



**NABMA**  
the voice of markets

welcomes  
you to

Markets Through Partnership

Thursday 25<sup>th</sup> January 2018

#NABMAConf



# LONDON'S MARKETS

TINA JADAV

REGENERATION,  
GREATER LONDON  
AUTHORITY

# MAYOR OF LONDON

ARTS AND CULTURE

BUSINESS AND ECONOMY

EDUCATION AND YOUTH

ENVIRONMENT

TRANSPORT

FIRE

HEALTH AND SPORT

HOUSING AND LAND

PLANNING

**REGENERATION**

POLICING AND CRIME

YOUNG PEOPLE

VOLUNTEERING

**The overriding aim of the  
Regeneration Unit is to deliver high-  
quality and targeted regeneration  
programmes with a range of partners  
to maximise cultural, economic,  
social and environmental benefits,  
leverage and impact**



OUTER LONDON FUND  
MAYOR'S REGENERATION FUND  
HIGH STREET FUND  
NEW HOMES BONUS  
FE CAPITAL FUND  
LONDON REGENERATION FUND  
GROWING PLACES FUND  
EU FUNDING  
MAYOR'S CROWDFUNDING PROGRAMME  
SKILLS FOR LONDONERS  
GOOD GROWTH FUND



**GBHS  
Award 2014  
Winner**





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# Welcome to THE RYE LANE MARKET

LADIES SHOES	WALLPAPER	GARDEN CENTRE
SPORTS WEAR	WALLPAPER	BEDDING & LINEN
AQUATICS	SHOE REPAIR	KIDS WEAR

PET SHOP	TAILORY	TAILOR
KEY CUTTING	WALLPAPER	LEATHER
FASHION	URBAN WEAR	HAIR SALON

ELECTRIC APPLIANCES	INTERNET
JEWELLERY	COMICS BOOKS

**BODY SHAPER'S SHOP**

Weight & Fatness  
Modeling  
Post-natal  
Postpartum  
Bump Up  
Ideal for Sports  
& to Correct Posture

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074 3020 4114









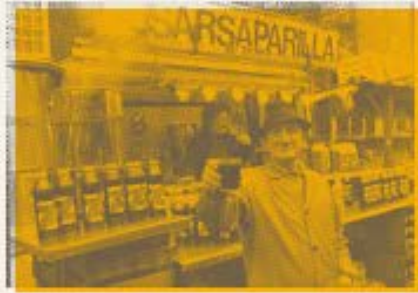
### Old Market, New Ideas

Reinforcing the heritage of East Street Market as one of the oldest markets in London, which has existed in one form or another since the 16th century. The historic village centre was located where East Street meets Walworth Road today. When used to reinforce the heritage aspects, the identity references historical tiled lettering still to be seen in Walworth today and as captured in the Historic Area Assessment.



### East Street Market logoblock

Letters tiled and arranged to form blocks and shapes inferring south american pattern, victorian and early 20th century tiled lettering and vernacular modern market signage.



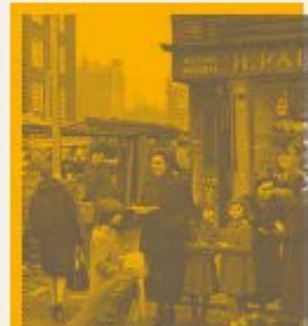
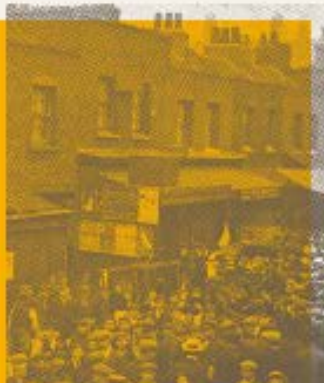
### Historical images

Sourced from local history library, with permission to use secured by LB Southwark.



### Core library Images

These include victorian engravings, archival photography and abstracted patterns referencing the diverse south american, south east asian and west african influences. A core selection has been made to represent the lineage of East Street Market; an old market with new ideas.



**WORKING WITH LOCAL CHAMPIONS**



**NURTURING IDENTITY**



**HEALTHY EATING/FOOD DEMONSTRATION**



**SUPPORT TRADERS TO TEST TRIAL  
NEW IDEAS**



**DIVERSIFYING THE OFFER**



**DIVERSIFYING THE OFFER**

# Chalton Street Market

By [Somers Town Community Association](#) [Camden](#) [Delivery stage](#)



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♡ Like 6    💬 Comment 18    ☆ Follow 64

Chalton Street Market will be the hub of the community – a vibrant place for people to shop, work and socialise. We will support local people to run healthy stalls and develop business skills.



**82**  
backers

**£60,195**  
raised

Somers Town Community  
Association

[About me](#)

[SomersTownCA](#)



**INNOVATE IN MANAGEMENT**



**ENCOURAGE NEW START-UPS**



**INCUBATORS – RECOGNISE MARKETS  
AS OPEN WORKSPACE**



**UPGRADING THE PHYSICAL**



# Welcome to Romford Market

## Today's Top Offers



2 bags for a £1!  
The Sweet Stall



Half price duck eggs  
Lynne's Fresh Farm Eggs



Half price foam!



Buy 1 Get 1 half price

DIGITAL/TECH INNOVATION



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BOROUGH MARKET

BOROUGH MARKET

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Jumi Cheese



AVAILABLE

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1. UNDERSTANDING LONDON'S  
MARKETS – NEW RESEARCH WITH  
RECOMMENDATIONS

2. LONDON'S FIRST MARKETS BOARD

3. LONDON TO HOST THE NEXT  
INTERNATIONAL MARKETS  
CONFERENCE IN JUNE 2019

4. FUNDING AND SUPPORT



**1**

**UNDERSTANDING  
LONDON'S  
MARKETS**

MAYOR OF LONDON

# UNDERSTANDING LONDON'S MARKETS

**LEAP**  
The Local Enterprise  
Partnership for London



# A STATEMENT OF VALUE FOR LONDON'S MARKETS

Retail 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.

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.

In line with the Mayor's 'City for All Londoners' and the principles of good growth, this diverse value experienced and delivered through markets can be considered across three main aspects: people, prosperity and place. Together, these can be understood as 'social value'.

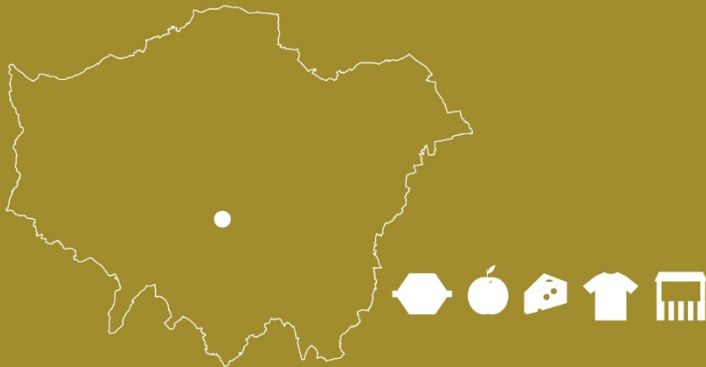






## CASE STUDY 1

### Brixton Street Markets Lambeth



#### LIGHTING UP BRIXTON PUTTING THE STREET MARKETS BACK ON CENTRE STAGE

Trader priorities around upgrading infrastructure with a strong new opportunity for design have ensured Electric Avenue and the other street markets regain their sense as places where people who are passionate about Brixton will want to spend more time.

**Type:** Three adjoining streets with 121 pitches, operating six days a week. Each street has its own vibe and product mix from traditional and exotic fruit and veg and discount clothing to Afro-Caribbean accessories and international street food.

#### What are the challenges?

Brixton's markets – including the indoor markets – have historically

strong roots in the community. Recent research indicates two loyal and local, but now distinct and polarised, customer groups: the price-conscious living on low incomes and more affluent newcomers who share a desire for the markets to retain their distinct local identity.

The street markets, including the much-loved Electric Avenue, are at the heart of this heritage and community but for a mix of reasons have been surviving rather than thriving. When in late 2014 Lambeth Council asked market traders what the market needed to improve, the answer was overwhelmingly about infrastructure: electricity, water, lighting, parking and access, waste, weather-proofing, wayfinding and promotion were all cited.

Set against a backdrop of perceived local gentrification, the challenge facing Lambeth was to invest and improve the infrastructure, operation

and commercial performance of the market for the benefit of traders and shoppers, without negatively impacting access and the identity, community value or affordability of the market.

#### What was done?

Traders' feedback directly shaped a successful bid to the Mayor of **London's High Street Fund**, which secured £869,000 of investment alongside £380,000 of Council money and over £100,000 of Heritage Lottery Fund grant. More than 20 engagement events with market traders, shop retailers and local residents were held over 10 months, overseen by local stakeholders and reviewed by the Mayor's Design Advisory Group, with elected Council members making key decisions. Architects Gort Scott developed a regeneration masterplan including detailed plans for Electric Avenue. Market consultants Quarterbridge developed a complementary five-year street market strategy to guide future operations and management. Both have been delivered as Phase One, with the rest of the masterplan to be delivered over the next five years linked to wider town centre redevelopment.

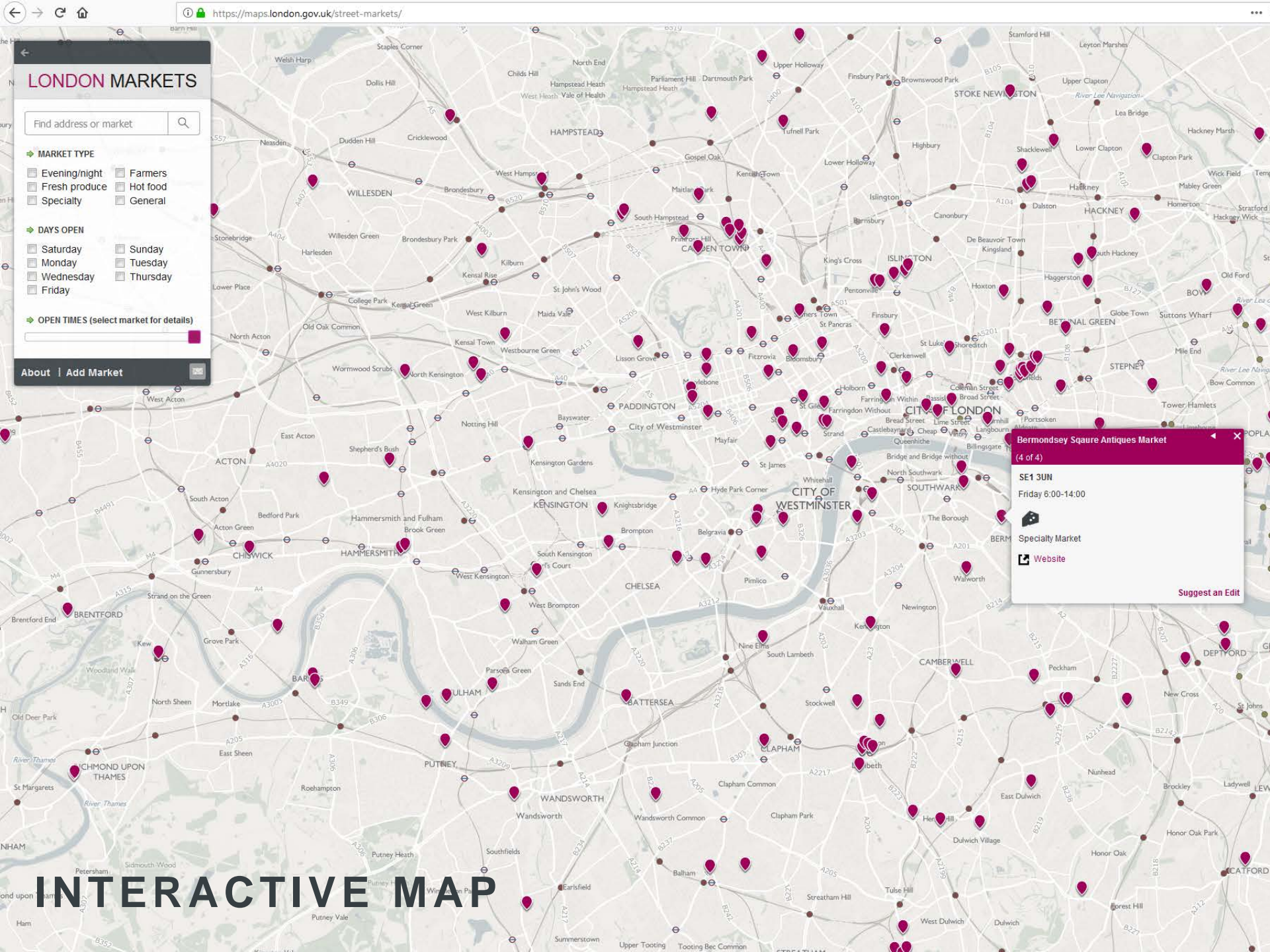
The completed regeneration scheme has decluttered Electric Avenue, making it more practical to trade from and more appealing to visit and shop. High-quality granite shared surfaces and revised pitch and stall layout have improved accessibility and tripled traders' trading frontages. Traders have been issued with contactless payment consoles and tablets to further boost takings. Weatherproofing and promotion has

been addressed through the provision of new business-branded gazebo stalls and a new lighting feature high above the entrance to the market, while traffic management and refuse collection regimes have helped to create a cleaner, less congested and more attractive shopping environment.

#### What are the lessons?

A nuanced approach to regeneration was developed to respect local sensitivities and recognise the community value of Brixton market, without relinquishing the need for the market to be a commercial success in its own right. To help retain the identity of the market, access and affordability, Lambeth Council elected to keep management 'in house'. In the short term, work will focus on attracting new traders to take up empty spaces and this, along with increasing footfall, will be the litmus test for the success of this first stage of investment. Future investment and delivery of subsequent phases will see contributions from wider town centre development, easing the immediate pressure on the commercial performance of the market.

**Key insights:** respecting local sensitivities; balancing the views of all stakeholders, not just traders; co-developing operational changes that support physical improvements; identifying a realistic scope and phasing change.



## LONDON MARKETS



### MARKET TYPE

- ☐ Evening/night
- ☐ Fresh produce
- ☐ Specialty
- ☐ Farmers
- ☐ Hot food
- ☐ General

### DAYS OPEN

- ☐ Saturday
- ☐ Monday
- ☐ Wednesday
- ☐ Friday
- ☐ Sunday
- ☐ Tuesday
- ☐ Thursday

### OPEN TIMES (select market for details)

[About](#) | [Add Market](#)

### Bermondsey Sqaure Antiques Market

(4 of 4)

SE1 3UN

Friday 6:00-14:00

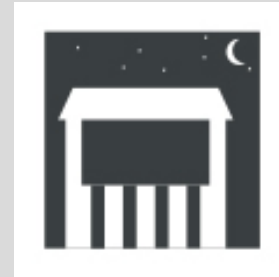


Specialty Market

[Website](#)

[Suggest an Edit](#)

# INTERACTIVE MAP



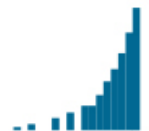
**How can markets work more effectively?**



**How can markets better support people?**



**How can markets better support prosperity?**



**How can markets better support place?**





2

LONDON  
MARKETS  
BOARD

**The aim of the London Markets Board is to:**

**Promote markets in all their forms and to lobby on behalf of the industry**

**Deliver improvements in London's market sector by building an evidence base and developing activities and policies that support London's wholesale, street and covered markets**

**Provide strategic oversight of London's markets sector, informing a London markets strategy**

**Support and grow sustainable routes into training, employment and enterprise through London's markets.**





we use  
Rose VOUCHERS  
for  
fruit & veg  
accepted  
here

SIMPLY THE BEST

Costa Brava

SIMPLY THE BEST

SWEET  
50

50

VERY SWEET  
50

mega  
50

melania



**3**

**INTERNATIONAL  
PUBLIC  
MARKETS  
CONFERENCE**

MAYOR OF LONDON



INTERNATIONAL  
PUBLIC MARKETS  
CONFERENCE

LONDON 2018



# TOMORROW'S MARKETS?

## INCLUSION

Tomorrow's Markets not only reflect the diversity of their cities, they actively support social inclusion and integration, create more mixed and open places, and offer something for all kinds of traders and customers.

## INNOVATION

Tomorrow's Markets generate and test new ideas to help secure their future, harness technologies to reach new audiences, and incubate a new generation of business and enterprise.

## IMPACT

Tomorrow's Markets understand the wider social, environmental and economic value they bring to places, use intelligent tools to measure the difference they make, and put forward the case for how to increase their impact.



**4**

**FUNDING  
AND  
SUPPORT**

# What is the Good Growth Fund?

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The Mayor of London's new regeneration programme from 2017-18 to 2020-21, delivered through the London Economic Action Partnership (LEAP).

Open to a broad range of public, private and third-sector partners

Offers a tiered range of funding and support, to suit different applicants and scales and types of projects which together can build a broad and balanced programme of exemplary regeneration activities.



# Actions: What we will fund

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We want to fund a range of projects as part of the Good Growth Fund and hope applicants respond creatively to our suggestions with proposals that address the interrelated strategic themes outlined in the previous chapter.

**Develop Civic Infrastructure**

**Back Small Business**

**Secure and Create Workspace**

**Drive Innovation**

**Build Skills and Employability**

**Deliver Community-led**

**Regeneration**

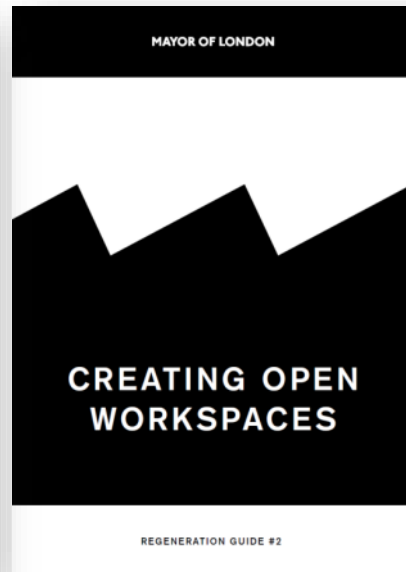
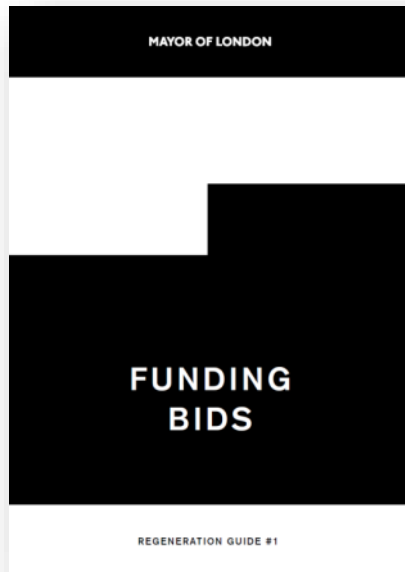
**Enhance Public Space**

**Share Culture**

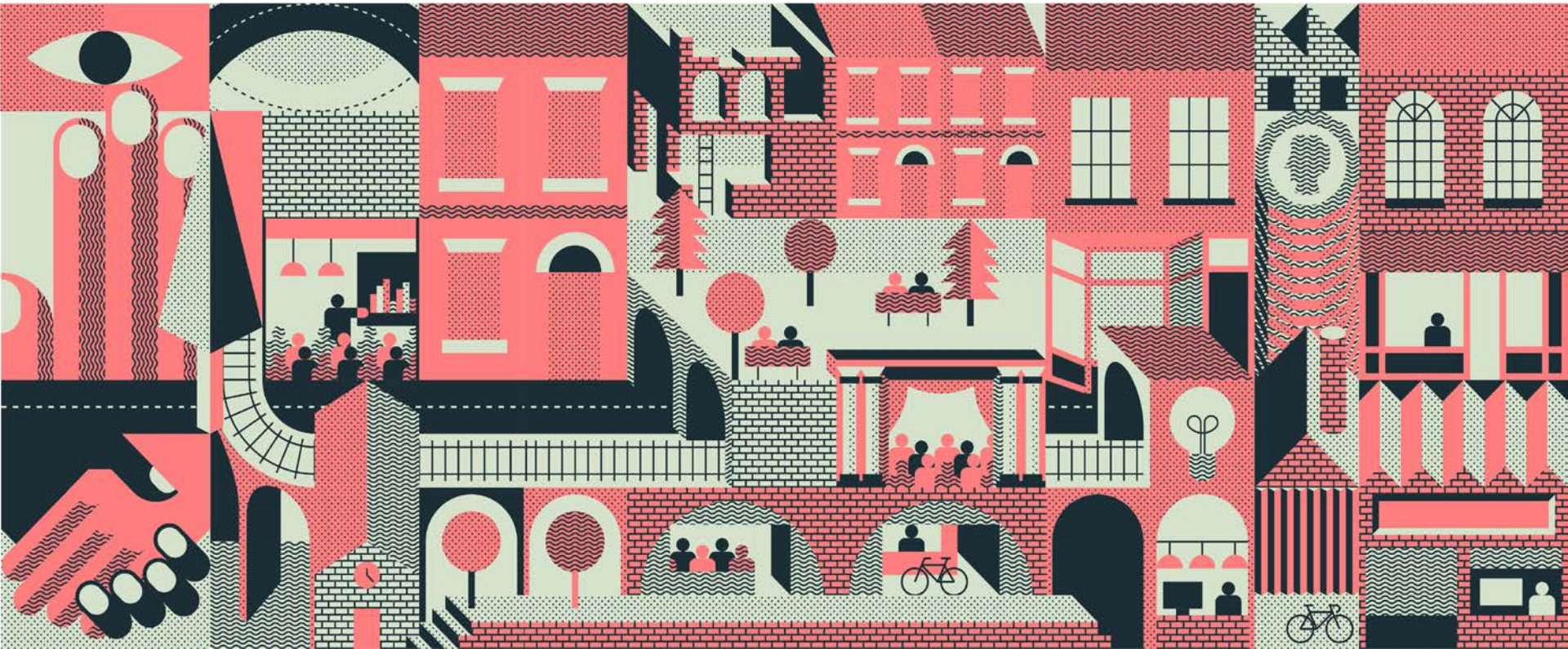


# Support and advice

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# MAYOR OF LONDON



**Good Growth Fund**

[www.london.gov.uk/good-growth-fund](http://www.london.gov.uk/good-growth-fund)

# Crowdfund London

## #CrowdfundLDN

I want to help you crowdfund ideas that make your area better. Get up to £50k for your project.



6



5



16





# LONDON'S MARKETS

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