

Meeting: London Markets Board
Date: Tuesday 04 September 2018
Time: 10.00 am
**Place: City Hall, The Queen's Walk,
London, SE1 2AA**

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Present Members:

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

Also, in attendance:

Tom Layfield
Louise Duggan
Tina Jadav

1 Welcome and actions from previous board meeting – Jules Pipe

- 1.1 The Chair welcomed everyone to the September board meeting.
- 1.2 Apologies were received from Ian Dodds and Debbie Jackson.
- 1.3 Minutes from the previous meeting in May were agreed.
- 1.4 Tina Jadav provided an overview of the actions from previous meeting. It was agreed representatives from the Culture team will join a future meeting to update on the Borough champions network.
- 1.5 Helen Evans confirmed she will retire from New Covent Garden Market Authority by mid-October but has decided to retain her role on the London Markets Board.

2 London Food Board/London Markets Board: Cross Board working update – Helen Evans

- 2.1 GLA Food Policy officers are now working with external consultants to code and analyse every response to the strategy. The analysis of key themes and recommendations will inform a consultation response report and the development of the final strategy (due to be published towards the end of 2018).
- 2.2 The Implementation Plan will include actions relating to the Markets and the recommendations of Understanding London's Markets report. The Food Policy team leading on the development of the strategy and Implementation Plan meet regularly with officers managing the LMB and Markets Programme to ensure alignment. Some of the feedback from the consultation which specifically addressed the role of markets made the following points/recommendations:
 - Promoting seasonality to ensure that SMEs understand when the best fresh produce is available.
 - Promoting the ability to redeem Healthy Start vouchers at markets and making the sign-up process easier for businesses.
 - Highlighting the contribution of farmers markets in providing locally produced food, creating new social enterprise, jobs and economic growth.
 - Encouraging schools to link up with their local farmers markets to better embed food in the curriculum.
 - Drawing out the “community value” of traditional street and covered markets, the combined socio-economic and cultural benefits they can deliver to communities, particularly vulnerable and excluded groups.
 - Exploring scope to use planning powers to protect local markets (i.e. restricting supermarket developments nearby) and subsidies to recognise the social benefits of markets and reduce the financial pressures on stall holders.

3 Communications strategy update – Helen Evans

- 3.1 Helen Evans provided an update on the communications strategy which was discussed and agreed by members.
- 3.2 The board discussed the use of LinkedIn and Twitter to help communicate the work of the board. Specifically, the use of hashtags including #Londonmarkets and @londonmarketsboard.

Decisions:

- a) Helen Evans to follow up on the use of Twitter to promote the work of the board and communicate with the sector more generally.**
- b) Tina Jadav and Louise Duggan to follow up with colleagues at the GLA on the Interactive map on London.gov and to understand the process of turning this data into an app.**
- c) GLA to insert ‘Small Business Saturday’ into Comms strategy.**
- d) GLA to provide shared google document link to LMB members for population of Comms activities and events.**

4 Tomorrow’s Market update – Tina Jadav

- 4.1 Tina Jadav presented an overview of the updated proposal paper on Tomorrow’s Market
- 4.2 GLA officers have further developed and identified the scope of the Tomorrow’s Market project including further engagement with key individuals who have direct experience of delivering similar initiatives.
- 4.3 GLA officers have taken the opportunity to bid for funding from the London Economic Action Partnership (LEAP) Growth Hub budget. Following decision to approve the additional budget at the next LEAP programme board meeting on the 6th September, an invitation to tender will be finalised and launched in October for the Tomorrow’s Market project. GLA officers are keen to conclude the engagement on the scope of Tomorrow’s Market and commence with procurement.
- 4.4 The LMB agreed the application and recruitment process should remain open and explore other ways of recruiting traders rather than traditional application paper forms. The LMB also agreed that the recruitment process should allow for a dropout rate of participants.

- 4.5 Joe Harrison communicated the NMTF will be rebranding their Youth Market project.

Decisions:

- a) That the overarching aims, objectives and scope of Tomorrow's Market are agreed by the LMB.
- b) The project brief builds in flexibility to allow for a drop rate of traders.
- c) The project brief reflects the broad criteria required from traders to participate in the programme and the application process is further explored to reflect a less paper-based process.
- d) That the long-term legacy is highlighted and the project brief invites further thinking on what success would look like at the end of the two-year programme.
- e) That LMB members get in touch with Tina Jadav with ideas for possible host markets.
- f) Tina Jadav and Louise Duggan to meet with Debbie Carpenter, John Shepherd, Diane Cunningham and Ian Dodds.
- g) Tina Jadav to report back to the LMB by email regarding the decision by the LEAP programme board to secure an additional £25,000.

5 London Markets Board Action Plan update

- a. Legislation WG – Rachel Tripp
- b. Conference WG – Darren Henaghan
- c. Update – Louise Duggan

- 5.1 Cllr Rachel Tripp provided an update from the legislation working group and updated that a brief is being developed for the legislation best practice guidance commission.
- 5.2 Darren Henaghan provided an update on the International conference and noted the next working group will focus on building the programme.

Decisions:

- a) GLA officers to provide an update of the Toolkit work at the next legislation working group meeting.

- b) **GLA officers to progress legislation brief and communicate update at next board meeting.**
- c) **NABMA are offering London focused training sessions on 17th October. Details will be shared by NABMA.**
- d) **Stuart Horwood requested GLA to follow up with the organisers of the International Public Markets conference in Barcelona.**

6 Any Other Business

- 6.1 John Burton raised how can the LMB support the London benchmarking and AOLM website / wider support.

7 Date of Next Meeting

- 7.1 The next meeting of the Board is on the 11 December from 10.00 to 12.00 and will take place at City Hall.

8 Close of Meeting

- 8.1 The meeting ended at 11.30 pm.