

DHCLG Green Paper  
*Integrated Communities*

**RESPONSE OF THE NATIONAL ASSOCIATION OF BRITISH MARKET AUTHORITIES  
(NABMA)**

**A) Markets at the Heart of Communities**

Markets have always been at the heart of communities and places, creating social cohesion, and making places into communities. In particular markets have always provided a welcome, a focus, and a springboard for newcomers entering Britain. Markets are places of inclusiveness, and have always been manifestations and creators of Integrated Communities

The ethnically diverse profile of both trader and customer bases in markets ensures a place where different groups meet and work together, sharing cultural and business approaches, and working together to address shared challenges.

This response is on behalf of NABMA and brings together the work of a number of retail market specialists and distils input from a range of retail markets managed by councils, but also under various other forms of management : commercial, CIC, BID, trader co-operative, and others.

Retail markets are strongly represented in urban locations and market towns, and already possess the resources, traditions and ethos to provide a springboard to community cohesion, and to directly address many of the challenges highlighted by your Green Paper.

Our ambition is to identify the strongest and most productive ways in which markets are today providing a focus and an impetus for Integrated Communities - and then to make those opportunities available to any market operator able to adopt and expand them. We believe we have examples of good practice that can be scaled many-fold across the UK for the benefit of the nation.

We hope this response will be a prelude to a wider dialogue with DHCLG, and other stakeholders sharing our ambition to contribute to a Britain built on Integrated Communities

**Markets provide a welcome to newcomers into Britain**

Granville Arcade, Brixton provided a welcome to the Windrush arrivals in the 1950's and 60's. Historic England, in an application for the listing of Granville Arcade, highlights its importance, not just as an unique market, but as the cultural home of West Indian Britain :

## **Granville Arcade, Brixton Cultural Home of Britain's Afro-Caribbean community**

The post-war history of the markets is particularly relevant to the listing. Brixton is widely recognised as the pre-eminent district of Afro-Caribbean settlement and culture in both the capital and the country. This identity emerged quickly from the 1950s when immigrants from the West Indies, settled in this South London suburb, largely due to cheap housing in this once salubrious, but increasingly Blitz-damaged neighbourhood. With hundreds, then thousands, of newly-arrived immigrants lodging in boarding houses, the new community settled with a considerable presence in the area.

The Oxford Companion to Black British History, comments that "Brixton Market, with its jumble of stalls selling plantains, Jamaican patties, yams, green bananas, and an array of Caribbean foodstuffs, rapidly became an important focal point for the new arrivals, many of whom made their homes in the adjacent environs of Atlantic Road, Electric Avenue, Coldharbour Lane, and Railton Road. By the late 1960s the area had become one of the largest and most important sites of Caribbean settlement in the United Kingdom, and word of Brixton's reputation as 'the spiritual home of Caribbeans in Britain' spread back home, encouraging new generations of Caribbean settlers."

As the focal point of this community, the most visible manifestation of the important cultural foodstuffs of the new settlers, the market has an important cultural role. Furthermore, that there was confidence and critical mass enough to display it openly, in what was not always a welcoming home population, gives the presence of the market added meaning.

A white stall-holder in the mid-1950s commented that it was the pioneering market holders, mostly grocers and butchers in and around Brixton Market, that began to cater for the West Indian residents, and that their arrival was 'a shot in the arm for local trade'. As white custom decreased, those who began to sell rice, dried cod fish, dried pork and ackee, spices, beans, tinned yams and coconut butter, and more exotic fruits and vegetables like mangoes, pineapple and avocados, prospered. By the late 1950s, Brixton Market was the commercial and cultural heart of a new and growing community in England

## **B) Markets Shaping Community Integration Today**

### **2 Life in Modern Britain**

Educating and preparing young people for life in modern Britain

Providing for meaningful social mixing

In recent years markets have developed a focus on providing a springboard for young people of all ethnicities and every status. In addition to providing a platform for live performance and artistic expression, many markets are developing structures to provide chances for young people to repurpose their lives by developing businesses and value-adding services for customers.

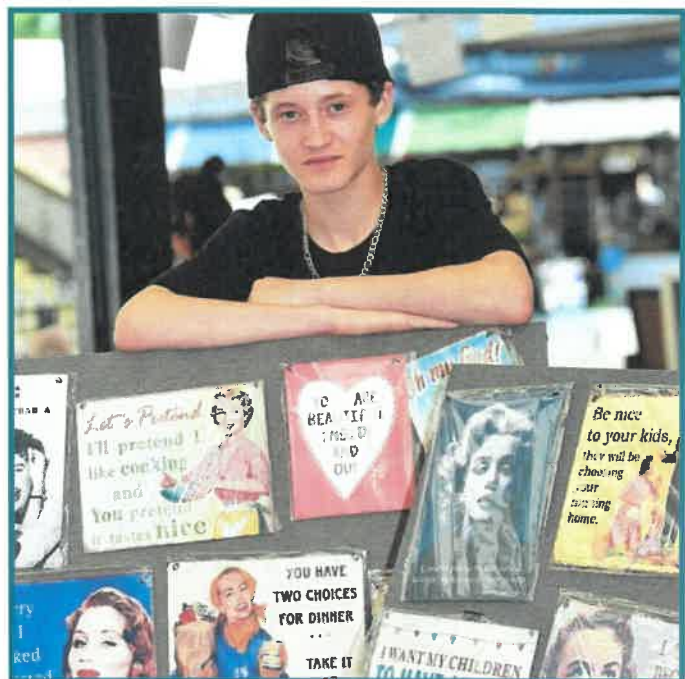
Market based initiatives currently delivered include training and skilling; learning life disciplines; observing role models; developing pride in achievements - all based on a forum where participants meet other young people from differing neighbourhoods and backgrounds

Example :

### Community Giants, Leicester

The Community Giants is a Leicester-based CIC that uses available market infrastructure, people, and customers to provide opportunities for disadvantaged young people to restore self-confidence and build businesses to support themselves and make their contribution to society

The account of their founder John Palmer highlights the potential that markets hold already on behalf of their communities :



**The Community Giants** journey into enterprise markets was an organic process driven forward by some of the young people that we have been supporting.

We asked ourselves :

*How can we find a platform to launch numerous micro businesses simultaneously without incurring crippling start up costs ?*

*How is it possible to portray young people who feel overlooked by society in a positive light, giving them a voice and an opportunity to feel included in the broader community ?*

The Community Giants have been actively engaging with town centre markets willing to embrace innovation and step into the 21st century. There has been tremendous success where there has been partnership between ourselves and the local authority. For example, in the market town of Newark in Nottinghamshire, we have been in discussions as to how we can ensure that the market isn't only a place for shopping, but should undergo a metamorphosis that creates a focal point for the town.

The market is a place for young people to share their experiences and demonstrate their value to the wider community. On site there will be advice and guidance for those young people who are furthest from employment and who may have multiple issues. A relaxed less formal setting allows for greater engagement across various areas such as health, housing advice etc.

The net result of such events is greater community engagement and cohesion, the chasm is bridged and people of all ages and from diverse backgrounds find themselves together with shared purpose.

The Community Giants recruit young people from disadvantaged backgrounds to be part of this vision. We have observed other models of youth markets that seem to be weighted towards students and those who already are self sufficient, most from stable backgrounds and enjoying the support of their families. Our model seeks out those who see markets as a long term career, those who want to build long term businesses at the markets thus preserving the markets for years to come. It is true that these people may require greater investment and significantly more support, yet the results that this yields are astonishing.

The example of Theo, who has been with us for 3 years comes to mind. Theo was nothing less than, as he himself puts it, "a prolific career criminal". Theo has been given the support of The Community Giants team that has enabled him to create a successful ice cream business that now offers employment to 3 other young people.

We have a unique model of financing youth micro businesses that allows for stability and ensures that the budding entrepreneurs maintain belief, ambition and focus. Our support programme isn't restricted to business support but support of the individual, as we know that broken people cannot operate businesses effectively.

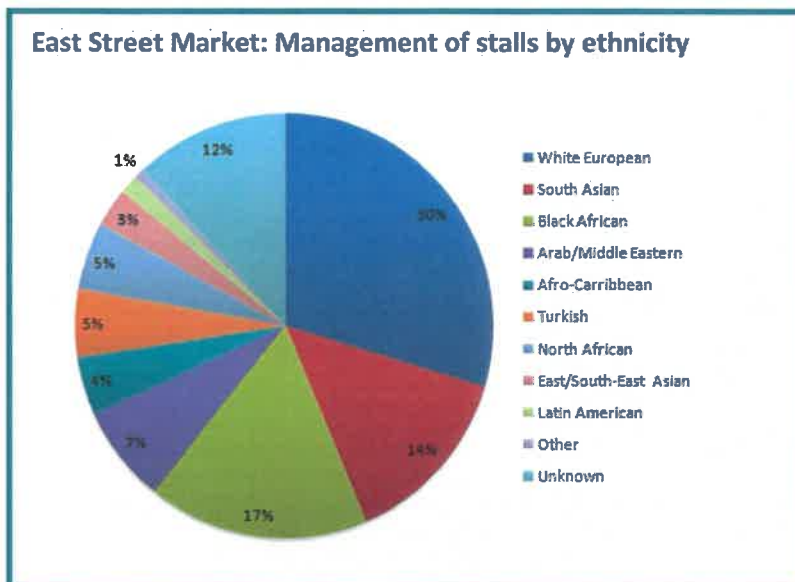
#### **4 Markets Bringing People Together**

How markets are coalescing 'residentially segregated communities'

Providing opportunities for bringing together people from different backgrounds to play their part in civic life

Markets have mostly grown up in ethnically mixed places to serve their varied food and household needs, and they remain closely integrated with their catchments.

Recent work by ROI Team for Southwark Council around East Street Market identified more than 11 ethnic types speaking 19 languages managing stalls in the market. The audit established how the diverse make up of East Street Market supports an equally diverse spread of ethnic ownership among the High Street facing businesses in and around East Street, with the audit identifying a further 11 ethnicities speaking 29 languages. Effectively the mixed complexion of the market is the foundation of a mixed ownership ecology along adjacent High Streets



As well as supporting the household needs of a wide range of ethnic types, East Street Market also brings this array of nationalities together, providing for example a community and cultural centre for the area's Latin American community

Progressive markets reach outwards to share initiatives and build links into the community

## 5 Work and Self Support

Markets provide a low cost, low risk, easy access route for entrepreneurs to launch and grow businesses, and to support themselves and their families. A unique feature of markets is that they provide a way to test concepts, products, and business propositions with real customers, providing instant feedback.

In particular, the easy-entry culture of markets has historically provided a platform for newcomers to Britain to establish and build businesses, providing a point of pride for their own community, and subsequently a window into the culture and civic life of the country.

Mercato Metropolitan, a community market space located in a disused paper factory in SE London, has been able to work with young entrepreneurs to grow the food oriented businesses that draw people to their location :

**Mercato Metropolitano** acts as an incubator for entrepreneurs to start up a small business or test a concept. We only work with small, passionate producers (as much as possible local people, using locally sourced produce). We give opportunities to those who would find the usual barriers to entry (deposit, monthly rent etc.) too high.

To date, we have incubated approximately 50 small businesses including food and beverage start-ups, representing a wide spectrum of global cuisines.

We also act as an incubator for sustainable urban farming initiatives, as we are passionate about being a part of the solution around local vs. global food supply chains. All our traders must commit to buying as sustainably/ locally as possible.



In particular markets provide a platform for women to test and grow businesses. In some modern markets more than half of stalls are run by women.

Vicki Exall, Head of Partnerships at Mercato Metropolitano, explains one of their projects that specifically targets women aiming to set up in the food service sector :

*We run inclusive projects like the Female Food Founders competition. I speak to lots of women locally who have a great food idea and are often catering for family/ friends events but can't make the leap to launching the idea as a business. This competition gives use of a shack at MM, £1000 start up capital, and a package of mentoring to help a passionate foodie turn their dream into reality.*

Businesses well known today have been created in market settings by newcomers to Britain, including famous retail brands such as Marks & Spencer, Tesco and others

## **C) What retail markets can provide in response to the Green Paper**

In 2012 Nabma led the market sector's response to the Portas Review – *The Future of our High Streets*. Our response triggered further dialogue with the DCLG and led ultimately to the founding of *Love Your Local Market*, a national annual celebration of the contribution of markets to town centres and High Streets. From modest beginnings *LYLM*, with valued support from DCLG, has grown to become an international event, in 2018 appearing in 24 countries around the world and with 300 markets participating in the UK alone

Love Your Local Market was Nabma's 'Big Idea' in 2012, and in this section we list below our 'Big Ideas' in response to your current Green Paper

### **1 Festivals of Diversity**

Markets have become the natural place for hosting festivals that celebrate local diversity, culture, and pride, well illustrated by this account of the 2018 *This is Luton Festival*

Everyone is invited to the '**This is Luton**' festival, a free cultural awareness and family event hosted by *Luton in Harmony* on Saturday 10 June in Wardown Park, Luton

The festival, funded by the Big Lottery Fund, will feature a variety of community stalls to reflect the diversity of Luton.

The Women's Institute and the Asian, Bahá'í, Irish, Romanian, Somalian and African/Caribbean communities will be at the event to highlight Luton's history and culture.

There will also be different foods to sample, information stalls as well as music and dance performances. For the fashion conscious, there will be a cultural fashion show, as well as competitions and fantastic prizes to be won.

Children will be fully entertained with lots of activities including:

- face painting
- balloon modelling
- craft workshops
- bouncy castle
- bucking bronco
- games



*Luton in Harmony* will also be supporting the *Great Get Together* initiative, in memory of Jo Cox, which is a national celebration aiming to bring communities together. As part of the festival we are encouraging people to bring picnics to the park and have conversations with their neighbours.

Lloyd Denny, Independent Chair, *Luton in Harmony*, said: 'Luton is a great town with over 130 languages spoken by many different communities. Our festival is a great opportunity for people from different backgrounds and cultures to come together and celebrate the differences of our communities, as well as identify the many similarities.'

In the evening, residents and visitors to the town are invited to The Big Iftar, a community event to mark the breaking of the daily fast of Ramadan. Here you can learn about Ramadan and why the Muslim community fast.

**Ambition :**

Encourage all councils to organise and support an annual festival centred on their market, celebrating their local diversity and culture

**Target :**

50 festivals in Year 2 of the programme

**Approach :**

We propose to work with DHCLG to establish a central resource to provide advice and resources to make it easier for any UK council to stage their own successful Festival of Diversity on an annual basis. Part of the response would be to build a network of self-help sources of successful approach and advice from within the markets sector



## 2 Easy access, low risk platform for entrepreneurs

Most markets provide opportunities for local entrepreneurs to test business ideas and grow businesses.

Markets are uniquely placed to provide instant feedback from real customers to new business concepts and ideas. Some markets spaces (such as POP Brixton) have been set up specifically to provide opportunities and support to local entrepreneurs. The eloquent case studies from Community Giants and Mercato Metropolitan earlier in the document show what can be achieved with a little investment of time, resources, and TLC.

But not all councils have the resources, structures, or vision to provide effective support to their local entrepreneurs and marginalised young people.

### **Ambition :**

Build a central resource and framework to equip all markets to become the natural focus and platform for local entrepreneurs. A Good Practice Manual, and recommendations for linking with other local stakeholders, would be part of the resource

Currently there is considerable variation between markets as to their entry requirements and procedure for obtaining a licence to trade.

We want to provide a pathway to support market managers to enable them to minimise the barriers to becoming a trader in markets, making it easy for anyone satisfying basic trading requirements to acquire a licence and get underway. A central archive of required information available to any market manager would reduce the levels of 'red tape'.

There might be a financial fund to enable markets to provide initial support to the most promising businesses.

### **Target :**

500 new businesses trialling and opening in UK markets during 2020  
100 of them [20%] still trading in markets or on High Streets during 2022

### **Approach :**

We propose to work with DHCLG to establish a central resource to provide advice and support to enable any retail market, whatever its management structure, to attract and support embryonic businesses to operate from the market, using the space and infrastructure already at hand, and to test business ideas with the live customer base provided by the market.

In addition to basic trading resources (space, stall, meeting spaces, work spaces, wi-fi etc) the market would also provide support services such as counselling, skills sharing, financial and business planning, mentoring, buddying, introduction to bigger local businesses etc

### 3 Bringing Groups Together Through Food : Community Kitchens in Markets

Throughout history conflict has been diffused and opposing groups have been brought together through the preparation and sharing of meals. All ethnicities are proud of their culinary traditions and everyone takes an interest in the food and cuisine of different ethnic groups.

In this way the preparation, cooking, and sharing of meals is a natural way of creating shared values and respect across ethnicities. Groups that may not otherwise mix can develop mutual interest and admiration by participating in preparation and sharing of a meal.

Markets already sell the fresh produce and prepared foods of a bewildering spectrum of ethnicities, and the most progressive of them already have areas set up for the preparation, cooking, and tasting of dishes from around the world.

#### Example :

Southwark's Borough Market provides a space to showcase an array of international cooking and baking skills via its Demonstration Kitchen.

#### Ambition :

Use markets as a place to bring together ethnic groups within the markets' catchment to prepare and share food together, and so develop respect and admiration for each others' cultures.

Markets would create and manage a programme of shared communal meals representing their diverse catchment, with meals prepared and enjoyed in Community Kitchens set up within the markets



Community Kitchen at Mercato Metropolitano



**Target :**

Work with councils and other market operators to build and open 20 new Community Kitchens in 20 markets by 2020

10 x Community Meal events in each of these 20 markets during 2020 = 200 Community Meal sharing events per year

**Approach :**

We propose to work with DHCLG to establish a central resource and framework to support any market wishing to create and promote a Community Kitchen – a central space for preparation, cooking, and sharing of communally prepared meals.

Resources available might include :

- Archive of examples and designs to match any available space and configuration
- Architectural, procurement, and construction advice
- Manual for construction and promotion of the kitchen
- Fund to provide small loans supporting markets and councils struggling to fund their projects locally

**D) Next Steps**

We hope that these comments and examples, necessarily brief as they are, will be a helpful response to your Green Paper, and will provide a basis for further discussions with DHCLG to explore how some of the forward looking ideas might be developed

Paragraph numbers in section B correspond to sections in the Green Paper, and text in lighter blue font are excerpts from the Green Paper

This paper is the work of managers and service providers to retail markets, representing the full range of management styles, gathered, guided, and supported by NABMA : Local Authority, but also commercial, CIC, BID managed, and others. The Task Group was co-ordinated by Andrew McCall of ROI Team, with leading contributions from :

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