

Report for: Overview and Scrutiny Committee 27 March 2025

Item Number: 9

Title: Haringey Markets Strategy and Action Plan

Report

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Ward(s) Affected: All

Report for Key/

Non-Key Decision: N/A

## **1. Describe the issue under consideration**

- 1.1 The purpose of this report is to update Overview and Scrutiny Committee on the Haringey Markets Strategy and the development of the associated Action Plan and progress made to date. The report also responds to a separate question raised by OSC relating to skills and apprenticeships.

## **2. Recommendations**

- 2.1 To endorse the recommendations within the Markets Strategy and the Action Plan.
- 2.2 To note the progress made regarding delivery of the Markets Strategy Action Plan.
- 2.3 Also to update the committee on the question on what the council is doing to support skills and apprenticeships in the borough for local people and how we might support people to get better paying jobs and away from less secure work. The response can be found at Appendix 1.

## **3. Background information**

### **3.1 The need for the Markets Strategy and Council support for markets**

- 3.1.1 A Market Strategy for Haringey was a key manifesto commitment, a Lead member Priority, a specific action in the Corporate Delivery Plan 2024 – 2026, and a priority action in Opportunity Haringey, the council's Inclusive Economy Framework.
- 3.1.2 Markets act as a key part of the overall investment picture in the borough – not just the markets themselves, but for town centre health and place-making benefits. They can bring higher footfall into a town, bring people in who have never been before, or have not been for some time. They add to the unique character and diversity of a town centre's offer as well as to its look and feel.

- 3.1.3 They often offer more affordable produce/products, less packaging, more locally sourced and environmentally healthier options. Markets provide social value by allowing space to dwell/chat. They can generate local small business growth, encourage shopping locally, and bring employment, educational, entertainment and cultural opportunities. Markets contribute to placemaking and increase potential spend in the town centre and employment opportunities.
- 3.1.4 However markets may only be marginally profitable or make a loss. Recognised market operators are few and far between, with many of them operating multiple markets in order to make them profitable. Market operators struggle with keeping pitch fees affordable for traders within the licencing fees that they must pay, while trying to cover overheads such as power, cleansing and waste management. Management and administration can be costly. Equipment and storage can be expensive and difficult to source.
- 3.1.5 Opportunity Haringey enabled the Council to explore the potential of markets throughout the borough in a coordinated and structured way. In particular it looked at how the council can support existing markets and encourage the facilitation of new ones.

## 3.2 Development of the Haringey Markets Strategy

- 3.2.1 The Council held an open tender process in late 2023 and The Retail Group, a leading independent markets consultancy, was appointed to undertake the research at a cost of £21,971. The project was funded through the Government's UK Shared Prosperity Fund (UKSPF).
- 3.2.2 The primary aims of the work were to assess the existing markets offer in the Borough, assess the potential for more markets – including the optimum range of new markets, their location, format, and recommended delivery / management model.

### Markets and Centres Review – Existing Markets Activity

The table below shows the location, frequency and format of the regular markets held in the borough.

Location	Frequency	Format
<b>The Mall Wood Green Market Hall</b>	Daily (Mon-Sun)	Independent traders located, privately operated and managed inside to the rear of The Mall Shopping Centre. Good range of categories including fashion and accessories, household, fresh food and groceries. Essentially retail units and not subject to market legislation.
<b>Holcombe Market</b>	Daily (Mon-Sat)	A small number of retail units trading in the heart of Bruce Grove. It includes long-standing popular fruit and veg trader, and a fishmonger. The units are licensed from the council and not subject to market legislation.

<b>Seven Sisters Market</b>	Plan is to be held daily (Mon-Sun)	This is an established indoor market with a South American / Latino specialism. The market is due to reopen outdoors in summer 2025 with longer term plans to re-open indoors in the same location.
<b>Stroud Green Market</b>	Weekly (Sundays)	Private food market trading in the grounds of Stroud Green Primary School.
<b>Alexandra Palace Farmers Market</b>	Weekly (Sundays)	Private food market of up to 60 traders, well located on Sundays in the grounds of Alexandra Palace selling premium products.
<b>Myddleton Road Market</b>	Monthly (Sundays)	Monthly community market run by Markets N22. Market adds to the appeal of the small centre on which it trades. A popular community market.
<b>Tottenham Green Market</b>	Monthly from June 2025	Established Sunday market operating since 2015. Recently ran every quarter including at Christmas and summer nights. Anticipated new monthly market to be launched from June 2025.
<b>Muswell Hill Creatives Market</b>	Quarterly	Regular quarterly market operated by a local creative network.
<b>Lymington Avenue</b>	Currently seasonal	New market and location trialled by Wood Green BID and supported by the council. Test markets held Christmas 2023 and 2024.

### Summary of Experts' Markets Review – Existing Centres and Potential New Markets

<b>Location</b>	<b>Comment</b>
<b>Lymington Avenue Wood Green</b>	With high levels of visible footfall throughout the day and its role as a major transport hub / interchange Wood Green was considered by the market experts to be most suitable for additional regular market activity as well as visiting event markets.
<b>Tottenham Hale</b>	When the residential developments are completed and occupied, the area would certainly benefit from occasional markets and event markets. A trial market was held at Christmas 2024 which proved popular.
<b>Muswell Hill</b>	Muswell Hill would appear to be able to support new markets. It also has spaces that could be given over to temporary market locations, including St James Square which is already used for occasional pop-up markets.
<b>Crouch End</b>	Crouch End could support more regular market activity as well as visiting markets / event markets, including in front of Hornsey Town Hall.
<b>Scotland Green Bruce Grove</b>	Scotland Green was identified as a potential location for a regular market in the future, but that it currently has no infrastructure in place. Capital investment would be needed if a regular market was to be held there.

## **Stakeholder Engagement**

- 3.2.3 The development of the strategy followed the Haringey Deal approach in involving existing market operators, traders and customers and residents in its production.
- 3.2.4 To ensure the views of businesses and market traders in the borough were included in the study, the consultant undertook face to face and online surveys of businesses across all the main centres and markets. In total, 260 responses were received from local businesses, which highlighted how much the business community valued them.
- 3.2.5 A bespoke survey of residents exploring their patronage of existing markets was undertaken, as well as asking how they would like the range and style of markets in Haringey to be improved. In total, 117 residents gave their views in an online survey hosted on the council's website.
- 3.2.6 Elected Members, council officers, the Wood Green Business Improvement District and the other town centre traders' networks from across the borough were also interviewed and/or engaged in the development of the Markets Strategy.

## **Benchmarking**

- 3.2.7 A benchmarking exercise was undertaken against other London local authorities to examine how markets were delivered, in order to inform the best direction for Haringey's future markets provision. A number of points were identified from this benchmarking that are relevant to the future Haringey markets offer. These include:
- Markets will struggle in areas of low footfall. A new or pilot market will not be enough to draw sufficient footfall to make it viable
  - For a market to be commercially successful there should be a minimum of 20 stalls offering a range of products and services
  - The offer at many markets needs to be more than just retail; add services, catering, wellbeing, leisure, and arts
  - Markets need to be close to and have good integration with adjoining attractions/facilities and wider footfall drivers
  - Markets require strong visual impact, clear branding and recognisable identity, with good promotion
  - Consumers like traders and markets that feel local and bespoke
  - Markets need to be carefully planned, curated and promoted
  - Successful markets can range from large scale with a wide selection of product categories and offers, to small, themed and focused offers
  - Consumers are increasingly expecting options to eat and sit when visiting markets
  - Markets need to be integral and explicitly included in council policies
  - Consumers like experiences and having a good time at markets
  - Additional events, themed markets and activity add to the experience and generate repeat visits
  - Markets are a great way of supporting new start-ups, pop-ups, temporary uses, and young traders.

## **Haringey Markets Strategy Conclusions**

- 3.2.8 The consultation and review of markets in Haringey showed that local residents like markets and use them regularly. Businesses and stakeholders also see the benefit of good quality well delivered markets and want to see more of them. The study showed many of the existing centres can sustain and accommodate more markets, including in Wood Green, Crouch End, Tottenham and Muswell Hill, and markets in these centres are likely to be successful.
- 3.2.9 Most London councils (including Haringey) continue to operate their markets under the London Local Authorities Act (LLAA). The LLAA is primarily designed to regulate and manage individual street trading pitches, rather than markets. Haringey, as a non-market borough, has neither the resourced teams in place, nor any large established and regular markets to cross-subsidise smaller markets. Therefore, the near future market offer in Haringey does not realistically include the operation of large markets by the council itself. The role for the council in creating and supporting new markets should be as an enabler, curator, facilitator and promotor of markets; not as a direct market operator.
- 3.2.10 A minority of London councils are Market Boroughs and therefore operate their markets under the Food Act 1984. This allows a local authority to designate a market place within its area and the days and hours during which markets may be held. Market Boroughs have large, experienced teams managing their markets directly rather than through private operators. They also typically have one or two large and historic street markets that subsidise their smaller specialist and local markets. This approach is not recommended for Haringey at this time.

## **Haringey Markets Strategy Key Recommendations**

- 3.2.11 From the engagement with stakeholders and the conclusions from the study, a series of recommendations for the Council to take forward has been developed. In summary these are:
- Become recognised as a market friendly borough, which welcomes new operators and markets, more frequent markets, and specialist markets and traders for the benefit of residents, businesses and local communities
  - Increase the number of market days from an existing baseline of 20 days per annum by growing three existing locations in Tottenham Green, Myddleton Road (Bounds Green), and Lymington Avenue (Wood Green) in the short-term and help to develop new markets in Crouch End, Tottenham Hale and Muswell Hill in the longer term
  - Facilitate the creation of a Market Operators Forum that will be operator led and supported by relevant council officers who will work together to nurture and improve the existing and future markets provision
  - Increase the profile and awareness of market events and their locations through the development of dedicated market webpages on Haringey Council's website
  - Promote markets via the council's social media channels, bulletins, and websites
  - Increase the understanding of how to operate markets and trade in the borough through producing market operator and market trader guides

- Facilitate a further three new market locations by December 2025 in Crouch End, Muswell Hill and Tottenham Hale
- Engage with private market operators to deliver new markets on private land and to make it easier for residents to become market traders.

#### **4. Haringey Markets Strategy Action Plan 2024 – 2026**

4.1 Following the production of the Strategy the next step was to develop an Action Plan to take forward the recommendations, which focuses on the priority steps the council will be taking in the short, medium and longer term. The action plan is split into two phases the first phase of which is complete.

4.2 Progress on the Strategy's recommendations has been positive to date.

##### **Phase One (complete):**

- The provision and facilitation of several Christmas markets across the borough (including Tottenham Green, Lymington Avenue, Myddleton Road, Tottenham Hale, Crouch End and Muswell Hill)
- A refresh of the council's [markets webpages](#) including:
  - Details of each major market location including types of products sold, frequency and opening hours and links to market websites
  - A [markets map](#) showing the location of nine of Haringey's markets
  - Information and guidance on how to become a market operator or a trader
- Infrastructure improvements (including electricity feeder pillars) at Tottenham Green, Lymington Avenue, Myddleton Road and Muswell Hill
- Commitment from Wood Green BID for a quarterly market at Lymington Avenue in 2025/26 supported by the council
- Delivery of a Christmas market at Tottenham Hale as a pilot, more than six months ahead of schedule (originally planned for Phase Two)

##### **Phase Two:**

- Plans for regular quarterly markets at Tottenham Green and Lymington Avenue in 2025/26
- Imminent launch of Opportunity Haringey Market Operators Forum bringing together market operators across the borough with council officers from Inclusive Economy, Licensing, Highways, Culture, Environmental Services
- Market Operators' Guide to be produced in collaboration with the Forum
- Market Trader Guide to be produced including checklist, business starter information and fees schedule
- Exploration of viability and improvement of markets in Crouch End, Muswell Hill and Tottenham Hale.

#### **APPENDIX 1**

**OSC Question – 'What is the council doing to support skills and apprenticeships in the borough for local people and how might we support people to get better paying jobs and away from less secure work.'**

Good Work and Skills is a key theme of Opportunity Haringey – our Inclusive Economy Framework. While most Haringey workers are in good employment, significant economic inequality exists in the borough. Our Haringey Works (employment support) and Haringey Learns (adult learning) services have a focus on supporting residents into ‘good’ employment and increasing the number of Good Work opportunities locally - jobs that pay the London Living Wage and offer good terms, with opportunities for progression. These services support those facing greatest barriers into work and those in in-work poverty through a focus on prevention, progression and outreach. To date in 2024/25 Haringey Learns have supported 960 learners and Haringey Works have supported 654 residents with 352 gaining employment.

We work with training providers and partners to develop programmes with a focus on employer and sector demand and transferable skills development and are developing sector plans with a focus on job growth opportunities and future skill needs.

Apprenticeships provide an opportunity for residents to gain new skills and qualifications whilst in employment and opportunities for career progression. Haringey Works supports people into apprenticeships and works with training partners including Capital City College Group to provide training and identify employers willing to offer apprenticeships.

The Council, as the largest employer in the borough has a key role in offering apprenticeship opportunities and the HR team are leading on creating more opportunities across service areas, including apprenticeships, work placements and supported internships to provide progression routes into good work. We also use the apprenticeship levy transfer scheme to support local SMEs who are willing to employ an apprentice but need help with the costs of training.

The Council uses S106 and social value agreements to secure training and employment opportunities for residents through its investment, procurement and planning powers. 232 jobs and 26 apprenticeships have been created for Haringey residents through current S106 agreements.

Haringey Works is planning for the implementation of delivery of the Government funded Connect to Work programme, which will support residents with health conditions into employment. We will also be working closely with Young Adults Service and HR to deliver a Trailblazer programme to support care leavers into employment, a key aspect of this will be to strengthen our corporate parent role and deliver a programme that has been co-produced with care leavers providing paid work placements within the Council and with local employers.