

tomorrow's market 2.0

launch

Wednesday 23rd February
11.00 – 12.30pm

 LEAP
MAYOR OF LONDON

GORT SCOTT / Abdullah Elias







tomorrow's market



**ARE YOU A
BUTCHER
BAKER
DOCTOR
LAWYER
HEALER
CREATOR
FIXER
MENDER
BLENDER
PRETENDER
APPLY AT
TOMORROWS
MARKET.CO.UK**

FOLLOW US ON INSTAGRAM @TOMORROWSMARKET

CONTEXT

- Understanding London's Markets
- London Markets Board
- London Recovery Board / HSFA Mission

ACTION

- 10th International Public Markets Conference
- London Markets Toolkit
- OpenMarket.London / The Mayor's Resilience Fund
- Tomorrow's Market

INVESTMENT

- Mercato Ilford, The Blue, Queen's Market, Chapel Market
- Shift from singular to integrated approaches



MAYOR OF LONDON

UNDERSTANDING LONDON'S MARKETS

LEAP
The Local Economic
Ambassadors Programme





EMPOWERING PEOPLE



GROWING PROSPERITY



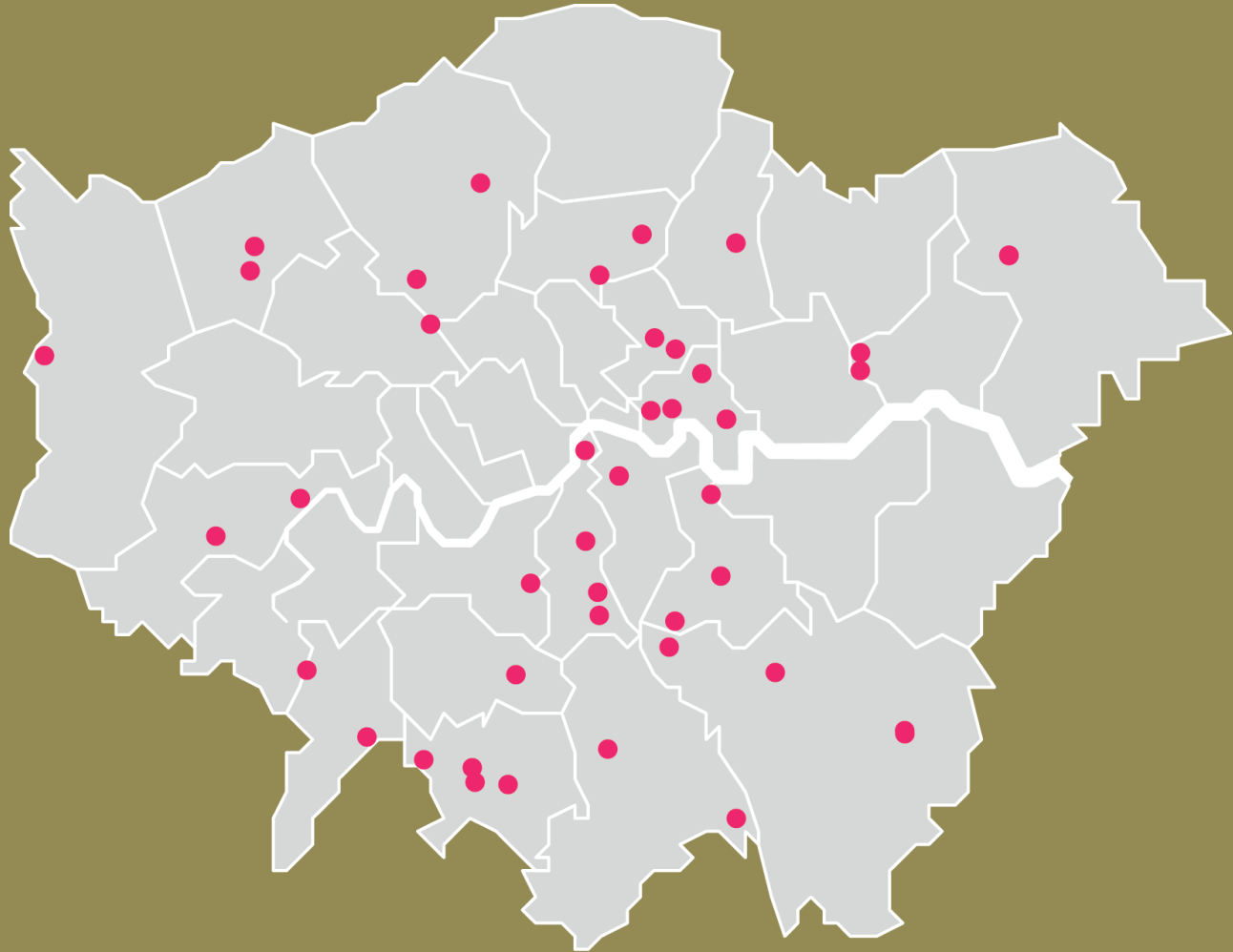
MAKING BETTER PLACES





10TH INTERNATIONAL
PUBLIC MARKETS
CONFERENCE

LONDON, UK • JUNE 6-8, 2019



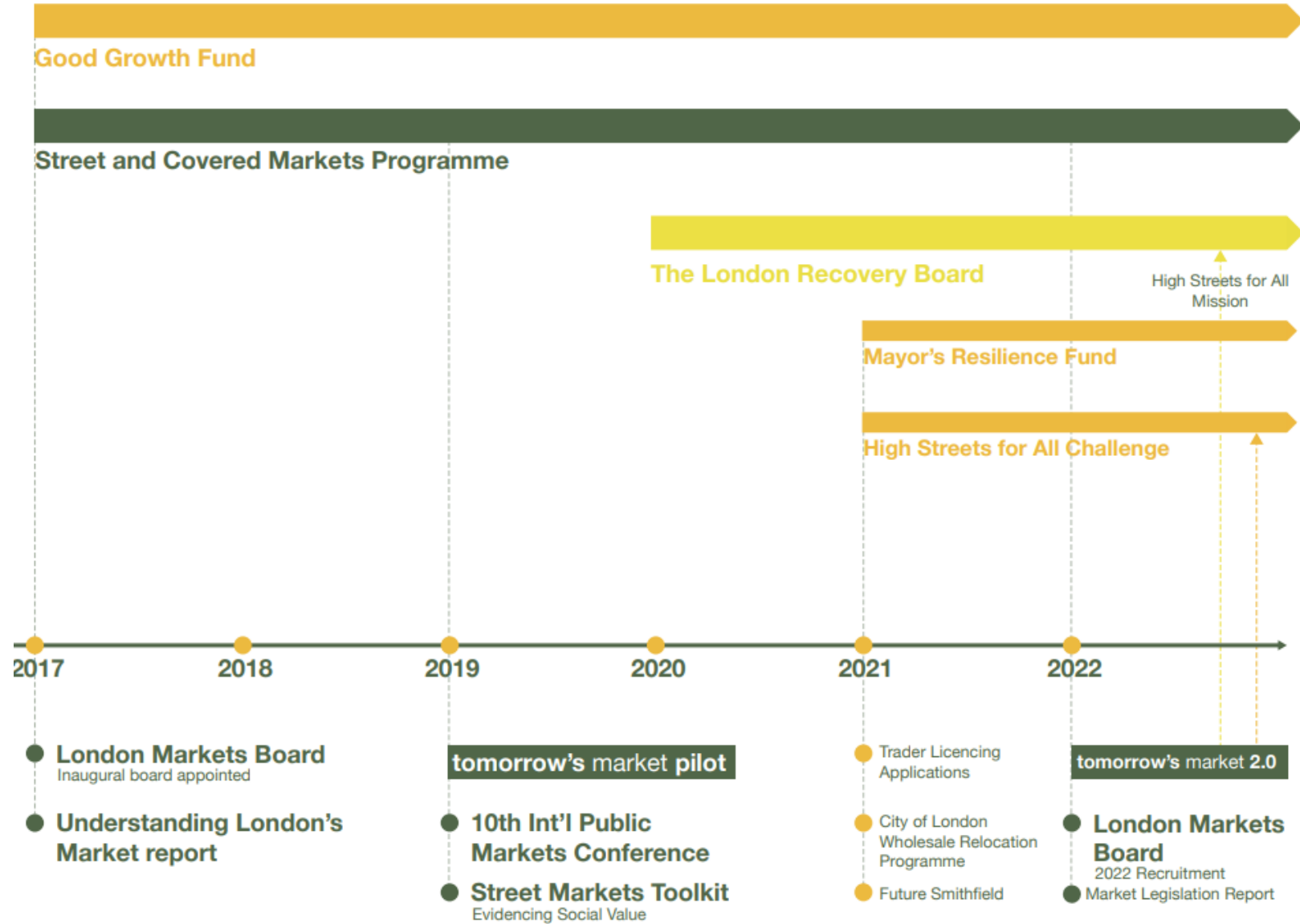


£30m

IN THE
LAST SIX
YEARS



HIGH STREETS FOR ALL CHALLENGE





tomorrow's market

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SUPPORTED BY

MAYOR OF LONDON



**LONDON
GROWTH HUB**

The Tomorrow's Market pilot was an innovative business support programme that aimed to nurture a new generation of market traders – people working from home, in pop-ups or online and have a unique product or service which they sell.

Tomorrow's Market aims to support new businesses to grow, to reach new customers and audiences and to work with experienced traders and business experts to take the next step to elevate their businesses to success.

Market trading is low cost, no boss and high return



MAYOR OF LONDON



Phoenix



DE'JAUNE



CARISSA



TROY @OUTLINE



MARTIN



LAMIDE



AASIYAH



SANDRA.



Rebecca



KAYA



Tomi



Natalie,



NATASHA:)



JASON PEAT

We support traders

Our traders support each other

Together we will build the **markets of tomorrow** today

What **we** did

- **2 x 6** months programme
- 15 Traders supported for each cohort
- Targeted and **focused** business support and **1to1** technical assistance
- Workshops, **mentoring**, **inspirational** talks, **peer to peer** learning
- **Learn by doing**
- **Adding value to Host** Markets (eg recruitment strategies, licensing consultation, curation, management and marketing support)
- Support **network to grow small businesses**



i m & c h



Organic lemons + Unrefined Cane Sugar

LEMON CHUNG £6

100ml Sparkling Water
1 Tsp + 1 slice Lemon Chung

kim&chi

KKAKDUGI Cubed Radish Kimchi £6

kim&chi

THE ART OF KIMCHI

kim&chi

kim&chi 250g £5
450g £8

kim&chi

KKAKDUGI

Taste Kimchi

kim&chi

Key learnings and achievements

- Recruitment and outreach
- Low dropout rate
- Flexible and nimble programme design
- Platform to new opportunities and business growth
- Diversifying the market
- Trader to Trader support



tomorrow's market^{2.0}

What's next?

MAYOR OF LONDON

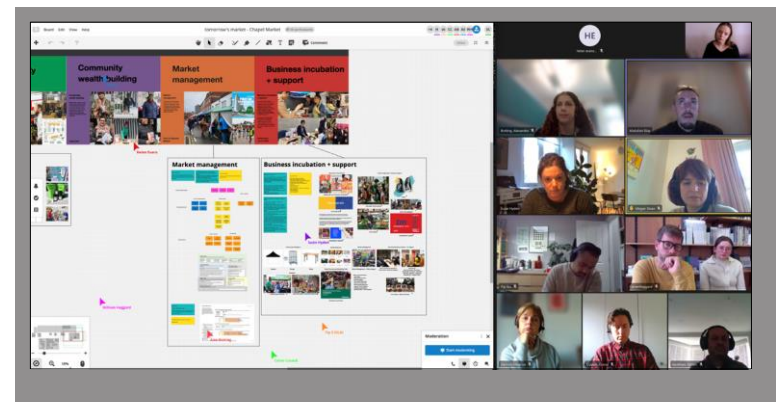
GORT SCOTT / Abdullah Elias

tomorrow's market 2.0

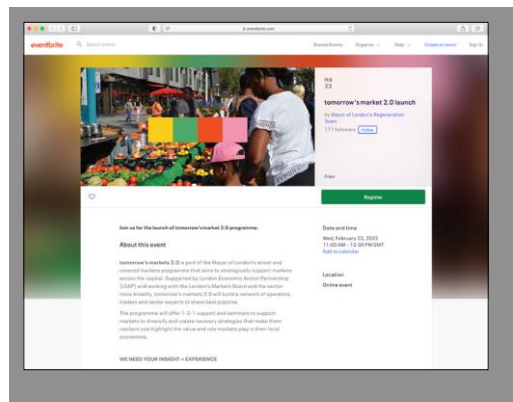
Market network engagement



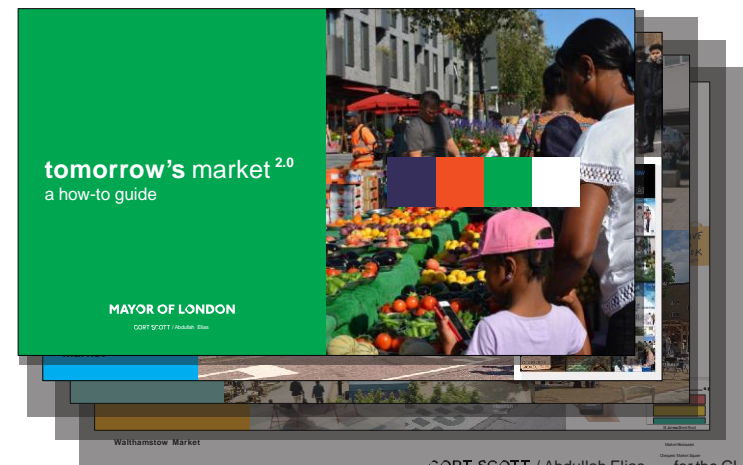
1:1



Seminars



How-To Guide



Market strategy

Offer+ uses

- An inclusive offer - Attracting diverse customers
- Licensing issues
- Zoning (or not) of uses
- Secure line for evening/night-time economy

Physical improvements

- Seating to increase dwell time
- Physical and digital infrastructure (e.g. drainage, electrics, wifi/smart city devices)
- Stall layout to maximise trade

Identity, branding+ wayfinding

- Integrated market identity incorporated into physical interventions, temporary furniture, online presence and merchandise

Digital presence+ marketing

- Market website
- Online shopping platform integrating all market vendors and delivered via a centralised market e-cargo bike system

Events+ programming

- Scheduling events and activities, and coordinating with wider city-events
- Flexibility of infrastructure to allow innovation
- Supporting an evening economy

Operations+ logistics

- Refuse collections
- Timing of and space required for cleaning
- Storage of goods and stalls

Sustainability

- Circular economy - for example market waste powered energy sources
- Sustainable transport and parking

Community wealth building

- Broadening opportunities to under-represented people e.g. females or Black and Minority Ethnic individuals
- Progressive procurement of goods and services

Market management

- Legal frameworks
- Extending opening hours
- Innovation, trial events and re-investing profits
- Pricing and leasing structure to support different traders

Business incubation+ support

- Inclusive recruitment
- Managing training and move-on or scaling-up opportunities
- Succession planning

Market strategy



Offer+ uses

The identity of a market - its unique character and values - should shape its offer and uses.

Curate the offer and uses to maximise footfall throughout the day and evening.



Portobello Road Market



Physical improvements

Markets should maximise trade and be pleasant and locally distinctive places to spend time and socialise. These aims should drive physical improvements, which must be practical, flexible and adaptable in order to meet the demanding requirements of a market.



The Blue Market

Operations+ logistics

Deliveries, servicing and refuse collections are essential to the functioning of a market. All these operations overlap throughout the day, week and year and need to be managed. Markets are living ecosystems and market staff and traders will have found the most efficient or easiest way to do things whilst working round existing constraints. To improve operations and logistics and support behavioural change, one must understand the existing situation



Gort Scott



Gort Scott



Jakob Priestersbach



Jakob Priestersbach

Brixton market

Sustainability

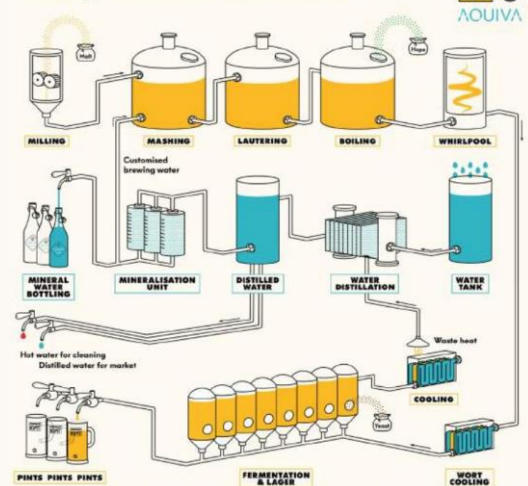
Markets are well-positioned to be a vital part of our response to the climate crisis. They could help us explore how to feed our cities sustainably, and lead the way in implementing circular economy principles to create self-sufficient ecosystems. A rising consuming interest in provenance could help support a shift to locally and sustainably sourced produce.



Mercato Metropolitano



Brewing Procedure & Water Distillation



reuse

Water
Steam

Grain
Energy

Identity, branding+ wayfinding

A clear market identity that underpins all branding and is integrated into wayfinding, merchandise and online presence will make your market distinctive and recognisable.

- Brixton Market
- Southall market
- Blue Market
- Better Bankside
- Walthamstow Market

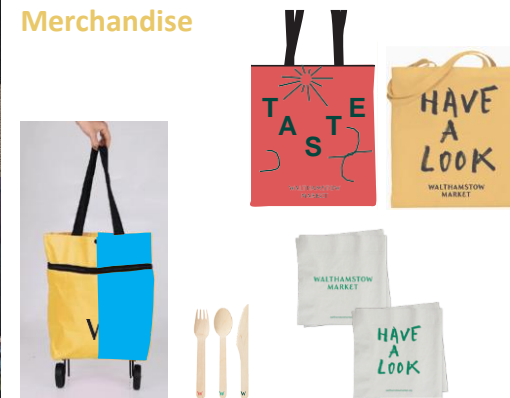


Branding

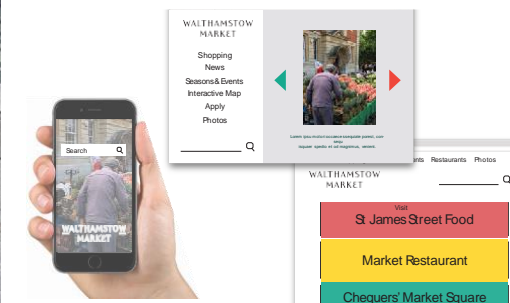
WALTHAMSTOW MARKET



Merchandise

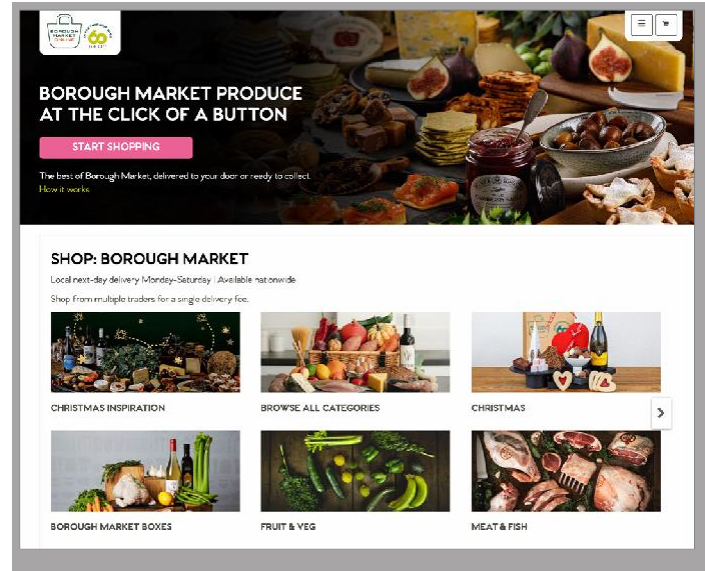
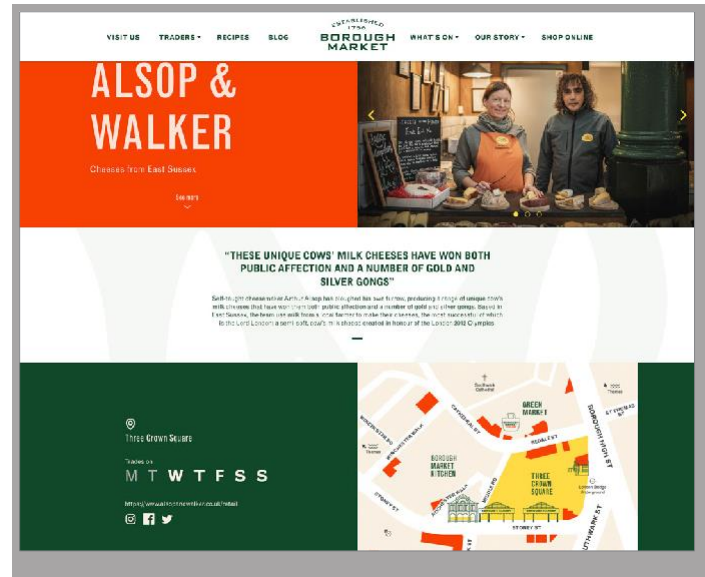


Digital presence



Digital presence+ marketing

In a digital age, an online presence is important for a market. This should be current and somewhere people can go to plan their visit. It can be supported by individual trader's social media accounts, which will give more information on their offer. Be ambitious about how your digital presence could support the market - are there other functions it could deliver, for example an online shopping platform.



Borough Market



Events+ programming

To respond to a rising interest in experiences over products, and to drive footfall and trade, programming events and activities are an important aspect of the life of a market.



Queen's market
Gillett square

Community wealth building

Markets offer a myriad of ways of redirecting wealth back into local economies, and placing control and benefits of local economies into the hands of local people. It helps to build resilient communities and produces more sustainable, lasting, and equitable economic outcomes.

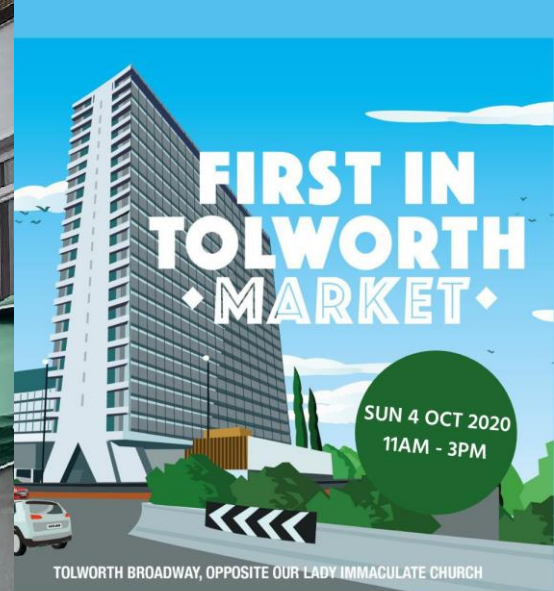


Lady Lane

Market management

Historically market managers have been seen as enforcers rather than supporters. This is changing, and the importance of integrating market managers into wider Local Authority regeneration plans is more widely understood.

First in Tolworth Market



Business incubation + support

The market is the original business incubator accelerator. Markets provide an invaluable platform for start-up and established business alike to engage directly with consumers, test new products, review pricing, materials, packaging, competitors - the true definition of market research.

The Tomorrow's Market pilot programme was designed to preserve and propel this tradition through a cohort-based curriculum, one to one mentorship/technical assistance, peer to peer support and onsite training.

tomorrow's market Pilot



**TAKE OUR
SURVEY TO
JOIN THE 121
SESSIONS +
GROUP
SEMINARS
HELP US BUILD
TOMORROW'S
MARKETS TODAY**

**ARE YOU AN
OPERATOR
OFFICER
MANAGER
MENTOR
CONNECTOR
INNOVATOR
TEACHER
LEADER
WE NEED YOUR
INSIGHT +
EXPERIENCE**

Seminars will be on a Thursday throughout March to May

Seminar topics will include:



Showcasing
innovation.

Mercato Ilford

Louisa Bullard,
Sustainability Co-Ordinator,
Mercato Metropolitano



Mercato Metropolitano overview.

We are a sustainable community market. For us, food quality is everything. We partner with social entrepreneurs who care about sustainability, quality, traceability and ethical production just as much as we do. We think globally but act locally—regenerating forgotten urban areas with ideas and investment to revitalize the community.



The DreaMM Campaign

Design.
Revolutionize
Expand.
At
Mercato
Metropolitano

It's MM's incubation programme, aiming at scouting new entrepreneurial talents and innovative ideas, providing tailored mentorship and financial support.

DREA MM



Ilford Education

We are going to be working with 3 different partners to ensure that the rooftop is able to have the greatest impact in the community as possible.

Zero Carbon Farms

Redbridge Children's Centres

View looking at the Education Area



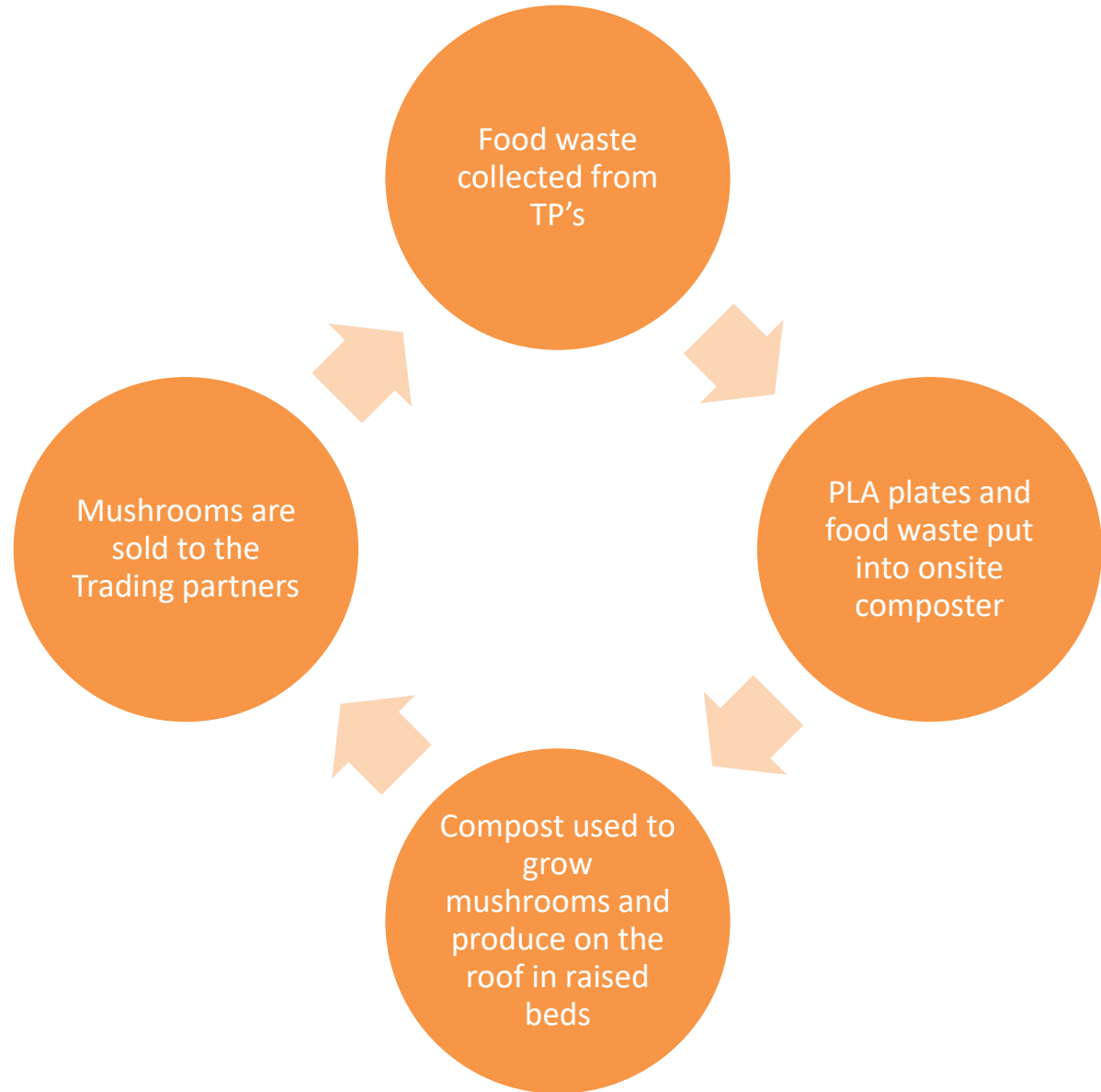
Solar panel roof



Circular Waste Systems

Local Origin

Turning food waste in to compost in order to grow mushrooms.



The Blue Market - Community Led Regeneration of the Market Place



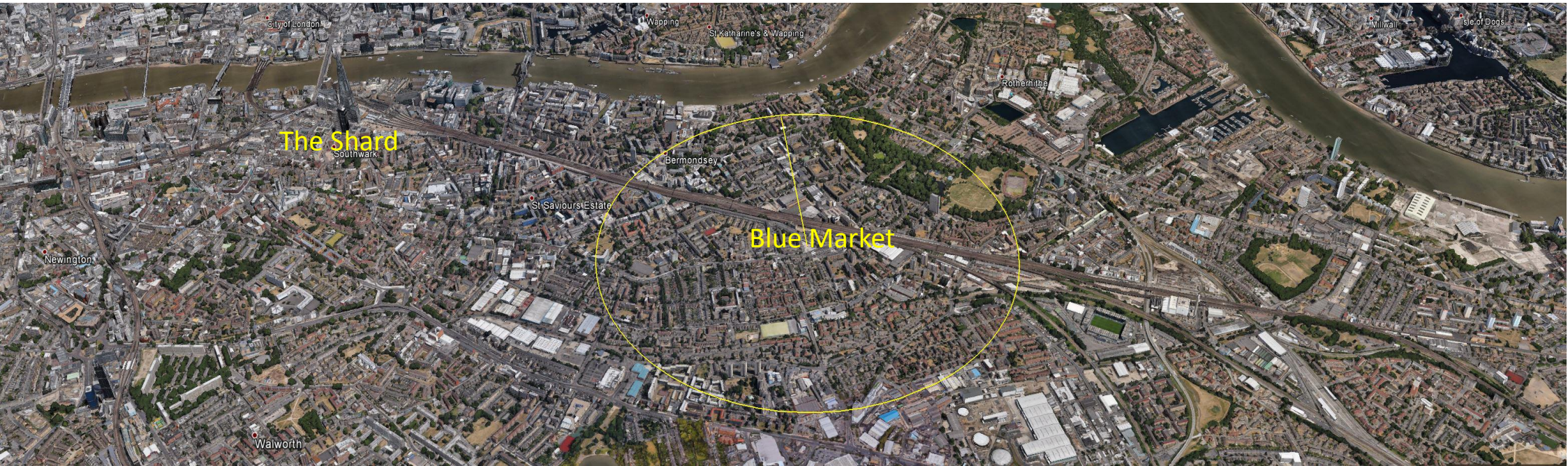
People Powered Regeneration

1. The Blue Market - Introductions and background
2. Good Growth Fund - Capital works
3. Great market but who's driving it forward?
4. Local Community management solution
5. Partnerships
6. Conclusion

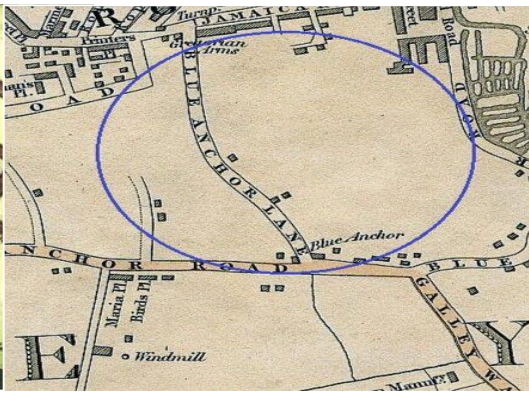
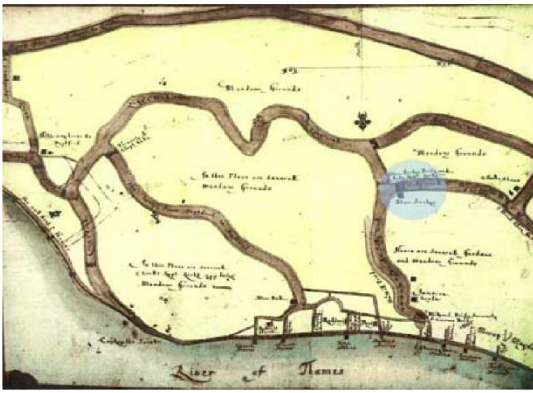
Russell Dryden – Manager Blue Bermondsey BID



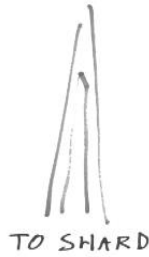
WHERE IS THE BLUE?



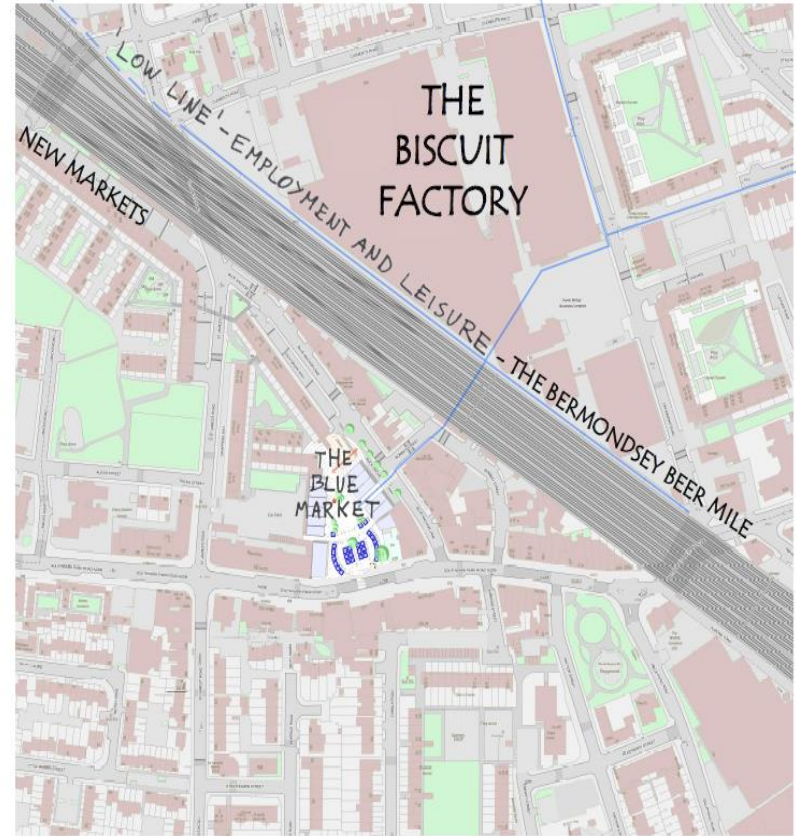
WHY IS IT CALLED THE BLUE?



WHAT DID WE WANT

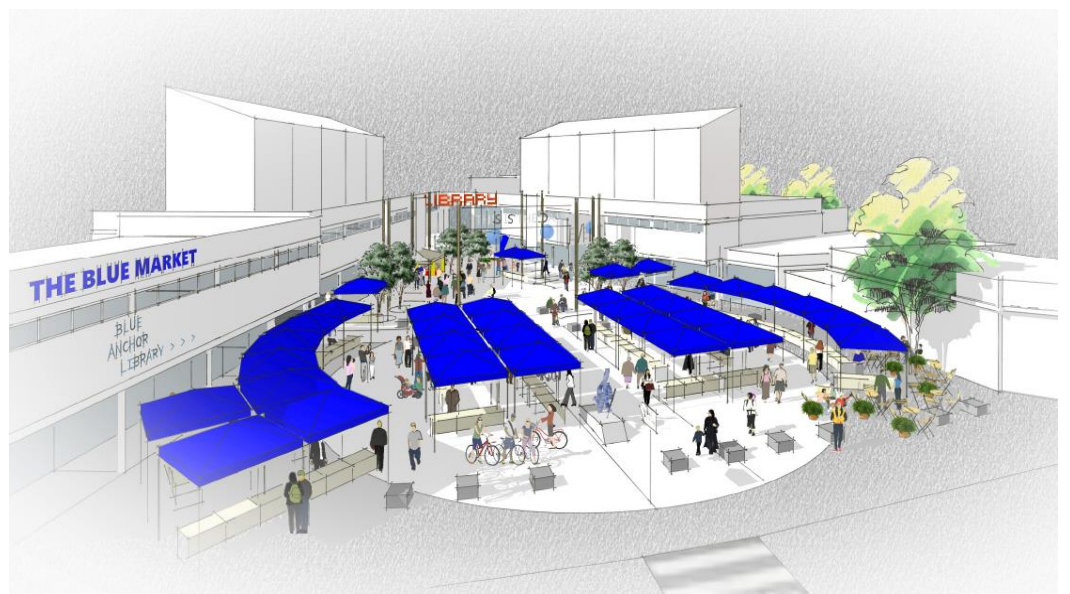
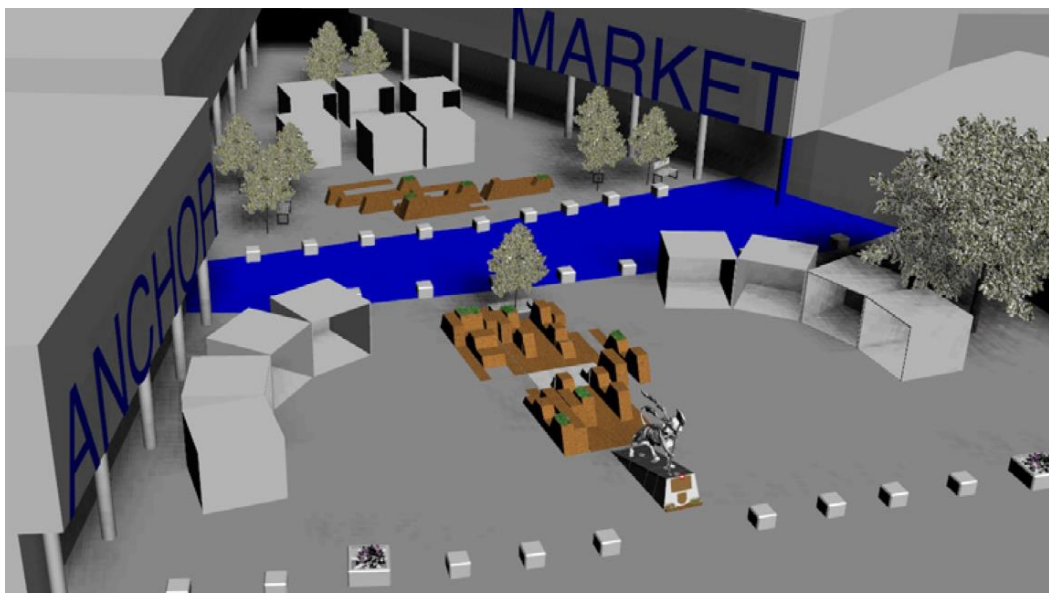


⊕
TO TUBE



A new layout better suited for the future

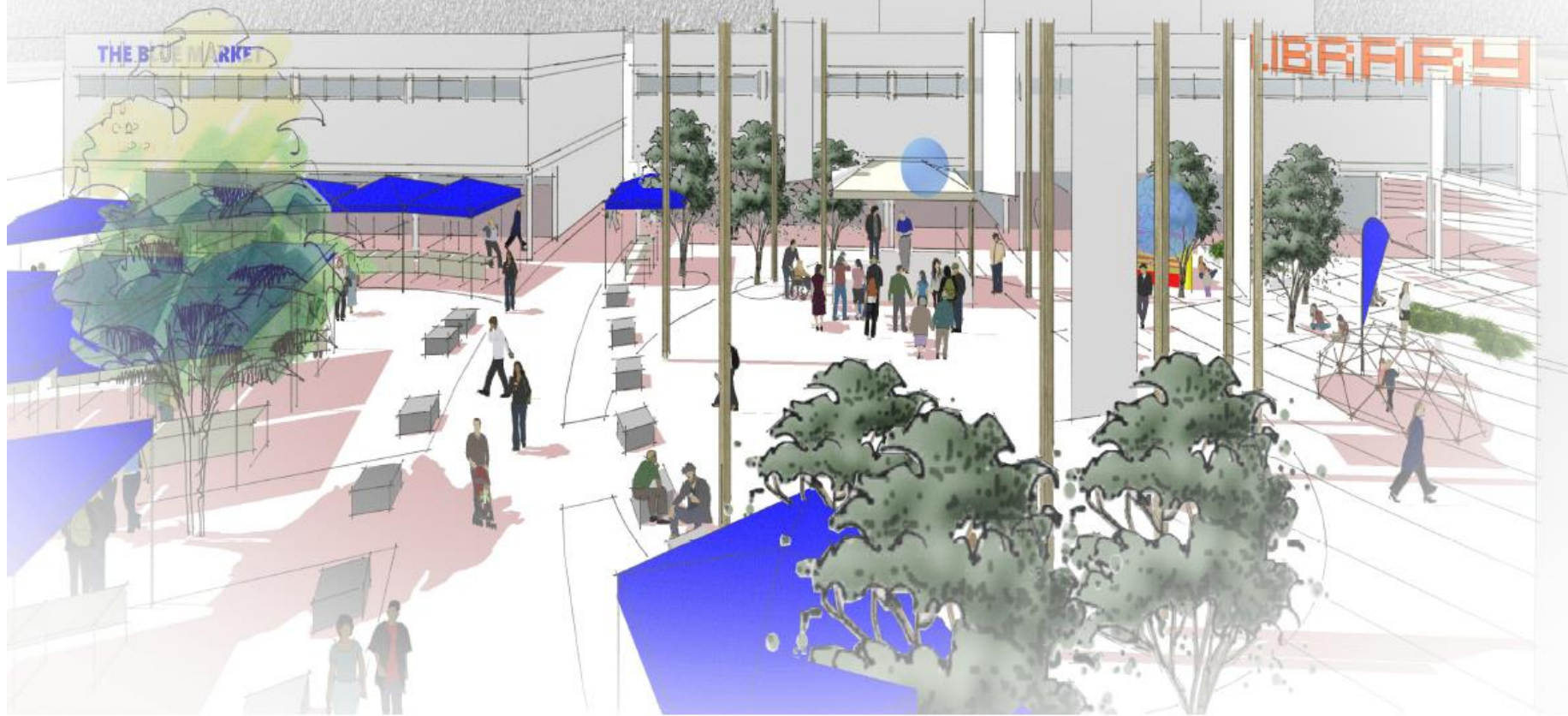
Connecting the Blue, bringing more prosperity and helping to make the Blue Bermondsey an ever better place to live, work and do business



Main Stalls Area

Events Area

Activities Area



Blue Market areas could be adapted for a myriad of different uses and also be a cool spot to just come and spend some dwell time

How to make
Potato Bread



The Blue Bermondsey
Business Improvement District

BlueBermondsey
BUSINESS IMPROVEMENT DISTRICT

new approaches & impact studies

Park Road

little
it
waer
k pepper





£90K

£220K

TO TUBE



£30K TO £120K



The Mayor's Good Growth Fund – CRP

MADE IN
BERMONDSEY

Date: July 2017
To: CRP Partners
Subject: The Mayor's Good Growth Fund Expressions of Interest

Introduction:

Applications are currently being sought for the Mayor's new £70 million Good Growth Fund regeneration programme to support growth and community development in London. Working with the London Economic Action Partnership (LEAP), the fund will support projects that are: inclusive, innovative and which demonstrate an outstanding approach to challenges faced across London. People, Places and Prosperity.





WHAT WOULD YOU LIKE TO SEE HERE?

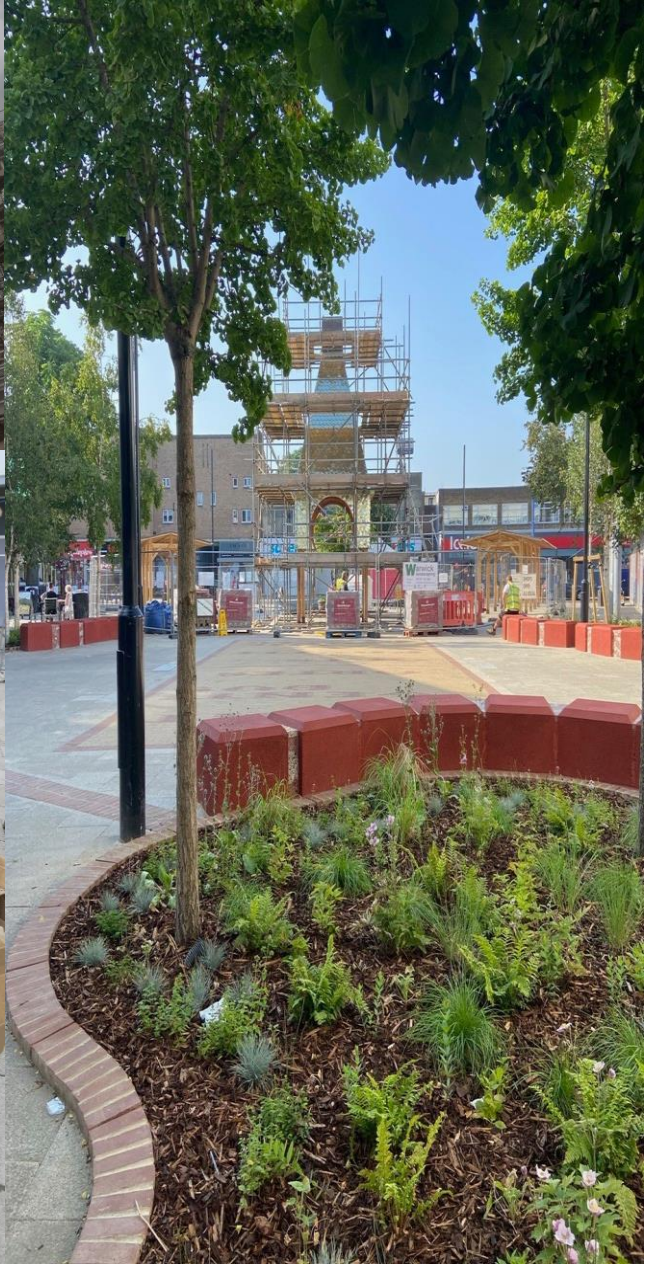
COME TO THE MEETING
WHAT WOULD YOU LIKE TO SEE HERE?

DESIGN
EXHIBITION

PLANNERS
YOUR

WHAT WOULD YOU LIKE TO SEE HERE?

THE FINAL DESIGN



FREE
EVENT

THE BLUE'S COMMUNITY CELEBRATION

SATURDAY 31 JULY, 12PM TO 4PM
MARKET PLACE, BERMONDSEY, LONDON, SE16 3UQ

The Blue Market has been getting a makeover after a community led initiative secured the funding from the GLA in 2019. Come down the Blue, see the improvements and get involved in the activities.



WOOD CARVING WORKSHOP
Join local maker Emma Leslie to help carve the decorative elements for the five new oak benches she has designed for the market



CARVE YOUR OWN WOODEN SPOON
Discover the power of making with Creative Nature. Connect to nature and experience a deep sense of inner calm



CHILDREN'S STORYTELLING
Join Vanessa Woolf for some interactive and magical childrens storytelling inspired by the River Thames and the sea beyond



BISCUIT FACTORY DEVELOPMENT
Find out more about Grosvenor's vision for this site and the potential benefits for people living and working locally



LIVE MUSIC
Sit around and chill out to the sounds of talented young local musicians from Unity Music Arts team



OFFICIAL OPENING OF THE NEW CLOCK TOWER
Join us at 1pm for the official unveiling of the new clock tower and drinking fountain

The Blue Market is 10 minutes' walk from Bermondsey underground and South Bermondsey train stations, served by buses 1, 381 and P12. On-street parking is available

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MAYOR OF LONDON

MADE IN
BERMONDSEY



WWW.MADEINBERMONDSEY.CO.UK



**MAKE
IT —
BLUE**

SOUTH BERMONDSEY'S NEW INDEPENDENT MARKET
RUN BY TRADERS FOR TRADERS
@ MARKET PLACE SE16



**MAKE
IT —
BLUE**

**MARKET
PLACE
BERMONDSEY
SE16 3UQ**

#WEMAKEITBLUE



MEET OUR TRADERS IN THE BLUE EVERY SATURDAY FROM 9AM TO 5PM

Summary - How this was done?

- A lot of hard work!
- Consultation
- Surveys and questionnaires
- Events
- Business surveys
- Collaborative design
- Testing and piloting market programmes
- Make it Blue - Start-up markets

Great Market place – now what?



Management solution – Local HUB

- Positive and centralised management plan for the market
- Success needs sustained focus and attention
- Needs a dedicated Market Manager = Point of contact, more information, more services, and more visibility
- A section dedicated to start ups = bustling testing ground for entrepreneurs
- Longstanding traders should support start-ups and participate in mentoring, training and support



Advantages of a local hub:

- Turn up on the day and buy a 'day licence'
- Information eg: on 'sustainable' practices, insurance, H&S
- Hire Equipment
- Access to Power Units
- Toilet facilities
- First aid facilities
- Business support and training programmes available

Partnership:

GREATER
LONDON
AUTHORITY

THE BLUE
BERMONDSEY



Big Local Works

Conclusion

- Markets have always been the heart of communities:

“Jesus didn’t to Tesco’s he went to the market!” – Russell Dryden

- Needs energy, dedication, opportunities to trial ideas
- Locally led solutions!
- Traders and Start-ups need support
- Funding key
- Tomorrow’s market programme!

LOCALLY LED MARKET FOR THE BENEFIT OF LOCAL PEOPLE – SHARING THE REGENERATION!



OpenMarkets.London

Introduction

23 February 2022

Public Markets Challenge

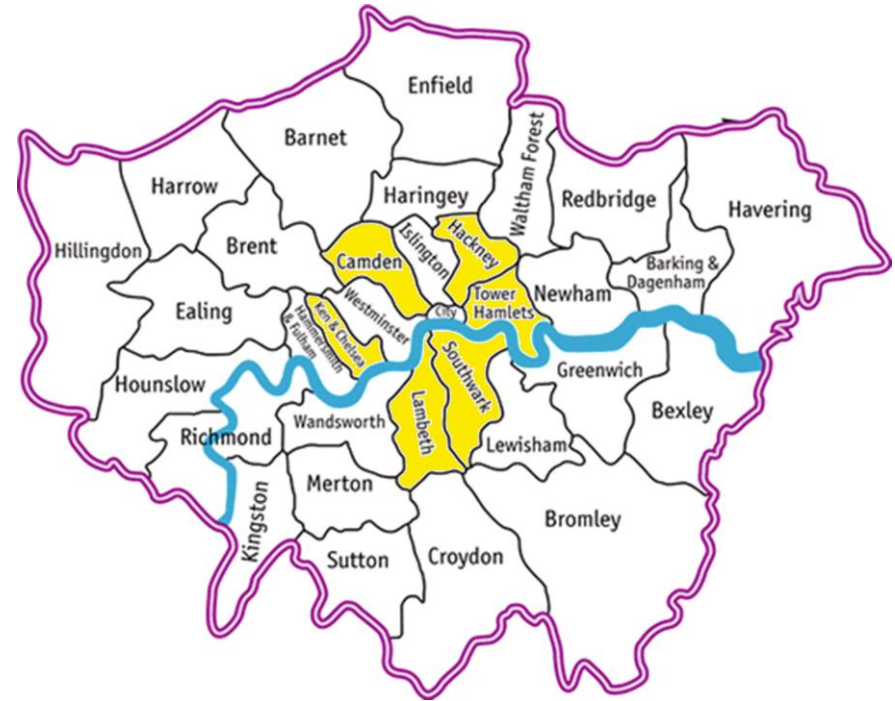
unleash the entrepreneurial spirit
of London's market traders and
increase the resilience and
diversity of London's markets



Open Markets London

Replacing the siloed Local Authority market trader licence application processes with a **single digital gateway** for applications **making it easier to trade across London.**

Launch Partners: 6 London Local Authority Licensing Teams covering 35 markets and more joining all the time







Case Study: Edith trades in Ridely Road Market but wants to explore trading in more markets



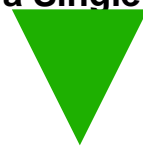


Currently Requires Multiple Separate Licence Application Processes which deters traders.

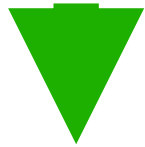


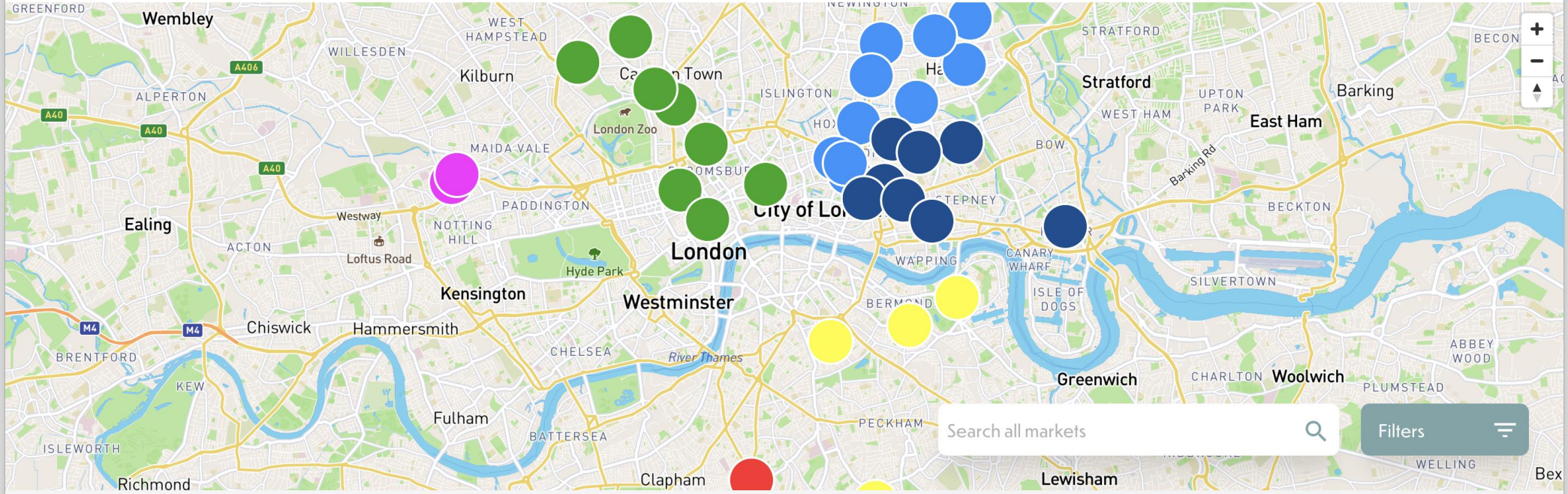


OpenMarkets will provide a Single Licence Application Portal



Open Markets.London





Search all markets Filters



Home > Markets > Hackney

[View all Markets](#)

Hackney



Hackney has a long history of unique and exciting markets, some of which have been around for hundreds of years. Each market has its own characteristics and certain commodities are more suited to specific markets.

If you're interested in finding out about which market would suit you best, we recommend visiting each of the markets or street trading sites and talking to the Market Officers on duty.

Borough News

Ridley Road Market | 3rd November 2021
test for ridley 2

Hackney | 3rd November 2021
test for Ridley

[→ View all news](#)

Home > Markets > Hackney > Ridley Road Market

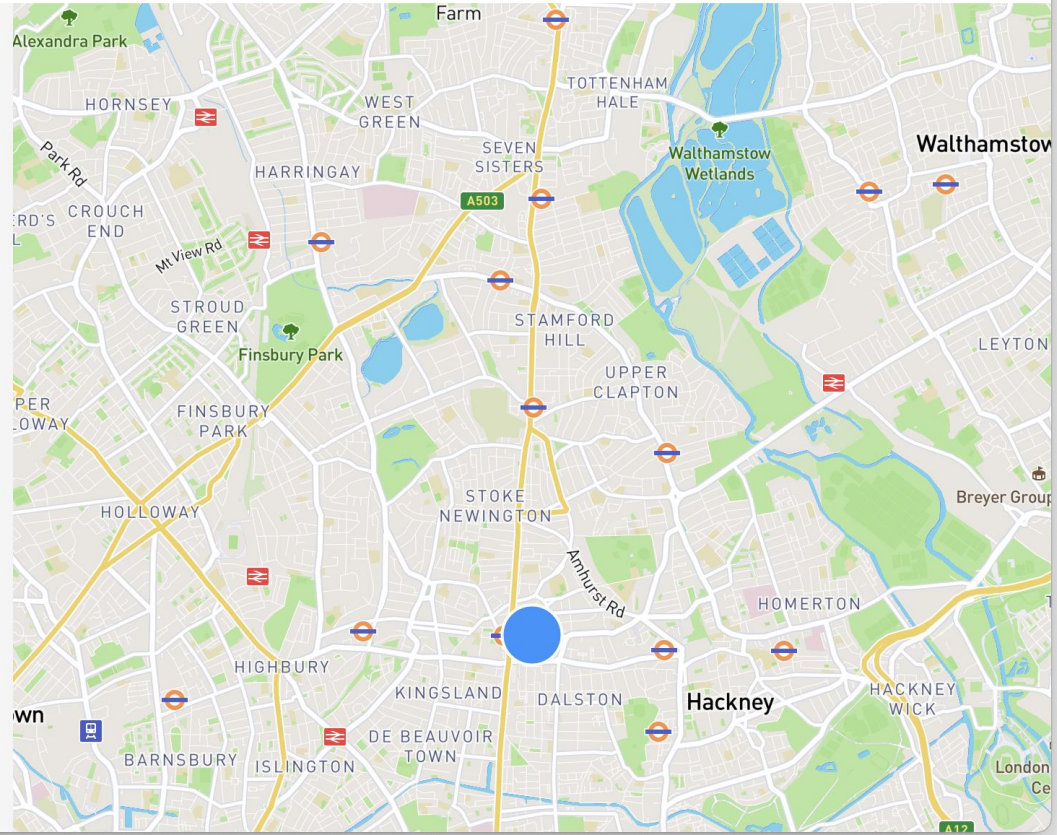
Hackney Ridley Road Market



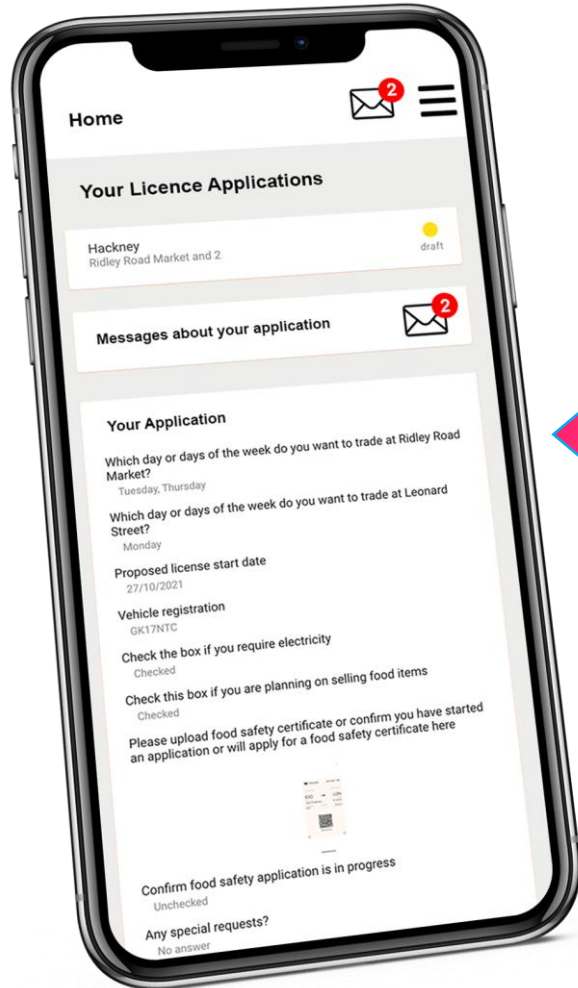
Ridley Road has been home to this market in the heart of Dalston since the end of 1880s having started with about 20 stalls it now playing an important part in Hackney's history and heritage with over 150 stalls offering a diverse range of quality goods at very competitive prices.

Opposite Dalston Kingsland Train Station and beside Kingsland Shopping Centre, Ridley Road Market is one of the most vibrant in East London, offering a unique combination of international flavours from around the world. With the fusion of Afro-Caribbean, Asian and European goods, there is something there for everyone.

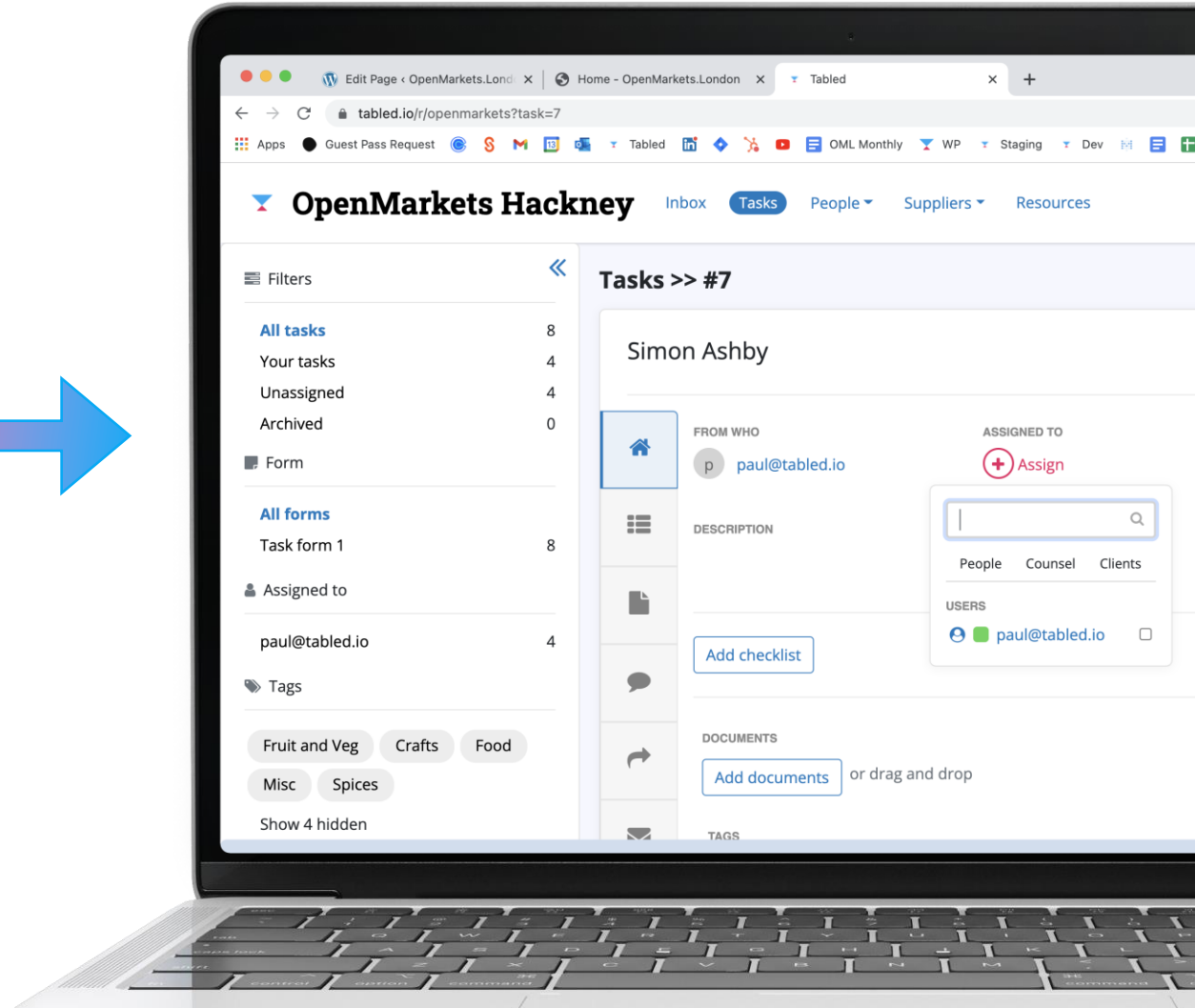
Visitors to Ridley Road Market, centred in Dalston



Trader Application



Local Authority Licensing Case Management



Campaign to Encourage More New Traders and Increased Mobility Amongst Existing Traders



Open Markets London

Apply to trade in this market and many other local authority markets across London!

Visit www.openmarkets.london



Building Our Communities of Trade Together



Zettle
by PayPal

SUPPORTED BY
MAYOR OF LONDON 

Open Markets London

Please get involved!

paul@tabled.io



Joe Harrison
CEO
NMTF Ltd

The **Young Traders MARKET** is back!



- Now in its **10th** year
- Regional finals introduced in **2018**
- Ten regionals planned for **2022**
- Nationwide **BBC TV *One Show*** coverage in **2019**

The Young Traders **MARKET** is back!



- Series of virtual meetings with operators in February and April
- Local heats in May and June
- Regional finals in mid-July to mid-August
- National Final Stratford-upon-Avon August 26th and 27th



The Young Traders MARKET is back!

More than 1,000 businesses established over the past nine years



The  Young Traders
MARKET is back!

Interactive online guide to setting up as a market trader
www.nmtf.co.uk/info/sim



NMTF
Taster Membership



The Young Traders MARKET is back!



The Team

- Joe Harrison, CEO – 07876 190089 – joe.harrison@nmtf.co.uk
- Roy Holland, Communications Manager - 07876 190084 – roy.holland@nmtf.co.uk
- Tania Murphy, Member Support & Business Development Manager - 07876 190088 – tania.murphy@nmtf.co.uk
- Brendan Dyson, Member Support & Business Development Manager – 07792 868854 – Brendan.dyson@nmtf.co.uk
- Tracey Jones, PA to CEO – tracey.jones@nmtf.co.uk
- Julie Lane, Secretary - julie.lane@nmtf.co.uk
- Vanessa Higginbottom, Events & Production Manager – vanessa.Higginbottom@nmtf.co.uk
- Abbie Whittaker, Deputy Membership Manager/Social Media – abbie.whittaker@nmtf.co.uk

Thank you!

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