

10<sup>TH</sup> INTERNATIONAL  
PUBLIC MARKETS  
CONFERENCE

LONDON, UK • JUNE 6-8, 2019

## PUBLIC MARKET MOBILE WORKSHOPS & TOURS

Participants at the 10<sup>th</sup> International Public Markets Conference will have multiple opportunities to visit and explore London's extensive network of nearly 300 public markets.

Half-day mobile workshops on Friday morning will offer participants the opportunity to dig deeper into one street market onsite, meet with stakeholders to learn more about the history of the market and its operations, and contribute their own ideas for how the market can achieve even higher levels of success.

On Saturday, participants will spend the day visiting and learning the inner workings of London's most extraordinary markets. The five tours will operate simultaneously, so each participant must select only one tour when registering. Saturday's tours will end at [Mercato Metropolitano](#) for the conference closing. Mercato Metropolitano is a vibrant indoor/outdoor market located in Elephant and Castle. The market is underpinned by a passion for food and social relationships with stakeholders including small-scale farmers,

local producers, and members of the local community. The market contains a vast array of prepared food traders, a performance space, community kitchen, and workshop space for community events.

In addition to the Saturday tours, we are pleased to offer an optional, early morning tour on Friday, which will be completed prior to the start of the mobile workshops.

A map of the key conference venues, including the mobile workshop sites and market tours is available [here](#), and a comprehensive map of London's street and covered markets can be found [here](#).

Space is limited for mobile workshops and tours. Please keep in mind that making changes to your workshop and/or tour selections after completing registration is strongly discouraged and may not be possible. \*Note that all mobile workshop and tour programs are subject to change.

Please select your mobile workshop and tour(s) on the [registration site](#).

## FRIDAY, JUNE 7

### 6:00AM - EARLY MORNING TOUR (OPTIONAL)

#### BILLINGSGATE FISH MARKET - WHOLESALE

Tour participants will have the chance to explore behind the scenes of London's famous fish market with the largest selection of fish in the United Kingdom. Daily arrivals from the coast and overseas ensure continuously fresh supplies, and with some 40 merchants trading in close proximity within the market hall, competition is keen. In addition to a wide selection of fish and fish products, market tenants deal in cooking oils, potatoes, trade sundries, and specialty restaurant and catering supplies.

The tour will include a stop at the Billingsgate Fish School, established in 2000 and inspired by the Sydney Seafood School in Australia. The development of the school was supported by the merchants at Billingsgate, The City of London Corporation and The Worshipful Company of Fishmongers' with the charitable aim of encouraging young people to enjoy seafood as part of a healthy diet. After close to two decades in operation, the school now boasts annual training figures of approximately 6,000, half of whom are children, who attend classes free of charge.

# FRIDAY, JUNE 7 – HALF-DAY MOBILE WORKSHOPS

London's street markets are located within the strategic context of London's town center network and 600 high streets. Town centers in London are historically the main business and commercial area of a neighborhood while high streets are the main street of a neighborhood, the traditional site for most stores, banks, and other businesses. The inclusive, integrated and diverse nature of London's high streets make them unique assets that play a vital role in the economic and social lives of Londoners.

Like London's street markets, high streets and town centers are facing a range of challenges that could threaten their viability, and thus their value to the public in London and elsewhere in the UK. For this reason, the Mayor of London has recognized and championed the importance of high streets and town centers in his manifesto, which includes pledges to support communities that want to keep the character of their high streets intact and prioritizes the improvement of high streets, squares, and public spaces across the city, including outer and inner London.

Each half-day mobile workshop will explore specific challenges, issues, and emerging ideas relevant to each street market framed within the context of London's high streets.

## **WORKSHOP 1: MANAGING SOCIAL, ECONOMIC, AND CULTURAL CHANGE BRIXTON, LONDON BOROUGH OF LAMBETH**

[Brixton](#) is a [bustling district](#) in South London that contains seven publicly and privately-run markets, the heart of which is the outdoor market on Electric Avenue, Pope's Road and Brixton Station Road flanked by a mix of high street businesses. Brixton is also home to three indoor market arcades and Brixton POP, a temporary container market with start-up enterprises. The Electric Avenue Street Market was refurbished and reorganized in 2016 and features a diverse mix of fresh produce and household goods, along with a growing street food scene.

## **WORKSHOP 2: CREATING HEALTHIER, MORE ACTIVE PUBLIC SPACES, WHITECROSS MARKET, LONDON BOROUGH OF ISLINGTON**

[Whitecross Market](#) has been in existence for over 150 years and is one of London's oldest markets. Over the past decade, the borough of Islington has worked with the community to successfully improve the neighborhood's public spaces and revive the once failing market as part of a comprehensive

strategy to improve community health and well-being and revitalize its high street. Now the market features an array of street traders and vendors who sell both fresh and prepared foods.

## **WORKSHOP 3: THE IMPACTS OF TOURISM, PORTOBELLO MARKET AND ACKLAM VILLAGE, LONDON BOROUGH OF KENSINGTON AND CHELSEA**

The world-famous [Portobello Market](#) is a major tourist destination and home to London's best antiques and vintage finds. Depending on the day, you can find anything from antiques, produce, fashion, second-hand goods and prepared foods. The borough is investing in the market to keep it accessible for the wider community, serve local needs and support local employment. Working with the [Westway Trust](#), a new business support program, [Youthquake](#) is nurturing a new generation of local young traders to bring into the market.

## **WORKSHOP 4: THE ROLE OF A HISTORIC MARKET IN THE CONTEXT OF WIDER REGENERATION, CHURCH STREET MARKET, WESTMINSTER**

The [Church Street Market](#) is the bustling center in the north of Westminster. It is home to a diverse, historic community, and the focus of the borough's most ambitious program for social housing and estate renewal. The over 100-year-old market is well used not only by locals, but by visitors who travel to shop at the market, particularly on Saturdays when there are 220 stalls stretching from Edgware Road to Lisson Grove, a busy high street featuring many independent shops.

## **WORKSHOP 5: EXPANDING A MARKET THROUGH A PUBLIC-PRIVATE PARTNERSHIP, DEPTFORD MARKET, LONDON BOROUGH OF LEWISHAM**

[Deptford Market](#) is a traditional second-hand and general market. Next to the Market you will find the privately-developed [Deptford Market Yard](#) which offers a collection of market stalls, independent shops and restaurants adjacent to a train station. These markets are good examples of how new public market development can support existing markets and make them better public spaces.

## WORKSHOP 6: ENHANCING LOCAL INDEPENDENT RETAIL THROUGH A BUSINESS IMPROVEMENT DISTRICT, LOWER MARSH MARKET, LONDON BOROUGH OF LAMBETH

The operations of the historic [Lower Marsh Market](#) were transferred in 2012 from the local government to the [We are Waterloo Business Improvement District](#). This effort was part of a holistic strategy to expand the Market from seven (7) to 40 fresh and prepared food vendors; redesign the street as a public space; and preserve locally operated businesses on a high street in a district undergoing rapid change. In addition to the market, workshop participants will visit the [Leake Street Arches](#), a 300-meter arts tunnel, which opens directly onto Lower Marsh.

## WORKSHOP 7: LAUNCHING NEW ENTREPRENEURS, LEATHER LANE MARKET, LONDON BOROUGH OF CAMDEN

[Leather Lane](#) has been operating as a weekday street market in Central London since the 1600s. Today, some 80 traders sell fresh and prepared food, making it a particularly busy destination at lunchtime. The market works in collaboration with social enterprises and local businesses to help catalyze economic development and serves as a launchpad for new food entrepreneurs of diverse ethnic backgrounds.

## WORKSHOP 8: NEW FORMS OF WHOLESALE SMITHFIELD MARKET, CITY OF LONDON

\*NOTE – This workshop will begin at 7am to include an additional tour of the market and a market breakfast briefing. If you select this workshop, you \*will not\* be able to attend the optional early morning tour of Billingsgate Fish Market (see above).

[Smithfield Market](#) is the largest wholesale meat market in the UK and one of the largest of its kind in Europe. Located within the Square Mile of the City of London it is housed in three listed buildings. While a livestock market has operated on the site for over 800 years, the current facilities are state-of-the-art for the receiving, storing and distribution of meat and poultry. Led by the City Council, consolidation plans for the city's wholesale markets (which includes Smithfield, Billingsgate and New Spitalfields) are in progress due to land pressure and the changing nature and role of wholesale markets.

## WORKSHOP 9: A HISTORIC MARKET REFURBISHMENT, SURREY STREET MARKET, LONDON BOROUGH OF CROYDON

[Surrey Street Market](#) is located in the heart of Croydon Town Center and is deeply rooted in its history. Operating since 1276, it is one of the oldest known street markets in Britain and is Croydon's largest market. Surrey Street Market is bustling six days of the week and is bursting with independent traders selling a variety of goods, including fresh produce, street food and fashion accessories. Surrey Street recently underwent a £1.1 million refurbishment program to create more flexible market space to boost the market's growth. This program included the addition of new levelled pavement, widened footpaths and new street lighting. A series of modern street art and graffiti installations from renowned global artists also complement the recent improvements, which have attracted new visitors and creatives to Surrey Street.

## WORKSHOP 10: THE MARKET AS A PLACE OF CULTURE, LEISURE, AND INTERACTION, WALTHAMSTOW MARKET, LONDON BOROUGH OF WALTHAM FOREST

[Walthamstow Market](#) is the longest outdoor street market in Europe and is located in the first ever [London Borough of Culture](#). This designation from the Mayor of London will ensure arts and culture are placed at the heart of this community. With this award, the borough will spend the year exploring a collaboration between local residents, artists, and creatives producing a once in a lifetime celebration with the theme Radicals, Makers and Fellowship. The borough is exploring and promoting ways in which Walthamstow Market and its high street can successfully integrate into this arts and cultural strategy.

## WORKSHOP 11: PLACE-BASED REGENERATION STRATEGIES AND THE ROLE OF THE MARKET, CHRISP STREET MARKET, LONDON BOROUGH OF TOWER HAMLETS

[Chrip Street Market](#) is located in Poplar, an area located close to the city in Tower Hamlets. As part of the 'Live Architecture' exhibition of the 1951 Festival of Britain, the [Lansbury Estate](#) in Tower Hamlets is widely regarded as one of the most important pieces of post-war townscape design in the country, and the Chrip Street Market, with its interlinked shopping parade and housing, was a key component of this development. Plans are in progress to redevelop the market and create a thriving town center, with the goal of keeping the best of what's there while providing improved retail offerings, more homes, services and amenities.

# SATURDAY, JUNE 8 – MARKET TOURS

## TOUR 1: CENTRAL & SOUTH

This tour will explore a number of markets on the 'Bermondsey Beer Mile' - a loose amalgamation of specialty breweries and beer shops located along a stretch of railway arches behind London Bridge Station. Participants will visit the Maltby Street Market, a London street food haven, as well as traditional markets located in the London borough of Southwark, including the Blue and the East Street Market. The tour will also visit the Oval Farmers' Market, a popular producer-only destination for families; the Deptford Market, offering traditional second-hand and general goods; and the Deptford Yard Market with its collection of market stalls, independent shops and restaurants.

[MALTBY STREET MARKET, THE BLUE, EAST STREET MARKET, OVAL FARMERS' MARKET, DEPTFORD MARKET, DEPTFORD MARKET YARD](#)

## TOUR 2: SOUTH

This tour will start at the award-winning Brockley Market, featuring producers and makers selling seasonal produce, crafts, flowers, and prepared food. Greenwich Market is a London gem set within a World Heritage Site and contains over 40 traders, including street food, antiques, fashion, boutique shops, and more. The Tooting Market is a historic, award-winning indoor market which has seen significant investment and growth over the past eight years contributing to Tooting Town being voted one of Lonely Planet's "[Top 10 Coolest Neighborhoods](#)" in 2017. The Market curates its own mix of local and new businesses ensuring a healthy diversity of tenants and a fair-trading environment for all.

[BROCKLEY MARKET, GREENWICH MARKET, TOOTING MARKET](#)

## TOUR 3: CENTRAL

This tour, with a focus on districts, will start in Brixton, a bustling South London neighborhood that contains seven publicly and privately-run markets flanked by a mix of high street business. The heart of the district is the [Brixton Station Road Market](#), an outdoor market located on Electric Avenue, Pope's Road, and Brixton Station Road. The tour will then proceed to Westminster, an area that features a range of markets in the heart of Soho, offering antiques, local produce, fresh and hot food, fashion, and crafts. There will also be

a stop at Pimlico Road Farmers' Market, a Time Out Love London Awards winner.

[BRIXTON MARKETS, WESTMINSTER MARKETS, PIMLICO ROAD FARMERS' MARKET](#)

## TOUR 4: EAST

This tour visits east London, starting with Whitechapel Market in the London borough of Tower Hamlets. Whitechapel is a historic market in an area that is set to become a major interchange and transportation hub. The tour will then head to the London borough of Hackney that boasts six historic markets, including the Broadway Market and newer additions, such as the Netil Market, with a focus on street food and crafted wares set up in pop-up stalls, and the Hackney Flea Market, with its array of vintage and artisan items. The tour will also stop by the Hackney City Farm, which has given the local community the opportunity to experience farming right in the heart of the city for over 20 years.

[WHITECHAPEL MARKET, HACKNEY MARKETS \(BROADWAY MARKET, NETIL MARKET, HACKNEY FLEA MARKET\), HACKNEY CITY FARM](#)

## TOUR 5: WEST

The tour of west London will start at Duke of York Square in the heart of Chelsea with a visit to Partridges, a family-owned high-quality grocery store that is leading the way with Startisans, an innovative program supporting a new generation of food startups and artisans. The tour will then head to the world-renowned Portobello Road, home of London's best antiques and vintage finds, as well as newer markets, such as Acklam Village, an international street food market, and the Notting Hill Farmers' Market, a producer-only market featuring seasonal produce, fish, meat, dairy and baked goods. From there the tour will head to the London borough of Hammersmith to visit North End Road, with its traditional market atmosphere dating back to the 1880s. Offerings include produce, fish, clothing, household goods, jewelry and other items.

[DUKE OF YORK SQUARE, PARTRIDGES, PORTOBELLO ROAD, ACKLAM VILLAGE MARKET, NOTTING HILL FARMERS' MARKET, NORTH END ROAD](#)