

## Comments from Fortune Green and West Hampstead Neighbourhood Development Forum. (Keith Moffitt and Nick Jackson Co-Chairs)

The West Hampstead NDF supported the establishment of the Farmers' Market on Saturdays five years ago and supports its continuation. We also recognize the strong local support of the market on Saturdays and the support for this application from visitors to the market over recent weeks, although it is not clear that the supporters were fully aware of what they were agreeing to, as on the form handed out, copy below, there is no description of the size, type or hours of the new activities on the site.

However, this application gives rise to several concerns.

- 1. Consultation has been inadequate.** The original market was extensively discussed before implementation. We are very disappointed to see that there is no reference to the Neighbourhood Plan in the application, especially as the farmers' market is specifically mentioned (04 Policies: F15) and there was no consultation of the NDF in advance of the planning application.
- 2. The open space outside the station was hard won** by the efforts of many local people. It has proved to be much appreciated and provides open space in the most congested part of West Hampstead. It has given space for pedestrians, commuters and local people, in an area which has pavements too narrow for the normal **pedestrian traffic**, particularly during rush hours.  
The Neighbourhood Plan makes specific reference to this. (04 Policies: D14 see below). The existing Farmers' Market already causes charming but significant congestion on the corner of West End Lane, and along the top of Iverson Road, but being on Saturday the impact is minimised.  
The main problem is probably not the stalls against the wall but the impact of those under the trees forming a relatively narrow pathway causing obstruction and congestion. This is apparent on Saturdays.  
Congestion is likely to increase in this area as train traffic increases in the medium term and more immediately through the impact of children and parents walking to the new primary school opening on Liddell Road, Iverson Road being the link between the two halves of the school.  
We therefore believe that the loss of such space is a serious issue, both for safety and for amenity, and that there should be substantial consultation and wider explanation of the proposal and assessment of its impact before a planning decision is made.  
Finally, we are surprised that there is no comment on this proposal from **Camden Transport**.
- 3. We note that, in reality, this application is not about extending the Farmers' Market but for establishing a new market, with different traders.** This leads to two significant issues. The first is the economic impact on local shops and traders. The Farmers' Market apparently has a positive **impact on local businesses** (comment from West Hampstead Business Association) by increasing local footfall on Saturdays. It is not clear that the same will occur with a different type of market. Only recently has West Hampstead started to regain

butchers and bakers on the West End Lane, and given the current lack of diversity of business we should be cautious of any threat to any re-emerging businesses. Secondly, it is not clear exactly what type of stalls will be in the weekday market but it is likely that there will be more hot food/street food stalls, particularly as one target market is commuters in the morning, and that more mobile vehicle stall units will be present. The previous midweek hot food market was not a success and was certainly not given the local support that the Farmers' Market has. Take-away food generates **rubbish, littering, and odours** not appreciated by all. The bland suggestion in the application that this will all be sorted out by the stall holders is insufficient. Further investigation and a trial period would be necessary assess these impacts.

We also observed a hot food van parked on the station emergency access area on Saturday 24 June this year, and two stalls encroaching around one metre southwards onto the pavement of Iverson Road.

4. The proposed **hours of operation** are very long, meaning that the market will be in operation in rush hours. In addition, set up takes place before and after the market is open, increasing activity in the area very early in the morning and late into the evening. We note that it is proposed that the **morning stalls are left in place overnight** to reduce noise. We strongly object to this as it represents a move from a temporary use of the site to a permanent installation, using a form of backdoor development permission.
5. The impact on **traffic and parking** on weekdays has not been properly considered. On Saturdays there is an impact with traders vans parked in Maygrove Road.

In conclusion **we object to this application** and we request:

**Withdrawal of the application and a period of further consultation** where the many changes implied by this proposal can be properly understood, disseminated and evaluated.

**Any future application should be for a six-month or one year trial period**, and possibly requiring annual reapplication, in the way that some businesses in West End Lane have for temporary tables etc. on or adjacent to pavements and the highway.

## **ATTACHMENTS**

04 POLICIES: D14. Pavements & Pedestrians: The London Plan (Policy 6.10) says "the Mayor will work with all relevant partners to bring about a significant increase in walking in London, by emphasising the quality of the pedestrian and street environment, including the use of shared space principles – promoting simplified streetscape, decluttering and access for all". The CCS notes (p.9) that walking accounts for nearly half the journeys taken by Camden residents and says (14.20) "the Council will seek improvements for all pedestrians to ensure good quality access and circulation arrangements, including improvement to existing routes and footways". There is strong support for additional space(s) for pedestrians in the Area (Objective 3). In many parts of the Area, pedestrians are forced onto narrow, uneven and poorly maintained pavements. A popular example of where additional space has recently been made for pedestrians is the entrance to the Thameslink station on Iverson

Road. Other similarly creative schemes should be brought forward for other parts of the Area. A particular problem is the pavements between the three stations on West End Lane. At busy times, especially during the rush hour, the pavements become congested and pedestrians regularly spill onto the road. During the course of its work, the NDF looked into the possibility of a survey of pedestrian movements and flows in the area to shape the design of future improvements and policies. The cost was beyond the financial resources of the NDF, but the Plan calls on Camden Council to implement such a study. This could be funded from S106 or CIL money. (see Transport Table) There is scope to improve the safety of the pedestrian crossings to give more space for pedestrians, including wheelchair users and those with pushchairs on the following roads in the area:

Copy of leaflet/form handed out at The Farmers' Market 24 June 2017



**Let Camden Council Know  
How Much You Want to See Your FARMERS' MARKET flourish!**

**If you would like to support our planning application for the market to open 7 days per week- please tell the Council. Just fill in the bottom section of this leaflet and send it to the address below, or leave it at market and we'll send it for you. Please feel free to send your own letters or emails via the Councils website**

**Thank you for shopping at the Farmers' Market**

John Oker  
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Culture and Environment Directorate

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Re: Planning Ref 2017/2391/P

Dear John,

We fully support the planning application for the 7 day market on the Thameslink Forecourt.

Name: .....

Address: .....

Phone: .....

Other comments please write on reverse of this form  
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