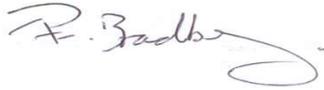


<b>LONDON BOROUGH OF CAMDEN</b>	<b>WARDS:</b> All
<b>REPORT TITLE</b> Street Trading and Markets Strategy 2026-2031 (SC/2026/01)	
<b>REPORT OF</b> Cabinet Member for New Homes and Community Investment	
<b>FOR SUBMISSION TO</b> Culture and Environment Scrutiny Committee Cabinet	<b>DATE</b> 23 February 2026 25 February 2026
<b>STRATEGIC CONTEXT</b> We Make Camden is our shared vision for the borough, developed in collaboration with communities. It identifies the collective ambitions and missions that matter most to our residents — including enabling inclusive economic growth and tackling climate change.  Markets and street trading play a key role in Camden and are an important part of how we deliver on the strategic ambitions of We Make Camden plan, particularly our inclusive growth and sustainability ambitions, and our Food and Youth Missions. Markets are vital to a resilient economy – they are places where social connection, environmental responsibility, creativity and local identity come together. They help create a sense of community and reduce social isolation.  The development of a new Street Trading and Markets Strategy (2026–2031) reflects our ongoing commitment to We Make Camden plan by embedding inclusive opportunity in Camden, providing a space for the communities to meet and ensuring we meet our sustainability goals.	
<b>SUMMARY OF REPORT</b>  This report presents Camden’s Street Trading and Markets Strategy, setting out our vision for the development of markets and trading sites to 2031. It outlines strategic approaches to supporting self-employment and inclusive growth, while ensuring the Council meets its sustainability goals, and ensuring markets remain spaces where residents and visitors spend time and meet. It also highlights the infrastructure needed to facilitate the trading activity.  The report is coming to the Cabinet for approval and adoption by the Council.  <b>Local Government Act 1972 – Access to Information</b>  No documents that require listing were used in the preparation of this report.  <b>Contact Officer:</b> Rachel Bailey, Head of Environment Service, 5 Pancras Square, N1C 4AG, Tel: 07826 893 957, email: rachel.bailey@camden.gov.uk	

## **RECOMMENDATIONS**

The Culture and Environment Scrutiny Committee is asked to consider the report and make any recommendations to the Cabinet.

Having regard to findings from the trader, resident and partner engagement set out in Appendix 2 and the Council's public sector equality duty under section 149 of the Equality Act 2010 the Cabinet is asked to adopt and agree the Street Trading and Markets Strategy 2026-2031 as set out in Appendix 1.



Signed:

Director of Environment and Sustainability

Date:

10<sup>th</sup> February 2026

## **1. CONTEXT AND BACKGROUND**

- 1.1 Camden's markets are at the heart of communities. They are more than spaces to shop. Markets give residents access to diverse, affordable goods and create welcoming places for families, older people, and neighbours to spend time and interact. They are places where residents dwell and feel part of the community. They help reduce social isolation and strengthen the sense of belonging.
- 1.2 Markets provide opportunities for residents and entrepreneurs who want to start a business. They represent an affordable incubation space for self-employed people to test ideas and grow. They contribute to the local economy and benefit local businesses as they increase footfall in local shops. Markets offer residents and visitors a range of social, economic and environmental benefits known as social value.
- 1.3 There are nine outdoor markets in the borough managed by the Council which vary in size, the days they operate and occupancy rates. The Council also manages 58 kiosks/miscellaneous trading sites, 20 forecourt trading sites, and eight ice-cream and fixed sites. In addition to these, the Council provides licences to one farmers' market that takes place on Eton Avenue on Wednesday and at an area classed as private land at West Hamstead, Thameslink. See appendix 4 for a full list of street trading in Camden.
- 1.4 Street trading is managed under the London Local Authority Act (LLA) 1990 (as amended). In addition to managing markets, the Council provides licences to trading sites and markets operated on any road or footway, within the definition of the LLA and the latter is complemented by wider planning policies relevant to markets on private land. Any market that takes place on an area defined by the London Local Authorities Act 1990 (as amended) requires a street trading licence if that area fits the definition outlined in the Act.
- 1.5 The last adopted market strategy covered the period 2012-15. It set out the borough's approach to street trading with the aim of promoting and protecting markets in the borough.
- 1.6 In 2018, the Council commissioned a consultant to develop a market vision and delivery approaches for Inverness Street market with development links to Camden's wider street markets portfolio. A report including recommendations and key principles was produced in 2019. Alas, with Covid-19 and the introduction of lockdown, the approach was only partially implemented.
- 1.7 When lockdown was lifted, the market team focused on bringing back traders and customers to the markets. The team applied some of the changes recommended. However, with recent and further challenges such as online shopping, the cost of living crisis, and the need to have a renewed vision and, particularly, a borough-wide strategy as per We Make Camden has led to reviewing the ambition for market and trading in the borough.

- 1.8 Market licence holders have shown resilience in the face of challenges such as lockdown and online shopping trends. However, there are disparities between markets in Camden: some are flourishing, whereas others are facing challenges with fewer traders and visitors.
- 1.9 In Camden, we want to retain, enhance and develop our markets. We want to embrace the opportunity we have as a local authority and leader of place to provide affordable and inclusive shopping for residents and the wider community, while promoting social enterprise and fighting climate change.
- 1.10 The production of a Street Trading and Markets Strategy is not a statutory requirement. This strategy sets out Camden's unique and innovative approach. We will offer tailored support, such as mentoring and skills development in finance and marketing, to empower underrepresented groups to become self-employed.  
We will make the trading activity more accessible by removing barriers that prevent people from becoming street traders due to age, disability, employment status, etc. We will aim to provide storage where feasible to reduce the carbon footprint of our markets by having fewer vehicles moving about. We will test and work more closely with schools, colleges and other partners to provide training and support employment opportunities for young people.

## **2. PROPOSAL AND REASONS**

### **2.1 New Street Trading and Markets Strategy**

- 2.1.1 A new Street Trading and Markets Strategy was developed, based on previous research and findings from engagement with residents, traders and stakeholders.
- 2.1.2 The draft strategy was publicly consulted on for four weeks in September 2025. It was shared with residents, traders, partners and stakeholders, and Council colleagues, inviting their comments before the strategy is finalised. We have made changes to the draft strategy based on feedback received during the engagement process. A summary of feedback is provided in Appendix 2.
- 2.1.3 The strategy sets out our plan to revitalise Camden's markets and develop street trading sites in the next five years by focusing on the social, economic, environmental and cultural aspects of markets. We want Camden's markets to be vibrant and diverse, providing space for new business, good jobs and supporting the arts, culture, and night-time sectors. To deliver this vision, we have set out four key objectives.

### **2.2 Strategy Objectives and vision**

2.2.1 The vision and objectives of the Street Trading and Markets Strategy are aligned with the ambitions of We Make Camden and its missions and challenges and this alignment is detailed in the following sections.

#### 2.2.2 Inclusive economy and growth

Markets are places where entrepreneurs can test ideas at low cost and with low risk. In Camden, they are generally well located in areas of high footfall. They can be attractive places for people who want to be self-employed. They can also be part of a transition to moving to shop premises or online. Traders also create jobs by employing assistants. Additionally, markets benefit local businesses as they increase footfall and spending in local areas.

#### 2.2.3 Green and sustainable borough

Markets are platforms for environmental changes. They have the potential to be more sustainable, respond to climate change and support the circular economy, whereby the Council and traders run their operations and business through processes that minimise the impact on the environment.

#### 2.2.4 Young Mission

Markets can present employment opportunities for young people wishing to test a business idea, taking little risk or investment. This activity can be run one day a week or full-time and can be done in parallel to another activity or online presence.

#### 2.2.5 Food Mission - Access to fresh food

In markets, residents can access fresh fruits and vegetables. Markets can support local food strategies to tackle food insecurity, increase access to healthy food, more sustainable food which is seasonal and locally sourced and develop food resilience – working in partnership with Public Health.

#### 2.2.6 Loneliness challenge

Markets are free and open to access. They are often located in neighbourhoods. By enhancing the public realm and creating welcoming environments for people of all ages, they allow people to dwell, spend time and interact, hence reducing social isolation.

2.2.7 Markets are places for the communities and where people from all walks of life can be. They reflect the diversity of residents of the borough and attract local, national and international visitors.

2.2.8 The four key objectives of the strategy are:

- **Markets are economically viable, provide self-employment and stimulate economic growth**

We want Camden's markets, forecourts and street trading sites to flourish and adapt to keep pace with the evolving needs of the community.

Camden is an attractive place to trade due to its location and offer. We want to create trading conditions that provide opportunities for everyone and where traders make a profit. We also want individual markets to be financially self-sufficient.

- **Markets are sustainable and contribute to the climate response, supporting the circular economy**

Camden's markets are important economic engines; they are also platforms for environmental change as an integral component of economic delivery. Camden's markets have the potential to be more sustainable, respond to climate change and support the circular economy, whereby the Council and traders run their operations and business through processes that minimise the impact on the environment and on residents.

- **Markets are vibrant, safe, inclusive, diverse and social spaces**

We want our markets to be lively, inclusive and diverse spaces where residents and visitors can connect, socialise, innovate, learn and grow. We want them to be places which can contribute to physical and mental health and wellbeing, reducing social isolation and improving access to healthy food. We will also support traders who have disabilities or health conditions in starting or continuing their trade.

- **Markets are places of art and events**

Markets are not just places to trade; they are stages for creativity, celebration, and community. We want markets to offer an affordable space for artists, creatives and makers to showcase their handmade work, contribute to Camden's cultural vibrancy, connect with communities and grow their businesses. We want Camden's markets to evolve into flexible spaces that can be activated for events that reflect the borough's diversity, energy, and talent. Markets can be powerful platforms for cultural expression and community pride.

## 2.3 Street Trading and Markets Strategy Delivery

2.3.1 The strategy highlights the infrastructure needed to support the operational aspects of the markets: the electricity supply; storage; layouts; seating; greening; toilets provision; lighting; flexible stalls; loading and parking; signage; and technology.

2.3.2 The strategy will establish a strategic framework for cross-departmental work within the Council, ensuring trading is embedded in policymaking and service delivery across areas such as Trading Standards, Inclusive Economy, Highways, and Public Health.

2.3.3 Ensuring markets are flourishing will increase revenue, which can then be reinvested in the development of markets and of the infrastructure, to better meet the social, economic and sustainability goals.

2.3.4 The Market Service will oversee the delivery of the Street Trading and Markets Strategy, liaising with the Environment Services and other key services.

## 3. OPTIONS APPRAISAL

### 3.1 **Option 1:** Approve the Street Trading and Markets Strategy

3.1.1 The Council develops and adopts a new strategy that aims to revitalise and develop markets and trading sites while responding to economic, social and environmental goals. The option to develop a new five-year strategy for 2026–2031 offers opportunities to:

- Demonstrate the Council's continued support for markets and street trading;
- Create a shared vision and objectives for markets across the Council;
- Deliver benefits and opportunities to the borough, its residents and communities, and traders;
- Annually review, measure and update on progress.

### 3.2 **Option 2 – Do nothing**

3.2.1 The Council carries on delivering and developing markets as business as usual as the production of a Street Trading and Markets Strategy is not a statutory requirement.

3.3 Option 1 is recommended because the strategy outlines our vision and articulates strategic objectives that will support the development of markets and trading sites, for the benefit of residents and visitors, traders and the Council.

## 4. **WHAT ARE THE KEY IMPACTS / RISKS? HOW WILL THEY BE ADDRESSED?**

4.1 **There is not enough funding to meet the strategy's ambition.** No additional funding has been identified to support the development of all the infrastructure needed that better support markets. Surplus income received from licence fees will be reinvested into the development of the strategy, but this is dependent on external factors. Other funding options could be considered such as Community Infrastructure Levy.

4.2 **External conditions.** Economic fluctuations, cost of living and changing consumer habits, extreme weather, or unforeseen events (such as public health crises) may impact the delivery of the strategy. Fewer residents and visitors may visit the markets, leading to a reduced number of traders attending and the closure of markets. It is important to recognise and manage key risks and be flexible in the approach to market and street trading to mitigate the impact on the delivery of the strategy.

## 5. **CONSULTATION/ENGAGEMENT**

5.1 The Market Team has carried out engagement activities to inform the development of the Street Trading and Markets Strategy 2026-2031. The

engagement process involved residents, traders, partners, and stakeholders. Between 2019 and 2023 engagement was undertaken pre and post Covid-19 with a focus on specific markets. The proposed Street Trading and Markets Strategy 2026-2031 was consulted on between 2 – 29 September 2025. The consultation was undertaken with traders, residents and visitors to the markets, Members, partners, and wider stakeholders (e.g. Representatives from the Business Improvement Districts, National Market Traders' Federation, Somers Town Neighbourhood Forum, etc.)

- How we consulted:

- Via Commonplace: 87 respondents and 248 contributions
- Orally: face-to-face engagement with traders and visitors in markets (discussions with over 200 persons)
- Strategy document and survey in libraries
- Meeting with Council services
- Members' session
- By email.

5.2 We analysed the feedback and amended the draft strategy. The strategy has been streamlined and new aspects strengthened, such as specific concerns for residents and the accessibility aspect.

5.3 A summary of the feedback is provided in Appendix 2.

5.4 An Equalities Impact Assessment has been completed, which details that this strategy aims to improve accessibility to markets for residents and visitors and support the activity of trading for traders who may have one or multiple protected characteristics. The full Equalities Impact Assessment is attached in Appendix 3.

## **6. LEGAL IMPLICATIONS**

6.1 The borough solicitor has been consulted, and legal comments have been incorporated in this report.

6.2 The production of a Street Trading and Markets Strategy is a non-statutory requirement but provides a set of aims and objectives which are helpful to promote certainty amongst residents and businesses and consistency of decision-making.

6.3 Having consulted on the strategy the views of all persons or bodies who have responded should be given appropriate weights when the strategy is determined.

6.4 To give effect to the Council's public law duties and specific duties in relation to equalities, decision makers must take into account in coming to any decision the Council's equality duties and have due regard to them. In summary, these legal obligations require the Council, when exercising its

functions, to have 'due regard' to the need to: a) eliminate discrimination, harassment and victimisation and other conduct prohibited under the Act (the protected characteristics of marriage and civil partnership is also relevant); b) advance equality of opportunity between people who share a relevant protected characteristic and those who don't; and c) foster good relations between people who share a relevant protected characteristic and those who don't (which involves tackling prejudice and promoting understanding). Under the Duty, the relevant protected characteristics are Age, Disability, Gender reassignment, Pregnancy and maternity, Race, Religion, Sex, and Sexual orientation.

## **7. RESOURCE IMPLICATIONS**

- 7.1 The report seeks Cabinet approval for Camden's new Street Trading and Markets Strategy for 2026 -2031.
- 7.2 This will be funded from the Market Service income and other opportunities will be explored. As noted in 4.1 above, no specific funding has been identified but officers will continue to explore funding sources. Any expenditure requests will follow the Council's established approval processes and will be within the funding envelope set out in the Council's Medium Term Financial Strategy (MTFS).

## **8. ENVIRONMENTAL IMPLICATIONS**

- 8.1 Camden Council has committed to do all that it can to help reduce greenhouse gas emissions in the borough and to achieve the World Health Organisation air quality standards, to protect the health of everyone who lives, works and visits Camden.
- 8.2 Service providers are expected to work in accordance with these principles and in a way which actively supports the delivery of the Council's Climate Action Plan 2026-2030 and Clean Air Action Plan 2023-2026.
- 8.3 This strategy will guide our work for the next five years. Objective 2 will have direct implications. It aims to make markets more sustainable, respond to climate change and support the circular economy, whereby the Council run its operations through processes that minimise the impacts on the environment. Through the strategy, the market service will make a positive contribution to improving the environment in Camden.
- 8.4 It is anticipated that if traders effectively collaborate, their activities will contribute to improving the environment, for example, by reusing and reducing packaging, hence reducing waste.

## **9. TIMETABLE FOR IMPLEMENTATION**

- 9.1 The action plan for the Street Trading and Markets Strategy will be delivered over a five-year period 2026 to 2031.

## **10. APPENDICES**

APPENDIX 1 – Street Trading and Markets Strategy 2026 – 2031

APPENDIX 2 – Consultation and engagement undertaken to develop the Street Trading and Markets Strategy 2026-2031

APPENDIX 3 – Equality Impact Assessment

APPENDIX 4 – Street trading sites in Camden

**REPORT ENDS**