



Report of: **Director of Environment & Regeneration**

| Meeting of | Date | Agenda Item | Ward(s) |
|---|----------------------------|-------------|---------|
| Licensing Regulatory Committee Executive | 4 June 2008 3 July 2008 | B1 | All |
| Exempt | No | | |

Subject: **STREET TRADING STRATEGY**

1. **Synopsis**

- 1.1 This report seeks the Licensing Regulatory Committee's and the Executive's approval of the Islington Street Trading Strategy.
- 1.2 The aim of the Street Trading Strategy is to contribute to the One Islington vision of achieving a cleaner, greener and safer borough, providing excellence in the eyes of residents, whilst creating a dynamic street trading and market experience that is diverse and vibrant, adding value to the economic, social and cultural fabric of Islington.

2. **Recommendations**

- 2.1 To approve the Street Trading Strategy attached as Appendix 1 in so far as its proposals relate to the Council's functions under the London Local Authorities Act 1990.
- 2.2 To note that the Executive will also be asked to approve this strategy in so far as its proposals relate to executive functions.

3. **Background**

- 3.1 The purpose of the Strategy (attached as Appendix 1) is to set out Council's position in relation to the future of markets and their value to the community and the people we serve.
- 3.2 The Street Market Strategy has been developed in response to the Support for Local Shops scrutiny and the report to Regeneration Review Committee on Supporting Local Shops. The report recognised the important part street trading plays in Islington and was keen for the Council to endorse this through a specific strategy.

- 3.3 The primary focus of the strategy is to regenerate the markets to be key retail and leisure destinations and to address key issues identified as causing the decline of traditional street markets. The strategy has been developed with a number of overarching themes shaping its content. The Strategy also recognises the value street markets are able to contribute to achieving some of the objectives and outcomes of policy relating to environmental sustainability, healthy eating, economic regeneration and community social cohesion.
- 3.4 The strategy takes into consideration the retail experience of consumers as a broad range of elements impact on it. A visit to the markets is more than just the stalls - it includes access, amenity, urban design, public spaces, ambience, arts and culture.
- 3.5 The Council's Street Trading Team provides the guiding principles, decision-making criteria and administrative guidelines for the effective management of street trading activities on the footpaths, streets, open spaces, and public spaces within Islington. The types of street trading currently available include street markets; scattered site locations (selling newspapers, flowers, greengrocery and other 'in demand' commodities); pitches at the Emirates Stadium (licensed food and drink vans and merchandising on match days); and other temporary street trading activities that support festivals and events.
- 3.6 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 and Archway. The development of a Street Trading Strategy also cannot ignore the impact of privately run markets such as the Farmer's Market (currently operating at William Tyndale School), Nags Head Covered Market and the private areas of Camden Passage Market.
- 3.7 Whilst the strategy provides the overarching direction for street markets within the borough it recognises that each market has its own point of difference, attracts different shoppers and experiences different issues. The strategy does not aim to be a best fit nor a model to make all markets the same but it recognises the individuality of each one.
- 3.8 The Strategy identifies actions required to improve conditions within the markets and how to encourage new business/stall holders within the street markets. Actions are listed under five 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.
 - **Promoting Our Markets** - To ensure that markets are not the borough's best-kept secret. Develop a marketing and communication strategy to promote street markets.
 - **Greening our Markets** – Promote street trading's inherent 'green' operation. Market operation and consumers using markets leave a small carbon footprint and initiatives are required to build on this whilst leading the way to improve sustainability.
 - **Markets within our Community** – Street markets play a valuable role in creating and harnessing community interaction. Actions to be implemented will

recognise and build on the historical role markets has had in providing places for social interaction.

- 3.9 The Strategy has been subject to public consultation and the options proposed are considered to be the best direction for supporting and developing street trading activity within the borough.
- 3.10 A draft strategy discussion paper was developed highlighting key themes and directions for the proposed vision This then formed the base for the consultation process, which ran from 24 January to 28 February 2007.
- 3.11 The strategy is a four-year proposal. However, the implementation of many of the objectives needs to be undertaken within the next two years to ensure the continued survival of our street markets. Delivering the strategy will involve many individuals, organisations and areas within the Council, either independently or in partnership. All areas of the Council have an important role to play in implementing this strategy which will be driven by Public Protection. As part of the budget processes for 2008/09, a bid was made for the growth post of a Town Centre Manager to champion street trading, but this was unsuccessful.

4. Implications

4.1 Financial Implications

The strategy identifies a number of initiatives that will require funding by the council and third parties. Any bids for capital or revenue financing would need to be submitted as part of the council's performance and financial planning cycle. Access to funds from other bodies such as EC1 New Deal, s106 funding or London Development Agency will be dependent upon a successful bid for funding in accordance with the funding body's funding conditions.

The street trading account is a statutory ring-fenced account that is required to break even each year with any surplus or deficit of fees and charges to traders compared to reasonable costs of street trading activities under the 1990 Act being transferred to/from the street markets reserve. Any direct costs resulting from the implementation of this strategy will need to be met by this account and will therefore require additional income to be raised in order to fulfil the break-even requirement. Additional costs outside of the account would need to be met through existing budgets or through growth bids as part of the performance and financial planning process.

4.2 Legal Implications

The London Local Authorities Act 1990 Part III regulates street trading activity within the London Borough of Islington. The power to license street trading under this Act is a function which is specified as not being the responsibility of Executive, under the Local Authorities (Functions and Responsibilities) (England) Regulations 2000.

Under the Constitution the Licensing Regulatory Committee is responsible for setting and review of policy in relation to the matters coming within the remit of the Committee, including the licensing of street trading. Legal advice will need to be sought when finalising changes to policy on designating and licensing new markets and scattered sites as proposed in the strategy.

Implementation of the proposals in the strategy will require actions to be taken which are not covered by the 1990 Act. These are matters for the Executive to agree.

A recommendation of the strategy is to review the benefits of licensing and operating markets under the Food Act of 1984. Any review of this type will require considerable legal consultation.

4.3 Equalities Impact Assessment

The main findings indicate that although the strategy is not targeting minority groups per se, the overall objectives aim to be inclusive of all residents of the borough, including various minority or disadvantaged groups. Continued evaluation and monitoring of the outcomes will ensure that the strategy embodies the Council's equality policies. Many of our traders are from minority ethnic communities and the diversity they and their businesses bring to street trading.

5. Conclusion and reasons for recommendations

- 5.1 The findings of the consultation have given the Council definite actions which can be implemented to improve the support provided to street trading and the small business operator. The value of revitalising and keeping the markets alive, providing local jobs for local people and meeting environmental sustainable objectives is the stimulus for action. Implementation of the Strategy will ensure that our markets flourish and that consumers and residents are provided with an attractive alternative retail option

Background papers:

Appendix 1 Street Trading Strategy 2008 - 2012

Final Report Clearance

Signed by



22 April 2008

Director of Environment & Regeneration

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