

MINUTES

Meeting **London Markets Board**
Date **Monday 19th February 2024**
Time **11.00 – 14.00**
Place **Committee Room 4, City Hall,
Kamal Chunchie Way, E16 1ZE**

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PRESENT

Members:

Shanaaz Carroll (Chair)
Jules Pipe (Co-Chair)
Graham Wilson (online)
Kate Howell
Joe Harrison
Catherine Brice
Alexander Jan
Cllr Rachel Tripp
Hazel Durrant
Dan O'Sullivan (online)
Ben Milligan
Rasha Obaid
Abdul Komor
Sarah Lang
Roger Austin

Apologies:

Lamide Olusegun
Ian Dodd
Paige Palmer
Tina Jadav

GLA Attendees:

James Parkinson
Ajay Larr

AGENDA

11.00-14.00 London Markets Board Committee Room 4

1. Welcome, Apologies and Actions from previous Board meeting – Chair

Indicative time: 15mins (11.00-11.15)

See appendix 1: Actions from the previous Board meeting

See appendix 2: Minutes from the previous Board meeting

2. Sector update – Graham Wilson, Joe Harrison, Abdul Komor & Ben Milligan

Indicative time: 20mins (11.15-11.35)

- NABMA Markets First conference, Performance Network arrangements, Love your Local market campaign – Graham
- NMTF 125 Year Anniversary announcement, YMT events – Joe
- Street Trading Benchmarking Group update – Abdul
- City of London wholesale markets relocation – Ben

3. LB Hackney Markets Strategy 2024-29 – Dan O’Sullivan

Indicative time: 25mins (11.35 - 12.00)

See appendix 3: LB Hackney Markets Strategy 2024-29

- Outline LB Hackney research approach to their Markets, lessons learnt & plans for implementation over the next five years
- LMB feedback – All
- Seeking Board support through engagement and borough dissemination.

4. Tomorrow’s Market update – Ajay Larr

Indicative time: 25mins (12.00 - 12.25)

See Appendix 5: Tomorrow’s Market guide draft

- Updates on progress, feedback and Q&A
- Release dates, events
- Seeking Board approval and endorsement ahead of launch

12.25 – 13.00 Lunch

5. Comms Strategy – Kate Howell & Lamide Olusegun

Indicative time: 25mins (13.00 - 13.25)

See Appendix 6: Comms strategy plan

- Update on current proposal
- Seeking Board approval of forward plan

6. LMB prioritised workplan update – James Parkinson & Ajay Larr

Indicative time: 15mins (13.30 - 13.45)

See appendix 7: LMB Prioritised workplan

- Review and update the LMB workplan
- GLA resourcing, budget allocation & supporting agenda items
- Pre-election period
- Plan for Legislation commission & Markets capacity survey
- Next actions

7. Chair's close and AOB – Chair

Indicative time: 10mins (13.45-13.55)

- Chair's close
- AOB
 - o - Upcoming LMB dates:
 - o o 12th June 2024
 - o o 12th September 2024 (TBC)

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MINUTES

1 Welcome, Apologies and Actions from previous Board meeting – Shanaaz Carroll (Co-Chair)

1.1 The newly appointed Co-chair, Shanaaz Carroll, welcomed everyone to the meeting.

1.2 Apologies were received from Lamide Olusegun, Ian Dodd, Paige Palmer & Tina Jadav.

1.3 James Parkinson, Interim Area Manager, GLA updated on actions from the previous board meeting (Appendix 1).

2 Sector update – Graham Wilson, Joe Harrison, Abdul Komor & Ben Milligan

2.1 The Board received an update from Graham Wilson on key information and action points around Markets First and National Association of British Market Authorities (NABMA) annual conferences:

- London was extremely well represented in the Great British Market Awards announced as part of the NABMA annual conference held in Birmingham on 25th January. Winners include:
 - New Covent Garden Market – Best wholesale
 - Broadway Market – Food offer
 - Borough Market– Outstanding achievement
 - Petticoat Lane Market– Specialty/ Artisanal offer
- The chair congratulated London’s markets for their achievements.
- NABMA January Conference was well attended with several board members in attendance including London Markets Board (LMB) co-chair and Deputy Mayor of London for Planning, Regeneration and Skills, Jules Pipe. LMB attendees praising the accomplishment and pertinence of the discussions.
- Board members were encouraged to join NABMA in continuing to advocate to Government, using the LMB as an example of regional coordination.
- NABMA Performance Network will be launched within the w/c 19th February. More details will be shared with Board members and their support and involvement is encouraged. The network is a catalyst to enable data collection for both individual markets and wider industry.
- NABMA ‘Love Your Local Market’ will take place between 17th May and 1st June 2024. An international event involving 24 countries around the world to celebrate the impact of markets to the local environment on a global scale. London was encouraged to participate.

- NABMA's Diploma was re-launched this year with a separate course for London's markets. GLA shared updates to board members prior to the meeting to help circulate the dates, content and further information. The diploma covers a wide range of subjects around the administration of markets leading to an NVQ level 4 qualification. It will be hosted over a hybrid six-day course with the prospect of a concluding site visit to Portobello Road Market.

2.2 Joe Harrison, Chief Executive of National Market Traders Federation (NMTF), shared details of the Young Traders Market (YTM) campaign and discussed how the finals went. A young trader finalist was interviewed by the NMTF, providing feedback and insight to inform operators.

2.3 There was a noticeable change in the demographic, with more engagement and participation from younger people and women.

2.4 Interest for the YTM 2024 has been strong with a good number of registrations so far. Local markets are increasingly active in helping to find participants. The GLA will circulate relevant future dates for upcoming events and consider how to support the initiative in future when developing the LMB Communications Strategy.

2.5 NMTF conference 2024 will be held in Stratford-upon-Avon on 22nd April and marks the 125th anniversary of the organisation. LMB Members were encouraged to attend.

2.6 Abdul Komor, Joint Chair of the London Street Trading Benchmarking Group provided an update to the Board.

2.7 Topics included recognition of the annual licence renewal period, fees and charges rising post Covid-19 pandemic with local markets still under pressure and insight that London's market sector is recovering from the pandemic, if slowly.

2.8 Ben Milligan, Markets Director, City of London Corporation, provided an update on the co-location of Smithfield, Billingsgate and New Spitalfields markets to a new site in Barking and Dagenham.

2.9 There was discussion around changes to the Extended Producer Responsibility (EPR) regulation and an amendment that will support wholesale markets - a big win for the sector. This will ensure that business-only packaging will not be classified as household packaging, reducing the potential financial impact on the sector.

2.10 There was discussion around Amazon's proposed changes to payments (withholding payment until 10 days after delivery) and the cash-flow impact this could have on up to 30,000 London businesses within the supply chain.

2.11 There was discussion around the GLA High Street Data Service and the value of these data sets to the market sector. The GLA to talk to colleagues and discuss with Ben to understand whether there is any useful overlap between the data we access.

Actions:

- **GLA will circulate Young Traders Market event dates to LMB members.**
- **GLA will consider how the Young Traders Market can be supported in the future through any forthcoming Communications Strategy.**
- **Graham Wilson will share details for the NABMA Performance Network with LMB members.**
- **GLA to follow up with High St Data Service colleagues and Ben Milligan regarding data that could better support the sector.**

3. LB Hackney Markets Strategy 2024-29 – Dan O’Sullivan

3.1 The Board received a presentation from Dan O’Sullivan, Head of Department, LB Hackney, on their Market strategy 2024-29. The presentation outlined the five-year plan developed with Hackney’s in-house markets team. The work builds on the previous iteration to set out a much more ambitious plan around seven missions.

3.2 A notable element is a commitment to the environmental streamlining of market’s operations in line with national reform (Single use plastic ban initiated nationwide from October 2023) and applied that across the breadth of Hackney’s markets. One initiative involves working with Raze who supply recyclable paper bags to traders that help to tackle both environmental issues as well as provide marketing and branding opportunities.

3.3 The value of Hackney’s in-house approach to developing through varied expertise from across the borough (economic development, social mobility, market etc.), is that the strategy now provides a clear mechanism for other council services to deliver their ambitions through the borough’s markets. This will help ensure delivery and momentum around continued support across borough departments.

3.4 There was some discussion around the response from traders. Dan talked of the importance in building trust locally and working closely with traders to ensure buy-in to the ambitions.

3.5 The board agreed that the strategy was extremely well accomplished by Dan and his team, however, they noted that some of these principles may be difficult to implement in other boroughs where resourcing levels are not the same.

3.6 LMB suggested there could be a peer review support programme, which could seek to pair councils with experience in delivering ambitious market strategies with Local Authorities looking to develop their markets agenda. GLA officers should note this suggestion and explore the value of this within future workstreams.

Actions:

- **GLA will share the LBH Markets Strategy amongst its Local Authority network to relevant officers.**

- **GLA will consider the prospect of a ‘markets strategy peer review support programme’ and as part of future workstreams.**

4. Tomorrow’s Market update – Ajay Larr

4.1 Ajay Larr, Senior Project Officer at the GLA presented an overview of the Tomorrow’s Market guide, the decision-making process in layout and visual identity. The presentation touched upon:

- User interaction and accessibility
- Intended audience
- Tone and key takeaways
- Launch plans and communications

4.2 The guide draft was shared several weeks before the board meeting, so members could engage in the document and provide targeted insight and feedback.

4.3 LMB members praised the approach and progress of the document. They provided comments to help GLA officers finalise and sharpen the document ahead of publication and dissemination. Suggestions included further clarity around audience and how different people would use the guide, the need to translate this guidance into a roadmap for action and delivery, some prioritisation around core ‘must haves’ before you would tackle other aspects and consideration of the link between long-term unemployment and future market traders.

4.4 The intention is for this guide to be disseminated effectively over the summer and beyond. This might include workshops with Local Authority officers as part of the GLA’s High Street Network offer.

4.5 Board endorsed the approach to finalising the document. GLA officers will circulate a final draft and comms strategy ahead of the next Board meeting for final approval.

Decisions:

- **The Board endorsed the approach to finalising the document.**
- **Board members have agreed to champion this guide and share with their respective colleagues and communications networks.**

Actions:

- **Board members will send any further comments on the document to the GLA by Friday 23rd February.**

- **GLA to circulate the final version of the document to Board Members for approval ahead of publishing.**
- **GLA to share a dissemination and communications strategy ahead of the next Board meeting.**

5. Communications Strategy – Kate Howell

5.1 Kate Howell, Strategy and Communications Advisor, gave a presentation on the progress of the LMB Communications Strategy and requested board input on various elements to steer the final development.

5.2 It was noted that in previous board meetings we have agreed that the audiences would focus on the public, traders & operators and policy makers. It was suggested that we need to prioritise these when allocating future comms resource and budget.

5.3 An updated LMB Comms Calendar was presented. The intention of the calendar is to give members sight of the broad range of events that GLA and board members' organisations are delivering to consider comms opportunities as a forward plan.

5.4 Board suggested we develop a social media friendly comms pack (including images, text, hashtags) that all members can utilise when discussing the LMB activity. A hashtag can also be an effective tool.. This will set out how to use key messaging effectively.

5.5 Some options were presented to consider how best to use our comms budget to engage with different audiences. Following discussion, the Chair initiated a vote to establish a preferred focus in future. It was unanimously agreed that any unallocated budget for LMB comms should focus on engaging with young people and developing the next generation of traders.

5.6 There was some discussion about the role of social media and influencers in communicating with a younger audience. The comms implementation plan should explore how we can utilise those networks within LMB capacity.

5.7 Members suggested the consideration of an 'innovation fund', which would give young traders the opportunity to test ideas within a local market potentially to support growth through new approaches to operations, logistics and increasing the reach of their enterprise.

5.8 Members suggested an awards scheme as one way of celebrating success and encouraging talent into the markets industry.

Decisions:

- **The Board decided that any unallocated communications budget should focus on engaging with new talent to encourage them to enter the industry.**

Actions:

- **GLA to establish a shared location and appropriate format for the collective comms calendar. Board members will be invited to input regularly and review a forward plan in meetings.**
- **Kate and GLA to develop the communications strategy and consider options for the use of unallocated budget to foster new talent into the industry.**

6. LMB Prioritised workplan update & Action plan – James Parkinson

6.1 James Parkinson, Interim Area Manager, GLA gave an update on the Action Plan and budget.

6.2 The update clarified that the initial priority would be to finalise the Tomorrow's Market Guidance ahead of publication in June / July and develop the communications strategy ahead of the next Board meeting. Following this, we would begin to progress the Markets Capacity Survey work in the next Mayoral administration. GLA to circulate the Prioritised Action Plan with the meeting minutes.

6.3 Board members were reminded that the GLA is about to enter a period of political restriction ahead of the Mayoral elections in May and this will affect members too.

6.4 Deputy Mayor for Planning, Regeneration and Skills Jules Pipe highlighted that he may not be co-chair of the LMB by the time of the next meeting in June and thanked members for their contributions during this administration. The Chair thanked Jules for all his support for the markets industry and the LMB.

Actions:

- **GLA to circulate the Prioritised Action Plan with the meeting minutes**

7. Chair's close and AOB – Shanaaz Carroll (Co-Chair)

7.1 Subsequent LMB meetings in 2024 will take place on:

Wednesday 12th June, 11.00-14.00

Wednesday 12th September TBC, 11.00-14.00

It was noted that dates are yet to be confirmed and will be agreed soon after the meeting.

7.2 There were no other items.

7.3 The Chair invited Board members to let GLA officers know if they are interested

in hosting the LMB at their market or any relevant venue, and reminded the Board that papers and minutes of the meeting will be circulated for comment and made publicly available on london.gov.uk

8.4 The Chair thanked members for joining and brought the meeting to a close.

Appendix 1: Actions from the previous Board meeting – 8th November 2023

Action	Owner	Complete by	Update
GLA will connect Centre for London and LMB members where appropriate to continue conversations and explore potential funding.	GLA – Ajay Larr	Feb LMB	Complete
GLA to share relevant documents regarding London’s Street and covered markets programme with Centre for London – e.g., Tomorrow’s market guide when ready to launch	GLA – Ajay Larr	Feb LMB	Complete
Markets Capacity Survey - GLA to be in touch with Board to shape Markets Capacity survey questions concerning legislation GLA to revise timeline to allow for the Markets Capacity Survey to conclude prior to this commission	GLA	Jun 24 LMB	Completing Tomorrow’s Market Guidance and Comms strategy prioritized with this work to follow in 2024
GLA to be in touch with Board to shape Markets Capacity survey questions concerning legislation GLA to revise timeline to allow for the Markets Capacity Survey to conclude prior to this commission	GLA	Jun 24 LMB	Completing Tomorrow’s Market Guidance and Comms strategy prioritized with this work to follow in 2024
Jules to email LA lead contacts ahead of the survey being sent out	GLA	Jun 24 LMB	When required
Legislation - GLA to develop a brief for the legislation best practice commission and tender as package with Markets Capacity Survey work (which will be delivered first).	GLA	Jun 24	In progress
Tomorrow’s Market - GLA to circulate the final text version of the TM guide and graphic template to Members for comment and input.	GLA – Ajay Larr	Feb LMB	Update sent ahead of board – Feedback to be provided by LMB
GLA officers will share a copy of the Action Plan and revised budget	GLA	With Nov Minutes	Complete
GLA officers to work up prioritized workplan to reflect discussion with	GLA	Feb LMB	To be presented at Item 5

board around programming future work and managing our budget			
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