

# Market and Street Trading Strategy 2026-31



Draft for consultation



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# 1. Introduction

Markets and street trading play a key role in Camden and are an important part of how we deliver on inclusive growth and the ambitions of We Make Camden. They contribute to our local economy and benefit local businesses as they increase footfall and spending in local shops. In our markets, residents can access a wider range of diverse and accessibly priced goods. They also help create a sense of community and provide local neighbourhood places where neighbours gather and meet. Street trading can also be the first step on the ladder for many entrepreneurs who may later go on to expand into shop premises within that community and/or scale up online operations.

Camden's markets are at the heart of our communities: they are vibrant places to shop, meet, and start new businesses. Over the years, they've shown real resilience in the face of tough challenges, from the Covid-19 pandemic and Brexit to the rising cost of living and the shift to online shopping. But some markets are struggling, with fewer traders, ageing infrastructure, and a need for better facilities and digital tools.

In Camden, we want to retain and enhance our markets. We want to celebrate the opportunity that we have as a local authority and leader of place to provide affordable and inclusive shopping for local residents and the wider community, while promoting social enterprise and fighting climate change. It is not just about revenue; it is all about bringing people together.

This strategy sets out our plan to revitalise Camden's markets and street trading sites by improving infrastructure, supporting traders, making spaces more inclusive and sustainable, and helping our markets grow into thriving hubs for local communities, culture, and enterprise.

## 2. Camden markets

Camden 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, including the famous Camden Market, and are held on private land or in school, playgrounds, and car parks.<sup>1</sup> Of the current nine Camden managed markets, four of these are 'destination markets'<sup>2</sup> including Leather Lane, Earlham St and Inverness St.

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<sup>1</sup> Some of these are licensed by Camden's street trading team. This strategy focusses on the Council-managed outdoor street markets, licensing and street trading policy. It sets out our approach to street trading, which covers markets on the public highway licensed by the Council and is complemented by wider planning policies relevant to markets on private land.

<sup>2</sup> A destination market refers to a market that is promoted as a place and destination by showcasing the unique aspects and experiences offered to encourage visitation and boost local economy.

The other five are currently small trading sites with stalls selling hot street food, arts, craft, clothing, fruit and vegetables and they can be found at Goodge Place, Plender St, Birchington Rd, Charlton St and Queens Crescent. But they all have the potential to become destination markets, particularly the two latter ones.

In addition to these Camden has 54 kiosks/miscellaneous pitches and six ice cream van sites across the borough.

Leather Lane Market is Camden’s oldest surviving market. It was established in 1866 after the Great Fire of London and primarily served people working in the area. Refugees escaping the destruction of the city created settlements in the Hatton Garden area and the Market catered for these refugees, providing 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.<sup>3</sup> This mirrors today’s hot street food market, which is one of the largest in London, offering a panoply of diverse international street food.

Our street markets, kiosks, diverse sites and street trading overall generate around £1.3m of income every year (2024/25) with around 570 licensed traders.<sup>4</sup> A significant amount of this income is generated from Leather Lane markets, kiosks/ miscellaneous pitches.

**Camden Council manages 9 street markets:**

- Leather Lane
- Inverness Street
- Eton Avenue
- Earlham Street
- Plender Street
- Birchington Road
- Queen’s Crescent
- Charlton Street
- Goodge Place

**And 48 kiosk/pitch sites, 7 ice-cream sites and numerous private land/forecourts**

## Our Markets

<sup>3</sup> According to the the Henry Mayhew records (*London Labour and the London Poor; Volume 1, G Woodfall & Son 2020*).

<sup>4</sup> 500 licensed traders, 44 kiosks and 23 forecourts.

### 3. Current challenges and opportunities

Markets and kiosks in Camden are still here, showing resilience and renewal, despite the Covid-19 pandemic, the Cost-of-Living Crisis, Brexit and online shopping. The Leather Lane hot street food market, the kiosks/ miscellaneous pitches are financially very productive and thriving.

There are ongoing applications to be a temporary registered trader for a number of our markets. Leather Lane receives a lot of applications for temporary registrations from individuals wishing to sell hot food.. For markets with a lot of interest including Inverness St, Earlham St, and Eton Avenue registered temporary traders are invited to apply for licences, when there are vacancies. Selling hot street food is very popular and tends to generate higher levels of income for traders, but, as emphasised by those who we spoke to, one opportunity would be to aim for a more varied offer so that markets are inclusive to both visitors and residents, reduce impact on air quality and minimise food waste.

While some markets are already thriving, others like Charlton Street and Queens Crescent have more potential to grow. Both have generous space, dedicated local traders, and a strong sense of community ready to support their revival.

In September 2025 Queens Crescent saw the completion of a £3.5m investment<sup>5</sup> which helped improve the visual and market streetscape with newly surfaced footways and road, seating with green planting, better signage and lighting with updated electrical supply bollards for traders enabling them to cook with electric rather than gas. There is a new pedestrianised area between the hours of 11 am and 7 pm, which aims at extending the trading offer to 7 days. In addition, there is a project to repurpose a block of social housing former empty garages at Halstow as trader storage, including a toilet and equipment washing facilities for Queens Crescent Market traders. There may be a possibility to provide refrigerated storage and enhanced security. This is being co-designed with the residents of Halstow 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.

Chalton Street, as pointed out by those we spoke to, has an opportunity to develop and celebrate diversity and position itself as an eco-warrior leading the way in

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<sup>5</sup> 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.

environmental sustainability, so to align with the Future Neighbourhoods Somers Town Strategy.

More generally, Camden has offered incentives with reduced pitch fees and charges in an attempt to attract more traders and startups in all street markets or to incentivise specified products. Gazebo and table provision is also being tested at events to make it easier for traders to take part.

As much of the markets' infrastructure appears run down and in need of updating and renewal, there are opportunities around improving pitch markings, providing storage for traders, market stall and kiosk provision with resource for set up, improved water and safe electricity supply, toilet access, new seating areas, improving low impact signage and lighting.

Additionally, another opportunity is around our digital technology, databases, systems and processes which require integration to create a streamlined way of working to enhance the digital, paper-free application process. This will enable working at pace to gain from opportunities as they arise, maximising efficiency and income generation, while reducing environmental impact.

By implementing a more integrated and user-friendly system, we will simplify processes and reduce manual tasks for everyone involved, making it easier to 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

Camden's street markets and street trading sites are full of potential, as places to shop, trade, connect, and celebrate our borough's diversity. This new strategy has been developed in partnership with residents, traders, local businesses, voluntary and community sector organisations.<sup>6</sup>

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<sup>6</sup> Visits and learning from other local authorities and partners have been integrated into the Strategy, including council managed markets in the London Boroughs of Hackney, Islington, Tower Hamlets, RB Kensington and Chelsea and privately managed markets in Stratford Upon Avon and Camden Market. The National Association of British Market Authorities (NABMA) and the National Association for Market and Street Traders, events retailers and mobile caterers (NMFT) provided guidance, themed conferences, and good practice case studies and all these have informed our strategic approach.

Together, we explored what makes a market thrive, and 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:

<b>What makes a successful market?</b>	
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, access to loans.
Destination market with clear offering, theme and marketing.	Customers who are able to spend time at 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 resident and visitor of 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.	Parking facilities available for disabled customers and some traders where storage options not available/unsuitable plus 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 range of different audiences

UCL students also incorporated research into their study module for 2 themes: the provision of culturally and ethnically diverse food; and environmental sustainability, across a handful of our markets.

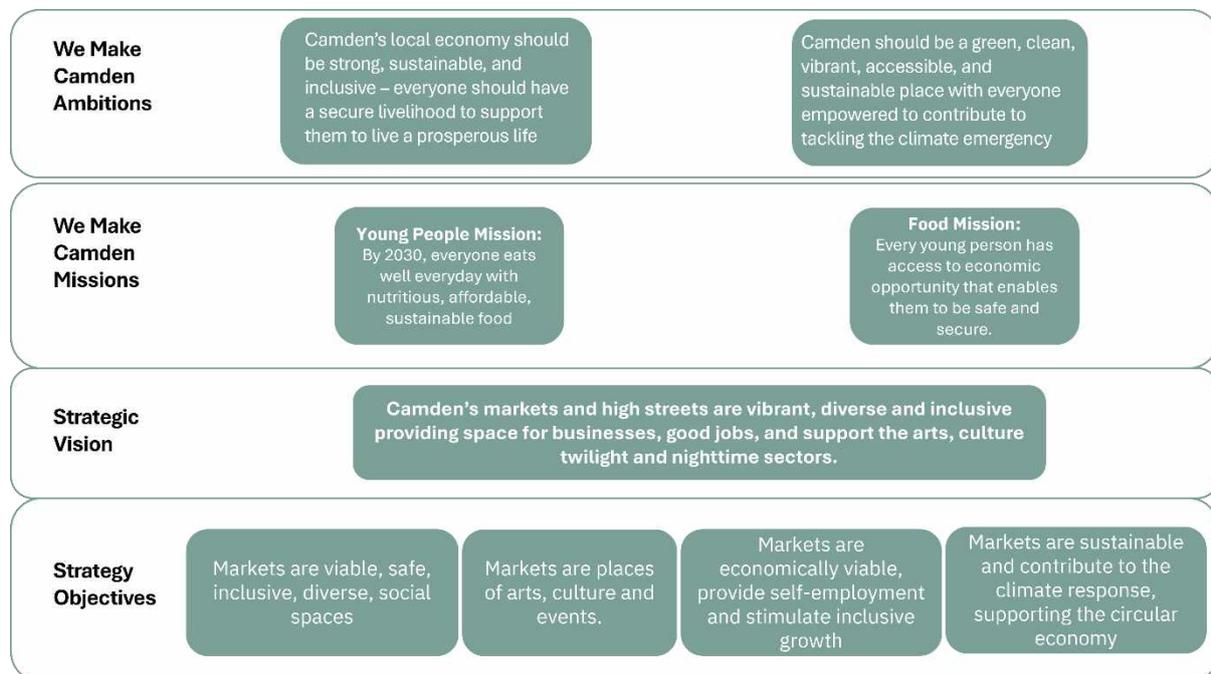
In line with these ingredients, our overall **strategic vision** for the next five years is that *‘Camden’s markets and high streets are vibrant, diverse and inclusive providing space for businesses, good jobs, and support the arts, culture twilight and nighttime sectors.’*

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
4. Markets are places of arts, culture and events

This vision directly supports the strategic priorities of our corporate [We Make Camden](#) plan – particularly our inclusive growth and sustainability ambitions, and our Food and Youth Missions. 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 chapters 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 markets, shop fronts and street trading to flourish and diversify in order to keep pace with the evolving needs of the community. We also want to create trading conditions where traders make profit, individual markets are financially self-sufficient and don't require subsidy.

In order to do so, we will:

- Support our markets to become **incubation hubs** for small and microbusinesses, offering bespoke training to both existing and new traders in partnership with specialist external organisations.
- Explore the creation of a bespoke **online digital hub** providing business advice and support for traders to sell online. Hybrid selling models show how some traders can operate both physical stalls and online, enabling them to grow their business, and allowing them to cater to different shopping preferences and maximise sales. Some online customers arrange collection in person from their trading sites which again increases footfall to a local area, accompanied by social media advertising and blogs.
- Learning from best practice across London, test **curation approaches** to our markets. We will recruit traders using an establishing selection criteria and interviews aligned to an agreed market vision, theme or offer which can be adjusted in response to changes. We learned from the Inverness Street Market Nighttime economy trial in February 2025 that for market events, traders can be recruited to exhibit unique crafts to generate interest and help promote local craft makers and artisans. Sales at Inverness St did not make that event commercially viable, but for the situation is different at Earlam Street. Each market location is different and has a varied customer base. However, for a market to be sustainable in the long term, the product and pricing have to be affordable, so that it is commercially viable for traders and fees collected cover the costs. We will also curate markets where the trader offer creates a diverse and exciting experience for visitors. We will use data to help deliver more resident-centred markets where appropriate, but taking into account the working population and tourists, and review the best operating times to align with footfall and inform market themes and trader recruitment.
- 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.
- Create a welcome and induction **trader handbook and online video, that can be translated** with contacts and guidance on processes, requirements and

legislation. Resources for a business support toolkit for younger traders, working with schools, colleges, universities will also be created.

- Develop an in-house **Food Safety training programme** to support food traders to improve their food hygiene safety ratings.
- Encourage experienced and successful traders to volunteer as **mentors** to buddy up with new traders who can learn through doing. We will also approach established and experienced license holders to see if they would provide **work experience**. This would be aimed at local residents so that they can learn how to start their own business, build up skills as entrepreneurs selling unique products, rather than use markets as an apprenticeship workplace employer.
- Make the **London Living Wage** a condition of the license so that where a licensee employs trader assistants to work on stalls these will receive pay that covers the higher cost of living in London. This will help mitigate against financial exploitation. This is in alignment with all staff employed by Camden and within our contracts.
- **Use licence data** to inform support initiatives for traders and their assistants. We will also encourage and support trader assistants to progress to become licence holders and enable them to trade independently.
- Work with Business Improvement Districts on bespoke events and projects.
- Raise the profile of our traders and establish **annual trader awards** to celebrate markets and traders across the borough and the best use of social media platforms. We will also contribute to **hosting the Young Market Trader of the Year** NMTF (National Market Traders Federation) competitions to attract and promote young local traders working in partnership with our local schools, colleges and universities and publicise entrepreneurship across communities. In schools and colleges, we will encourage young people to create their own business plans and test their ideas by trading at our event stalls.
- Develop a **trader incentivisation policy**, including free and discounted pitches. Across the country and Camden, weekly older traders are retiring and do not seem to be replaced. We see a shortage of younger traders aged 16-30 years, who tend not to want to trade on the traditional weekdays from 9-4pm as they are often using trading to supplement other work or study and choose market locations which operate at weekends, evenings or at themed market events and festivals.
- Support young traders by understanding how market trading can also be linked to associated activities used to grow their business with Good Work Camden and **specialist training** and employment organisations, where trading and self-employment is the preferred and suitable option prioritizing local people who need **additional support** especially those who are furthest away from employment or facing barriers such as the homeless, ex-offenders, young and

older people, people with disabilities or health conditions, single parents, black and minority ethnic groups, LGBT+, transgender, carers and the long term unemployed.

- **Improve existing markets and grow the Council's trading sites** over the next five years exploring the feasibility of new sites, for example in the north of the borough or spaces with high footfall where there is potential for individual stalls/kiosks or a small cluster of stalls. This will include identifying potential new sites in parks and open spaces.

## Objective 2 - Markets are sustainable and contribute to the climate response, supporting the circular economy

Camden should be a green, clean, vibrant, accessible and sustainable place with everyone empowered to contribute to tackling the climate emergency, and markets play a significant part in achieving this. This is one of our We Make Camden challenges, and in 2019, Camden Council declared a Climate and Ecological Emergency, committing to become a zero-carbon borough by 2030.

Camden's markets are important economic engines, but they are also platforms for environmental change as an integral component of economic delivery. Camden's markets have the potential to become circular economy hubs<sup>7</sup> where traders, businesses and consumers focus on reusing more products, recycling materials, repairing, minimising waste and reducing the use of packaging and plastic, switching to biodegradable packaging.

Therefore, over the next 5 years we will prioritise, support and incentivise this approach across all markets working with traders, consumers, our waste management services and redistribution partners to deliver on our commitment. We will also place the circular economy at the core of its market curation and trader recruitment process.

For eco-products we will:

- Use market stalls and select traders to **showcase products which are recycled, upcycled and refurbished** such as jewellery, art, sculpture, garden sculpture/ornaments, repurposed or second-hand clothing, handmade items, furniture, bric a brac, vinyl records, and vintage treasure or items made from reclaimed materials e.g. bags made from clothing.

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<sup>7</sup> The circular economy has 3 key 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.

- **Create a designated thrift market** either on an existing site or a new site.
- **Promote low carbon ethical and eco-friendly products** e.g. natural cleaning supplies, handmade toys, sustainable health and beauty products.
- **Host fixing and swap stalls** where residents can repair or exchange items instead of discarding them.
- **Prioritise ethical food and drink stalls** including vegetarian, vegan, organic food and juices and introduce meat free market days.
- **Invite traders to sell plants, vegetables, flowers and seeds** and host event workshops to encourage young people to grow their own in windowsills, balconies and small pots or planters at the market.
- **Collaborate with schools, colleges and universities** to develop innovative, sustainable products for market.

For packaging we will:

- Include the use of **sustainable and biodegradable packaging as a condition of the license**, for example using compostable, recyclable, or reusable packaging. Camden will work with traders to encourage customers to return cups, jars, bottles, bowls or crates for a small deposit refund e.g. Leather Lane Market has regular office workers who could bring their own bowls and utensils in return for a food discount.
- **Remove plastic bags and single use plastic** as a condition of the license – except for fish, meat and specific products.
- **Incentivise traders who have refill stalls** – by offering products like spices, oils, cereals, nuts, coffee, tea, natural medicine, shampoo, hand lotions, pet food/treats, flour, pasta, or cleaning supplies in bulk where customers bring their own containers.

For waste management we will:

- **Monitor data on food waste** generated by food stalls e.g. Leather Lane hot street food market. Where surplus food is identified facilitate food redistribution or compost waste in local areas.
- **Introduce recycling for traders** including food, cardboard, paper, cans, plastic, glass etc.
- Monitor and **encourage the sale of fresh, nutritious produce** and avoid low-cost low-grade fruit and vegetables that are unsuitable for consumption, lack nutrients and contribute to increased waste management costs.
- **Map business and trader waste collections** with solutions to improve efficiency and enforcement.

- Explore and research options with universities and industry to **recycle waste cooking oil** as incorrect disposal is an issue for high street businesses and traders.
- Test if **secure bins** are a preferable option to providing plastic bags to traders for waste disposal.
- Actively **enforce** against illegal disposal of commercial waste at our markets (e.g. Queens Crescent).

Additionally, **air quality** is a priority and Camden's Climate Action Plan includes reducing emissions from commercial activity and transport. To support this, we will:

- Provide or signpost to **secure storage** for trader's equipment, gazebos and tables to reduce car/van vehicle emissions and encourage traders to take public transport, walk or cycle to work.
- **Reduce emissions** from commercial cooking and vending by having daily cleaned griddles, traders to prepare food off-site, and a cap on the number of hot food stalls.
- Increase **access to electricity** for traders to replace gas powered equipment.
- Where safe and suitable to designate **fixed locations** for ice cream traders and change licenses to reduce diesel emissions from idling engines.
- Encourage **greener travel** by supporting Market Officers to use public transport and bikes and improve wayfinding for visitors arriving by bus, tube or train.
- Review transport infrastructure to support **safe cycle route** access to markets.
- **Plant greenery** to help keep our air clean, create attractive market areas, and help tackle the climate emergency.

### Objective 3 - Markets are vibrant, safe, inclusive, diverse and social spaces

We want our markets to be diverse, inclusive places where people 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 improve diets.

To support this, we will:

- **Review operating times** to align with footfall data e.g. lunch, twilight, nighttime and modify offer according to customer needs and lifestyles.
- Curate the market so that traders provide a range of **affordable and diverse products for multicultural communities** with prices displayed.
- **Improve accessibility** for traders and visitors with disabilities, mobility challenges, older people, and pushchairs.

- **Review the layout** of our markets and create seating, eating and greened areas for families and communities to interact together, with potential to reduce the number of pitches to create space.
- Partner with schools to **connect children’s learning** with market life and local enterprise and showcasing their creativity, with opportunities to sell, exhibit and perform at events.
- Create **safe environments** for traders, visitors and customers where vehicles and cycles cannot access stalls and consumer areas during market operating hours.
- Where markets are in areas of high crime, we will use a **multi-agency approach** working with the Metropolitan Police, Trading Standards and Community Safety and adapt our response on a case-by-case basis. For example, in Inverness Street Market close to Camden Town tube station, transparent gazebos have been provided to traders to prevent drug dealers depositing drugs in the folds of canvas gazebos.
- Linking in with the Food Mission and Public Health, support **local food strategies** to tackle food insecurity, improve diets, develop food resilience, and reduce the environmental impact of food. Expand discounted food and fresh fruit and vegetables, or healthy foods like soup and juices on stalls, to low-income households and families.
- Working with health partners, **promote physical and mental health campaigns**, screenings and testing in our market spaces. 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 **free or discounted pitches for community benefit** and encouraging local organisations to promote awareness of their services and activities.
- Propose that for **planning applications**, such as the Swiss Cottage redevelopment, developers include spaces for markets to meet resident needs. Explore how our markets can form part of **inclusive tourism and regeneration strategies** that celebrate the uniqueness of place and generate community wealth, providing a sense of place and pride. We will work with other London boroughs and tour operators to include our markets on a visitor discovery route to increase footfall.

Additionally, to support traders, we will:

- Create **Trader Forums** so their voices can be heard, and they can be empowered to influence change, aiming also to attract and support young traders. Camden

will start using licensing data to understand trader profiles to help inform support initiatives.

- Increase **digital accessibility**, incorporating Wi-Fi and enabling easier digital payments, use of tablets and interactive displays to invigorate.
- Offer **training** to traders on strengthening ties with the local community, diverse and unique offerings and using digital platforms and social media.

## Objective 4 - Markets are places of art, culture and events

Markets are not just places to trade, they are stages for creativity, celebration, and community. We want Camden's markets to evolve into vibrant cultural spaces that reflect the borough's diversity, energy, and talent. By integrating arts, culture, and events into market life, we aim to create inclusive experiences that bring people together and support creative locals.

Markets can be powerful platforms for cultural expression and community pride. To ensure this, we will:

- Activate **markets as venues** for art, music, and cultural events – welcoming everyone, from local families to international visitors.
- Support daytime, twilight and nighttime **vibrancy**, making markets lively and engaging at all hours.
- Design a **portfolio of events** throughout the year that align with long-term policy goals, making market events more sustainable and frequent, rather than one-off occasions.
- Create an annual calendar of events published each January, to help community groups, residents and traders to plan ahead and get involved.
- Review events dates to ensure they are accessible to attract multicultural communities and families.
- Invite schools, colleges, universities, performing arts schools, businesses, and voluntary sector organisations to give local people a **platform to perform**, exhibit, and sell.
- Invite artists, musicians and makers to **run workshops** and sell unique products including live painting and illustration demonstrations.
- Integrate **learning experiences** into the marketplace such as cookery demonstrations close to food or ingredient stalls to increase sales, or craft workshops alongside maker stalls, demonstrations on how to plant seeds and nurture flowers, fruit and vegetables.
- Encourage social and community **cohesion** by using events to bring people together across cultures, generations and backgrounds.

## 5. 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 clear meaningful key performance indicators and outcomes to track how well our markets are performing against our Good Life Camden framework. These will be reviewed at regular interval and include both financial and social measures, such as income and expenditure, footfall, trader diversity, and community cohesion.
- **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.
- **Listen and learn:** We will track the number, types of complaints and issues raised about our markets. This will help us learn from experience and make timely appropriate changes. We will also introduce annual resident and customer feedback opportunities, such as QR codes on lamp columns to make it easy for people to share their views.
- **Make data-driven decisions:** Footfall data will play a key role in shaping our strategy. 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:** Trader licensing data will be used to build a clearer picture of who our traders are and what support they might need. We'll also measure attendance and diversity at Trader Forums (once established) to ensure all voices are heard and represented.
- **Look at lessons learned:** Every intervention that we make whether it's a new event, layout change or promotional campaign, will be evaluated. We will produce summaries of lessons learned, including why something may not have worked.

## 6. Infrastructure

A thriving market needs the right infrastructure to support safety, accessibility, 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:

- **Flexible stalls:** We will provide high quality gazebos and stalls that are durable and easy to set up and maintain. A stall set up and take down service will be explored to support traders and improve efficiency, especially for those who limited mobility or time.
- **Smarter layouts:** We will review and improve pitch markings and overall market layouts to make better use of space, improve flow for visitors and ensure accessibility. This includes designing flexible layouts that can be adapted for special events or seasonal changes with a shared process for activating space collaboratively.
- **Power to our markets:** To support modern trading needs, in the long term, 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.
- **Supporting facilities:** We recognise the importance of amenities in creating a professional and comfortable trading environment. Subject to available funding we will seek to invest in:
  - Secure storage or signpost to secure storage so traders do not have to travel in vehicles to work,
  - Sinks for washing food and hand washing to support hygiene and food safety,
  - Improved lighting to enhance safety, and,  
Designated parking for traders where storage is not available or for loading and unloading.
- **Embracing Technology:** To modernise our markets and support digital inclusion we will:
  - Explore installing sensors to capture footfall data across all our markets, helping us to understand visitor patterns and improve planning and evaluation.
  - Explore Wi-Fi provision to make it easier for traders to take electronic payments.
  - Rationalise databases so data is in one centralised location.
  - Explore digital authentication of trader attendance at markets to improve income and occupancy rates.

## 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 deep 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.