

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2223

### Title: 10<sup>th</sup> International Markets Conference

#### Executive Summary:

DD2151 approved the budget of £125,345 for the development and implementation of a range of projects related to London Street Markets.

One of the projects agreed in DD 2151 is the organisation of the 10<sup>th</sup> International Markets Conference which will be co-hosted by the Mayor of London in City Hall and venues around the city in June 2019.

This ADD requests the allocation of £45,000 of the £125,345 for the organisation of the 10<sup>th</sup> International Markets Conference.

#### Decision:

That the Assistant Director of Regeneration approves the allocation of £45,000 for the organisation of the 10<sup>th</sup> International Markets Conference.

#### AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

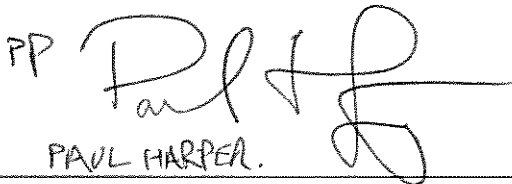
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

**Name:** Debbie Jackson

**Position:** Assistant Director of Regeneration

**Signature:**

PP   
PAUL HARPER.

**Date:**

09/04/18

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

- 1.1 Retail and wholesale markets play a vital role in London as places of employment, trade and leisure. They provide variety and diversity, history and character, and bring footfall to high streets and town centres. They are an essential part of Londoners' everyday experience of the city, as well as London's international identity.
- 1.2 Markets are London's original 'incubators' for new businesses to get off the ground, offering low cost, low risk spaces for self-employment, testing new ideas and entrepreneurship, as well as entry-level routes into employment. However, we know London's markets are facing pressures from technological, social and economic change, and having listened to individuals and organisations from across London's markets sector over the past months, we recognise the need for strategic oversight and management of issues affecting markets at a city level.
- 1.3 In recognition of these challenges in December 2017 the Mayor announced his commitment to a range of activities that aim to raise the profile of London Markets, support good growth in our high streets and town centres, and ensure markets keep flourishing.
- 1.4 This announcement including the establishment of a London Markets Board, the publication of a research on markets, the first ever interactive markets map and the hosting of an international markets conference.
- 1.5 In summer 2017, Project for Public Spaces (PPS) appointed London to host the 10th International Markets Conference in 2019. The conference will be hosted from the 5<sup>th</sup> to 8<sup>th</sup> June 2019 in a range of locations across London, including City Hall.
- 1.6 The themes of the conference are in line with the Mayor's objective, which are around inclusion, innovation and impact.
- 1.7 The conference programme will include: workshop, seminars, visits to a range of London markets, organising of an opening and closing plenary, an exhibition of London Historic markets, an awards ceremony, and market-food events. A copy of the draft programme for the three days conference can be found in annex 1.
- 1.8 The GLA has signed a Memorandum of Understanding with PPS in which a range of commitments have been made. These include:
- Invest £30,000 in organising the conference
  - Seek sponsorship (in kind or cash) to supplement the above mentioned budget
  - Provide City Hall premises free of charge for the conference

For a full copy of the MoU please refer to appendix 4.

1.9 In order to achieve these commitments we are seeking the approval of £45,000 to ensure the organisation of the conference cover all possible unforeseen costs.

#### **2. Objectives and expected outcomes**

2.1 It is expected that the conference will:

- a) Raise the profile of London markets among Londoners. A range of activities for Londoners will take place before, during and after the conference. The aim of these events is to engage Londoners in the market scenery and make them aware of the important role high street markets play economically and socially in their adjacent communities.
- b) In line with the Mayor's campaign 'London is open' it is expected that an international conference of this nature and with delegates attending from all continents, it will raise the profile of London as city, its markets and its business potential.
- c) There will be specific events/activities to engage with young Londoners from all communities and backgrounds. The aim is to ensure Londoners, start ups, new entrepreneurs identify markets as potential employment opportunities or places to test their business ideas.

### **3. Equality comments**

- 3.1 This initiative will support London markets to raise their profile and become more efficient. Particular emphasis will be played in the social and inclusive agenda. The themes of the conference are ensuring inclusion drives the new generation of markets and links to innovation and sustainable societies and good growth.
- 3.2 The themes of the conference are Inclusion, Innovation and Impact aim to ensure that Londoners from all backgrounds, ages and communities see the opportunities that markets provide and access them for employment or start up their business ideas.
- 3.3 One of the activities running in parallel to the conference will be supporting and encouraging young people from all backgrounds. There will be a youth market that will run in parallel to the conference.

### **4. Other considerations**

#### 4.1 Link with Mayoral manifesto commitments:

- Be the most pro-business Mayor yet, working in partnership with industry to deliver on skills, infrastructure, and growth.
- The markets agenda is closely linked to the Mayor's objectives of 'A City for All Londoners' and London is Open

### **5. Financial comments**

- 5.1 The proposed GLA contribution of up to £45,000 for the 10<sup>th</sup> International Markets Conference will be funded from the Growing Places Fund 'revenue budget' for 2018-19, specifically via the £125,345 earmarked through DD2151 to support the London Streets Market Programme.
- 5.2 It should be noted that the initial financial commitment made to the 'Project for Public Spaces' (PPS) for the conference was for up to £30,000 with potentially in-kind support and sponsorship to supplement the project. This was reflected in the Memorandum of Understanding signed between PPS and the GLA. However, the GLA will earmark up to £45,000 for the conference to ensure successful delivery and to cover any unforeseen costs.
- 5.3 Any remaining funds unused from the £45,000 will be re-allocated to the overall London Streets Market Programme to be utilised on other related high street market activities/ projects.

## 6. Legal Comments

An MOU has been signed between GLA and PPS. A copy of the signed MoU is attached in Appendix 4.

## 7. Planned delivery approach and next steps

<b>Activity</b>	<b>Timeline</b>
London Market Board conference working group meetings	March 2018 to April 2019
Conference opening for registration	Summer 2018
Contract conference organisers	Summer 2018
Secure external venues and pay deposit	Spring 2018
Procure food for events	Spring/Summer 2018
Design materials for conference	Summer/Autumn 2018
Procure materials for welcome packs	Spring/Summer 2018
Conference taking place	June 2019

### Appendices and supporting papers:

Appendix 1 – Draft Conference programme

Appendix 2 – London Proposal to PPS to host the conference

Appendix 3 – DD2151

Appendix 4 – MoU GLA/PPS

**Public access to information**

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

**Note:** This form (Part 1) will either be published within one working day after approval or on the defer date.

**Part 1 Deferral:**

**Is the publication of Part 1 of this approval to be deferred? NO**

If YES, for what reason:

Until what date: (a date is required if deferring)

**Part 2 Confidentiality:** Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

**Is there a part 2 form – NO**

**ORIGINATING OFFICER DECLARATION:**

**Drafting officer:**

Maria Diaz has drafted this report in accordance with GLA procedures and confirms that the Finance and –if relevant- Legal teams have commented on this proposal as required, and this decision reflects their comments.

**Corporate Investment Board:**

The Corporate Investment Board reviewed this proposal on 9 April 2018.

**HEAD OF FINANCE AND GOVERNANCE:**

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature: *Tom Somerville* Date: *9/4/18*  
*(In the absence of Tom Middleton)*

