

**BUCK STREET MARKET**

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**CAMDEN TOWN**

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## **TEMPORARY MARKET CONTAINER SCHEME**

July 2018

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**LABTECH**

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## The Process

To date our General operations manager for Camden Market has met with all tenants that are currently in the current market. In addition to the usual application process via 'Join Camden' and good practice procedures carried out for our current Stables and Lock tenants, a particular focus has been spun around curating local spaces for local talent. Seven short listed traders have been trading in Buck Street Market for over 15 years.

We are actively approaching tenants already at the Stables Market and Camden Lock Place, as they have organically helped brand our artisan and hand made districts of the market. It is vital that we have more of this. The retail offer we are focusing on is traders with no more than six locations, have an organic story or concept, and where possible promote Camden and its ethos of authenticity and emerging culture in a commercial way.

As per our plans, we are wanting to showcase and deliver not only stand alone stores for larger tenants but also a visible allocation of stalls across the scheme. There will be a region of 80 purpose built stall, designed specifically for casual traders, on rates in line with our current market place.

Working closely with Abdul our community engagement officer, we will be recruiting an on site ops team, made up of Porters, security and customer services, of which we are hoping to use the apprenticeship levy to deliver training and jobs for locals within the borough.

Camden is a dynamic and diverse borough and a unique and attractive place for people to live, work and play. Camden is one of the most thriving areas for arts and culture in Europe and is home to many leading institutions such as the British Museum, Roundhouse and the British Library.

People from many different communities and backgrounds are attracted to Camden. Over 30% of Camden's population are black or ethnic minority, with upwards of 130 languages spoken in schools. Camden has a relatively young population with 73% of residents under the age of 65. Camden has the highest proportion of student population in London, and is home to a high number of world-class higher education institutions.

The Night time Economy (NTE) is central to the borough's cultural identity and makes an important contribution to the economy. Camden has a reputation for being a hub of creativity, innovation, culture, music and the arts. Camden's unique creative character draws people into the borough. Cultural tourism is a substantial contributor to the economy of Camden which has the second highest number of visitors (17.7 million) in London, worth approximately £2.4 billion (4th highest in London). It is estimated that 'cultural tourism' (e.g. to museums and galleries) makes up 40% of all European tourism. Camden has 3,700 creative industry companies and over 900 film related businesses.

The iconic Camden Market started life as a cluster of craft workshops by the Regent's Canal and has evolved to become one of London's most important sites for artistic creativity and trading. Therefore, retaining and enhancing the unique cultural hub is central to Camden Market's operation.

Camden Lock and Stables Market has acted as a launch pad for many top British designers who started out with stalls, Eine Kleine, English Eccentrics and BodyMap are just a few of the brands that were dominating the London fashion scene in the 80s, not long after they had started out with nothing but a single stall in Camden Market. We want to build a connection with the local diverse communities by creating an environment where local people are given an opportunity to set up businesses, visit, shop and enjoy the multiculturalism of Camden Market.

There is a strong element of food, music, garments, arts & crafts and culture reflecting Camden populations which we want to enhance by reaching out to new traders through the re-development of the Buck Street Market, it is integral to building a stronger and cohesive community through business and employment opportunities for local people.

In Camden, we have a vibrant voluntary sector which is embedded in the community across the borough. There are approximately 18 community organisations which the Council considers Strategic Community Partners. We are already working with them on an ongoing basis such as the Social Enterprise (stalls during the summer period) and the Charity Fund raiser Event (2017) and community festivals for local groups to produce arts & crafts, handmade garments and food for people to sell at the Market.

Possible offers and support at Buck Street Market:

- Opportunities for STEAM based sectors opportunities for local people. We will work with community organisations across Camden including Camden schools, Cockpit Arts, Camden Collective and Central Saint Martins to develop those offers.
- Develop social enterprise opportunities for local people by working with the Council's Economic Development Team, community organisations in Camden, Camden Schools, the British Library and the Business Improvement Districts. We will offer training support by working with key partners.
- Develop incubators are specifically tailored to help talented makers who are involved in the creative industry.
- Arts and crafts, design and print, independent fashion outlets, coffee shops, diverse food (reflecting Camden's character and feel) and handmade goods.

Proposed views and stalls for Buck Street Market.



Consultation and application completed with existing tenant below, the few tenants strong enough to come back. All have traded in Camden for 5+ years have passed the join Camden application process that has been created.

- Mistrust Fashion
- Camden Yetee Fashion
- Funky Rock Fashion
- Vintage Fever Boutique Fashion
- Rockability Vibes Fashion
- The Mountain Sustainable Homeware
- Sponder Fashion
- Camberry Fashion
- Yoga Retreat Yoga and Lifestyle Accessories
- Yan Homeware
- Jay North Fashion
- Urban Vintage Fashion

We are currently working with the asset managers to source talent for remaining vacant units. Stables Market and Camden Lock Market already have a strong waiting list of tenants wanting space to trade. We have already met with circa 30 tenants additionally who know rent, sizes and are happy to draw up concepts based on the current proposal.



The list below is a blend of independent tenants trading in Camden Lock and Stables Market ready to move into their first units and also some that have seen success in existing container schemes. We envisage the retail mix below with some local enterprise.

|     |  |                                    |
|-----|--|------------------------------------|
| 1-  | To Home From London  | Gifts                              |
| 2-  | Koko Art   | Bespoke hand painted trainers      |
| 3-  | Oi Oi  | Punk fashion                       |
| 4-  | Square root  | American soda                      |
| 5-  | Bill and Beak  | Street food                        |
| 6-  | V-Burger   | Street food                        |
| 7-  | Camden Watch Company   | Accessories                        |
| 8-  | Road Klill   | Street food                        |
| 9-  | London Barber Hood   | Barbers                            |
| 10- | Container Records  | Vinyl store                        |
| 11- | Home grown   | Street food (charity contribution) |
| 12- | Smoke and Salt   | A3                                 |
| 13- | Afta eats  | Dessert street food                |
| 14- | Ardent   | Trainers                           |
| 15- | 24 Hour Club   | Fashion                            |
| 16- | Kentish Veg Box  | Pop up farm                        |
| 17- | Bharat and Jean  | Design company                     |
| 18- | Superga  | Footwear                           |
| 19- | Universe Of Us   | Home ware and gifts                |
| 20- | Melissa  | Fashion                            |
| 21- | Paper Smith  | Book shop                          |
| 22- | Vintage Sweet Shop   | Sweets                             |
| 23- | No Wear  | Premium party wear                 |
| 24- | Blow Me  | Unisex hair dressers from Camden   |
| 25- | Reserved for local enterprises or social and community engagements |                                    |
| 26- | Reserved for local enterprises or social and community engagements |                                    |
| 27- | Reserved for local enterprises or social and community engagements |                                    |



Aerial view of proposed Buck Street Market