maximum of £20,000 to support further research into the challenges of the current legalisation and a best practice document/ guidance to support local authorities. It is envisaged that the research piece will required consultancy services.
- £50,000 will be allocated support the delivery of a Youth Market for London which will be launched at the conference.

5.3 The Board were in general agreement with the overall budget distribution but raised the LMB would like to see a further developed proposal for the Youth Market project which outlines the objectives and states its intentions regarding sustainability, training, location and frequency and whether a toolkit can be developed to support the youth market model.

5.4 Diane Cunningham reiterated the importance to support young enterprise and for the Youth Market project to be developed in a partnership approach instead of establishing something new.

5.5 Joe Harrison reiterated the market industry lacks young traders and it will be key for this project to encourage them to get into the sector.

Decisions:

- a) **Members agreed the proposed budget allocations. Further update on budget breakdown to be provided at the September meeting following progress with the Youth Market project.**
- b) **GLA to issue one-page brief on youth market proposal based on the existing models and to meet with Joe Harrison, Ian Dodds and RB Kensington and Chelsea to help firm up the overall objectives of the project.**

- c) GLA to present a proposal on the Youth Market project to the September board with further information on the model, budget and plan. GLA agreed to the views of the Board in relation to the objective of sustainability for this project.**

b. Darren Henaghan – International Markets Conference Working Group

5.6 Tina (GLA) presented on behalf of Darren Henaghan (chair of the International Conference Working Group) the progress made by the working group. Specifically, this includes the Partnerships/ sponsorship strategy with a representative from the Partnerships team attending the next working group to present the approach.

5.7 Tina also provided an update on the conference content following review with PPS. The main amendments to the conference programme includes moving the markets site visits, which will now take place during the mornings of Friday and Saturday and the opportunity of aligning with the work of Amy Lamé on the night time economy through an evening itinerary of night markets to visit across London.

Decisions:

- d) GLA to circulate wider list of places/markets to include as part of the programme. Board members should feedback and input into the spreadsheet.**

c. Cllr Rachel Tripp – Legislation review Working Group

- 5.8 Cllr Rachel Tripp chair of the Legislation Review working group presented the updates and actions following the first legislation working group meeting, which includes:
- Further investigation into the current legislation: what is the present situation and further work to better understand the issues
 - Best Practice: The working group will be looking at producing a case study/ best practice guide to support local authorities in management their market
 - How the Legislation might be changed and what form that would take?

The working group have agreed it is integral to involve London Councils in the legislation review work and to continue engagement with the All Party Parliamentary Markets Group (via Joe Harrison).

Decisions:

- e) Update to be provided at next Board meeting on progress made by working group on research commission**

6. Draft communications strategy – Tina Jadav

- 6.1 Tina Jadav presented a draft communications strategy which included:
- Purpose
 - Objectives for LMB
 - Key messages from the LMB

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- Context with the report Understanding London Market
- Key milestones and Communication opportunities
- Audiences
- Communication channel
- Strategic Engagement plan

Decisions:

- a) The board agreed the overall framework, LMB members are requested to review and populate the Comms plan and strategic engagement plan with key dates and communication opportunities**
- b) Final version of the Comms strategy to be agreed at the September board.**
- c) Rachel Tripp to add details on the nature of the audience**
- d) National Trust to be added to the list as they are keen to engage with Markets. Helen Evans to share their contact.**
- e) Hilary Paxman flagged the governmental launch of the new report 'future of High Streets in 2030' and thought it will be interested to promote the board. GLA will follow up with GLA colleagues working on High Streets.**

7. A.O.B.

7.1 GLA has launched the second round of Good Growth Fund on the 4th June. The first stage of the application process will close in mid-July. Refer to link below

<https://www.london.gov.uk/what-we-do/regeneration/funding-opportunities/good-growth-fund-supporting-regeneration-london>