10th International Public Markets Conference

London, UK • June 6-8, 2019
As we prepared for the 9th International Public Markets Conference four years ago, Project for Public Spaces decided to frame the event around one big question: What if we challenged each of our communities to become a “market city” – a community with a robust network of markets and a citywide strategy to support them, like the host city of Barcelona itself?

This year, for the 10th edition of this conference, I am excited to announce the launch of a Market Cities Initiative here at Project for Public Spaces, which will build upon our decades of planning, research, education, and advocacy for public markets. This initiative will help cities around the world scale up the impact of their market systems through regional strategy, policy, and governance.

We could not ask for a better place in which to announce this initiative than London, a city of nearly 300 markets, some with 1,000 years of history; a city that today, under the leadership of the Mayor of London, is pursuing bold new research and governance efforts to support their many markets. So welcome, market champions, to one of the world’s great market cities!

I’m delighted to co-host the 10th International Public Markets Conference with Project for Public Spaces, at a time when London’s markets are booming. There are now almost 300 street and covered markets in the city offering an astonishing range of goods. This event shines a spotlight on the sheer breadth of what our markets offer. It’s a chance to remind the world that #LondonIsOpen to investment, business and people, as it always has been.

London is synonymous with equality, openness and integration. As a result, our city is a veritable melting pot, with more than 300 languages spoken here, and with people from every faith and over 270 nationalities and ethnicities calling London their home. Markets play a key role in this success; as places of work, trade, leisure and cultural exchange, they reflect London’s cosmopolitan nature and add to our capital’s character.

At City Hall, we’re committed to supporting these vital public spaces, where people from all backgrounds can meet and mingle. We’ve created the first ever London Markets Board, to provide strategic direction to the sector and champion the value of markets. And we’ve launched ‘Tomorrow’s Market’, a ground-breaking business support programme that will nurture and develop the new generation of traders and entrepreneurs.

I’m a firm believer in the positive impact and potential of London’s markets—in fact, that’s why I wanted to host this conference. With public market leaders, advocates and representatives from across the world, it will be a brilliant learning opportunity for us all.
We would like to thank the following organizations for their support:

Headline Partners

Join the conversation!

#PublicMarkets19
#LondonIsOpen

@PPS_Placemaking
@Public_Markets
@MayorofLondon
@LDN_gov

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@mayorofldn
@LDN_gov

Southwark Cathedral Wi-Fi
Network: DS4G
Password: 13061961

City Hall Wi-Fi
Network: GLA Guest

We would also like to thank the London Economic Action Partnership (LEAP) for their financial support.
**CONFERENCE LOCATIONS**

1. **Southwark Cathedral**  
   London Bridge, SE1 9DA

2. **Borough Market**  
   2-4 Bedale St, SE1 9AL

3. **City Hall**  
   The Queen’s Walk, SE1 2AA

4. **Old Spitalfields Market**  
   16 Horner Square, Shadwell, E1 6EW

5. **Mercato Metropolitano**  
   42 Newington Causeway, E1 6DR

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**Coach Departure Point**  
English Grounds, SE1 (off Tooley Street)

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**DISCOVER LONDON’S MARKETS**  
https://maps.london.gov.uk/street-markets/
## CONFEREECE AGENDA

**Registration & Info Desk Hours**

**Wednesday**
- 12:00–4:00pm, City Hall – lower ground floor, map area

**Thursday**
- 8:00am–12:00pm, Southwark Cathedral
- 1:00–6:00pm, City Hall – lower ground floor, map area

**Friday**
- 1:00–6:00pm, City Hall – lower ground floor, map area

Meals that are included in the conference fee are listed for each day in this guide.

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### THURSDAY, JUNE 6

#### WELCOME
**9:00–9:45am**

**Southwark Cathedral**

- **The Very Reverend Andrew Nunn**, Dean, Southwark Cathedral, London, UK
- **Kelly Verel**, Vice President, Project for Public Spaces, New York, NY, USA
- **Phil Myrick**, CEO, Project for Public Spaces, New York, NY, USA

**Tribute to August (Gus) Schumacher, Jr.**

- **Stephen Davies**, Co-Founder, Project for Public Spaces, New York, NY, USA
- **Teresa Wickham**, Board Member, Covent Garden Market Authority, London, UK

#### KEYNOTE & PLENARY
**9:45–11:00am**

**Impact, Innovation, and Inclusion**

- **The strategic role of markets in a global city**
  - **Jules Pipe CBE**, Deputy Mayor Planning, Regeneration and Skills, London, UK

**The top challenges and opportunities facing markets in London**

- **Chaired by: Ben Rogers**, Founding Director, Centre for London, London, UK
- **Panel: Susie Ma**, Founder, Tropic Skincare, London, UK
- **Andrea Rasca**, Founder and Chief Executive Dreamer, Mercato Metropolitano, London, UK
- **Richard Upton**, Chief Development Officer, U+I, London, UK

#### BREAK
**11:00–11:30am**

**Retrochoir and Garden**

- Tea, coffee, and pastries

#### MAYORAL WELCOME
**11:30–11:45am**

- **London is Open**
  - **Sadiq Khan**, Mayor of London, London, UK
THURSDAY, JUNE 6

GLOBAL MARKETS ROUNDUP
11:45am–12:25pm
A Multicultural Snapshot of Markets
Chaired by: Emmanuel Farcis, Head of Asset Planning and Strategy, Link, Hong Kong
Krista Baumane, Creative Director, Agenskalns Market, SIA Kalnciema Kvartals, Riga, Latvia
Joe Hansbauer, CEO, Findlay Market, Cincinnati, OH, USA
Ádám Kobrizsa, CEO, Mindspace Non-profit Ltd., Gyor, Hungary
Anastasia Kolesnikova, Owner, Local Food Company, Moscow, Russia
Shanta Lall Mulmi, Executive Director, Resource Centre for Primary Health Care (RECPHEC), Lalitpur, Nepal
Namata Serumaga-Musisi, Design Consultant, Mmofra Foundation, Accra, Ghana
Mio Suzuki, Principal, O+Architecture, Tokyo, Japan

BOROUGH MARKET WELCOME
12:25–12:30pm
Darren Henaghan, Managing Director, Borough Market, London, UK

LUNCH
12:30–1:45pm
Borough Market – Market Hall

Please allow up to 45 minutes to walk from Borough Market to City Hall and pass through security.

SESSION ONE
2:30–4:00pm
City Hall
Market Cities: Approaches for creating market networks
Room: London’s Living Room
Moderator: Graham Wilson, Chief Executive, NABMA, Oswestry, UK
Panel: Helen Evans, Co-Chair, London Markets Board, London, UK
Myron Ng, Assistant General Manager – Public Affairs, Link, Hong Kong
Marina Queirolo, Senior Lead, Evergreen, Toronto, Canada

Markets as Healthy Places: Prioritizing inclusion
Room: Committee Room 5
Moderator: Kristie Daniel, Director, Livable Cities, HealthBridge, Ottawa, Canada
Panel: Anuj Gupta, General Manager, Reading Terminal Market, Philadelphia, PA, USA
Faith Holland, Programme Development Manager, Alexandra Rose Charity, London, UK
Michel Nischan, Founder/CEO, Wholesome Wave, Bridgeport, CT, USA
Claire Pritchard, Chair, London Food Board, London, UK

Unconference* – Markets in the Age of Climate Change: Supporting resilience through markets
Room: Committee Room 1
Facilitator: Richard McCarthy, International Executive Committee, Slow Food International, New York, NY, USA

*Unconferences are informal forums for discussion focused on specific topics
THURSDAY, JUNE 6

BREAK
4:00–4:15pm

Tea and coffee will be served in the session rooms

SESSION TWO
4:15–5:45pm

City Hall

*Unconferences are informal forums for discussion focused on specific topics

Market Placemaking: From underused assets to community places
Room: London’s Living Room
Moderator: Martyn Evans, Creative Director, U+I, London, UK
Panel: Martin Barry, Founder and Chairman, reSITE, Prague, Czech Republic
Betty Chemier, General Manager, Sabor Local, Panama City, Panama
Eric Reynolds, Founding Director, Urban Space Management, London, UK

Data-Driven Advocacy: Communicating the value of markets
Room: Committee Room 5
Moderator: Kelly Verel, Vice President, Project for Public Spaces, New York, NY, USA
Panel: Furaha Abwe, PhD, Executive Director and Founder, Urban Planning for Community Change (UPC), Arusha, United Republic of Tanzania
Louise Duggan, Area Manager, Regeneration and Economic Development, Greater London Authority, London, UK
Nancy Staisey, PhD, Vice President, Historic Lewes Farmers Market, Lewes, DE, USA

Unconference* – Securing Your Market: Thoughtful approaches to safe markets
Room: Committee Room 1
Facilitator: Michael Hurwitz, Director, Greenmarket/GrowNYC, New York, NY, USA

WELCOME RECEPTION
6:30–8:30pm

Old Spitalfields Market
Please join us for dinner, drinks, and great conversation.

Dress: Smart Casual

Coaches leave at 6:05pm from English Grounds, SE1 (see map for location).

Please note the last coach will leave promptly at 6:15pm.
Delegates are responsible for their own travel to and from workshops. Please use the Oyster Card provided at registration.

All workshops will start at 9:30am sharp at the meeting point specified in the mobile workshop handout received at registration.

#1: Managing Social, Economic, and Cultural Change – Brixton Markets, London Borough of Lambeth
#2: Supporting Rejuvenation and Diversification – Chapel Market, London Borough of Islington
#3: The Impacts of Tourism – Portobello Market and Acklam Village, London Borough of Kensington and Chelsea
#4: The Role of a Historic Market in the Context of Wider Regeneration – Church Street Market, Westminster
#5: Expanding a Market Through a Public-Private Partnership – Deptford Market, London Borough of Lewisham

#6: Enhancing Local Independent Retail Through a Business Improvement District – Lower Marsh Market, London Borough of Lambeth
#7: Launching New Entrepreneurs – Leather Lane Market, London Borough of Camden
#8: New Forms of Wholesale – Smithfield Market, City of London (Workshop begins at 6:30am with tour)
#9: A Historic Market Refurbishment – Surrey Street Market, London Borough of Croydon
#10: The Market as a Place of Culture, Leisure, and Interaction – Walthamstow Market, London Borough of Waltham Forest
#11: Place-Based Regeneration Strategies and the Role of the Market – Chrisp Street Market, London Borough of Tower Hamlets

Free time to grab lunch from the market, or ask workshop hosts for local suggestions before heading back to City Hall for afternoon sessions.
Maintaining Authenticity: Adjusting to shifting demographics and changing trends
Room: the Chamber
**Moderator:** Lisa Thompson, Market Director, Flatbush Caton Market, Brooklyn, NY, USA
**Panel:** Megha Chopra, Assistant Vice President, NYCEDC, New York, NY, USA
Stephen Davies, Co-Founder, Project for Public Spaces, New York, NY, USA
Tran Thi Kieu Thanh Ha, Project Manager, Livable Cities, HealthBridge, Hanoi, Vietnam
Larry Lund, Principal, Real Estate Planning Group, Chicago, IL, USA

Markets as Incubators: Growing a new generation of entrepreneurs
Room: Committee Room 5
**Moderator:** Joe Harrison, Chief Executive, NMTF Ltd, Barnsley, UK
**Panel:** Sabina Ali, Executive Director, Thorncliffe Park Women’s Committee, Toronto, Canada
Michael Hurwitz, Director, Greenmarket/GrowNYC, New York, NY, USA
Paul Smyth, Director/Co-Founder, Something & Son, London, UK

Unconference* – Experimental Markets: How to turn your market into a “Living Lab”
Room: Committee Room 1
**Facilitator:** Nancy Staisey, PhD, Vice President, Historic Lewes Farmers Market, Lewes, DE, USA

Unconference* – Growing a Market City
Room: Committee Room 2
**Facilitator:** Marina Queirolo, Senior Lead, Evergreen, Toronto, Canada

**BREAK**
4:00–4:30pm
Tea and coffee served in workshop rooms, Level 1, and viewing gallery for the Chamber.
**SESSION TWO**

**FRIDAY, JUNE 7**

**4:30–6:00pm**

**Transforming Markets: The social, economic, and cultural case for investment**

**Room:** the Chamber

**Moderator:** David O’Neil, Senior Director, Public Markets, Project for Public Spaces, Philadelphia, PA, USA

**Panel:**
- Sandra Gonzalez Alvarez, Mayor, Tomiño City Council, Tomiño, Spain
- Calvin Lee Kwan, D.Env., General Manager of Corporate Strategy & Sustainability, Link, Hong Kong
- Óscar Martín, Director of Innovation, Communication and Strategy, Barcelona, Municipal Market Institute (IMMB), Barcelona, Spain

**Markets and Tech: Staying relevant in today’s marketplace**

**Room:** Committee Room 5

**Moderator:** Simon Pitkeathley, CEO, Camden Town Unlimited, London, UK

**Panel:**
- Ollie Hunter, Head of Development, KERB, London, UK
- Sarah Levitsky, Director of Marketing, Reading Terminal Market, Philadelphia, PA, USA
- Stan Liacos, CEO, Queen Victoria Market, Melbourne, Australia

**Unconference* – Researching the Community Benefits of Public Markets**

**Room:** Committee Room 1

**Facilitators:**
- Sara Gonzalez, PhD, Associate Professor, University of Leeds, Leeds, UK
- Myfanwy Taylor, PhD, Research Fellow, University of Leeds, Leeds, UK

**Unconference* – How to Maintain an Authentic Market**

**Room:** Committee Room 2

**Facilitators:**
- John Turnbull, Director of Asset Management, Pike Place Market PDA, Seattle, WA, USA
- Fiona Whitworth, Consultant, Arup, Melbourne, Australia

**FRIDAY FRINGE**

**6:15–7:30pm**

**City Hall**

**London’s Living Room**

Join us for a drink and take in panoramic views of London from the top floor of City Hall. **Amy Lamé** – the Mayor of London’s first Night Czar will present the ‘Friday Fringe’ and speak about the role of markets and the night time economy.

Refer to the ‘Friday Fringe’ guide received at registration.
SATURDAY, JUNE 8

MARKET TOURS
9:30am–3:00pm

Coaches will depart promptly at 9:30am from English Grounds, SE1 (see map for location)

Tour #1 Central and South: Oval Farmers’ Market, Deptford Market & Yard, The Blue, Maltby Street Market

Tour #2 South: Greenwich Market, Brockley Market, Tooting Market

Tour #3 Central: Brixton Markets, Pimlico Road Farmers’ Market, Church Street Market

Tour #4 East: Roman Road Market, Broadway Market, Netil Market, Stoke Newington Farmers’ Market

Tour #5 West: Duke of York Square & Partridges, Portobello Road, Acklam Village Market, Notting Hill Farmers’ Market

All tours will end at Mercato Metropolitano.

CLOSING PARTY
3:00–5:00pm

Mercato Metropolitano
Join us for drinks, refreshments and closing remarks.
PROJECT FOR PUBLIC SPACES

At Project for Public Spaces, we believe that great public spaces strengthen communities. We bring those public spaces to life by planning and designing them with the people who use them every day, and by equipping people with skills and tools to fuel lasting change in the places they share. Together, we create community-powered public spaces around the world.

OUR SERVICES

We’ve been making great public spaces since 1975. What sets us apart is our placemaking approach, grounded in decades of research and experience. Through this community-based process, we empower people to develop a unique vision for their public spaces and help them make it a reality through:

- Public Market Design and Management Plans
- Public Space Visioning and Placemaking
- Programming and Management Plans
- Customized Trainings and Capacity Building
- District-Based Economic Development Strategies

UPCOMING TRAININGS & CONFERENCES

- How to Create Successful Markets Training
  New York, NY, USA, Fall 2019
- 3rd International Placemaking Week
  Chattanooga, TN, USA, Oct 1-4, 2019

To learn more about PPS please visit [www.pps.org](http://www.pps.org) or contact us directly by email at info@pps.org or by phone at +1 212 620 5660.

MAYOR OF LONDON

The Mayor of London is responsible for making London a better place for everyone who visits, lives or works in the city. The current Mayor Sadiq Khan, oversees a £17bn budget and sets out the overall strategic economic, environmental, transport and social framework for the capital through the London Plan.

Promoting ‘good growth’ is fundamental to the Mayor’s vision for London. That means building places that are environmentally sustainable and that make the most of every neighborhood’s potential.

The Mayor also acts as a champion for the city at home and abroad. He works to promote economic growth and protect London’s competitiveness as a world-leading city for business.

Markets are a vital part of London’s economy, contributing around £250 million each year and employing some 13,250 people across the capital. Markets provide variety and diversity, history and character. They are an essential part of Londoners’ everyday experience of the capital, offering a breadth of products and services that local people depend on. London markets are facing pressures from technological, social and economic change. The Mayor is committed to supporting London’s diverse markets by working with his London Markets Board and the sector.

LONDON ECONOMIC ACTION PARTNERSHIP (LEAP)

The London Economic Action Partnership (LEAP) is the local enterprise partnership for London. The LEAP brings entrepreneurs and business together with the Mayoralty and London Councils to identify strategic actions to support and lead economic growth and job creation in the capital. For more information, see: [https://lep.london/](https://lep.london/).
PPS Program Staff
Steve Davies
Juliet Kahne
David O’Neil
Kelly Verel
Kurt Wheeler

GLA Program Staff
Louise Duggan
Tina Jadav
Cecile Poullain

Conference Coordinator
2B UK