

## Economy Committee - Wednesday 18 May 2022

### Transcript of Agenda Item 10 - London's Street and Covered Markets

**Hina Bokhari AM (Chair):** Now we are going to be moving on to our main item of business, the discussion with invited guests - and I have had a quick chat with them already, they have some fascinating stories - on London's streets and covered markets.

I would like to welcome the panel of guests: David Preston, Chief Executive of the National Association of British Market Authorities (NABMA); Joe Harrison, Chief Executive, National Market Traders Federation; and Nicholas Kasic, Markets Manager, Royal Borough of Kensington and Chelsea and Chair of Association of the London Markets (AoLM). Jules Pipe CBE, the Deputy Mayor for Planning, Regeneration and Skills and the Co-Chair of the London Markets Board will be joining us shortly.

I will start the questions off with David, although I will be asking all of our guests the same question. How would you describe the current landscape for street and covered markets in London and what are the key challenges and opportunities they face?

**David Preston (Chief Executive, National Association of British Market Authorities):** Good morning and thank you very much for the invitation to come along today. I am David Preston. I am Chief Executive of NABMA, a position that I have held now since October 2019, just coming into the pandemic, so I think everybody in the industry probably thinks COVID is my fault.

NABMA has 300 members across the United Kingdom; 80% are local authorities, but we are seeing a real growth, in private sector operating markets now, which is exciting, but also Community Interest Companies (CICs), Business Improvement Districts (BIDs) and parish and town councils where services are being devolved. From our point of view, COVID obviously has had a huge impact, but many markets now across the country are saying they are experiencing a renewed trust and support. They provided essential, safe shopping throughout the pandemic and there has been huge innovation in the industry, which is going to carry forward now with traders getting together for deliveries online, collaborative working where traders have got together and provided these essential services, and click and collect. That has changed the industry.

Some markets historically have had to change location, and they found that changing location is sometimes better than the long history in traditional sites. The operators have generally supported traders throughout the pandemic and certainly Joe's [Harrison] organisation and mine have worked very closely together.

Our concern is that many of the operators have received little or no support from Government whatsoever throughout the pandemic and some huge losses have been experienced in terms of rental. We have also seen that many long-established traders have retired. The biggest concern to us was that the majority of our members back in 2021 - we did a snap survey - told us that they had concerns over the future of their market. We do not know to what extent that is borne out now, but we are undertaking another national survey, which we are going to launch next week, to help us understand the current position.

There are a lot of issues that perhaps are not necessary for today. But generally, for some, perhaps COVID and coming out of it, as indicated have given markets their moment in the sunshine. Other markets across the UK have a long journey ahead of them. It would be remiss not to mention that we have now started Love Your

Local Market for the next three weeks, which we have linked in with the Queen's Platinum Jubilee. If you look at our Twitter account you will see what some fantastic markets are doing up and down the country over the next three-week period. I know Joe [Harrison] will talk about his Young Traders Market, the national campaign, which we endorse completely.

There are a lot of issues, but the big one for us now is to encourage start-up businesses. There are so many people who have lost their employment or been displaced in their employment, but markets are the place for start-up businesses. Low risk, low entry. Therefore our summary from NABMA's point of view at the moment is it is a very mixed position across the country. What has to be borne out is that markets meet many agendas in terms of retail, employment, tourism, hospitality, and - I think more so now - climate change as well. We shop local, there are less food miles, and during COVID people have got more conscious now about where they shop and what they shop for.

**Hina Bokhari AM (Chair):** Thank you, David. That environmental impact is so important. I am glad you mentioned that. Joe, over to you, what do you think the challenges and opportunities are at the moment?

**Joe Harrison (Chief Executive, National Market Traders Federation):** There are opportunities, and there is always some investment needed to keep the environment in which the markets operate clean, tidy, attractive, to the shopper. Today's shopper is very aware of the clean and tidy shopping centres they use all the time and in London particularly there have been some really good jobs done by the local authority managers on starting to move that forward. Having some really great initiatives of how they need to be and how much more they need to focus on managing markets from an encouragement of doing better with the traders rather than an enforcement approach, which has been adopted many years ago. Therefore we are moving in the right direction.

As David [Preston] said, COVID had a massive impact on most industries, ours, particularly the non-essential goods were really badly affected because they could not get to trade at all for three months. We did a massive Government lobby on getting the markets back open again; we managed open markets by 1 June 2020 and the indoor markets two weeks later.

It is fair to say that outdoor markets have particularly improved in number of traders and improved in the number of shoppers using them. The COVID element has been quite a big factor in that; it is the safe outdoors. Around the country - I do not want to be just London-specific - there are areas where we were down to eight and nine traders on a market pre-COVID and now there are 30 traders there.

Some of that is work we are doing with our Young Traders Market. We recognised that the industry was desperately short of young people working within it. There is a knock-on effect of that on young people coming shopping, because the young people are selling stuff that they want to buy. It has been a hugely successful campaign that is in its tenth year now. However, in the last survey we did, the average age of the market trader was 50 to 55. That is an industry that has an issue if we do not improve that. We have done, as I said, and in this year's Young Traders Market, there will be ten regional finals happening. The one in London and the southeast is happening at Nick's market at Portobello Road. In 2019, we were covered by *The One Show*. They filmed the national final, which helped expand it out and more people got to know what it is about. There are some really good young people starting in the industry now.

**Hina Bokhari AM (Chair):** Is it still family-run businesses that seem to be thriving there?

**Joe Harrison (Chief Executive, National Market Traders Federation):** Very much so. Particularly with the traditional goods, the veg, the fish, the meat, very much so. I have visited quite a lot in London this last 12 months. I was down here only two weeks ago. The area is a lot busier; there is much higher footfall on the markets than there was pre-COVID in a lot of cases. But, as I say, there have been some really good initiatives around Hackney and the like where you have the likes of Broadway Market. But then we also went to Ridley Road, which has been a traditional market for years. There are great improvements being made and we are certainly feeling safer on them.

**Hina Bokhari AM (Chair):** It sounds like from your perspectives, David and Joe, there was a dip and there have been some improvements. Let us move on to Nicholas. I know that legislation has always been an issue when it comes to up businesses, particularly for the street markets. Tell us a little bit more about that area and the challenges and opportunities that are facing street markets.

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** It is an interesting one. You have the London Local Authorities Act 1990; there is the first issue, the legislation is 30 years old that we work to. It is geared around, as Joe [Harrison] has mentioned, paying for enforcement, administration, waste collection, waste disposal. It is not designed to make us a profit. It is designed to make a surplus, which you then carry over into the following year. Some of the boroughs of London have moved into the Food Act 1984 which gives them certain other powers. However, with the history of the London Local Authorities Act, which gave the rights of succession to traders, it protected traders. It was designed to give that balance so that the council, the onerous council doing enforcement and issuing fixed penalties for doing misdemeanours, they had the right to go to the Magistrate's Court for their protection. That keeps councils in check in doing a fair and transferable kind of process, which means that the trader is protected.

When we look at the legislation, there is much to be said about moving it on. Around London, you will find the likes of London Farmers' Markets, the private operator that works in Kensington and Chelsea, and we use the legislation in stretching it to its limits as to how we license the trade to happen. Many boroughs would like to see the ability to allow a market operator to be licensed directly and therefore they bring a market to the table. With many councils, what we can charge for we need to keep in check, because the traders want a reasonable cost. Currently a licence on Portobello Road for a six-day licence-holder is £47, very cheap. However, you add on Ultra Low Emission Zone (ULEZ), you add on other charges coming into the area, diesel costs, vehicle costs, and all the other costs added on top, means that, while it may seem cheap at first - and it can be - the costs do add up.

Plus you then have the issues of storage so that we get more eco-friendly with our markets. Where in central London - where in London - is the spare space for having storage for markets to operate? We have some 60 storage units, which the council has protected on the various local development frameworks and planning policies so that, if something is going to be removed, it has to be replaced, like for like. The 60 units are not enough. I could double that and still not have enough space with the numbers of traders that operate on Portobello and associated markets.

Therefore, in terms of the legislation, the ability to allow private operators to be licensed directly is one thing. There is much to be debated about the use of the term "profit" or "surplus" because that surplus could then go back into the markets to be used for further regeneration and training, etc. From training the traders, who can be quite set in their ways and have not seen various approaches to how they could improve their business; COVID was a great one for chip and PIN, it pushed a lot of people into signing up to having cashless payments. They also went on to apps for deliveries of their produce and various things like that. It accelerated the

process of change. But then there is a detrimental effect of moving on to apps and online, because then it means that people will not visit markets, so there is a balance to be made in terms of how far we go down the online process.

The legislation is stretched. It needs a review. There have been various conversations with that over many years. The Markets Board has also facilitated that conversation and review. I would ask and urge that the London Assembly supports that process going forward so that we can bring the legislation from 30 years ago up to date with true meaning and purpose going forward.

**Hina Bokhari AM (Chair):** Thank you so much. There is a lot to pick up on later during the Committee. Jules Pipe, the Deputy Mayor, you have been on board with the launch of the London Markets Board and I am sure we will be talking a little bit more about that in depth as well. When the Greater London Authority (GLA) last mapped all the city's markets in 2017, there were around 280 street and covered markets in operation across London. Can you give us a figure or a best estimate as to how many are in operation now in 2022?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Not at this moment, no. Not post-COVID.

**Hina Bokhari AM (Chair):** You have no figures at all?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** No, I do not have a specific figure.

**Hina Bokhari AM (Chair):** Will you be able to provide some figures?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I am not sure that we could do with any accuracy.

**Hina Bokhari AM (Chair):** There has been no data since 2017. The meetings that were held were suspended due to the pandemic. That flags a concern for us as Assembly Members in the Economy Committee that there has been no research into this recently.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** No. We have the online tool, which keeps track of markets as best it can with the information it is supplied. It is not a proactive thing. We do not employ people to go out and visit markets, 280 across London.

**Hina Bokhari AM (Chair):** The focus for our Committee today is to help make sure that our markets are thriving. There is a risk that, because of the pandemic, there has been a dip. Yes, we have heard some anecdotal evidence here already about some improvements, but we do need to make sure that we have the data and the research being put behind that. I would have thought that, in your role as Deputy Mayor, you would have had time to look through that at some point before our meeting today. Will you be able to do some research on that for us so that we can look at it at a later date?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Yes. Obviously we have the mapping tool, which was up to about 280 markets as of March 2020. A lot has happened in the intervening 18 months or so, two years, and things will obviously take time to settle down. Some markets will have contracted, some markets are coming back quite strongly, some

markets have not really missed a beat at all. I would say it is probably a mixed picture across the piece. As I say, we do not have the resources to check on 280 markets. We will never have the resources to individually check on 280 markets.

**Hina Bokhari AM (Chair):** But in 2017 you did have the resources.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** You found that there were 280. As the picture settles down, then I am sure that the information on the database will become more solid. I would imagine that at the moment the 280 entries on the database, I think it would be wrong to vouch for every one as accurate. I would imagine there are some markets where the priority of the people running them and organising them has not been to maintain their entry on the database. I would imagine, as the situation settles down, the information will be more solid. I do not think there is any --

**Hina Bokhari AM (Chair):** When does the situation settle down exactly? That is the thing that concerns me. Are we getting a date on when these things will settle down?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** It is in the control of local markets as to whether they enter things on the database. It is a self-service website. I say self-service; they are not making the entries, but they have to inform the GLA.

**Hina Bokhari AM (Chair):** Therefore there is a risk that even the data that we have from 2017 with 280 street and covered markets might not be completely correct if it is a self-assessed way of approaching the data here. How are we going to know if there has been an increase or not? Is this a fair way to judge and support our markets if we do not have the right information?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** It is a proportionate way. I do not think it is proportionate to spend public money on employing someone whose job is to go around and check and find evidence for the activity of 280 street markets. It is in the interests of the markets themselves --

**Hina Bokhari AM (Chair):** OK, the importance for us it to make sure that we have a thriving community of traders.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** It is in the interests of the markets themselves to advertise themselves and this is an avenue by which they can advertise themselves. Therefore there is this self-interest in letting us know. There is no reason to think that the markets database is wildly inaccurate.

**Hina Bokhari AM (Chair):** OK. Where would you say there has been an increase in markets, in what kind of areas do you think?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** This is a question for my colleagues. You are confusing me with my co-chair. I am the lay co-chair of the Markets Board and it is important to have on record that there is a co-chair who is the former director of the New Covent Garden Market Association. I am joined today by colleagues who have their fingers on the pulse of markets within London.

**Hina Bokhari AM (Chair):** OK. There is a concern that there has not been a meeting for a while where you are obviously part of that Board. To be on top of that area and on top of that remit, I would have hoped that the Deputy Mayor in your position would have had just a little bit more clarity of what exactly is happening with street markets. It seems a shame that you do not have that information. Joe, you wanted to come in at this point?

**Joe Harrison (Chief Executive, National Market Traders Federation):** Yes, by way of information, we run a national database of markets and we run it in exactly the same way. We rely on the markets to let us know whether they are no longer in existence or the manager has changed and what have you. It is quite a comprehensive database. But really, Jules is right, the reliance is on the individual. There is a cross-section of local authority-run markets, which will be generally quite accurate. But then obviously the ones that Nick was talking about before were private operators, I could imagine there is somewhere near the same number of markets happening in London. Mainly because we did get the markets back open again by 1 June and a lot of the markets in London are street markets. The majority of those markets were registered in 2017, and the date that book was produced is in 2020, but there has not been a London Markets Board meeting for nearly 12 months now because that came to a close. Then obviously we have been waiting for the elections for things to start again.

**Hina Bokhari AM (Chair):** OK, well I am going to let the other Members ask their questions now. Thank you very much for kicking us off and we are going to go firstly to the Deputy Chair.

**Marina Ahmad AM (Deputy Chair):** Welcome, panel. My first question is going to be about the impact of the pandemic and, David, just to reassure you, the pandemic really was not your fault. To David, Joe and Nicholas, what was the impact of the pandemic on London's markets and to what extent have they now recovered? Have the pandemic and associated lockdowns accelerated pre-existing trends or not?

**David Preston (Chief Executive, National Association of British Market Authorities):** First of all, just on the survey, the questions you are bringing out are all questions that we have had with NABMA. Normally, in conjunction with Joe, we have done a biannual survey. Because of resources, NABMA is going to do it on its own this time. But what we are seeking to find out is, across the UK, the current position of markets, their performance at the moment in terms of people and finance, but also the comparisons going back to 2019. Also we want to try to link in what investment has gone into markets. We are looking at the management, the ongoing concerns. We are launching that survey on Monday [23 May 2022] with the results planned for September that we will headline at our national conference. We have a number of London members and that information will be included in that survey, and we will be very happy to let you have copies of that survey and the information.

I have fairly covered COVID. What it has seen is this moment in the sunshine for some markets. Markets that were struggling before COVID are still in that position. An ongoing issue, particularly with local authorities, is that a lot of markets have experienced considerable financial losses. That money has not been substituted generally from Government. So therefore I think in planning the long-term future of their markets there is a great deal of uncertainty.

The strong point, and perhaps it is highlighted by the Levelling Up Fund, the announcements where there is a specific mention about markets in terms of communities and place, supporting local business, and people and skills. Then this policy framework is a big advantage and opportunity for markets. But fundamentally what we have picked up is that COVID has helped reunite many markets with their communities. As a result of COVID, many communities have realised how important their local market is for safe shopping, for the vulnerable, for

the elderly, and operators and market traders have done a tremendous job to support people within their communities. There is this reawakening now and a recognition now of what agendas markets can help to meet. Climate change is one of the big ones that we are picking up on.

**Marina Ahmad AM (Deputy Chair):** Thank you very much. That is really interesting about local communities recognising the importance of markets.

**Joe Harrison (Chief Executive, National Market Traders Federation):** As has been previously said, obviously from a trader perspective there was a real mixed bag of help for them. Some did quite well out of the grant situation. But with some of the way that the grant guidance was written, those without fixed premises fell short. We have done a lot of work with those local authorities in order to guide them into the place. When the Chancellor [of the Exchequer] announced the help, he used the words “market trader”, but in the guidance that was written it focused on premises. That is not the initial ones, which are associated with the business rates, but those that they were giving out under discretion. Some local authorities, in my opinion, did not get it right. Others did, others have been really good.

It cross-sections with the last question as well that I would imagine those markets that have failed are those that have been run privately, and therefore, commercially, the company that was running them went out of business because they could not operate for three months. That way it fell, where those supported by local government have managed to muddle their way through - although probably showing quite large deficits as far as the operator is concerned. But the traders themselves have adapted, as Nick [Nicholas Kasic] said before, they have started doing click and collect, they have started doing home deliveries, but there is still a demand for people to come on to the markets.

There is evidence done by Hackney - I will share this with the Committee - where the number of visits to a market increased because people were working from home. Therefore, those markets placed in big residential areas pre-COVID were not doing that well because everybody was out at work all day, but since then, since people are working from home, they are making local visits, which ticks a lot of boxes along the way. People have realised they can buy daily, they can buy every other day, there is less food waste than shopping at the supermarkets. Therefore, those markets have really seen an uplift in their attendance, the number of visits that people make to them, and it has been recognised by people that supporting the local market is supporting their own community as well because most of those traders will come from that community. There have been a lot of pluses. Some of the victims of this are those specialist markets that were privately operated and the companies have folded, but those supported by local government have done exceptionally well.

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** The impact has been going from turning up on a Saturday morning on Portobello Road and watching it grow into the monster market that it is, amalgamating antiques, general sales, second-hand, fruit and veg, street food, etc, then seeing it during the COVID period. It was a moment where you could sit down in the middle of the street and cry. That is how bad it was for all market managers across London because we ran places where people came, shopped, enjoyed, visited, etc. It was the heart and soul of the local area. Then when you sit there on a Saturday morning in the mid-COVID lockdown and you go, “Where is everyone?” You do wonder.

As has been said, operators got nothing, including local councils. OK, there was some shuffling of funds, high street funds, to support markets in certain instances, but in other instances boroughs did not decide to do that. Again, that was locally led in terms of how they supported their markets.

Tables and chairs are a real bugbear of many London council market teams. Market teams under street trading would sometimes be tasked with licensing tables and chairs. Al fresco dining, while lovely, has an impact on market areas and, as it were, the market budgets. Therefore, when we turn around and say that we are going to license an operator to have £100 for a table and chairs licence, which does not cost £100 to facilitate and administer, it is an impact that has to be carried by the markets and street trading team. In Kensington and Chelsea it is done by the Highways Team, who had their own problems. Again, it is a case of having to bring in more staff due to more work, going through the planning process of making sure it is working. It was a positive and a benefit, it provided space for all the restaurants and cafés to come out, but there was an impact in the background for council administration of that matter.

It did allow for quick-time change in terms of traders, as I have already mentioned - going to cashless payments, using apps, delivery services - therefore it did move traders along.

Famously, there was big debate about florists. Was a florist an essential service? There was a big debate across London and different councils took different views. The view that I took, whether rightly or wrongly, I am out the other end of the process, was that we allowed them to also start selling fruit and veg. That way they became an essential service and, actually, having a bunch of flowers in a very negative space, ie lockdown, was a boost to many people. I know from my own family members who got a bunch of flowers every now and again that they went, "That is very nice" and a bit of uplift, a bit of positivity.

That is one of the problems with certain bits of legislation when certain bureaucrats in the civil service do not think beyond the wider scope of straightforward definitions. There is never a time when everything is black and white. I used to operate in that fashion and, after some 20 years of working with local governments, there is always grey. There are interpretations of how we should proceed and stretch our ability to serve our communities as well as our traders.

In terms of different markets, which Joe [Harrison] mentioned in terms of private operators, with London Farmers' Markets - an example I have already mentioned - we opened a market during the lockdown period because there was a need. We accelerated the process and opened a market. A few other boroughs also opened up markets. Therefore we did fill a need, to coin the line from the film *Robots*, "See a need, fill a need". It is a case of us seeing that and then providing a market space for London Farmers' Markets. The community of High Street Kensington has gone completely crazy about it and love it, as it is a bonus.

Another example is KERB. KERB is a street foot operator, a different type of market. They shrunk back completely but now slowly they are blossoming and opening up. In terms of that bounce-back, that bounce-back is now happening with the return of people coming to work in central London and in other areas.

When we talk about markets, we need to be very aware of what we are talking about from food markets, street food markets, general markets, antiques markets. Second-hand markets are flourishing. Flea markets, forget eBay, forget that, if you go to your local market, your second-hand market, it's remarkable what you will find. Also, we need to remember that when we talk about markets because not everywhere is a general market.

Portobello is a monster of a market, as I have mentioned. During the weekdays, Monday to Thursday, it serves the local community and you get a few lost tourists who come through Portobello going, "Where are the antiques? Where is this, where is that?". But the reality is it shrinks down to a local market. Friday it begins to flourish and Saturday, hey presto, we have a full market with something of the order of 20,000, 30,000 40,000 people coming through it. Then Sunday it shrinks back because the private market is only operating.



Therefore, in terms of the impacts, many of the markets and council-led markets have come out the other end and are blossoming because we have had that period where traders have become more creative and moved on, allowing them to join the journey with councils for the most part and be more attractive to the visitor and the local community.

**Marina Ahmad AM (Deputy Chair):** Thank you very much. Very interesting. My next question is, again, to the three of you. Now we are hopefully post-pandemic, but other issues have come up. There have been a number of issues with accessing supplies due to Brexit, then the pandemic, and now the invasion of Ukraine. How has this impacted on London's markets?

**Joe Harrison (Chief Executive, National Market Traders Federation):** Yes. I would think right at this moment in time it has not had that much impact, apart from the cost of goods. The feedback from traders is that buying their supplies is costing that much more. There are the areas where things are coming from the Far East, there is a bit of a delay and suchlike, and again an increase in the costings. But generally, right now, there is not a great deal of impact as such. A lot of goods are locally sourced, particularly in the food chain. Really and truly, as I say, they have only seen an increase in more people shopping and buying locally and therefore strengthening the traders' businesses.

**David Preston (Chief Executive, National Association of British Market Authorities):** That is a difficult one for NABMA to comment on. Probably, from our members, we would say exactly the same as Joe - little impact that we are aware of at the moment, and I would endorse Joe's comments.

**Marina Ahmad AM (Deputy Chair):** Lovely, thank you. What has been the biggest threat to London markets and how has the sector adapted to these developments? Are there any particular examples of successful adaptation and survival that you can share? I know you have alluded to things, but I wonder if you could just slightly unpick that.

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** As to the biggest threats to London markets, I would say one thing that has not been mentioned is the threat of terrorism with reference to crowded places. Markets are a target. Across Europe they have been hit in different ways. The new legislation, which we are waiting for, coming out of the Manchester Arena attack and the duty of care, will be a big pressure on certain markets to ensure the safeness and security of those markets.

I used to work for American Airlines as a security supervisor, just before 9/11. I went from signing off 400 people on a plane to now running a market with 20,000 to 30,000 visitors. It is a big responsibility for market managers to add to their portfolio. There is a hole there that could be supported.

In terms of positive work that has happened with reference to markets across the board, I wave this around, at Kensington and Chelsea we have done our Markets Plan. Hackney has done a massive markets plan. Tower Hamlets, Westminster, lots of London boroughs have picked up the gauntlet and are reviewing and changing and evolving. They are becoming place-makers, wanting to bring the community out and to make a sustainable market. There is lots of change happening. It has been supported by work from the London Markets Board with Tomorrow's Market too, education programmes and the like, which has meant that, as professionals, we are continually evolving and there is a system of support and education taking us all forward. That is what I offer.

**David Preston (Chief Executive, National Association of British Market Authorities):** The London market scene, as I said at the start, is relatively new for me. I do have experience of it over the years. What we did was send out some of these questions to some of our members just to invite feedback, therefore perhaps my comments are more informed. Some of the challenges are where some of the private market operators focus on high-end goods, street food, whereas the local authority markets are more run for community benefit and to support the lower-income customers. It is important to make markets in the future a community destination with inclusive social function alongside the food offer, that would seem a good way to adapt.

Some of the challenges that our members have highlighted, I think it has been touched on, include attracting traders to attend markets in London with the cost of bringing their vehicles into the city, and obviously, the cost of fuel and associated business costs now to run the start-up of business. Promoting the benefit of markets and the fact that they can rival the supermarkets has been proven during COVID. There was a lot of feedback about the issue of high and increasing wholesale prices and that leading to reduced profit levels for many traders. That is being experienced now.

Two important ones are getting to markets for those with lower income, and therefore this very important need to keep local markets within local communities. The final one, which is recognised by all of us, are the problems of infrastructure within which markets function generally in London, and particularly the storage problem. It is a big issue, particularly with the difficulties of getting in. Also, with electric vehicle charging now, the proximity and availability of some of those facilities as well. I hope that helps.

**Joe Harrison (Chief Executive, National Market Traders Federation):** On top of what has already been said, there is the need to encourage more young people into the trading arena, which, as I said before, we have done now with the Young Traders Market, the Tomorrow's Market that was run by the London Markets Board, and bringing in different products. Lots of products on the Young Traders Market programme that I have experienced are eco-friendly products and such like. The young people coming in are very tech-savvy, so they are quite good at using social media and web presence in order to boost their business.

Support for that is probably something that is really needed. Most businesses, not just markets or retail, most businesses, if they are to fail, generally do in the first 12 months. So that is support around supporting these young people. The Retail Markets forum we have that is headed up by the Department for Levelling Up, Housing and Communities, there may be ideas around young people still being able to get the universal credit as well as starting up their business. It supports them, it is only a little and it is not extra money, it is the same, but generally supporting these young people to come in, which in turn we will see an upturn in young people shopping in markets.

**Marina Ahmad AM (Deputy Chair):** Thank you. We have spoken about private and community operators. How much of the recent growth in London's markets has been attributed to markets run by private and community operators serving Londoners on higher incomes, including the smaller farmers' markets that Nicholas has talked about? What impact have these markets had on local economies and communities?

**David Preston (Chief Executive, National Association of British Market Authorities):** I have just a couple of comments. The feedback that we have had from our members is that private operators, charities, CICs, often do not have that sustainability and leave a market, which the local authority then has to try to pick up and gather the pieces. Again, a comment, many of the private markets focus in on high-end goods, the street food, whereas the local authority markets are more for community benefit.

There is this interesting view that the reliance on tourists has been a big issue with them going to markets more for the experience rather than the normal shopping needs. However, against that, there is this recognition that they do generate significant footfall and help the street scene.

It is worth mentioning that feedback has also said that a number of private businesses on these markets have had a lot of pandemic support funding to diversify, therefore with a robust business model these have survived, whereas other businesses such as local authority traders that could not meet the grant criteria that Joe has mentioned, those businesses have collapsed. That is just some brief feedback from our membership.

**Joe Harrison (Chief Executive, National Market Traders Federation):** I would say they have had little impact on the general markets, generally because of the diversity of the product, it is not necessarily the same as. But also there are great examples of where local authority run markets have been improved upon, Broadway and Hackney, all those types. It is a lot of young managers come into the industry as well now with different ideas and different approaches. I would say there are some really good examples across London where markets, even the local authority-run ones, where they are stretching the legislation to its limit, but also using an awful lot of initiative to expand that general market, so that it can have a good mix of the traditional goods, the fruit and veg and the like, but also the street food and the necessities as well.

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** In relation to this, the lower-income Londoner with reference to farmers' markets, you are right, they are not for their pockets, and that is something that has been recognised in the work that we have done looking at Kensington and Chelsea where there are pockets in the south of the borough and in the north of the borough where there is a need for change. We are working with Change For Life in terms of projects to pick up the need to fill in those gaps with reference to that.

There are other examples. Acton High Street has a market run by a CIC, which has successfully established itself as a place outside the Morrisons, of all places, a huge, massive supermarket and they put a market in front of it, so you feed off each other and it has realised that there is a relationship there. There have been discussions by other boroughs, neighbouring boroughs, of taking that idea forward. However, it is not as easy as just taking a market and plonking it somewhere else. It needs to build from what is understood in the local area.

Boroughs are aware of that and are changing and evolving, and the need to provide for lower-income residents has become paramount in different ways with markets and has been identified by some of the better types of markets that exist. North End Road in Hammersmith has an amazing set-up in terms of a friends for the market and the road closures, which brings out the whole community, yet their fruit and veg traders are the envy of West London with their spread and their pricing. I sometimes point my own traders to go and have a visit and say, "Why can we not have those prices?" But they cater to an audience, which is quite different.

Portobello Road is roughly a mile long. From one end you have Notting Hill with some of the biggest, most luxurious houses, to Golborne Road, which is one of London's deprived wards, within the bottom 10% of London. Therefore those extremes need to be covered by council markets, but also there is space to support - and I echo the fact of what David said - many of the CICs that get created. While those people are in place it works, and when they move on sometimes it fails and has to be picked up by the local council. While we want to change the legislation to be more flexible, we have to have that mechanism to ensure that they are sustainable. Because there is a lot that needs to happen, a lot of work and effort to set it up. When it disappears, everyone starts looking back at the council, who really is standing as a partner rather than leading the process.

**Marina Ahmad AM (Deputy Chair):** Thank you. My final question is, how are markets that serve customers on lower incomes faring in 2022 and is there a danger of traders being priced out by new operators targeting more affluent customers?

**Joe Harrison (Chief Executive, National Market Traders Federation):** I do not think that is the case. This would have been proven during the pandemic and various lockdowns and different restrictions that have been placed on them. There is a real recognition of the local market being an ideal place to shop for groceries and, as I say, there are certain areas, particularly where there is a higher residential area, that have seen an upturn in the trading.

The key word to markets is “local”. A market should provide its community and its demographic, it should mirror that. Therefore, those in areas where there are high earnings and suchlike should adapt to serve the public and the community they have. For those in the different demographics of low earners and what have you, the market should strive to supply its community with that and become that community hub.

We have done a study; we have been a partner with the University of Leeds on the community value of markets and that has just come to a conclusion. I was asked by the leading professor on that, who was Dr Sara González, to share the documents now with you. Following the meeting, I will happily share the findings of that. It has been well received within the industry as well.

It is horses for courses, it really is, and recognising that fact, a high-end farmers’ market will not work in an area where the lower earners are. It is about knowing your community, knowing the demographic of the community, and adapting your market to suit.

**Marina Ahmad AM (Deputy Chair):** OK, thank you very much. Yes, we would love to see that report, thank you very much.

**David Preston (Chief Executive, National Association of British Market Authorities):** Following on from Joe, what COVID has seen is this reconnection of markets with communities. Where it was supermarket or market, and a real focus with markets on, not just providing, but helping vulnerable and low-income people.

We have mentioned already about deliveries, traders and operators collaborating together. We promoted, through NABMA, a Community Heroes Awards scheme. Some of the things that we learned from that about what markets are doing, Hackney was a wonderful example where their youth council was not just ringing up some of the low-income and the vulnerable people that they were aware of, but they were also helping with direct deliveries to them. It was a wonderful story.

There was another story in the northeast of a fruit and veg stall that was supporting low-income but had gone beyond that and was providing online help in how to cook fresh produce and to get the maximum value out of it. Again another wonderful community story. There are lots of these on markets around the UK that have come out from the pandemic.

Just lastly Joe has mentioned the University of Leeds study. It is a fantastic piece of work and it does focus on one of the London markets. But we have noticed with NABMA over the last couple of years that the interest from universities now that is awakening, and students are undertaking research into markets and their value. One that we dealt with just last week is through the University of Leicester looking at Christmas markets and events coming out of COVID and what the impact can be.

Therefore there is this awakening about the importance, the relevance, and this reconnection of communities with local markets.

**Marina Ahmad AM (Deputy Chair):** Thank you very much.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Can I just add to that? There are also examples of where complementary markets have increased footfall with pre-existing markets. Chapel Market in Islington is a good example where the traders there have reported a boost in trade since a farmers' market was started, therefore it has not cannibalised what they did; instead it has increased footfall.

Also, for Broadway Market in Hackney that was mentioned, very occasionally it is operated on a Sunday, and again there you see people wandering around with great, huge plants that they have clearly bought at Columbia Road Flower Market down the road. So you can clearly see there is a bit of market tourism going on there, which can only be a good thing.

**Hina Bokhari AM (Chair):** Thank you very much, Deputy Mayor.

**Krupesh Hirani AM:** You answered some of the questions on legislation in your opening remarks. Do you have anything additional to say about legislation governing street markets in London, whether it is currently working and if it is in need of reform?

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** Nothing really to add. It does need updating rather than reforming, I would say. It needs to look sideways to the Food Act and maybe the fact that it needs to evolve and brush off many of its historic parts, because the legislation is designed to facilitate individuals coming together to create a market. That is the legislation, rather than market legislation itself. So we are licensing individuals to come together rather than licensing a market. There needs to be some kind of thought process there, not that we end up with private operators or other operators popping up, and we are all taking from the same pie; while one may be serving a community in a better sense, the other one is taking all the cream off the top, and so it means that the one serving the community may well fall away because it is not sustainable. In that legislation there needs to be review and consideration of that.

**Krupesh Hirani AM:** Thank you. Just something that came into my mind in your previous question, because you mentioned Morrisons, and just coming out of Canning Town Station today there is a big Morrisons outside advertising that they have all these street markets and markets inside the supermarket. Also you have confusion with some restaurants, and even Westfield has some outlets where they are advertising a street food experience. Do you feel that there is danger of public confusion or even Government confusion as to the definition of what a street market is because of national and larger companies latching on to a street food or street market experience?

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** That has been talked about for a very long time, the use and abuse of the word "market" and "market fresh" and "market avenue," "market street," and all these terms. It is a powerful word that resonates with us and it implies something in a specific way as a branding exercise. Is there anything we can really do about it? I doubt that. It is a wonderful public relations (PR) stunt. Does it cause confusion? Potentially, it can do. Is there confusion in local government or Government as a whole? I would

not say there is. Between the different organisations, we make it quite clear that we are not a convenience store or a supermarket; that we are street markets. We keep that plain. But you are right, the use and abuse of the term “market” and what it means to people is a powerful one.

**Krupesh Hirani AM:** Joe, anything further on legislation?

**Joe Harrison (Chief Executive, National Market Traders Federation):** With legislation, the most difficulty will be getting all 32 boroughs to buy into it. I was part of the subcommittee on the London Markets Board that dealt with the legislation. I got one of the chaps who wrote the Bill in to speak with the subcommittee. But in real terms it is very, very difficult. NABMA carried out some of the research work for the London Markets Board on that. The buy-in from the boroughs to give feedback was extremely difficult to get. Largely because I think that for a lot of the local authorities in the different boroughs, the markets are not high on their agenda on a political note and therefore it is not taken seriously.

Since that work was done and we have had the pandemic, it might be time to relook at it, but the big difficulty is that it is a blanket piece of legislation covering at least 31 of the boroughs - Westminster has its own, the City of Westminster Act 1999. But to address that, and that was the difficulty the subcommittee found, despite great lengths that were gone to, to gather the information, and the will to change the legislation, it was falling on deaf ears in a lot of ways.

**David Preston (Chief Executive, National Association of British Market Authorities):** Yes, that is a good one. NABMA’s position on the legislation is that we are conscious that there are very mixed views from operators and therefore there has to be an exercise of caution as there may not be wholesale support for significant change. But obviously change is needed.

We have seen a tremendous growth in London markets, which NABMA recognises has not been controlled. The emphasis has been on regulating markets rather than controlling and managing the growth and having a plan for growth. The rest of the UK manages its markets using market powers, and that permits the market licensing system. The NABMA position is that we do believe there is an alternative way of administering markets under Part III of the Food Act. Southwark has successfully made that transition and therefore avoids these dramatic changes in street trading legislation.

There were four issues from the study Joe [Harrison] picked up on. The first one was the inability to make a profit. The second one is restrictions on delegating authority. Obviously street trading is a statutory function; therefore it can only be delegated therefore to a council, not to a private organisation. The third one is the relationship with traders. But the fourth one, the big one, is this lack of incentive that is there for investment whereby the costs are simply shared by the number of licences.

Graham Wilson [OBE, Legal and Policy Advisor, National Association of British Market Authorities] I think some of you will know, Graham is probably the market expert on law in the UK. I know Graham would offer today that, if it was considered appropriate, he would be prepared on behalf of NABMA to prepare a paper looking at transition and options, if it would be helpful to you.

**Hina Bokhari AM (Chair):** It would be, yes, thank you very much.

**Krupesh Hirani AM:** Just on that point, you have quite a few sectors now in the UK that are facing legislative issues, mainly in the fact that a lot of our legislation is out of date, so you have online retail, which has just blossomed in recent years; businesses, particularly in London, are affected by business rates, compared

to the rest of the country; and also what that means is that online vendors have a competitive advantage on street markets and retailers who have premises. Do you feel, given all the issues that you are facing with licensing and issues with street markets as well, that legislation in the UK, when it comes to retail in general, is just now fundamentally flawed? David and Joe, you have the national picture on that one.

**David Preston (Chief Executive, National Association of British Market Authorities):** It is flawed. Again, I can just quote really; it was a response from one of our members, who said the legislation was put together by traders when markets were thriving. Vacancies for pitches were rare. Competition was not an issue and traders were packed tightly together. Markets worked well with little intervention from council authorities, whose only input in those days was to ensure traders were licensed, fees were paid, rubbish collected, and the market was cleansed. The ring-fenced account, it was adequate in those days, for local authorities to finance the resources that managed markets and provide these services. It has changed. COVID-19 has really highlighted this. Market operators have missed out significantly. Each of the sectors, retail, hospitality, tourism, has had the opportunity for excessive grants to be made available, but markets fell through the loop in each one of these. The importance of markets and the sectors they fit into must be recognised.

**Joe Harrison (Chief Executive, National Market Traders Federation):** From a trader perspective, it is important to know the legislation is there for everyone. Traders are a big part of that. Therefore, if it is to be changed, it needs to be recognised. The transparency and the fair treatment of the traders need to be within whatever is coming to take its place. It is outdated. There is no two ways about it. It is outdated and there is a need to change the emphasis from, as I have said in my initial answer today, enforcement to market and business development within the markets. Any new legislation needs to recognise that.

**Krupesh Hirani AM:** Does the Mayor [of London] have a role in supporting local authorities and traders to understand current legislation? What ask do you have at the moment from Government on this issue as well, for support?

**Joe Harrison (Chief Executive, National Market Traders Federation):** The Mayor plays an important role in it. Some of the work that we did in the last London Markets Board offered up a guide on ways of not necessarily bending the law, but using it with initiatives to your advantage. You cannot take away some of the restrictions that is within it that hold local authority-run markets back.

**Krupesh Hirani AM:** Jules, do you want to come in on that?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Both Joe and David summarised this situation very well. We are moving slowly from a situation where both the legislation and the mindset of councils was very much about its regulation; clearing up a dirty street afterwards, issuing licences. Some councils, and increasingly more councils, are moving to a position of seeing them as an opportunity for economic development. They value them, in my mind, as two parallel strands. One is for low-priced goods, community-oriented, and then in parallel, those experiential markets that help develop places. They are not necessarily in different parts of the borough, one in a poor bit, one in a more exclusive bit. When you see the pattern in London it is very mixed. As in the example I gave earlier, they can be complementary.

The legislation does have to change to keep up with that; Joe is absolutely right. It needs to recognise that boroughs want to be more entrepreneurial about it. There needs to be less restriction about who runs them, as long as there is an element of backstop of legislation, for where things go wrong; there has to be

accountability there. However, as Joe said, we found that there was not a strong, uniform appetite for moving forward. There are different views. It is a shame, because one of the things the Mayor has funded is a portal that has been developed among a small number of boroughs to make it easier for traders to get a licence, if they spot that there are opportunities in one particular market they can go through this portal, book some slots in a market for a period of time over there, and then maybe they want to go to another borough at another time.

If there is a lack of understanding on how different boroughs are applying a bit of very old-fashioned legislation, that starts getting complicated if you have traders who operate at will in different areas. That is yet another reason of many why it would be good if there was a move to updating that legislation. As well as there not being a uniform appetite among boroughs, that is more at a political level as well. At London Councils there is not a huge appetite for an update of the London Local Authorities Act 2007. That is where it would be done. Also there is no appetite in Central Government to look at this particular area either.

**Krupesh Hirani AM:** David, anything further on the role of the Mayor?

**David Preston (Chief Executive, National Association of British Market Authorities):** From NABMA's point of view, we recognise the importance of that role. We have mentioned already about proceeding with caution. Certainly, we are aware of the great frustration that the delay of the appointments and announcements with regard to the new Board. However, there is this recognition it is a time of opportunity, it is a time of change with benefits, potentially, for community, economy, and place-management for markets. What we need to do is to understand what the role and priorities of the Mayor will be going forward to understand what the aim and the action plan of the new Board is. Under that, we have two organisations that we facilitate in terms of the London Street Trading Benchmarking Group and the AoLM.

We need to understand what the pieces of the jigsaw are and how we can develop this collaborative and consultative framework. Once we have that in place, where we understand the Board and what is underneath it, then there is the opportunity to develop this strong voice for London markets. Also within that will be an action plan and possibly changes in legislation can be considered. It is important from a top-down point of view to understand those priorities, to get the Board appointed, and then to develop the action plan. At the moment, we feel held back that we do not know what the future role and influence of our two organisations can be.

**Krupesh Hirani AM:** Finally, Nicholas, anything that you would like to see from the Mayor on this that has not been mentioned already?

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** To follow up on the comment with reference to the arrival of the Board, it does take time for it to happen. We understand certain sections of why that is the case, but it does take a lot of time. That is one point. A point that councils and authorities generally do not like to talk about is money. Money is one of the other reasons why the legislation and everyone putting their hand in their pocket and paying anything between £250,000 and £750,000 for this legislation to come through is also why it is being held back by certain authorities. It is also about the legislation and the knowledge and the way councils have evolved. From when I first started to now, the way things have evolved with reference to different departments and resources available to consider things, everyone has contracted. The experts that used to be around, with reference to the legislation are not there. Anyone brought in will cost. Councils are quite hesitant to say, "Do we really want to spend it on that when we can do with helping our social services or more pressing needs?"



**Hina Bokhari AM (Chair):** Thank you so much, Assembly Member Hirani, especially for the focus on the definition of what markets are. This is a really key focus for us, to make sure we are essentially focusing on those street markets surviving and thriving in London, and also the Mayor of London's position and how he can support those traders. Let us carry on with that theme.

**Zack Polanski AM:** Thank you all for your contributions so far. Nicholas, you mentioned earlier on improvements in waste collection, I wanted to hone in on that and ask: what improvements have you made on that and how has that made markets in Kensington and Chelsea more successful?

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** That is a very good question. The improvements have been in line with our contractor, SUEZ, which has looked at the whole need to recycle more, reduce more, etc. The whole package is to consider minimising the waste disposal costs, because waste disposal costs is one of the high-spends within the four that we can charge. Many moons ago, the council was challenged by the traders to come up with the goods and details on that. That is why we constantly strive to work at that and improve. In the Markets Plan it is all about sustainability. It is all about looking at food waste and how we can minimise that or to divert it to local food banks and the like. There is a constant review and monitoring of the situation to tackle that.

Across London, that is also the case. Many markets - Hackney, Tower Hamlets - have looked at that as well. We are all constantly looking at how we can minimise our costs by being effective, recycling, and reducing the need to create waste. I hope that has answered your question. I feel that it has, but I do not think it has in any great depth, sorry.

**Zack Polanski AM:** That is OK, it is a good start. I move now to street pedestrianisation. This is obviously a topic for all London, but particularly in Kensington and Chelsea. I am wondering if there are places where you have found street pedestrianisation has improved a street market. If so, do you have any evidence or data in terms of what it does to footfall or average spend per customer?

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** Historically, Portobello Road was a road that you could drive through on a Saturday, quite happily, up until about ten years ago. Bute Street, where we have a farmers' market, was closed to traffic flow, which meant a more family-friendly space. In terms of Portobello, it was about ten years ago roughly that we closed off certain sections on Fridays and Saturdays to allow pedestrian flow around the market to be easier and safer. That followed on more recently with the closure of the market between Monday and Thursday, to again allow for a safer space. Your only problem is how you enforce that. Enforcement of that is by the police. Do we have enough police officers stopping those who should not be driving through the market? No, we do not. The enforcement element of that is lacking.

However, the market as a whole has become a friendlier and safer place for pedestrians to go through. Have we done the research? No, we have not. Again, that is about resources. I have a small team, limited as to what we can do. It is about making sure that we get the traders out there to provide a positive experience to encourage more visitors into the space. We are working on the numbers and the data-crunching to be able to provide the evidence. However, it is all about priorities. Currently, that is second on the list.

**Zack Polanski AM:** That is really important, because obviously the environmental benefits are quite clear to healthy streets and to reduce traffic. This is the Economy Committee though and we would be really

interested in what that does to average spend. However, as I hear you say, that data needs to be collected. Maybe that is something we can look at. What types of markets, traders, or products have you prioritised as a borough?

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** I would say that there is no defined priority for a specific type of market, but what has been realised is the need to relate the market to the community. One of the examples of an area where we are looking to introduce a market in the near future is the World's End Estate, World's End Plaza down in Chelsea. The World's End Estate is a lower-income area. Across the road you have higher income. Getting that market right is a key thing. It links up with the Change for Life. It links up with food banks. It is a case of how we want to operate in providing a community space.

Many moons ago, we had the London riots. A programme, developed by a colleague of mine, called Operation Cup of Tea, was set up after the London riots when everyone was wondering, "Should I be wandering around the streets?" He set up a tea stand and got everyone having a cup of tea, a cup of coffee, encouraging them to dwell and to retake the streets and from that programme has developed a way of interacting with the community and providing opportunities for charities and healthcare and the like to meet the community. We provide that on a regular basis. When we look at the next market we are going to open, all of these different layers are built in to how we are going to shape the market.

Are we going to open another antiques market? I do not think so. Are we going to open up another second-hand market? Unlikely. It will be more about food. It will be for everyone's pocket, not just farmers' market prices. It will also be about street foods. Street food is a big bugbear among certain markets, because street food traders take the cream of the crop, as it were. Are they what makes a market? Yes and no. Are they there for the community? It can be debated. When you are paying £8 - £10 for a burger from a well-established trader, fine that is your choice, but does that cover everyone's income pocket? It is debatable. When we look at the future for the next market we bring along, we will layer in all of those different needs and somehow come up with a model that suits as many people as we can. That is where we are at with our markets.

**Zack Polanski AM:** Thank you very much. Deputy Mayor, if I could turn to you, just on what Nick is saying there, this points to some of the tension that I am hearing from some of the answers in the Economy Committee today generally around markets. Of course we want to encourage markets, but also we want to make sure that there is equity and access for all. What do you think you can do for the Mayor's team more generally across the GLA to make sure that local boroughs are prioritising, that essentially local markets should be for local people and they should serve the culture and the community that are there?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I do not think the Mayor can dictate, "You have local markets for local people". That is rather an odd approach.

**Zack Polanski AM:** Well, I did not quite say dictate it, did I? I said: what can you do to encourage it?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** The Markets Board seeks to encourage and support the development of markets across the board. Both types of markets that we have discussed, the experiential higher-end markets and those more targeted towards local people, both have validity and a contribution to make in a local area. The regeneration team here would definitely support local authorities in developing new markets. It would be for a borough to

determine whether a particular sector was being missed out or whether there was an opportunity there. My experience in the past was that markets tend to be grassroots things. You get approached by entrepreneurs and groups of residents who identify a particular street and want to put forward the idea of the market.

Often in the past, boroughs have found that a difficult proposition because they have been seen as a cost, particularly if there is a fruit and veg element. There can be a significant clear-up cost. If a borough sees it as an opportunity for what it is and engages with them about the levels of permit prices, to have a debate with them, as a borough should do with its market traders. There is a debate to be had there about cost recovery versus what investment is the borough making in ensuring that those two kinds of markets are available, both those that benefit local people directly by providing cheaper goods and those that are providing an economic development vehicle.

**Zack Polanski AM:** Thank you. If I could turn back to you, Nick, what I am hearing from the Deputy Mayor is this is not necessarily a priority from the Mayor from a GLA level. Would you consider in Kensington and Chelsea, for instance, looking at a map of food poverty? Kensington and Chelsea is somewhere with some very wealthy areas, but as you have identified already, there are some really poor, deprived areas in Kensington and Chelsea. If you mapped that food poverty there would be an opportunity there to link some of those places with the highest food poverty with markets where they could have healthy food that is accessible for all and that is grown in the local area? Would that be something you would consider doing?

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** Just to respond with food grown in the local area, that is quite limited in West London. I would say with reference to what I mentioned earlier, Change for Life programmes exist. We are working with one in World's End and we are working with one in Colville Ward, which has Portobello Road in the heart of it. Many moons ago, we had a concept of Fresh Carts, which were supported about ten years or so ago by the Mayor's office and the National Health Service (NHS) about dealing with food deserts. We had fruit and veg stands in poorer areas, poorer neighbourhoods, specifically so that fruit and veg was on the doorstep for those local communities.

What the Mayor's office and colleagues are doing is providing tools, training, direction, and opening the eyes of colleagues to realise the opportunities that are out there and not just to limit themselves with reference to, "Oh, let us have another street food market". That is, as has been said, up to boroughs to evolve, with our place-making hats on as well as our community hats. Those are decisions for boroughs, but with everyone's changing needs, to realise being inclusive of every single Londoner and visitors at the same time. Our whole approach has changed over the last number of years. That is why the plans have come out from various boroughs across London to show that change in evolution of how we treat our markets. It is not a case of the highest bidder wins and you can have your market there or you can have your market stall there, it is a case of being a market for all at all levels.

**Zack Polanski AM:** Thank you.

**Hina Bokhari AM (Chair):** Thank you Assembly Member Polanski. We are going to quickly move on to a question from Assembly Member Sheikh and then over to Assembly Member Bailey.

**Sakina Sheikh AM:** I appreciate Assembly Member Bailey and the Chair for indulging me. Nicholas, I was intrigued to get a bit more information from you about the impact of alfresco dining on the markets. I sit on the Planning and Regeneration Committee as well. One thing that I am quite interested in, as someone interest in planning and regeneration, is the positivity that alfresco dining enabled in terms of that sort of

community building and allowing people to have some mental health reprieve during the pandemic. It ties in a little bit with what you were saying, Joe, about the report from the University of Leeds and the community spirit that can come from a market. Could you just tell me a little bit more, Nicholas, about the impact on the markets that you found from alfresco dining? Obviously now that the Government has enabled alfresco to be permanent going forward, do you foresee having to manage that situation?

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** Yes, we will need to manage that situation, because it is a relationship with different stakeholders over a set amount of space. You look at Portobello Road, you look at Golborne Road, where you have a number of establishments that would love to have prime locations outside their establishments, however, we have the market in operation. For the most part, the different restaurants and the like have stayed back and kept within their setups. However, it is a very tricky one in terms of, again, allowing alfresco dining to support the retail industry, to support the community, all those different things. The main impact, however, is the amount, with reference to the licence fees that were set at £100, when your standard tables and chairs licence operates with having to need planning permission, so you have the whole planning process and the cost of that, as well as the different officers, reviews, and committees that are involved in any kind of follow-up that may happen if a decision goes against the restaurant or café having the licence given.

In terms of costs, councils have had to take it on the chin, because that is the way it is. That then affects other departments. So, street trading in most boroughs covers tables and chairs, so it has affected the bottom line of those different departments. Tables and chairs comes along and has taken away a chunk of budget that would be collected. There is no support for councils and market operators, so another chunk of money means a further dent in the budget of the council street trading team. Yet we are meant to, at the same time, be investing, be creative, and be inventive with less resource. So there is an impact there on that. In terms of the restaurants and that community, there is a friction between market traders and restaurants. They do not sit handsomely together, unfortunately. It would be nice to. However, they all want the same space. Having that balance between the two takes a lot of time, effort, and conversation, and making people realise the bigger picture, which is not always obvious to everyone.

**Sakina Sheikh AM:** Thank you. Good luck with finding that balance. If it is all right, Nicholas, I will follow up with you about this, because I would love to continue talking about it.

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** OK.

**Shaun Bailey AM:** This question is to everyone really, but I have a particular interest in Nicholas, because I come from Kensington and Chelsea. I was born right next to Portobello Market, so I know the workplace pretty well. I used to work there as well at one point. How do you ensure that the views of London's diverse range of market traders, including women and ethnic minorities, are being heard by your organisations and the local authority?

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** It is very difficult because often those people do not wish to step forward and join in. We do have a traders' body called the Portobello and Golborne Management Committee, which has representation from the different bodies and different sections of the market. That meets quarterly. We have a Market Street Action Group, which again is a wider audience, where everyone is welcome to come in. That is hosted by the council directly by the lead member. We also have, fortunately, the Street Trading

Office, which is based in the heart of the market, so it is accessible to all. Officers are out and about and interact with the community, with traders, with everyone.

We go out of our way to communicate and talk to different people. Over the pandemic, I had various conversations with people relating to sickness, their age, their worries and their concerns; interacting and talking through with them and supporting them. We signpost them to different organisations that can offer support. There is a lot on offer that we respond with. We do go out of our way to make sure that we have reached out, as we did over the pandemic. Every single non-essential trader got called every couple of months to see how they were doing, what they were doing, and also with reference to the grants, to ensure that they had understood their eligibility. When English was not their first language, we would say, "Come into the office and we will complete the application with you. Bring in the documentation needed and we will complete the process". We are forever striving to ensure that no one is, as it were, left behind and, where possible, we encourage them to improve their situation by signposting them to different support bodies.

**Shaun Bailey AM:** It sounds like you have quite an understanding of who you have to deal with and how. In this instance that face-to-face contact is probably the best way forward. Can I just quickly focus on the Deputy Mayor for a minute? What is your role as Deputy Mayor in supporting London's markets? What is the most impactful action the Mayor or you yourself has taken to support markets, and how has this action been measured?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** The most impactful thing has probably been Tomorrow's Market, has it not, Joe?

**Joe Harrison (Chief Executive, National Market Traders Federation):** I am the foreman of the Board as well.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** This was the first ever London's Market Board, gathering people across the sector to take a strategic look, a London-wide level look, about what the markets sector was in London and what it could be. That has been a mix of the various detailed activity of the review of the legislation, through to the high-profile promotion of markets, with the International Public Markets Conference. That is the Board. Of all the things the Board has come up with and pushed through, probably Tomorrow's Market has had a good impact. The pilot had 30 new traders brought on. This speaks to your earlier point about how the market sector has engaged with the more diverse element. We would all admit that it is not a very diverse sector at the moment, when you look at traders.

**Hina Bokhari AM (Chair):** You said it is not a very diverse sector. I do want to pick up a little bit on the lack of women's voices and the lack of ethnic minority voices within this ward. Would you say that the Board itself is lacking in representation when it comes to women and ethnic minorities?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Creating the first Board was a bit of a struggle, it has to be said. I have hopes for the second Board. We have had more people coming forward to join it and we have had more diverse applicants, so it has been easier to populate with greater diversity. The sector as a whole is not hugely diverse, in terms of traders. That is one of the things that Tomorrow's Market has wanted to tackle, and it has had a real focus on that. Of the 30 traders that came on in the pilot phase, all but two were trading up to the beginning of the pandemic. We have another 60 coming through in the second wave.

**Shaun Bailey AM:** I have to say, I find it quite surprising. Like I say, I used to work on Portobello Market. There was quite a diverse set of traders there. My mum lives next door to Shepherd's Bush Market, which is even more diverse, I would argue. You may have to search in slightly unusual places to find people, but it would seem that London markets have some diversity. However, listening to you speak would suggest there is almost none.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** No, I was not inferring that there are almost none, but it is not overall, taken as a whole, hugely diverse.

**Shaun Bailey AM:** OK. I would just encourage you to look at some of the other markets that are diverse. How did you measure the impact? You said how important the Board was. If it is so important, why has it taken so long to constitute the next one? That is an additional question. My first question is: how did you measure the impact of the Board?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** As I said, the kinds of activities that the Board undertakes are not easily measured. It has reviewed the legislation, for example. We have discussed today about the lack of appetite for change in legislation. That has not got a numerical benchmark target to it for the Board to judge itself against. Some of the activities where numbers are involved are the Tomorrow's Market, for example, and those figures I just gave you; the establishment of various programmes; the establishment of the website; the establishment of the toolkit. The outcomes are the completion of the work and its particular output.

**Shaun Bailey AM:** Let me rephrase the question for you then. You would have known at the outset that a lot of what you are doing is not raw hard figures; there would not be a percentage rise in this or a drop in that. Did you lay out what your hopes, aspirations and dreams were for the impact of the Board? Did the Board have any goals? Is your next Board going to have similar goals?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Yes, the initial meetings of the Markets Board decided its work plan. Then this forthcoming Markets Board, of this second term, which will first meet this side of summer, will, again, decide its work plan.

**Shaun Bailey AM:** Joe, you were a member of the Board?

**Joe Harrison (Chief Executive, National Market Traders Federation):** Yes.

**Shaun Bailey AM:** If I were to ask you what the outcomes for the Board were going to be, would you say they were given to you upfront? Did you come with your own, or did someone say to you, "This Board is constituting and we are going to try to achieve A, B, and C"? Was that ever said?

**Joe Harrison (Chief Executive, National Market Traders Federation):** No, it was discussed what the plans for the Board should be with the Board members. As far as diversity, certainly from women representation, it was probably larger in numbers of women than men. The ethnicity needs a better mix. I am pretty sure - or have certainly been told - that they were looking for that, so we get that representation at the Board. On the Board you need people with the market background as well to express that. That is happening. One of the greatest things, apart from the Tomorrow's Market, was the conference. The conference was a huge success. My feedback to the Board was that one time we used to have a symposium at City Hall of

markets, and I do think there is a necessity to reintroduce that type of thing, so we get more voices and listen to people more. That is what we did at the conference.

It was a huge success, because people came from all over the world. It was partnered with Project for Public Spaces. I learned a lot and I have been in markets for nearly 50 years. It is our different approach. That is what you need to do, you need to look out and see how others are doing and how we could adapt that for London. That happened a great deal and more of that should go on. It would address some of the issues around being on everybody's agenda in the 32 different boroughs. The Board was a success right across the piece. Tomorrow's Market was. The look at legislation and finding out the difficulties and also discovering the lack of interest from certain areas that people would not give feedback. We need to know what the playing field is like before we make a change to that playing field, and that is what the Board did do.

Also, from our point of view, the industry's two bodies, we are hoping that other mayoral entities around the country do likewise. I feel markets have not been high up enough on the political agenda. The Mayor showed a way forward by setting up the Board and highlighting the profile of markets and their necessity and importance to the communities they serve.

**Shaun Bailey AM:** I hear what you are saying and thank you for your contribution, Joe. My challenge to the Deputy Mayor is one of the challenges to this whole mayoralty, the lack of key performance indicators (KPIs). We get a statement, we set something up and nobody says what it is trying to achieve. What I am trying to get to the bottom of here is: if this piece of work is important, when the Board was established, why was the London Assembly not given their goals, so we can then scrutinise their goals? You now have a second Board coming up and it would be very useful to us to understand what that Board is trying to achieve. You can keep the good and remove the bad, because you have some idea of where you were going. If this agenda is important to the Mayor, the question has to be asked: why is the Board taking so long and what is the Board going to try to achieve?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Answering, perhaps in reverse order, as I said just a moment ago, what the Board will be seeking to achieve in the second term will be decided by the Board at its inaugural meeting. I am disappointed in how long it has taken. I would have hoped that the first Board would have been some time before Christmas [2021]. The process of recruitment took an inordinate amount of time. It has now been further delayed by what I would say is one of the many negative sides of social media and the checks and things that have to be made of any potential members. It is a completely unacceptable delay, but we are where we are. I do not run HR or recruitment. Although it is not their fault either, these rules and processes have been adopted.

**Shaun Bailey AM:** I accept that and I thank you for your candour.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** As soon as those goals and outcomes are decided by the Board, we can let this Committee have them. Going back three or four years though, to the equivalent point to the inaugural Markets Board, what we decided then was a number of things. In year one, we would identify how market operators can maximise social value and work positively within existing legislation; then there was winning the International Public Markets Conference. There was competition. We had to bid for it against other global cities and then hold it and make sure it was a success, which, as Joe says, it was. It was uniform. There was no negative feedback at all. Then defining the different types of market through research and mapping them and helping markets evidence the diverse social benefit they provide.

That speaks to Assembly Member Polanski's point about markets that are of value to local people and the store that the Mayor puts by that and ensuring that they are there. So enabling markets to be able to make their case to local authorities to establish themselves and be supported. Also strengthening opportunities for access to healthy food. That was the joint work with the London Food Board and the GLA team there. That was the year one work.

**Shaun Bailey AM:** Sorry, Deputy Mayor, can I stop you, because you can provide that to us in writing and the Chair has time pressures.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Yes, I will not go through it now, to save time, but that was just year one. There is the whole list of years two and three work. A lot of that was going to be delivered through the Tomorrow's Market work.

**Shaun Bailey AM:** I am glad to see that that exists, but this is the broader conversation for the London Assembly with all the Deputy Mayors. We should be provided with that information, so we can then scrutinise you and see what you are doing against that. I am glad that that framework exists.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I am very happy to proactively provide it, but it is not a secret. It is on the website.

**Shaun Bailey AM:** Well, much of this feels like a secret to me.

**Hina Bokhari AM (Chair):** The recommendations we know about, that is very clear; it is whether they are being met. We need the data and the evidence for that.

**Shaun Bailey AM:** Exactly.

**Hina Bokhari AM (Chair):** That is what Assembly Member Bailey was alluding to.

**Shaun Bailey AM:** Aably assisted by the Chair. Thank you very much. What is the economic impact of markets across London? For instance, if I were to ask the Deputy Mayor for tourism, although one does not exist, they would tell me tourism brings in X billion pounds a year to London. Do we have that figure for markets, the economic uplift?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** It is estimated that it brings in £250,000. It represents about 1% of the retail sector in London. So it shows you how vast the retail sector is in London.

**Shaun Bailey AM:** Exactly. It is significant enough in and of itself. I say that because I still have this worry that it is not high enough up the agenda. You made the comment earlier on that it would be expensive, or you suggested it would not be worthwhile employing a member of staff to do that piece of work around markets. However, if we are talking about such a large sum of money, surely that would be a direct impact that you and your department could have to support this work, because there is this huge sum of money. Let me put it this way: do you not believe that the size and impacts of markets across London is important enough to ask the Mayor for someone more dedicated to the research?



**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I do not think that it would add value.

**Shaun Bailey AM:** Why not? There have been many questions that we have not immediately been able to receive an answer for, because the research has never been done.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** No, the one question was: can I answer how many markets are in existence at this moment in time and I have no reason to believe it departs dramatically from the 280-odd that were there prior to the pandemic.

**Shaun Bailey AM:** But a cynic could say we are not even sure if that figure is accurate and because the sums of money involved are so large and the positive impact to Londoners is so large, do you not believe it at least warrants some kind of study?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Obviously this is going to be monitored on an ongoing basis. If we thought that there was a major departure between the number of markets that exist and the data on the database then, yes.

**Shaun Bailey AM:** How would you know?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** It is anecdotal. If people thought there were markets closing here and there then it would be noticed.

**Shaun Bailey AM:** That is a hope. I accept what you are saying to a certain extent, but because the sums of money are so large and because, Deputy Mayor, you could employ the three people sat around you; a quick table search of their data would give you what you need.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** You heard from Joe earlier that they operate on the same basis, that it is markets themselves that inform the national database. It is unfortunate, but I do not think that Joe's data is any more accurate than ours. Although you might have some other triggers that let you know whether things are closing or not.

**Joe Harrison (Chief Executive, National Market Traders Federation):** We do trawls on an annual basis. We have the more comprehensive national database and therefore if the situation has changed, the managers change, if the market still exists - we go out on an annual basis and ask that.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** We have that data and we update the database here.

**Shaun Bailey AM:** So you ask Joe and equivalent organisations for their data?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I do not know.

**Shaun Bailey AM:** That is my point, you should. Somebody should be doing that. The Mayor provides funding and we do not know if that funding is too much or too little, because there is no understanding of the scope of what is going on from markets to and from within London. There should be a piece of work done about that. You have partners sat around you who could make that simpler for you. We, the GLA, the Mayor, are doing nothing and that is why the data does not exist.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** That is a complete incorrect characterisation of the situation.

**Shaun Bailey AM:** Please characterise it for me.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I have.

**Shaun Bailey AM:** What is different then, between what I have said and what you have said?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** You said nothing is being done, whereas as you have mentioned, there is funding on specific projects, those specific projects are under regeneration and obviously are monitored for their impacts and outputs. You seem to be conflating that with the overall 280 markets in London, of which there is a commitment to maintain the database. However, what I have said is that there is no commitment to have a full-time or even a part-time person who is dedicated to ringing around local authorities or visiting markets to check on their existence.

**Shaun Bailey AM:** That is not the only way to do that piece of work. The point I am making is that we have no base line, in fact, because it has not been done, from the GLA. I was suggesting that you could have done it through your partners to lower the cost, which is the big issue for you.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** There is a baseline. It was 280 in March 2020.

**Shaun Bailey AM:** Yes, but, again, we do not know the quality of that data.

**Marina Ahmad AM (Deputy Chair):** Chair, this is beginning to sound a bit like heckling. It is very obvious that the Deputy Mayor has answered this. We are short of time now.

**Hina Bokhari AM (Chair):** Assembly Member Bailey has made some comments about data and evidence and we do need to have that. We will probably put that in writing at some point for you.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Chair, I am happy to ask the team on what they draw on to maintain it.

**Hina Bokhari AM (Chair):** Absolutely fine. We will move on to funding with Assembly Member Sheikh, who is going to talk a little bit more about that in detail. It is important that we scrutinise the money that is being spent by the Mayor of London to support London's markets and we need to make sure that we are not just maintaining our markets as they are; they need to be thriving, they need to be improving, they need to be expanding. It is not good enough for us just to say, "It is OK, it is the same as usual, we are doing all right". We do need to be investing in our local markets.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Sorry, Chair, I did not say that either. This is bizarre, this Economy Committee, where you come here and people put words in your mouth.

**Hina Bokhari AM (Chair):** Absolutely fine with you not saying that. Those words are my words, not your words. The Committee's focus is to make sure that we are supporting our markets and let us make sure that we do that together with the Mayor of London.

**Sakina Sheikh AM:** Deputy Mayor, this is just a question regarding the funding that you have been discussing with Assembly Member Bailey. I was wondering if you could put some figures on it, in terms of the last three years, what funding has the Mayor made available to support London's markets?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Specifically there has been the High Streets for All Challenge. That has been a whole range of innovative projects across London, focused on both high streets and street markets. In 2021, there were 35 projects across London that were each awarded £20,000 of seed funding. It was practically one per borough. That was used to develop propositions for how high streets and street markets could be developed in each borough; 15 of those had a street market-related element. At the end of the year, 15 of those were awarded between £80,000 and £300,000. This was a £4 million project in total. So 15 projects between £80,000 and £300,000 and 11 of those had a street market-related element.

**Sakina Sheikh AM:** That sounds like a lot of investment and that yourself and the Mayor are taking seriously supporting markets across London.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** There is another £1 million to go as well, which will go to the main project out of all those.

**Sakina Sheikh AM:** Brilliant, maybe we will come to that in just a moment. I wanted to follow up on some of what you said. Of those 35 projects, 15 that were street-market focused, that were originally given the £20,000 seed funding, went on to £80,000 to £300,000. Could you just share some of the examples, for instance, of those who were given seed funding, who were then given additional funding? What is it about their applications, what is it about their proposals that meant that the GLA wanted to continue supporting them? What were the far-reaching effects of their projects?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** It would have been about impact. I would say across London, Greenwich Town Centre, Wood Green, Lewisham High Street --

**Sakina Sheikh AM:** I would have been really sad if you had not have shouted out Lewisham, so thank you.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** It is the range of outcomes that you would expect from a GLA-backed programme, under this Mayor. There is a focus on community involvement. There is a focus on increasing diversity, economic impact on an area, public realm; all those key indicators that we look at in regeneration projects.

**Sakina Sheikh AM:** Fantastic. In terms of those criteria and the KPIs, what is the process of assessing it, over what period of time, and the Committee would be interested in getting some of those specific examples, picking up best practice?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Yes, it is probably best if I supply the Committee with the steps that are taken when evaluating projects, because what happens is the evaluation has a number of steps which both have a moderation process and also an input process from across the different areas within the GLA. It is not just regeneration officers looking at projects, there will be culture and transport assessing the benefits of these proposals. Then it is collated, judged and then moderated. It is probably better in writing, to give you the full breakdown of how they are judged.

**Sakina Sheikh AM:** Please do. If you do not mind indulging me though, just specifically on culture and transport, you just added them as dimensions, how would that impact your assessment of it?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** As in they would be judged against the impact they are making on the public realm. Are they encouraging walking and cycling, the proposals on the transport front?

**Sakina Sheikh AM:** In terms of culture?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Is there a cultural dimension to the offer, simply, and their opinion of that and come to a conclusion on it.

**Sakina Sheikh AM:** OK, it would be certainly good to get some of those examples sent to the Committee. The other follow-up question I wanted to ask was you have spoken about the High Streets for All Challenge Fund, is the Good Growth Fund an additional funding available for market-related projects? If so, could you also give us some examples of KPIs, impact and good practice that we have seen?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Not to take up your time, it would be broadly the same approach, in terms of establishing the value in applications for those funds.

**Sakina Sheikh AM:** Sure. Is it a different pot of funding?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** The Good Growth Fund, yes.

**Sakina Sheikh AM:** Do you want to break down the amount of money that has gone towards street markets from that fund?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I do not have that to hand, so I can supply that to you.

**Sakina Sheikh AM:** Yes, that would be great. OK, thank you, Jules.

**Hina Bokhari AM (Chair):** Thank you, Assembly Member Sheikh. There are quite a few follow-ups that we will be coming to the Deputy Mayor on those questions. We are going to be moving on to Assembly Member Garrett.

**Neil Garratt AM:** Good morning, hello. One thing that struck me, Deputy Mayor, you were talking to my colleague about what the targets or objectives were for the London Markets Board. I understand that the Mayor, in 2017, set out 12 specific targets. I am not going to read them out. They are written down here. I assume you have them written down somewhere. I found it a bit odd that when my colleague was asking you about what the objectives of that were, you did not immediately go, "Well, it was these 12 things that the Mayor assigned to us in the report that kicked off the whole thing". The obvious question would be what the KPIs were relating to those objectives. One in particular that I would like to pick up on was the objective about lobbying for a full review of the current markets legislation, which I know is something that we have touched on.

It just seems like the Market Board kind of got started on that, which is a worthy objective. I do not want to go back into what is needed, because I think we have touched on that. What I want to understand is, it seems as if the Board started on that road, commissioned some work, and then it all just sort of ran into the sand and nothing has happened with it. What has happened with that piece of work to do with lobbying for legislative updates?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** That list must have been written before the Market Board started. It was drawn up, I presume, without the benefit of hindsight. It was thinking ahead to what the author thought was required and would be likely to be progressed.

**Neil Garratt AM:** The author was the Mayor. It was his plan. I am not suggesting he wrote every word, but it was his plan.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Obviously, as one undertakes work and finds what the actual lie of the land is, the Markets Board adapted. It did the work, as you heard earlier, and it has established that there would not be the appetite to take forward the legislation among the boroughs. It is a matter for the boroughs. It is the London Local Authorities Act that the boroughs have the responsibility and the ownership of to progress and update. There was a time when it used to happen quite regularly, but I do not think it has happened for many years. You have heard why; the boroughs have different appetites for change. Some are relatively happy with the existing legislation - or at least sufficiently so - not to lobby within their own councils for their councils to expend the money that it would cost them to progress the London Local Authorities Act.

**Neil Garratt AM:** So I am clear and I am not putting words in your mouth, I am going to paraphrase what I think you heard and I want to give you an opportunity to tell me if I have misheard or misunderstood. That piece of work that the Board was charged with doing, you looked into it and you found that there was not the appetite to do it and therefore that was the reason effectively why that was paused, shelved, put on ice or whatever.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** It is a mixed appetite and there has to be uniformity in London councils to take that forward, but as you have heard from Joe [Harrison], we have not dropped it entirely. We are going to take

what we have learnt from the first term and explore further with the boroughs, but lobbying is some way off because, until we have a collective position, there is not really a position to lobby for.

**Neil Garratt AM:** OK, it is just that based on the Board's minutes that is not the interpretation that I gathered. In the 15 February 2019 meeting, initial proposals were presented and then in the 27 October 2020 meeting, it says, "Legislation work will be delayed due to the recovery commitments", which implies it was a COVID delay. That is a bit different from what you are telling us now.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Well, no, the work with the boroughs to explore what their reluctance is, what would make them less reluctant and to try to find common ground, is that that has effectively been put to one side pending recovery. As you have heard, we would be looking to progress that in the next session.

**Neil Garratt AM:** Yes, that was going to be my other question. Again, this is my interpretation, which you are welcome to tell me is wrong, but it seems as if the London Markets Board was set up with those 12 objectives. Again, I am not going to read them out - we are all familiar with them from the Mayor's 2017 *Understanding London's Markets* document - and you started off with those 12 recommendations. Now I take the point that you should not blindly continue with a plan that is the wrong plan, lemming-like off a cliff. I am trying to understand where it was ever made clear that what you are saying now is that those 12, maybe all 12, turned out not to be the correct thing to pursue and so were not pursued. I am trying to understand what the tangible outputs of those three/four years of work actually were because it seems like there is not a lot to show for it other than some meetings, some minutes and some discussions.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I do not think that characterises what you have heard from Board members who are sat with me. I was beginning to say earlier, but it was going to take up the Committee's time to go through what the work plan was of the Board that was established at the beginning.

**Neil Garratt AM:** I did say "tangible output," not "work plan." "Work plan" could be meetings and discussions, so tangible benefit to Londoners is what I am asking.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** You have heard about the International Public Markets Conference.

**Neil Garratt AM:** OK, yes.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** That is an individual thing that happened. There has been various sorts of research, as I have said, that has helped to support markets and those who want to make the case for the value of markets. There is the best practice guidance that has been produced and, as I say, the Tomorrow's Market is bringing on 30 traders and the next phase is 60 new traders with greater diversity. Yes, there are some things which I think can be regarded as outcomes.

**Neil Garratt AM:** OK. Perhaps you can write to this. I do not mean to go through all 12, but it would be very useful to us if you could write to us and say where you got to then on those 12. I think the Committee's understanding - or my understanding anyway - was that the Board had been set up with those 12 specific objectives, based on the report that the Mayor had produced that was effectively the launch pad for the Board.

What I am hearing is that, as the work progressed, it went in a different direction or some of those stopped making sense. Until now, was that ever made clear publicly that that was the reason?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I do not have those 12 in front of me.

**Neil Garratt AM:** Let me read out then:

*“Set an action plan for a London markets strategy.  
Identify how market operators can maximise social value and work positively within the existing legislation.  
Lobby for a full review of the current markets legislation.  
Define different types of markets.  
Help markets evidence the diverse social benefit they provide.  
Encourage innovation in markets.  
Support diversity across the markets sector.  
Strengthen opportunities to access healthy food.  
Lower barriers to entry for traders.  
Make markets places to build careers.  
Maximise markets as valued places for communities.  
Promote a practical design approach to markets.”*

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Yes, and we can write to you with outcomes on all those points apart from the lobbying, which we have just rehearsed.

**Neil Garratt AM:** OK. My understanding was the Mayor produced that report, which said, “These are the 12 things I’d like you to look at. Go”, and here you are today, saying this seems like news to you, what those 12 things are.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Yes, and I have a work plan, and the work plan reflected all of those.

**Neil Garratt AM:** OK, good, I look forward to that. Let me see. We have covered some of the other questions I had. On Tomorrow’s Market, which we touched on, it was quite a small pilot. I think it was £75,000, targeting 30 specific traders. What was the result of that?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Thirty traders and, as at the beginning of the pandemic, 28 were still operating. It was regarded as a success.

**Joe Harrison (Chief Executive, National Market Traders Federation):** I can vouch for that because I met about six of them when I did my trip a fortnight ago around Broadway Market and around some of the Hackney markets. Some of the traders from the Tomorrow’s Market took part in the 2021 Young Traders Market because they were building their businesses. That is the national campaign that we run. So for the amount of money, it genuinely did establish 28 good businesses.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Which is why we are running it again.

**Neil Garratt AM:** What did it actually do though? Imagine I was one of those 30, what would it have done for me to help me set up my new market business?

**Joe Harrison (Chief Executive, National Market Traders Federation):** It would give you the wherewithal of how to go about it in more general terms and also part of the Tomorrow's Market did draw on what was already about and available, too. We have a self-help guide on the National Market Traders Federation, which tried to encompass everything and actually give these 30 young people the best opportunity, in not only establishing their business but creating a business that was sustainable to go forward.

**Neil Garratt AM:** OK. Then talking of tomorrow, the future of the Board, we have spoken a bit and I am sympathetic to your concerns if it is sitting with HR. I was going to ask you when the first meeting will be, but it sounds like we do not really know. Soon?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I am hoping this side of the summer.

**Neil Garratt AM:** OK, good.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** It should be.

**Joe Harrison (Chief Executive, National Market Traders Federation):** I have had several emails asking me do I know any more than anybody does, but I do not.

**Neil Garratt AM:** Fair enough. My question on that was: was there a reason why you did not just roll over, because obviously it was already up and running? It seems to have come to a dead stop and then it is now starting again from a standing start with all of this kerfuffle.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** There will be some familiar faces on there, but it is a refresh. Some people have fallen away anyway by virtue of changes to their role and position. That is why.

**Neil Garratt AM:** That would be normal though, but was there a reason why it had to come to an end? Why could it not have just continued and, as people change and people come in and out --

**Joe Harrison (Chief Executive, National Market Traders Federation):** It was for the mayoral term, was it not?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Yes, I think they all do. All the mayoral boards end up going through this. Yes, I think this happens to virtually all, if not all.

**Neil Garratt AM:** Does it have to happen, or it just does happen?



**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** That is beyond my pay grade.

**Neil Garratt AM:** Fair enough. My final question is probably for all four of you. What would you like or hope that the next iteration of that achieves? I would be bound to point out there is only a three-year mayoral term and the first year has already elapsed, so bearing in mind that even if it started today it has less than two years to run?

**David Preston (Chief Executive, National Association of British Market Authorities):** I would just like to say that from a NABMA viewpoint the actions of the Mayor have been generally positive. We have welcomed the fact that London has been the first to have a markets board to deal at the strategic level and that is something that we would like to see in other areas of the country. We have applauded the conference, Tomorrow's Market, the digital map and the various other resources.

Going forward, we would like to see a prompt and clear announcement of the Board and its constitution and we would like to see a clear plan with measurable objectives. Underneath that, we would like to understand the interaction that the Board will have with the AoLM and the London Street Trading Benchmarking Group so that we can pull together this strong voice for London, both in terms of operational and strategic. Within the objectives of the Board, then obviously there would need to be this review of the existing legislation to make it fit for purpose and to reflect the change, the modernising of the markets industry, particularly coming out of COVID.

**Neil Garratt AM:** Thanks. Jules?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** As I say, it would be for the Board to decide its work plan. In an overarching sense, we want the GLA to be able to support markets across London and engage in its economic recovery; support them in their planning; ensure there is a diverse markets sector across London and perhaps explore ways of innovation in market management and operation. Because of earlier discussion, I hesitate to say something about legislation, but certainly it is something we want to actively explore.

**Neil Garratt AM:** I think it a point of common agreement for all of us. I would agree that there is an issue there as well.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Yes, but we are dealing with 32 different views. There is a lot of commonality between them, but we are also managing how each of 32 organisations prioritises these things. It will be both priority about appetite for legislative change, working with everyone to do that, appetite to fund that and appetite for their interests in markets. As I explained earlier, some boroughs are on a journey between, "This is a regulatory function" across to, "This is a social and economic development opportunity".

**Neil Garratt AM:** Yes, just to divert slightly, that is my view and what we did hear earlier is that it is not always top of the list for boroughs. I see it more the second way that you have just seen it in terms of placemaking, a high street regeneration and so on. I wonder whether the Mayor could use his convening power to bang the drum a bit for that and focus some attention on it because that is certainly something he can do.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Yes, that is exactly what part of the whole High Streets for All Challenge has been about, both markets and also the built bits along the side, the high street frontages. That has been about banging the drum and not just offering up a pot for people to bid into, and there is a differential level of engagement in those processes from boroughs. This time, we worked to get every single borough to engage and make a bid, so that is why we did the £20,000. We said, “Look, it’s not your money that you’re going to have to spend to put together something. We want you to say what you could do to help change your markets in your high streets in your area to build something there”.

**Neil Garratt AM:** Great. Joe, what would like to see from the next iteration?

**Joe Harrison (Chief Executive, National Market Traders Federation):** I would like to see more engagement. I voiced it before; more events that engage more of those 32 boroughs in being offered examples of good practice and the markets plans that have been drawn up. There are several really excellent ones. Therefore, we get that unification across London and I would be able to stress the need and the necessity in order to bring each borough’s markets to its full potential.

**Neil Garratt AM:** Yes, I agree with that. I have noticed some boroughs seem to be reluctant, possibly because of the confusing legislation situation.

**Joe Harrison (Chief Executive, National Market Traders Federation):** Sometimes, you can do that by bringing people together better than actually drawing up a plan that gathers dust on a shelf. The decision makers need to be invited along.

**Neil Garratt AM:** I will just ask Nicholas to chip in and then that is me finished.

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** It is cash.

**Neil Garratt AM:** OK. I will take that for a short answer.

**Hina Bokhari AM (Chair):** Well, there are a lot of questions that we will be writing to the Deputy Mayor on. I am particularly interested in the consultancy work that took place and the cost of that, too, so we will be looking into that further. We will be taking two very quick questions from Assembly Member Bailey and then Assembly Member Sheikh.

**Shaun Bailey AM:** Can I direct this at Joe to start off? What funding have you and your members been able to access to support markets over the last five years? Was it easy, and how was it used?

**Joe Harrison (Chief Executive, National Market Traders Federation):** In real terms, very little apart from our organisation actually self-funding some initiatives. More funding should be made available in order to do that. A key factor, as I mentioned before, is engaging with those young people that entrepreneurialism is not a dirty word, it can be engaged and a great way of developing a career for yourself in a small business.

**Shaun Bailey AM:** David, can I ask you the same question about mayoral funding and access to it?

**David Preston (Chief Executive, National Association of British Market Authorities):** From a London point of view, it is difficult for me to answer. From a national point of view, funding has been frustrating for

the industry and particularly for operators. At the start of COVID, we produced a five-point plan; we have seen little or no support come to operators and we have seen many of Joe's traders fall through the net because of the criteria that were set up locally. As a national organisation, we were directed particularly to the Reopening High Streets Safely Fund and then we got conflicting advice that that was not available. One of the big issues has been that you have to remember that not all our members are principal councils. Most of the Government funding went into the principal councils and they decided the criteria, how they would distribute it. A lot of it did not come out of the principal council and a lot of it, for obvious reasons, went to the frontline services. Markets were quite well down the pecking order and unfortunately they received little or no funding.

We are in the process at the moment of engagement with a Minister at [the Department for] Levelling Up [Housing and Communities] and looking for specific funding for the two national initiatives run by Joe's organisation and mine, namely Love Your Local Market and the National Young Traders Market. Both of these national campaigns, we feel, are important to the industry and, in particular, to encourage and attract new entrepreneurs and new start-up businesses. They are important, not only to the market but also then to move on to the high street itself and to start to fill some of the many gaps that exist.

**Shaun Bailey AM:** In your initial answer, you did not really cover the mayoral funding. Did you say it was frustrating or you could not give an answer?

**David Preston (Chief Executive, National Association of British Market Authorities):** I could not give an answer to the mayoral funding. I have not been a member of the Board so I am afraid I cannot touch on that.

**Shaun Bailey AM:** OK.

**David Preston (Chief Executive, National Association of British Market Authorities):** All I could talk about was the national position.

**Shaun Bailey AM:** OK, that is fine. I just wanted to understand that. Let me start with you maybe, David, on this. In fact, no, because you have just made it clear you need support. Let me start with Joe on this. In 2019, the Mayor published a *Street Markets Toolkit*, offering "advice and guidance on recording and demonstrating the value and impact of markets". Have you or your members made use of this toolkit?

**Joe Harrison (Chief Executive, National Market Traders Federation):** I think the toolkit was designed for operators rather than the market traders themselves, was it not?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** Yes.

**Joe Harrison (Chief Executive, National Market Traders Federation):** So my members would not have engaged with that at all.

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** Some of the councils with the resources and the teams to look at that would have used it. However, again in terms of priorities of how we structure the service, while data collection is important and these exercises add value, it is time and place and having the spare officer to go and do that. Data collection is one of those things that we should all be doing. However, it is having the time and resource to actually do that because the priority to the trader is that the market is operating and running. The

collection of the data? Politely put, what do they care? In a certain respect, they just want the market space to be clean and tidy and the market run properly. The data bit is an add-on, which we around it and academics look at and go, "Oh, let's make some statistics and conversations about it and talk about it". But traders on the ground want a market to happen and visitors and shoppers want the market to happen so our priority is to fill that purpose rather than the reams of benchmarking that we could be doing.

**Shaun Bailey AM:** I fully get it. I used to run a charity and doing all that data was a little bit much at times. Deputy Mayor, do you have any knowledge of people using a *Street Markets Toolkit*? Was it popular? Was it useful?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I do not have any anecdotal response on that. Again, it would be officers within Regeneration that would have engaged directly on that so, again, we can include that in the response about that.

**Shaun Bailey AM:** OK.

**Hina Bokhari AM (Chair):** Thank you. I was just going to say that, yes.

**Shaun Bailey AM:** OK, yes, Chair, if you ask specifically about the toolkit when you speak to the officer?

**Hina Bokhari AM (Chair):** Absolutely. It is something that the Mayor has obviously invested time and effort on and it would be shame that it was not used properly. If it is a useful toolkit itself, it should assist those people who are trying to start up markets.

**Sakina Sheikh AM:** This is probably an opportunity for the panel to summarise points that they have already made throughout the session. We just wanted to offer up a clear space to ask what further action the Mayor can take to support London's markets to address the most important concerns of market traders and operators.

**Nicholas Kasic (Markets Manager, Royal Borough of Kensington and Chelsea, and Chair, Association of London Markets):** The wish list? I would say the legislation, support with reference to dealing with the issues of placemaking from tables and chairs, infrastructure, storage and counterterrorism policing. It is amazing how, in the 20 years I have been at Portobello [Road], there used to be a team of six police officers, a sergeant and a plain-clothes officer, supported by a council officer. We are now down to, if we are lucky, every fourth weekend having the Safer Neighbourhood Teams supporting us and special constables, voluntarily coming along to support the market. In terms of policing, that is a big issue.

Further to that, yes, the legislation, but then in terms of having practical things for traders to engage in that they want to engage in. Yes, we talk about the young traders. What about the old traders? What about all the minorities? In the diverse markets that we run on Portobello Road, if you can find the English language being spoken by a group of traders, it will be a very varied use of the English language because of the multicultural nature of it. It is something that Portobello [Road] is full of and vibrant with, so having the ability and signposting to support the ethnic communities that might not find it online. Online training is one of those wonderful things, but is it always practical for everyone? Tomorrow's Market has offered a view and a way forward. When it did arrive, the AoLM did question the point of spending £75,000 for 30 traders and doing the sums and perhaps there is a need, as has happened recently, to expand the Tomorrow's Market kind of package. So it is improving, and it is reaching out.

**Joe Harrison (Chief Executive, National Market Traders Federation):** Nick has covered most of it, but certainly the last bit is important, providing the funding for more people to engage on the start-up of their business like Tomorrow's Market and being able to, if possible, lobby Government for more financial support for markets *per se*. With discretionary grant funding, by chance I got sent by an events organisation the amount of monies that were just sent back to the Treasury and it was disgraceful. There was one London borough that never spent a shilling. Funding is marvellous, but it has to be directed in the right direction. We have national bodies in the industry and we could certainly signpost the best way that that funding could be played.

**Hina Bokhari AM (Chair):** Thank you for that.

**David Preston (Chief Executive, National Association of British Market Authorities):** Mine has to be, obviously, from a national perspective. We are in a very exciting but challenging time for markets and there are going to be winners and losers still, coming out of COVID. What has been encouraging is the creativity that we have seen and the industry, without doubt, is changing with online businesses supporting the markets still now and use of technology. As a national organisation, we are seeing a greater demand now for professional management and for professional training. We are seeing that with our own diploma and the number of students, and we could do with some more from London because we do have a specific module. We are moving from not only just market management but to place management as well. There is a very strong interaction now and it is important that markets do not work in isolation; that they are part of town/city partnerships.

From London's point of view, the appointment and the understanding of the action plan of the Board is vital, with a framework underneath to give a united voice for London. COVID has made many communities recognise the historic and the modern value of their market and I know that many markets now up and down the country are reviewing their business plans, coming out of COVID. It is also exciting now nationally to see a number of markets being part of some large-scale investment for regeneration.

To finish, there have been lots of platitudes about markets throughout COVID. We have consistently heard them from Government, but it is important now for local decision makers and the Government to actively support their markets with resources, with finance and with engagement. The critical area is to attract new traders into the markets industry, and for that we need support and funding.

**Hina Bokhari AM (Chair):** Thank you, David. If it is all right, could you possibly follow up with the Committee with examples of the large-scale investment for regeneration where you feel like there has been a good knock-on effects for the street markets?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills, and Co-Chair, London Markets Board):** I just really want to echo what all the panellists have said about funding. I mentioned the High Streets Challenge Fund, the fact that there is a strong focus on markets within that and they will benefit from that, but regeneration funds are very limited at City Hall. City Hall does pilot projects and exemplars; it does not fund great, huge regeneration projects in every borough at scale. It is funded only to do, over the last four or five years, I think, about £80 million altogether in regeneration. That is two secondary schools, so £80 million does not touch the sides. If you redid a high street, you could probably spend £10 million to £20 million plus on one individual high street. City Hall is not funded to make this kind of impact, so instead it has to do exemplars. I would like to see whether it is City Hall or boroughs funded to be able to take some of these programmes forward where they have been a success and to replicate them. We will find out how many

people have actually taken forward things using the toolkit, but I bet you that is a lot less than those people who investigated using it and would like to have done something, but they needed funding.

**Sakina Sheikh AM:** Thank you.

**Hina Bokhari AM (Chair):** Thank you so much, Deputy Mayor, and thank you to all the guests, who have attended this meeting and for the answers to our questions. It is fair to say that at the end of this meeting I feel as if there is a real value to our markets, but there is also a need to prioritise our markets in London.