

Appendix 2 – Street Trading and Markets Strategy Engagement Report

1.0 Introduction

1.1 During September 2025, officers carried out a range of engagement activities to collect feedback on the draft Camden Street Trading and Markets Strategy. It was shared with residents, traders, partners and stakeholders. The main method was a four-week Commonplace online survey, with paper copies available in libraries. In addition, the following activities were carried out:

- Promotion of the survey and engagement with stallholders and the public at eight markets where officers spoke to over 200 people;
- In-person session for interested Members to provide feedback;
- Engagement with key related services at Camden Council;
- Presentation and discussion at the Place Board to gather the views of the business community;
- Email sent to our partners and stakeholders, such as representatives from the Business Improvement Districts, the Somers Town Neighbourhood Forum and the National Market Traders' Federation, inviting their comments before the strategy is finalised.

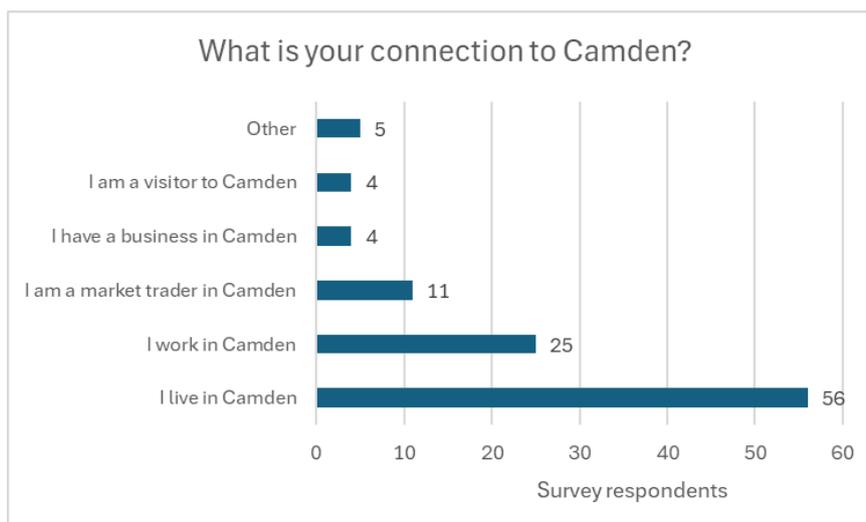
1.2 The draft strategy presented proposed actions under four main objectives. People were asked what they thought of the objectives, the actions and the strategy overall.

1.3 Commonplace questions included a measure of overall sentiment about each objective, selecting the top actions and comments on what might be missing and general comments.

2.0 Commonplace respondents

2.1 A total of 87 people completed the Commonplace survey, submitting 248 comments. There were responses from across the age groups. Of these:

- 56 people live in Camden
- 25 people work in Camden (seven of these are also market traders)
- 11 are market traders (four of these also live in Camden).



3.0 Objective 1: Markets are economically viable, provide self-employment and stimulate inclusive growth

3.1 Commonplace results

3.2 This section had 79 responses, the most out of each of the four objectives. Of the 67 people who expressed their sentiment at this objective, the majority, 46 people were **Happy or Satisfied**. This is **69% of respondents**.

3.3 When asked which three actions do you think are the most important to achieve this objective, the most popular were:

- Improve existing markets and grow the Council's trading sites
- Support our markets to become incubation hubs for small and microbusinesses
- Learn from best practices across London.

3.4 Some common themes that came up were food hygiene standards and enforcement, infrastructure needs and support for new traders. People mentioned the need for:

- Better signage from key transport hubs and near markets;
- Toilet facilities for traders;
- Better lighting;
- Secure storage;
- Hand washing facilities;
- Access to electricity, renewable energy;
- Pre-set up gazebos for traders;
- Better parking options for traders;
- Better waste management options.

3.5 Suggestions were made to support older people, people changing career or returning to the workforce to become market traders, rather than a focus solely on younger people.

3.6 Comments from other sources

3.7 Feedback was also provided through conversations with market traders, local businesses and Council officers.

3.8 There were mentions of the Council's role regarding the licensing of markets managed privately or held on private land and whether this should be extended.

3.9 Traders raised the increasing financial challenges. It can be difficult to make a profit after the cost of the pitch, parking, ULEZ and the London congestion charge. Non-food stalls at markets with a high proportion of food stalls found that this affected the footfall to their stalls.

3.10 Several people mentioned the need for better marketing and promotion of markets, including social media campaigns to increase visitor numbers.

4.0 Objective 2: Markets are sustainable and contribute to the climate response, supporting the circular economy

4.1 Commonplace results

4.2 This section had 42 responses. Of the 36 people who expressed their sentiment at this objective, the majority, 29 people were **Happy or Satisfied**. This is **81% of respondents**.

4.3 When asked which three actions do you think are the most important to achieve this objective, the most popular were:

- Include the use of sustainable and biodegradable packaging as a condition of licenses
- Introduce recycling for traders including food, cardboard, paper, cans, plastic, glass, etc.
- Actively enforce against illegal disposal of commercial waste at our markets
- Showcase products which are recycled, upcycled and refurbished.

4.4 Comments from other sources

4.5 There was concern about the impact on air quality by food stalls, particularly from gas cooking and dirty grills.

4.6 The impact on local residents of the waste generated by markets was highlighted as a significant area of concern and complaints, particularly at Godge Place.

5.0 Objective 3: Markets are vibrant, safe, inclusive, diverse and social spaces

5.1 Commonplace results

5.2 This section had 46 responses. Of the 37 people who expressed their sentiment at this objective, the majority, 23 people were **Happy or Satisfied**. This is **62% of respondents**.

5.3 When asked which three actions do you think are the most important to achieve this objective, the most popular were:

- Create seating, eating and greened areas for families and communities to interact together
- Work with the Metropolitan Police, Trading Standards and Community Safety where markets are in areas of high crime
- Improve accessibility for traders and visitors with disabilities, mobility challenges, older people, and pushchairs.

5.4 Comments from other sources

5.5 The need for more support for traders with disabilities or health needs was highlighted. It was pointed out that this information is not collected by the market team; therefore, they are not aware of traders with a disability or health conditions.

5.6 There was discussion about whether or not vehicles should be able to access market sites due to road safety.

5.7 Officers expressed concern about fake/counterfeit and unsafe goods being traded at markets.

5.8 Rough sleeping, crime and anti-social behaviour were highlighted for particular markets.

6.0 Objective 4: Markets are places of art, culture and events

6.1 Commonplace results

6.2 This section had 41 responses. Of the 36 people who expressed their sentiment at this objective, the majority, 25 people were **Happy or Satisfied**. This is **69% of respondents**.

6.3 When asked which three actions do you think are the most important to achieve this objective, the most popular were:

- Activate markets as venues for art, music, and cultural events
- Support daytime, twilight and nighttime vibrancy, making markets lively and engaging at all hours

- Create an annual calendar of events to help community groups, residents and traders to plan ahead and get involved.
- 6.4 Of the 25 people who live in Camden and who expressed their sentiment about this objective, the majority were **Happy or Satisfied**, although this was lower at **60% % of respondents**.

6.5 Comments from other sources

- 6.6 Questions were raised about market events activity and their link with other events led by the Council. It would be important to make sure that there was clarity around how these would be resourced.

7.0 Summary and actions

- 7.1 We have made changes and clarifications to the draft strategy based on feedback that we have received during the engagement process. Other feedback will help shape the way we implement the actions in the strategy.
- 7.2 There were several general comments about the scale and number of proposals; therefore, we have streamlined the content, with the details retained to inform our implementation.
- 7.3 We have strengthened the sections on the accessibility of our markets under objective 3. We have added points to improve accessibility of markets for visitors and support traders who have disabilities or health conditions in the strategy.
- 7.4 There was substantial feedback relating to infrastructure needs, over and above that needed to support sustainability. The infrastructure section in the strategy document has been reviewed to address concerns in a more focused way.