

BRIXTON BID

WE'RE TALKING BUSINESS

Brixton BID is a not-for-profit organisation dedicated to strengthening Brixton's diverse business culture. We represent over 650 levy-paying businesses in the local area and work to develop new and exciting opportunities for Brixton.

Our markets – important, relevant and home to the entrepreneurs of the future



BID Director
Michael Smith sets the scene for Love Your Local Market week in Brixton

Our local markets in the centre of Brixton are more than just a place to shop, they are places where we stop and talk and eat and drink.

Our Brixton markets are vital to every aspect of our town centre shopping experience.

For the first time in Brixton, the Love Your Local Market Festival will celebrate the unique combined offers of our indoor and outdoor markets in a single shopping opportunity.

Brixton Village (Granville Arcade) and Market Row will entice the public with their unique shopping experience.

Outdoor markets on Brixton Station Road, Pope's Road and Electric Avenue will enthuse shoppers with a combination of offers for regular shoppers, and new and exciting treats from new traders in these spaces.

With the recent refurbishment of the Electric Avenue Market, Love Your Local Market 2017 is the first opportunity to exhibit in full, the new features in this market.

Recent changes to this space will be an important influence in the modernisation of other town centre spaces.

The indoor markets once described as "London's Largest Emporium" and the outdoor markets may have lost some of their historic appeal.

The test for both, however, is to become as relevant to the next generation of shoppers and traders as they were to generations of shoppers and traders past.

It was not long ago that local London markets such as ours stimulated the creation of companies such as Marks & Spencers and Tesco.

Our own Brixton markets produced local

entrepreneur Stafford Geohagen of Healthy Eaters, giving him his first trading opportunity on his way to establishing his own business.

Local markets can continue to provide good, relevant service to local people while incubating future entrepreneurs.

But this will only be the case if we continue to recognise the importance and relevance of local markets in the ecosystem of our local business economy.

Our Love Your Local Market Festival will re-ignite the dynamism of our markets, generating greater business and increasing footfall into the area over the six-day festival.

Vibrant, energetic modern markets are supported by increase dwell time and quality entertainment alongside good quality shopping opportunities in the market areas.

Strong trading offers during this festival will be supported by regular and high quality family entertainment for the duration of the festival.

Fresh, young traders will lead in the provision of new options for shoppers.

Local markets are there for local shoppers. Our shops and markets stalls will continue to reflect of our local multicultural population providing the usual wide variety of choice to all.

Our 2017 Love Your Local Market Festival will coincide with Lambeth's schools' half term to attract and encourage local families and residents to our local market fun and festivities.

Our markets are still among the most vibrant in London and we anticipate many visitors from across London and beyond to join in our celebrations.

Brixton BID will, for the first time, lead key partners in putting on this 2017 festival. We know that revitalising our markets will lead to revitalised high street trading which will, in turn, stimulate growth in our local economy.

But our local markets are not just in May but all year round. The challenge from this event is to make our markets relevant to the next generation of traders and customers while still meeting the needs of existing shoppers and traders.



This year, we're aiming to be Number 1 local market

Brixton came third in the national Love Your Local Market competition last year. The BID and our partners want to make it to first place this year.

During the six-day celebration there will be plenty of action for everyone, with stalls, celebrity breakfast, give-aways, face painting, clowns, stilt walkers, world music and walking tours. NatWest bank will host an advice session on the Tuesday where traders and small businesses can get advice on their internet presence.

Visit the Brixton Historical Society stall on Saturday to find out more about the history of the market and sign up for a market walk. Walking tours will take place each day from 2.30 to 3.30pm. If you can't make it during the day, sign up for the night walk on Tuesday at 7pm.

If salsa and samba don't do it for you, then there's always the DJ or bagpipe sessions.

T-shirts, love pins and goodie bags will be distributed throughout the week.



Pirate balloon art at last year's Love Your Local Market event in Brixton

DATES FOR YOUR DIARY (Timings subject to confirmation)

FRIDAY 26 MAY

8.30 am – Breakfast media launch
12pm – Samba performance
1pm – Tango dancers
2.30pm – Walking tour
3pm – Samba performance
4pm – Tango dancers
5pm – Brazilian festival performance
7 – 11pm DJ Session

SATURDAY 27 MAY

11am – Shutter painting with young people
11 – 3.30 Face painting and magician
12.30pm – Bagpipes
2pm – Salsa dancing
2.30pm – Walking tour
3 pm bagpipes
4 pm Salsa dancing
7 – 11pm DJ Session

SUNDAY 28 MAY

8.30am – 6pm Farmers market
11.30am – Bagpipes
7 – 10.30pm DJ Session

MONDAY 29 MAY

Book signing at BCA (TBC)
Book signing (TBC)
2.30pm Walking tour

TUESDAY 20 MAY

Natwest workshop
2.30pm Walking tour
7pm Night walking tour

WEDNESDAY 31 MAY

2.30pm Walking tour
7 – 10pm Wrap party with live band



LOVE YOUR LOCAL MARKET 2017

Friday 26 May – Wednesday 31 May

Brixton Markets are vital to our town centre and high street trading, offering much more than just a shopping experience.

Our 2017 Love Your Local Market campaign in Brixton will, for the first time, celebrate the unique combined offers of our indoor and outdoor markets.

Brixton has a rich history of markets and market trading not seen elsewhere in London.

Often described as the heart and soul of Brixton's retail offer, our markets; Brixton Village and Market Row, Electric Avenue, Popes Road, Brixton Station Road, Tunstall Road, and Reliance Arcade are normally a gauge of the vibrancy of our local retail offering.

With the recent refurbishment of the Electric Avenue market, Love Your Local Market 2017 becomes the first opportunity to exhibit to the public the new Electric Avenue in all its glory.

Brixton Village and Market Row will entice the public with its unusual shopping experiences and options.

Brixton BID will this year join local key stakeholders and partners in celebrating European Launch of Love Your Local Market 2017:

- Lambeth Council
- Groupe Geraud
- Brixton Pound
- Brixton Market Traders Federation CIC
- Lambeth Forest Network /Tree Shepherd.

Markets are not just in May but all-year-round. Local shoppers are becoming wary of long supply chains and are once again turning to local butchers, bakers, and traders and other traditional outlets.

Markets still hold a special place in the



your local market



“ I’m a proud Londoner and a proud Englishman who has grown up with traditional street markets. Markets are deeply woven into the tapestry of English culture and nowhere is that more true than here in London. They are far more than a place to do your shopping - they are places where people meet and talk. ”

Mayor of London, Sadiq Khan – who opened (above) the new Electric Avenue with Eddy Grant and Lambeth council leader Lib Peck

hearts of local people, offering a friendly place to shop and socialise.

Last year's Love Your Local Market activities included "our celebrity breakfast" and high quality entertainment throughout the week-long celebrations. This brought an increase in footfall to our market areas.

This year, the focus is on delivering a week of events, attractions and entertainment with a greater focus on fun, increased trade, and increased footfall.

Our festival is again scheduled to take advantage of this year's school half-term in May, thereby encouraging children and families to visit and participate in our fun and festivities.

We are encouraging market operators, traders and members of the public to join us for a week of activities!

Our goals for this event include:

- Increase footfall and generate business in our local markets
- Re-ignite the vibrancy of the indoor and outdoor markets
- Publicise the history of Brixton markets
- Participate in a European Launch of Love Your Local Market 2017
- Opportunity for young traders.



Want to try your hand at trading?

If you're not a regular trader, but would like to take a stall during Love Your Market Week, Brixton Market Traders Federation is offering stalls on Brixton Station Road to non-food traders for just £10 a day from Monday to Thursday.

If you are a maker, artist or designer, now's your chance to show your work and join in the Love Your Local Market buzz. New young traders are especially welcome. Operations director John Gordon said: "We want to liven up the street and encourage people to shop there."

CONTACT: lydia@treeshepherd.org.uk



HERITAGE WALKS

Get under Brixton's skin with a guided walk led by a member of the Brixton Society.

The walk covers the street markets, covered arcades and high street, exploring their century-old heritage.

On top of the usual Sunday walks, the Brixton Society is laying on one a day during Love your Market week and one in the evening.

- To find out more: www.brixtonbid.co.uk/LYLMBrixton



OUR PARTNERS



Lambeth



Tree Shepherd

