

Appendix 1

Street Trading and Markets Strategy 2026-2031

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Foreword

Camden's markets are at the heart of our communities. They are more than spaces to shop. Markets are places where residents meet, spend time, and feel part of the community. They help reduce social isolation and strengthen the sense of belonging. Markets provide residents with access to diverse and affordable goods while creating welcoming places for families, older people, and neighbours.

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 goals for inclusive growth, sustainability, and our Food and Youth Missions. This strategy also complements other Council priorities, including those of Public Health, Environmental Health, Trading Standards, Food Safety, Air Quality, Transport, and Events, ensuring our markets remain safe, accessible, and welcoming for all.

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 businesses. They contribute to our local economy and benefit local businesses as they increase footfall and spending in local shops. Street trading can also be the first step on the ladder for many who may go on to expand into shop premises and/or scale up online operations.

Camden's Street Trading Strategy sets out our 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. For instance, we will test and provide gazebos with set-up and set-down service to people who have a disability or limited mobility or those with no start-up funding.

We will aim to provide storage where feasible to reduce the carbon footprint of our markets by having fewer vehicles moving about.

In recent years, market licence holders have shown resilience in the face of challenges, from the Covid-19 pandemic, lockdown, the rise of online shopping, to the rising cost of living. However, we know there are disparities between markets in Camden: some are flourishing, whereas others are facing challenges, with fewer traders and visitors.

In Camden, we want to retain, enhance and develop our markets.

As a Council, we are proud to manage numerous markets and trading sites and to support local businesses. We want to embrace our role as a leader of place, providing affordable, inclusive shopping for residents and the wider community, promoting social enterprise and tackling climate change.

This strategy sets out our plan to revitalise Camden's markets and street trading sites in the next five years, enhancing their economic, environmental, social and cultural assets.

Councillor Nasrine Djemai, Cabinet Member for New Homes and Community Investment

1. Introduction

Camden has a long history of markets. Leather Lane Market is Camden's oldest surviving market. It is likely that street trading was established after the Great Fire of London (1666) and primarily served refugees escaping the destruction of the city who found settlement in the Hatton Garden area and provided employment to traders who had lost their usual pitches. In 1851 there were 150 stalls serving fried fish, pies and jacket potatoes, feeding factory and office workers. This mirrors today's hot street food market, which is one of the largest in London, offering international street food, particularly Middle Eastern food.

Camden Town is known internationally for its markets. It is a place where a mix of private markets provides a large variety of goods attracting many visitors each year. Inverness Street, a Council-run market, also operates in Camden Town. In total, the borough is currently home to 19 regular markets, nine of which are public outdoor street markets managed by the Council; the other markets across the borough are privately managed, and are held on private land or in school, playgrounds, and car parks.

Markets in our borough offer residents and visitors a range of economic, social and environmental benefits. These are collectively known as social value.

In 2025, there were about 570 traders licensed by Camden Council, working in markets, isolated pitches/kiosks or private forecourts/land in the borough; some of whom will also trade in other boroughs or outside of London.

Markets are business incubators. They present the advantage of offering a low-risk opportunity for entrepreneurs to test business ideas.

In London, markets support 13,250 jobs, an increase from 2010, when there were an estimated 7,319 jobs - and the total number of markets was estimated to be 162¹. This means that around 2.8 percent of jobs in London's retail industry are in street markets. Street markets also contribute £247.6 million to London's economy in terms of gross value added, which represents around 1.3 percent of London's retail industry.

Markets are free to access and they are often located in neighbourhoods. They are open to people of all ages and help reduce social isolation. They are also places where people from different backgrounds can come together.

In addition to the social benefits trading sites offer, markets offer opportunities both for the Council and traders to address health inequalities and help tackle climate change to improve the environment.

¹ London's Retail Street Markets, London Development Agency, Regeneris Consulting, 2010 cited in Understanding London's Markets, LEAP/GLA, 2017.

2. Camden Council run markets and trading sites

Street trading is managed under the London Local Authorities Act (LLA) 1990 (as amended). The Council manages the nine outdoor markets and provides licences to trading sites and markets operated on any road or footway, within the definition of the LLA and is complemented by wider planning policies relevant to markets on private land.



Nine markets spread across the borough

Camden is currently home to nine markets, all of which are outdoor markets. Their size varies, from Leather Lane, which has a capacity of 102 pitches, to Birchington Road, which has two pitches. The markets that attract the most visitors are Leather Lane, Inverness Street, Goodge Street and Swiss Cottage markets. Chalton Street and Queens Crescent have lost customers and traders in recent years; they used to be more active. The London Local Authorities Act 1990 (as amended) was adopted in Camden as the legislation that would be used to licence and manage street trading. Markets were designated as licensed streets under the London Local Authorities Act 1990 (as amended) in 1995. Markets were designated for all days for each street, but the traffic management orders for these streets may be for fewer days and not cover the entire length of the designated market.

Markets are characterised by the commodities they sell and their main customer bases, as showed in the table below.

Market	Main visitors	Key commodities	Days of operation	Number of pitches	Ward
Leather Lane	Office workers	International street food	Monday to Friday covered by current Traffic Management Order (TMO)	102 are currently in use due to maintaining gangways	Holborn and Covent Garden
Queen's Crescent	Residents	Fruits and vegetables, clothes, kitchen and cleaning supplies, beddings, street food	Thursday Saturday on the entire market covered by TMO Sunday to Wednesday and Friday in the new pedestrianised zone covered by new TMO 2025	75 pitches inside the main market TMO and 20 outside TMO and gates 21 pitches (Sunday to Wednesday and Friday) additional TMO introduced 2025	Gospel Oak
Inverness Street	Tourists	Souvenirs, clothing, street food	Monday to Sunday 24/7 pedestrian area with some exemptions for vehicle access	48 pitches	Camden Town
Chalton Street	Residents and workers	Household goods, kitchen and cleaning supplies, clothing, materials, fruits and vegetables	Wednesday to Friday covered by TMO, but traders can be licensed on all days	42 pitches Wednesday to Saturday within TMO hours and days. 6 pitches outside of TMO Monday to Sunday	St Pancras and Somers Town
Eton Avenue	Residents, workers and students	Street food, sweet, beverages Fruits and vegetables, meat, cheese, honey...	Tuesday to Saturday Farmers market on Wednesday 24/7 pedestrianisation area with some exemptions for vehicle access	35 usable pitches	Primrose
Earlham Street	Visitors and tourists	Mix of makers' goods, street food, jewellery	Monday to Saturday plus newly introduced Sunday	16 pitches	Holborn and Covent Garden
Plender Street	Residents and visitors	Fruits and vegetables	Monday to Saturday	11 pitches	St Pancras and Somers Town
Goodge Place	Office workers	International street food	Monday to Friday	6 pitches	Bloomsbury
Birchington Road	Residents	Fruits and vegetables	Monday to Saturday	2 pitches	Kilburn

58 kiosks and miscellaneous trading sites – 48 designated and 10 undesignated sites

In addition to the markets, Camden manages 58 kiosks/miscellaneous trading sites. Most of them are designated and can operate under permanent licences; others are undesignated and can only operate under a six-month temporary licence. The commodities sold by traders vary from flowers, newspapers, fruits and vegetables, to travel goods and hot food.

They are located in the south of the borough– primarily around Holborn, Bloomsbury, and Tottenham Court Road- with several others situated near King’s Cross, Euston, Camden Town, and Hampstead. These sites provide valuable local amenities and contribute to the borough’s street-level vibrancy.

20 forecourt trading sites

There are 20 licensed forecourts used for trading. These typically include cafes, convenience stalls, florists, and souvenir stands operating in front of shops and transport hubs.

Most are found in the north of the borough in Hampstead High Street and Kentish Town for instance, or in the south in Bloomsbury, where pavement widths and footfall allow for forecourt trading. Commodities commonly include coffee, baked goods, flowers, and newspapers.

Eight ice-cream vans and fixed sites

There are eight ice-cream trading sites. They are located at Neal Street, Downshire Hill, Russell Square, Camden High Street (two), Albert Terras, Primrose Hill j/w Oppidans Road, Regents Park Road j/w Primrose Hill.

Most vehicles are now electric, or hybrid powered, and the kiosks use mains electricity rather than petrol generators, in line with Camden’s commitment to reducing emissions and improving air quality.

3. Current challenges and opportunities

Challenges

Camden markets and market traders have shown resilience through a number of recent challenges:

- Covid-19 pandemic and lockdown;
- Online shopping and changes of behaviour;
- Cost-of-living crisis.

However, the current street market context presents key challenges:

- The current offer is financially aimed at who is currently visiting the area and is limited for residents; some market customers are predominantly office workers (e.g. Leather Lane, Goodge Place) or tourists (Inverness Street);
- There is a lack of variety and cultural relevancy of products, particularly fresh produce;
- Some markets are not at full capacity (such as Eton Avenue and Plender Street markets); whereas there is a high demand to sell hot food at Leather Lane;
- Some markets used to be busy and have now lost appeal, such as Queens Crescent and Chalton Street markets;
- The infrastructure supporting markets is lacking or old, e.g. lack of electricity supply in markets and a lack of storage particularly;
- The general income generated comes mainly from the Leather Lane market and the kiosks, which are fruitful.

Opportunities

Current markets and isolated pitches have opportunities to grow – particularly Eton Avenue, whose main customer base is residents, office workers and students. They have the advantage of being well located in London and some have generous space. Generally, they are in areas surrounded by a large population and/or of high footfall.

A curation approach would help clarify their identity and may help attract new traders and (re)introduce a variety and diversity of products. This, however, would require a communication strategy to drive the required customer base back to shopping in our markets and cannot be achieved in isolation.

There is scope to improve the image and branding of each market through social media and with the use of communication and marketing tools.

There is also scope to develop the markets and identify new trading sites, with promotion of work that is carried out prior to licensing.

Through the strategy, we will aim to improve the experience of residents and visitors to the market by enhancing the public realm, while mitigating the impact of the trade activity.

There are ongoing applications to be a temporary registered trader for a number of markets. Leather Lane receives a lot of applications for temporary registrations from individuals wishing to sell hot food.

Selling hot street food is very popular and tends to generate higher levels of income for traders; however, as emphasised by local stakeholders, one opportunity would be to aim for a more varied offer so that markets are inclusive to both residents and visitors, and reduce the impact on air quality. This will only be possible if there is a targeted campaign to get residents back shopping on our markets creating a viable commercial opportunity for the traders.

In November 2025 Queens Crescent saw the completion of a £3.5m investment² which helped improve the visual and market streetscape with newly surfaced footways and road, seating with planting, better signage and lighting with updated electrical supply bollards for traders. The new pedestrianised area is protected between 11 am and 7 pm. In addition, there is a project to repurpose a block of social housing formerly empty garages at Halstow as trader storage, including a toilet and equipment washing facilities for traders. There may be a possibility to provide refrigerated storage and enhanced security. This is being co-designed with the residents of Halstow, the market traders and the adjacent block. This will reduce some of the barriers to becoming a street trader, e.g. lack of space to store goods and equipment at home and low car ownership in London. It will also reduce the impact of vehicle emissions. With these recent improvements at Queens Crescent and a clear plan for the future, we're now focused on helping the market become more vibrant, inclusive and sustainable for the long term.

We will apply Test and Learn approaches to Chalton Street and Queens Crescent markets, which currently have low occupancy rates, and we will test ideas to try to bring back traders and customers. For instance, last Summer the Council developed an initiative in Chalton Street market to promote the circular economy. Councillor Djemai and Councillor Coban, London Deputy Mayor for Environment and Energy, supported this initiative, highlighting the potential for this site to be developed. In these markets, there are also opportunities to link up with Camden's Food Mission to develop initiatives around food access and, more widely, the local food system.

Additionally, another opportunity is around our systems and processes that we are reviewing to create a streamlined way of working to maximise efficiency and income generation, while reducing environmental impact. By implementing a more integrated and user-friendly system, we will further simplify processes, making it easier to

² The Council contributed to funding of £3.5m from the GLA Good Growth Fund, Department of Transport, and the Levelling Up Fund to deliver these changes.

manage operations, improve service delivery, and drive growth across the market community.

Looking at all these opportunities, a significant commitment, followed by an investment programme over the next five years, will be required if we want to transform, improve, strengthen, promote and grow our markets, which are in prime locations across central London.

4.A new Market and Street Trading Strategy

Our vision and objectives

Camden's street markets and street trading sites are full of potential, as places to shop, socialise and spend time in, trade, and celebrate our borough's diversity.

The development of the strategy is based on research and engagement with residents, traders, local businesses, other local authorities, partners and other stakeholders.

Following engagement with residents and all local stakeholders, we looked into how Camden's markets can better reflect the needs and ambitions of the communities we serve. Through these conversations, we identified key ingredients for vibrant, successful markets:

What makes a successful market	
Good location in area of high footfall, which is easy to get to and accessible via public transport with clear wayfinding signage.	Happy traders with support provided including business startup training, marketing and use of social media for hybrid e-commerce, techniques to attract customer interest, and access to loans.
Destination market with clear offering, theme and marketing.	Customers who are able to spend time at the market with attractive market stall displays, adequate space, seating areas for eating, interaction, and connection with green planting.
Welcoming and vibrant atmosphere.	Prices clearly displayed and affordable to different residents and visitors from different income ranges.
Market operating times which cater to local residents as well as visitors travelling back and forth to work or travelling.	Clean, tidy, safe and well-managed environment.
Diverse product range serving residents, local community and visitors which is inclusive.	Good occupancy rates.
Legal, legitimate, ethical and safe unique products on sale which minimise waste.	Provision of parking facilities where storage options are not available and/or solutions for loading/unloading.
Markets managed as a commercial entity, with each self-funded and marketed as an opportunity for self-employment. Publicised as incubation hubs for entrepreneurs to develop and test new products.	Intense market promotion and use of social media to target a range of different audiences.

In line with these ingredients, our overall strategic vision for the next five years is:

Camden’s markets are vibrant and diverse, providing space for new business, good jobs and supporting the arts, culture, and night-time sectors.

To bring this vision to life, we’ve set out four key objectives:

1. Markets are economically viable, provide self-employment and stimulate inclusive growth
2. Markets are sustainable and contribute to the climate response, supporting the circular economy
3. Markets are vibrant, safe, inclusive, diverse and social spaces that promote good health
4. Markets are spaces for artists, creatives and makers

This vision directly supports the strategic ambitions of our corporate [We Make Camden](#) plan, particularly our inclusive growth and sustainability ambitions, and our Food and Youth Missions, and the Loneliness Challenge. Key to Camden’s Food Mission is ensuring access to healthy, affordable food for all Camden residents. Markets provide an opportunity for residents to access healthy produce at an affordable price. They also enable us to promote quality standards, ensuring both healthy and sustainable practices for purchasing, storing and cooking food.

It reflects our belief that markets are vital to a resilient economy – they are places where social connection, environmental responsibility, creativity, and local identity come together.



The following pages describe these objectives and our commitments over the next five years.

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

We want Camden's street 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.

To achieve this objective, we will:

- Define the identity of each market and create a brand strategy working with all stakeholders
- Develop the offer and support to maintain traders in Camden
- Support traders in their business journey
- Attract new traders to the markets
- Attract new customers to the market working with traders on marketing campaigns
- Proactively identify new opportunities for trading sites
- Develop and implement a Test and Learn approach

The actions we will develop to achieve this objective are:

- **Define the identity of each market and trading sites and create a brand strategy**

Define the identity of each market and select traders using an established selection criterion aligned to an agreed market vision or offer, that can be adjusted in response to changes. Having a clear market identity can help make the market distinctive and recognisable, and can potentially increase footfall and customer spend.

Increase the visibility of markets, traders and their commodities using marketing and communication tools and via social media platforms.

Review the Council web pages about markets to support the development of each market.

- **Better offer and support to maintain traders in Camden**

Create Trader Forums so that their voices can be heard, and they can be empowered to influence change.

Develop a reporting process for traders in addition to the above to share ideas and suggestions to improve the market.

Retail Market Officers have a key presence in the market, developing interpersonal relations with traders, and to whom traders can raise any issues, and being the guardian of good practices and mitigating impact for residents.

Hold meet the manager/team days at all markets and isolated pitch locations.

Support our traders directly and work together to promote examples of good practice, for example around the way they present and run their stalls and kiosks.

Raise the profile of our traders and establish annual trader awards to celebrate markets and traders across the borough.

Develop an in-house Food Safety training programme for new traders to support them in delivering good food hygiene safety ratings.

Encourage traders who employ assistants to pay them the London Living Wage.

- **Support traders in their business journey**

Support our markets to become incubation hubs for small and microbusinesses, offering bespoke training to both existing and new traders.

- **Attract new traders to Camden**

Improve the process for applying for a licence for traders.

Make the process for applying for a licence more accessible (i.e. format, language) and offer in-person support for people with hidden and visible disabilities who may want additional support.

Create a welcome and induction trader handbook and online videos, with contacts and guidance on processes, requirements and legislation (e.g. waste disposal, noise...), best practices (e.g. cooking producing less emissions), and business advice.

Develop an in-house Food Safety training programme for new traders to support them in delivering good food hygiene safety ratings.

Develop an in-house consumer training programme for new traders to support them in understanding consumer rights, good practice and ensuring only safe genuine goods are sold.

Promote the trading of fresh produce by working with the local community and existing traders to understand how to address both trader and customer needs.

Approach established and experienced license holders to see if they would provide work experience to local residents as assistants so that they can build up skills and learn how to run and potentially start their own business.

Work with Good Work Camden and specialist training and employment organisations, where trading and self-employment can be a suitable option, prioritising local people who need additional support to get into employment (e.g. older people).

Attract new (young and older) traders in markets that are not at full capacity, using social media and having clear communication on availability at each market. Support new traders by understanding how market trading can also be linked to associated activities used to grow their business. We will encourage entrepreneurs to test their ideas by trading at our event stalls.

Develop a trader incentivisation policy (e.g. discounted pitches or stall set up) to attract new entrepreneurs to test trading and support them in starting their journey in Camden, and to attract traders in markets where there is a high level of vacant pitches to try and revive them, such as in Queens Crescent and Eton Avenue markets.

- **Attract new customers to the market working with traders on marketing campaigns**

Develop a communication and marketing campaign to attract new customers to the market, highlighting the identity and offer of each market and telling the unique story of traders.

- **Proactively identify new opportunities for trading sites**

Identify new opportunities for individual trading sites or clusters of kiosks across the borough, where there is high footfall and potential. This will include identifying new sites in parks and open spaces.

Explore the feasibility of new markets, such as those in the north of the borough, with residents or groups of residents to identify their needs and demands, including farmers' markets.

Review the licensing of private land and extend this approach to existing or new sites.

- **Develop and implement a Test and Learn approach**

Try and test new approaches to see if they work well before eventually rolling out or extending. For instance, in Chalton Street we will try and attract traders who offer a diversity of commodities that reflect the demographic of the area. Another approach to test is about curation and to try and attract creatives and makers at Earlham Street market who sell homemade goods. Another test could be increasing the hours of operation of Earlham Street market around the Christmas period to offer a twilight market or on Sunday at certain locations.

Our desired outcomes that will demonstrate the impact or success of our actions are:

- Traders make a profit
- Camden is an attractive place to trade and offers a competitive offer for traders
- Markets contribute to the growth of the local economy
- Camden market income is self-sufficient and makes a profit that can be reinvested into the development of the markets.

Objective 2 - 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.

To achieve this objective, we will:

- Improve our infrastructure
- Research what impacts air quality in each area and make changes to improve air quality at markets
- Review and improve waste management
- Promote a circular economy
- Influence traders and visitors in markets/ behaviour change incentives

The actions we will develop to achieve this objective are:

- **Improve our infrastructure**

Electrify the markets with electricity access for traders replacing gas-powered cooking equipment to reduce the impact of fossil fuel cooking and monitor results of each action on air quality - subject to funding availability.

Provide or signpost to secure off-street storage for traders' equipment (such as gazebos and tables) to reduce vehicle emissions from street traders and encourage traders and their assistants to take public transport, walk or cycle to work, and reduce costs associated with vehicle use.

Review transport infrastructure to support safe cycle route access to markets and review cycle parking near each market.

- **Research what impacts air quality in each area and make changes to improve air quality at markets**

Research what impact air quality in each area, e.g. griddles use, extractor fans of cafes and restaurants along the market, and make changes.

As mentioned above, increase access to electricity for traders to replace gas-powered equipment, which will be evaluated to see if there are reduced emissions from commercial cooking and vending.

Monitor emissions in markets where hot food is served daily, such as in Leather Lane and Goodge Place, to measure the impact of initiatives and adjust and improve as needed.

Reduce emissions from commercial cooking by encouraging traders to sell non-hot food, i.e. at Leather Lane market, having a cap on the number of hot food stalls who grill meat in one location, and by adopting best practices as recommended in the induction trader handbook.

Reduce emissions from unlicensed ice cream vendors. Where safe and suitable, we will designate fixed locations for ice cream traders, install a power supply to reduce emissions from idling engines. Additionally, we will work on new street design to prevent unlicensed street trading with engine idling.

Plant greenery to keep our air cleaner, reduce pollution and help mitigate climate change while promoting urban biodiversity that can help offset carbon emissions.

- **Review and improve waste management**

Continually review and improve waste management process at markets – for traders and businesses - particularly when markets are located on a high street. Develop solutions for each market and kiosk as the context and challenges are specific to each of them and take enforcement actions against those who do not use the facilities provided.

Enforce against illegal disposal of commercial waste at our markets.

Improve recycling of waste cooking oil. Explore and research options with universities and industry to recycle waste cooking oil as incorrect disposal is an issue for traders and high street businesses.

Introduce or improve recycling facilities for traders to dispose of food, recycling, and general waste.

Encourage or facilitate food redistribution where surplus food is identified, so that communities can benefit from it, instead of the surplus being thrown away.

Test if secure bins are a preferable option to providing plastic bags to traders for waste disposal.

- **Promote a circular economy³**

Host swap stalls periodically in markets where residents can exchange or donate items instead of discarding them.

Create a designated thrift market either on an existing site or a new site.

³³ Circular economy can be summarised as one that keeps resources in use locally for as long as possible and extracts maximum value from them for the benefit of communities, businesses and the environment. It has three principles: 1) Design out waste and pollution - so that products are designed to be reused, repaired or recycled, reducing the need for raw materials; 2) Keep products in use - extend the life of products through reuse, upcycling repair, refurbishment and responsible consumption; and 3) Regenerate natural systems - by returning natural nutrients to the soil and other ecosystems.

Use social media to promote traders and highlight initiatives that support the circular economy.

- **Influence traders/ behaviour change incentives**

Remove plastic bags and single-use plastic as a condition of the license – except for fish, meat and specific products.

Include the use of sustainable and biodegradable packaging as a condition of the license when appropriate.

Work with traders at Leather Lane and Goadge Place markets to encourage them to offer a discount to their regular customers who bring their own containers for food and drinks, and utensils, without losing any income.

Use social media to promote traders and highlight initiatives that make markets more sustainable.

Our desired outcomes that will demonstrate the impact or success of our actions are:

- The council run its operations in a more sustainable way
- Traders run their operations in a more sustainable way
- Markets support the circular economy

Objective 3 - Markets are vibrant, safe, inclusive, diverse and social spaces that promote good health

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.

To achieve this objective, we will:

- Enhance the quality of life of residents near markets mitigating the impact of the activity of trading
- Enhance the public realm and create a welcoming environment
- Improve accessibility of markets for visitors and support traders who have disabilities or health conditions
- Create a safe environment
- Encourage affordable, diverse and a variety of products in community markets
- Work in partnership with public health to promote mental and physical health
- Create a pitch for the community

The actions we will develop to achieve this objective are:

- **Enhance the quality of life of residents near markets mitigating the impact of the activity of trading**

Develop a platform for residents to share their ideas to improve the market and express their needs and a reporting system for residents to escalate issues.

Sensitise traders to the impact caused by the activity of trading to mitigate it for the residents' benefits.

Include guidelines and principles in the induction pack for new traders to mitigate and reduce the impact of noise, smell and disposal of waste.

Enforce and review licence terms and conditions if needed to raise standards.

Install electric bollards when funding becomes available to move from gas cooking to electric cooking, and improve air quality.

Green the market to mitigate the impact of noise and emissions and improve the public realm, the aesthetics of the place.

Curate the market so that traders offer a variety and diversity of goods, moving away from those that have a short lifespan and a negative impact on the environment.

- **Enhance the public realm and create a welcoming environment**

Review the layout of the market to improve both traders' and residents/visitors' experience through:

- stall arrangements and frontages, and views across the market;
- the number of routes and flow of visitors across the market, as well as including dwell spaces within the market layout, where appropriate.

Review the layout of the markets to include flexible seating where possible and greening for residents and visitors of all ages, to make the spaces more attractive, allow them to pause, interact and spend more time in.

Maintain the market areas so that they are a pleasant environment to be in.

Refer to the Local Plan (adopted TC6 and emerging E10) when determining planning applications to protect and enhance existing markets, mitigate impact of new development on market, and explore opportunities for new markets.

Explore how markets can form part of tourism initiatives or attractions that celebrate the uniqueness of place and generate community wealth, providing a sense of place and pride. The location and atmosphere around Leather Lane located near Farringdon and Earlham Street in Covent Garden is an advantage and can highlight the market within this space and encourage more visitors to discover it.

- **Improve accessibility of markets for visitors and support traders who have disabilities or health conditions**

Support traders who have disabilities or health conditions to facilitate their activity in the market and allow them to continue trading in the borough.

Continually review our services by engaging with traders with disabilities or health conditions to ensure services are inclusive and tailor them to individual needs.

Provide information to traders and visitors about the nearest public toilet and explore solutions where toilets open to the public are beyond 800 metres from the market.

Review accessibility at each market to make the market more inclusive for residents, traders and visitors with physical and/or who are neurodivergent. We will work with groups to make changes to make the visit easier for parents/carers with push/wheelchairs, for older people and more enjoyable for all.

Maintain the market to ensure there are no obstacles (e.g. bins) for people with mobility issues.

- **Create a safe environment**

Improve the safety at markets and trading sites where there are issues of anti-social behaviours or crimes, working with the Metropolitan Police and Camden Community Safety team.

Take enforcement actions against illegal traders.

Enforce illegal, counterfeit or unsafe commodities sold at markets and other sites, working with Camden Trading Standards team.

Review lighting to enhance safety.

Create safe and protected environments for traders, visitors and customers where vehicles have limited access to stalls and consumer areas during market operating hours.

- **Encourage affordable, diverse and a variety of products in community markets**

Encourage traders to display the prices of products on their stalls.

Enable traders to sell fresh produce at an affordable price.

Enable traders to sell a range of culturally relevant products, particularly fresh produce in community markets.

Curate the markets so that traders provide a variety of goods of good quality, which are sustainable and respond to the demand of residents.

Support local food strategies to tackle food insecurity, improve diets, and develop food resilience - linking with Camden Food Mission and Public Health.

- **Work in partnership with public health to promote mental and physical health**

Explore the offer of Healthy Start vouchers for pregnant women and qualifying groups to purchase fresh food at markets.

Traders are supported to adopt healthier practices when cooking through the Healthier Catering Commitment.

Link in with local neighbourhood health services and family hubs, providing space for them to engage with the community and encourage traders to signpost to further support.

Support physical and mental health campaigns, screenings and testing in our market spaces, working with health partners. For example, the Camden Mobile Health bus offers free preventative diabetes risk checks, health information and advice to support residents to make positive health and wellbeing choices, and to prevent people from developing serious health conditions in the future.

- **Create a pitch for the community**

Provide pitches for residents to swap unwanted items.

Support local food growers, including schools, to sell produce.

Pilot thrift themes in markets where residents of the borough and beyond can sell their unwanted items (providing they are able to prove they are safe).

Provide periodically free or discounted pitches to residents, schools or organisations that bring benefits to the community, to promote awareness of their services and activities (e.g. health awareness campaign) or to fundraise.

Our desired outcomes that will demonstrate the impact or success of our actions are:

- Markets benefit residents and the impact related to the trading activity has a limited impact on the quality of life of residents
- Markets are places where communities dwell, meet and socialise
- Traders offer a variety and diversity of commodities, including fresh food, in community markets
- Improved health and well-being and community connectedness

Objective 4 - 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 works, contribute to Camden's cultural vibrancy, connect with communities and grow their business. 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.

To achieve our objective, we will:

- Position markets as a platform for creatives and makers
- Activate markets for events during the day, twilight and evening time
- Design a portfolio of themed events to celebrate events or skills

The actions we will develop to achieve this objective are:

- **Position markets as a platform for artists, creatives and makers**

Curate the market to attract more artists, creatives and makers. Earham Street market is located in Covent Garden, an area of central location with high footfall that offers potential for makers willing to showcase and sell their handmade work at an affordable daily rate.

Invite artists, musicians and makers to run workshops and sell unique products, for instance live painting and illustration demonstrations.

- **Activate markets for events during the day and twilight time**

Develop the capacity, skills and resources to enable the activation of the market space for events to attract residents, families and visitors to the market during the day or twilight time.

Give local people and partners a platform to perform, exhibit, and sell - inviting residents, schools, colleges, universities, performing arts schools, and voluntary sector organisations.

- **Design a portfolio of themed events to celebrate events or skills**

Continue to run the yearly Young Traders competition to attract young traders and makers to the market in partnerships with the Business Improvement Districts and the National Association of British Market Authorities and extend the competition to more market locations.

Design a portfolio of events of quality throughout the year that doesn't impact on residents (e.g. noise) and relevant to each market.

Work with Business Improvement Districts on bespoke events and projects.

Engage with residents and partner with local schools, colleges and universities to connect children's learning with market life, entrepreneurship and to showcase their creativity and sell or perform at events.

Our desired outcomes that will demonstrate the impact or success of our actions are:

- Markets offer a platform for artists, creatives and makers
- Markets offer a platform for residents, schools and other stakeholders to perform and showcase their skills

5. Developing the infrastructure to support trading

A thriving market needs good infrastructure to support the operational aspect of the market, as well as accessibility, safety, and a high-quality experience for everyone. We are committed to investing in the physical environment of our markets to ensure they are welcoming and functional, but also smarter and more responsive. This means:

- **Power to our markets:** subject to funding, we will install electricity supply bollards and explore systems that allow individual traders to pay for their own usage. This will provide a fair and sustainable way to meet energy needs while supporting traders who require power for lighting, cooking or digital services.
- **Increase storage:** subject to funding, we will continue to identify storage facilities near markets, including shared refrigerated storage for perishable goods such as vegetables and fruits. By default, we will signpost traders to storage facilities so that they do not have to travel in vehicles to work.
- **Better/Smarter layouts:** we will review and improve pitch markings and the market layout to make better use of space: improve flow for visitors, ensure accessibility, better frontages and sightlines, which includes dwell space.
- **Seating:** we will create seating areas where relevant to allow residents and visitors to rest, pause, interact and eat.
- **Greening:** we will explore ways to make the markets greener, whether it is through tree planting or planters, permanent or flexible, to enhance the market environment, help improve the air quality and reduce noise.
- **Toilets:** we will assess toilet provision near markets and provide information to traders and visitors about toilets available to the public (e.g. in Council buildings, libraries...). When toilets are not open to the public beyond 800 metres from the market, explore solutions (e.g. Community Toilet Scheme).
- **Lighting:** we will review lighting at each market to enhance safety and trade activity.
- **Flexible stalls:** we will provide high-quality gazebos and stalls that are durable and easy to set up and maintain for specific events or activities. Additionally, a stall set up and take down service will be explored to support

new traders who may want to trial trading at the market before committing to this activity and for traders with limited mobility.

- **Loading and Parking:** we will explore ways of improving the provision of parking for traders particularly where storage is not available or limited and for loading and unloading. We will also review parking in markets to enhance the experience for residents and visitors of the market and the atmosphere of the place.
- **Improve signage:** we will review signage near each market and improve visibility when signage is absent or not best located whenever possible.
- **Embrace Technology:** we will aim to modernise our markets and support digital inclusion by:
 - Exploring installing sensors to capture footfall data across all our markets, helping us to understand visitor patterns and improve planning, hours of operation and evaluation.
 - Exploring Wi-Fi provision to make it easier for traders to take electronic payments.
 - Exploring digital authentication of trader attendance at markets to improve income and occupancy rates.

6. Using data and insights to monitor and improve performance

To ensure our markets continue to thrive and deliver value to our communities, we are committed to using data and insights to guide decision-making, improve operations, and demonstrate social impact. This means that we will:

- **Measure what matters:** we will design a set of key performance indicators to measure outcomes to understand which changes we are making, and to track how well our markets are performing against our Good Life Camden framework. The evaluation plan will draw on a mix of quantitative and qualitative data (e.g. stories from traders and residents, occupancy rate).
- **Understand social impact:** we will develop tools to assess the social impact of our markets, helping us demonstrate their value to the wider community, for example the reduction of social isolation, interaction with people from different backgrounds, feeling of safety and belonging.
- **Make data-driven decisions:** we will aim to capture footfall data for instance. By tracking attendance at market locations and events, we can tailor products, opening times and staffing levels to meet local demand. We are also exploring new technologies to gather more detailed insights such as dwell time, age, gender and postcode of origin of visitors – to better understand who is using our markets.
- **Support traders:** we will invite traders to provide feedback and share ideas through the Trader Forums once established. This will help better support their needs and activity. We will ensure we hear from a diverse group of traders who represent wider interests.
- **Look at lessons learned:** we will monitor and evaluate every intervention that we make, whether it's a new event, layout change or promotional campaign. We will use this learning to either continue, amend or stop an initiative.
- **Action plan:** we will review and prioritise the actions needed to reach the objectives and deliver a set of actions each year. We will adjust if needed the actions and their delivery thanks to the data and insight provided.

7. Conclusion

Camden's markets are woven into the fabric of our borough – they are spaces of trade, culture, creativity, and connection. They reflect our communities, support our local economy, and offer pathways for entrepreneurs to grow ideas into livelihoods. But they are also under pressure from shifting consumer habits, rising costs, and an ageing infrastructure.

This strategy sets out a bold and practical roadmap for strengthening Camden's markets over the next five years. Through significant investment, targeted support, and renewed focus, we aim to unlock the potential of our markets as places of opportunity, sustainability and celebration.

Guided by our We Make Camden ambitions and missions, our approach centres on:

- Growing a fairer local economy that is inclusive, vibrant and entrepreneur-led;
- Embedding sustainability and climate action into every aspect of how our markets operate;
- Ensuring markets are welcoming, safe and social spaces for all; and
- Championing culture, food and creativity as part of everyday market life.

We know we cannot deliver this vision alone – it is a shared endeavour. This is why this strategy has been shaped in collaboration with traders, residents, businesses and other partners – and why its success will depend on continued partnership and shared ownership.

Camden's markets are already places of passion, purpose and pride. With this strategy, we will build on that legacy, modernising infrastructure, improving operations and creating thriving public spaces where people want to come, trade, connect and belong.