

SINCE 1974
CAMDEN MARKET
HAWLEY WHARF

Laura Dorbeck
Principal Planning Officer
London Borough of Camden

Dear Laura,

RE: 2023/2140/P HAWLEY WHARF extension of temporary permission for a Merry Go Round

We would like to support the above-mentioned application since we currently are unable to offer a farmers' market in the application site.

The Agreement for a Licence to Occupy with The Spread was signed in July 2021. The Spread was a successful operator of produce Markets in several locations in London including Primrose Hill, White City, Southbank & Hampstead

Initially they traded from September 2021 and opened once a month on the first Saturday of each month.

However, various factors including the recent pandemic lockdowns combined with the only recently opened Hawley Wharf meant that there were not initially the levels of customers that we had hoped, but we continued to actively market and promote The Spread through 2021 and into 2022


Initially the concept was reasonably successful, but even after the full opening of Hawley Wharf the lack of footfall meant the number of traders occupying stalls in the market reduced month on month to a degree that it was not financially viable for The Spread to keep trading in this location. The last time they opened was October of 2022

We tried to work with The Spread to promote the location, but they became increasingly hard to contact and eventually we had no choice but to Terminate the Agreement in August 2023.

We are actively seeking other opportunities for similar Markets in the space, but currently the on-going lack of footfall means that we have so far been unable to source a replacement.

In our opinion it will take approximately another 10-12 months for the footfall to increase in the area to make a produce market feasible and would seek to retain the Carousel as an interim attraction until such time as the situation improves.

Yours sincerely



James D. Norman
Asset Manager