

London Borough of Islington

Street Trading Strategy 2017 – 2022

About the Strategy

The Strategy aims to assist all individuals and organisations involved with street trading to reach a vision of creating a dynamic street trading and market experience that is diverse and vibrant adding value to the economic, social and cultural fabric of Islington.

These include organisations and individuals in a variety of areas including street trading, town centre planning, market managers, health professionals, social inclusion, community enhancement, urban planning, environmental sustainability, tourism and a wide variety of other businesses and activity.

This Strategy aims to identify and overcome many of the problems and limitations markets have experienced in the past. To maintain and develop the existing markets by creating bustling centres of economic and social interaction whilst providing opportunities to support new locations and events for street trading activity.

Part 1: Recognising the vision

“To create a dynamic street trading and market experience that is diverse and vibrant adding value to the economic, social and cultural fabric of Islington”.

1.0 Introduction

1. The London Borough of Islington is committed in supporting the continued existence of Street Markets. The Council recognises the importance of local markets and how they impact on the local area. Street Trading sites are community hubs; vital in bringing people working, visiting and living in our borough together. Whilst the Council supports the vibrant and diverse shopping experience street trading bring to town centres; they also have the responsibility to ensure shoppers can buy in confidence and in a safe environment.

2. All forms of street trading are controlled by a number of acts of Parliament, the principal act being the London Local Authorities Acts 1990-2012. The control of street trading is the responsibility of the local authority. Trading licences are issued under the regulations set within ‘the Act’. Street Trading Officers check licences frequently and unlicensed traders may be prosecuted for trading illegally.

3. Traders are encouraged to create or join existing trader associations. Whilst Council officers welcome comments and feedback from individual traders it is always easier to meet with smaller teams representing majority views.

4. A trader is responsible for the management of their licensed area governed by the conditions of their licence.

Challenges

Over the past 15 years or so traditional street markets have experienced significant decline. A number of reasons have been attributed to this national decline such as increasing competition from other forms of retail, lack of investment or vision from local authorities and changing demographics in the area of trading. We have managed to tackle this decline in some of our markets, particularly by the introduction of food, but Chapel Market, in particular, would benefit from additional traders.

2.1 Street Trading and market statistics

There are three council managed street markets within the Borough - Whitecross Street Market, Chapel Market and Exmouth Market.

The Council also licenses a number of pitches in Camden Passage, Nags Head, Angel, Archway, scattered sites around the borough and around the Emirates Stadium on match days.

Chapel Market has 140 designated pitches with approximately 70 pitches utilised. The market is a conventional street market selling a mix range of fresh produce and other personal and household items. The market is open Tuesday to Sunday and is located in the heart of the Angel Town Centre.

Whitecross Street Market. The Market (one of the oldest markets in London) is located between Old Street and Fortune Street in the south of the borough. The market is open 10am - 3pm, Mondays to Friday and is popular at lunchtime with local office workers. There are approximately 60 pitches selling mainly hot and cold food. All pitches are currently utilised.

Exmouth Market has 20 designated pitches.. The market is located between Rosebery Avenue and Farringdon Road in the south-west of the borough. The market is open Monday to Saturday. All pitches are currently utilised.

The Islington Farmers' Market. This market is located in Chapel Market on Sundays. This market is run by a private operator who is licensed by Islington Council.

Archway Market. This market will be relocated to the new Archway Square development. This market is run by a private operator who is licensed by Islington Council.

Other Markets.

There are other markets in the borough, but these are not managed by the Council as they are on private land, and outside the scope of the Street Trading regulations.

These include;

- The Camden Passage Market which is a mixture of traders on private land
- A private covered market at Nags Head – Trades mainly Wednesday, Thursday and Saturday.
- Car boot market at Grafton School in the Nags Head – Trades Saturday and Sunday.
- Pop up or regular markets held on school or similar premises.

Part 3: Taking the Strategy Forward

3.1 Implementing the Strategy

Realising the Council's vision of a dynamic street trading and market experience that is diverse and vibrant will continue to be challenging. This will require significant effort to ensure all areas of council are aware of the objectives and incorporate them into their own strategies. To ensure future street trading initiatives embody the direction of this strategy.

The value of revitalising and keeping the markets alive, providing local jobs for local people and meeting environmental sustainable objectives should be the stimulus for action.

Islington needs to ensure that any decline in its markets is reversed.

3.2 Key themes

The strategy has identified a number of key action areas for consideration. Each of these actions will need to be considered and then taken forward if appropriate.

The objectives follow these key themes:

Look and Feel of our Markets

Identifies ways in which the streetscape of the borough's street markets and street trading sites can be improved. Implementing a plan that will deliver what consumers and businesses require.

Running Viable Markets

Recognises the link between Council's investment in improving the street location and the economic benefit for local business and the borough.

Managing our Markets

Street trading is integral to ensuring the day to day activity within the markets and scattered sites.

Issues and Opportunities

This section of the strategy expands on the key issues listed in the previous section and sets out opportunities for change.

Look and Feel of our Markets

Key Issues

- Recognise the importance of local markets and how they impact on the local area.
- Consider the needs of the local community before making changes that could have an adverse impact.
- Recognise the need to try to fill vacant pitches in markets.

- Take care when regenerating markets to ensure that the correct balance is maintained.
- Ensure that wherever possible, consultation takes place with relevant trader associations or groups before any streetworks commences and all works should be properly managed and coordinated.

Opportunities

- To look for opportunities for funding to:
 - review and upgrade current storage facilities
 - purchase new stalls/canopies for market use
 - purchase kiosks for appropriate sites install toilet and washing facilities where appropriate
 - install electricity supply and lighting
- Develop improved co-ordination to control and manage street works in market areas, to ensure appropriate mitigation measures are employed to minimise the disruption to business operators and residents.
- Look for opportunities to fill vacant pitches.
- Liaise with traffic management area to review options for road closures, loading and unloading options and parking restrictions during market opening times to promote safe access of traders, neighbouring businesses and shoppers.

Running Viable Markets

Key Issues

- Support existing markets, and challenge, wherever possible, the need for private markets which compete with the current offer.
- Recognise that street traders as small business operators and support them in their development wherever possible.
- Encourage new business start-ups to consider market trading as a first business step and support them through this process.
- Recognise that the number and type of stalls in any market needs to complement not compete with the existing retail mix of an area.
- Ensure that there is some form of quality control of product and trader in place for new and existing stallholders e.g. minimum Food Hygiene rating.
- Educate and promote recycling where possible across all street-trading areas. Ensure that wherever possible, bins are available for recycling.

Opportunities

- To look for funding opportunities to develop and promote existing markets.

- To look for opportunities to enhance the relationship between local retailers/businesses and traders.
- Consider the implementation of new controls for licensing to limit the commodity available e.g. hot food stalls
- To encourage quality control by traders – encouraging traders to develop business plans covering quality, presentation and customer service
- Involve Town Centre Managers in the selection process for considering new traders where appropriate.
- Develop and promote new sites for promotional or charity use.
- Include street markets as a retail destination in planning policies.
- Encourage traders to incorporate environmental sustainability initiatives into their business.
- Provide business support for traders to improve their business skills and self-confidence as business people.
- Continue to offer the opportunity of training for market traders, focusing on health and safety, food safety, customer's rights, customer service, business planning, promotion and best practice.

Managing Our Markets

Key Issue

- To ensure Islington's Street Trading Section is effectively resourced to manage and enforce street trading activities within the parameters of the legislation

Opportunities

- To review and update practice notes for street trading staff
- Standardise enforcement procedures
- Continue to work with the Councils Compliance Team to eliminate illegal street trading from the borough.
- Develop the Street Trader application process to ensure that new traders embrace the key themes of this strategy

- Encourage an elected member to champion and support street trading initiatives and the implementation of this strategy.
- Explore areas where new street trading sites could be located.