



MINUTES

Meeting London Markets Board

Date Tuesday 27 October 2020

Time 14.00 – 15.30

Place MS Teams

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Members:

Jules Pipe (Co-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
John Shepherd
Cllr Rachel Tripp
Graham Wilson

GLA attendees:

Tina Jadav
Megan Dean

Observers:

Nick Kasic

Apologies:

Louise Duggan
Ian Dodds



1. Welcome and apologies – Jules Pipe

JP welcomed the London Board Members to the meeting. He welcomed Nick Kasack as an observer and gave apologies from Louise Duggan and Ian Dodds.

2. London Recovery Update – Jules Pipe

London recovery update

JP provided LMB with an update on the work of the London Recovery Board and its objectives.

- The Recovery Board was established in March to oversee the capitals economic and social response to the Covid-19 pandemic and develop a strategy and plan of action to attempt to reshape London to be fairer, more equal and greener than it was before the crisis.
- One recovery strand focuses on achieving high street for all and high street renewal and in spring 2021 issue an open call for borough endorsed High Street strategies that prioritise community engagement, partnerships and innovation. There is an ambition to deliver an exemplar project in every London borough by 2025.
- The economies of markets and high streets have clearly been impacted by lockdown restrictions, economic downturn and a drop in footfall. The LMB workplan and objectives place markets at the centre of the local economy of the high street, and it is clear that markets have a role to play in high street recovery, as low risk route for getting people back into an economy that they may have been squeezed out of previously.
- In response to a question on the risk to street markets of extending the congestion zone, JP was clear that the Mayor did not support the proposal as a revenue raising proposal from central government.

3. Sector update and discussion

3.1 NABMA – Graham Wilson

- NABMA membership has increased to its highest level ever as is undertaking a digital transition towards online delivery of conferences and training to increase its reach and capacity.

- The reduction in sponsorship and events has resulted in a 100k drop in annual income which is currently being mitigated by reserves and new membership fees.
- GW outlined the impact of the pandemic on the industry and the severity of the risk the sector faces moving forward: 80% of markets are at risk of survival; only 10% of market operators have received government financial assistance; and as a discretionary service the future viability of markets may be at greater risk as local authorities come under increasing financial strain.
- Footfall varies around the country - it is generally down 15-20% in London, although some markets within communities are doing better. In other parts of the UK, city centre markets and particularly indoor markets are suffering from a very substantial decline.
- GW welcomed the update on the recovery and noted the value of mayoral oversight and the strategic leadership of the LMB in addressing the core challenges faced by markets - and noted that this is a model that could bring value to other regions.
- NABMA has launched ['My Market Campaign'](#) which celebrates the role that markets play within communities and high streets and aims to support recovery with resources that celebrate markets as attractive places to start new careers and businesses.

3.2 NMTF – Joe Harrison

- NMTF has lost 25% of its membership, largely due to the loss of events traders. NMTF has supported traders with 3 months free membership.
- Web traffic has increased threefold over the past 6 months to 24k. NMTF have made a full transition online, generating a 90k saving.
- Surveyed traders reported mixed picture of how traders have benefited from financial relief that has been made available. Some, including specialist events traders, have received no support while others have but in many cases have used it to pay back rent.
- Since the reopening of markets in June, trading on outdoor markets has shown signs of returning to some normalcy. This is due to consumer safety confidence and consumer loyalty. Some smaller markets have seen an improvement in footfall and trading numbers. The Saturday markets in Richmond North Yorkshire for example, has seen an uplift to 25 traders, when typically 8-10 would trade.
- Larger cities indoor markets in the north in particular are experiencing a 80-90% drop in footfall. Many of these markets have previously made huge financial investment and are at risk.

- An uplift in new trader interest is an encouraging sign about the future of markets and the opportunity that they provide to start new businesses in retail. NMTF will launch a new self-help resource 'Spring into markets' - in November outlining the different aspect of market trading business guidance. It will be online and freely available and aims to capture people at risk of losing work over the next few months as they think of a new career.

3.3 RBKC – Nick Kasic

- NK updated LMB on the increase in trading across RBKC, including a new Sunday flower market in Chiswick , expanded trading in Acton and a new farmers market at Chelsea town hall.
- Portobello road has faced specific challenges due to its reliance on antique trade and tourism. A number of initiatives, including night time events and second hand market trade have continued to support the local economy and meet the needs of the local population and West London.
- Councils are generally struggling with markets budgets and have had to make difficult decisions. RBKC has taken the decision that until March 2021, traders pay for their pitch if they are trading, but don't if they are not.
- The placement of street furniture and the protection of space for markets to return to full capacity continues to be a consideration.
- People and crowd management has been a difficult challenge over the summer months (during tier 2 restrictions) and there has been general resistance to mask wearing from traders and customers to wear mask.
- There has been a decline in cash points as repair on cash points are delayed. The council is mindful that many residents and traders continue to rely on cash to trade and budget personal expenses - and RBKC will continue to monitor the availability of cash outlets and their repair.

In the following discussion, the LMB discussed varying approaches to collecting pitch fees, trader license applications, trading across markets, and future opportunities:

- SH highlighted the opportunity for LA's to revisit how their street trading funds are managed and look at revising the cleaning and management costs of markets.



- Some local markets have experienced an uplift in trading. In Lambeth regular traders are hot food traders, who all supply their Senegalese, Ethiopian and West Indian communities with hot affordable food and provide an interesting case study on how if markets support their local communities, local communities in turn support them.
- Camden is testing how to provide more trading opportunities to a broader range of people. It is working with businesses and creating 'streeteries' to create a hybrid offer to consumers and has introduced TMO to allow areas to stay open until 10pm.
- Many markets and traders have worked together to accept free school meal vouchers -demonstrating the importance of markets within communities.

4. Resilience Fund – Maria Geftar/Tina Jadav

An overview of the Mayor's Resilience Fund was presented to the LMB as an opportunity to seek grant funding to respond to the issue of the lack of trader licensing portability across London and TJ reminded the LMB about the opportunity for the sector to engage with this fund to work towards resolving a longstanding shared challenge for LA markets.

- **ACTION:** Further details of the fund application will be shared with LB Camden, LB Hackney, LB Lambeth, RBKC and NABMA who expressed interest in form a consortium bid to this fund.
- **ACTION:** GW recommend engaging the Association of London Markets and the London Street Benchmarking Group as an opportunity to pull in as broad a range of data as possible.

5. Tomorrow's Market phase 2 – Tina Jadav

- TJ outlined thinking around the next phased of the Tomorrow's Market programme which will build on the pilot and draw on the lessons and impacts of COVID 19.
- The next phase of the TM programme will support local authorities to address short, medium and longer term challenges faced by their markets and link into their town centre recovery efforts, and deliver on programme priorities to help build resilient markets that:

1. Support market teams engaged in economic recovery planning through targeted support and peer to peer / business to business



learning, collaboration and through the creation of collective strategies to support business resilience and growth

2. **Create diversified markets** that reflect local need and opportunity with a focus on low cost/low risk routes to starting a business and promotes the role of markets as places that create a strong sense of local identity and businesses that offer specialist goods and services

3. **Explore ways to innovate market management and operation** to allow for curation, new operational methods and governance, promotion and investment to support the sustainability of markets

- Two delivery mechanisms are proposed to meet the programme objectives: Through the High Streets for All Challenge fund, organisations will be encouraged to apply for funding to deliver markets recovery plans or markets related interventions that build on recovery planning work already underway; Through the Tomorrow's Market 'how to' guide, support will be provided to Local Authorities to support them to procure localise version of the TM initiative to recruit and support new traders into markets.
- TJ opened the discussion for comments. The LMB supported the focus on trader recruitment as a core principal of recovery, acknowledged that in the current context the programme needs to adapt innovatively to support more people. The LMB supported the proposals and welcomed a further update at the next meeting.

6. Action plan – Tina Jadav

TJ provided an overview of the updated LMB action plan highlighting;

- The prioritised focus on recovery and Tomorrow's Markets focus in the short to medium term;
- That legislation work will be delayed due to recovery commitment,
- Observers criteria has been agreed with HR about the diversity of representatives sought for the LMB. This will be discussed at the next LMB

ACTION: TJ requested LMB comments via email due to time constraints.



7. AOB

- TJ provided an update on Smithfields project lead by the City of London – reporting a 1 year delay to the consolidation of the market. Further details will be shared by email.
- DC shared details of pro-bono marketing /sustainable packaging concept design developed for Leather Lane. TJ to share with the LMB

JP closed the meeting - thanking the GLA markets team and the LMB for contribution to help the team formulate work, guidance, ideas and experience.