

Market Management Plan

The Market Management Plan has been written to act as a tool to operate the market with, providing a framework of the activities that will take place.

Opening Times

The market will be open to the public for the following times:

Retail 10am – 8pm

F&B 8am – 11.30pm

However access times for deliveries will be from 7.30am due to limited delivery areas to service the market.

Tenant Management

Prospective tenants will apply using CamdenMarket.com and complete an online application form where they will tell us about their business and sharing images where applicable.

The tenants will be selected using criteria already used in the rest of the Camden Market estate, they will be expected to demonstrate how their offering is unique, to a high quality and bringing something different to the market place.

Once accepted to trade the prospective tenant will be offered either a Licence to Occupy or Short Form Lease depending on whether they are taking a stall or an unit.

Before a tenant starts to trade in the market they will be expected to provide images of branding, fit out of their unit will be and how long they expect that to take, this needs to be signed off by a member of the Market Management team before they take occupation.

During the period of fit out the tenant will be expected to comply with the relevant H&S laws and also ensure that any electrical works are carried out by a qualified electrician and the appropriate certification is provided. Before a tenant is allowed to open for trade they will be expected to provide a risk assessment on their unit to ensure compliance is met.

All tenants are expected to have Liability Insurance and it is recommended they have Contents Insurance as well.

Tenants will be expected to provide turnover data on a weekly basis so that we can monitor the success of the market and work with tenants who may be struggling so that we can help them improve their businesses.

All tenants are expected to be active on social media where they are promoting their brands but also promoting the market.

All tenants will be expected to adhere to the Real Deal initiative where no counterfeit product is to be sold in the market, we will be working with the local authority and this will be policed on a daily basis to ensure compliance. Failure to adhere to the policy could result in a notice being given to the tenant.

Staffing and Security

Security will be on site during the opening times of the market and they will be working closely with the Market Management team who are there during the opening hours of the market. The team will be able to deal with any queries that arise by members of the public but also assist with the disbursement of visitors into the market at end of day.

Music

Whilst we encourage tenants to play music in the Market this will be expected to be played at a reasonable level so as not to disturb the other tenants but also the local residents. Towards the end of the day tenants will be directed to turn their music down to encourage the customers to make their way to the exits. Any live events within the Market we will ensure that there is a sound engineer on site to measure noise levels.

Alcohol in the Market

As the Market will not have an overall premises licence, customers will be advised that they cannot walk around the Market with an alcoholic drink in hand, they must remain within the licenced area. This will be policed by the Operators, Security and Market Management.

Waste

The market has a refuse area towards the rear which will house the general and recyclable waste. The onsite cleaners will be able to empty waste bins that are separated for General, Recycling and Food Waste to ensure no contamination. The refuse area will be setup to match the waste bins to allow for easy transfer but also for easy collection. The onsite cleaners will also be able to collect any discarded litter on the ground within the market demise and the surrounding area of our demise.

Toilets

There are toilets available in the Market with clear signage on how to get to them, these will be open during the trading hours of the Market.

Disbursing

30 minutes prior to closing of the Market the front gates will be closed to access the market, customers in the Market will be encouraged to leave via the exits on to Buck Street by Security Guards manning these gates. Signage will be available at exit advising customers of directions to public transport to ensure that they aren't dwelling around the Market exits for excessive times.

Crime Impact Statement

Following discussion with the Metropolitan Police it was recommended that gates at all three entrances should be installed to omit antisocial behaviour during afterhours, gate locks to be LPS 1175 SR1 or SR2.

CCTV located in key position and not obstructed by trees and overlooking the bicycle racks, the bicycle storage to be Sheffield Cycle Racks. Lighting to be evenly spread to assist the CCTVs at night no bollard lights.

Tree planters to be designed so as not to be used for hiding drugs and check no opportunities to jump in to the market from surrounding sites.