

# The London Market Viewpoint

London is experiencing a small growth in its number of markets but what are the issues and challenges in terms of markets supporting health, economy and diversity.

Also, how are they supporting local communities in terms of employment and regeneration?

*Nicholas Kasic,  
Markets Manager*

*Royal Borough of Kensington  
and Chelsea*



# Kensington and Chelsea Council Plan 2023-2027

## Highlights



### **A Greener Kensington and Chelsea**

Delivering greener neighbourhoods, cleaner air, and healthier lives for everyone who lives here.



### **A Safer Kensington and Chelsea**

Keeping people safe in their homes, on their streets and in their neighbourhoods.



### **A Fairer Kensington and Chelsea**

Ensuring residents are supported, listened to, and can access the services they need.



# London Councils view

**Cllr Claire Holland, London Councils' Executive Member for Communities** said:

“We welcome this authoritative and impartial research by the IFS. Unfortunately, it suggests London local government funding is 17% lower than its estimated relative need – the largest gap of any region in England.

“London has some of the worst deprivation in the country. As the 2021 census showed, over the last decade outer London in particular has become more deprived, reflecting demographic and economic changes. Since funding was last updated, London’s total population has grown by almost 800,000 – broadly equivalent to a city the size of Leeds.

“But, as the report highlights, local government funding has not changed to reflect these fast-rising pressures and growing levels of need.

“With funding levels still almost a fifth below where they were in 2010, local government funding reform must take place alongside vital investment across the entire sector to put council finances back on a sustainable path for the long term.

“We remain committed to working with the government to ensuring this happens.”





- **Defend our markets**

The enormous importance of street markets is often not appreciated. They provide the cheapest food, often the freshest food, social engagement among customers and traders and employ a lot of people. But they have been coming under relentless pressure from developers and often from the councils which manage or regulate them. This conference is supported by Just Space and should help those all over London in the defence of their markets.

**Conference held August 2023**



# London Local Authorities Act 1990 et al

## 22. Fees and charges

(1) The council may charge to applicants for the grant or variation of street trading licences such fees as are sufficient in the aggregate, taking one year with another, to recover the reasonable costs of dealing with such applications.

(2) The council may recover from licence holders such charges as may be sufficient in the aggregate, taking one year with another, to cover the reasonable costs of—

(a) the collection, removal and disposal of refuse or other services rendered by them to such licence holders; and

(b) the cleansing of streets in which street trading takes place in so far as that cleansing is attributable to such trading; and

(c) any reasonable administrative costs or other costs not otherwise recovered under this Act incurred in connection with the administration of the provisions of this Act; and

(d) the cost of enforcing the provisions of this Act



# Food Act 1984 in London

## PART III MARKETS

50.—(1) The council of a district may—

Establishment  
or acquisition.

- (a) establish a market within their district ;
- (b) acquire by agreement (but not otherwise), either by purchase or on lease, the whole or any part of an existing market undertaking within their district, and any rights enjoyed by any person within their district in respect of a market and of tolls,

and, in either case, may provide—

- (i) a market place with convenient approaches to it ;
- (ii) a market house and other buildings convenient for the holding of a market.

(2) A market shall not be established in pursuance of this section so as to interfere with any rights, powers or privileges enjoyed within the district in respect of a market by any person, without that person's consent.

(3) For the purposes of subsection (2), another local authority shall not be deemed to be enjoying any rights, powers or privileges within the district by reason only of the fact that they have established a market within their own district either—

- (a) under paragraph (a) of subsection (1) ; or
- (b) under the corresponding provision of either the Food 1955 c. 16. and Drugs Act 1955 or the Food and Drugs Act 1938 ; (4 & 5 Eliz. 2) 1938 c. 56.  
or

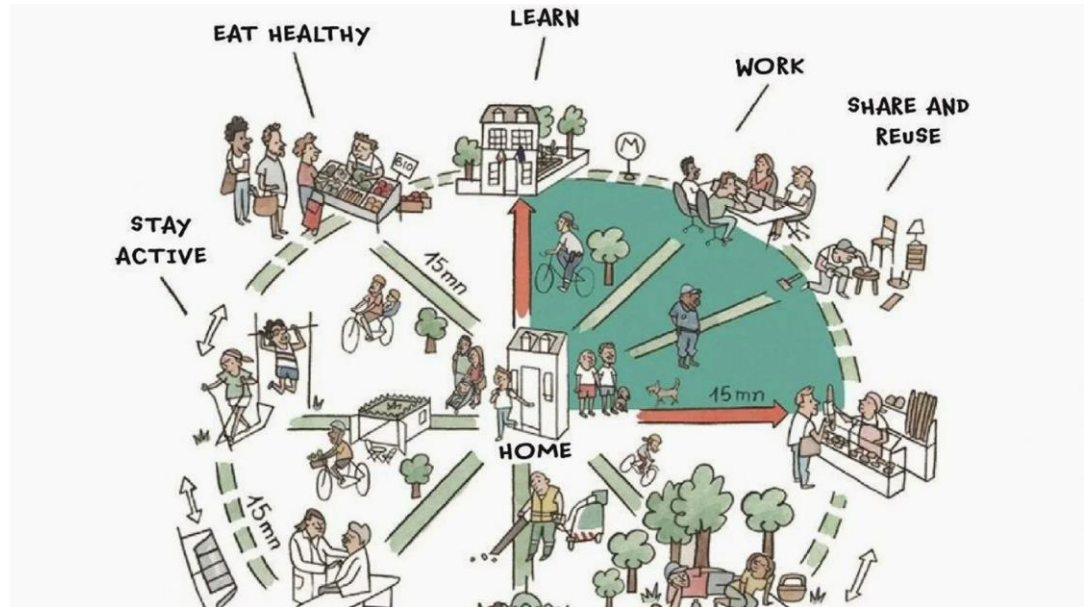


# 15 minute city? Conspiracy or Saviour?

Originally unveiled in 2015, the concept aims to encourage the development of polycentric cities where workspaces, shops, restaurants and entertainment are all placed locally, reducing the need to drive.

It attracted more attention after Moreno won the Obel Award in 2021, with the jury saying the concept "addresses the need for us to rethink how our cities can be reimaged, redesigned, and regenerated for the primary benefit of people and the environment".

Before we used to call them markets and the high street.



# Black Culture Market (Brixton. South London)

## Celebrating African and Caribbean Culture & Commerce

Black Culture Market supports emerging entrepreneurs & new black businesses of African & Caribbean descent with opportunities to showcase and sell their products in the retail industry. We achieve this by curating and hosting exclusive Black Market events in a variety of iconic venues across London and beyond.

We exist to:

- help close the wealth gap
- create more jobs and opportunities
- inspire more ownership



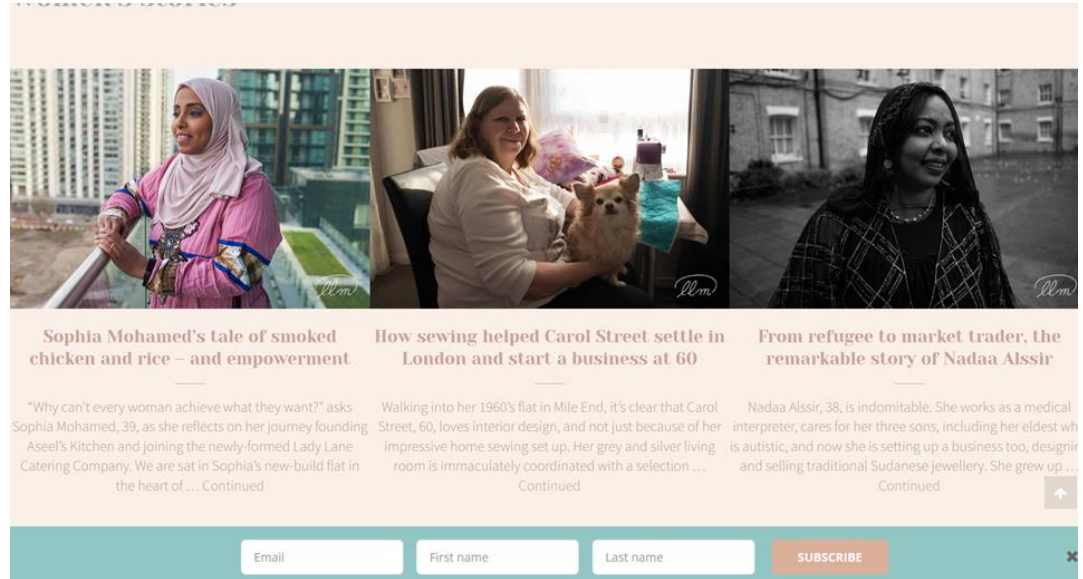


# Lady Lane Market (Petticoat Lane, East London)

Market is London's first women-only market selling a diverse range of goods on Wentworth Street, part of Petticoat Lane Markets.

Lady Lane Market sells unique and handcrafted crafts, skincare products, jewellery, books, greeting cards and a range of gifts all made and curated by local women.

Evolving into providing Lady Lane Kitchen and other support schemes for local women.



The screenshot shows a website layout with three featured stories, each with a photo and a short text snippet. Below the stories is a subscription form with fields for Email, First name, and Last name, and a SUBSCRIBE button.

- Sophia Mohamed's tale of smoked chicken and rice – and empowerment**  
"Why can't every woman achieve what they want?" asks Sophia Mohamed, 39, as she reflects on her journey founding Aseel's Kitchen and joining the newly-formed Lady Lane Catering Company. We are sat in Sophia's new-build flat in the heart of ... Continued
- How sewing helped Carol Street settle in London and start a business at 60**  
Walking into her 1960's flat in Mile End, it's clear that Carol Street, 60, loves interior design, and not just because of her impressive home sewing set up. Her grey and silver living room is immaculately coordinated with a selection ... Continued
- From refugee to market trader, the remarkable story of Nadaa Alssir**  
Nadaa Alssir, 38, is indomitable. She works as a medical interpreter, cares for her three sons, including her eldest who is autistic, and now she is setting up a business too, designing and selling traditional Sudanese jewellery. She grew up ... Continued

Subscription form fields: Email, First name, Last name, SUBSCRIBE



# Primrose Hill Food Market (North London)



## Who We Are

**We are a Community Interest Company (CIC) - a market set up and run by traders for the benefit of the wider community.**

Primrose Hill Food Market successfully launched in **March 2020** a few weeks before the first lockdown. Despite the change of events(!) - we have gone from strength to strength since the launch and have big plans for our future in Primrose Hill.

Since launching, we have worked with a number of charities including **St Mary's Youth Centre** who we raised over £2500 for in December.



# Rose Vouchers to help families



# Acton Market (Ealing, West London)

## Action West London Wins Prestigious Bringing Communities Together Award Through Acton Street Market

By Steve / May 23, 2023

Action West London received the award for the role that Acton Street Market has played in bringing people across the community together and revitalising the square.

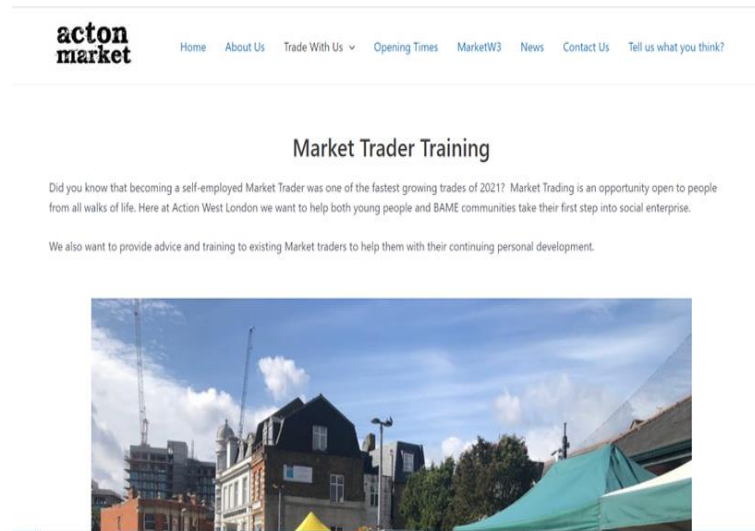
Action West London received the award for the role that Acton Street Market has played in bringing people across the community together and revitalising the square.

Prize winners received a trophy and £1,000 cash prize to invest into their community.

The annual Locality Awards recognise and celebrate the incredible impact and innovation shown by local community organisations and charities across the country. The awards ceremony took place in Birmingham as a part of Locality Convention '21 – the biggest community sector event of the year.

The Bringing Communities Together Award celebrates a community organisation who brings diverse communities/groups together, creating places where everyone belongs

Action West London is a well-established charity and social enterprise whose mission is 'changing young people and adults' lives through Employment, Education and Enterprise. They run Acton Street Market for community benefit providing employment for local people and won by showing how the market has transformed the square and become an inclusive space.



The screenshot shows the Acton Market website. At the top left is the 'acton market' logo. To its right is a navigation menu with links: Home, About Us, Trade With Us (with a dropdown arrow), Opening Times, MarketW3, News, Contact Us, and Tell us what you think?. The main heading is 'Market Trader Training'. Below this is a paragraph: 'Did you know that becoming a self-employed Market Trader was one of the fastest growing trades of 2021? Market Trading is an opportunity open to people from all walks of life. Here at Acton West London we want to help both young people and BAME communities take their first step into social enterprise.' A second paragraph follows: 'We also want to provide advice and training to existing Market traders to help them with their continuing personal development.' Below the text is a photograph of a street scene with a green market stall canopy in the foreground and buildings in the background.



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# Walthamstow Sunday Social (Walthamstow, East London)



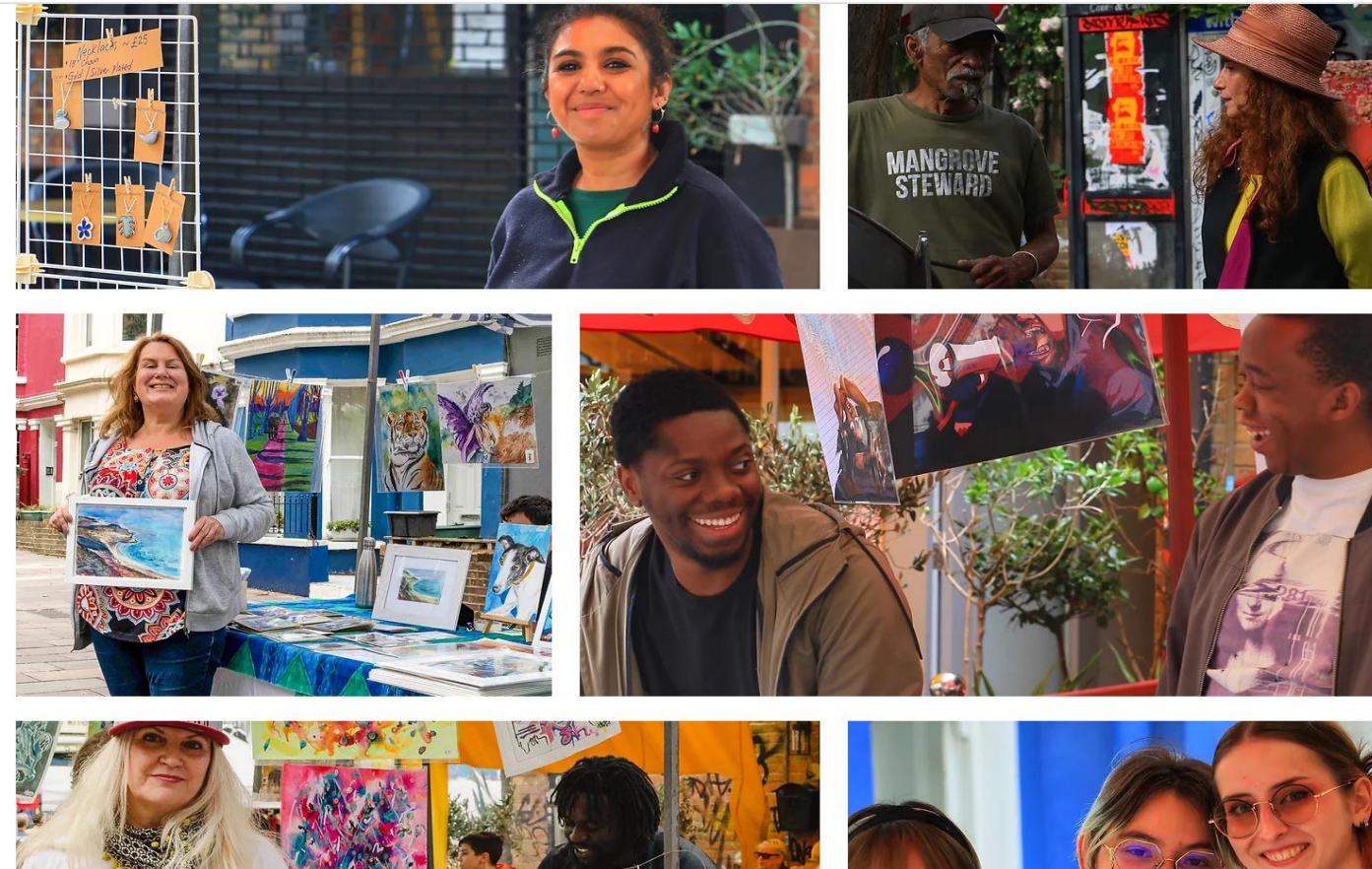
HOME VISIT US FEATURED TRADERS ▾ ABOUT US BECOME A TRADER ▾ GALLERY CONTACT US



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# Open Art Spaces

## Portobello Road (Kensington, West London)



# Venn Street Market (Clapham, South London)

HOME PRODUCE / ARTISAN STREET FOOD NEWS CONTACT

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## Venn Street Market

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### TRADERS

Venn Street Market is an award-winning local community food market in Clapham, SW4, working directly with farmers and small independent producers enabling our customers to meet face to face with the growers and makers of the foods available each week.

With a strong ethos of ensuring high quality and fair prices, the market guarantees all goods are locally sourced and seasonal.

### COFFEE

We have a wonderful new high quality hot coffee stall, **Morena**, selling coffee beans and delicious smooth hot coffee from **Change Please** and its sister company **Old Spike** whose roastery is based in Peckham. Both are charities working to support the homeless and vulnerable. The best coffee in Clapham with a conscience!



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# NEW YOUTHQUAKE on Portobello Road (Kensington, West London)



Opportunity for younger traders to join the markets

Supported by the NMTF Young Trader Insurance

Over 100 traders have had a go and many trade today





# Pathway and aspirations

## Arty Jessica is the NMTF's Young Trader for 2023

Scores of young entrepreneurs  
take part  
in the national final at Stratford-  
upon-Avon

**JESSICA MOULSHER** has been named the NMTF's **Young Trader of the Year** after her artwork of places with an emotional connection to the people who buy them won the day.

Young traders from all over England, Wales and Northern Ireland were in Stratford-upon-Avon over two days on August Bank Holiday weekend for the 11th grand final of the Young Traders Market



You can get involved in the 2024 campaign NOW!

- To apply to take part (16 to 30-year-olds)
- As an operator express an interest in staging an event
- And to get the current situation on what's happening, when and where

[CLICK HERE!](#)



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# Chiswick Flower Market (Hounslow, West London)



[Home](#) [Calendar](#) [About](#) [Gallery](#) [Visitors](#) [Traders](#) [Ente](#)

## THE TEAM

The market was set up by a team of local residents drawn from Chiswick's movers and shakers. It includes the people behind the [Chiswick Timeline](#), [The Chiswick Calendar](#), [Abundance London](#) and several local businesses. We have formed a Community Interest Company and are running the market as a not-for-profit enterprise, with any profits invested back into the market and the High Road.

**STAY UP TO DATE**

Sign up to the Chiswick Flower Market newsletter.

Name (first) *(Required)*

(last) *(Required)*



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# London Markets Board



## INTRODUCTION

### What is the street markets toolkit and how can it help you?

This toolkit accompanies the Understanding London's Markets report which drew on wide-ranging experience of people working across the sector to build a better picture of London's markets, the challenges they face, the breadth of value they offer, and opportunities to ensure they continue to flourish.

It follows up on the commitment to produce a toolkit with practical advice and guidance on recording and demonstrating the value and impact of markets.

### What is the purpose of the markets toolkit

We already know that markets can offer incredible value to Londoners. Having a good understanding of this value is the most effective way to realise the full potential of your market and to access further investment. The purpose of the toolkit is to help you to do just this.

We want to support users of this toolkit in building compelling investment proposals for individual markets. Over time we also want to evidence the positive impact of markets on places and communities across London.

Whether you already have access to robust data or are just beginning to build your case, this toolkit will give you advice and guidance on how to:

## STREET MARKETS TOOLKIT: EVIDENCING AND CAPTURING SOCIAL VALUE



# Markets 4 People

## MARKETS 4 PEOPLE

### Queen's Market: a successful and specialised market serving diverse communities in Newham and beyond

Drs Myfanwy Taylor, Sophie Watson\*\*, Sara González, Lisa Buckner\*, Andy Newing and Rosie Wilkinson  
\*School of Sociology and Social Policy, University of Leeds.  
\*\* School of Social Sciences & Global Studies, The Open University



Queen's Market, Newham, London. (Saif Osmani)



## Trader and community-run markets

A practical guide to setting up, running your market and accessing support

Myfanwy Taylor, Frances Northrop, Emmet Kiberd, Jasmeet Phagoora, Emily Scurrah, Helen Power, Sara González, Paul Waley and Rosie Wilkinson



## MARKETS 4 PEOPLE

### CASE STUDY 6: WOODGRANGE MARKET, EAST LONDON

**Governance:** Unincorporated  
**Type of market:** Street market  
**Regularity:** Weekly on a Saturday  
**Staffing:** Run by a volunteer core group  
**Website:** [facebook.com/woodgrangemkte7](https://www.facebook.com/woodgrangemkte7)

**History**  
Woodgrange Market in Forest Gate in Newham, London, launched as a Christmas Market in 2011 (the year before the Olympics) to bring people into the area, create employment and space where people could meet. The council provided support through a markets consultant and a local councillor, allocating a site, charging a nominal weekly rent and helping with planning to become a designated market.

Organisers visited other markets in the area to get ideas and form relationships with existing stallholders. Woodgrange is now a thriving weekly market with regular stalls – including three allocated for local charities and community groups – a regular clientele and live music. It mainly hosts arts and crafts by local traders and hot food but also fresh fruit and vegetables.

**Challenges**  
Until recent improvements to the public realm linked to Crossrail, there was no electricity supply to the market. Also storage was an issue, and until the council provided two cyclehoop storage units as part of Crossrail-linked investments, the group had to buy storage and store things in their own living rooms. Initially many residents didn't know the market existed despite its location next to a local supermarket. Another challenge is to find regular volunteers to help setting up and taking down market infrastructure with shifts at 7am to 9am and 3pm to 5pm.

**Benefits**  
The benefits of Woodgrange Market for the local community and in turn for the council are substantial. The market is well attended by residents and provides a safe space for people who would otherwise be isolated or lonely to come and socialise. It has hosted a number of local charities as well as start-up stalls that eventually set up as permanent businesses nearby, providing employment opportunities for young people. In this way, the initial assistance of the council and ongoing support through rent and licensing has allowed for much wider social value creation by local volunteers.



Fresh produce in Woodgrange Market. (Image: Woodgrange Market.)

**Present Day**  
The market is thriving, employing an administrator for two hours each week to ensure traders are booked in smoothly. The administrator is someone who used to have a stall and now has a shop next to the market. Alongside the traders who pay for a stall there is a permanent stall that is free for charities, for example a young woman who has a charity that gives out hygiene products.

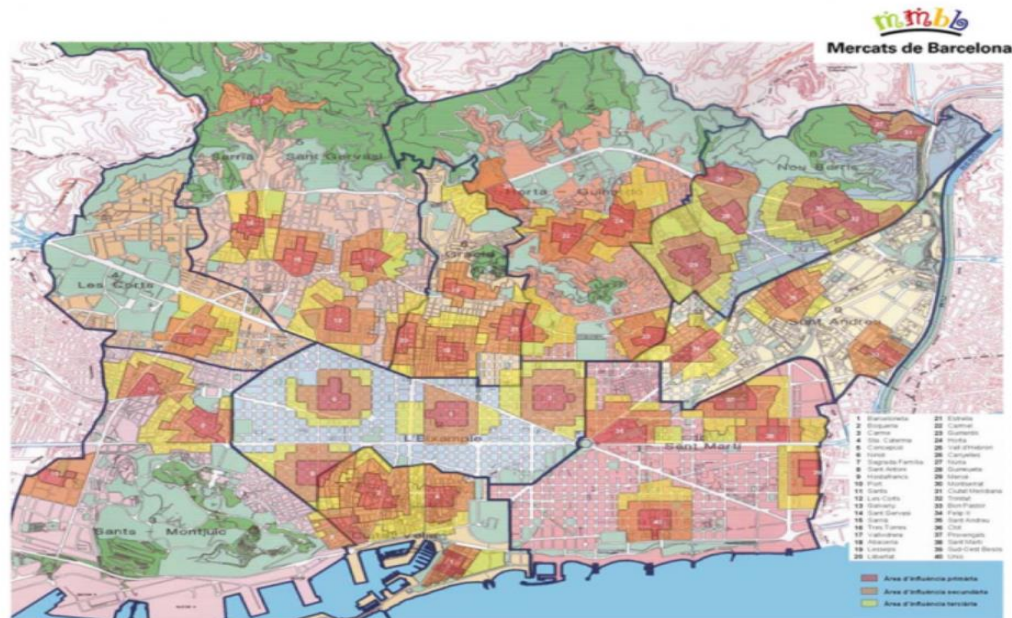
The market as a whole is the license holder, so individual stallholders need only complete a relatively quick registration process at the local library. This has removed what would otherwise be a significant barrier to local residents looking to set up a market stall.



# The future? An aspiration?

## Themes from 11th International Public Markets:

1. Planning for Climate Change;
2. Social Cohesion and Gentrification; and
3. Fresh Interdisciplinary Research.



“No matter where you are in Barcelona, you are never more than 10 minutes from a market” / Photo: Mercats de Barcelona

