

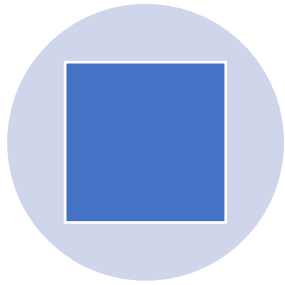
Trader- and community-run markets: a practical guide

Dr Myfanwy Taylor, Leverhulme Early Career Research Fellow, University College London

Presentation to NABMA Conference

Birmingham, 26 January 2023

What is *Markets4People*?



AIM: to investigate the community value that markets bring--in particular for elderly, low-income and minoritised groups--which is often taken for granted



Research project at the University of Leeds between 2018 and 2021



NMTF, NEF and Prof Sophie Watson Co-Investigators; NABMA on the Steering Group; CLES and Power to Change collaborating on best practice handbooks



Over 50 interviews with key stakeholders and experts in the traditional markets sector



A Survey of 1500 market users at three markets



Focus groups with market users and workshops with operators, traders and community groups

Main findings and resources

Community value

- Serving low-income and other marginalised, vulnerable or discriminated-against groups, for example older people, migrants and Black and Minoritised communities;
- Providing affordable and quality produce, including fresh and healthy food
- Supporting social and cultural interaction, and being inclusive and generally accessible places
- Providing low-cost and accessible trading spaces, sustaining employment and livelihoods for traders; and
- Generating economic value through customers' purchases, rental income for market operators and increased footfall in high streets and town centres

MARKETS 4 PEOPLE

Bury market: shopping destination and community hub

Drs Paul Waley, Myfanwy Taylor, Sara González, Andy Newing, Lisa Buckner* and Rosie Wilkinson
School of Geography, University of Leeds. *School of Sociology and Social Policy, University of Leeds



Easter at Bury Market. (Bury Council)

MARKETS 4 PEOPLE

Grainger Market: a community asset at the heart of Newcastle upon Tyne

It's a bit like that Cheers song, 'where everybody knows your name'.

Drs Sara González, Myfanwy Taylor, Andy Newing, Lisa Buckner* and Rosie Wilkinson
School of Geography, University of Leeds. *School of Sociology and Social Policy, University of Leeds



Inside Grainger Market, Newcastle upon Tyne. (Myfanwy Taylor)

MARKETS 4 PEOPLE

Queen's Market: a successful and specialised market serving diverse communities in Newham and beyond

Drs Myfanwy Taylor, Sophie Watson**, Sara González, Lisa Buckner*, Andy Newing and Rosie Wilkinson
*School of Sociology and Social Policy, University of Leeds.

** School of Social Sciences & Global Studies, The Open University



Queen's Market, Newham, London. (Saif Osmani)

Markets as community hubs for inclusive economies

- Traditional Retail Markets (TRMs) are often trapped between a twin narrative of decline and gentrification.
- Our findings point the way to an alternative approach.
- Markets can be highly successful and deliver wide-ranging benefits to the communities they serve, as well as contributing to many local authority goals and responsibilities.
- TRMs' current successes and customers should be celebrated and placed at the heart of any strategy to improve them.
- The community value of TRMs can be at the heart of inclusive Covid-19 recovery plans, green and good growth strategies and community wealth building programs.

MARKETS 4 PEOPLE

Developing markets as community hubs for inclusive economies: a best practice handbook for market operators

Myfanwy Taylor, Sara González, Paul Waley and Rosie Wilkinson



1. Value the community benefits of TRMs



**2. Connect TRMs with other local authority goals
and responsibilities**



**3. Partner with other organisations to deliver
community value projects**



4. Deliver inclusive redevelopment schemes

**Illustrated through 21 case studies of existing best practice within
the UK markets sector.**

Today, we are launching a new handbook

Trader- and community-run markets

A practical guide to setting up, running your market and accessing support

Myfanwy Taylor, Frances Northrop, Emmet Kiberd, Jasmeet Phagoora, Emily Scurrah, Helen Power, Sara González, Paul Waley and Rosie Wilkinson

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University of Leeds would like to thank:

- Graham Wilson and David Preston, NABMA
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- Frances Northrop, Emmet Kiberd, Jasmeet Phagoora and Emily Scurrah, NEF
- Sarah Longlands and Helen Power, CLES
- Ailbhe McNabola, Suzanne Perry and Rachael Dufour, Power to Change
- Our eight case study markets

And our funders:

- Economic and Social Research Council
- University of Leeds Impact Acceleration Account
- Power to Change
- Plus MT Leverhulme Early Career Research Fellowship

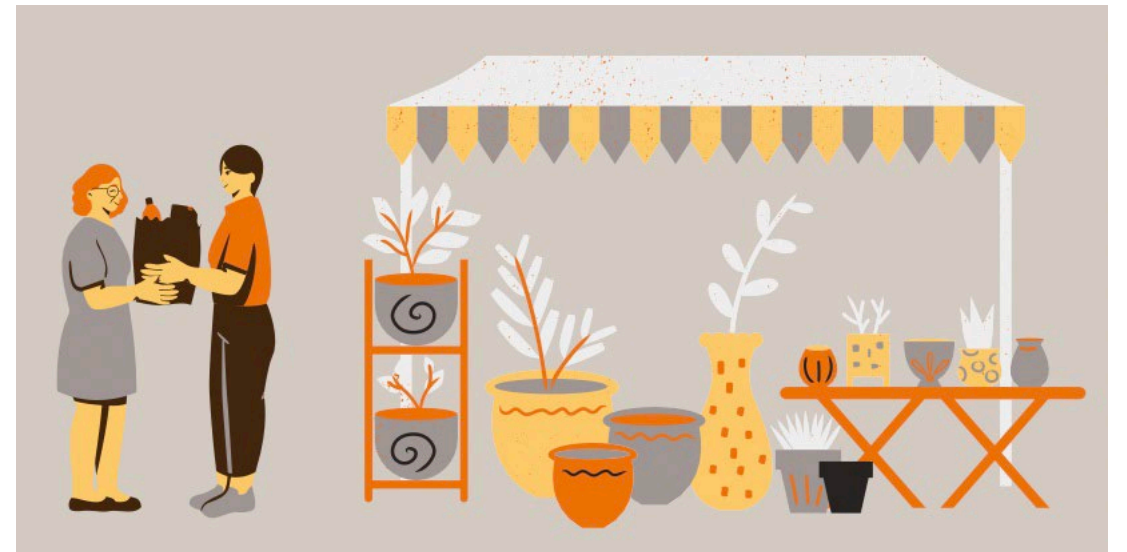
Why a new resource?

- Just 6% of UK markets are run by third sector operators (NABMA 2022 data).
- M4P found a lively interest in growing this part of the sector.
- But several trader coops have closed in recent years.
- And it can be challenging for groups to meet LA requirements without specialist advice and support.
- Free, accessible starting point; links to NABMA and NMTF resources and support.



Why support third sector markets?

- Blend of economic and social goals well-suited to markets' functions.
- Aims and values likely to be aligned with public policy goals.
- May be well-placed to identify local needs, serve specific groups and develop partnerships.
- Part of developing strong local VCS sector.
- Contributes to community wealth building and inclusive growth agendas.
- Aligned with shifts towards greater community involvement in high street and town centre recovery programmes.
- Can help to develop lively local interest and involvement in markets, helping to secure a strong future for the sector.





LOCAL AUTHORITY EXAMPLE: OXFORD CITY COUNCIL

- Community wealth building project to explore how the City Council can support community groups and social enterprises in deprived areas to generate and circulate wealth locally.
- Idea for community markets eg to generate activity and use space in new low-traffic areas.
- City Council owns four markets, three of which are run by private operators. No wider market plan/strategy.
- Now exploring a proactive approach to licensing community markets as part of a wider plan/strategy for supporting markets that deliver community benefit.

The role of local authority markets teams

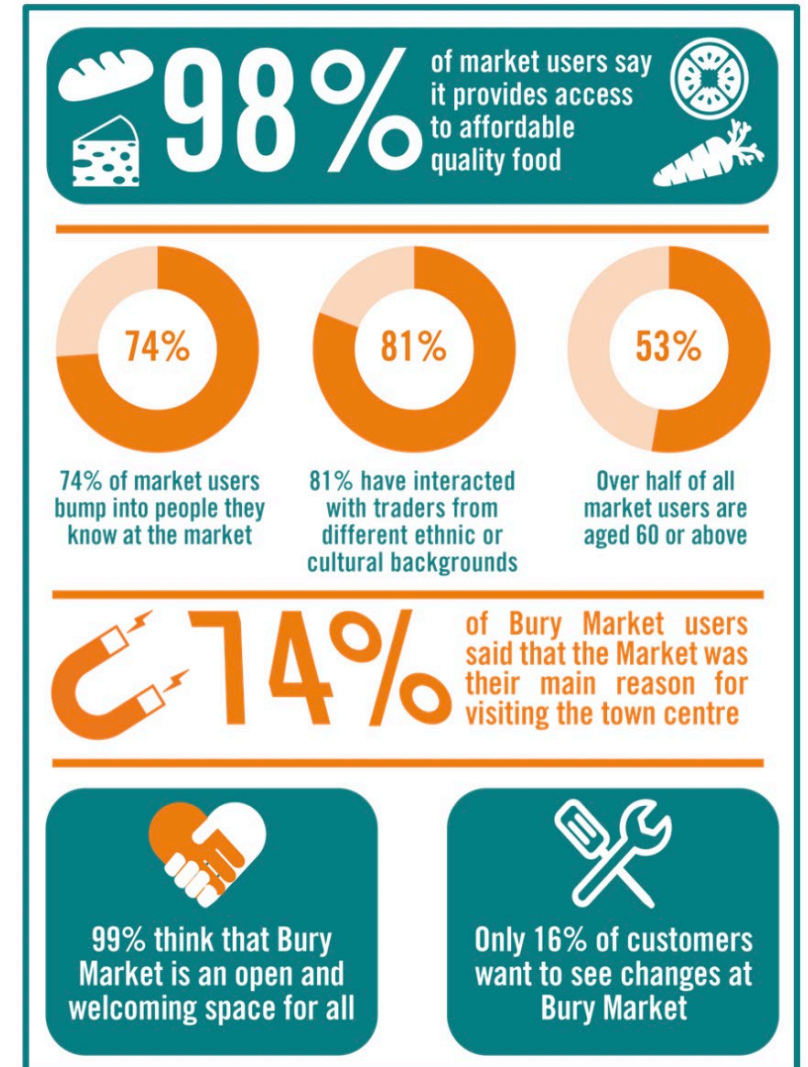
Supporting third sector markets sits *alongside not instead of* local authorities' important role as market operators.



1. Connect with **VCS and business development** teams.
2. Connect with **community wealth building / local economic development** teams.
3. Include trader and community run markets in **markets plans and licensing arrangements**.
4. Include social value / community benefit in market management **procurement**.

1 - Connect with VCS and business development teams

- Link up with local authority programmes and resources to support the Voluntary and Community Sector (VCS) and local business community.
- Connect groups with high street and town centre business and civic fora.
- Work with regeneration teams to collaborate with groups interested in setting up markets linked to regeneration schemes.
- Use M4P resources to demonstrate the value of markets to colleagues in other teams.



Key statistics from M4P user survey, Bury Market 2019.

2 - Connect with community wealth building / local economic development teams

- Community wealth building aims to retain greater benefits of local economic development locally,
- including by supporting social and community businesses, and
- ensuring procurement processes are accessible to and support the growth of social and community businesses.
- Join up with CWB teams to ensure trader and community groups interested in running markets can benefit from support available.



Further resources and information at:

www.cles.org.uk

3 - Include trader- and community-run markets in market plans and licensing arrangements

- LAs can use market licensing to control the holding of other markets and market events in their area.
- NABMA also encourages LAs to develop a Market Plan to shape the market offer locally.
- Include trader and community-run markets in any review or new plan/licensing policy.
- Consider a more proactive approach to ensure benefits for low-income and marginalized communities.



4 - Include social value / community benefit in market management procurement

- Local authorities are legally required to take social value into account in procurement processes and decisions.
- A key route for increasing the circulation of wealth locally.
- And a key means for ensuring markets continue to deliver social value / community benefit, whichever the operator.
- Can help to ensure that the additional social value / community benefit third-sector organisations can deliver is taken into account.



Additional benefits for trader and community groups

TRADER GROUPS

- Autonomy and control
- Retention and reinvestment of surplus
- Close links with the community

COMMUNITY GROUPS

- Meeting local needs
- A location in the heart of the community
- A place for community activities and services

Advice for interested groups

1 - Choose a legal structure

- Incorporation recommended.
- Options include co-operative societies, community benefit societies, community interest companies and charities.
- Information and advice available from the NCVO and Cooperatives UK, as well as NABMA and NMTF.



2 – Access advice, support and funding

- Become a member of NABMA and/or NMTF; access initial advice and resources for free.
- Use NMTF's bespoke advice and registration service for trader coops.
- Broader support from Locality, Social Enterprise UK and Co-operatives UK.
- Access funding via National Lottery Community Fund, Power to Change and Architectural Heritage Fund.



Cottingham Market trader co-op,
formed with NMTF support.

Sources of funding and support, in addition to NABMA & NMTF)

CoopsUK – supporting cooperatives

- Business Support for Coops (six days tailored support)
- Booster Fund for community shares (£5k development grants; £25k match funding)
- Free webinars, workshops and online guides.
- CoopsUK approved support providers

Power to Change – strengthening community businesses

- Powering up programme, focusing on digital skills and environmental sustainability (£20k grants)
- Financial capabilities programme (4 days training)
- My Community resource bank + Community Business 'Patchwork' network
- Research, policy and advocacy

Locality – supporting community organisations

- National membership network for community organisations
- Consultancy service
- Practical resources and guides

Social enterprise UK

- National membership body for social enterprises
- Social enterprise directory
- Social procurement
- Social enterprise start-up guide

National Lottery

- Community Fund grants <£10k and >£10k
- Heritage Fund grants £3-10k, £10-250k and £250k- £5 million.

Architectural Heritage Fund – conservation by and for communities

- Grants for early development work
- Loans for acquisition and working capital for delivery

3 – Getting started: market basics

1. Build your team
2. Find out about local market plans and licensing arrangements
3. Develop the purpose and location of the market through local engagement
4. Secure a freehold, leasehold or other contract.
5. Develop your business plan
6. Strong branding and communications
7. Build relationships, join networks and work in partnership

Case studies

1. Cottingham Market, Yorkshire
2. Filwood Market, Bristol
3. Moulsecoomb Community Market, Brighton
4. Granby4Streets Market, Liverpool
5. Acton Street Market, West London
6. Woodgrange Market, East London
7. Radcliffe Market, Greater Manchester
8. Levenshulme Market, South Manchester
9. Local authority example - Oxford City Council



Acton Street Market, West London

Conclusion

- Trader and community-run markets are well placed to contribute to a more sustainable future, supporting people through the cost-of-living crisis.
- In parallel, local authorities can ensure their own markets deliver community value and benefits for low-income and marginalized communities.
- They can also use their policy levers – market plans, licensing and procurement – to drive broader change.
- By working together, local authorities and trader and community groups can help to ensure every town and neighbourhood in the UK has an affordable and locally-managed market that meets the needs of that community.
- Even in current financial context, funding and support is available, linked to broader shifts towards community wealth building, community businesses and community involvement in high street regeneration.



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PEOPLE**

Continuing the conversation...

Please get in touch with any feedback and input. In particular:

1. Have you been approached by trader or community groups about starting up or taking on a market?
2. Is your local authority interested in this agenda?
3. Has your markets team joined up with community wealth building, VCS and business development teams?
4. What do you think are the challenges and opportunities involved in growing trader and community markets?

Email to request a hard copy.

And, if you use the handbook, please get in touch to let us know how.

Follow our updates and get in touch

- Website: <https://trmcommunityvalue.leeds.ac.uk/>
- Twitter: @markets4people
- Email: s.gonzalez@leeds.ac.uk and myfanwy.taylor.09@ucl.ac.uk
- Look out for our **final report later this year**, which will tie the threads together across the project