

Dee Doocey
 Chair, EDCST
 London Assembly
 City Hall
 The Queen's Walk
 London SE1 2AA

London Development Agency
 Palestra
 197 Blackfriars Road
 London SE1 8AA

T 020 7593 8000

F 020 7593 8002

www.lda.gov.uk

info@lda.gov.uk

Textphone 020 7593 8001

3 July 2009

Dear 

This matter is being
 handled by:

Nabil Hanafi
 Public Affairs Executive
 020 7593 8128
nabilhanafi@lda.gov.uk

RE: London's Street Markets: Update Report

In the Committee's update report on London's Street Markets published in May earlier this year, you indicated that it would be helpful if the LDA could respond to outline how support for street markets fits with our new priorities and what criteria we will use for future interventions.

As the Committee's report recognises, a number of London's street markets are attractions in their own right and draw visitors both from across London and further afield. The LDA also recognises that street markets do have to form part of the city's offer to visitors in order to contribute to the region's economic success. Markets can play an integral role in supporting local economies, promoting sustainable produce and providing affordable goods to local communities.

In addition to the work that is ongoing to help develop the tourist appeal of street markets, the LDA provides business support services that are available to all businesses in London, including market traders. Business Link in London (T: 0845 6000 787) is the primary gateway for accessing business support and has enhanced its service to suit the economic conditions in a variety of ways including offering specially designed seminars to support companies through the downturn and revising their diagnostic tools. The uptake and eligibility of business support provision in street markets maybe limited by some traders operating outside of registered businesses.

The LDA has simplified and rationalised the teams developing and providing business support interventions. This is aimed at reducing duplication of services and to facilitate the provision of uniform, high quality services to all businesses in London. Business support provision is continually revised in light of changing economic conditions. The Mayors Economic Recovery Action Plan was rapidly developed and implemented to assist business through the economic downturn. Business support interventions need to comply with BIS' Solutions for Business framework which provides a simplified range

of 30 business support products that are targeted locally to meet businesses specific needs.

I trust that this clarifies the LDA's position and reassures the Committee that we recognise the value of street markets over and above their role as a key visitor attraction.

Yours sincerely,



Sarah Ebanja
Deputy Chief Executive & Group Director Jobs, Skills & Youth

cc: Audrey Slade