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To: All Members of the Overview and Scrutiny Committee

Dear Member,

Overview and Scrutiny Committee - Thursday, 27th March, 2025

I attach a copy of the following reports for the above-mentioned meeting which were not available at the time of collation of the agenda:

9. MARKETS STRATEGY (PAGES 1 - 12)

To update the Committee on the Haringey Markets Strategy and the development of the associated Action Plan.

Yours sincerely

Philip Slawther, Principal Scrutiny Officer

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Haringey Markets Strategy and Action Plan 2024 – 2026

Report to Overview and Scrutiny
Committee – 27 March 2025

To update OSC on the Haringey
Markets Strategy and the
development of the associated Action
Plan and progress made to date.



Tottenham Green Market

- A Market Strategy for Haringey:
 - Labour manifesto commitment and Lead member priority
 - Action in the Corporate Delivery Plan 2024 – 2026
 - Priority action in Opportunity Haringey, the council's Inclusive Economy Framework.
- Opportunity Haringey was previously discussed at OSC on 11 March 2024



The Market at the Mall, Wood Green

Purpose of the Markets Strategy

- Defining and mapping markets
- Health assessment of current offer
- Identifying opportunities
- Engagement
- Key strategic risks
- Recommendations for the future
- Action Plan



Tottenham Green Winter Festival



(left) Market Hall, Wood Green



Tottenham Green Market



(left) Seven Sisters Market – temporary site under construction

Stakeholder Engagement

- Followed Haringey Deal approach
- Involving existing market operators, traders, customers and residents
- Face to face and online survey of businesses
- 260 responses received from businesses
- 117 residents gave their views
- Members, council officers, Wood Green BID and traders' networks from across the borough also engaged.



(above) Thompsons Seafood, Holcombe Market
(right) Entertainment at Tottenham Green

Stakeholder Engagement Findings

- 2/3 businesses - markets add benefits
- 3/4 businesses think that their centre would benefit from more markets
- Preferred locations are in centre
- Residents look for atmosphere, healthy food, choice of goods, location and friendly traders
- Residents looking for similar attributes in new markets in Haringey.

Myddleton Road Market



Benchmarking

- The offer needs to be more than just retail
- Add services, catering, wellbeing, leisure and arts
- Strong visual impact, clear branding and good promotion
- Options to eat/sit when visiting markets
- Markets need to be integral and explicitly included in council policies
- Additional events, themed markets and activity generate repeat visits
- Support new start-ups, pop-ups, temporary uses, young traders.



Haringey Markets Strategy Conclusions

- Residents in the borough like markets and use them regularly
- Businesses and stakeholders see the benefit of good quality well delivered markets
- Wood Green, Crouch End, Tottenham and Muswell Hill can sustain and accommodate more commercial markets
- Role of Council in creating and supporting new markets is as enabler, curator, facilitator and promotor of markets; not as a direct operator.



Seven Sisters Market – permanent market under construction



Tottenham Green Market at Night



Leisure Activities at Tottenham Green

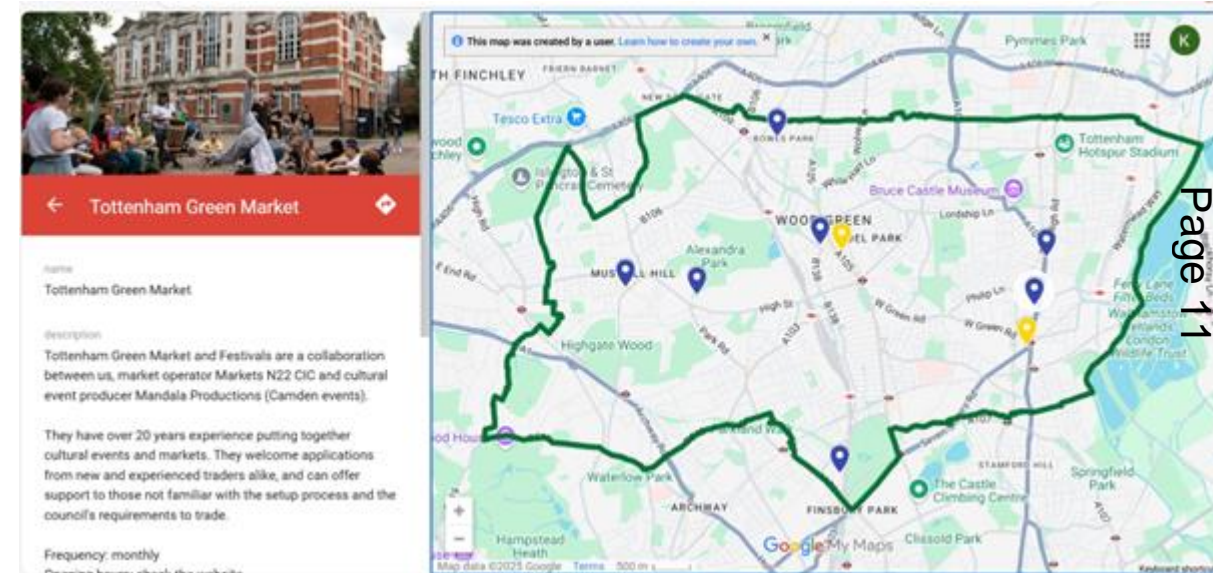
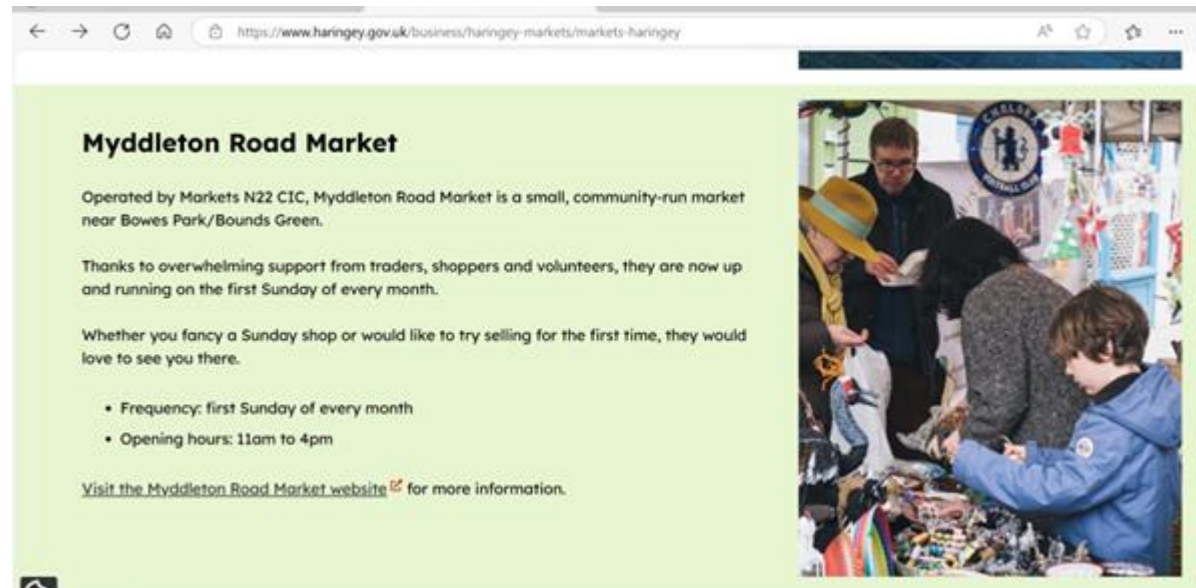
Key Recommendations

- Increase the number of 'market days'
- Create a Market Operators Forum
- Increase markets' profile and awareness
- Work with market operators to nurture and improve markets provision
- Facilitate three new market locations by Dec 2025 in CE, MH and TH
- Work with private market operators
- Deliver a marketing and branding strategy for Haringey markets.



Lymington Avenue Christmas Market, Wood Green

Haringey markets | Haringey Council



Screenshots of the new Haringey Markets webpages

Haringey Markets Strategy Action Plan 2024 – 2026

Key achievements from the action plan to date are:

- Christmas Markets delivered in December 2024
- Upgraded markets infrastructure
- Haringey Markets webpages launched
- Interest from operators in a Market Operators' Forum - first meeting to be held in spring
- Market Operators and Traders guides - in development



Launch of a new trader at Holcombe Market, Tottenham