

# MAYOR OF LONDON

**Hina Bokhari AM**

Chair of the London Assembly Economy Committee  
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Dear Hina,

Thank you for your letter and to the London Assembly Economy committee for its investigation into London's street and covered markets.


Since my appointment as Mayor in 2017, I have been committed to working with the sector to ensure that London's markets thrive. As the cost of living crisis impacts communities across the city, there has never been a more important time to support and raise the profile of London markets.

The appointment of my second London Markets Board (LMB) is an opportunity to ensure that markets play an important role in enabling a fair and inclusive economy. We must make sure that markets in the capital flourish, support good growth in our high streets and town centres, and continue to offer something for all Londoners.

The second LMB, which met for the first time in October 2022, will finalise and publish a prioritised action plan setting out its plans for the remainder of the mayoral term at its next meeting in February. My Deputy Mayor for Planning, Regeneration and Skills, Jules Pipe, will continue to Chair the Board alongside Co-chair Helen Evans, who will engage with the Committee to update on progress against the LMB's action plan as requested.

Please refer to Annex A below for a direct response to the recommendations outlined in your letter.

Yours sincerely,



**Sadiq Khan**

Mayor of London

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## **Annex A: Mayor of London's response to the recommendations of the London Assembly Economy Committee's report/investigation on London's Street and Covered Markets.**

### **Recommendation 1**

The London Markets Board should set out an action plan to deliver its priorities, with a clear set of objectives and a delivery timeline for the remainder of the Mayoral term. This action plan should be shared with the Economy Committee.

The Mayor appointed his second London Markets Board (LMB) in September 2022, and the first meeting took place on 4 October. The LMB will finalise a prioritised action plan, which supports London's markets to realise their full potential, at its second meeting in February. All meeting papers including the action plan will be published within 10 working days of the meeting on the London.gov.uk website and the Chair of the LMB, Deputy Mayor for Planning, Regeneration and Skills, Jules Pipe, will be happy to update the Committee as necessary.

### **Recommendation 2**

It is widely acknowledged that the legislation governing London's street markets needs updating. The London Markets Board should therefore work with boroughs to review the legislation, with the aim of agreeing a collective position and lobbying the Government for a change in legislation.

The Mayor agrees that the current licensing legislation governing London's markets can restrict the ability of local authorities to invest in and grow them. However, markets are licensed and managed at a local authority level. Changes to primary legislation require resourcing and consensus across boroughs, which has so far not been achieved. The Mayor, via his LMB, will continue to work closely with the markets sector and borough partners, and if a collective position emerges his team will work with London Councils to progress this issue.

LMB representatives from the National Association of British Market Authorities (NABMA) will continue attending the All Party Markets Parliamentary group and use that forum to make representations on behalf of London at the national level.

### **Recommendation 3**

The Mayor and the London Markets Board should ensure that the guidance document to help the sector understand the existing legislation that governs London's street markets is produced as a matter of urgency.

The second LMB will build research already undertaken into a practical guide that demonstrates how markets legislation can be utilised most effectively within the first year of its term. Further details on the timeline will be available once the LMB action plan is published in February.

### **Recommendation 4**

The Mayor should explore options for updating the mapping tool for London's markets to ensure that it contains up-to-date data on the number and location of markets in London, and should inform the Committee of the action he will take.

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In recognition of the important role street markets play in London's economy and society, a street market mapping tool was developed by the Greater London Authority (GLA) in 2017, which mapped the number and types of markets at a city level.

It was developed as part of the Mayor's Street and Covered Markets Programme and created the first map of all London's street markets, searchable by borough, commodity and opening times.

Market operators, traders, councils or members of the public can suggest new markets via integrated tools to help ensure that the map reflects an up-to-date London markets scene. 'Self-reporting' this type of data is an industry standard approach and the leading national market bodies also use this methodology.

GLA officers are currently reviewing how to optimise the functionality of the map so that it works as an effective tool for London, and will present recommendations to the LMB in February. All papers will be published within 10 working days on the London.gov.uk website and the Chair of the LMB will be happy to update the Committee as necessary.

## **Recommendation 5**

The Mayor should keep the Committee updated on the progress of the Tomorrow's Market 2.0 programme. This should include an evaluation of the programme's impact and progress against the following objectives: to support teams engaged in economic recovery planning; to create diversified markets; and to explore ways to innovate markets management and operation.

Via the Chair of the LMB, the Mayor agrees to keep the Committee updated on the progress of the Tomorrow's Market 2.0 programme, and will be happy to share the evaluation of that programme on its conclusion.

## **Recommendation 6**

Building on the Tomorrow's Market programme, the Mayor and the London Markets Board should consult with local authorities to understand what further actions they can undertake to add value for London's markets. These actions could involve collecting and sharing examples of best practise, supporting councils to develop new markets and providing further financial support to help markets innovate and recovery from the pandemic.

The LMB action plan will reflect embedded engagement with the sector and respond to the challenges and opportunities the sector is facing. The action plan will be agreed at the LMB meeting in February.

The Mayor has allocated £110,000 of funding in 2023/24 to support the delivery of the LMB action plan, which will support markets to demonstrate their social and economic value and their ability to enhance places for communities.

Working closely with GLA officers, the LMB will seek to identify opportunities, partnerships and alignments beyond mayoral programmes to ensure that London's markets recover, thrive and support the communities that need them most.