



ISLINGTON

Environment & Regeneration
222 Upper Street, London N1 1XR

Report of : Assistant Director Public Protection

Meeting of	Date	Agenda Item	Ward(s)
South Area Committee Licensing Regulatory Committee	27 June 2006 27 June 2006	B4	Bunhill

Delete as appropriate		Non-exempt
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Subject: WHITECROSS STREET MARKET ECONOMIC STUDY

1 Synopsis

- 1.1 Islington Council Street Trading Section, EC1 New Deal for Communities and a number of key partners have been working together to develop a strategy to regenerate Whitecross Street Market in order to breath life back into this historic market.
- 1.2 A Steering Group set up to develop this work commissioned an Economic Study which would identify a number of options that they could then take forward with the aim of revitalising the market.
- 1.3 This report highlights the findings of the Economic Study.

2 Recommendation

- 2.1 To note the contents of the report.

3 Background

- 3.1 Members will be aware that there are currently major streetscape works being undertaken in Whitecross Street. These works are being funded jointly by Islington Council, EC1 New Deal for Communities, Corporation of London, Transport for London and English Heritage.
- 3.2 These physical changes (as part of a 1st phase of work between Old Street and Roscoe Street) will be completed by mid July 2006.
- 3.3 During the planning stages of this project, consultation was carried out with local residents and businesses to try and gauge what local people wanted for the area. The result of the consultation was an overwhelming support for a revitalised street market, which would serve the needs of the local community and local business.

The results of the consultation are contained in a report published by muf architecture which is available from the author. An extract from that report is attached as Appendix 2.

3.4 The current market has declined over recent years, with the number of stalls falling from over 140 in 1985 to only a handful today. Action was therefore needed to try and reverse this trend and therefore EC1 New Deal for Communities (EC1 NDC) and Islington Council, through their Steering Group, commissioned an Economic Study to be carried out for the market.

3.5 The purpose of the study was to carry out research and produce a list of options that EC1 NDC and Islington Council could consider with the view of revitalising the market.

3.6 The report identified a vision for the market as follows:

“That it will become a destination Friday and Saturday Market with excellent weekday shops and eateries, in addition to the existing weekday market, serving local people, workers and visitors. It is hoped that the revitalised street and Market will also enable increased employment opportunities for local residents”.

3.7 In order to achieve that vision the report identified a number of key actions including:

- A Market Event to be held in the autumn.
- Development of the Undercroft
- Physical Improvements in the Street
- Market Management Interventions
- A Marketing Programme; and
- Community Involvement.

3.8 The Steering Group has considered these options and is currently moving forward on plans to hold a 3-day food festival in the autumn. The production of a Strategy for Islington Street Markets is also a high priority.

3.9 Details of all the key actions are outlined in an Executive Summary, which is attached as Appendix 1. A copy of the full report can be obtained from the author.

4 Implications

4.1 Financial Implications

4.1.1 There are no financial implications for this report.

4.2 Legal Implications

4.2.1 There are no legal implications for this report.

4.3 Equality Implications

4.3.1 A revitalised market should be able to provide, good quality fresh food at a lower cost than traditional supermarkets. The project should also provide job opportunities for local people.

5 Conclusion and reasons for recommendations

5.1 The production of the Economic Study, together with the current investment in the refurbishment of the market should provide a platform from which EC1 NDC, Islington Council and other stakeholders can move forward to achieve the vision for the market.

Background papers:

Appendix 1 Whitecross Street Market Economic Study – Executive Summary

Appendix 2 Extract from muf architecture report

Final Report Clearance

Signed by

Assistant Director Public Protection

Date

Received by

Head of Democratic Services

Date

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