

# Best Practice Toolkit | Market Based DSP

The Market Based Delivery Service Plan (DSP) has identified a number of best practices that market operators and market traders are carrying out that make a difference in reducing the amount of vehicle trips into markets and improving air quality and congestion. Three London markets were evaluated – Lower Marsh, East Street and Chapel Market and this toolkit is a compilation of the type of things they were performing that were considered to be best practice / act as a guide to anyone working in a market that wants to make a contribution to a healthier, more sustainable environment. No matter how big or small – every intervention matters and taking even the smallest steps to reduce your impact on the environment contributes to a wider improvement to our communities. Businesses are already using tools to help them identify and implement actions to reduce their deliveries on air quality and traffic congestion while achieving business efficiencies and cost savings. An online Business Efficiency and Savings Tool called deliverBEST has been developed by Cross River Partnership and helps recommend relevant actions for each business which they can implement on their own or with the support of the deliverBEST team's bespoke support service. Start the conversation at [www.deliverbest.london](http://www.deliverbest.london).



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## Sustainable Procurement

### Shared Procurement – what sort of products do you use that others use?

Common goods in markets are commonplace. Know your fellow market traders and know what sort of things they need to operate that you have in common. We found a number of market traders who were sharing procurement of things like flowers, fruit and vegetables, foodstuffs and dry goods. There is a massive opportunity to do more! We identified a number of

common goods that could be jointly procured including bags, serviettes, kitchen roll, latex gloves, rubbish bags, take-away containers, cups and eating utensils. Joint procurement can save market traders money, while also contributing a reduction in vehicle trips if deliveries can be made for multiple traders.

### Shared Procurement with businesses

Joint procurement activity between market traders and businesses is also quite commonplace. Getting to know the

businesses in the area is key – plenty of opportunities exist to share procurement of common goods that might benefit both market trader and business through better economies of scale. Shared procurement doesn't need to be restricted to products – it can also include services like gas cylinder replenishment, waste oil disposal, recycling, or waste collection services where the more customers for one contract, means better leverage in negotiating prices.

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## Market Layout Changes

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### Shuffle market pitches

Don't be afraid to shuffle market pitches around – be bold! It's worked on Lower Marsh Market – if customers desire a certain product they will go to find it as evidenced by the increased footfall numbers at the previously undesirable location in Lower Marsh and the insistence of those traders remaining in that location despite being resistant to the shuffle initially. It's good for the viability of the market, but importantly opens up options for the market operators to utilise the space more optimally – whether that be better loading and parking facilities, or waste consolidation areas the benefits of a more flexible space could lead to less frequent vehicle trips into the market.

### Retail frontage facing market pitches

Retail frontage facing market pitches can work – it's good for sharing footfall with businesses and helps promote the offer of the street more widely. In the three markets evaluated, Lower Marsh's retail facing set up worked to harmonise relationships in the street and create a better retail destination for visitors that could see what the street truly had to offer from market traders and businesses.

## Cleaner vehicles & alternative transport arrangements

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Until such time that more storage capacity is identified in markets, many market traders will need vehicles to continue to deliver and store goods on a daily basis. With the Ultra Low Emission Zone coming in 2020, market traders need to start thinking about whether they continue to drive in on a daily basis to trade. Although ideal, it doesn't mean that all market traders should invest in a new ultra low, or zero emission vehicle! But steps to reduce the amount of trips into the market need to be made – whether that be alternating storage facilities with other market traders, or vehicle sharing with them to pool vehicle access into the market.

## Consolidation Solutions

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### Shared storage

Storage was a problem in all three markets so it was nice to see market traders and businesses coming up with inventive ways in which to consolidate their storage facilities. Whether that be sharing your existing storage facility, or working with businesses to share their storage and receive deliveries to – any kind of arrangement that can be made to find storage space will have a positive impact on the amount of times you'll need to transport goods into the market. Let these relationships evolve – in one instance on Chapel Market, a business and market trader shared the same name but were totally separate businesses run by different people. The market trader not only shared deliveries and storage with the business, but was allowed to adapt the business name and branding in exchange for free marketing.

If you are receiving goods into the market, why not try: [www.clickcollect.london](http://www.clickcollect.london) where you can re-direct online deliveries to consolidated delivery areas, reducing the number of vans on our streets, improving air quality and reducing traffic congestion.

## Waste Management

### Waste consolidation areas

Having a waste consolidation area and dedicated street sweeper(s) appeared to be a crucial 'must have' in market environments – East Street Market has two such consolidation areas and four sweepers. Not only to keep the street clean but, to minimise the amount of trips made into the market by the Local Authority to collect general waste and recycling at periodic times. Underground bins seem to work really well – where they can act as waste

consolidation areas whilst eliminating vermin problems and promoting recycling more.

### Food waste recycling

There are opportunities for markets to take part in food waste collection services, where food sharing enterprises have been set up collect left over food from businesses and distribute to the wider community. These types of enterprises are great for helping your local area while also helping you to reduce your food waste.

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## Buy Local

Buying locally not only helps your local community thrive, but negates the need to travel distances to collect goods that could otherwise be sourced locally. Some local suppliers might even deliver direct to you and others at the same time. Browse your market and surrounding businesses and see if there is anything that might be useful – you never know, you might be able to arrange a good deal if they need something likewise from you.



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