

London Markets Board Communication Strategy

Last update: 13/02/2019

Classification: Public

1 Executive Summary

- 1.1 The purpose of this communications strategy is to provide members of the London Markets Board (LMB) with a clear set of key messages and an engagement plan in order to effectively influence, advise and lobby on behalf of the Mayor to achieve the collective objectives and outcomes of the Street and Covered Markets programme.
- 1.2 London Markets Board Priorities:
 - Acting as an advocate and advisor for the markets sector in London
 - Leading on the delivery of key projects to celebrate and support London markets
- 1.3 Audience: Stakeholders from the public and private markets sector (retail and wholesale, BID etc) as well as political institutions (GLA and partners, APPMG and other governmental groups) and the general public.
- 1.4 Timeline: London Markets Board term – May 2020

2 Background: A statement of the value for London's markets

- 2.1 Retail and wholesale markets are an essential part of Londoners' everyday experience of the city, as well as London's international identity. They are local manifestations of London's openness to the world in terms of the diversity of goods they offer, the traders who work in them, and the communities they serve.
 - The LMB's advice and recommendations are in line with the Mayor's 'City for All Londoners' and the principles of good growth - growth that is high-quality, inclusive, sustainable and accessible to all.
 - Through strategic oversight of the sector and developing key policy areas, the London Markets Board is committed to ensuring the markets sector continues to thrive and grow.
 - Markets provide variety and diversity, history and character, offering a breadth of products and services that local people need and depend on, and bring footfall to our high streets and town centres.
 - Markets are an expression of communities and help build a strong sense of local identity.
 - They are a source of fresh and healthy food, and important places for social contact.
 - Markets are the original business incubators and, as accessible open workspace, they offer a unique, low-risk opportunity for people to test business ideas and learn new skills; they can provide the initial step into employment and open routes to different types of work.

Priority 1 - Acting as a strategic advocate and advisor for the markets sector in London

- 2.2 The LMB advises and makes recommendations to the sector, GLA Group, and the Mayor, via the Deputy Mayor for Planning, Regeneration and Skills at a strategic level, on issues related to markets in London by:
- Providing strategic oversight of London's markets sector and acting as a consultee, as necessary, on matters affecting markets in London.
 - Helping London's markets work better for all Londoners and maximising their social impact
 - Helping to develop initiatives and to consider specific recommendations, programmes and projects in accordance with the Mayor's strategies and priorities including, but not limited to, the London Food Strategy and the London Plan
- 2.3 The LMB provides a single point of governance and reporting to coordinate and focus strategic action on markets across the GLA Group and London boroughs by:
- Providing thought leadership across the broad agenda of markets in London, gathering evidence on specific issues to support change, and providing guidance to the sector
 - Working with key stakeholders to address the key challenges markets face, the breadth of value they offer, and opportunities to improve their long-term sustainability and social impact.
- 2.4 The LMB lobbies for the resources and tools necessary for markets to remain a thriving and important part of our city, our high streets, and town centres by:
- Building networks, partnerships and alliances to deliver improvements in London's markets sector
 - Providing advice on the allocation of funding that relates to issues or themes affecting markets and tools to the sector in relation to market management and legislative framework

To note, The London Markets Board will not get involved where issues are specific to local circumstances.

Priority 2 - Leading on the delivery of London Markets Board's projects to celebrate and support London markets

- 2.5 The London Markets Board will deliver a prioritised work plan focusing on the delivery of the following Board projects:
- Delivery of the International Public Markets Conference to support and celebrate London's wholesale and retail markets
 - Supporting and growing micro businesses and SMEs, promoting enterprise, innovation the acquisition of skills for sustained employment through the Tomorrow's Market initiative.
 - Supporting market officers, operators, and traders, through a review of existing legislation to identify challenges, recommendations for its improvement, and good practice within the existing framework.

Target Audiences

- 2.6 The following audiences have been identified for the work of the LMB:
- Market Sector Organisations
 - GLA Family (including TfL)

- Local Authorities
- Government
- Market Operators
- Market Traders
- General Public

Key Activities and Target Audiences

Action	Description	Audience
Advocacy and Advice		
Promotion of the recommendations in 'Understanding London's Markets' (on going)	New pan-London research which articulates the key challenges for London's markets and sets out the recommendations for the LMB to pursue.	All target audiences
Promotion of London Markets (on going)	Production and updating of an online markets map including information on location, opening times, and offer of markets across London.	All target audiences
Engagement with established sector bodies and key stakeholders	Working with key stakeholders to address the key challenges markets face, the breadth of value they offer, and opportunities to improve their long-term sustainability and social impact.	Market Sector Bodies
Project Delivery		
Delivery of Tomorrow's Market project (2-year programme beginning in 2018)	Tomorrow's Market aims to recruit a cohort of new market traders, matching them with public markets, and providing business support including mentoring, and networking. It will also support existing traders from the host markets.	All target audiences
Delivery of the 10 th International Markets Conference in London from 6 to 8 th June 2019	Co-hosted by the Mayor of London it will be a key opportunity to promote London's markets internationally drawing over 300 international markets professionals, community advocates and visionary leaders to explore the forces that are shaping the public markets. The conference programme will explore 'Tomorrow's markets' through inclusion, innovation, and the social and economic impacts of public markets—with a specific goal to secure real and wide-reaching legacies for London's markets.	All target audiences
A toolkit and a Good Practice Guide for the market sector (by May 2019)	<ul style="list-style-type: none"> - Guidance on using the existing legislative framework, and good practice examples of street trading management in London. - A toolkit to support those working in the market sector with practical advice to record and measure the wider socio-economic benefits of markets. 	Market Sector Bodies GLA Family Local Authorities Government Market Operators Market Traders
Review of legislative framework for markets in London (May 2019 - To be progressed)	A review of the use of existing legislation through engagement with local authorities and market sector experts. The work will identify key challenges and set out recommendations to support market officers, operators, and traders. It may lead to a review of the legislation in due course.	Market Sector Bodies GLA Family Local Authorities Government Market Operators Market Traders

Strategic engagement plan

2.7 This plan outlines potential communication channels for the Street and Covered Markets programme. It highlights some of the channels and opportunities that LMB members may be able to use to promote the work of the board.

Description / Channel	Lead	Audience
<u>GLA communication channels</u> <ul style="list-style-type: none"> Website update LMB minutes Press announcement 	GLA Comms	All target audiences
<u>Press opportunities</u> <ul style="list-style-type: none"> Articles in Regen newsletter and Markets media to update on the Board's work 	GLA	Market sector
<u>Social media</u> <ul style="list-style-type: none"> Twitter channel @MarketsofLondon account Promoting PPS website/tweets about the International Public Markets Conference 	LMB Chair (Helen Evans) LMB Members	All target audiences
<u>Board representation</u> <ul style="list-style-type: none"> Board representation to key events and networking groups/ other Board to update on the Board's work Invite key guests to Board meetings Presentations and updates at Sector events 	GLA LMB members	Market sector Local Authorities GLA family
<u>Key event opportunities</u> <ul style="list-style-type: none"> 10th International Markets Conference to promote the Board role to the Market sector and projects being delivered Tomorrow's Market launch 	All	All target audiences
<u>Contact to Board</u> <ul style="list-style-type: none"> Market Sector groups – individuals to contact the LMB through the following groups: AoLM/LSTBG. 	LMB Chair (Helen Evans) / GLA	Market and Street Trading sector

4 Next steps and timeline

4.1 The next steps following consideration by the Board are:

Activity	Timeline
Board members to help populate communication milestones and opportunities online (see link)	On-going
Board members to share communication opportunities and promote LMB work within their network	On-going
GLA to update regularly Comms opportunity for LMB and agree with Chairs to represent LMB at different events	On-going
LMB to agree to Twitter protocol and LMB contact process in Appendix B and C	LMB – 11 th Dec
All LMB members to list their social media accounts & follow @marketsoflondon on Twitter	15 January 2019

APPENDIX A: Communication milestones and opportunities

Date	Opportunity	Lead responsible	Nature of the event
2018			
6 per year	AoLM and LSTBG meetings (6 per year)	LMB	Regular Meetings
March	Announcement of International Markets Conference programme outline	GLA	Announcement
March	APPMG – presentation on the LMB	GLA	Meeting
March	Announcement of Good Growth funding – Round Two (with support for high streets and street and covered markets)	GLA	Announcement
May	Love Your Local Market 2018	NABMA	National campaign
June	Launch of Good Growth Fund Round 2	GLA	Funding opportunity
Mid Sept	NABMA conference	LMB	Conference
October	'London is open' campaign	GLA	London campaign
13 Nov	APPMG – Update on the LMB work	LMB	Meeting
28 Nov	LSTBG meeting	GLA/LMB	Meeting
1 Dec	Small Business Saturday UK campaign		National campaign
Dec	Article for GLA newsletters / Market press (every quarter)	GLA	Press opportunity
Dec	Conference promotion on PPS website	PPS/GLA	Press
11 Dec	London Markets Board (LMB)	GLA	Board
Dec- Jan	Year 1 – Tomorrow's market new traders programme launch	GLA	Press opportunity/ Call for traders
2019			
6 per year	AoLM and LSTBG meetings (6 per year)	LMB	Regular Meetings
15 Jan	LMB Working groups	GLA	WG
January	NABMA Conference	LMB	Conference
Feb	Year 1 – Tomorrow's market new traders and markets recruitment on www.tomorrowmarket.co.uk	GLA	Press opportunity/ Call for traders
6 Feb	AoLM meeting @ City Hall	LMB/GLA	Meeting
11 Feb	Conference- Registration opening on PPS website on https://publicmarkets.pps.org/	PPS/GLA	Press opportunity
13 Feb	LSTBG meeting	LMB/GLA	Meeting
15 Feb	London Markets Board (LMB)	GLA/LMB	Board
March	Publication of the toolkit	GLA	Website/Press opportunity
March	Article for GLA Newsletters / Market press	GLA	Press opportunity
12 March	APPMG – Update on the LMB work	LMB	Meeting
12 March	LMB Working group	GLA	WG
18 March	PPS website - Blog post about International Public Markets Conference	PPS/GLA	Press opportunity

19 March	LMB Working group	GLA	WG
Spring time	Announcement of Good Growth funding – Round Three (with support for high streets and street and covered markets)	GLA	Announcement
8 April	NMTF AGM and Conference	NMTF	Conference
23 April	London Markets Board (LMB)	GLA/LMB	Board
30 April	LMB Working group	GLA	WG
2 May	LMB Working group	GLA	WG
17-31 st May	Love Your Local Market 2019	NABMA	National Campaign
May	Publication of the Good Practice Guide and legislation review work	GLA	Press opportunity
May	Article for GLA Newsletters / Market press	GLA	Press opportunity
13 th May	PPS website - Blog post about International Public Markets Conference	PPS/GLA	Press opportunity
16 th May	Young Traders Market (NMTF) – Third Round of Forum Meetings – How’s it going? @ City Hall	NMTF / GLA	Press opportunity
20 th May	NABMA / NMTF Parliamentary Reception	LMB and GLA	Press opportunity
6 th -8 th June 2019	International Markets Conference – London	LMB and GLA	Press / LMB messaging opportunities
30 th & 31 st August	National Young Traders Market Final (Stratford-upon-Avon)	NMTF	Press opportunity
Early Autumn	Launch of Good Growth Fund Round 3	GLA	Announcement
Sept	GLA Newsletters / Market press	GLA	Press opportunity
TBC	Leeds University research on wider benefits of market	NMTF/ Leeds university	Announcement
22-24 September	NABMA Annual Conference & AGM	NABMA	Conference
Sept-Dec	Year 2 programme– Tomorrow’s market new traders recruitment	GLA	Press opportunity/ Call for traders
Nov	Article for GLA Newsletters / Market press	GLA	Press opportunity
2020			
6 per year	AoLM and LSTBG meetings (6 per year)	LMB	Regular Meetings
Every quarter	Article for GLA newsletters / Market press	LMB/GLA	Press opportunity
May	Mayoral election - London Markets Board term		

APPENDIX B: Twitter use protocol

(Board to agree to protocol and send relevant information to LMB Chair – Helen Evans)

Twitter account @marketsoflondon

- Twitter account set up by Helen Evans (Co-chair of LMB) @marketsoflondon, Helen will be responsible for tweeting information on behalf of the LMB through the account @marketsoflondon
- The account refers to GLA webpage link for the board and the London Markets map link to drive more traffic online to the map. Members to help with promoting the LMB and map links.
- The information shared through this account would be to:
 - o Promote LMB activities and share press opportunities
 - o Retweet other London market posts – i.e. information/conference/workshop/ meetings related to market sector
 - o Links of interest - Articles/researches interesting for the market sector

Information which will not be shared through this account and relates to all LMB members if they are communicating in their capacity as a board member as follows:

- o Commercial interest content
- o Politically sensitive content
- Content generation through:
 - o GLA website and newsletter / articles / projects highlights
 - o More generic content to be created and reviewed with GLA before publishing

Market Hashtags for LMB members

LMB members can use different hashtags market related depending of the information they want to share:

- #Londonmarketsboard / Londonmarkets – These hashtags can be used to promote the work of the board in general or related topics but should not be used by LMB members for any commercial interest or politically controversial content.
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- #Places / #Prosperity / #People – these hashtags can be used to promote more general information associated to the wider market agenda and different projects happening within the market sector.

APPENDIX C: Market/Street Trading sector contacting the LMB

(Board to agree and inform sector)

Following different requests to get in touch with the Board, suggestions were made to establish a contact process for the board:

- If individuals/organisations would like to get in touch/report to the board, they should use the current market sector network meeting groups. A LMB representative should be attending the meetings and report requests to the board when necessary.

Contact to the Association of London Markets (AoLM) and London Street Trading Benchmarking Group (LSTBG) is Peter Turvey, turveyservices@gmail.com

- If organisations are undertaking interesting work related to the Board's scope of work or agenda, there are also opportunities to present their work to the London Markets Board meetings.