



Camden Seeks Ice Cream Traders for Summer 2026

Camden Council piloted an Ice Cream licensing Scheme in 2019, designed to deliver a number of positive outcomes through the use of street trading licence requirements, in accordance with the London Local Authorities Act 1990 (as amended). Camden Council is now inviting applications from experienced traders to operate an ice cream and frozen confectionery pitch in several prime, high-footfall locations.

This year, traders can apply for a 6-month temporary street trading licence for one of the following 4 sites below.

Sites will be granted to traders by way of a competitive selection and interview process.

Trading fees will range between **£30.07 and £103.25 per day** – Monday to Sunday.

From April 1, 2026, all fees will increase by 3%.

Please note, not all have an electrical supply. The use of electrical vehicles or the use of a large battery back, that can allow full trade without engine idling is compulsory at the sites without power.

1. Camden Town (Outside JD sports)	Camden Town with Primrose Hill
2. Russell Square	Bloomsbury
3. Regents Park Road j/w Primrose Hill Road	Camden Town with Primrose Hill
4. Primrose Hill close to j/w Oppidans Road	Camden Town with Primrose Hill

Application process

How Applications Will Be Assessed

Applications will be shortlisted based on the following:

- Pricing of product and affordability
 - Examples of how you will price your products
- Healthy eating alternatives
 - What items would you provide
- Alternatives for customers with allergies
 - Can you demonstrate how you do that now
- Resident discount schemes
 - Is this something you would do, do you do this now
- Sustainability – no plastic or limited plastic
 - Would you be willing to not sell drinks in plastic bottles
 - Low waste, commitment to recycling
- Suitability and quality of the proposed vehicle/ unit (visual)
- How well the vehicle/unit complements the surrounding area
 - Provide a photo of your intended vehicle
 - Evidence of previous ice cream trading experience and any positive feedback you can provide from where you currently trade



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- A clear and realistic business plan which covers:
 - How you will compete with unlicensed traders
 - Are you able to commit to 7 day trading
 - Your examples of your self promotion and the use of social media
 - How will you let customers know you are trading
 - What is different about your product
- Compliance with licensing and food safety requirements

How to Apply

To apply for this vacant site, please visit:

 [Apply to trade in Camden - Camden Council](#)

Closing date: 15 March 2026

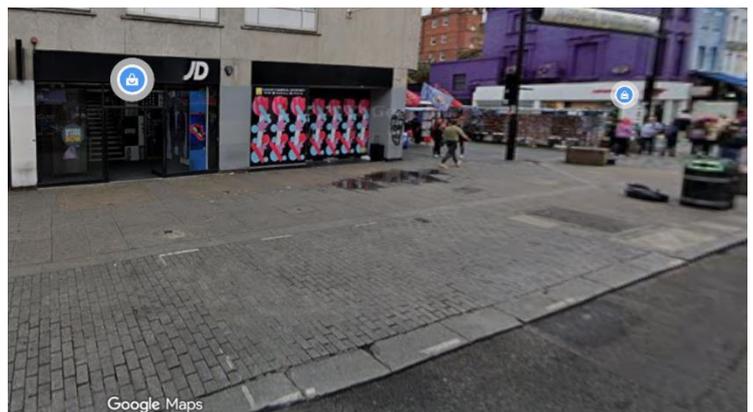
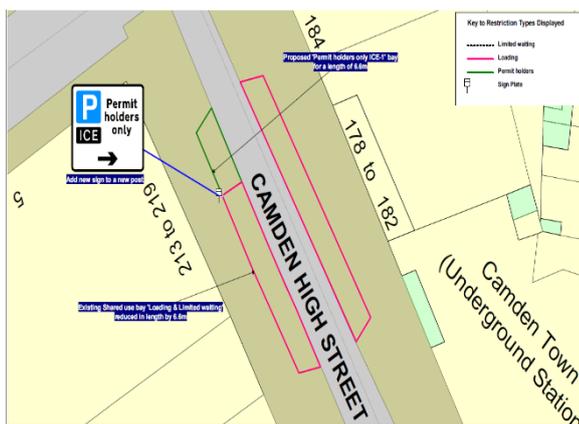
For enquiries, please contact:  marketapplications@camden.gov.uk.



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1. Ice Cream Trading Opportunity (Camden High Street a pedestrianised road)

- Designated **ICE permit holders only bay**
- Fixed pitch suitable for a **single ice cream trading unit/trailer style**
- **The unit must remain in place for the full licence period (due to the area being pedestrianised)**
- **Pitch size:** 6.6 metres x 2 metres
- **Permitted commodities:** Ice cream and frozen confectioneries as the main commodity, but other products can be negotiated e.g. hot and cold soft drinks
- **Power supply on site:** Yes
- **Licence type:** 6-month Temporary Street Trading Licence



Trading Unit Requirements

Applicants must provide a **fixed ice cream trailer** that:

- Fits fully within the pitch dimensions
- Includes **skirts on all sides** for a clean and professional appearance
- Has a **tow bar that retracts or swivels underneath the unit**, so it is not visible once in place
- Can be **securely fixed on site** for the duration of the licence period and is at the risk of the licence holder
- Hours of trade to be agreed in line with licensing requirements
- Is visually appropriate for the Camden Town area
- Is robust and safe when left unattended

Units that do not meet these requirements will not be shortlisted.



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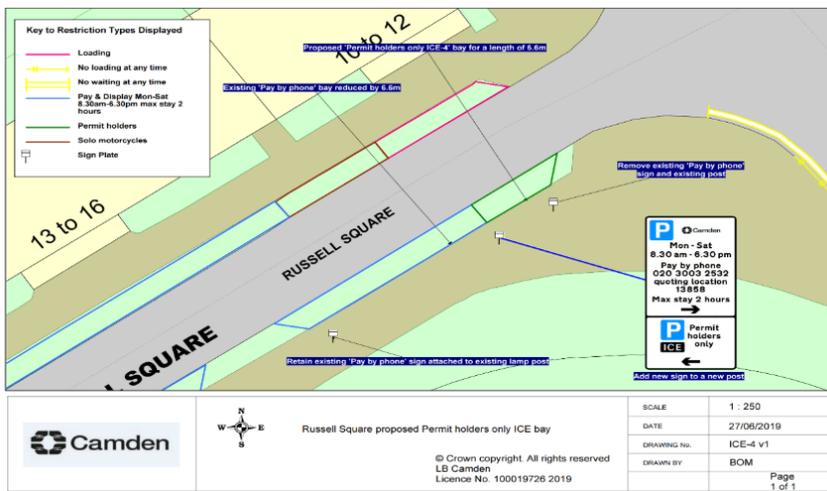
2. Russell Square j/w Woburn Place

Commodities – Ice Cream and Frozen confectioneries as the main commodities, but other products can be negotiated e.g. hot and cold soft drinks

Pitch size – 6.6 m x 2m

Power supply onsite – No (installation pending) - Fully electric vehicle only or sufficient battery power pack that can sustain all day trade without engine idling

6 Month Temporary Street Trading Licence





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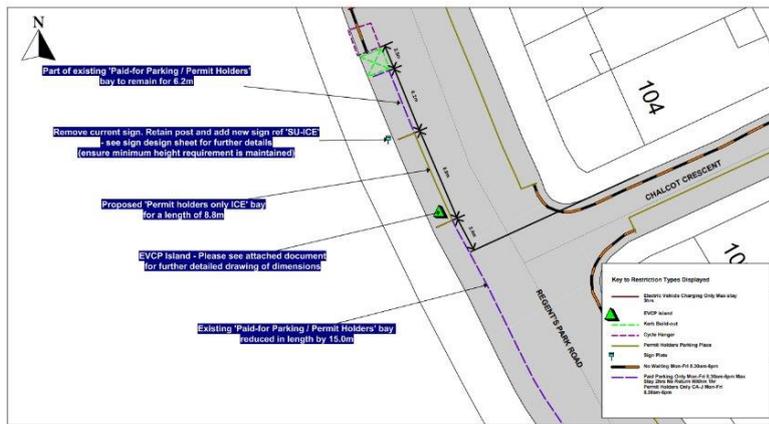
3. Regents Park Road j/w Primrose Hill Road

Commodities – Ice cream and frozen confectioneries as the main commodity, but other products can be negotiated e.g. hot and cold soft drinks

Pitch size – 6.6 m x 2m

Power supply onsite – No (pending installation) - Fully Electric Vehicle only or sufficient power supply that can sustain all day trading without engine idling

Temporary Street Trading Licence for up to 6 months





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4. Primrose Hill close to j/w Oppidans Road

Commodities – Ice Cream and Frozen confectioneries as the main commodity, but other products can be negotiated e.g. hot and cold soft drinks

Pitch size – 6.6 m x 2m

Power supply onsite – No (pending installation) - Fully Electric Vehicle only or electric power pack that can sustain all day trade without engine idling

Temporary Street Trading Licence for up to 6 months

