London Markets Board

Date of meeting: 08 02 2018

Title of report: Agenda item 5 – The 10th International Markets Conference

To be presented by: Debbie Jackson

Classification: Public

1 Executive Summary

1.1 Project for Public Spaces (PPS)\(^1\) has appointed London to co-host the 10th International Markets Conference in 2019. Representatives are expected from at least 80 cities in 47 countries. The conference will be organised around three themes: Inclusion, Innovation and Impact.

1.2 This paper provides a background to the conference including a draft programme and suggests an approach to how the London Markets Board (LMB) could establish a working group to design and deliver the conference.

2 Recommendation(s)

2.1 The Board agrees to establish a working group to support GLA officers in the design and delivery of the 10th International Markets Conference.

3 Introduction and Background

3.1 Project for Public Spaces (PPS) has appointed London to co-host the 10th International Markets Conference in 2019. Representatives are expected from at least 80 cities in 47 countries. The conference will be organised around three themes: Inclusion, Innovation and Impact.

3.2 The conference will last three and a half days and activities will include: visits to a range of London markets, an opening and closing plenary, seminars, workshops, a youth market and market-food events.

3.3 PPS has coined the term “Market City” to describe the key strategic role markets can play in cities today: they provide economic opportunity linking rural and urban entrepreneurs and economies; they are places where diverse people come together; they are locations where health and other community information can be easily disseminated; and they are catalysts to the revitalisation of neighbourhoods.

3.4 Since 1987, PPS has hosted nine international conferences on public markets, most recently in Barcelona (2015), Cleveland (2012) and San Francisco (2009.)

\(^1\) Project for Public Spaces (PPS) is a US-based nonprofit planning, design and educational organisation dedicated to helping people create and sustain public spaces that build stronger communities
3.5 It is expected that the 10th International Public Markets Conference will attract over 300 leaders in public markets from across the globe, as well as strategic partners in the fields of health, community development, and poverty alleviation.

3.6 The vision for the 10th International Public Markets Conference in London is to focus on inclusion, innovation and social and economic impacts of public markets – with a specific goal to secure real and wide-reaching legacies for London’s markets themselves.

3.7 Appendix A of this paper is a draft programme for consideration.

4 Issues for consideration
4.1 Initiate conversations among members of the LMB on the draft programme proposal.
4.2 Establish a LMB working group to collaborate with GLA officers in shaping and designing the programme of the conference.

5 Equality comments
5.1 This conference will support London markets to raise their profile, and particular emphasis will be placed on the social and inclusive agenda.

5.2 The conference will have a specific emphasis on equalities, inclusion and social and economic impact.

5.3 The conference will also aim to support startups and micro businesses by providing pitch-stalls days in London markets with particular emphasis on supporting young entrepreneurs.

6 Risks arising / mitigation
6.1 During the planning stages of the conference a risk register will be developed. The register will be shared at each LMB meeting and will provide possible options on how to address each risk.

7 Next steps
7.1

<table>
<thead>
<tr>
<th>Activity</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>Establish a markets conference working group</td>
<td>February 2018</td>
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<tr>
<td>Finalise conference programme</td>
<td>Spring 2018</td>
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<tr>
<td>Public announcement of the conference</td>
<td>Summer 2018</td>
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<td>Planning and coordination of conference elements</td>
<td>On-going</td>
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<tr>
<td>Conference takes place</td>
<td>June 2019</td>
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Appendices:
- **Appendix A** – Draft programme for the 10th International Markets Conference