



Kensington and Chelsea Markets Plan 2022-2027



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA



THE
WORLD
FAMOUS

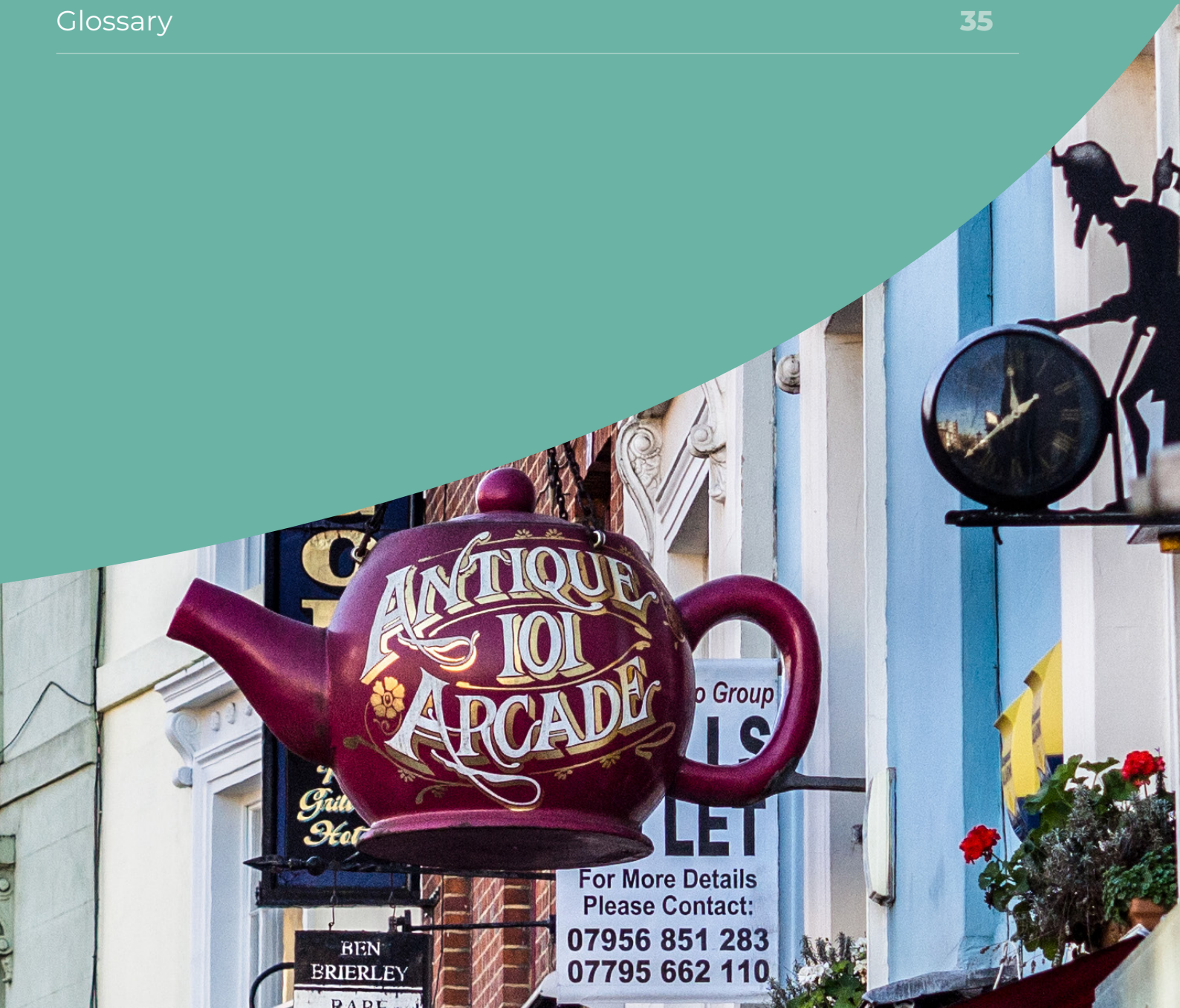
PORTOBELLO
MARKET

17



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Welcome

Markets and street trading are a vital part of what makes our borough a great place to live and work.

The world-famous department stores, diverse high streets and outstanding hospitality sector offer a huge variety of experiences and make the borough a prime shopping destination. But it is niche designers, the eclectic mix of food, antiques and independent businesses that inspire such local and international passion for the Portobello and Golborne Road Market. We want to ensure that this magic remains while addressing what sympathetic improvements can be made to keep Kensington and Chelsea the most exciting place to meet, shop and visit.

We want to secure the vibrancy and relevance of all our retail centres post-Covid as this will protect local business, jobs and the economy. With interventions such as new licences for al fresco dining, more seating, and greening, we will encourage visitors and residents back to our streets.

The impact of Covid-19 on our high streets and retail habits has made the Council accelerate a review of our markets to consider what has worked well to date, what might be improved and how our markets and street trading might change and adapt in the future. During the first half of 2021 we listened to views from residents, businesses and market traders through online conversations and one-to-one meetings. Thank you to all who gave up their precious time to share their opinions. From these, we created a set of proposals to make our markets and street trading operations more resilient to future events and for them to be a showcase for London's street trading offer. We opened up the consultation to everyone who lives, visits or works in the borough to provide feedback on a range of proposals.

The results of the consultation have helped to prioritise improvements to our existing markets, support plans for new ones, develop the Street Trading Office as well as identifying funding to support delivery. We look forward to working in partnership with existing and new traders to support thriving and forward-thinking markets in our borough, as a vibrant offer for residents and visitors.



Cllr Catherine Faulks

Lead Member Economy, Employment and Innovation



Section 1.0

Executive Summary





Executive Summary

Markets and street trading are vital parts of what makes our borough a great place to live, work and visit. Over the next five years we want Kensington and Chelsea's markets and street trading service to be resilient and financially self-sufficient, with the capacity to evolve and thrive.

During the summer of 2021, a wide-ranging consultation exercise was undertaken by Kensington and Chelsea Council to inform the Markets Plan 2022 – 2027. A separate Markets Plan consultation feedback document detailing comments received and an analysis of the survey findings is available at:

www.rbkc.gov.uk/business-and-enterprise/business-advice/markets-and-street-trading

In summary, the exercise included online focus groups, for residents, market traders, retailers, students and creatives, as well as one-to-one listening sessions in libraries and in the Council's Markets Office (Street Trading Office).

When the online survey closed on 3 October 2021, a total of 213 people had engaged with the consultation exercise. An analysis of the findings then led to the creation of a draft Markets Plan 2022 – 2027. A review of the draft Markets Plan was undertaken by the Market Streets Action Group and the trader's representative body, Portobello and Golborne Management Committee.

This document describes the new actions developed in response to what we heard from traders, residents and businesses, addressing both challenges and opportunities. It also offers an overview of markets and street trading within London.



This document outlines the Council's commitment to future-proofing markets in the borough, in partnership with others, and will be reviewed annually.

Proposals include 46 actions to be delivered over this period.

They are grouped around 3 key areas:



These key areas have been further sub divided into action plan headings:

- A** Activating space
- B** Enterprise support
- C** Sustainability and environmental improvements
- D** Attracting new customers
- E** Operational improvements
- F** Identifying new trading sites and markets
- G** Portobello and Golborne Road markets
- H** Education and engagement with the community
- I** Safety and security

Section 2.0

The Vision and Actions





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100% GROWN IN AUSTRALIA	

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The Vision and Actions

2.1 The Vision for our Markets

We want our markets to:

- Have a distinctive character, connected to their neighbourhoods by celebrating their history whilst looking to the future
- Act as an incubator for new businesses, especially in supporting young people and the Grenfell Recovery plan in creating new opportunities via employment and volunteering
- Have a clear offer in relation to what they sell, when, and how it is sold, making the markets easy to visit, move around and shop
- Offer our traders a clear guide to trading, what is expected of them and what they can expect from the Council in terms of support, facilities and relationships
- Build our knowledgeable, experienced Street Trading Office team who can develop markets and street trading now and for the future
- Be environmentally aware and have sustainability promoted as a priority
- Provide safety and security for traders, residents and visitors
- Provide educational opportunities and an engaging space for all to enjoy and develop

2.2 Challenges and Opportunities

Challenges

- Portobello Road Market has been reliant on tourism and we do not know if and when pre-pandemic numbers of tourists will return
- In turn, the antiques trade has been impacted by issues in supply of stock coupled with a rise in online purchases. New goods traders are holding old stock which potentially has fallen out of fashion
- The Council will have budget challenges if simply reliant on traders' fees for the development of the markets
- Non-essential traders are finding new business avenues which do not include markets and some may not return
- Changes in how people shop – more online, refill and sustainability, reuse and charity shops, click and collect/last mile delivery – means the markets will need to adapt to remain attractive to local people
- The Street Trading team is small and so has a limited capacity for supporting new development
- Residents, shop-based businesses and some street traders can be resistant to changes which create a destination (e.g. public seating and street entertainment)

Opportunities

- Many people are still working from home and are likely to continue to do so, with the Confederation of British Industry (CBI) and PwC finding that 74 per cent of companies, particularly those in finance and banking (which represents a significant sector of employment for our residents), are reviewing their office space requirements in anticipation of a bigger shift to home working. This may bring opportunities for new goods being introduced to the markets and a lunchtime offer for those working from home.
- We expect to see more innovation with new traders applying for a pitch or returning ones coming back with new ideas, having been unable to trade during this time. A report by Centre for Local Economic Strategies (CLES) found that the resilience of high streets will depend on the partnerships between different groups and stakeholders across private, public and third sector organisations.
- Meanwhile usage of spaces as temporary interventions to address vacancies on the high street, has the potential for long-term impact whether premises are owned by the Council or not. However, this requires freeholders to be innovative and flexible to allow this to happen.
- Strong partnerships and shared visions will be essential to secure future economic success. A localised vision of high streets suggests that a one size-fits-all approach does not work¹. Our market and high street partnerships should be reviewed (while acknowledging those we have in place already with the Portobello and Golborne Management Committee, Market Streets Action Group, and Westway Trust) (see Glossary) to set out an inclusive vision of prosperity, people, and place: three core themes under the Mayor of London's Good Growth Policy.
- The Council's policy emphasis on places and placemaking, high streets, culture, and greening.
- Leveraging the fame of 'Portobello', as well as the area's historical and cultural interest (Notting Hill Carnival, local music industry and musicians).



¹Centre for London and Cross River Partnership, Town Centre Futures 2021

2.3 What we heard during our 2021 Consultation Process

The consultation process enabled people to put forward their views on the different topics included. Below is a selection from the comments received which addresses each of the key action areas – the full list is included in the detailed consultation document.



A: Activating space

“Many shoppers love the feeling of poking around and finding a ‘treasure’ at these markets, and if the feeling becomes that of shopping at Tesco, the magic is lost.”



B: Enterprise support

“I just think you should focus on what is there and needs to be protected, small business are good, but keep those old traders, try get some of the antique traders back.”



C: Sustainability and environmental improvements

“Part of the joy of the markets is fresher and less travelled food at affordable prices.”



D: Attracting new customers

“An app or website which told you which stalls were there on which day would be incredibly helpful. If you visit a stall you like, you could save them as a favourite and get an alert when they are next there and find their pitch number for the day instead of having to go down to the market trading office and find out who was where every day.”



E: Operational improvements

“Too much standardisation of the space will make the space feel as uninspiring as a grocery store or shopping mall and kill the magic, mystery, and nostalgia of shopping at markets. We must remember what makes the experience special and different.”



F: Identifying new trading sites and markets

“I would like to see evening markets, but as special events or extensions of the current Portobello and Golborne markets. I am less keen to see more weekly markets appear across the borough for fear that traders and customers will be drawn away from Portobello.”



G: Portobello and Golborne Road Market

“Why not offer a select group of key local charities e.g. local foodbanks, access to a stall for marketing/fundraising initiatives on a regular basis? It would give them an opportunity to inform the public of their work and to raise awareness.”



H: Education and engagement with the community

“Need a special protected market area designation in the Local Plan for Portobello and Golborne Markets, and other street markets (e.g. Farmers’ Markets - including for the proposed public square in the Newcombe House development).”



I: Safety and security

“I don’t want local streets to become drinking & party piazzas like Covent Garden. At the same time, creating safer, pedestrianised environments will be good for traders & shoppers.”








Do you have any alternative suggestions to any of our proposals?

“Close Portobello Road to traffic until 6pm on all market days.”

2.4 Markets Action Plan

A: Activating space

We want our markets to attract more local people to shop, spend time there and to make it easier to move around for those with mobility issues. We also want to consider how we share the street between the market and businesses with pavement seating. We want it to be easier to hold market-style events in the borough safely and successfully.

Key Theme/s	No.	Action	2022	2023	2024-2026
	1	Increase the number of isolated trading sites in the borough by identifying potential new isolated trading sites to improve the mix of products available across the borough and consult with residents at each location before licensing new sites	✗		
	2	Increase the number of markets around the borough in consultation with residents and retailers in the potential locations		✗	
	3	In consultation with traders, local residents and shops, identify spaces in the markets to encourage increased dwell time by introducing seating to some market pitches and general seating in the area (where space allows). To accommodate this in specific locations only where it is practical, explore the possible relocation of individual traders' vehicles off Portobello Road		✗	
	4	Consider the implications of pavement seating being re/introduced at markets in relation to their operation		✗	
	5	Improve the markets accessibility for all users via provision of toilets, flat/even surfaces, and other public realm elements by seeking external funding to make improvements in consultation with traders and local residents		✗	








B: Enterprise support including young people

Market traders adapted well over the past year and we want to look to the future to ensure their businesses rebuild successfully while attracting new, local traders to the markets and street trading. Our Grenfell Recovery Employment and Skills programme focuses on work and volunteering opportunities specifically for young people. We want to ensure that our markets act as an incubator for local residents to start or test a business at low cost and create the next generation of market traders via ongoing programmes rather than one-off events.

Key Theme/s	No.	Action	Commencing In Which Year?		
			2022	2023	2024-2026
	6	Identify five sites on Portobello Road and on Golborne Road to be allocated on rotation for local people to test new businesses, incorporating a scheme for new/prospective traders to be trained and mentored by business support advisers and existing experienced traders	×		
	7	Run a youth programme for market stall businesses expanding the New Youthquake model, collaborating with local schools, hosting 6+ trading events a year and providing training sessions to young people	×		
	8	Develop supplier networks between traders and local businesses to enable market traders to supply shops with their quality produce, or share deliveries of key supplies from other businesses		×	
	9	Welcome new traders, via monthly networking events, podcasts, and training options	×		

C: Sustainability and the environment

We know our markets and street trading operations generate waste and many comments focused on the impact of this and street cleaning. In identifying new markets or street trading sites we want to minimise their impact on neighbourhoods, the environment and our operational costs. There are ways we can adapt to ensure this happens and support customers in making eco-friendly choices.

Key Theme/s	No.	Action	2022	2023	2024-2026
	10	Carry out a sustainability and waste audit to identify the type and amount of waste our markets generate	✗		
	11	Informed by the audit, introduce changes to waste collection and disposal methods as well as work with traders to help them adopt environmentally sustainable best practices		✗	
	12	Promote stalls who support eco-friendly initiatives such as locally sourced, low food miles, and plastic free produce. Use available sites to host a community programme led by local eco heroes. Examples include a book swap, clothing exchange and seed swap	✗		
	13	Encourage use of environmentally friendly processes in market operations, e.g. electric vehicles used by Council and contractors and paper-free management of traders' applications and accounts by the Street Trading Office		✗	
	14	Organise bulk purchasing to encourage traders to move away from plastic bags or food containers and have environmentally friendly alternatives			✗
	15	Provision of water fountains to fill bottles, removing the sale of plastic bottled water on the markets			✗
	16	Seek to identify additional lock up storage for traders to ensure that goods for sale can be stored close to the stalls to cut down vehicle movements			✗








D: Attracting and retaining customers

We want to attract new customers and improve the reputation of our markets and street trading operations, ensuring that local people and those across London know about our markets and traders so we can be less reliant on international tourists.

Key Theme/s	No.	Action	Commencing In Which Year?		
			2022	2023	2024-2026
	17	Create a marketing group with businesses and traders from across the area to relaunch the website address Visit Portobello, ensuring visitors and customers know what they will find there and on what day	×		
	18	Work with partners on promotional events and activities that could include digitally facilitated walks, the volunteer Market Ambassadors programme providing guides in the area, treasure hunts, recipe trails, and calendar-based activities – such as Apple Week and Small Business Saturday – that include all businesses on the market streets	×		
	19	Support better street signage to enable visitors to find the markets		×	
	20	Maintain free public wi-fi and work with an app developer to promote market traders, retailers, and other businesses in the area	×		
	21	Borough-wide approach to promotion of markets, linking with all operators in the borough	×		

E: Operational improvements

Our Street Trading Office houses a small team of officers who look after markets and street trading, manage storage units, parking for traders, Notting Hill Carnival street trading and other associated street trading and events in the borough. We want to ensure we have a Street Trading Office that is agile and can build relationships with existing and prospective traders and operators.




Key Theme/s	No.	Action	Commencing In Which Year?		
			2022	2023	2024-2026
	22	Create a Street Traders Handbook with a Traders Charter, detailing the standards that the Street Trading Office will deliver, including producing an Annual Report and Annual Accounts	×		
	23	Create an effective means to provide up to date information on waiting lists and availability of sites and make this publicly accessible	×		
	24	Test online registration systems for traders with a view to implementing, and consider further online systems for traders	×		
	25	Review parking for traders at markets and isolated pitches across the borough, to ensure there is balanced provision for traders, residents and businesses		×	
	26	Review market layouts and regulations to standardise pitch sizes, ensuring goods are presented well and that there is access for all customers	×		
	27	Carry out an audit on electricity usage to confirm current and future requirements. Improve or replace the existing provision and agree internally how costs will be recovered		×	
	28	Ensure that storage space is protected from development without replacement and the provision for additional space when possible	×		

F: Identifying new sites and markets

Our neighbourhoods are distinct, and we want to make sure that the right markets and street trading opportunities are developed for them. High streets are facing a range of challenges and markets, events and isolated sites (alongside meanwhile/temporary use of empty shops where the Council has access to them) can add interest and attract residents to use them. In a recent Council survey, a total of 92 per cent of businesses around Kensington High Street supported developing more markets, with Christmas and Farmers' Markets mentioned specifically. Local residents and market operators have lots of ideas for what could be created around Kensington High Street. Community activation and engagement are seen as central to the success of any markets in the area.





At Notting Hill Gate, with the proposed redevelopment of the Farmers' Market site, residents wish to see the market supported so that it returns to the location in the future. North Kensington residents want to see opportunities to create additional markets or trading sites in the area. They want to see the community supported in fulfilling these ambitions.

There is also potential for a regular market at Worlds End Place in Chelsea.

Key Theme/s	No.	Action	Commencing In Which Year?		
			2022	2023	2024-2026
	29	Commission a feasibility study in consultation with local residents, to identify sites to trial additional outdoor new markets at some locations and consider evening markets		×	
	30	Review isolated trading locations in the borough and identify new potential sites for kiosks		×	
	31	Identify sites in the borough to establish a permanent market that could work outside of the London Local Authorities Act (increased flexibility around the type of market and how it operates)			×


G: Education and engagement with the community









The markets will be a base for providing opportunities for local organisations to further engage with the community, as well as learning opportunities for young people in the borough.

Key Theme/s	No.	Action	Commencing In Which Year?		
			2022	2023	2024-2026
	32	Provide opportunities for borough-based charities to trade or promote their services	×		
	33	Identify sites that can be available to support educational programmes when possible, including for an annual schools and entrepreneurs stall challenge, to promote business skills and well-being		×	
	34	Create a schools education pack to enable young people within the borough to visit the market with their school	×		
	35	Work with schools to ensure they have availability to bring students to experience and understand the benefits of a market for trade, design, customer engagement and social well-being	×		

H: Portobello and Golborne Road Market



Portobello and Golborne Road are our world-renowned markets with a 150-year history. We want to continue to celebrate the diversity of the area and the strength of the community around Portobello and Golborne Road by aligning this to food, arts and culture, and history to further root the market in the neighbourhood.

Key Theme/s	No.	Action	Commencing In Which Year?		
			2022	2023	2024-2026
	36	Expand and raise the quality of the commodities on offer in Portobello and Golborne Road Market. This could include food products (larder/take home, not street food) and craft/makers. To diversify from food, consideration to be given to adding services to the markets which could encourage people to visit for a specific purpose	×		

Key Theme/s	No.	Action	Commencing In Which Year?		
			2022	2023	2024-2026
	37	Work with the Council's Planning team to ensure that any planning applications submitted around Portobello and Golborne Road Market include consideration of the needs of the markets, to ensure that for each site, traders are able to continue to trade as usual	×		
	38	In consultation with Portobello and Golborne Management Committee (PGMC), review the days of operation in connection with permanent traders' licenses to offer flexibility on the days in the licence and review all types of licences	×		
	39	Create a programme of engagement opportunities that add interest and provide an opportunity for local creatives to meet potential customers, for example creative workshops, makers crafting their goods on display and Carnival costume creation brought into public view		×	
	40	Review what is sold on all sections of the market, to consider ways to improve the offer and alternative ways to promote each type of commodity	×		
	41	Create a licensing system for retail shop forecourts and pilot for one year, with a potential to continue	×		
	42	Offer a Sunday market on the Sundays in December that lead up to Christmas	×		
	43	Offer a Sunday market on eight Sundays over the summer period	×		
	44	Consult further with residents, traders, local retailers and others around the introduction of Sunday street-trading in Portobello and Golborne Road Market on a permanent or full-time basis			×

I: Security and safety

With the crowds of shoppers and visitors that are drawn to the market, the Council needs to ensure that the borough continues to be a safe place to enjoy. Linking with other agencies, the Council will build security and safety principles into all markets and new developments.

Key Theme/s	No.	Action	Commencing In Which Year?		
			2022	2023	2024-2026
	45	Undertake a consultation exercise to determine whether there is support for the current road closure timings to be extended from 4pm to 6pm	✗		
	46	Review the potential for the introduction of solid physical measures (such as bollards or planters) on Portobello Road at road closure times for reasons of public safety		✗	

2.5 Additional Governance, Management and Operational Actions Agreed

1. Establish clear policies on commodities sold covering ethical and environmental concerns, within the framework of the LLAA. A draft policy to be developed for discussion with Portobello and Golborne Management Committee and Market Streets Action Group in conjunction with the Council's Legal team
2. Create a new internal standing working group bringing together the Council's Highways, Licencing, Planning and Property teams with the Street Trading team to work with the Portobello and Golborne Management Committee and Market Streets Action Group to overcome market and isolated trader site issues
3. Ensure the Council's roles and responsibilities are understood when launching the Markets Plan, to help all involved have an awareness of what is possible and how change can happen
4. Support the development of the Portobello and Golborne Management Committee as an effective collaborator in the management and developments of the market in this area, growing support from the retailers surrounding the market to include them in the dialogue
5. Increase links with young people and families via:
 - Schools and Book Week – children's stalls in the day supported by parents/carers and school staff
 - Food growing in Colville School – the Council has previously funded food growing in the playground
 - Educational packs for schools to use when visiting the markets

- 6.** Develop a PR and marketing plan for the markets to appeal to a London-wide audience:
 - Identify high profile ambassadors from the creative sector and offer them opportunities to create content and/or events for the markets
 - Partner with local organisations that bring people to the area e.g. Museum of Brands, Discover South Kensington etc to ensure the markets are included in people's days
- 7.** Continue to work in partnership with The Westway Trust on the Visit Portobello website. Use social media channels to reposition this as the main platform for the area, with individual listings for all permanent traders as well on the dscvr app. Publicise this locally to remind local people of what is on offer.
- 8.** Work with partners to create a clear sense of arrival to Portobello and Golborne Market from Notting Hill, Golborne Road and Ladbrooke Grove entry and exit points via wayfinding in accordance with the Local Plan. Lobby TfL to improve market information, signposting at Notting Hill Gate and Westbourne Park Stations and step free access
- 9.** Consider the implications of pavement seating being re/introduced at markets in relation to their operation
- 10.** Strengthen our relationship with all market operators and stakeholders with a Market Network to support dialogue and improvement in all the markets of the borough
- 11.** Consult on public realm and streetscape improvements that could be made to make Portobello Road more functional, attractive and accessible
- 12.** Support the development of a Business Improvement District (BID) in the area (potentially Portobello Road/Westbourne Grove/Ladbrooke Grove) to enable a formal relationship to be achieved between individual retailers and, on behalf of traders in the area, the Street Trading Office

2.6 Evaluation

We are developing a management framework which will include within it measures to demonstrate progress in delivering this Plan. We will monitor the outputs and outcomes arising from individual projects in the action plan as well as the numbers and trends reported locally and nationally. An Annual Review detailing work delivered against each action will be published each year.

Section 3.0

Overview of Street Trading in London and in K&C





Overview of Street Trading in London and in K&C

3.1 London's High Streets and Markets

With more than 600 high streets and 280 markets in London, the Greater London Authority (GLA) has published research on their relationship with Londoners and visitors and emphasised the public value of the city's high streets and town centres. With two thirds of Londoners living within a five-minute walk of a high street and almost half of Londoners not leaving their local area on a daily basis, there are opportunities for high streets and the markets on or close to them to thrive².

Guidance³ from the GLA identifies a series of priorities and there are several where markets can play a part including:

- Creating more welcoming and attractive high streets where people want to spend time - through events, public realm improvements and investment to ensure accessibility for all
- Helping high street businesses to make better use of technology, refresh their marketing, and diversify their offer
- Ensuring high streets are places for a diverse range of start-ups and SMEs, with plenty of affordable workspace
- Supporting the formation of new organisations and groups that help London's highstreets in the long-term



²GLA website
www.london.gov.uk/what-we-do/regeneration/high-streets/supporting-high-streets

³High Streets & Town Centres - Adaptive Strategies, GLA (2019)



Markets across London have created destinations, attracted people to an area, supported enterprise and provided places to meet, shop and socialise. It is within this context that we have developed our proposals.

The GLA identified further opportunities for markets to thrive⁴:

- Maximising their financial and nonfinancial value in terms of the wellbeing of individuals and communities, social capital created and the environment by understanding the current markets and street trading legislation
- Coordinating market services and information across councils
- Ensuring clear agreements with private operators
- Recognising the need for joining up markets with high streets and town centres that mutually support one another
- Improving opportunities for environmental sustainability
- Helping traders play to the strengths of being independent and meeting customer requirements
- Mentoring support for traders
- Encouraging new trader applications
- Using social media to build communities of shoppers and embracing new technologies

All these factors play a part in how we will adapt Kensington and Chelsea's market and street trading offer for the future via our own, Council-run markets and by working with other organisations who operate here.



⁴Understanding London's Markets, GLA (2017)

3.2 Street Trading in Kensington and Chelsea

The borough has enjoyed a long tradition of street trading. From the 1860s Portobello and Golborne Road have developed into these iconic markets, spurred on by the arrival of the antiques traders in the 1950s, and the film *Notting Hill*. The markets are seen as a London destination for international visitors. In the area, the Westway provided further room for market expansion when it was brought into use in the 1970s. Located here are the Portobello Green Market under the White Canopy and more recently Acklam Village.

Around the borough isolated traders have operated providing flowers, newspapers and fruit and vegetables. These have evolved and changed due to the needs and demands of their customers. Various farmers' markets have arrived in the last three decades such as Notting Hill and Bute Street, along with privately operated food markets such as Partridges at the Duke of Yorks. Most recently a London Farmers' Market was placed at Kensington High Street next to the Town Hall.

Kensington and Chelsea Council's Economy Strategy *Live, Work and Learn - Our Plan for a Successful Local Economy*⁵, published in 2019, outlines our ambitions around markets:



Action 36

“Support the development of street markets through partnership with traders’ associations, seek to maintain a diverse and vibrant offer to attract visitors and continue the success of these unique parts of the borough

The Council wants to refresh its street trading offer, seeing markets as a mechanism of social, economic, environmental and community benefit for all who live, visit and work in the borough. This creates an opportunity for us to think about how our markets should look in the future.”

The new challenges we face means we have started to modernise our Street Trading Office. Our team are becoming more agile in the way they operate and will be working with corporate colleagues to draw on expertise in marketing, counter terrorism, digital technology and sustainable practices as required.

⁵www.rbkc.gov.uk/council-councillors-and-democracy/councillors-and-committee-meetings/our-plan-successful-local-economy-live-work-and-learn

3.3 Covid-19 recovery

The Covid-19 pandemic has had a significant impact on our markets and high streets, as tourists stayed away and non-essential businesses and traders spent much of the past 12 months closed. However, across the UK, many people have cited a much stronger connection with their local high streets and markets, and in London, many local areas have thrived while central London's recovery is proving slower.

Our markets provided a social role during periods of Covid lockdown and we have seen a renewed connection between local residents and the market traders. To support this, the new London Farmers' Market was launched by the Council on Phillimore Walk, close to Kensington High Street, in 2020 during the pandemic. This has been well received by local residents. A pop-up Christmas market on Kensington Town Square in 2021 enabled a range of traders, some of whom were new to the borough, to sell a wide variety of products.

With the borough's largest markets located in residential areas and with many people still working from home, there is an opportunity for our local residents to reconnect with the markets. It has become clear that the markets as they were pre-Covid-19 may not meet the needs of local people and in early consultation residents told us that they cannot simply return to business as usual.

High streets and town centres have been under pressure for some years, often blamed on the increase in online shopping. But this is only part of the story and for many it is down to businesses not being able to adapt quickly enough as shopping habits and tastes changed. As the pandemic has shown, these changes have accelerated, and several well-known names have disappeared from the high street for good.

The need for changes to markets locally and nationally has been accelerated by the pandemic. From increasing card and contactless payments to the use of online platforms and offering alternative ways to access goods such as click and collect or local delivery.

Wider changes as a result of the pandemic cannot be ignored. The hospitality, arts and culture sectors have been hit hard; there have been inequalities in how young people have continued to access their education and low-income households have felt the impact most. We have seen many examples of changes to streets with more greening initiatives and ease of movement which also impact on street trading in the borough. For example, a simpler method to apply for pavement licences was introduced to encourage alfresco dining and support hospitality business. However, this has created challenges around sharing spaces with traders, residents and these businesses. To assist traders through this difficult period, the Council has been able to offer financial support to traders through the Additional Restrictions Grants scheme which was supported by central government and the Council's own Business Interruption Fund.

3.4 The operating context for markets and street trading

London's markets are typically run using one of two sets of laws; The London Local Authorities Act 1990 (LLAA/The Act) or Part III Food Act 1984. The LLAA was a significant response to the regulation of London street trading.

In Kensington and Chelsea, all Council run street trading activity is delivered under the LLAA. The Act dictates that no profit is to be made by the Council and provides a specific structure for changes and enforcement, whilst protecting the rights of the licensed trader. Although the Act was drafted to deal with licensed isolated pitches (traders on their own, not in a market) it is also applied to markets. The Act then limits the ability to implement some of the ideas that were flagged up as potential changes during the consultation process.

Markets set-up on non-Council streets or on private land, for example, Portobello Green Market, Acklam Village and some of the Farmers' Markets are not subject to the Act. As such, the operators of these markets, have flexibility in how they run their markets from recruiting traders to training, marketing and promotion and operating for profit.

The LLAA limits what the Council can charge, as only reasonable costs related to the market operation can be collected. This includes administration, enforcement, street cleaning around trading and collecting and disposing of waste. Although this restriction on making a profit has been considered as constraining Councils' abilities to promote and invest in markets, LLAA markets can make a surplus, which the local authority can carry forward, but which must be ringfenced for the benefit of markets and traders within the financial year. On the public highway, the Council will continue to work with street trading through the LLAA to continue to protect traders and their rights.



3.5 Shaping our iconic places

In parallel with our work on street markets, the Council has been delivering a programme of support and innovation to ensure all our high streets and neighbourhood centres can recover and strengthen following the impacts of Covid.

A recent commission of Centre for London by the Council has sought to develop and share a deeper understanding of our high streets, based on extensive community engagement workshops and surveys undertaken in 2021. The first phase of the work has delivered a series of local action plans (toolkits) focused on three areas: Notting Hill Gate, Portobello Road and Gloucester Road. The work reflects that our high streets are at the heart of our communities. It outlines ways in which we can continue to support and ensure their success in the future. A series of deliverable projects are being identified for each toolkit area to be implemented in partnership with residents and businesses. These will complement the vibrancy brought about by the new licences for al fresco dining which have encouraged visitors and residents back to our streets. Further toolkits are planned, creating a programme of local co-designed projects across our high streets.

As part of the new Local Plan work, a Retail and Leisure Needs Assessment was undertaken, providing a useful set of robust data to inform our longer-term strategy. This work, as well as the Centre for London toolkits, will ensure we can recover and re-invent our high streets and local centres. In partnership, we will continue to nurture exciting places that are resilient, healthy and safe places, serving both the local community as well as attracting visitors from further afield.

Managing and maintaining our high streets is an important part our long-term resilience planning. Three Business Improvement Districts have been set in motion too (Kings Road, Brompton Cross and Kensington High Street). Further high streets are now being discussed with both businesses and residents and we anticipate a network of locally managed high streets with their own income generation to come forward. This approach will help ensure viable, unique and successful high streets remain at the heart of our communities in Kensington and Chelsea.



3.6 Markets Overview

	Location	Days of operation	Busiest day	Goods sold	Number of pitches	Notes
Markets overseen by RBKC	Portobello Road	Monday to Saturday (occasional Sundays)	Saturday	Antiques, new goods, fruit and vegetables, hot street food, and second-hand goods	240	Tourist element pre-pandemic
	Golborne Road	Monday to Saturday (occasional Sundays)	Saturday	New goods, fruit and vegetables, hot street food, and second-hand goods	50	More local customers and mid-century and vintage goods
Other sites	Tavistock Square	Ad hoc special event markets	N/A	Events have included youth markets, charity events and artisan makers	Varies by event	Event and market space utilised at different times of the year have included youth, charity and artisan maker markets
	On street kiosks	Monday - Sunday	Varies	Flowers, newspapers and fruit and vegetables	22	Kiosks include: South Kensington and Westbourne Grove (flowers) and Sloane Square (newsagents)
	Miscellaneous	Monday - Sunday	Varies	On Saturday and Sunday; produce and prepared food	50	On street pitches across the borough Council licenced farmers' markets

Other markets:

The Council licences London Farmers' Markets in High Street Kensington (Sundays) and South Kensington Bute Street (Saturdays). The borough is also home to several privately-run markets which include London Farmers Markets in Imperial College (Tuesdays) Notting Hill (Saturdays), Partridges in Duke of York Square, Chelsea (Saturdays), Portobello Green Market and Acklam Village (The Westway/ Portobello Road) (Friday to Sunday). The Council does not manage these markets and only has statutory controls over them. (Trading Standards, Environmental Health, Licensing (Alcohol and Events))

Glossary

Portobello and Golborne Management Committee (PGMC), a non-profit group representing the businesses and residents of Portobello Road and Golborne Road,

Markets Street Action Group (MSAG), a group chaired by the Lead Member for Skills and Enterprise which comprises Ward Councillors, Chairs of local Residents Associations, local residents and retailers

TfL, Transport for London, a local government body responsible for most of the transport network in London

English

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Arabic

يمكن توفير المعلومات التي وردت في هذا المستند بصيغ بديلة ولغات اخرى. إذا كنت في حاجة إلى مزيد من المساعدة، الرجاء استخدام بيانات الاتصال الواردة أدناه.

Farsi

اطلاعات حاوی در این مدارک به صورتهای دیگر و به زبانهای مختلف در دسترس می باشد. در صورت نیاز به کمک بیشتر لطفا از جزئیات تماس ذکر شده در ذیل استفاده کنید.

French

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Portuguese

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Somali

Macluumaadka dokumentigan waxaa lagu heli karaa qaabab kale iyo luuqado kala duwan. Haddii aad u baahan tahay caawinaad intaas dhaafsiisan fadlan isticmaal xiriirka faahfaahinta hoose.

Spanish

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