

Camden Town's Economic, Commercial and Demographic Study 2025



AVISON
YOUNG

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Supporting Document: Appendices	N/A

1. Introduction



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1A Introduction

Avison Young has been appointed by the London Borough of Camden (LBC) to produce an Economic, Commercial and Demographic Study for Camden Town (‘the Study’). The Study, which has been supported by Futurecity, Pexmas and MAKE Associates, provides a holistic view on these three topics while also offering recommendations to inform a future Place Making Strategy for the area.

This document captures the Study and is structured around the following headings:

1. **Introduction:** Offers an introduction to the report and area.
2. **Macro Trends:** Provides an overview of macro-trends influencing town centres, including those that are particularly pertinent to Camden Town (e.g. decline in the ‘traditional’ night time economy).
3. **Development Context:** Sets out information on major developments that have come forward or are in the pipeline in Camden Town, as well as mapping of ownership patterns.
4. **Evidence Base:** Presents detailed evidence about Camden Town’s economic, commercial and demographic context. It draws on preceding chapters to explain observed trends and patterns.
5. **Recommendations:** Delivers recommendations on future ambitions, land uses, sub-area roles, policies and practices for Camden Town. It includes case study examples of best practice, including where initiatives have secured social value outcomes.

The most detailed element of this report is the Evidence Base which provides a granular view on local economic, commercial and demographic trends in Camden Town. To ensure that this is digestible, readable and practical it is structured around ten key questions:

1. How is Camden Town’s **retail market** performing and how does this vary across the area?
2. How strong is Camden Town’s **cultural, creative and heritage offer** and has this changed over time?
3. What are the strengths and opportunities of Camden’s **markets** and how have they changed over time?
4. What are the characteristics of Camden Town’s **economy** and which **sectors** present opportunities?

5. How is Camden Town’s **office market** performing and what infrastructure exists to support small businesses?
6. What are the characteristics of Camden Town’s **hotel market** and what do demand signals show?
7. Who **visits** Camden Town and where are they from?
8. What is the **population profile** of Camden Town’s catchment and what **socio-economic challenges** does the area face?
9. What is the nature of Camden Town’s **residential market** and how does this relate to the area’s **socio-economic profile**?
10. What types of **physical opportunities** exist to introduce new meanwhile and/or permanent uses to Camden Town?

A wide range of qualitative and quantitative data sources have been used to answer these questions alongside consultations with local stakeholders. Further data, analysis and mapping associated with these topics is provided in the appendices which sit in a separate document for ease of navigation.

A series of pages are set out related to each question displaying a wide range of relevant information and data. High level headline messages are provided at the top of each page to highlight the most important messages emerging from the analysis. These flow on from one another to tell a ‘story’ for each topic area. A more comprehensive write up covering all of the information is then provided at the end of each chapter which aims to answer the research question.

A separate Executive Summary document has been produced alongside this output to provide a high level overview of the findings from this Study. This covers the main areas set out in this report in a more accessible and digestible format. In contrast to the Executive Summary, this document acts as encyclopaedia setting out all relevant information related to Camden Town.

1A Introduction

This Study focuses on Camden Town as a whole, incorporating all the areas covered under the Camden Local Plan (2017) definition:

1. **Chalk Farm Road:** Covers Chalk Farm Road from Chalk Farm Tube Station down to and including Camden Lock, Camden Stables and Hawley Wharf. The area is characterised by a mix of markets, cafés, restaurants and retail units.
2. **Camden High Street North:** Core part of Camden High Street that runs from Regent's Canal down to Pratt's Street to the south of Camden Underground Station. It is a colourful and vibrant area dominated by retail units targeted at tourists and visitors.
3. **Parkway:** Runs between Camden Town Tube Station and Regent's Park. It is home to a mix of restaurants, pubs, grocery shops and music venues.
4. **Camden High Street South:** Covers the area from Pratt Street down to Mornington Crescent Tube Station. It provides a more 'traditional' high street offer associated with district centres and serves a more local market, bar a couple of high-profile music venues.

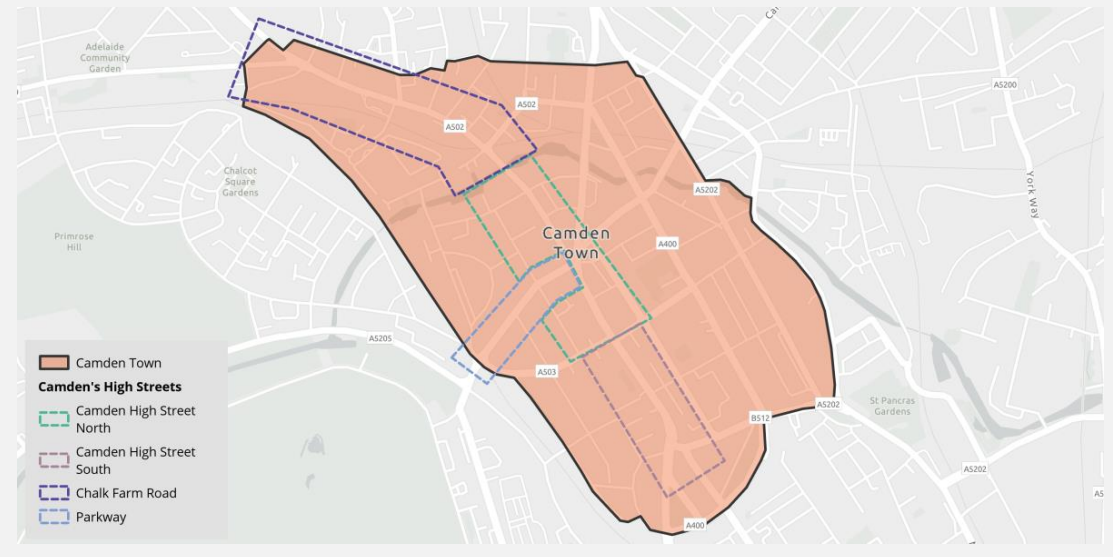
These exact boundaries depart slightly from those used in local policy – notably Camden High Street North which extends below Camden Underground Station down to Pratt Street. This 'extension' has been introduced because:

- The units between the Underground Station and Pratt Street are predominantly leisure, service and comparison units similarly to the 'core' area to the north. Units to the south of Pratt Street are primarily convenience and comparison units.
- The units between the Underground Station and Pratt Street are mixed in size (i.e. small, medium and large) which mirrors the 'core' area to the north. Units to the south are smaller and more akin to a district centre.
- The units between the Underground Station and Pratt Street are largely chain multiples which is an increasing focus of the 'core' area to the north, excluding the markets.

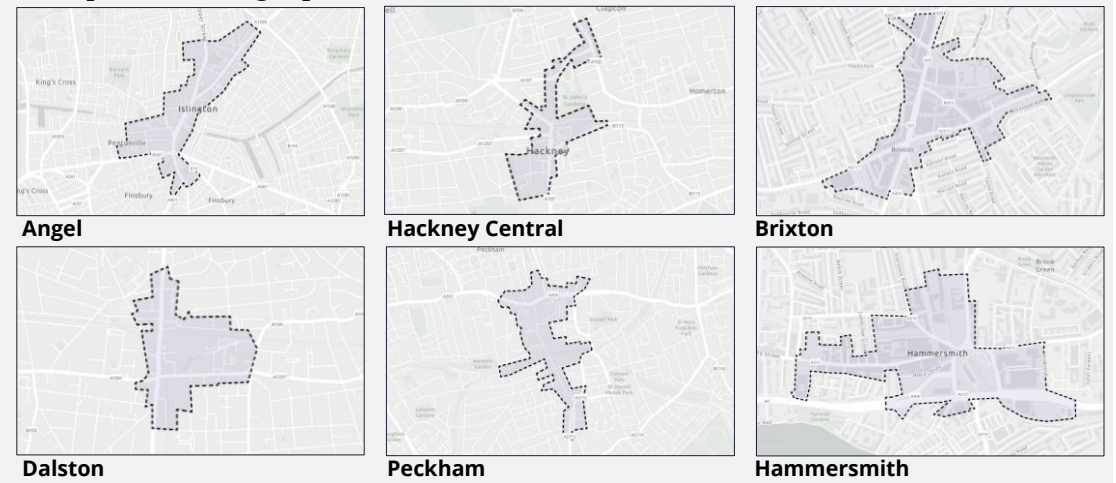
While most of the data presented in the Evidence Base chapter looks at these sub-areas in aggregate, the retail analysis is broken down at these granular scales to provide a detailed understanding of the characteristics and performance of these places. These sub-areas are also disaggregated on maps to allow spatial and geographical trends to be considered.

To contextualise Camden Town's performance, datasets are compared with competing Major town centres in London that similarly have a reputation for being creative hotspots - Angel, Hackney Central, Brixton, Dalston, Peckham and Hammersmith. While none of these are *directly* comparable to Camden Town, given its distinctiveness, they are all classified as Major centres by the Greater London Authority (GLA) and all serve both visitors and locals.


Study Geography



Comparator Geographies



2. Macro Trends



This sub-section identifies a series of macro trends that are influencing the evolution of town centres like Camden Town. These insights contextualise the local findings set out later in the report and demonstrate how the area might change in the future.

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Macro Trends

Office

Following the shocks caused by the COVID-19 pandemic restrictions on businesses and their operational strategies there is now a sense that a new equilibrium is being reached that balances employee desires to work from home and corporate demands for their staff to be in the office. Research from bodies such as the Centre for Cities is showing that across the globe a 'new normal' is being established that is refocussing on the need for greater in office interactions and a general trend of workers being in their office 2-3 days per week on average.

London does, however, demonstrate some lag behind a number of global cities in terms of the pace of return to the office, the proportion of days spent in the office and also the demographic trends – which sees more younger early career professionals in the office more regularly than their more senior counterparts. There are thought to be multiple reasons for this, including the cost of transport, the spatial distribution of London's workforce and lower levels of attendance mandating by businesses.

Quality of provision is now seen as a major factor in bringing the workforce back to the office, as well as being key to attracting new talent in an ever-competitive jobs market – the role of the office is changing from a space for individual work to a place for innovation and collaboration amongst colleagues. This dynamic has led to a clear 'two tier' market, with good and exceptional quality space seeing increasing demand and secondary stock seeing a decline – leaving significant amounts of office space vacant and stranded.

These trends are also affecting location choice. In London (as in many cities) there has been a refocussing of demand into core locations within the centre of the city, allowing businesses and their staff to benefit a wide range of amenities and excellent transport connectivity. These core areas have expanded beyond their traditional limits, with demand remaining strong in locations such as the South Bank, Farringdon and King's Cross for example.

Looking further ahead these locations are unlikely to be able to accommodate all future requirements, and significantly increasing rents will impact their attractiveness/accessibility to a number of business over time. This presents opportunities for locations that can offer a similar quality of offer, amenity provision and connectivity.

In harnessing these opportunities areas will need to be able to deliver stock that meets changing tenant requirements. Increasingly flexibility is key, offering tenants the ability to grow and contract floorspace in line with changing operational need.

This is driving significant growth in the 'flex' market, which can accommodate corporate tenants but provide space for them to grow and contract as required. In recent years this has seen a mix of providers come forward, both within 'traditional' office developer/investors (such as Landsec's MYO or British Land's Storey) who operate flex space in their core estates and independent operators (such as Huckletree and Fora) who lease space in buildings.

Other dynamics are also shifting both the nature and location of space. The office market is increasingly diverse, reflecting the ongoing wider shifts in the economy towards digital, technology and life science activity alongside finance and professional services. These create opportunities for new locations, often driven by similar dynamics to the traditional market (access, amenity, quality) but also in proximity to other drivers, such as education, workforce and research institutions.

At the other end of the spectrum the provision of accessible workspace has become increasingly in demand as supply of traditional workspaces has contracted and technology has enabled a greater range of people to start businesses across a number of sectors. Particularly in cities where residential spaces are relatively small and there is less opportunity for entrepreneurs to start and scale within their homes.

The rapid growth in digital technology has helped to democratise innovation, unlock start-up opportunities and reinvigorate the UK's product design and prototyping activity. However, equipment remains expensive and beyond the reach of many start ups – driving demand for new forms of workspace that offer shared facilities and access to machinery such as 3D printers (examples include Bloqs and PlusX).

Continues overleaf...

* <https://www.centreforcities.org/publication/return-to-the-office>

Macro Trends

Retail and Leisure

Over the past decade there have been a series of shocks that have led to a restructuring of the retail and food and beverage sector nationally that have, in turn, reshaped the mix of uses within high streets and town centres. The cost-of-living crisis has inevitably had further impacts as consumers become more cost conscious in their purchasing choices and seeking out value for money. For the foreseeable future there is likely to be some split in the consumer base, with those on middle/lower incomes continuing to feel pressure whilst the higher earners begin to feel some benefits from falling interest rates and inflation.

The value and convenience of online shopping has persisted, with c.27% of all sales in the UK in 2023 completed online, the highest level since the peak of the pandemic in 2021. Some forecasters (such as Retail Economics) have predicted that online sales could reach 50% over the next 4-5 years, driven by a combination of consumer demand and shifting retailer operating models what are increasingly geared towards e-commerce to help manage costs and efficiency. Some of these drivers apply as much to the sale of goods as they do food/drink – particularly given the scale of growth in home delivery services such as Just Eat and Deliveroo post-pandemic.

Technology is already driving a shift from ‘multi-channel’ retail (where businesses operate linked online and physical offers) to more integrated ‘omni-channel’ approaches that truly integrate online, bricks and motor and on-the -move consumption to maximise their consumer reach. This does provide ongoing needs for physical store provision, however location decisions and stock line up are being much more carefully considered to ensure they offer maximum reach and provide an offer that ‘fits’ with the catchment.

Cost conscious consumption and online growth are not, however, ubiquitous across the sector and there are key areas where demand for physical activity remains dominant. These tend to cluster at two ends of the retail spectrum, with a focus either on very local ‘everyday’ purchases (often convenience based) or on more ‘special’ one off purchases where there is an element of ‘experience’ and ‘uniqueness’ involved. This is changing the dynamics in high streets, with space more in demand from convenience and ‘every day’ operators and a number of specialist and independent retailers and a contraction in demand for space in more generic ‘middle order’ retail provision that can easily be accessed online.

Some of these trends are playing out most starkly in the dining sector, where the rapid expansion of the casual dining sector has just as quickly headed in the opposite direction with many brands closing or significantly reducing the number of restaurants. A new focus on ‘fast casual’ options (such as Five Guys) or more diverse food types has created new demand and formats of space.

The diversity and uniqueness of dining aligns closely with the desires of the ‘Instagram generation’ to be seen having new and different experiences – driving experienced based restaurant and retail growth and also demand for authentic culinary offers.

These trends are changing the look and feel of high streets and, critically, may require different approaches to providing and leasing space – particularly where demand is best met by independent businesses – with an increasing trend for ‘move in ready’ white box retail units being provided and a closer alignment between business performance and rental levels.

For multiple societal, cultural and economic reasons the leisure sector continues to undergo significant change. At the core of this change is a shift in demand linked to generational attitudes to entertainment and alcohol, and a growth in demand for more experience based opportunities.

In many cases younger consumers are driving a noted shift in leisure preferences away from ‘stand up’ drinking i.e. drinking in pubs or bars and instead moving towards experiences such as competitive socialising - driving the sector which provides both an experience and a shared activity. This also is a more inclusive approach, one which will become more important as the population diversifies, allowing groups of friends with different beliefs to socialise together.

In addition, there is an increased focus on health and well-being within the leisure sector although there is a move away from the traditional uses e.g. leisure centres to experience spaces such as yoga and Pilates studios. Since the end of the COVID-19 pandemic, there has been a shift in the population’s focus on health with an increase in those pursuing an active lifestyle and working on their physical and mental health. New forms of activity that align with these demands have come forward in urban settings including Hot Yoga, Reform Pilates and HIIT classes.

Continues overleaf...

Macro Trends

Living

The residential sector is another market that is going through major change, with the UK experiencing a significant diversification of housing 'products' being delivered by developers and investors. In many cases this diversification is driven by our changing demographics, prices pressures in the housing market and different attitudes to home ownership.

These 'demand side' changes have coincided with significant shifts in the supply side. Whilst the traditional 'build to sell' market has become increasingly centralised into the major housebuilders (who themselves are consolidating) there have been new approaches and attitudes to investment into the residential sector by major funds emerging as they seek to broaden their portfolio beyond traditional commercial property types.

Over the past 10 years there has been significant investment placed into the growth of residential sub-sectors such as build to rent, purpose built student accommodation (PBSA), co-living, extra care and older persons/retirement living to cater to specific needs and demands of the population. More recently this has begun to extend into affordable housing investment, which could drive increased delivery over time.

This is driving delivery at a different scale and pace, and in more diverse locations than traditional models have achieved, creating opportunities to support new development that increases and diversifies the population. The institutional nature of the investment also changes the long-term ownership structure of developments, creating increased stewardship and management of the shared spaces, creating opportunities to also improve the public realm.

It is anticipated that investment will continue to flow into the residential sector from major funds as they seek long term stable income, maturing these still relatively new sub-markets further – reflecting the near doubling of the build to rent sector over the last decade across other forms.



Plus X, Brighton Innovation Space



Myo, Bankside Flex Office



Hot Pod Yoga, Maida Hill Health and Wellbeing Space



The Collective, Old Oak Co-Living

Focus On: Energy Performance Standards

indicates a missed opportunity to attract tenants who prioritise sustainability, in line with current trends.

In contrast, **42%** of office space on High Street South is rated Grade C. As energy performance standards become stricter, which will be coming into effect by 2030, a large proportion of these buildings will require upgrades to meet compliance.

Parkway and Chalk Farm Road face an even greater challenge. Currently, none of the office buildings hold a Grade A or B rating. In Parkway, roughly **70%** of the office buildings currently have a rating of Grade D, indicating significant room for improvement in energy efficiency. Failing to meet these regulations could lead to increased vacancy rates as landlords will be unable to let out their spaces.

Retail

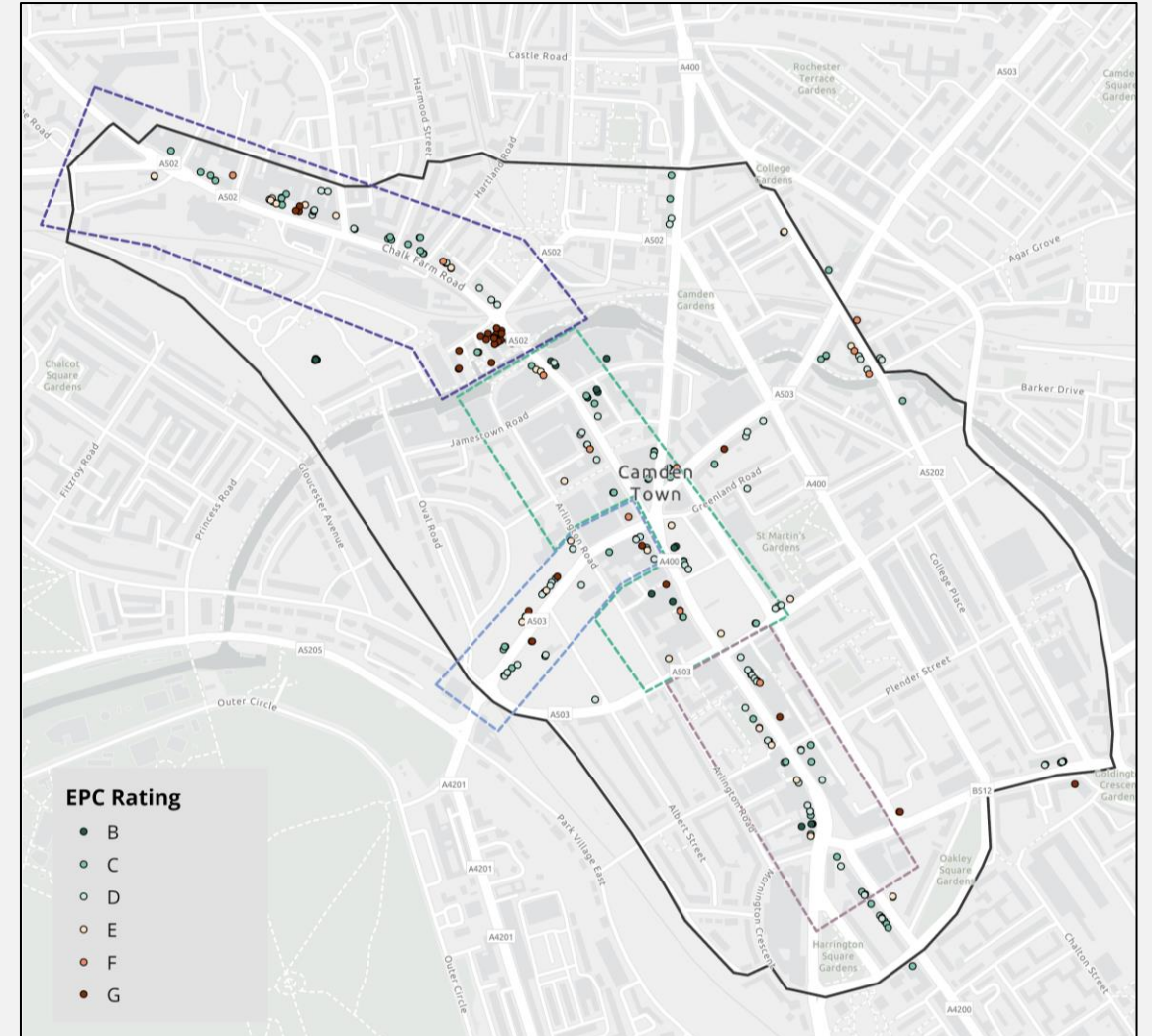
Similar to the office buildings, the retail market in Camden Town is currently characterised by a wide range of EPC ratings, from Grade B to Grade G, with a notable absence of retail buildings rated Grade A.

Chalk Farm Road has the highest number and a cluster of retail buildings rated Grade G, with the least energy efficient in Camden Lock Market. This is significant as it will be challenging to address but necessary due to the significance of Camden Lock Market. There is also a mix of buildings with Grade C and D ratings located along Chalk Farm Road which need to be improved in the next few years. This is also reflected in Parkway which has buildings with Grade C-G rated buildings. The highest proportion of buildings are rated D (44%). Roughly 9% of retail buildings in this area do not meet the current MEES.


High Street North and High Street South have the lowest proportion of low energy efficient buildings compared to the other sub-areas. However, only **19%** of the buildings in High Street North and **2%** of those in High Street South with Grade B ratings will still meet Government regulations in the next few years.

Camden Town's future as a cultural and creative destination relies on its ability to attract and maintain tenants and businesses. Therefore, there is a critical need to improve energy efficiency in the coming years.

Retail Buildings EPC Ratings, 2024



3. Development Patterns



This sub-section provides an overview of recent and forthcoming development in Camden Town, including a consideration of the scale, form and target markets of each. This information helps to explain some of the economic, commercial and demographic trends outlined later in the report and illustrates some of the main drivers of change in the area.

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Development Patterns

Camden Town has evolved significantly since the Second World War, and its development has largely been defined by its markets, cultural scene and attractiveness as a place to live.

In the immediate aftermath of the War, Camden Town, like much of London, faced a pressing need for affordable housing. Though largely spared from bomb damage, the area saw significant investment in council housing to meet the needs of displaced families.

This included developments like the **Curnock Street Estate**. Located at the heart of the area, this estate provided much-needed social housing helping to stabilise the community during a period of significant demographic and economic change.

The 1960s saw Camden Town's pre-war industrial base diminish, with many of its small factories and workshops closing. This was, however, accompanied by a cultural renaissance. Artists, musicians, makers and countercultural movements were drawn to the area due to its affordability, central location and attractive buildings.

A key symbol of this shift was the transformation of the **Roundhouse Theatre** into a cultural venue in 1964. Once a disused railway building, it became a hub for avant-garde performances and live music. This was accompanied by the introduction of formal and informal independent recording studios and artistic spaces across the area, embedding Camden Town into London's creative scene.

The 1970s were transformative for Camden Town as it became an established centre for markets, culture and live music. The establishment of **Camden Lock Market** in 1974 turned the area into a destination for crafts, alternative fashion, and art. Venues like **Dingwalls** and **Electric Ballroom** also opened in this decade, becoming iconic spots for live performances, attracting major punk and rock acts including The Sex Pistols, The Clash and the Ramones. The Camden Theatre also re-opened as **The Music Machine** and became a popular venue for new wave and punk bands.

Moving into the 1980s, Camden Town's markets expanded including the development of the **Stables Market**, which repurposed former horse stables into a bustling marketplace. A mix of antiques, crafts, and alternative fashion further established Camden's eclectic identity.

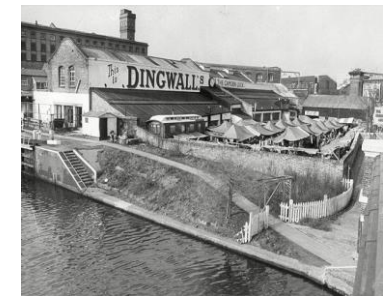
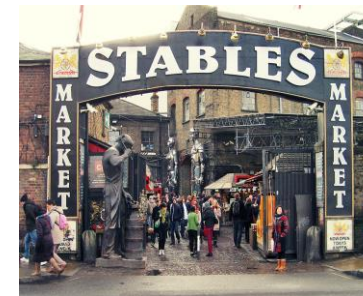
This identity, and the strengths of its music scene, attracted creative businesses to the area. **MTV Europe** moved its headquarters to Camden in the late 1980s, signalling the area's growing importance as a media and music hub.

The 1990s and noughties marked the beginning of Camden Town's regeneration. As the area became more desirable, property prices rose, and more affluent residents moved in. This was accompanied by an increasing volume of tourists visiting the area from across the country and increasingly the globe, attracted by the area's markets, cultural offer and music venues.

During this period **Camden Stables** underwent significant refurbishment, evolving from a collection of artisan stalls into a bustling shopping destination. This large-scale scheme retained its historic character while introducing a diverse array of additional vendors, including unique boutiques, vintage shops, and eclectic eateries.

The **Lock Market** also expanded to feature a broader range of food stalls and artisanal products. The blend of international street food and vintage fashion made the Lock Market a visitor hotspot.

Alongside these developments, the area saw increased investment in residential uses and improvements to public infrastructure, including upgrades to **Camden Town Underground Station**. These changes improved accessibility and encouraged more visitors to the area.



Continues overleaf...

Development Patterns

While the narrative on the previous page only provides a snapshot of the area's development history and iconic institutions, it illustrates that much has changed over the last five decades.

This evolution has continued over the past ten years, with most developments again capitalising on the area's markets, cultural scene and attractiveness as a place to live. Information on the most prominent schemes that have come forward are summarised on the map overleaf and described below.

In terms of the markets, **Camden Lock**, **Camden Stables** and **Camden Lock Village** (or Camden Canal Market) were purchased by Israeli billionaire Teddy Sagi in 2014 through his company **Labtech**. As discussed later in the report, this was accompanied by significant investment into the markets which involved introducing new retail spaces, upgrading facilities, and refining the mix of vendors. This investment focused on balancing Camden's alternative identity with more contemporary, high-end offerings to attract a range of domestic and international visitors.

The former Camden Lock Village saw the greatest change as it was completely re-developed as part of the new **Hawley Wharf** scheme. This is a large mixed-use development that offers a blend of luxury apartments, creative office spaces, and retail outlets targeted at locals and visitors. Spanning over 580,000 sq ft, it also includes an indoor street food market, and a range of leisure uses including a cinema, gym, brewery, and an indoor theme park.

The new offer at Hawley Wharf and across the other markets is more commercial than in the past. While the markets still cater to a wide range of groups, they are mainly targeted at tourists and affluent residents.

The other major change has been the re-development of **'The Camden Market'** - a separate entity that fronted onto Buck Street and the High Street. This was re-developed in 2020 as **Buck Street Market** to offer a more formalised and organised 'shipping container village' of food stalls, market stalls and leisure venues. The site was acquired and developed in this way by Places for London to safeguard it for the future development of Camden Underground Station.

The management of Buck Street Market has been recently been passed onto **Boxpark**, a company that runs food and beverage venues across London including in Croydon, Wembley and Shoreditch. Their business model is to operate container villages as food and beverage venues during the day, and as a place for music and events during the evening and nighttime.

While some of Camden's cultural venues have been lost over this period (e.g. **Shaka Zulu** and **Proud**), others such as the Roundhouse have strengthened – in this instance through the opening of **Roundhouse Works**, a new workspace and studio space for freelancers and creative entrepreneurs aged 18-30.

The Music Machine (or Camden Palace) was also purchased, refurbished and re-launched as **KOKO** despite being subject to a major fire during this process. It now has a wide range of technical facilities, enabling the operations to be broadened to live concert performances, club nights, corporate events, and television production.

The area still also remains a popular place to live, particularly among young working professionals and students. Housing costs do, however, mean it is an expensive place to live and generally only accessible to more affluent groups or those already living in social housing locally.

As set out overleaf a wide range of residential schemes have come forward in the area, most of which have been at the luxury end of the market. Examples include **Vabel Haverstock**, **Marine Ices**, **Solstice Point**, **The Henson**, **Mode** and **Latitude House**. In total just under **360** units have been completed across major and minor applications over the last five years of available data. A number of others are currently in train.

A handful of purpose-built student accommodation schemes have also come forward which reflects the area's proximity to major universities such as **UCL**, **SOAS**, the **Open University** and **Birkbeck** as well its attractive offer for students. The most prominent developments include **Hawley Crescent**, the **Stay Club** and the recently consented **Camden Roundhouse** scheme from Regal which is expected to come forward soon.

Despite its attractiveness to tourists only one hotel has been delivered in recent years – the new **Premier Inn Hub** near Mornington Crescent. This adds to a relatively limited hotel offer in the area.

Development Patterns

Camden Town Prominent Developments and Consents (2010-Present)



1. Buck Street Market (Existing)
Container village marketplace dominated by F&B now operated by Boxpark



2. Hawley Wharf (Existing)
Mixed use Labtech scheme with luxury apartments (200) accompanied by a range of leisure and office uses



3. Camden Goods Yard (In Progress)
St George residential scheme incorporating luxury homes (389), affordable homes (184) workspace, supermarket and urban farm



4. Premier Inn Hub (Existing)
New hotel part of Premier Inn's new 'Hub' concept – high quality compact rooms in well-connected urban locations



5. Regal Roundhouse (Consented)
Consented scheme from Regal to provide 265 student rooms, 24 affordable homes and 9,000 sq ft office space



6. The Stay Club (Existing)
Purpose built student accommodation offering 270 self-contained studios which have access to private gym, café and catering facilities



7. Vabel Haverstock (Existing)
29 new 'design-led' luxury apartments opposite Chalk Farm tube station developed by Vabel



8. Marine Ices (Existing)
New development of 19 apartments with retail on the ground floor on the former site of Marine Ices on Chalk Farm Road



9. Roundhouse Works (Existing)
A new workspace and studio space for freelancers and creative entrepreneurs aged 18-30



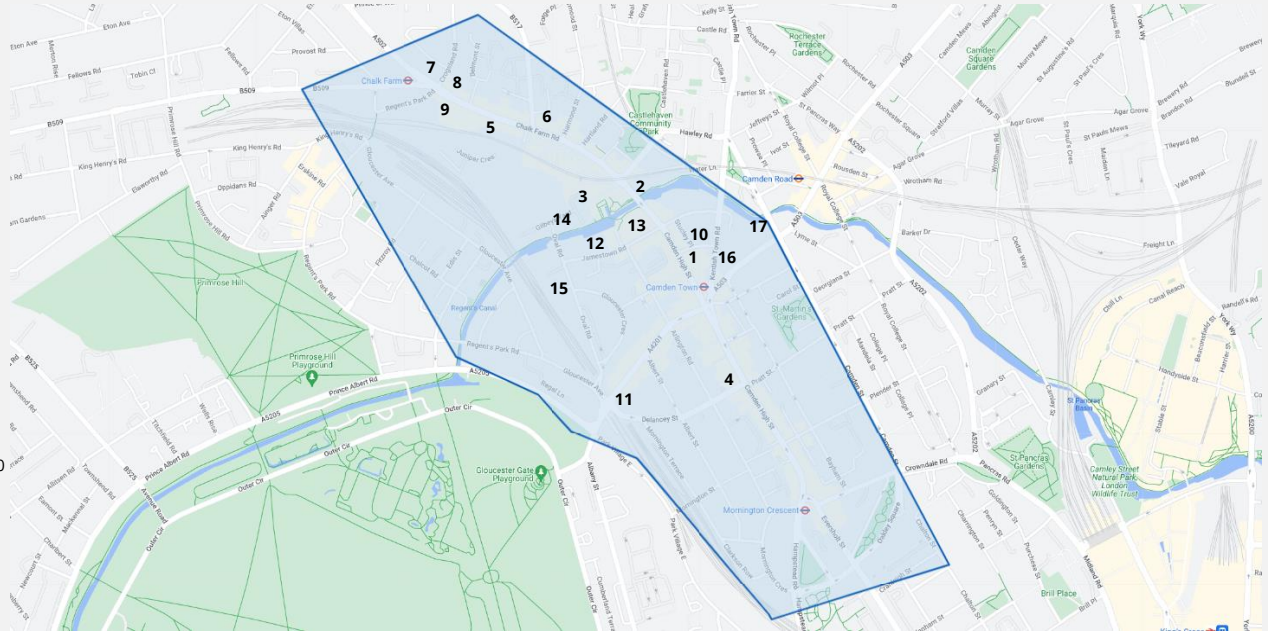
10. Camden Collective (Existing)
Meanwhile affordable workspace offering free co-working and low cost office studios for creative businesses



11. Solstice Point (Existing)
Mixed use residential scheme comprising 16 homes and a ground floor gym facility developed by AS Properties



12. 32 Jamestown (Existing)
High quality refurbished office space overlooking Regents Canal home to a range of professional businesses



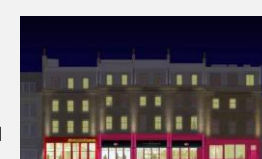
13. 10 Jamestown Road (Existing)
Refurbished office block offering office space, serviced apartments and retail units



14. The Henson (Existing)
Residential scheme comprising 76 high end apartments, including 24 for social rent – developed by Londonnewcastle



15. Mode, Centric Close (Existing)
Residential scheme delivered by Fairview comprising 49 one, two, and three bedroom homes



16. 6-12 Kentish Town Road (Proposed)
Proposed new 29-room boutique hotel including limited residential conversion



17. 140-146 Camden Street (Existing)
36 apartment scheme consisting of build to rent properties

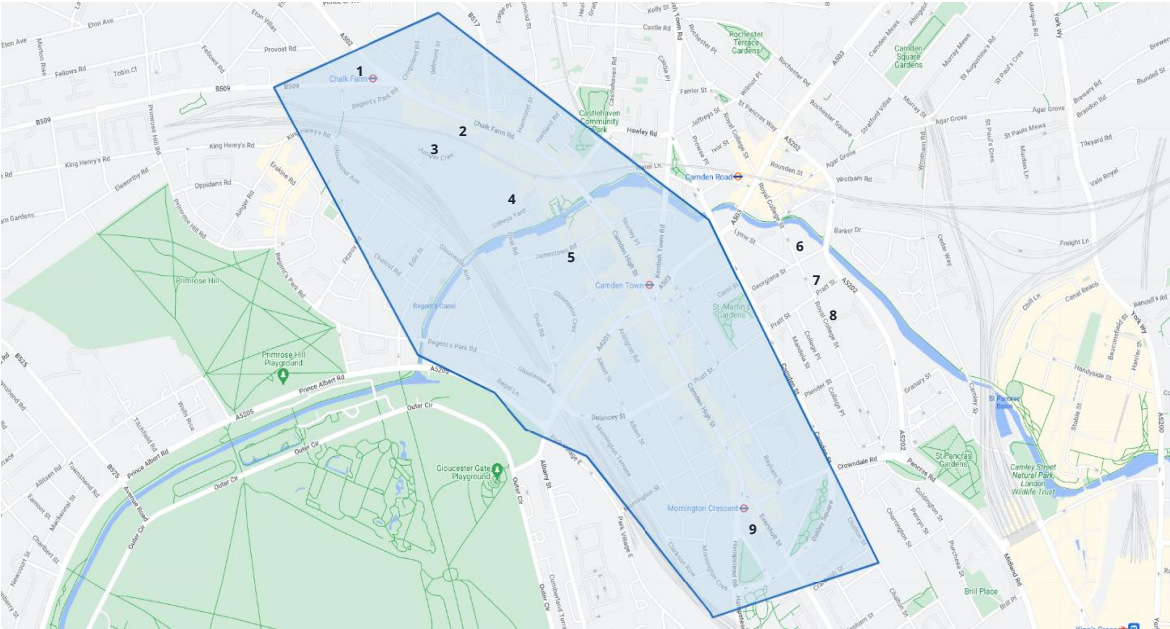
Development Patterns

Camden Town Residential Completions (2019-2024)

Scheme	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	Total
Hawley Wharf	128	-	-	-	-	128
Mode (1-6 Centric Close)	76	-	-	-	-	76
140 Camden Street	-	-	-	24	12	36
39-45 Kentish Town Road	24	-	-	-	-	24
Marine Ices (4 Haverstock Hill)	-	-	19	-	-	19
Vabel Haverstock (18-22 Haverstock Hill)	-	-	-	18	-	18
Minor Applications	13	13	13	8	11	58
Total	241	13	32	50	23	359

Source: London Borough of Camden, 2024

Camden Town Residential Projected Future Completions (2024-2029)



Source: London Borough of Camden, 2024

- 5-17 Haverstock Hill (Eton Garages):** Work is underway to re-develop Eton Garages, which are immediately behind Chalk Farm Underground Station, into 77 self-contained homes.
- 100 Chalk Farm Road (Regal Roundhouse):** Permission granted to Regal London for 30 self-contained homes and 264 student rooms which are expected to come forward over the next five years.
- Juniper Crescent Estate:** Pre-application discussions are in train with One Housing and Countryside following a successful ballot of residents to deliver 200 or more additional sites through re-development.
- Camden Goods Yard:** First phase of development by St George expected to provide 280 homes within the next two years with future phases set to increase this to 644 over the longer-term.
- 33-35 Jamestown Road (Camden Depot):** Pre-application discussion are on-going for the re-development of the former Camden Depot into a mix of self-contained homes and student homes.
- Bangor Wharf:** Draft allocation exists for up to 50 homes as part of a mixed use scheme including Eagle Wharf as well.
- St Pancras Commercial Centre:** On-going 200,000 sq ft mixed use development from W.RE including 33 new homes alongside commercial office space.
- 24-58 Royal College Street (Parcelforce Depot):** Parcelforce are in the process of selling their site on Royal College Street and are expecting an application to come forward alongside a neighbouring vacant site for 280 new homes.
- Hurdwick House:** An application has been made to deliver 11 homes on the car park of Hurdwick House on Harrington Square.

Development Patterns

Camden Town's development patterns have been driven forward by a wide range of different investors and landowners. As the maps set out in Appendix 1 show, landownership in the area is complex and fragmented with a mix of small to large site ownerships.

The maps illustrate that large scale development has come forward where landowners have bigger sites or a number of sites in close proximity to one another.

This is the case for **LabTech (Camden Market Estates Limited)** - the owners of 18 acres of real estate in Camden Town, including **Camden Market Stables**, **Camden Lock Market** and **Hawley Wharf**. With ownership of some of Camden Town's most significant assets, LabTech have been important in shaping development in Camden Town - most recently through the scheme at **Hawley Wharf**. Their large ownership means that there may be potential for further development schemes in the future subject to relevant planning negotiations.

Other large-scale developments are also coming forward on large sites within single ownerships – such as **Camden Goods Yard** and **Juniper Crescent/Gilbey's Yard**. The former is being brought forward by Morrisons (**Safeway Stores**) with St George as the development partner. This is expected to deliver 573 new homes, retail, affordable workspace, light industrial workshops and space for small-scale creative industries.

The **Juniper Crescent** and **Gilbey's Yard** development is being led by One Housing Group (**The Riverside Group**). It is located behind the Roundhouse and focuses on redeveloping a residential estate near Camden Market to deliver 475 new homes and community facilities.

These large-scale development projects shows an interest from private developers in providing mixed-use developments in Camden Town.

Despite these large-scale schemes, landownership in Camden Town is small and fragmented as the maps highlight. In total there are over **520** buildings and nearly **300** owners across the Town Centre itself. This has driven a wide range of smaller development schemes to come forward as the preceding analysis highlights. Most of these are residential in nature and only a small number have been of a meaningful scale in terms of housing supply.

Examples schemes include:

- **Vabel Haverstock**: 29 new 'design-led' luxury apartments opposite Chalk Farm tube station on a site owned by Vabel Haverstock Limited (Chalk Farm Map, Ref 11).
- **Solstice Point (Existing)**: Mixed use residential scheme comprising 16 homes and a ground floor gym facility on a small site owned by Fieldcroft Solutions Limited (Parkway Map, Ref 87).

Despite this, there are locations where landowners hold several sites in close proximity that present opportunities for future development.

For example, Transport for London (**London Underground Limited**) own **Buck Street Market (Boxpark)**, **Camden Town Underground Station**, **4 Stucley Place** and several other plots in Camden High Street North. This presents significant opportunities for regeneration potentially as part of the re-development and expansion of Camden Town Underground Station.

LBC also owns a number of large and strategic sites across the area. These are primarily housing estates, some of which may offer potential for intensification, though there a small number of other large sites that could be considered for development and/or conversion. Most of these are located in Camden High Street South and include: (a) a large plot adjacent to **Mary Terrace**, (b) a medium sized plot to the south of **Delancey Street** and (c) the **Crowndale Centre** and surrounding units.

There are other major landowners across the area (e.g. **One Housing Group**) but most remaining sites are relatively small or dispersed across the area. This makes it challenging to deliver meaningful and impactful change from a development perspective.

4. Evidence Base



This sub-section provides a granular view on economic, commercial and demographic trends in Camden Town. The purpose is to provide insights on a wide-range of topics in order to make evidence-based decisions about the future of the area.

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4A How is Camden Town's retail market performing and how does this vary across the area?



This sub-section sets out the characteristics of Camden Town's retail market and analyses how it is performing relative to the national average. It also considers how this varies across the Town Centre's four sub-areas. This intelligence informs recommendations about the area's future use mix including priority activities for different parts of the area.

Chapter Commentary

- Camden Town's retail mix is dominated by destination-oriented 'leisure services' (i.e. bars, pubs, restaurants, cafes) and 'comparison goods' (i.e. fashion, music, book and gift stores). The presence of 'leisure services' aligns with increasing consumer preferences for experiences and/or socialising.
- These 'leisure services' are distributed relatively evenly across Camden Town with a strong presence of restaurants, cafes, pubs and bars across all sub-areas bar High Street South. The number of units offering these services has increased significantly over time.
- 'Comparison goods', in contrast, are concentrated in Chalk Farm and High Street North which reflects the focus of units within the 'core' retail area and those within Camden Lock. As with 'leisure services', these figures do not include Camden Stables or Buck Street Market which predominantly offers 'comparison goods' and 'leisure services' suggesting figures are likely to be an *underestimation* of the dominance of these uses.
- In contrast, Camden Town has a more limited non-food 'day-to-day' offer compared to traditional local town centres reflecting its status as a destination for people that do not necessarily live in the area. Compared to the national average there is an underrepresentation of bakers, newsagents, dry cleaners, shoe repairers, opticians, post offices, building societies, legal offices and accountants.
- The strongest 'day-to-day' offer relates to beauty parlours, food stores and supermarkets which can serve both local people and visitors.
- Each of Camden Town's sub-areas plays a distinct role:
 - Chalk Farm has a strong 'destination' offer largely driven by food, drink, gift and fashion activity at Camden Stables, Camden Market and Hawley Wharf.
 - High Street North also has a strong 'destination' offer and has a high representation of food, drink, gift and fashion activity.
 - High Street South plays a mixed 'destination' and 'day-to-day' role, though the 'local' offer is primarily defined by health and beauty uses.
 - Parkway has a mixed offer with a strong representation of food, drink and leisure uses, as well as estate agents.
- While Camden Town has a reputation as a 'traditional' night time destination, beyond pubs, bars and restaurants the concentration of cinemas, theatres, nightclubs and amusements is not dissimilar to the national average *and* there is an underrepresentation of hotels and guest houses.
- Camden Town's vacancy rates (**10.3%**) are below the national average and most of the comparators considered. This is despite having relatively poor-quality stock and high average rents of around £55.50 psf.
- Chalk Farm and High Street South do, however, have slightly elevated rates (**13%** and **11.5%** respectively) which are close to the national average.

Key Statistics

- Retail vacancy rates are **10.3%** compared to a national average of **15.5%**.
- Retail rents are **£55.50** psf on average which is much higher than in Brixton (£48 psf), Dalston (£44.50 psf), Hackney (£46.50 psf) and Peckham (£35.50 psf).
- 17%** of units are occupied by national multiples which is higher than Brixton (12%), Dalston (12%), Peckham (14%) and Hackney (15%).
- Leisure services account for **36%** of units within Camden Town. Within this restaurants represent **12%** of units compared to **5%** nationally.
- Comparison goods account for **27%** of units within Camden Town. Within this women and menswear take up for **7%** of units compared to **2.6%** nationally. Gift and crafts shops also represent **4.35%** of units compared to **1.57%** nationally.

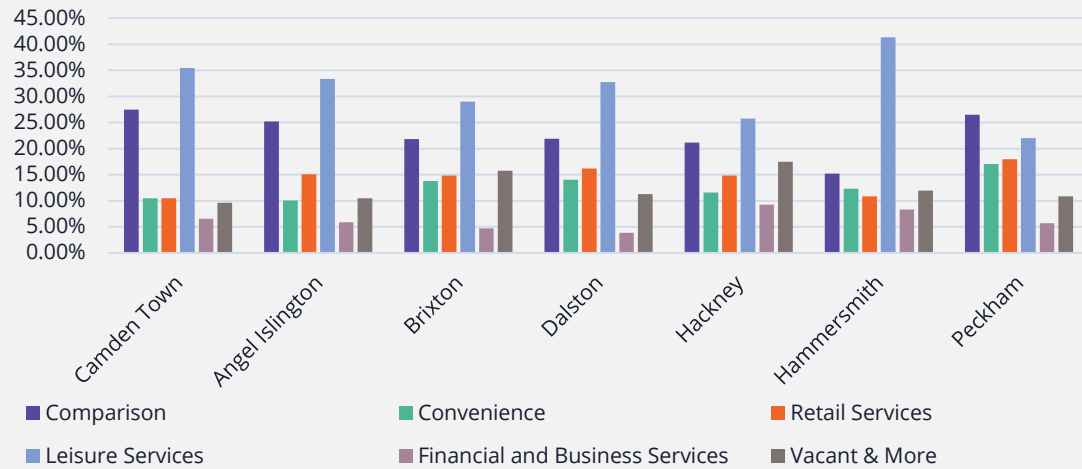
Supermarkets

Camden Town has a good mix of small format supermarkets. Following the closure of Lidl, there is however limited superstore provision until the new Morrison's store is developed. These superstores often host some of the day-to-day services the Town Centre is currently missing (e.g. butcher, baker, key cutting etc) so it may be that this deficit is remedied in due course.

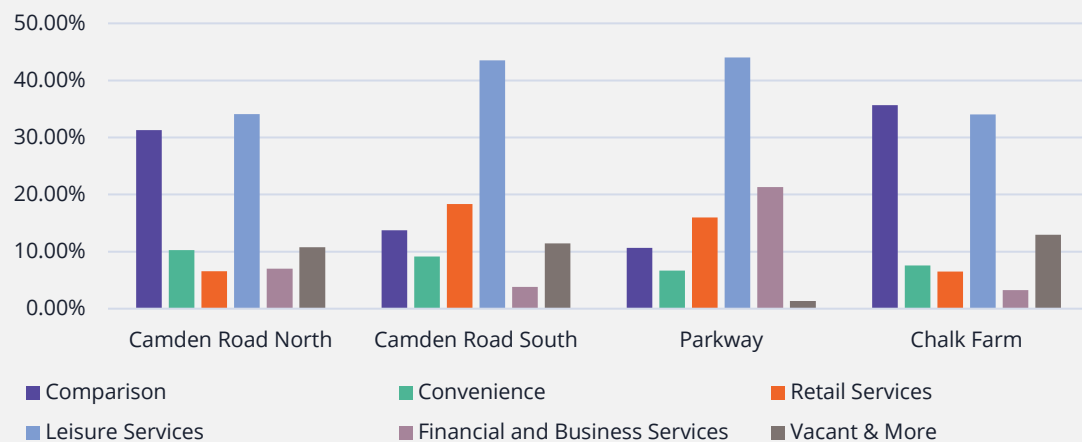


Camden Town has a strong representation of units offering destination 'leisure services' and 'comparison goods'...

Town Centre Retail Composition (Units), 2023/24



Camden Quarters Retail Composition (Units), 2024



Source: Experian GOAD, 2023/24

Town Centre Anchors and Proportion of Multiples (Units, 2023/24)

Location	Anchors	Proportion of National Multiples (Units)
Camden Town	Boots the Chemist, EE, Marks & Spencer, Sainsburys (2), Superdrug, TK Maxx, Tesco, Vodafone	16.98%
Angel	Argos, Boots the Chemist, EE, H&M (2), Marks & Spencer, Monsoon Accessorize (3), O2, Sainsburys (2), Superdrug, Tesco, Vodafone, Waterstones	19.32%
Brixton	Argos, Boots the Chemist, EE, H&M (2), Marks & Spencer, O2, Sainsburys (2), Superdrug, TK Maxx, Vodafone, WHSmith	11.54%
Dalston	Argos, Boots the Chemist, EE, Marks & Spencer, Sainsburys, Superdrug, Tesco	12.13%
Hackney Central	Boots the Chemist, Primark, Sainsburys (2), TK Maxx, Vodafone	15.18%
Hammersmith	Boots the Chemist (2), Clarks, EE, H&M, Marks & Spencer, Monsoon Accessorize, O2, Primark, Sainsburys, Superdrug, TK Maxx, Tesco, Vodafone	35.14%
Peckham	Boots the Chemist, Tesco (2), Primark, EE, Superdrug, Vodafone	13.95%

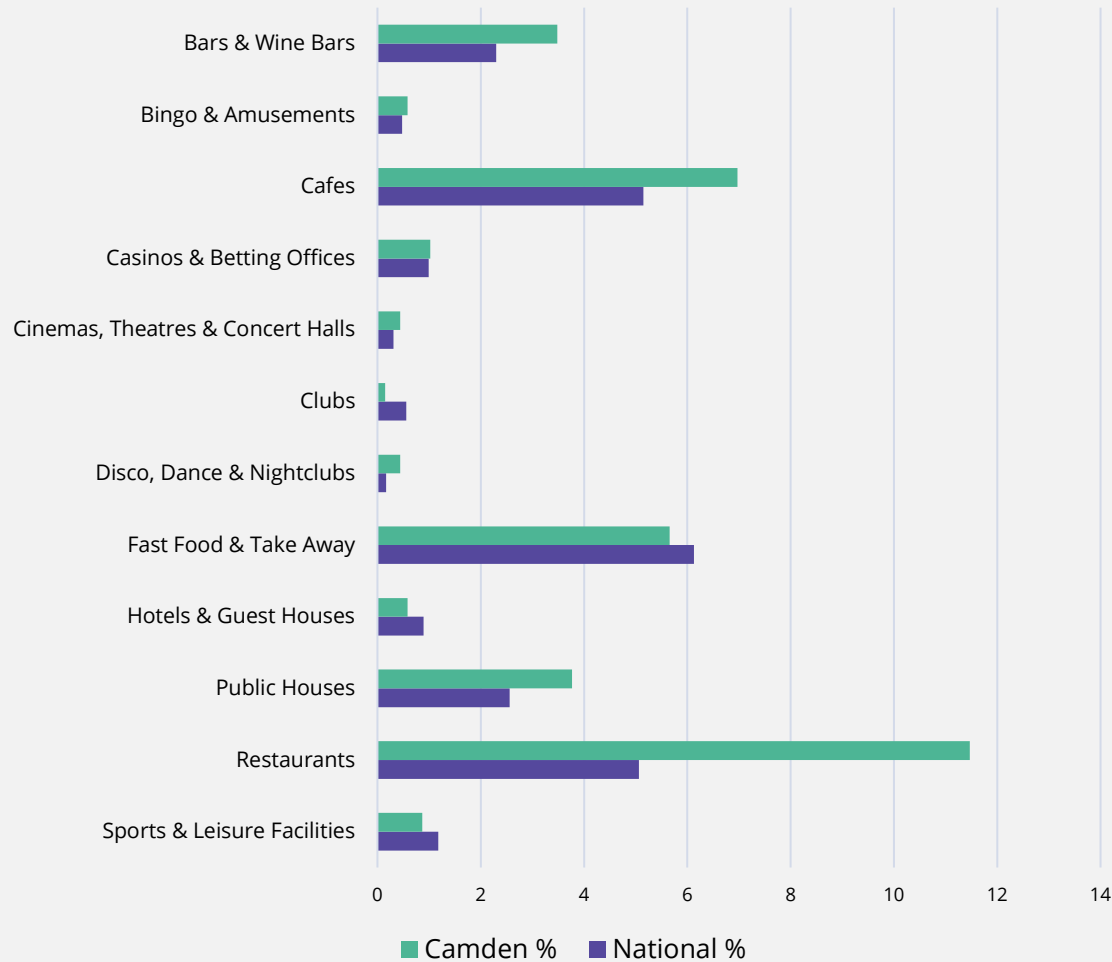
Town Centre Vacated Anchor Tenants (Units, 2024)

Tenant	Vacated	Location	Sq. Ft.	Additional
Boots	TBD	8-10 Camden High St		Earmarked to close by the end of summer
The Works	Sep-24	167-169 Camden High St	2382	
Argos	Aug-24	72-76 Camden High St	8160	Left after almost 25 years in situ They are still accessible via Sainsbury's
O2	Oct-23	183 Camden High St	1392	Franchisee of O2 (Telefonica UK Limited) Lease set to expire in April 2029
Lidl	Apr-22	64-70 Camden High St	5204	Left the lease circa 8 years early

Source: Experian GOAD, 2023/24; CoStar, 2024

The 'leisure services' grouping is dominated by bars, pubs, restaurants and cafes, and 'comparison goods' has a high representation of fashion, book, music and gift stores...

Camden Town Leisure Services, 2024



Source: Experian GOAD, 2024

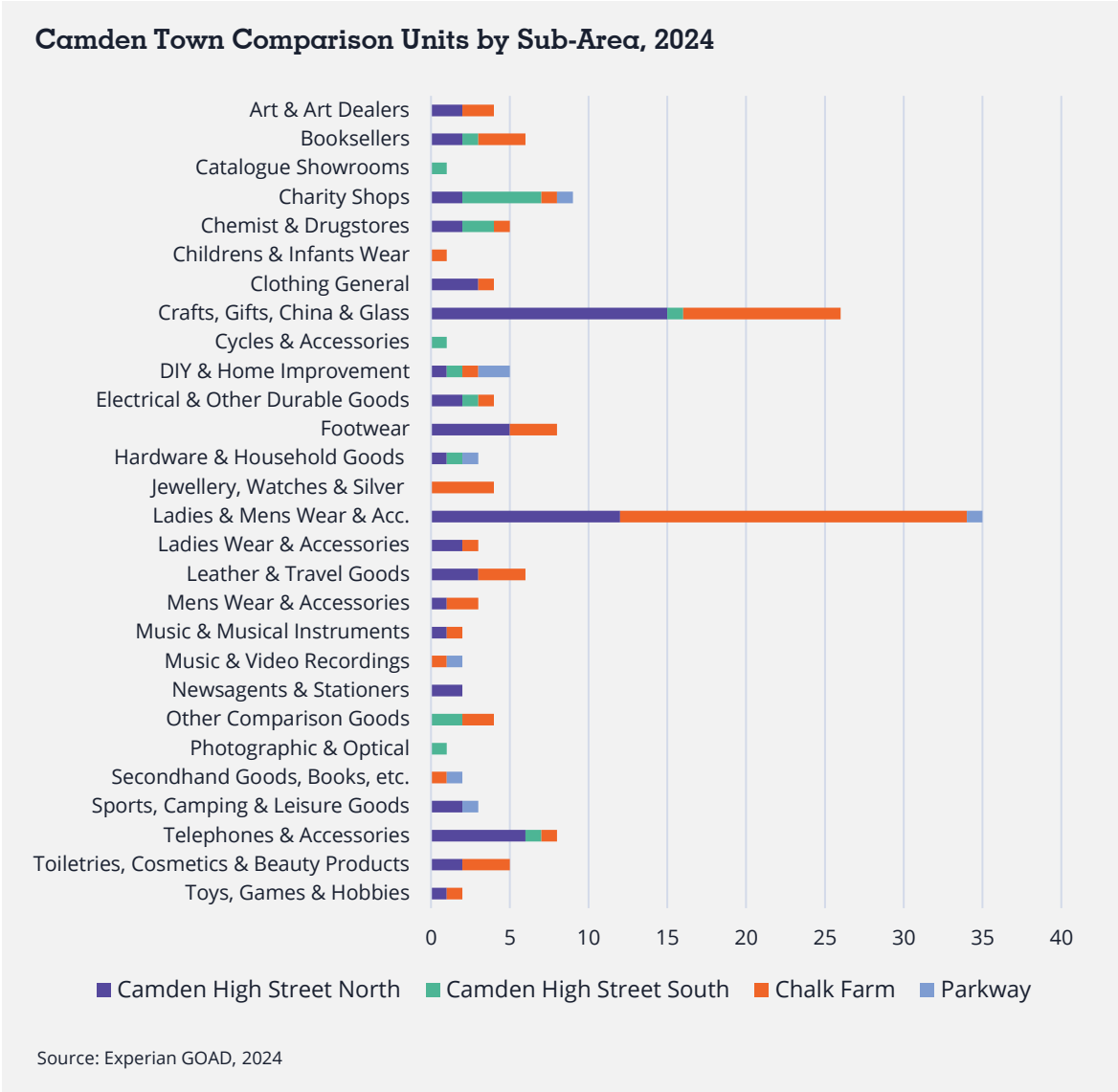
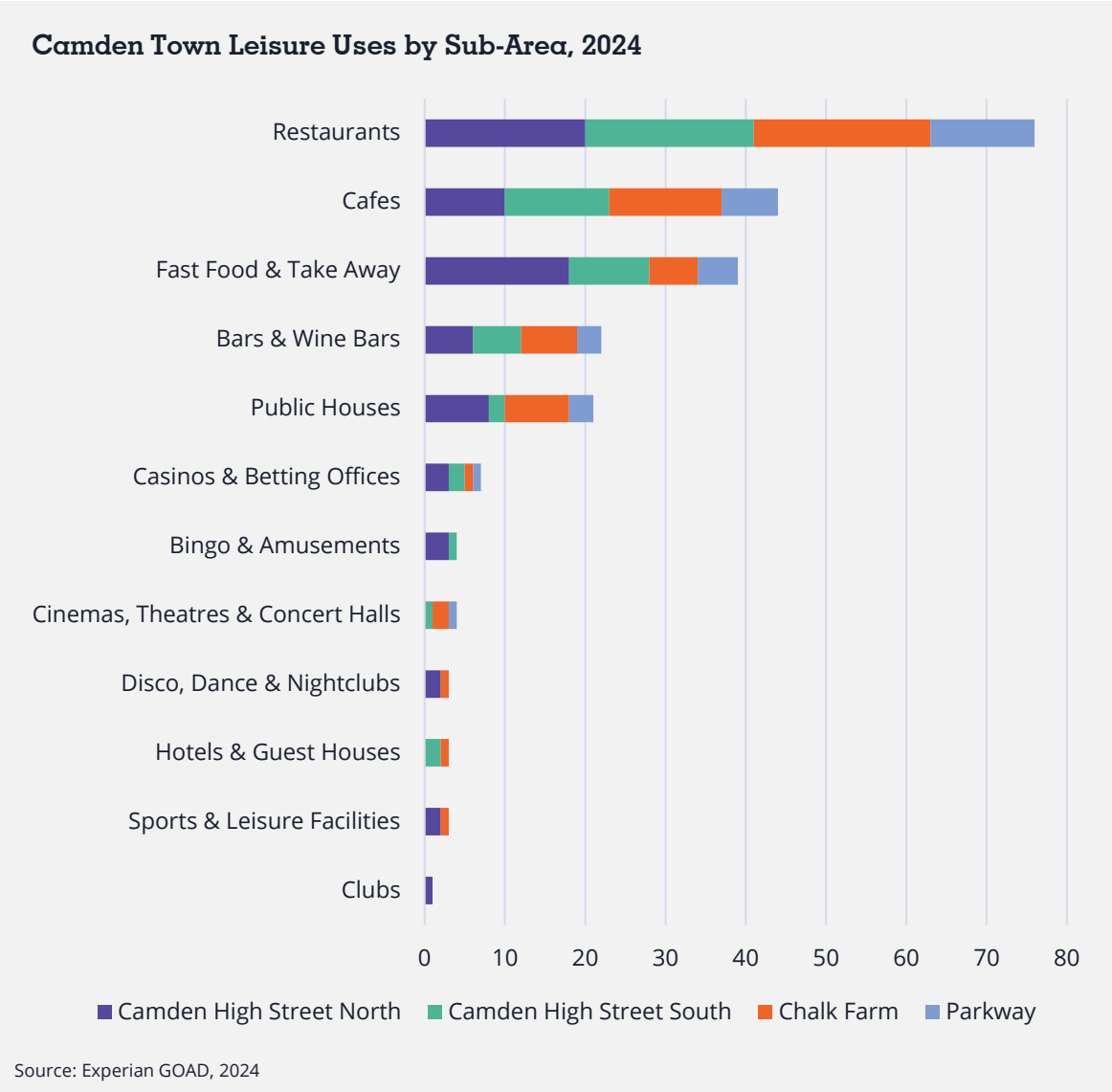
Camden Town Comparison Units, 2024



Source: Experian GOAD, 2024

Note that music venues are categorised under their dominant category. E.g. 'pure' music venues like Koko are categorised under 'Cinemas, theatres and concert halls'; nightclubs that hosts live music like the Underworld are classified as a 'nightclub'; and bar/pub/restaurants that hosts live music like the Blues Kitchen are classified accordingly (i.e. Bars and Pubs / Restaurant). Please see the next chapter for a more detailed deep dive on these venues (P36-46).

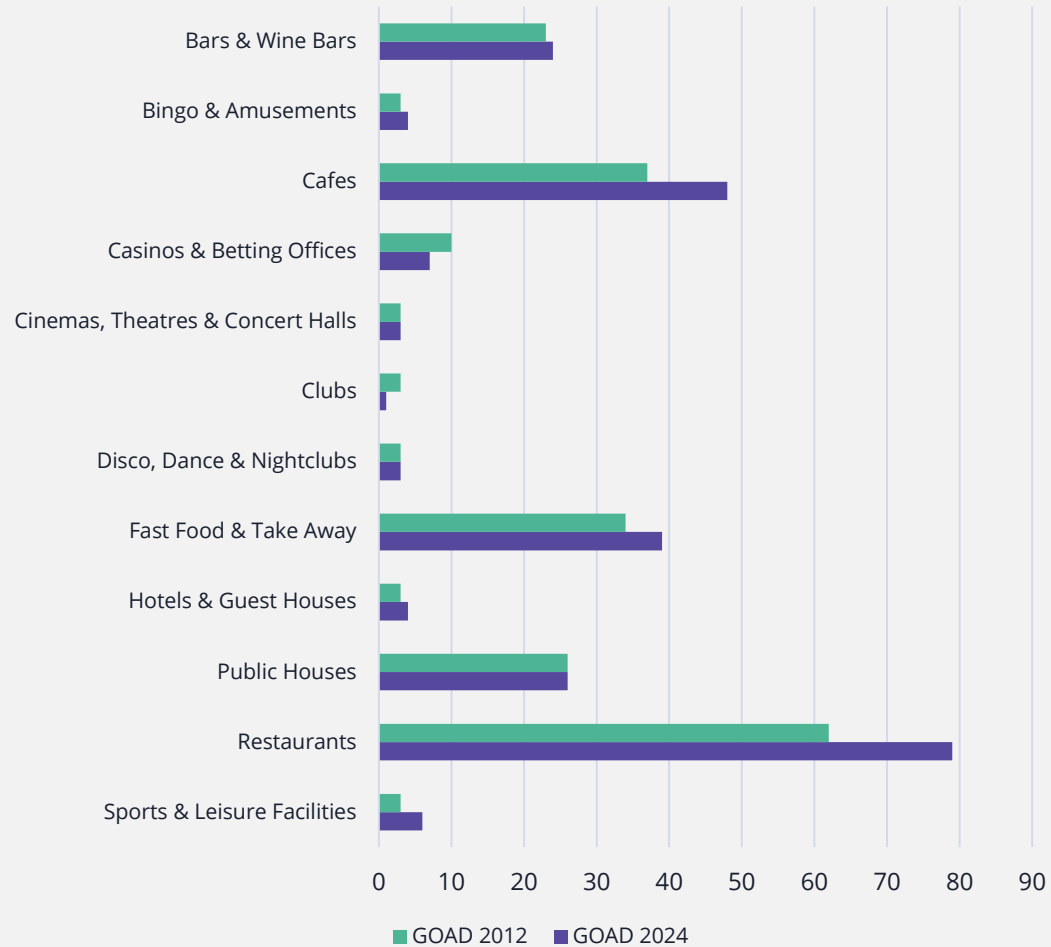
These 'leisure service' uses are evenly distributed across the sub-areas, but 'comparison' uses are concentrated in Camden High Street North and Chalk Farm...



Note that only 'permanent' units within Camden Market are captured within these figures as the maps set out in the Annex report illustrate. Market stalls are not included within the analysis which means that not all activities within the town centre are captured. High level analysis of market stalls indicates that most are occupied by food, beverage, fashion, art, craft and gift occupiers.

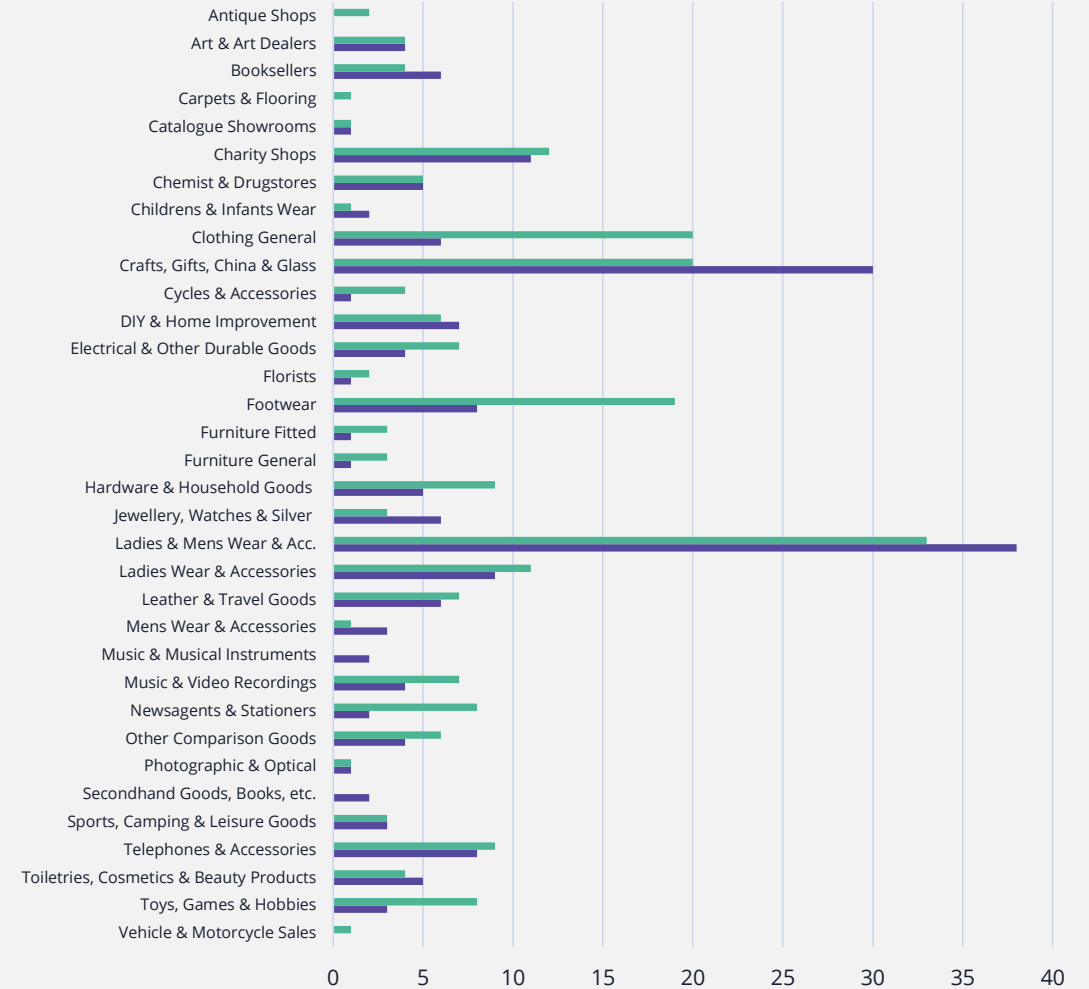
There has been a significant increase in 'leisure services' over the last decade, most notably restaurants, cafes and bars...

Camden Town 2012 GOAD vs 2024 GOAD - Leisure Services



Source: Experian GOAD, 2024

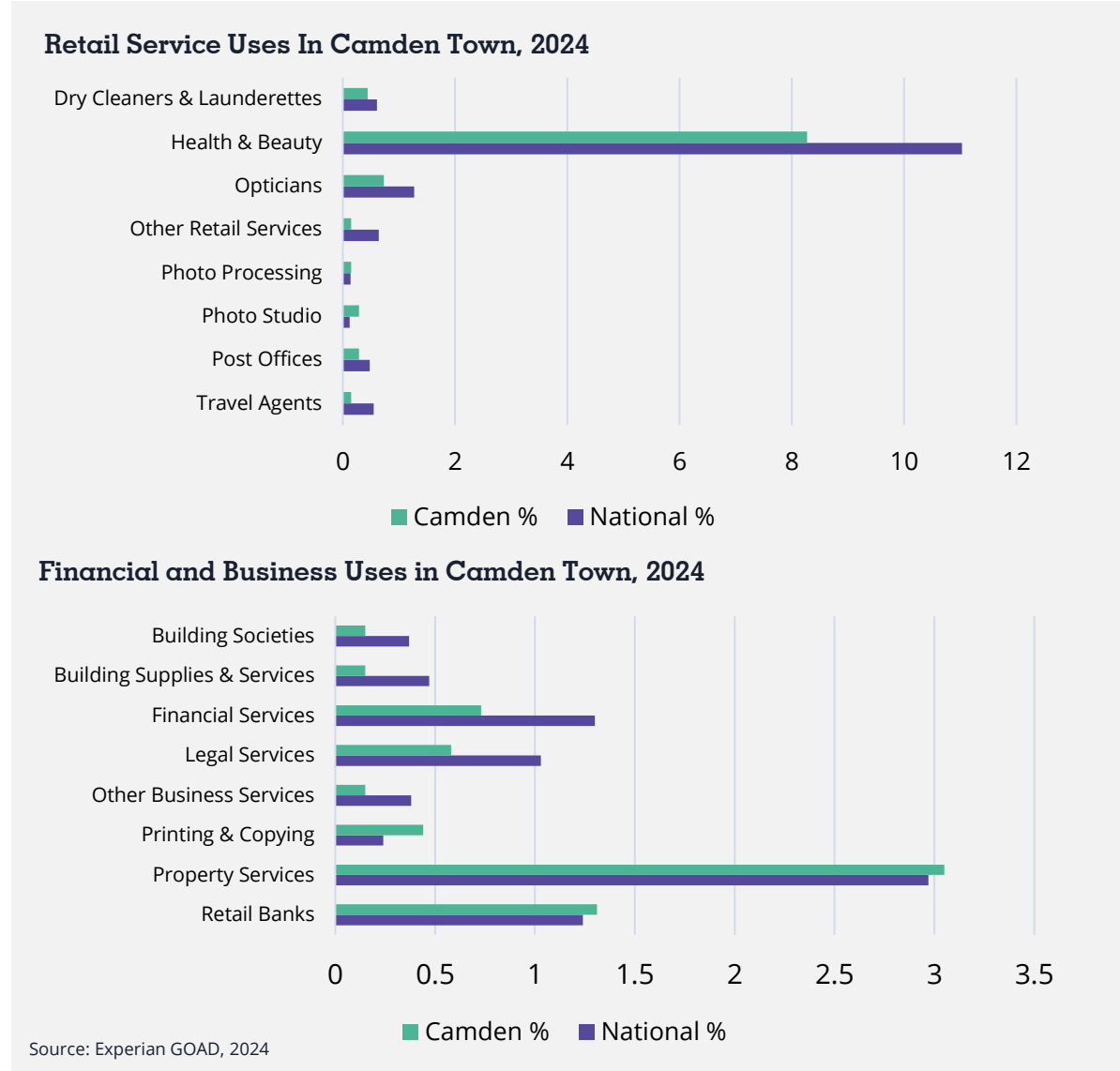
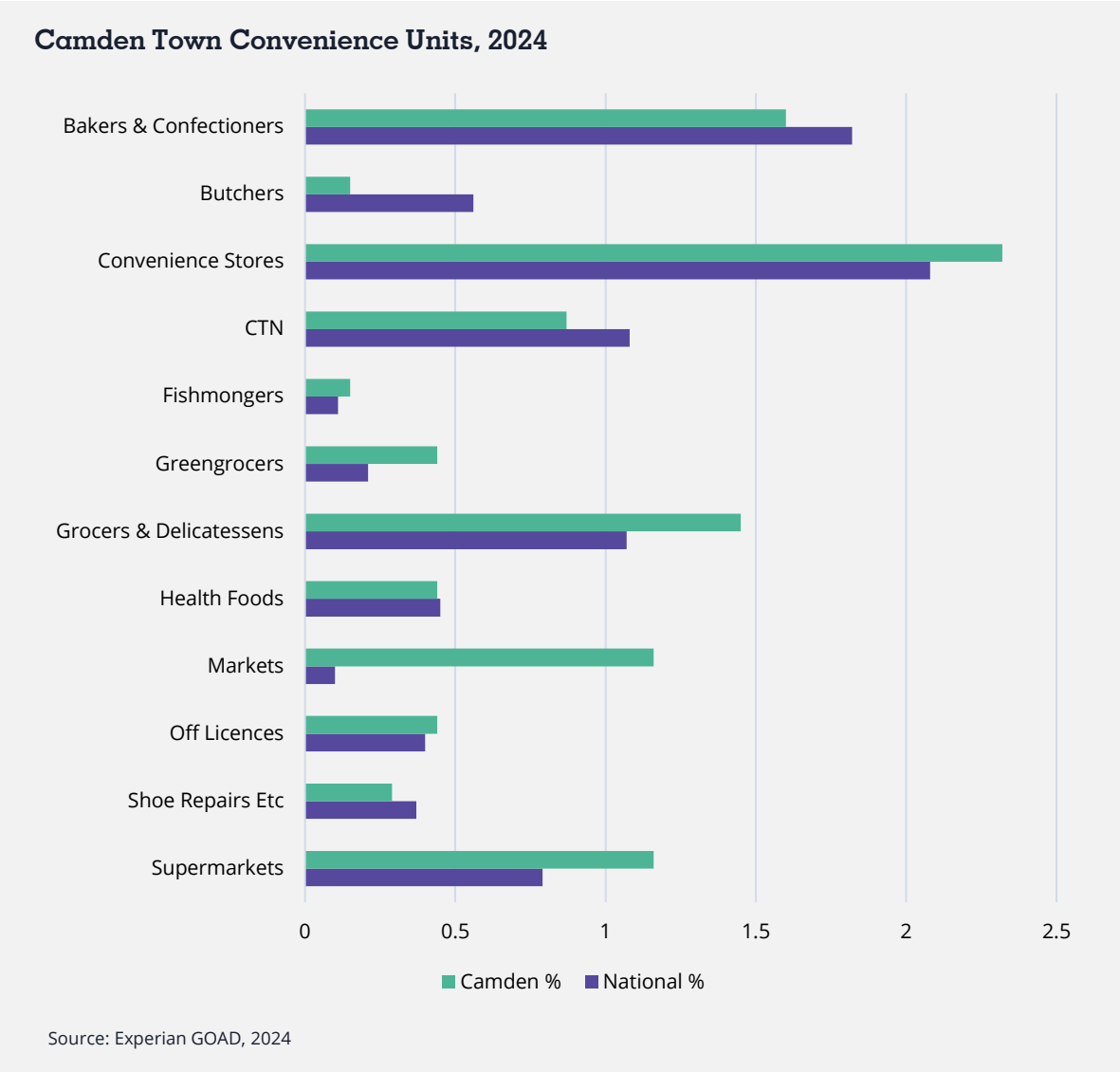
Camden Town 2012 GOAD vs 2024 GOAD - Comparison Units



Source: Experian GOAD, 2012 & 2024

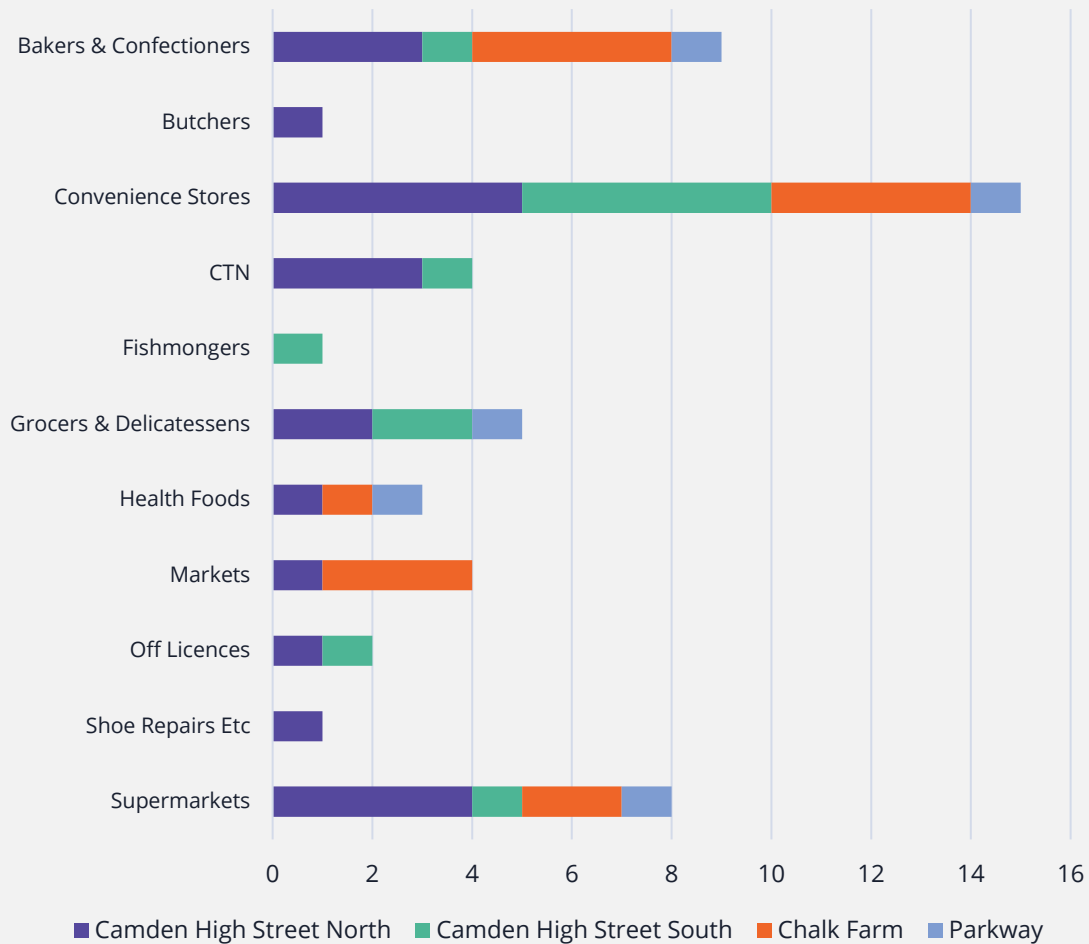
GOAD 2012 GOAD 2024

Camden Town does, however, have a more limited non-food 'day-to-day' offer compared to more traditional town centers...



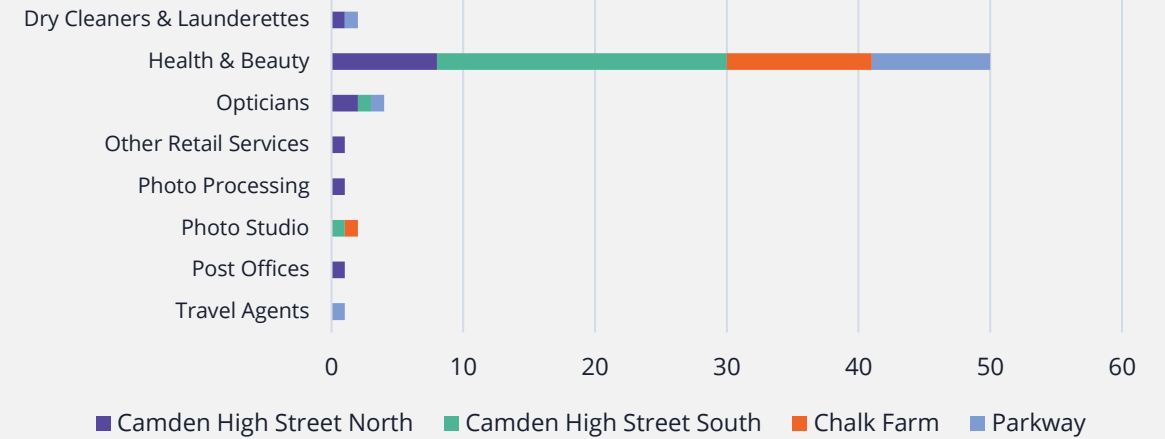
Camden High Street South plays a stronger 'day-to-day' or 'local' role than other sub-area but there are still gaps (e.g. dry cleaners, opticians, post offices, legal services)...

Camden Town Quarters Convenience Uses, 2024

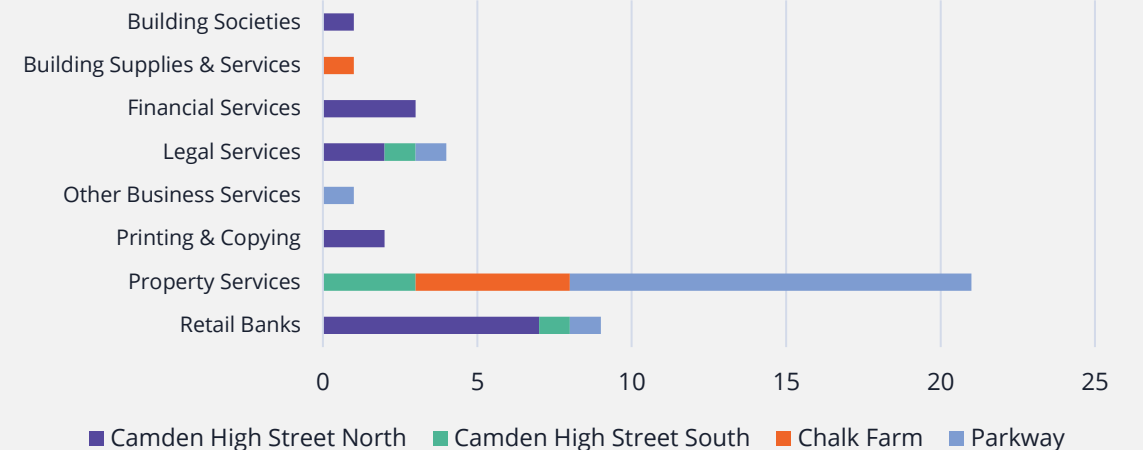


Source: Experian GOAD, 2024

Retail Service Uses In Camden Town Quarters, 2024



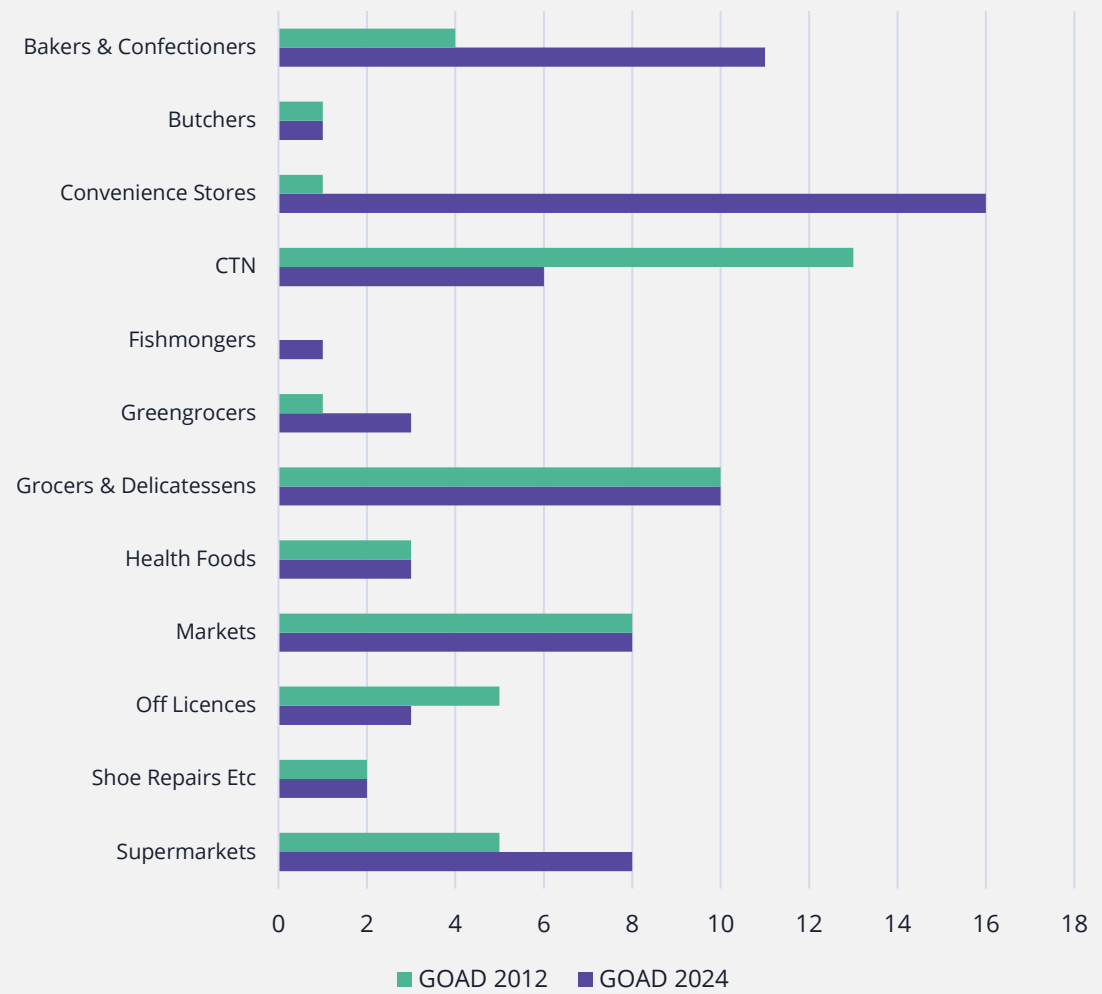
Financial and Business Uses in Camden Town Quarters, 2024



Source: Experian GOAD, 2024

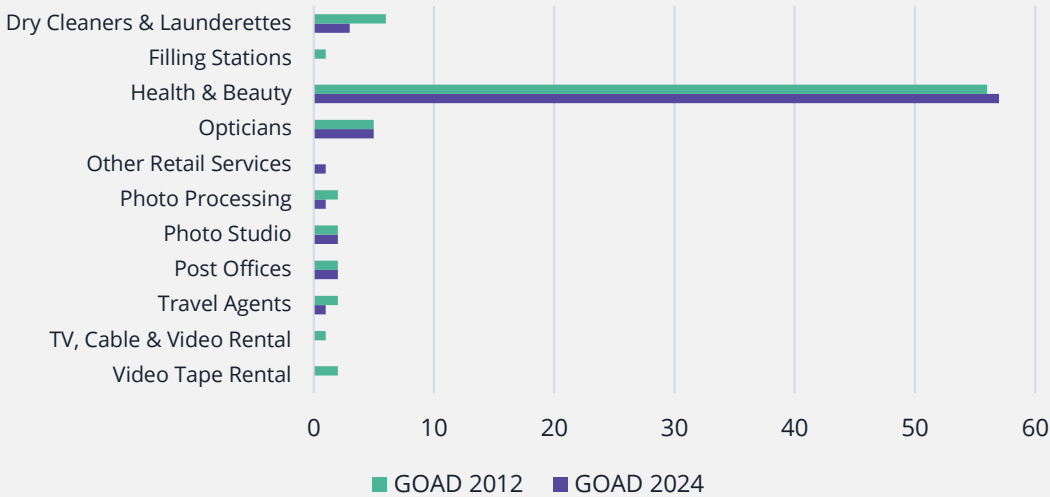
This limited 'day-to-day' offer has been a pervasive feature over the last decade of available data...

Camden Town 2012 GOAD vs 2024 GOAD - Convenience Units

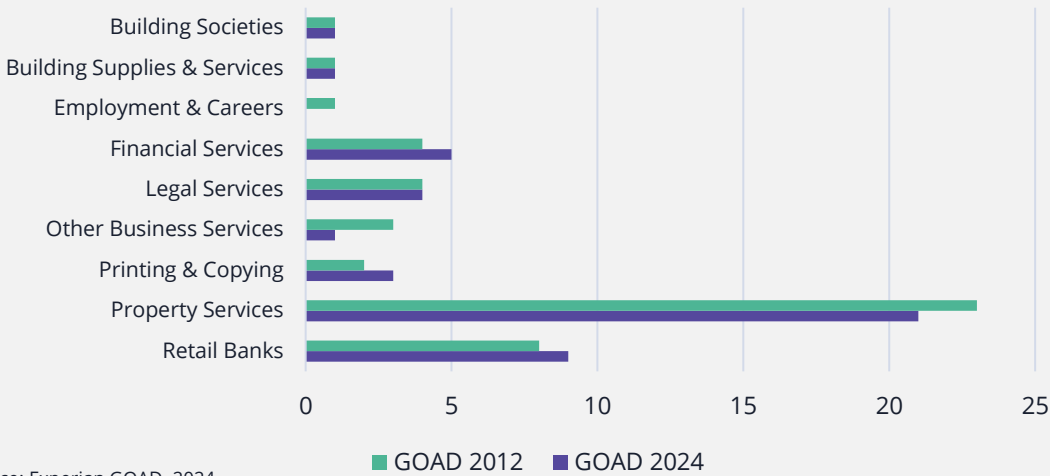


Source: Experian GOAD, 2024

Camden Town 2012 GOAD vs 2024 GOAD - Retail Service



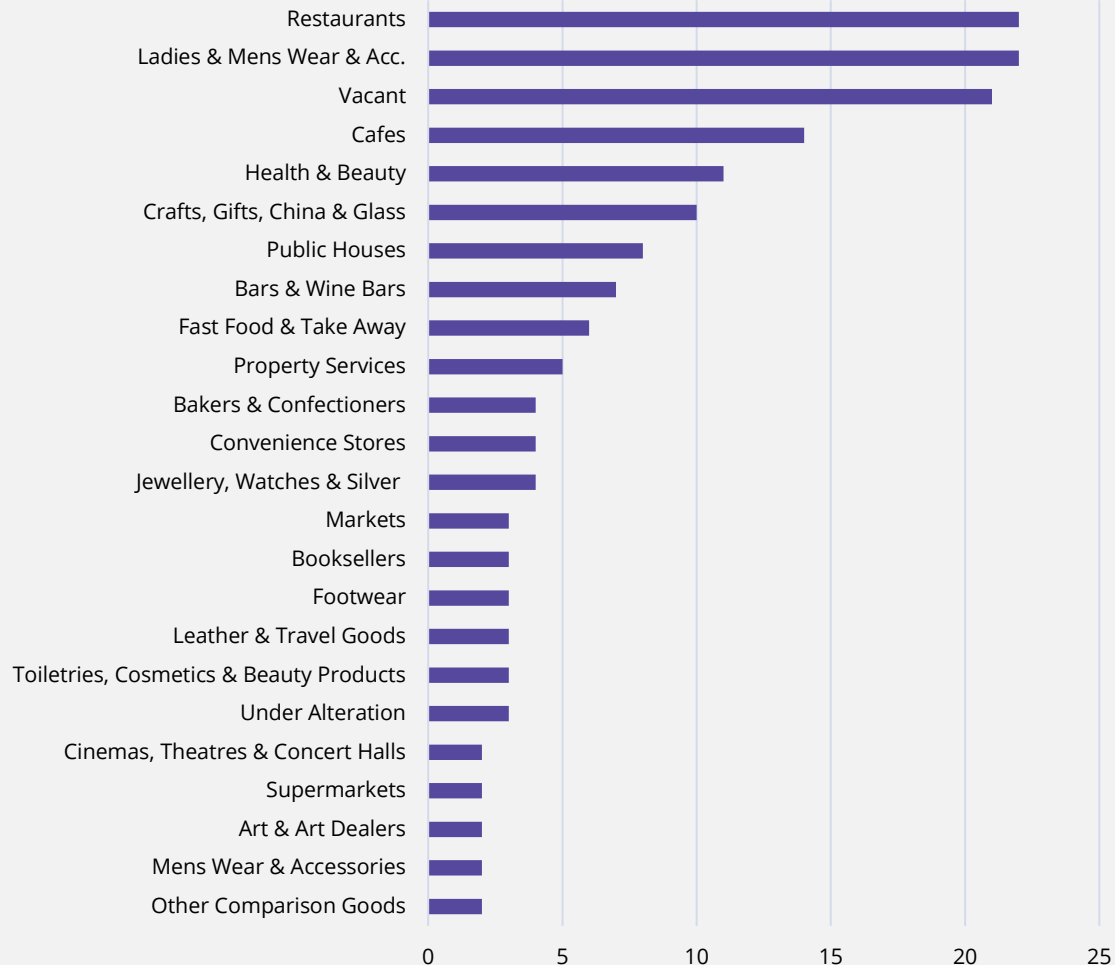
Camden Town 2012 GOAD vs 2024 GOAD - Financial and Business Uses



Source: Experian GOAD, 2024

Chalk Farm has a strong 'destination' offer characterised by food, beverage, gift and fashion outlets...

Chalk Farm Road Composition, 2024



Source: Experian GOAD, 2024

*The Graph only shows uses with two or more units.



Nando's Restaurant



Sainsbury's Local Convenience Stores



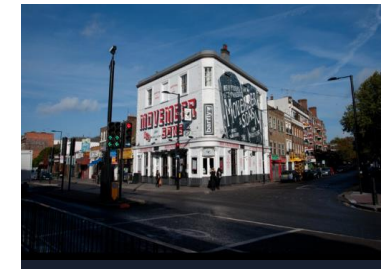
The Lost Elephant Kitchen Cafes



Hestory Men's Grooming Health & Beauty



Reject Pot Shop Craft's, Gifts, China & Glass



The Camden Assembly Pub Public House



Spiritual Bar Bars & Wine Bars



Stones Residential Property Services

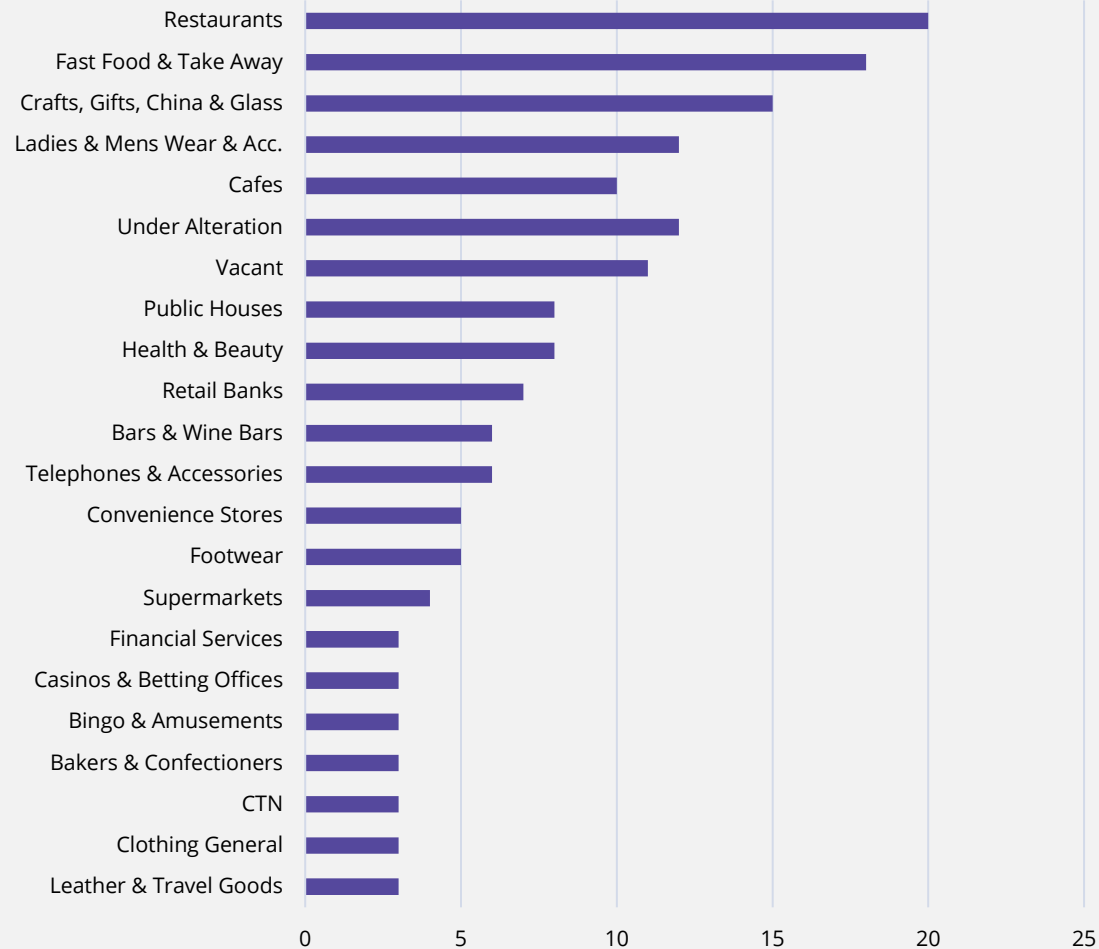


Camden Lock Markets

Note that only 'permanent' units within Camden Market are captured within these figures as the maps set out in the Annex report illustrate. Market stalls are not included within the analysis which means that not all activities within the town centre are captured. High level analysis of market stalls indicates that most are occupied by food, beverage, fashion, art, craft and gift occupiers.

High Street North also has a strong 'destination' offer again with food, drink, gift and fashion outlets well represented...

High Street North Composition, 2024



Source: Experian GOAD, 2024

*The Graph only shows uses with three or more units.



M&S
Supermarket



Camden Eye
Public House



Blank Street Coffee
Cafe



Ma Petite Jamaica
Restaurant



Salon Sin
Health & Beauty



New Rock
Leather & Travel Goods



Pizza Warehouse
Fast Food & Takeaway



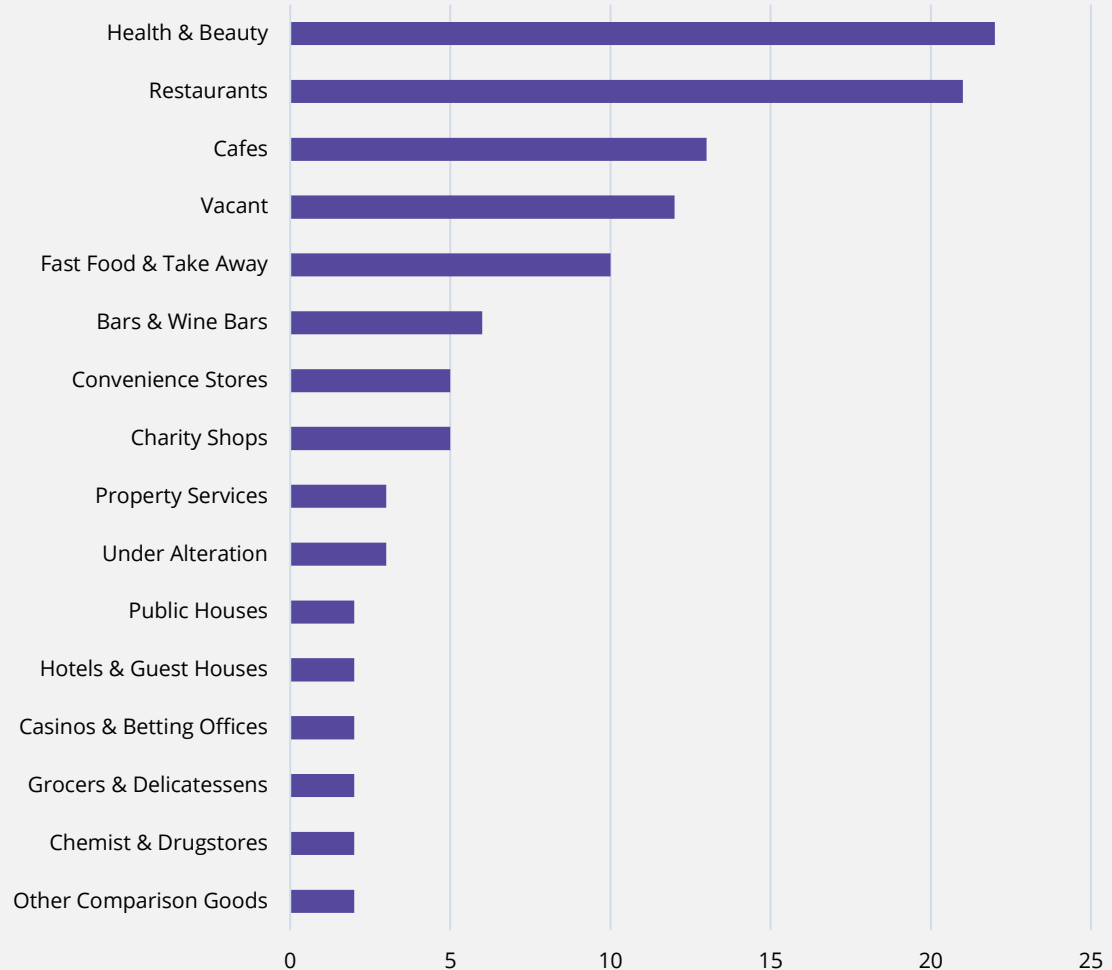
EE
Telephones & Accessories



HSBC
Retail Banks

High Street South plays a mixed 'destination' and 'day-to-day' role, though the 'local' offer is primarily health and beauty related...

High Street South Composition, 2024



Source: Experian GOAD, 2024

*The Graph only shows uses with two or more units.



House of Camden
Health & Beauty



Medicine Box
Chemist & Drugstore



Papa John
Fast Food & Takeaway



Ding Tea
Cafe



Sam Cain
Property Services



Be At One
Bar & Wine Bars



Scope
Charity Shops



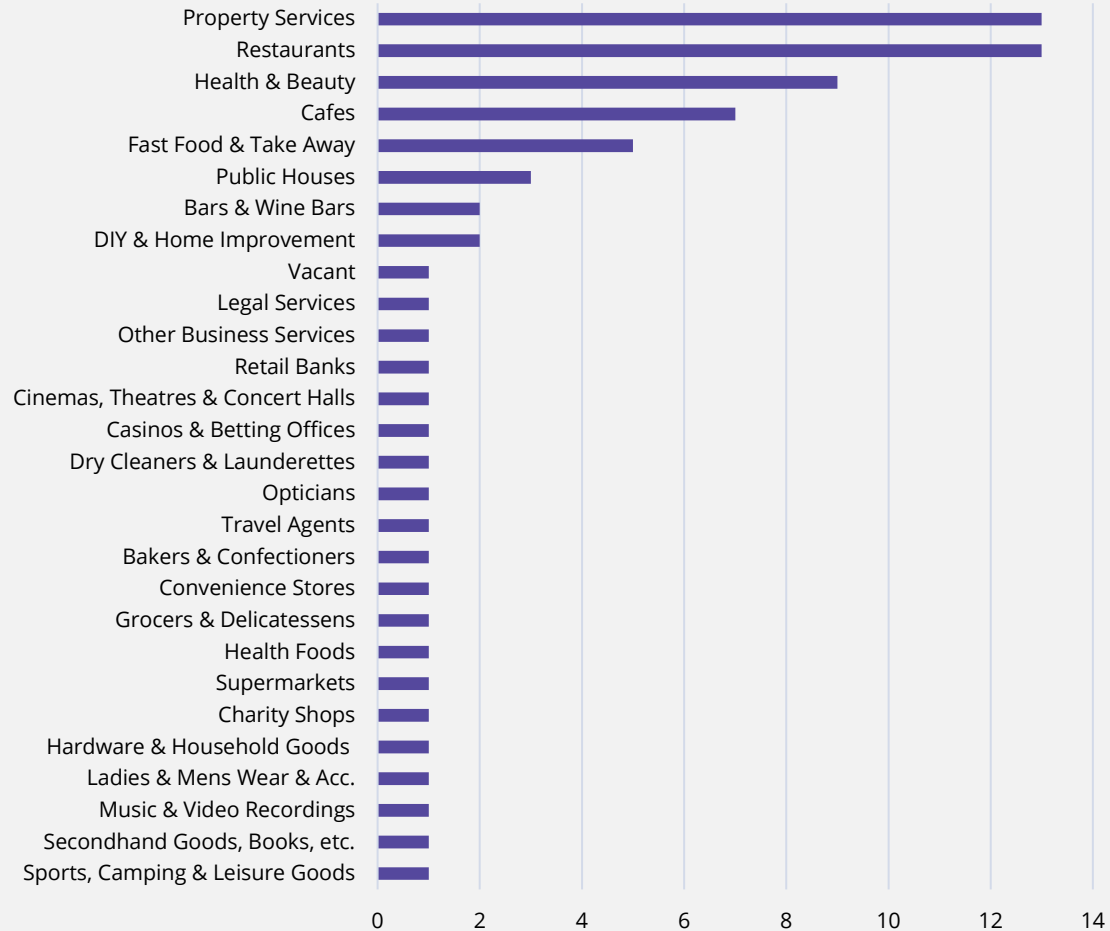
Frida
Restaurant



Capital Food
Convenience Store

Parkway has a mixed offer with a strong representation of food, drink and leisure uses, as well as estate agents...

Parkway Composition, 2024



Source: Experian GOAD, 2024



The Coffee Jar
Cafe



Tower Ceramics Ltd
DIY & Home Improvement



Janaway Travel
Travel Agents



Foxtons
Property Services



The Dublin Castle
Public House



Comptons Solicitors LLP
Legal Services



Al Parco Goodfare
Restaurant



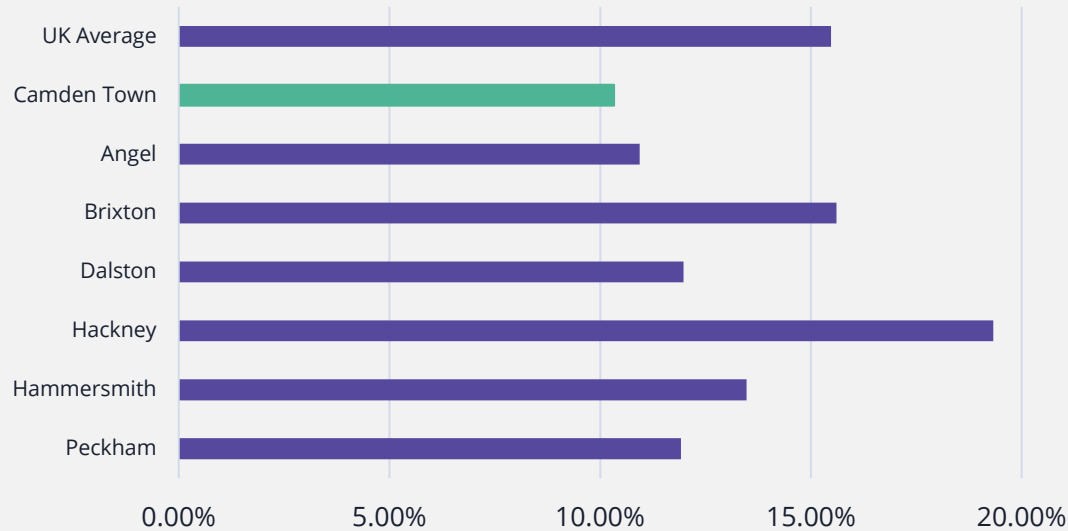
Bobby's Barbers
Health & Beauty



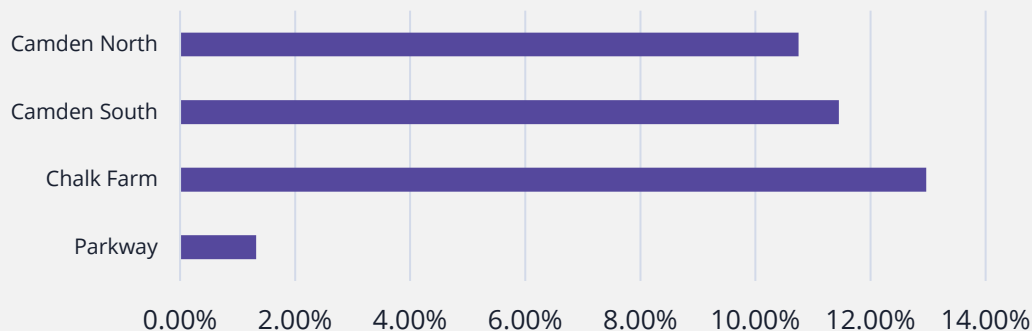
Parkway Delicatessen
Grocers & Delicatessens

Camden Town's retail vacancy rates sit below the national and comparator vacancy rates, despite there being a high proportion of low and average quality retail stock...

Town Centre Vacancy Rates, 2023

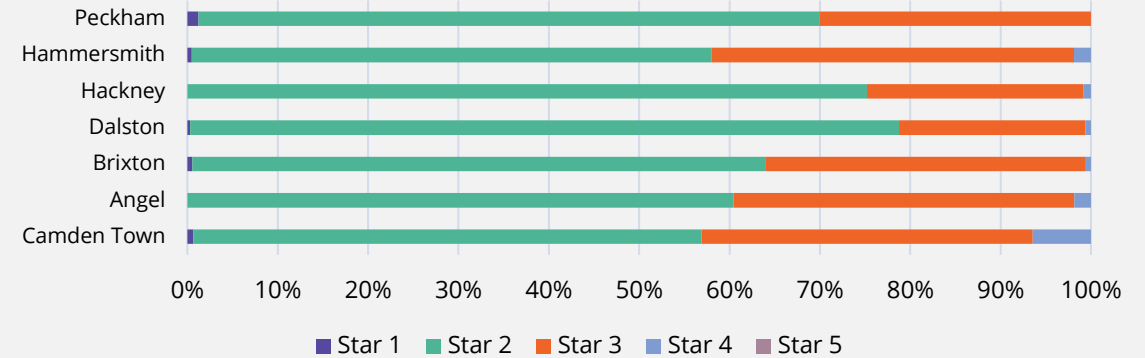


Camden Quarters Vacancy Rates, 2023

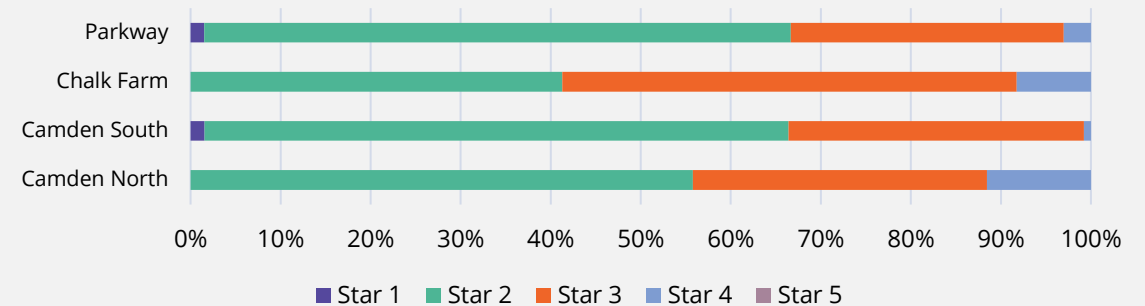


Source: GOAD, 2024

Town Centre Retail Quality, 2024



Camden Quarters Retail Quality, 2024



Source: CoStar, 2024

- Star 1:** Suitable for only unique retailers, may require significant renovation and possibly functionally obsolete.
- Star 2:** Older property with lower cost materials and a low concentration of retail tenants in its proximity.
- Star 3:** The building is a potentially older well-maintained structure with average concentration of retail tenants in its proximity. It also provides decent landscaping and exterior spaces and parking.
- Star 4:** Located in a prime retail district with a high concentration of retail tenants. Likely anew built or well-maintained structure with high quality materials. Provides well designed landscapes and parking.
- Star 5:** Located in a prime retail district with high purchasing power area based on local demographics. The tenants are industry leading and the structure is new or well maintained. Landscaping includes parking lots, pedestrian paths and exterior space.

Camden Town’s retail rents are high but have decreased progressively and significantly over the past five years...

Rents Achieved Over Time, 2019-2024



Source: Experian CoStar, 2024

Retail Service Uses In Camden Town Quarters, 2022-2024

Address	Size (sq ft)	Sale Price	Sale Price (£psf)	NIY	Sale Date
81-84 Chalk Farm Rd	10,005	£ 9,000,000	£ 899.55	4.80%	Listed
86 Chalk Farm Rd	3,796	£ 2,500,000	£ 658.59	4.90%	Listed
39 Parkway	1,238	£ 1,600,000	£ 1,292.41	/	Listed
253 Eversholt Street	1,431	£ 950,000	£ 663.87	/	01/11/2023
190 Camden High St	5,143	£ 2,375,000	£ 461.79	4.00%	29/08/2023
106 Camden High St	1,365	£ 1,500,000	£ 1,098.90	5.05%	11/05/2023
81-84 Chalk Farm Rd	10,005	£ 4,500,000	£ 449.78		21/03/2023
265 Camden High St	5,325	£ 4,775,000	£ 896.71	4.00%	13/03/2023
265 Camden High St	5,958	£ 2,920,000	£ 490.10	7.43%	15/12/2022
49 Chalk Farm Rd	13,022	£ 8,000,000	£ 614.35		14/12/2022
5-7 Parkway	6,666	£ 6,300,000	£ 945.09	4.24%	28/09/2022
87 Chalk Farm Rd	3,146	£ 1,122,000	£ 356.64	4.63%	21/09/2022

Town Centre Retail Leases, 2023-2024

Address	Tenant	Size (sq ft)	Rent (£psf)	Lease Term	Start Date
10 Jamestown Rd	Shrimp Shack	2,026	£ 49.36	15 Years	17/04/2024
62 Parkway	AIX	667	£ 57.72		01/04/2024
177 Arlington Road	Koyohan Café	474	£ 61.18	12 Years	01/03/2024
33 Camden High Street	Mr Leo	829	£ 36.19		01/09/2023
Unit 1,2, 4-8 Haverstock Hill, Chalk Farm	Tesco Stores	5,435	£ 25.76	15 Years	10/10/2023
289 Camden High Street	Black Sheep Coffee	1,963	£ 58.58	15 Years	23/08/2023
261 Camden High Street	IZIPIZI	1,677	£ 104.35	/	22/07/2023
257 Camden High Street	/	1,579	£ 107.66	10 Years	03/07/2023
Plaza House, 191-209, Camden High Street	Lids	2,868	£ 87.17	/	01/06/2023
251 Camden High Street	DISTURBED CLOTHING LIMITED	1,948	£ 71.86	10 Years	10/05/2023

Source: CoStar, 2024

Consultees have clear views on Camden Town's retail and leisure market offer...

FOOD



Consultees note that there has been a proliferation of street food vendors in recent years. This contrasts with the restaurant offer which is perceived to have weakened over the last decade. Not all street food stalls open into the evening impacting the area's offer outside of 'typical' daytime trading hours.

SOUVENIRS



Consultees feel that there is an over-representation of poor-quality souvenir shops. This is viewed as weakening the overall attractiveness of the area. Several also report that some souvenir occupiers illegally sub-let space, and that some are linked to organised crime in the area.

LOCALS



Consultees agreed that the area's offer is more oriented toward the international and domestic tourist market. While this is to be expected, there was a widespread view that more could be done to deliver a better 'day-to-day' offer to ensure residents benefit more from economic activity in the area.

DIVERSITY



Consultees noted that while Camden Town has a good mix of uses, the diversity of the offer has not changed significantly over the last decade. They suggested that new initiatives such as the High Line would diversify the offer potentially attracting broader range of visitors and improving the offer for residents.

EXPENSE



Consultees stated that a major barrier for local entrepreneurs is the high cost of taking on High Street units. This is a blocker to curating an independent and mixed offer, and also creates challenges for market traders looking to 'scale up' within the area. Weak covenants are also a challenge for such traders.

EXPENDITURE



Several consultees reported the footfall and visitor numbers have remained robust in Camden Town despite decreases in other parts of London. The level of expenditure per person is, however, reported to be lower than before the COVID-19 pandemic. This may reflect the cost-of-living crisis currently playing out across much of the world.

CRIME



Consultees stated that crime has always been an issue in Camden Town but has become more problematic over the past year. The main challenges are around theft, drug dealing and intimidation. Consultees feel that this is likely to be impacting investors' decision making about investing or locating in the area.

BUSYNESS



Proposals to introduce pedestrianised areas were generally well-received by consultees as there is a view that the High Street has become dangerously busy. Several did, however, note that stronger street management will be essential to ensure a safe, attractive and vibrant environment as this comes forward.

4B How strong is Camden Town's cultural, creative and heritage offer and has this changed over time?

This sub-section presents a snapshot of Camden Town's creative, cultural, heritage and night time offer and how this has changed over time. It also considers the area's strengths, weaknesses, opportunities and threats related to these topics to inform recommendations about what to retain, encourage and catalyse from a cultural and placemaking perspective as set out later in this report.

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Chapter Commentary

- Camden Town has a rich cultural heritage and has played an important role in shaping a wide range of cultural revolutions including **Punk, Goth, New Wave, Brit Pop** and **Indie**. Its strong association with **counterculture** has always attracted a wide range of creatives to make, perform and experiment with new forms of music and art in the area.
- Many of Camden Town's high-profile venues remain open and active including the **Roundhouse, Jazz Café, Underworld, KOKO** and the **Electric Ballroom**. The live venue offer is still strong despite some venues closing such as **Shaka Zulu** and **Proud Club**.
- Camden Town's venue and music offer has not really 'evolved' or moved on in recent years with the area relying on its historic legacy and 'heritage' venues. Very few new venues or concepts have come forward, and the area is no longer seen as being at the forefront of shaping and making cultural trends.
- This is a concern as other parts of London have invested heavily in culture and night time activity. These range from Kings Cross and the City of London more centrally, to schemes such as Wembley and Nine Elms which have put culture at their hearts. Other areas such as Walthamstow, Woolwich, Vauxhall and Bromley have been investing in Night Time Enterprise Zones.
- While 'heritage' venues remain prominent, much of the area's cultural history is relatively hidden – visitors to the area do not necessarily get a sense of its historic importance to the music industries.
- The area's broader cultural scene, defined by 'production' based activity, is also weaker than might be expected given its reputation and history. While there is a mix of recording studios, media studios, co-working spaces, fashion production etc, the offer is relatively diffuse with limited provision to the south and east of the area. This activity is generally important to supporting and sustaining a vibrant and evolving consumption offer as production feeds consumption.
- Camden Town also has a lower proportion of 'traditional' night time uses than might be expected. While there is a high representation of music venues and restaurants, there is not a significant difference between the proportion of night clubs in Camden's Town Centre compared to the national picture. The proportion of amusements, theatres, cinemas and theatres is also in line with or lower than the national average.
- Each of Camden Town's quarters has a different evening and night time offer – Chalk Farm has 'heritage' music venues, Camden High Street North is mixed, Parkway has restaurants and Camden High Street South has fast food outlets and 'adult gaming centres' as shown in Appendix 2. Across all areas 'non-traditional' evening and night time assets (e.g. GP surgeries, cafes, libraries, pharmacies) tend to close early impacting activation and accessibility as the mapping set out in Appendix 2 illustrates.

- The increasing commercialisation of the area is a threat to the area's cultural and creative identity. There is little to do beyond spending money on goods and services, and rising residential and commercial prices are acting as a barrier to creative people and organisations from basing themselves in the area.
- Crime, cleanliness and a lack of management are major concerns to consultees in relation to Camden Town's cultural and evening offer. These issues are reportedly deterring people from coming to the area during the evening and night time, and are impacting the attractiveness of the area for repeat visits.
- While busyness is a major concern during the day, the area can become congested and dangerous at night particularly before and after major performances. This is exacerbated by limited capacity at Camden Town Underground Station which often closes during busy periods.



Camden Town has a rich cultural history...

Camden Town's origins date back to the 18th century when it emerged as a residential and transport hub. It was initially a residential area, with an emphasis on affordable housing for the working class. The area grew in importance thanks to its strategic location near the Regent's Canal, completed in 1820, which facilitated industrial activity and trade. During the 1800's, Charles Dickens lived in Camden Town and his experiences there would later shape his social and political commentary within his work.

Camden Town remained largely industrial and residential until the 20th century when it began transitioning into the cultural and creative centre it is known for today. The 1960s marked the beginning of this shift, with the opening of music venues and the development of Camden Market in the 1970s.

1940s: Early Post-War Camden

In the 1940s, Camden was primarily a working-class area with little in the way of recognisable subcultural movements. The aftermath of World War II saw significant urban development and housing efforts, and Camden was largely focused on rebuilding its infrastructure. The area did, however, have a strong connection to jazz and cabaret scenes, laying early foundations for what would become its musical legacy.

1950s: The Beatnik Influence

During the 1950s, Camden began to emerge as a creative space. The influence of the Beat Generation, with its focus on non-conformity and bohemian lifestyles, made its way to London. The area attracted intellectuals, writers, and artists who were seeking affordable living conditions in a city still recovering from the war. Camden's cheap rents and proximity to Soho's jazz clubs gave it an edge in this countercultural awakening.

1960s: Birth of the Counterculture

By the 1960s, Camden was increasingly known for its involvement in counterculture, fuelled by the rise of mod, rock, and psychedelia. This was the era of the Swinging Sixties, when Camden became a hub for music, fashion, and rebellion against traditional societal norms. Legendary venues like the Roundhouse opened, hosting performances by Pink Floyd and The Doors, further establishing Camden as a countercultural hotspot.

1970s: The Punk Revolution

The 1970s marked the arrival of punk rock, which would define Camden's cultural landscape for years to come. Punk's raw, anti-establishment energy found a natural home in Camden. Venues like Dingwalls and Electric Ballroom became central to the UK's punk movement, with bands such as The Clash and the Sex Pistols playing key shows there. The Camden Markets, which started in 1974, also became a gathering point for punks, offering alternative fashion, records, and art

1980s: Goth, Post-Punk, and the New Wave

The 1980s saw the diversification of subcultures in Camden. The goth and post-punk movements emerged, with bands like The Cure and Siouxsie and the Banshees gaining prominence. With the rise of electronic music and DJ culture, Camden's nightlife scene expanded, with clubs like The Batcave hosting goth and new wave nights. The markets continued to be a central space for alternative culture, offering a mix of goth, punk, and indie fashion.

1990s: Britpop and Indie Music Explosion

Camden was at the heart of the Britpop movement in the 1990s, with bands like Blur, Oasis, and Pulp frequently performing in the area's iconic venues. The Good Mixer pub became a meeting point for musicians and fans alike. Camden also embraced rave culture and electronic music in the early 1990s, reflecting the broader shift in youth culture. This decade solidified Camden's reputation as a hub for alternative music and fashion. With more 'extreme' musical movements diminishing in the 1990's and the rise of more easily digestible genres and styles, Camden entered the beginning of its mainstream era in the 1990's.

Continues overleaf...

Camden Town has a rich cultural history...

2000s: Commercialization and Amy Winehouse's Camden

The 2000s saw Camden continue its musical prominence, notably with Amy Winehouse, who lived and performed in the area, embodying its eclectic, bohemian spirit. However, this decade also marked the beginning of rapid commercialization and gentrification. The markets, once havens for subcultures, began to attract greater numbers of tourists, and high-street brands started replacing independent stores. Despite this, Camden remained a musical hub, with venues like KOKO, Roundhouse and Jazz Café still drawing top-tier acts.

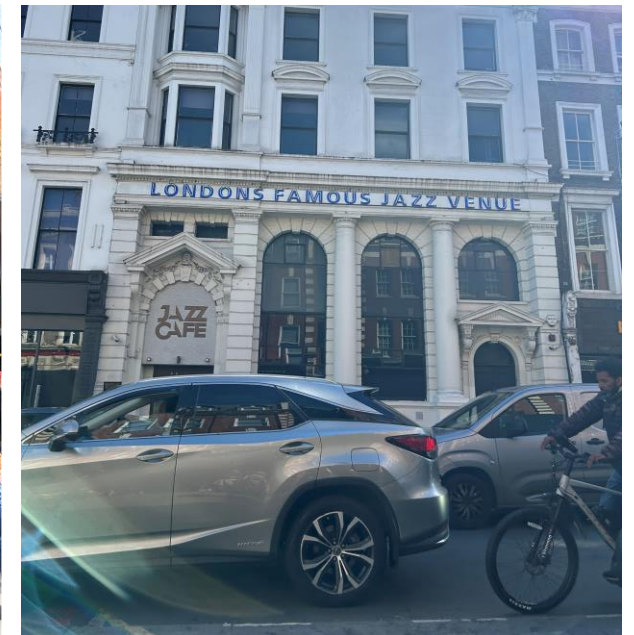
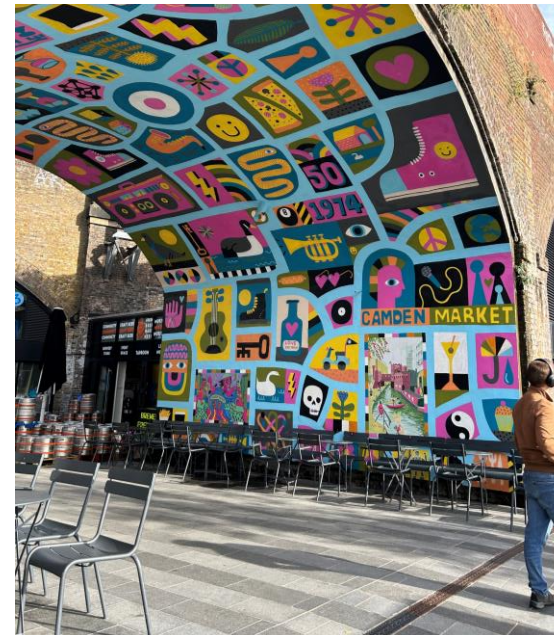
2010s: Over-tourism and Gentrification

By the 2010s, the gentrification of Camden was in full swing, with rising property prices pushing out many independent businesses and long-time residents. In 2014, Camden Market was sold to Israeli billionaire Teddy Sagi through his company Labtech. A surge of property development began in Camden, predominantly with developments that are a distant continuation of Kings Cross and Coals Drop Yard, with viral food culture and retail being at its heart.

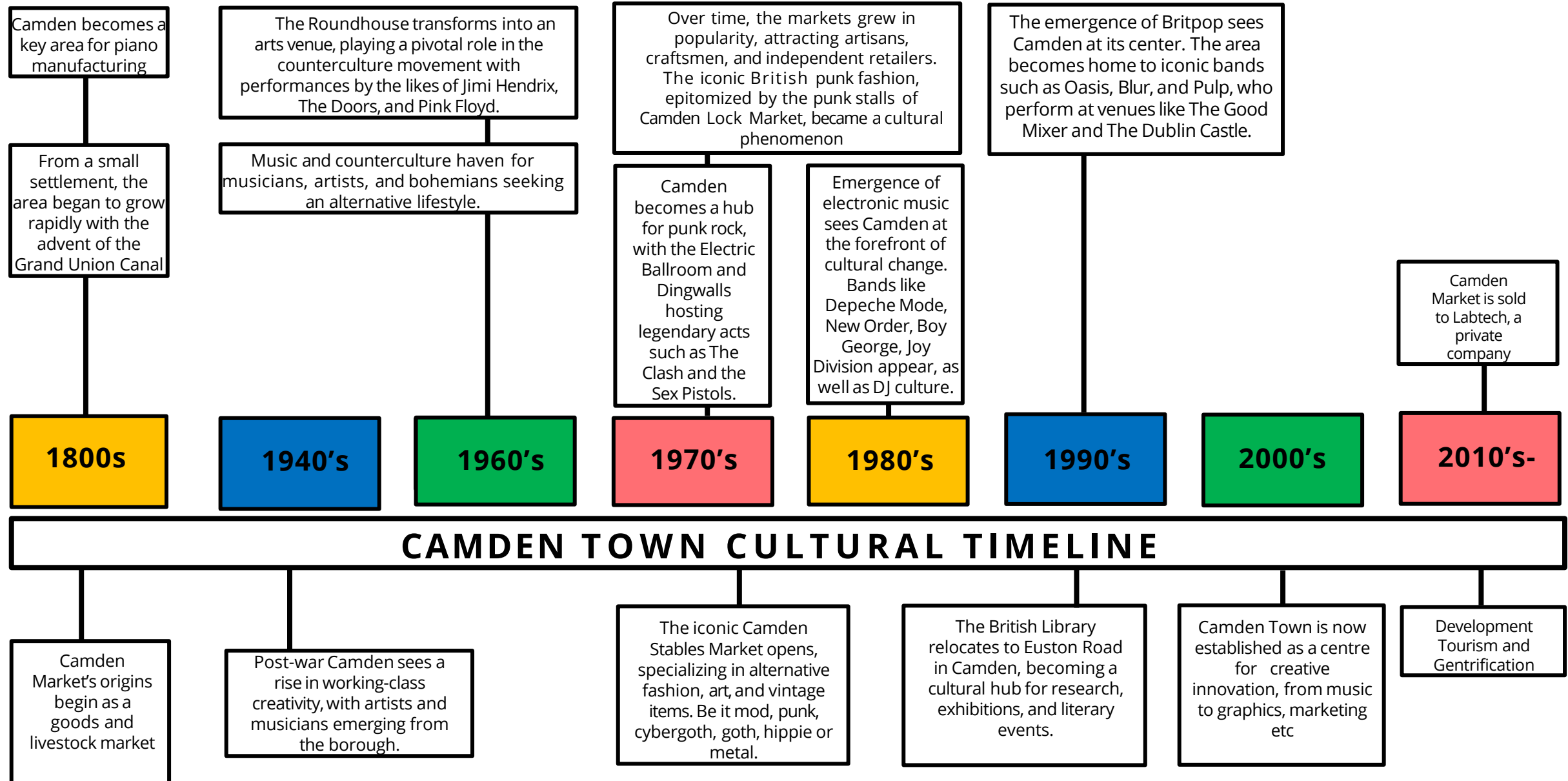
The area's iconic markets became more commercialised, attracting millions of tourists annually. While some elements of its subcultural past remained (particularly in music venues and street art), much of Camden's underground identity had faded. Nevertheless, a resurgence in street art, alternative markets, and grassroots music efforts continued to keep Camden's creative flame alive.

2020s: Post-Gentrification Revival?

Today, Camden Town's subculture is not as strong as it was in the past with the area becoming a popular international tourist destination. However, there are ongoing efforts to preserve its cultural heritage, with street art tours, festivals like Camden Rocks, and initiatives to support grassroots music and art, such as Camden Open Air Gallery. While Camden's bohemian roots have been somewhat diluted its legacy as a hub for alternative culture and creativity continues to attract new generations of visitors.



Camden Town has a rich cultural history...



Many of the area's high-profile venues remain open and active...

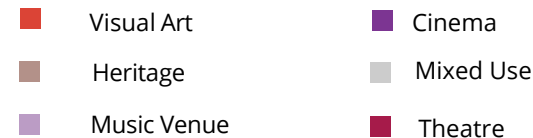
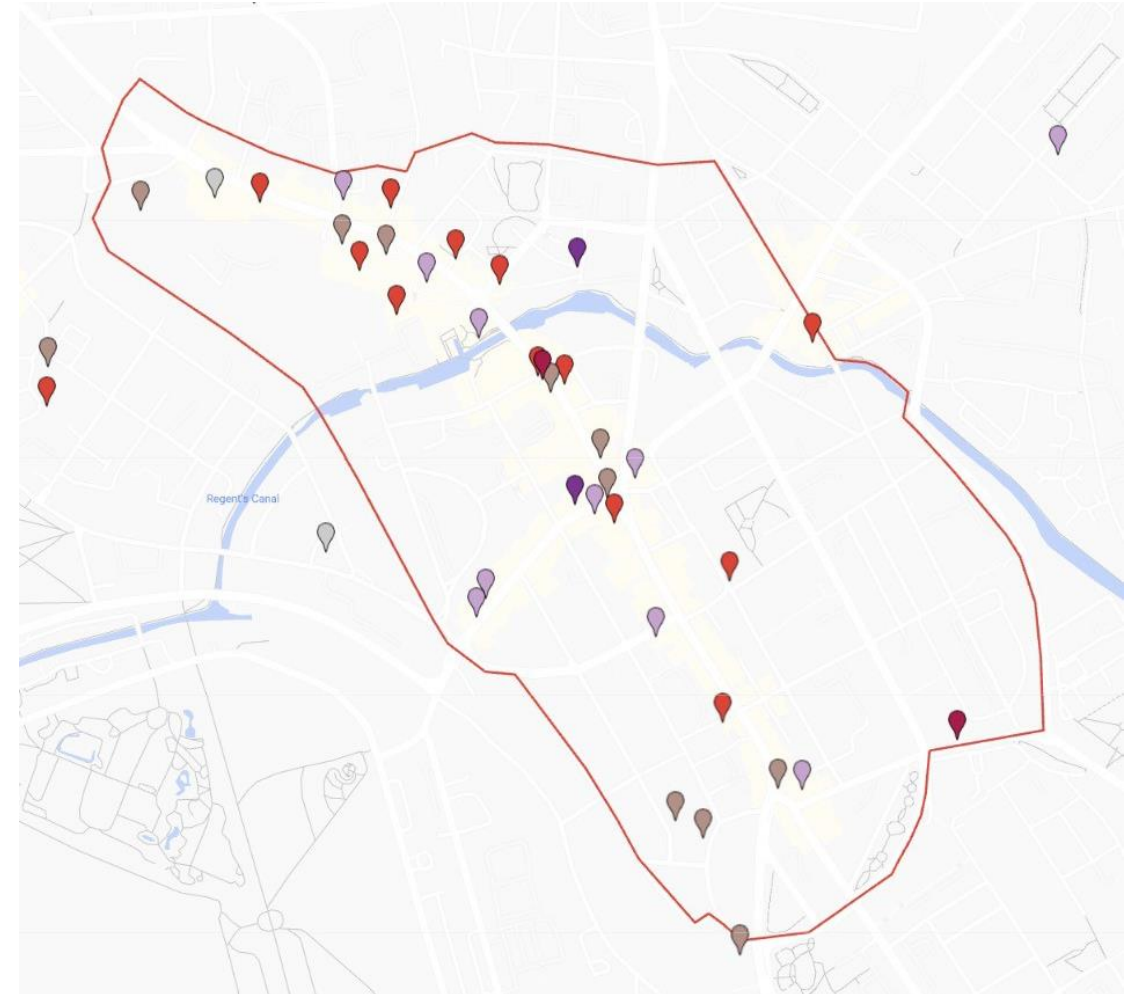
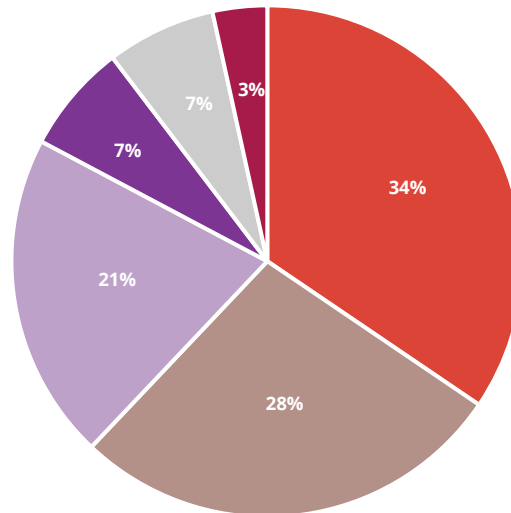
Camden Town continues to have a strong 'cultural consumption' offer. This refers to institutions and spaces where cultural content is visible and accessible to the public. These are summarised on the map on the right and include: Visual Arts, Performing Arts, Music Venues, Cinemas, Heritage, Museums and Mixed Art Forms.

Significant Assets

- The Roundhouse: A performing arts and concert venue in a Grade II building.
- Jazz Café: A live music venue that can hold up to 450 people.
- The Underworld: A rock, metal and alternative venue located opposite Camden Town Station.
- KOKO: A concert venue and former theatre with a capacity of up to 1,500.
- Electric Ballroom: A 1,500 capacity performance venue, club night and daytime market.
- Camden Open Air Gallery: An outdoor art space showcasing murals, street arts for local and international artists.
- The Etcetera Theatre: A venue for theatre and comedy situated above the Oxford Arms Pub.
- Cecil Sharp House: An English folk music and dance arts centre with an archive and library.
- The Forge: A comedy, dance and live music venue with a bar and restaurant.
- Adorn the Common: An artist representation agency offering support and mentorship to artists.

Key Points

- The area continues to have a strong music offer despite a small number of venues closing including Shaka Zulu and Proud Club.
- There continues to be a small number of deep rooted theatres and performance spaces.
- Musical legends and public icons are honoured along the spine through plaques, murals, statues and street art.
- The venue or music offer has not really 'evolved' or moved on in recent years, with the area relying on its historic legacy.
- The consumption offer is clustered around the spine of Camden High Street with a stronger cluster around Chalk Farm and the northern end of the Town Centre.
- The museum, gallery and cinema offer is more limited for such a culturally-iconic location.



Source: GLA Cultural Infrastructure Map, 2023

The broader cultural scene is, however, weaker than might be expected...

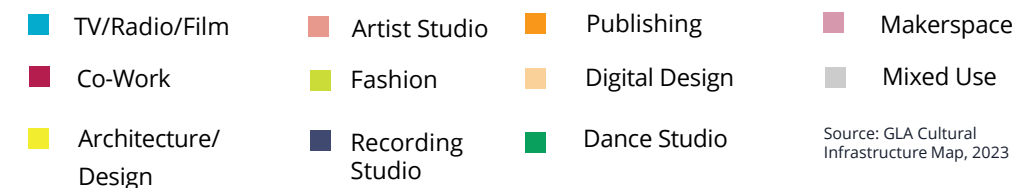
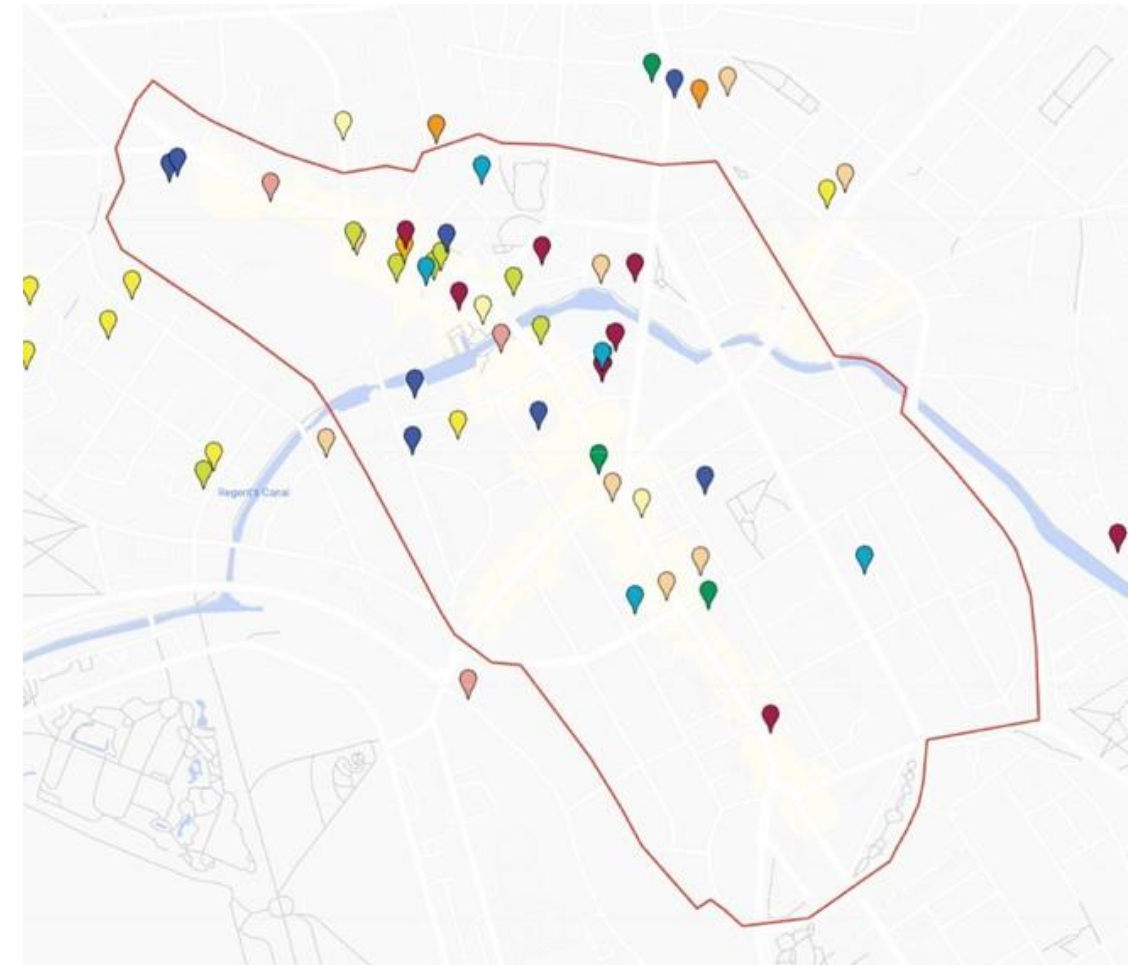
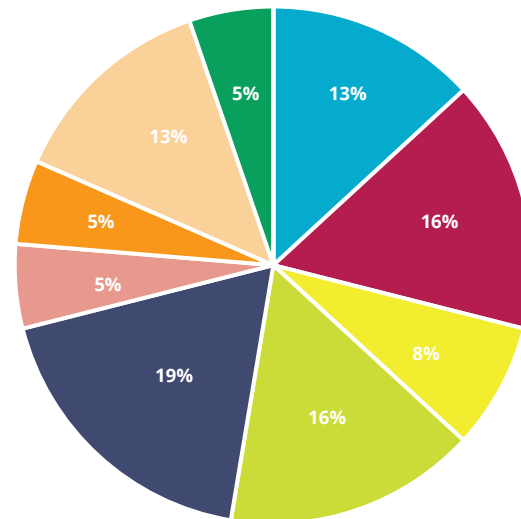
Camden Town has a reasonable 'cultural production' offer but this is not as strong as might be expected for an area given its cultural legacy – it is also weaker than in other creative and cultural areas in London (e.g. Soho, Shoreditch, Hackney Wick etc). Cultural production refers to institutions and spaces where cultural content is created but which are not visible and accessible to the public. This layer includes Fashion, Craft & Product Design, Architecture, Music, Film, Digital Design, Artist Studios, Makerspaces, Co-workspaces, Fabricator/Foundry, Rehearsal Spaces, Literature, Mixed Art Forms.

Significant Assets:

- Roundhouse Young Creatives: A youth program at the Roundhouse helping to train young creatives.
- Bucks Music Group Ltd: One of the UK's longest running independent music publishers.
- Fitzrovia Postproduction & Voiceover Studios: An audio post-production and voice recording studio offering sound design, ADR and podcast production.
- Studio Moren: An architecture and interior design studio specialising in the hospitality sector.
- Arlington Road Studio: Artist studio that also offers workspace for local residents, training providers and social enterprises.
- Gideon Hart Photography: A studio specialising in food, corporate and portrait photography.

Key Points:

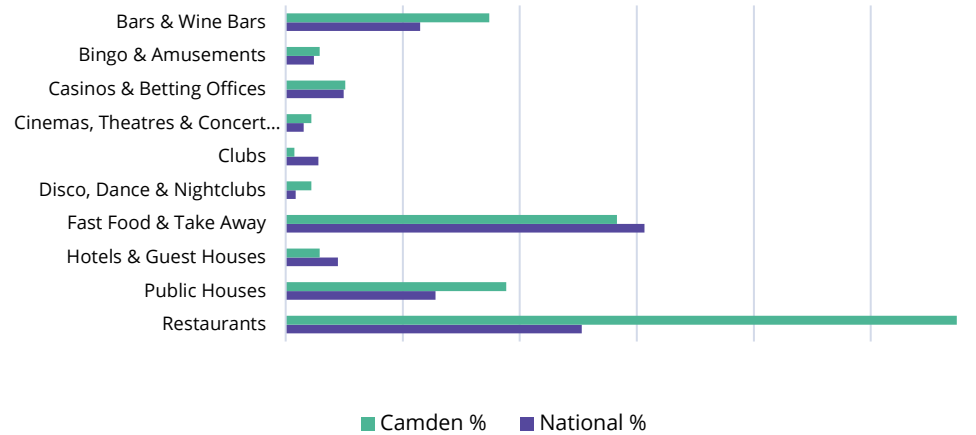
- While recording studios are the most pervasive asset type, only six have been identified which is not significantly more than many other prominent town centres around London.
- There are also a handful of locations where TV, Radio and or Animation is taking place.
- Fashion assets exist across the area reflecting its long-held reputation as a trend setting and maker.
- Co-working spaces and digital design also exist in the area synonymous with trends in the rest of London.
- Most production assets are found to the north of the area and in and around Chalk Farm. There is little along Parkway and towards Mornington Crescent.



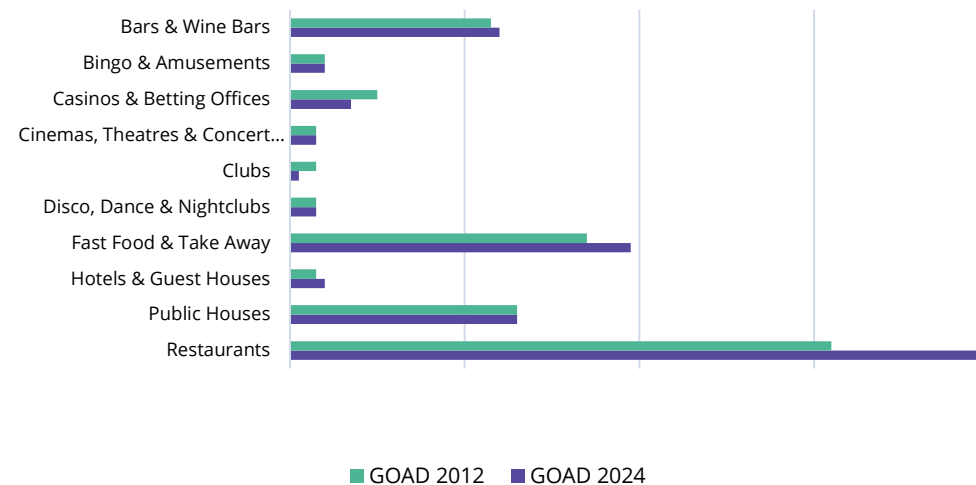
Source: GLA Cultural Infrastructure Map, 2023

The area also has a lower proportion of 'traditional' evening and night time uses than might be expected...

Camden Town 'Traditional' Evening and Nighttime Uses, 2024



Camden Town 'Traditional' Evening and Nighttime Uses, 2012 and 2024



Restaurants



Bars & Wine Bars



Theatre / Cinemas



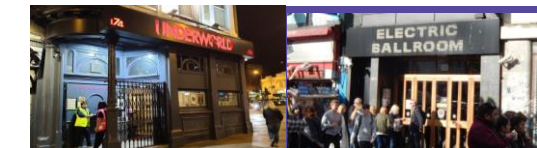
Hotels



Public Houses



Disco, Dance & Nightclubs



Takeaway / Fastfood



Casino's & Betting Offices



Camden Town also has more creative, cultural and night time competition than ever before...

London is going through a significant transformation. The need for new and more sustainable infrastructure for residential, office and other uses, alongside significant historical events such as the Grenfell Tower tragedy, Brexit and the COVID-19 pandemic, have commanded a reinvention of London's built environment.

With this change significant cultural districts are emerging, or areas are reinventing themselves to become cultural districts. Most notably, developments such as Nine Elms in South West London and Wembley Park in North West London, have changed the status quo in developer thinking in terms of blending culture and placemaking in previously impenetrable and commercially driven practices.

Euston and Paddington are also seeing large-scale transformation through high rise buildings and cultural infrastructure, as is the successful Knowledge Quarter with the King's Cross development as its epicentre. These investments have made everyday life substantially different for increasing numbers of workers, through well curated programming and F&B experiences, as well partnerships between life sciences institutions, cultural organisations, developers etc.

The City of London is similarly undergoing a significant transformation having established Destination City, its vision to convert its character from a 2000-year-old financial and legal district to a culture and leisure destination, which celebrates its history and competes with destinations like the West End (the new London Museum development at Smithfield being its flagship cultural project).

The importance of having a strong night time economy is also being recognised partly as a result of the Mayor's 24-Hour London initiative and the work of the London Night Czar. Several locations such as Vauxhall, Woolwich, Bromley and Walthamstow have become among the first Night Time Enterprise Zones in the city.

With a successful and internationally recognisable cultural brand, Camden Town is attracting international investment and development but these other locations are providing competition for the area's visitor market. Camden Town's response to the transformation of London can be unique and potential connection to the surrounding developments and areas of transformation can help it define its offer and contribution to the wider London cultural and commercial ecosystem.

Camden Town's Ethnic History

1940s-1960s:

Irish: Large post-war migration, contributing to construction and public services.

Jewish: Once a thriving community, which began to decline as families moved to suburbs.

Cypriot and Greek: Small but present, part of the broader Greek Cypriot migration post-1950s, visible through businesses and cultural events.

1970s-1980s:

·Caribbean (Windrush generation): Significant cultural influence in music (reggae, ska), food, and local life.

·South Asians (Indian, Pakistani, Bangladeshi): Established businesses, particularly in Camden's markets and shops.

1990s-Present:

·Middle Eastern (Somali, Kurdish, Turkish, Iranian): Growing presence, adding to Camden's cultural diversity in food and local businesses.

·African (Nigerian, Ghanaian): Contributions in food, music, and religion.

·Eastern European (Polish, Romanian, Lithuanian): Increased population since the 2000s, contributing to the labour force and local commerce.

While Camden Town has an enduring creative, cultural and night time offer, there are a number of weaknesses and threats holding it back...

Strengths and Opportunities

- ✓ Has internationally renowned cultural brand known for past subcultures.
- ✓ History and heritage provide strong narratives and opportunities to build upon.
- ✓ Communities are ethnically diverse and deeply rooted in Camden and its history.
- ✓ Very strong footfall from regional, national and international tourists through the week and across the year.
- ✓ Retains a number of iconic venues and has strong consumption infrastructure.
- ✓ Cultural history could be celebrated in a meaningful way and be the basis of a cultural revival.
- ✓ Public, vacant and 'in-between' spaces can be used for cultural innovation.
- ✓ Developer interest can be harnessed towards stronger cultural and creative industries.
- ✓ Growth of experiential, leisure and health uses are supporting a shift away from a traditional retail focus.
- ✓ Forthcoming pedestrianisation offers opportunities to celebrate culture and support night time activity.

Weaknesses and Threats

- ✗ Crime and anti-social behaviour is a pervasive issue and deters people visiting in the evening and at night.
- ✗ Commercialisation of the markets and wider Town Centre has impacted the authenticity of the area.
- ✗ Focus on tourism has crowded out and reduced the focus on creative and cultural activity.
- ✗ Increasing popularity of area has driven up residential and commercial property prices impacting the ability of creative and cultural groups to exist in the area.
- ✗ Street scene and cleanliness are fairly poorly managed impacting perception of the area as a place to go in the evening and at night.
- ✗ Overcrowding and a lack of capacity at Camden Town Underground station influences the attractiveness of the area.
- ✗ Limited recognition of history and heritage of the area through museums, galleries, exhibitions etc.
- ✗ Overrepresentation of fast food restaurants particularly to the south.
- ✗ Limited introduction of 'new' cultural and night time uses has left the offer fairly stagnant.
- ✗ Challenges and tensions related to NIMBYism with community groups and nighttime operators.
- ✗ Limited hotel offer to support overnight visits and stays to major venues.
- ✗ Creative consumption offer does not complement or add to cultural consumption offer as well as it could.

These weaknesses are emphasised by consultees...

PAST GLORIES



Consultees note that Camden Town's creative, cultural and night time scene is kept alive by 'heritage' venues. They note that the offer has not evolved in recent years with few alternative venues coming forward. It is no longer seen as an area at the forefront of making and shaping cultural trends.

HIDDEN PAST



While 'heritage' venues remain prominent, much of the area's cultural history is relatively hidden – visitors to the area do not necessarily get a sense of its importance to the music industries. Consultees state that more could be done to celebrate its past through museums, galleries, events, public art etc.

COMMERCIALISATION



The re-development of the markets and introduction of chain operators have made the area more commercial and less authentic. Consultees note that there is very little for visitors to do that does not involve spending money on goods and services unlike other destinations.

AFFORDABILITY



Consultees set out that affordability challenges have prevented creative people and organisations from locating in the area. The area's cultural stagnation links to limited free or low-cost space for both creative consumption and production activities.

CRIME



Camden Town has a poor reputation for crime and safety, which has heightened in recent years. Consultees note that this deters some people from visiting in the evening and at night, or it is reducing spontaneity as it encourages people to plan their evenings carefully limiting movement between venues.

CLEANLINESS



Consultees also noted that poor cleanliness and street management during the evening and at night heightens concerns around safety. This, combined with a relatively poorly managed public realm, reduces the attractiveness of the area particularly after dark.

CAPACITY



While busyness is a major concern during the day, the area can become congested and dangerous at night particularly before and after major performances. This is exacerbated by limited capacity at Camden Town Underground Station which often has to close during busy periods.

MANAGEMENT



Despite being such an important evening and night time location, the area does not have a co-ordinated focus on these issues. Unlike other areas it does not participate in schemes such as Purple Flag and Best Bar None which are specifically designed to support these types of locations.

Despite these concerns policy and strategy does seek to encourage and support cultural and night time activity...

Camden Local Plan, 2017 (LB Camden)

- ✓ Mix of land uses are supported.
- ✓ Ground-floor opportunities are to be nurtured.
- ✓ Improved linkages and connections are encouraged.
 - ✓ Contributions to open space are required.
 - ✓ High-quality sustainable design is sought.

Camden Corporate Strategy, 2010-2025 (LB Camden)

- Camden positioned as a borough of opportunity.
- Sustainability / adaptability seen as central to place evolution.
 - Inclusivity is a major theme.
- Looks to support connected, active and healthy populations.
 - Safe and vibrant places is a core pillar.

Camden 2025 (LB Camden)

Camden has a rich heritage of artistic, cultural, and social expression linked to its values, promoting access to opportunities for all residents.

The Camden 2025 document emphasises the importance of creativity and energy among its people and businesses, aiming for a vibrant community.

The document highlights the need for inclusive growth, ensuring that all residents can benefit from Camden's cultural and economic resources.

Camden Future High Streets, 2021 (LB Camden)

Vision

For Camden's high streets and town centres to be ready to face the future. To be at the heart of their communities with all residents able to reach their local centre by walking or cycling in 15 minutes or less. The high streets and town centres of tomorrow will be safe, family-friendly, environmentally responsible, diverse, accessible and vibrant places to shop, work, socialise, share knowledge and skills, network, learn, make, live and play.

Objectives

(1) Community & Economy: High streets at the heart of community life and local economies: more jobs and training opportunities, increased innovation, entrepreneurialism and a greater role for local partnerships, collectives and community activity; (2) Diverse Uses: High streets with more diverse uses and less vacant space: increased leisure, workspace, community space, and culture; and appropriate activity day, evening and at night; (3) Sustainable & Accessible: High streets that are sustainable: better air quality, more greening, and accessible to everyone in the community within 15 minutes travel from their home; (4) Inviting Public Realm: High streets that are inviting and enjoyable places to spend time.

Camden Draft Local Plan (LB Camden)

Draft Local Plan looks to support the enhancement, redevelopment or relocation of existing cultural facilities.

It also looks to support new and expanded cultural facilities in accordance with the following approach:

- Large-scale facilities should be located in the Central Activities Zone or Camden Town.
- The provision of new and expanded cultural facilities will be expected to reflect Camden's history, culture and diversity.

New proposals for cultural facilities need to:

- Demonstrate how the proposal contributes to the delivery of local arts and culture strategies.
 - Provide details of meanwhile use.
 - Plan community arts projects.

Despite these concerns policy and strategy does seek to encourage and support cultural and night time activity...

Camden Evening and Night Time Strategy (LB Camden)

The Camden Evening and Night-Time Strategy is a community-led plan to make Camden a safe, inclusive and vibrant destination during the evening and night hours, ensuring a balanced approach to nightlife and community wellbeing. The strategy was launched following extensive community input which highlighted key areas such as safety, economic support, and diversity in nighttime activities.

The strategy aims to enhance safety through improved street lighting, anti-harassment resources, and better support for reporting incidents. Addressing this, the strategy includes a commitment to safer public spaces and initiatives that encourage secure mobility across the borough at night. One key recommendation for enhancing public spaces involves investing more money into cleaning of the high street at night to ensure sufficient steps have been taken in night-time hotspots.

Economically, Camden aims to provide targeted support to nighttime businesses, including discounts for grassroots music venues, encouraging non-alcohol-led venues and piloting night/evening markets. The strategy also promotes recreational and cultural activities that cater to varied demographics, from families to young professionals.

The action plan for the Evening and Night-time Strategy aims to be delivered over a five-year period from 2024 to 2029.

Culture Strategy for London (GLA)

The Cultural Strategy for London aims to promote inclusive cultural growth and support London's diverse creative industries.

The four key pillars comprise:

- **Cultural Access and Participation** - The strategy emphasises ensuring all Londoners, regardless of their background, can access and engage in cultural activities;
- **Diversity and Inclusion** - The strategy wants to provide a strong focus on representing and supporting London's diverse communities;
- **Cultural Infrastructure** - The strategy prioritises the development of London's cultural infrastructure by focusing on creating affordable spaces for artists and cultural workers;
- **Youth and Social Inclusion** - Addressing social inequality is central to the strategy, with the Young Londoners Fund investing in creative programmes that provide positive pathways for young people, particularly in deprived areas.

The Strategy for London references Camden Alive, a cultural project funded through the Cultural Impact Awards. Camden Alive is a creative programme that highlights the borough's diverse communities by collaborating with local residents, artists, and performers to create interactive digital art, exhibitions, and performances. It focuses on using art to build community cohesion and provide a platform for underrepresented voices in the borough.

24 Hour London Strategy (GLA)

The 24-Hour London Strategy aims to enhance London's nighttime economy, ensuring the city is vibrant, inclusive, and safe around the clock. This strategy, was launched by the Mayor of London as part of a broader vision to transform London into a leading 24-hour global city.

1.Boost the Nighttime Economy: The strategy focuses on supporting businesses, job creation, and economic activities that operate at night, with an emphasis on sectors like entertainment, hospitality, culture, and transport;
2.Safety and Inclusivity: Safety initiatives are a top priority, ensuring that everyone feels secure when out at night;
3.Improve Transport and Infrastructure: Enhancing 24-hour public transport options like night buses and the Night Tube is crucial;
4.Promote Culture and Community: The strategy emphasizes supporting London's arts, culture, and leisure offerings at night. This includes extended hours for museums, galleries, and cinemas, as well as promoting live music and performances;
5.Sustainability and Resident Wellbeing: The strategy acknowledges the importance of balancing night-time activities with residents' needs.

Key Actions

•**Appointing a Night Czar:** The role is dedicated to championing the night-time economy, supporting initiatives, and addressing nighttime challenges, with a new Night Czar hopefully being announced in the coming months;
 •**Night-Time Enterprise Zones:** Pilot zones encourage innovation and safe, vibrant night-time economies in selected areas;
 •**Cross-Sector Partnerships:** Collaboration with businesses, the Metropolitan Police, Transport for London (TfL), and local councils is central to implementing this strategy.

4C What are the strengths and opportunities of Camden's markets and how have they changed over time?



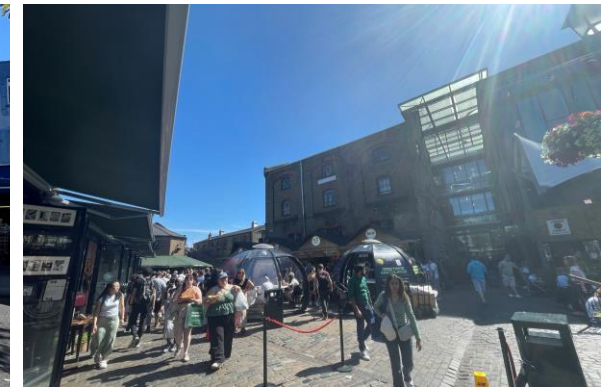
This sub-section provides an overview of Camden's markets and how they have changed over time. It focuses on identifying strengths and opportunities that can be built upon to deliver stronger economic and social outcomes.

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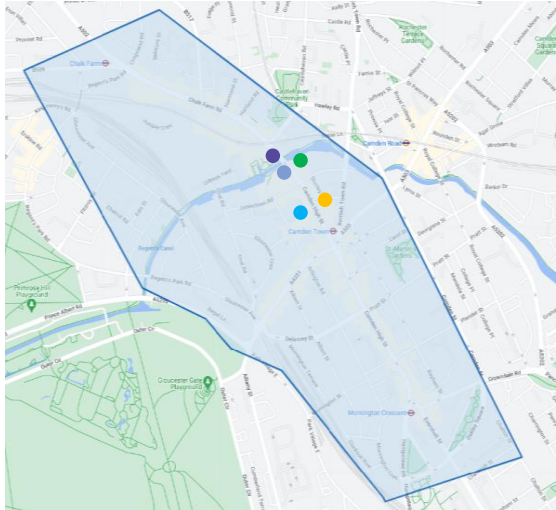
Chapter Commentary

- Camden Town's markets have a rich and varied history:
 - **Inverness Street Market** was traditionally a **fruit, vegetable and everyday produce market** up until the 2010s. The rise of convenience supermarkets on Camden High Street, the removal of bus stops along the main street, and the rise in tourism has however led to the demise of this type of activity. The market has since evolved to provide **lower end souvenirs, clothes and street food** targeted at the ever-growing visitor market.
 - **Camden Stables, Lock and Hawley Wharf** have also seen a significant evolution over time. Each originally had their own **distinct role and function** (i.e. boat building, horse market, every day trade) but this has shifted in response to wider **economic trends, industrialisation, fires and a wide range of other factors**. The purchase of Lock by **Northside** arguably marked the start of the evolution of the markets as we know them as it led to the rise of spaces to make and sell **jewellery, arts, craft and antiques**. This remained the core of the markets for some time before the further introduction of **fashion and food** which has increased following the purchase of the markets by **Labtech** (Tedi Sagi) in 2014.
 - **Boxpark, or Buck Street Market**, is more recent and has evolved from a simple souvenir and clothes market to the temporary three storey **shipping container complex** that is currently there. Places for London now own the site which is managed by Boxpark who plan to introduce **weekly quizzes, comedy nights, live music and resident DJ sets that celebrate the area's rich cultural heritage**.
- Camden Town's markets have some distinct characteristics:
 - **Tourism:** Camden Town's Private Markets (Labtech and Boxpark) are today a mix of retail, F&B and event led activity designed to appeal to visitors. The markets physically dominate the area and represent the largest single visitor destination., and even wider Londoners, are however not regular visitors according to Labtech Local people- either because of its current reputation as a tourist trap and its associated issues, or because they hold fond memories of "old Camden Town".
 - **Safety:** The markets are held to account for some of the wider issues around the town centre which may only in reality be applicable to Inverness Street. On the High Street, crime, disorder and uncleanness are a matter of concern for residents and visitors alike. Within Camden Markets and Boxpark sites, there is a close attention to cleanliness and upkeep as well as security.

- **Curation:** Camden Markets and Boxpark sites focus heavily on curating their offers for shoppers and visitors, both aiming to keep the spirit of "old Camden" alive with a mix of outlets and some focus on crafts and creative businesses alongside food, vintage and other small businesses. They are neatly matched to their audiences and are largely successful.
- **Lack of Community:** There is the perception that the markets are disconnected from the local community. However, Labtech do have initiatives to support local people, businesses and community groups. These could be better publicised and linked up with initiatives being brought forward by other groups.



Camden Town's markets have a rich and varied history...



Inverness Street Market

- Operator/Owner: Camden Council
- No of Stalls: Max 20
- Commodities: Souvenirs, Clothes, Food



Boxpark Camden

- Operator/Owner: Boxpark / Places for London
- No of Stalls: 60 tbc
- Commodities: Fashion, Gifts, Crafts, Food & Beverages. Plus cultural activities and events.



Camden Market: Camden Stables (Purple), Hawley Wharf (Green), Camden Lock (Blue)

- Operator/Owner: Labtech
- No of Stalls: 1000+
- Commodities: Fashion, Gifts, Crafts, Food & Beverages. Plus cultural activities and events.

Inverness Street Market

Inverness Street Market has been part of the London Borough of Camden since **1965**, but a food market has taken place in Camden Town since the late 19th Century, known as Camden Town Market, with approximately 50 stalls.

In the **1940s** it moved off the high street to make way for electric trams and vehicles, and the portion that moved onto the side road that is Inverness Street became known by that name. The original Inverness Street market would have comprised traditional market stalls selling everyday produce, particularly fruit and vegetables as it did until **2010s**.

The rise of convenience of supermarkets on Camden High Street, and the removal of bus stops along the main street, led the demise of this traditional food market which began instead to focus on street food, tourist souvenirs and clothes. Today it is dominated by souvenirs and goods targeted at visitors and tourists.

Camden Market: Camden Stables, Hawley Wharf and Camden Lock

In **1816** the **Regents Canal** from Paddington to Camden opened for business. Originally, this was going to extend to Limehouse but that was delayed and Camden became the terminus. The canal brought trade, transforming Camden Town into a bustling industrial centre. In 1854 the **Horse Market** at Camden Lock was established. Alongside horses, the public could purchase livestock, fruit and vegetables. The market became a popular attraction with locals and visitors alike.

Throughout the **19th century** the industrial hub at Camden thrived - full of **distilleries producing gin and home to the piano making and packaging industries** among others. This was the case until the end of World War II when decline set in. This period saw vehicle and road transport surpass water travel as the easiest way to move goods, and so the canal and its industrial complex including the market fell into serious disuse.

By the end of the **1960s**, many buildings were derelict and becoming run down. **Dingwall's Timber Merchants** (piano trade) closed down, leaving a large vacant building yard right next to the lock. Childhood friends and property development business owners Bill Fulford and Peter Wheeler first became interested in Camden as a site of development in 1971, when the lock area was the site of interest for a new major road / motorway which would obliterate all the historic buildings at the canalside. There was much uproar amongst the community, protests and the road never happened.

Northside (Fulford and Wheeler) obtained the rights to the 7 remaining years of lease for Dingwall's building yard from British Waterways for £10,000. They worked with Eric Reynolds (founding director of Urban Space Management), who was a local boat builder, from the beginning to manage the site. Peter Wheeler was the original deal-maker; Bill Fullwood was the consolidator and organiser; while Eric Reynolds became the hands-on promoter and manager of activities.

The first market was at **Camden Lock** on Saturday 30th March **1974**. Town planners did not want the market to be direct competition to the retail outlets on Camden High Street so the focus was on non-essential items that could be made at home and then sold over a stall at the market. And so the market was advertised as **craft workshops with temporary stalls** and began with 16 traders, selling **antiques, jewellery, arts and crafts**.

Camden Town's markets have a rich and varied history...

The market underwent many capital and cultural transformations; from providing daily affordable goods for working class people to more of a hipster and eventually touristic hangout.

Within 10 years there were 120 stalls. In the mass immigration to Camden in the **1980s**, stall holders began to diversify their outputs selling **food and artisanal products** from their home countries. During this period, the owners wanted to expand the market's footprint. So, they sank a barge and built flooring on top of it to extend out onto the water. They also knocked one of the market walls down to make it more accessible to pedestrians on the canal towpath.

By the end of the 1980s, Camden Market had become very popular. It was a destination for **interesting shopping, diverse culinary experiences and sub culture nightlife**. In **1989**, a local artist John Bulley was commissioned to paint the railway bridge, a place that had previously held advertising. This was a good example of how the markets used local arts to aesthetically tie the markets together, keep major retail competitors out, and work with the avant-garde, non-commercial aesthetic of independent makers.

The reputation of the markets became internationally renowned in the **1990s**, both as a tourist destination and also a hangout place for hipsters and trendsetters. The offer had evolved and become less subcultural and **more mainstream**. Identifying that tourism was central to the market's footfall, the use of canal became imperative. Boat trips going to/from Camden Lock became a part of the market's life.

In **2008**, there was a fire in the Waterside Market. In **2014** and **2017** The Stable Markets also set on fire. These have been dubbed **"The Great Fires Of Camden"**. After the second fire, in 2014, a loving article to the markets was published in [The Standard](#), detailing its cultural landmark significance: "London is a city of icons, where postcodes take it in turn to proclaim their greatness, to shout out their history, to push their heroes. We are a city of blue plaques, age-old landmarks, [inspiration for masterpieces](#) and postcard fodder, and [Camden Market](#) is one our finest."

In **2014** Israeli billionaire **Teddy Sagi** started buying property in the area and by March **2015** he had bought 4 of the 6 sections of the market. He announced to spend **£300 million** by 2018 developing the area. The first move was to permanently close the waterside market. This has subsequently been re-developed into the Hawley Wharf complex.

Boxpark

In **2018**, the market on Buck Street was transformed into a temporary three storey shipping container complex, replacing the previous swathe of makeshift stalls.

This initially caused some worry in the local community. An article from the Camden New Journal argued that the development represented creeping gentrification in Camden: *"Many traders have expressed fears that the changes will mean a move upmarket, with increased rents, and that they will not be offered the chance to return"*. Also, labour councillor Georgie Robertson is recorded as saying *"The project could dilute the area's reputation for uniqueness"*, as other markets in London use containers and look this way.

Labtech however wanted the market to return to a focus on **craftsmanship and original goods**. All tenants were therefore given the opportunity to reapply and 14 of the original traders stayed, and others who were unsuccessful were offered alternative pitches within other parts of Camden Markets.

In **2024**, Places for London, who had acquired the site for the future re-development of the Camden Town Underground Station, transferred the license to Boxpark, who plan to include 60 independent food and retail traders alongside two bars, complete with a rooftop terrace, enhancing the site's appeal as a vibrant social hub. They will create a tailor-made events program of some of their most loved cultural and community events, including weekly **quizzes, comedy nights, live music and resident DJ** sets that celebrate the area's rich cultural heritage.

Camden's contemporary markets have some distinct characteristics...



Tourism

Camden Town's Private Markets (Labtech and Boxpark) are today a mix of **retail, F&B and event led activity** designed to appeal to **visitors**, and the council led market at Inverness Street has had to follow suit to some extent. The markets physically dominate the area and represent the **largest single destination for visitors**. They lead the way for local retail, hospitality and cultural economies.

Local people, and even wider Londoners, are however not regular visitors according to Labtech- either because of its current reputation as a tourist trap and its associated issues, or because they hold fond memories of **"old Camden Town"**. Trip Advisor reviews for Camden Markets echo this divide between Londoners and Tourists when it comes to visiting the markets:

*"I'm a Londoner born and bred and haven't been to Camden market for around 14 years. Back then it was great. **What a waste of time and effort it was today though.** Apart from a few genuine vintage clothing shops and a couple overpriced vinyl stores, here is what you'll find: Jewellery: crystal, silver, plastic and polymer clay. There must be 50 stalls full of the stuff, a lot of it repeated."* Jo P Sept 2024

*"Surpassed my expectations. **Loved the vibe and the atmosphere and was emotional when I saw the Amy Winehouse memorial statue**, her legacy really does live on here... top tip make sure you go there hungry as the food is mouthwatering!!!"* Ava Cx (Halifax, Canada) Oct 2024

With the decline in UK retail overall, and the lack of other quality employment locally reducing the workforce, it is risky for traders to make any changes that might draw the appeal away from the reliable tourist demographic.



Safety

The markets are held to account for some of the wider issues around the town centre which may only in reality be applicable to Inverness Street. On the High Street, **crime, disorder and uncleanness** are a matter of concern for residents and visitors alike. Within Camden Markets and Boxpark sites, there is a **close attention to cleanliness and upkeep** as well as security.



Curation

Camden Markets and Boxpark sites focus heavily on curating their offers for shoppers and visitors, **both aiming to keep the spirit of "old Camden" alive** with a mix of outlets and some focus on crafts and creative businesses alongside food, vintage and other small businesses. They are neatly matched to their audiences and are largely successful.

Inverness Street market has evolved into a more **ramshackle offer for Tourists** with a similar souvenir offer to many of the current high street shops, as well as lower end Street Food and clothing stalls.



Lack of Community

There is the perception that the markets are disconnected from the local community. However, **Labtech do have initiatives to support local people**, businesses and community groups.

Camden Markets operate as a small business hub, supporting their traders as much as they can. They offer some leases on short commitment removing barriers to entry for start ups. There is a workspace within the site, offering support and community to its members. $\frac{1}{4}$ of the traders in Camden Markets are from the global majority and **25-30% of the traders are from the local area**. This represents a diversity and commitment to local business not found in some sites in London.

Camden's markets have some clear strengths, weaknesses, opportunities and threats...

Strengths and Opportunities

EMPLOYMENT

The Markets represent one of the biggest employment opportunities locally, with 1000+ stalls. This workforce is diverse, international and creative. Businesses are nimble with stable footfall. These people are the lifeblood of the area and local economy. This is to be encouraged and developed.

CELEBRITY & HERITAGE

Camden is well known for its markets and still considered a "rite of passage" for young artists and designers. Audiences are drawn to the history of the area and Camden does well at expressing that. There is an opportunity to tell today's stories more loudly.

EDUCATION

Camden Market offers training for entrepreneurs, work experience for young people, apprenticeships and more. There is an opportunity for more joined up working between private markets, council and student creatives, with a direct line to market stalls.

CULTURAL SPACE

The opportunity and desire to see market spaces used for more than traditional selling is well established with venues like Boxpark. Camden sits as a melting pot of creativity and retail that is unique in London. Customers want more from their shopping experiences than a purchase, and Camden Markets provide this to an extent.

Weaknesses and Threats

PERCEPTION

The widely held belief that Camden's markets are not for local people, and that Camden Town more broadly is just for tourists ultimately hurts the area. There is a minimal understanding within wider populations nationally about how little influence local councils have over privately owned commercial space. The High Street is arguably the biggest culprit rather than the markets themselves and this perception affects everyone.

ENVIRONMENT

Camden markets are well kept and slickly branded. This is in juxtaposition to much of the high street and surrounding streets which can feel unkempt and lacking in security. This prevents many visitors from moving beyond the markets into the wider Camden Town area and is a missed opportunity to spread that wealth into the local economy more widely.

COMPETITION

Camden was once unique in this mix of market activity. Now, outside central London, it is one of many small centre destination shopping and hospitality areas. Others come without the tourists, or more locally to workplaces, which is more appealing to wider Londoners. This has an impact both on the visitors and the potential traders who have more choices of where to go.

CAPACITY

Space is at a premium. Businesses struggle to expand and have to move out of the markets and area to scale up. Change of use on units and planning applications take time, skill and money that small businesses do not have. Without high street space to offer to growing businesses, in an environment that appeals to them, there is a limit on how many established brands can be retained locally.

4D What are the characteristics of Camden Town's economy and which sectors present opportunities?



This sub-section provides an overview of the characteristics and performance of Camden Town's economy and sectors. This is to provide insights into the area's economic strengths and opportunities, and to inform conclusions around economic activities that should be retained and/or supported to grow.

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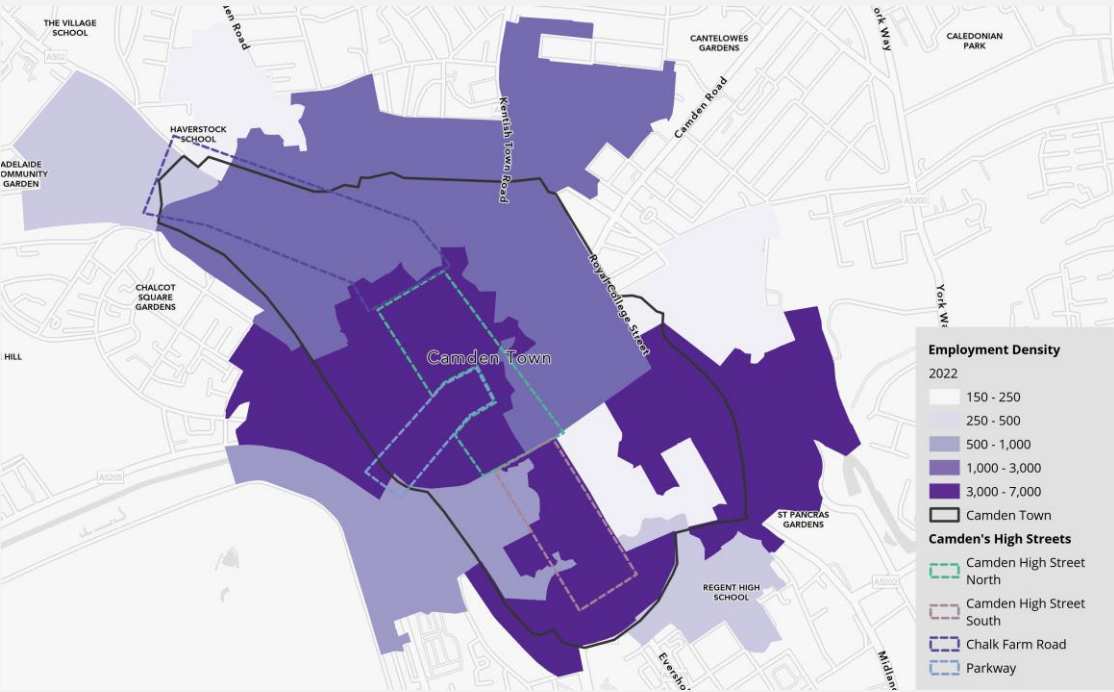
Chapter Commentary

- Camden Town's economy is made up of around **3,100** businesses employing **62,000** people. This is much larger than the economies of the comparators analysed, including Hammersmith (1,200 businesses; 29,000 jobs), Angel (1,150 businesses; 21,000 jobs), Brixton (1,000 businesses; 12,700 jobs).
- This economy is underpinned by a number of anchor facilities and occupiers including Camden Lock Market, Camden Stables, Buck Street Market, KOKO, the Electric Ballroom, and Hawley Wharf, a new development offering a mix of F&B and entertainment.
- Camden Town's economy has remained fairly static over the past five years of available data, with business count falling by around **-220** and employment count falling by **-1,300**. This is despite observed growth in business and employment count in Peckham, Hackney Central and Brixton over the same period. Analysis of spatial patterns suggests that the loss of employment space in the Jamestown Road area may explain these trends.
- The area's economy has a strong representation of knowledge economy sectors such as Professional, Scientific & Technical Activities (**12,000** jobs), Information & Communication (**6,000** jobs) and Financial & Insurance (**3,000** jobs). These sectors are **2.1**, **2.1** and **1.5x** more concentrated in Camden Town's economy respectively than the national economy. All these sectors have, however, declined by **-8%**, **-14%** and **-33%** respectively in terms of employment over the past five years of available data.
- High street sectors such as Retail (**6,000** jobs) and Accommodation & Food Services (**5,000** jobs) are also prominent. Unlike other town centres across the country these industries have grown by **+20%** and **+40%** respectively over the past five years of available data reflecting Camden's evolving role as a destination.
- Camden Town's creative industry is made up of 7,880 jobs. Despite having some clear sub-sector specialisms, there has been a shrinkage of historically important sectors such as Publishing and Music, Performing & Visual Arts in recent years (-22% and -9% respectively, or -250 and -130 jobs).
- Camden Town's Life Science sector is small despite its proximity to the Knowledge Quarter. While there may be an opportunity to encourage Life Sciences businesses to locate in the area there is not a strong base to work from, and the area is better aligned with the creative and cultural industries in terms of economic specialisms.
- There are clear spatial patterns to Camden Town's economy as illustrated by the maps in Appendix 4. For example, Knowledge Economy sectors are centrally located, with a strong presence near Mornington Crescent linked to Greater London House. High Street sectors are unsurprisingly clustered centrally, though the presence of the ASOS HQ is skewing figures. Supporting sectors such as Business Administration and Health are found on the peripheries of the area.



Camden Town has a larger economy than its comparators, with high concentrations of jobs and businesses in and around High Street North and South...

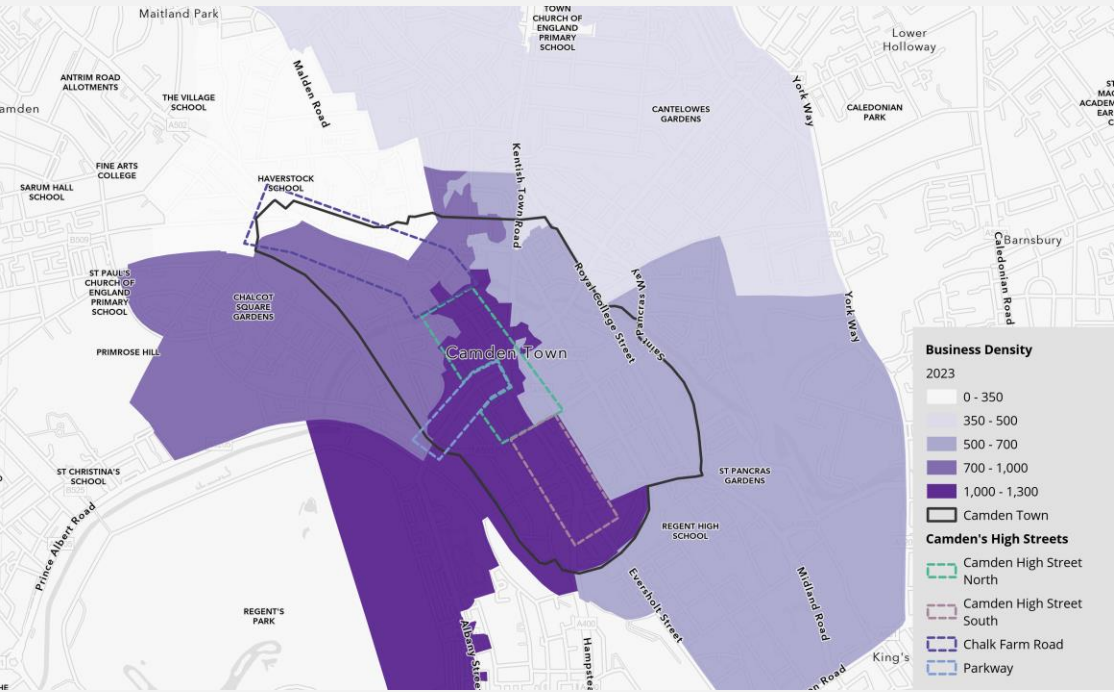
Employment Density (2022)



Date	Angel Catchment	Brixton Catchment	Camden Town Catchment	Dalston Catchment	Hackney Central Catchment	Hammersmith Catchment	Peckham Catchment
2017	18,860	11,220	62,990	4,485	7,775	36,085	3,830
2018	22,485	11,715	63,125	4,975	8,545	34,315	4,375
2019	20,710	11,990	59,735	4,670	7,595	30,305	4,150
2020	19,860	11,645	57,755	4,450	7,440	30,245	4,615
2021	19,985	11,990	61,235	4,750	7,605	30,255	4,655
2022	21,260	12,700	61,675	5,145	8,920	29,440	5,395

Source: ONS, BRES. 2022

Business Density (2023)



Date	Angel Catchment	Brixton Catchment	Camden Town Catchment	Dalston Catchment	Hackney Central Catchment	Hammersmith Catchment	Peckham Catchment
2018	1,230	995	3,320	1,715	470	1,215	795
2019	1,215	1,015	3,305	1,765	495	1,225	850
2020	1,215	1,045	3,255	1,795	480	1,300	850
2021	1,165	1,055	3,225	1,730	480	1,250	875
2022	1,180	1,055	3,190	1,725	530	1,275	880
2023	1,150	1,055	3,100	1,610	520	1,230	845

Source: ONS, Business Count, 2023

Major economic anchor facilities and occupiers are driving these spatial patterns...



Camden Stables: The Stables is one of Camden's unique markets. The market offers a variety of global and local stalls selling clothes, antiques, crafts and food.



Greater London House: The property provides office space with over eight floors. In addition to the offices, there is also a gym on the basement level. It has a total floorspace of 321,870 sq ft.



Camden Lock Market: Situated along Regent's Canal, the market is a significant tourist attraction. It is a key part of London's arts, culture and creative scene, with shops and stalls on offer.



KOKO: An iconic concert venue and former theatre with a capacity of 1,500 people. It is a key venue for up-and-coming artists to support new music in Camden. It was renovated in 2022.



Buck Street Market: Stacks of repurposed shipping containers housing a number of food stalls and retail. It has recently been taken over by Boxpark who are due to re-brand it in the near future.



The Roundhouse: A renowned performing arts centre hosting a range of events including concerts, theatre shows and festivals. This makes it a significant cultural hub in London.



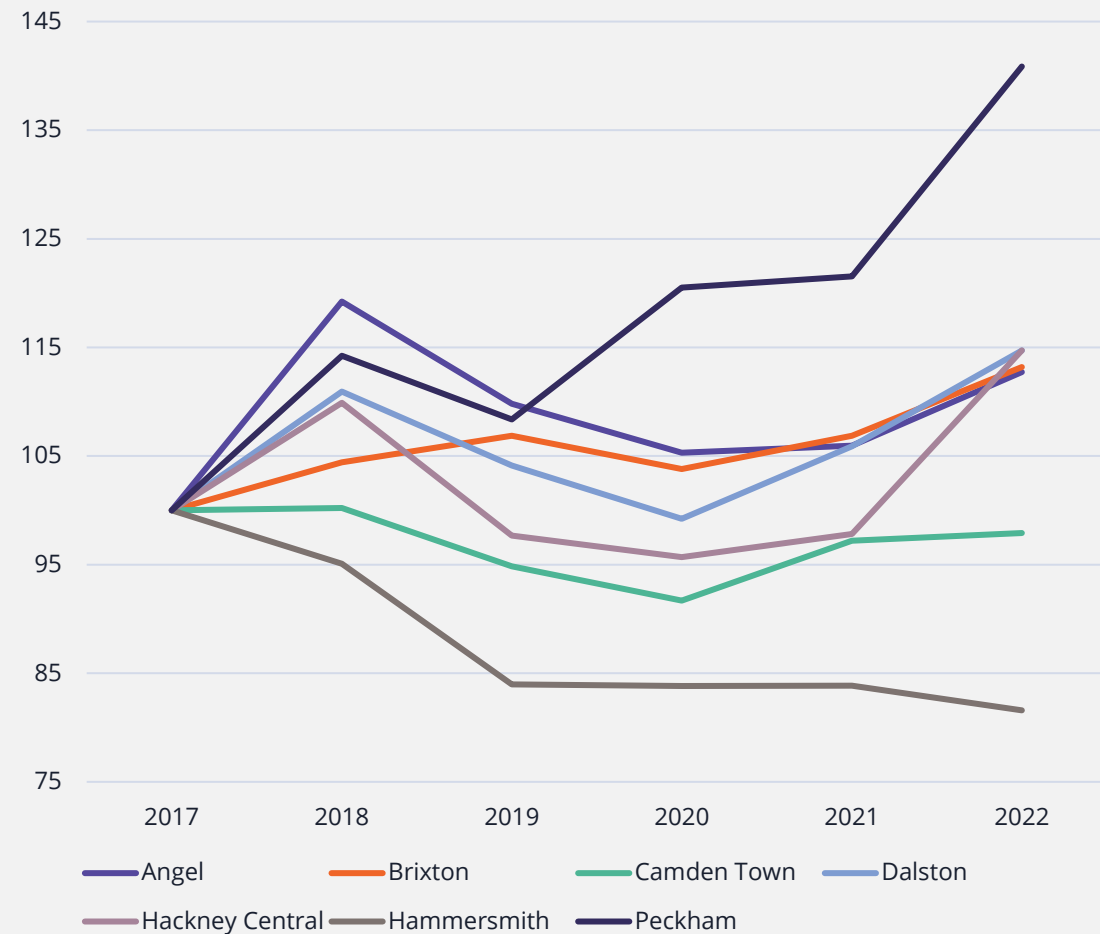
Electric Ballroom: A historic live music venue and nightclub known for its alternative and electronic sets. It is a vibrant part of Camden's nightlife, having been operating for 80 years and encourages 'outside' visitors into Camden.



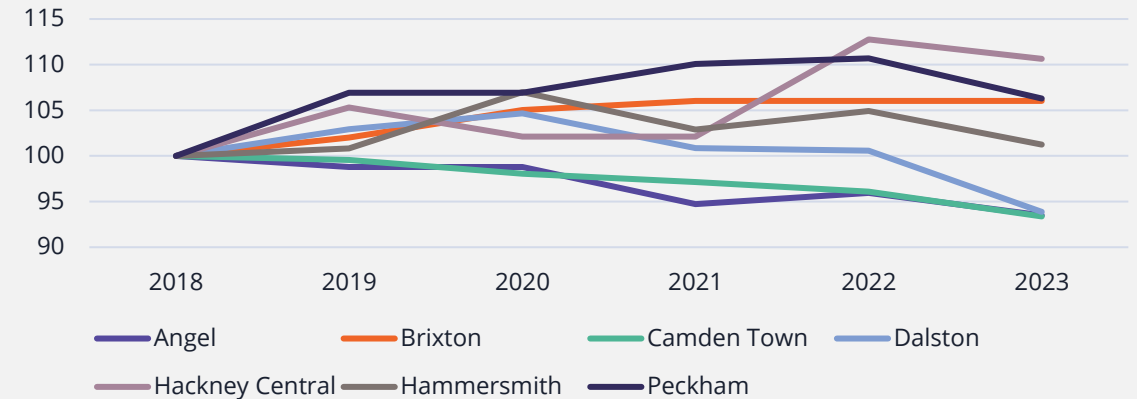
Hawley Wharf: A canal-side space offering a mix of markets, shops, entertainment and workspaces. It features a variety of independent food stalls and has become a key space for dining in Camden.

Despite this, unlike its comparators Camden Town's economy has remained relatively static over the last five years of available data...

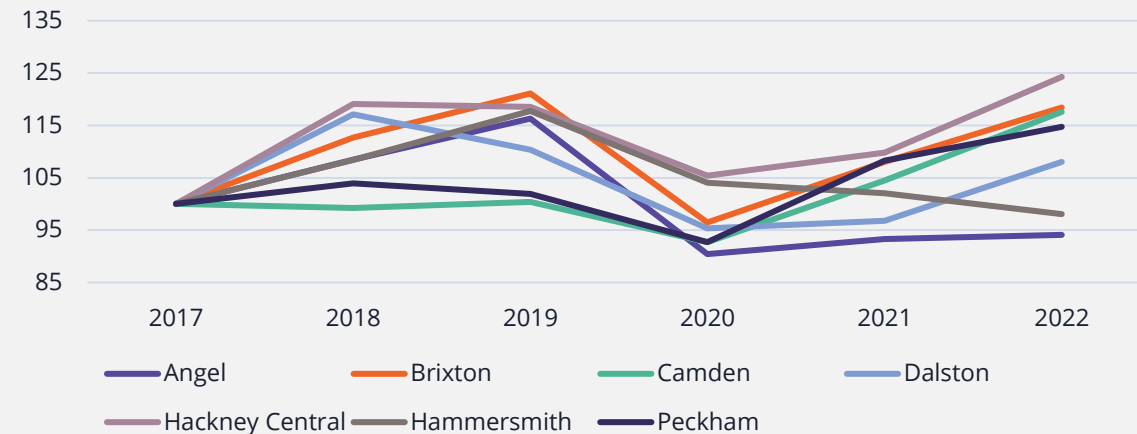
Indexed Employment Growth, 2017-2022



Indexed Business Growth, 2018-2023

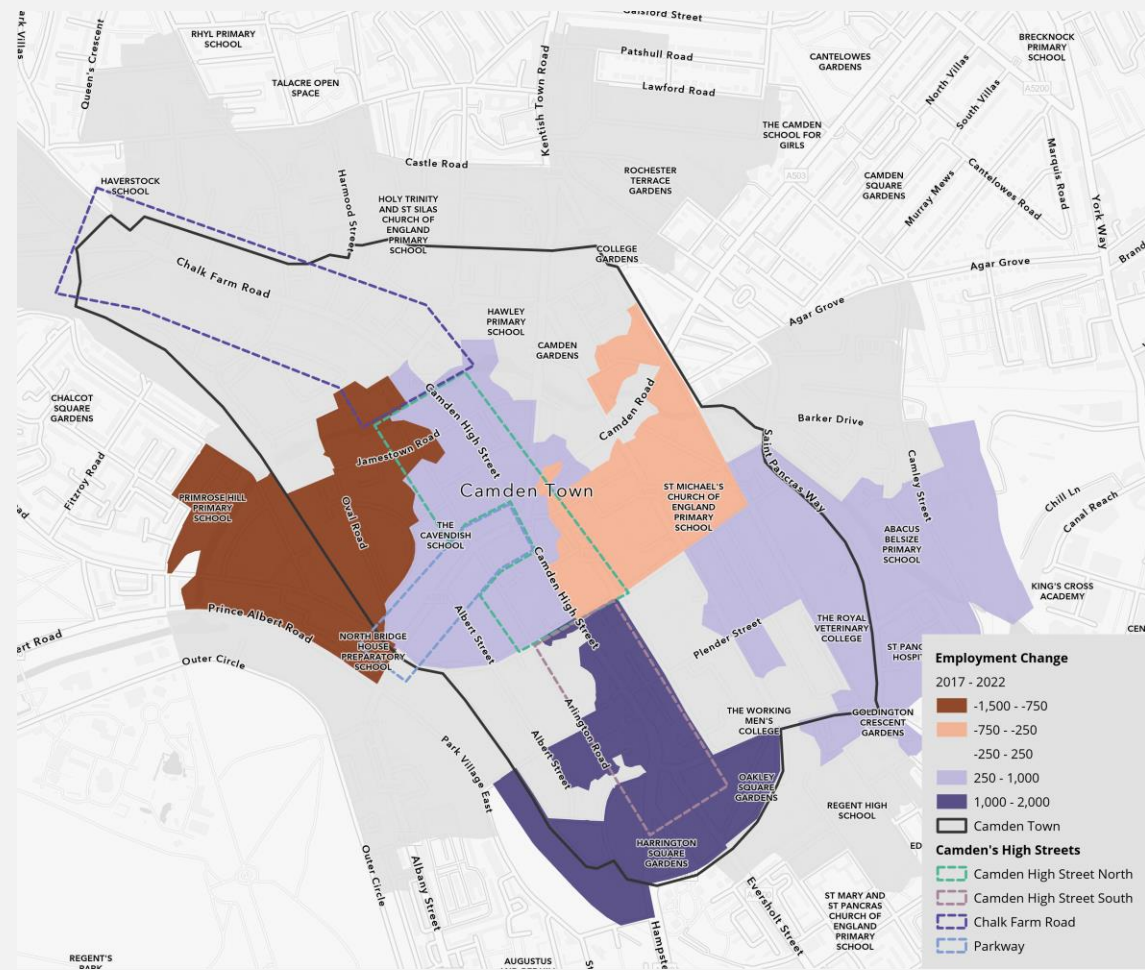


Indexed GVA Growth, 2017-2022



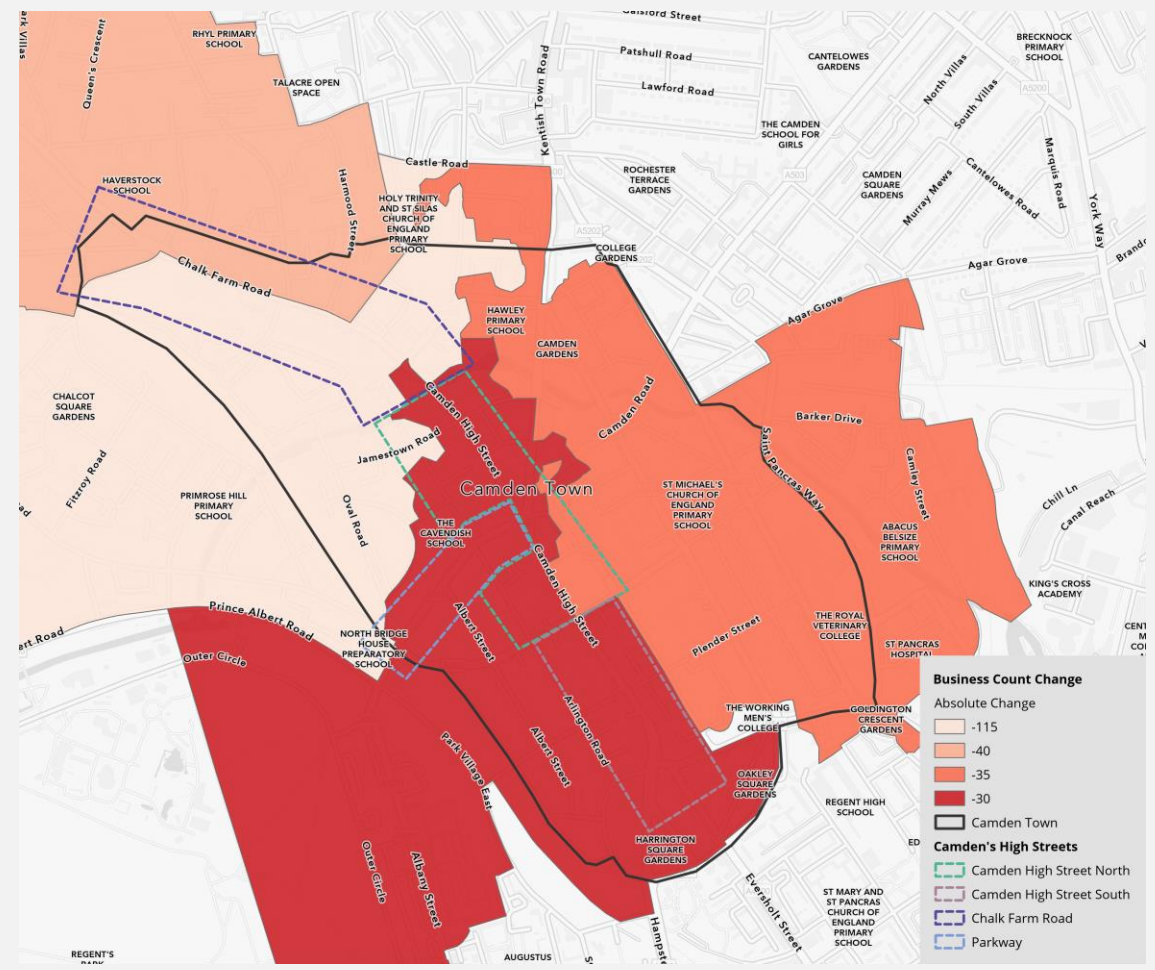
This, in part, links to the loss of employment around Jamestown Road and Oval Road, counterbalanced by a gain in employment near Mornington Crescent...

Employment Growth/Decline, 2017-2022



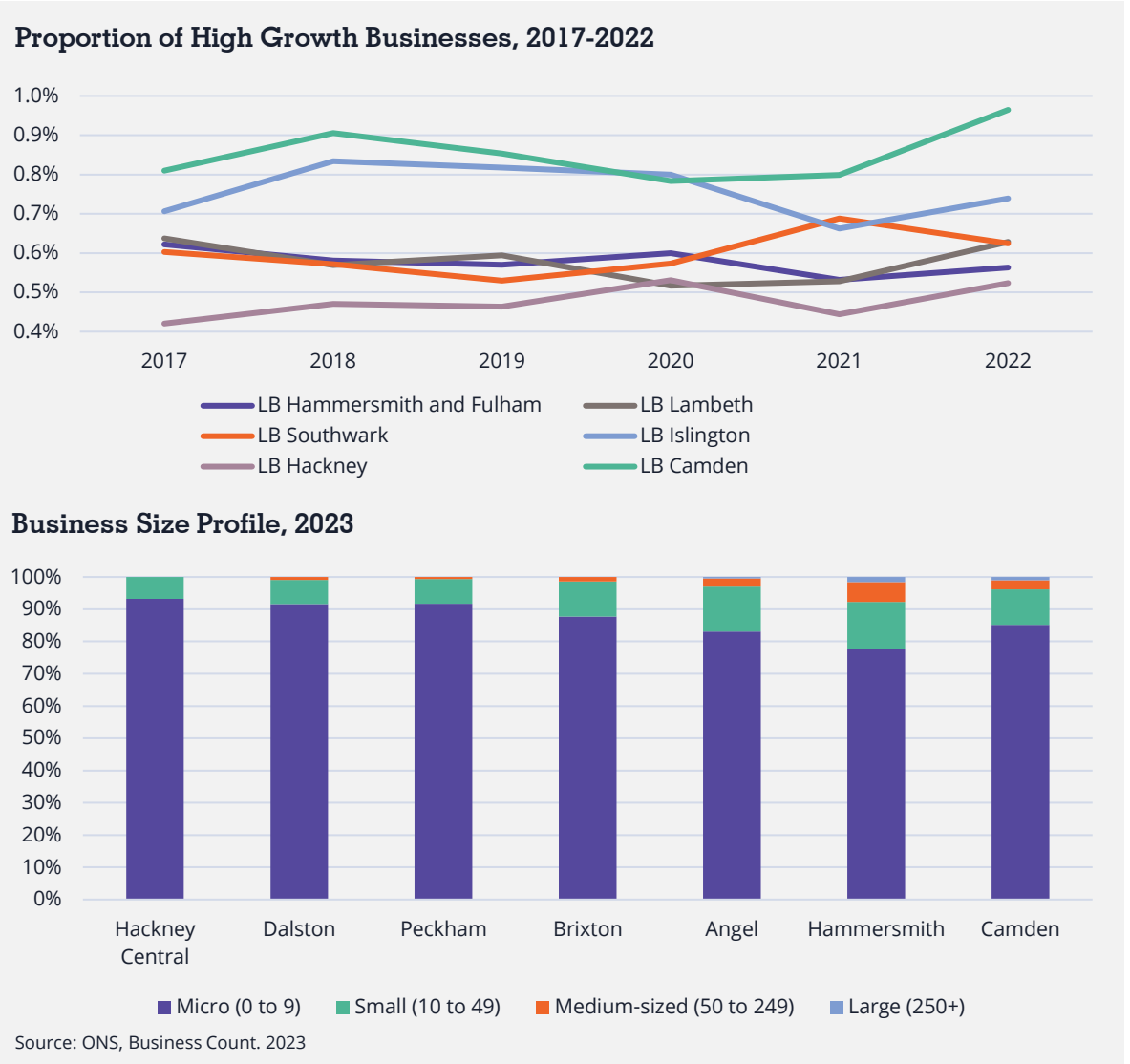
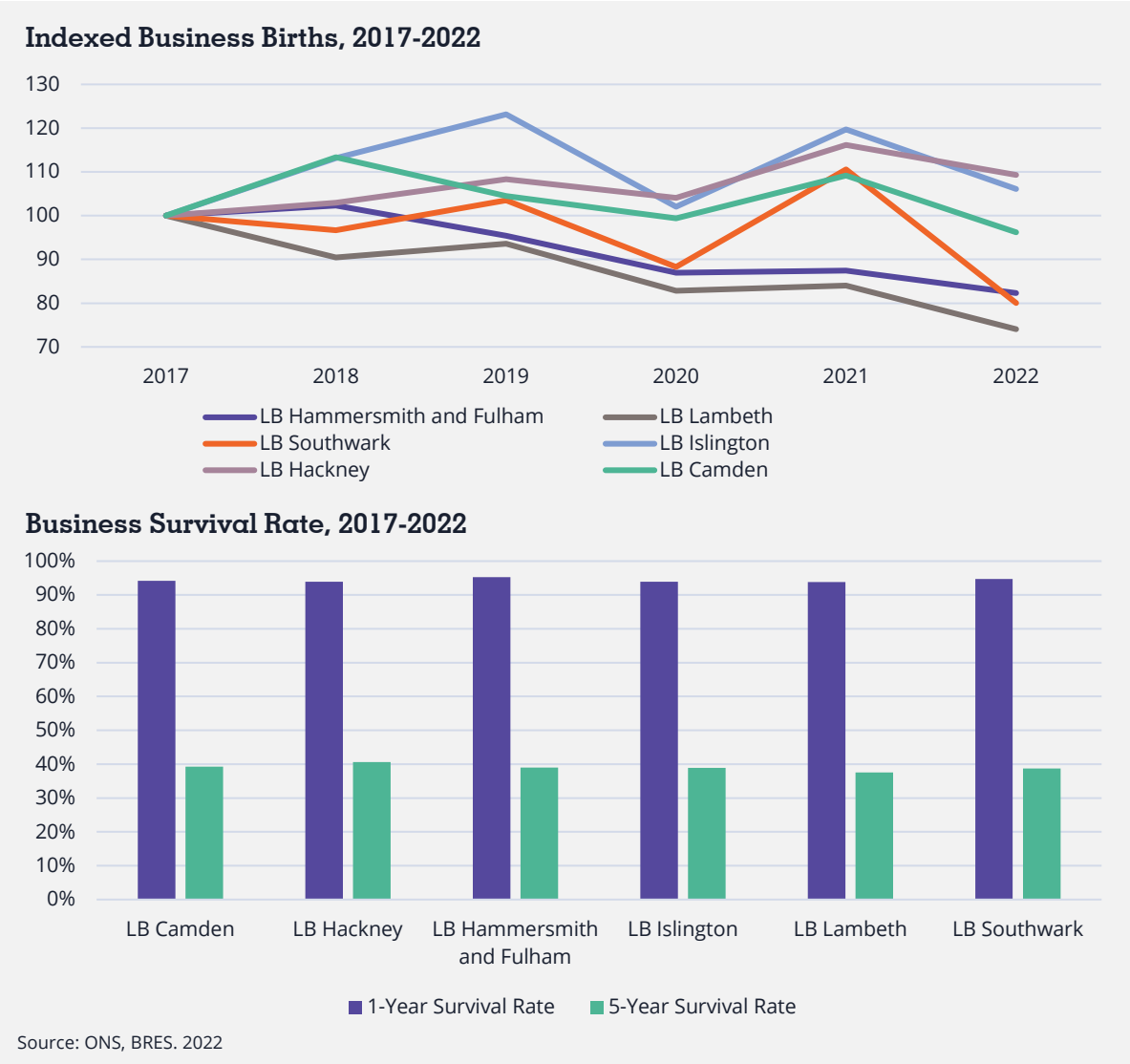
Source: ONS, BRES. 2022

Business Decline, 2018-2023



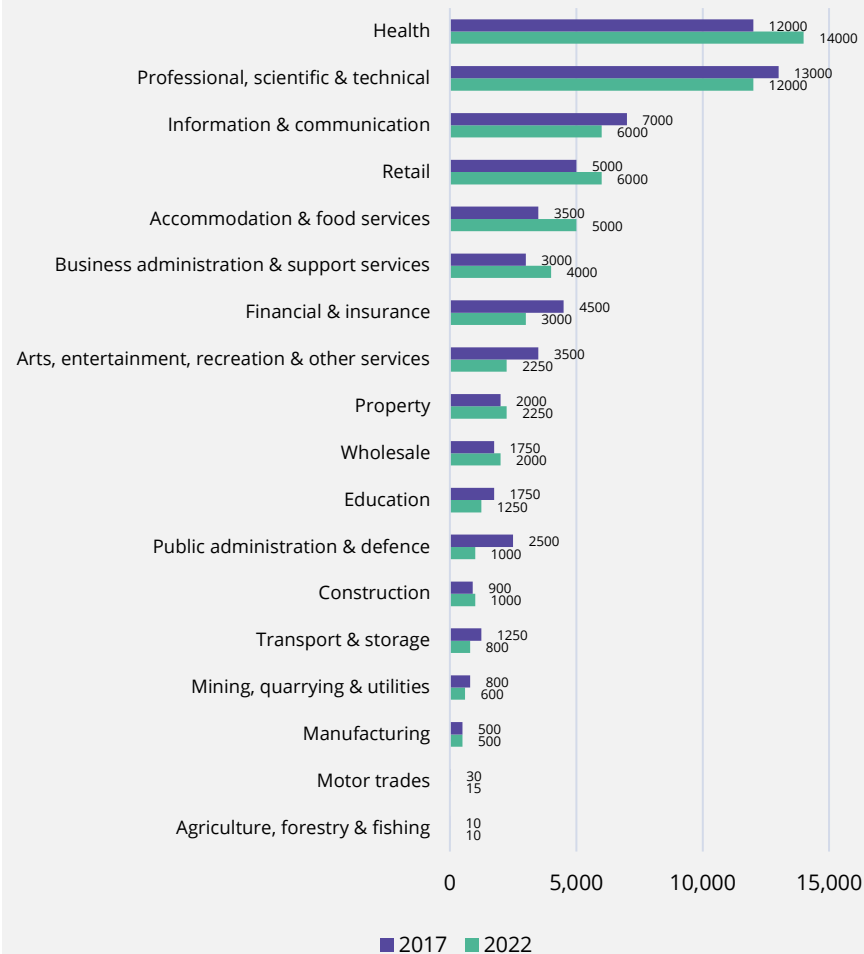
Source: ONS, Business Count. 2023

Camden's economy is dominated by micro businesses, but despite having a high proportion of high growth businesses is not as entrepreneurial as some comparators...



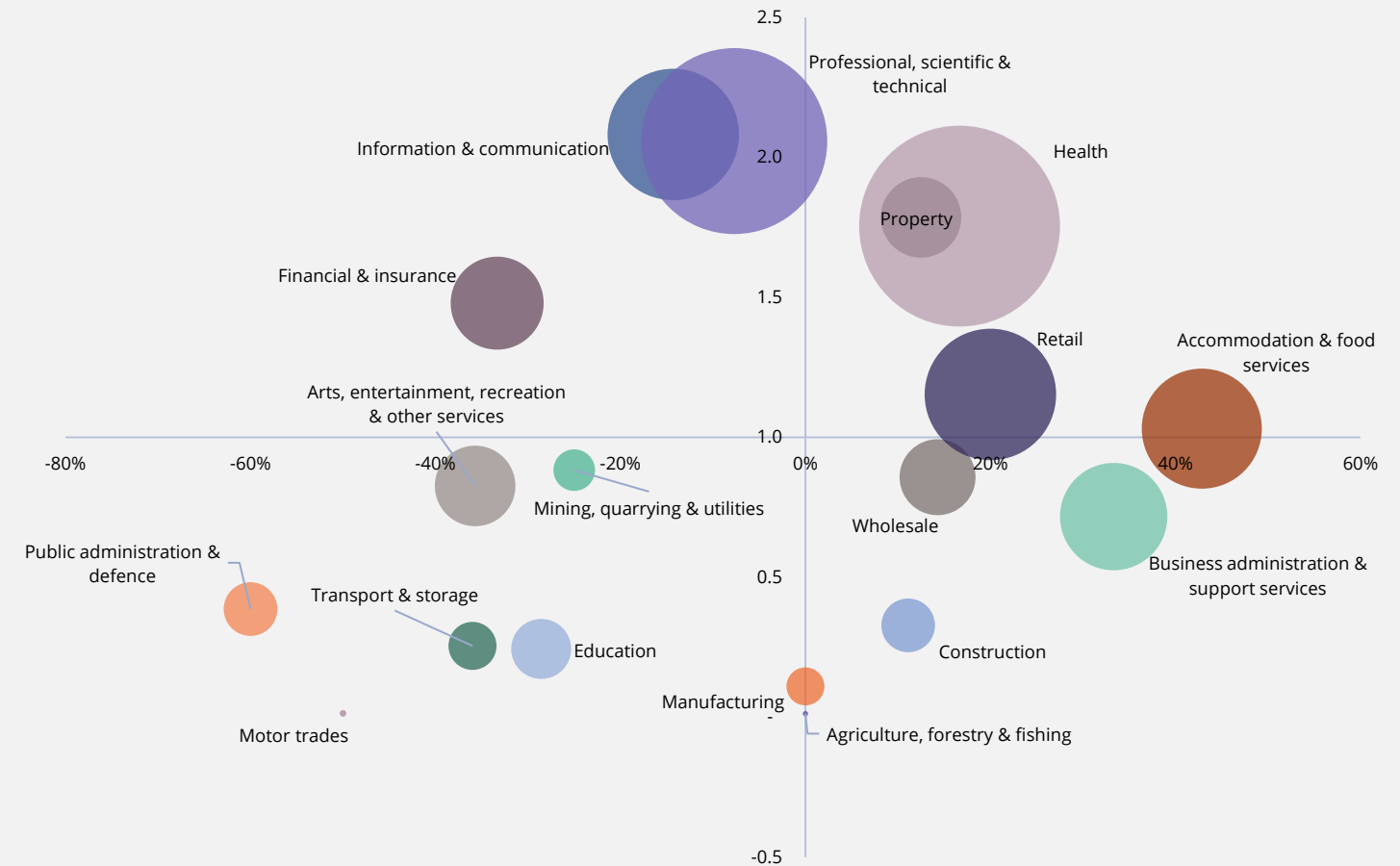
Camden Town's employment base is defined by high street, knowledge economy and creative activities, though the latter two groups have declined in recent years...

Camden Town Employment by Sector and Change, 2017-2022



Source: ONS, BRES. 2022

Camden Town Employment Sector Size, Growth and Specialism, 2017-2022



A location quotient measures the region's sector specialism relative to the national average. An LQ greater than 1.0 means there is higher concentration of sector employment than the national average therefore suggesting a specialism. E.g. Information & Communications has an LQ of 2.1, which means employment in the sector is 2.1x more represented in the local than national economy.

Source: ONS, BRES. 2022

Focus On: Life Sciences

The Life Science sector has experienced steady growth in recent years, fuelled by increasing investment in R&D, technological innovation and the demand for new therapies and treatments, particularly following the COVID-19 pandemic. The sector includes a broad range of industries focused on biotechnology, pharmaceuticals, genomics, medical devices and healthcare innovation.

The Life Sciences sector is particularly strong around the Knowledge Quarter Innovation District, a research and innovation hub around King's Cross, Euston and Bloomsbury. It is home to a cluster of world-class scientific, academic, cultural and knowledge-based institutions and organisations.

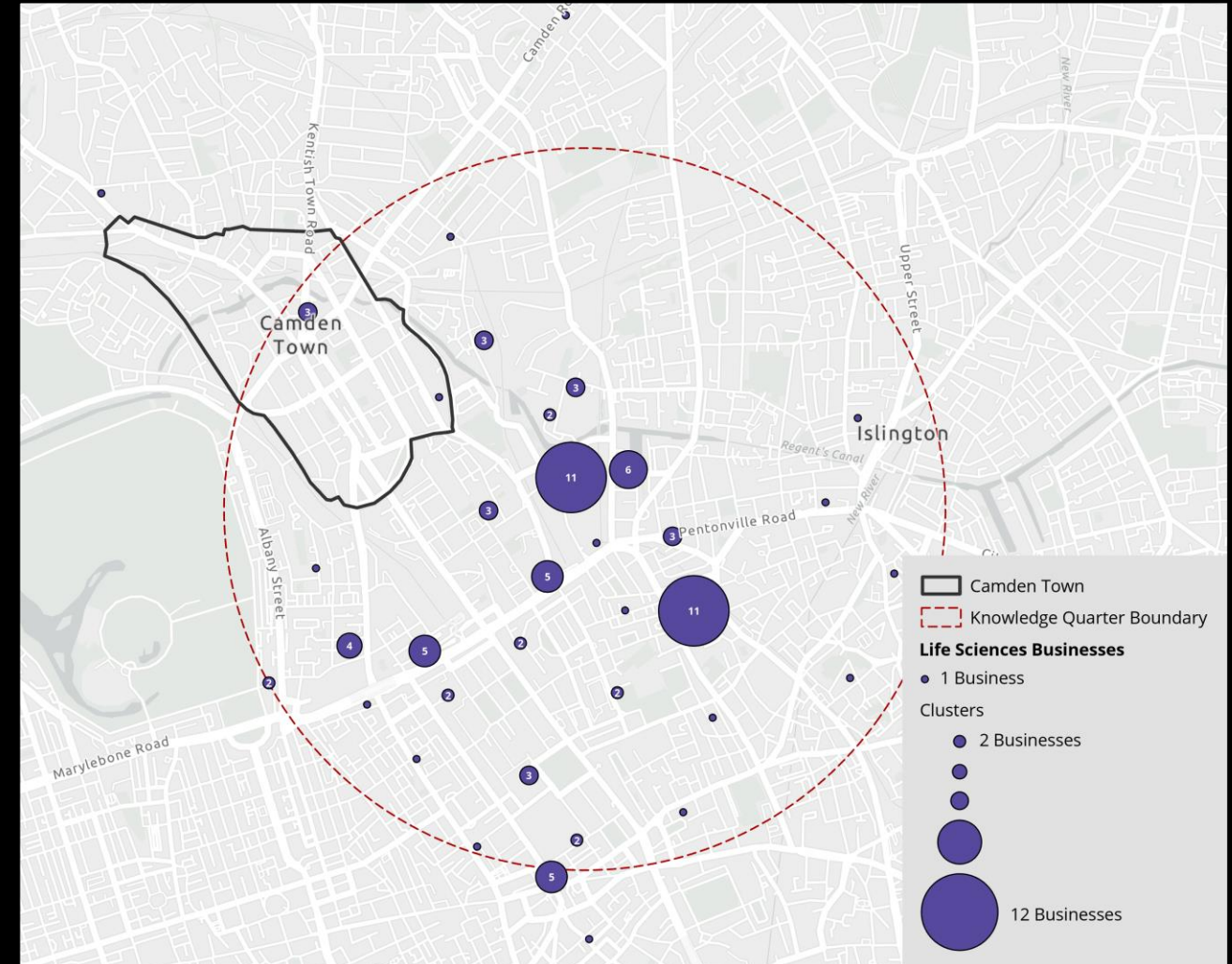
In recent years, there has been significant growth in the Innovation District, particularly around King's Cross, St Pancras and Euston stations, due to the excellent transport links, highly skilled workforce, high-quality office and lab spaces and enhanced retail, art and leisure offer.

Due to Camden Town's proximity to the Knowledge Quarter it might be expected that there has been a 'spillover' or 'diffusion' of Life Science businesses into the area. Analysis of Beahurst data, however, shows that there are only **three** Life Sciences businesses in Camden Town employing roughly 200 people:

- **Zanoprime Lifesciences Limited** – Patented manufacturer for low cost and high purity synthetic nicotine. This is a small business of four employees.
- **Oshun Labs Limited** – An independent innovation lab specialising in women's health, techology and sustainability. It employs around 100 people.
- **DS Pharma UK Limited**- Manufacturer and distributor of human medicines, dietary supplements, and cosmetic pharmaceutical goods with 100 employees.

This highlights that there has been little penetration of Life Science businesses into Camden Town which reflects the fact that such businesses tend to like to cluster, particularly in and around education institutions. The identity of the area as a creative and cultural hub may also be a barrier to these type of businesses locating in the area.

Camden Town and the Knowledge Quarter Life Sciences Business Locations, 2024

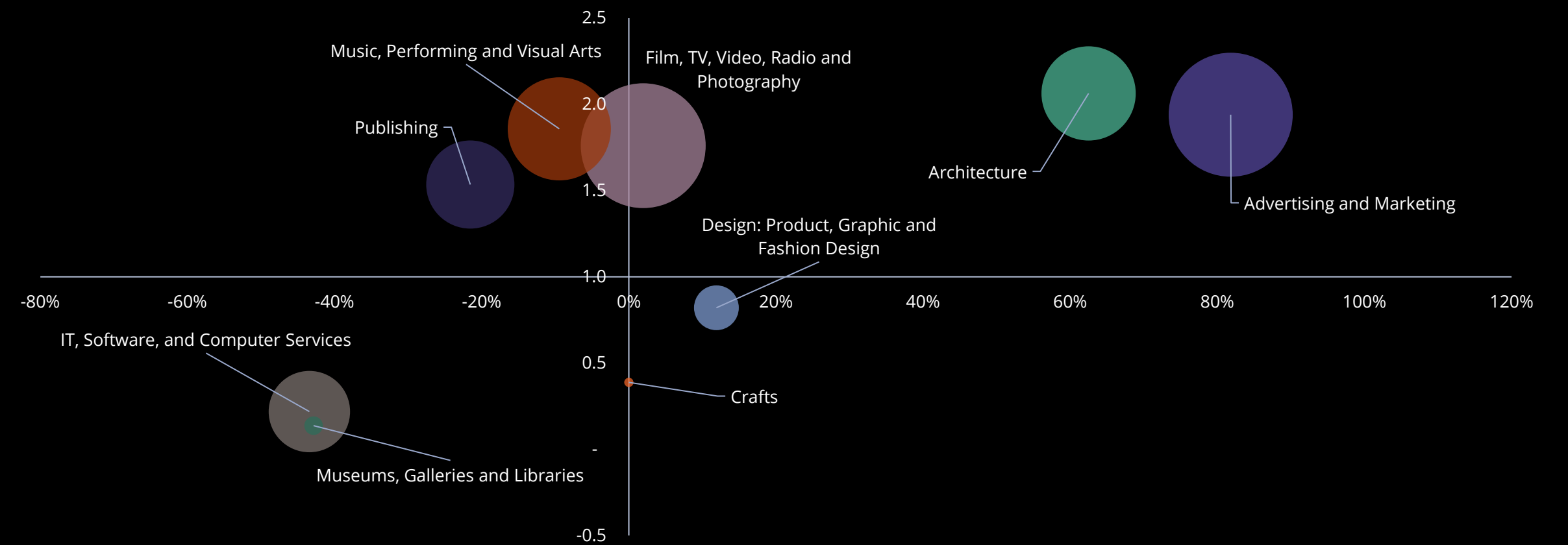


Source: Beauhurst. 2024

Focus On: Creative Activities

Using the Department for Culture, Media and Sport's sectoral definition of the creative sector it is clear that Camden Town's creative economy is made up of 7,880 jobs. It has specialisms in Media (Film, TV, Video, Radio & Photography); Architecture; Advertising & Marketing; Architecture; Music, Performing and Visual Arts; and Publishing. Of these, Publishing and Music, Performance & Visual Arts have shrunk by -22% (-250 jobs) and -9% (-130 jobs) respectively over the last five years of available data. Both are a concern, but particularly the latter given Camden's long association with music production and live performance. The IT, Software and Computer sub-sector (-43% or -595 jobs) has also shrunk in employment terms as has Museums, Galleries and Libraries (-43% or -30 jobs). The more 'professional' side of the creative sector, incorporating Media, Architecture and Advertising & Media, has been more buoyant over this period in employment terms.

Camden Town Creative Sub-Sector Size, Growth and Specialism (Employment), 2017-2022

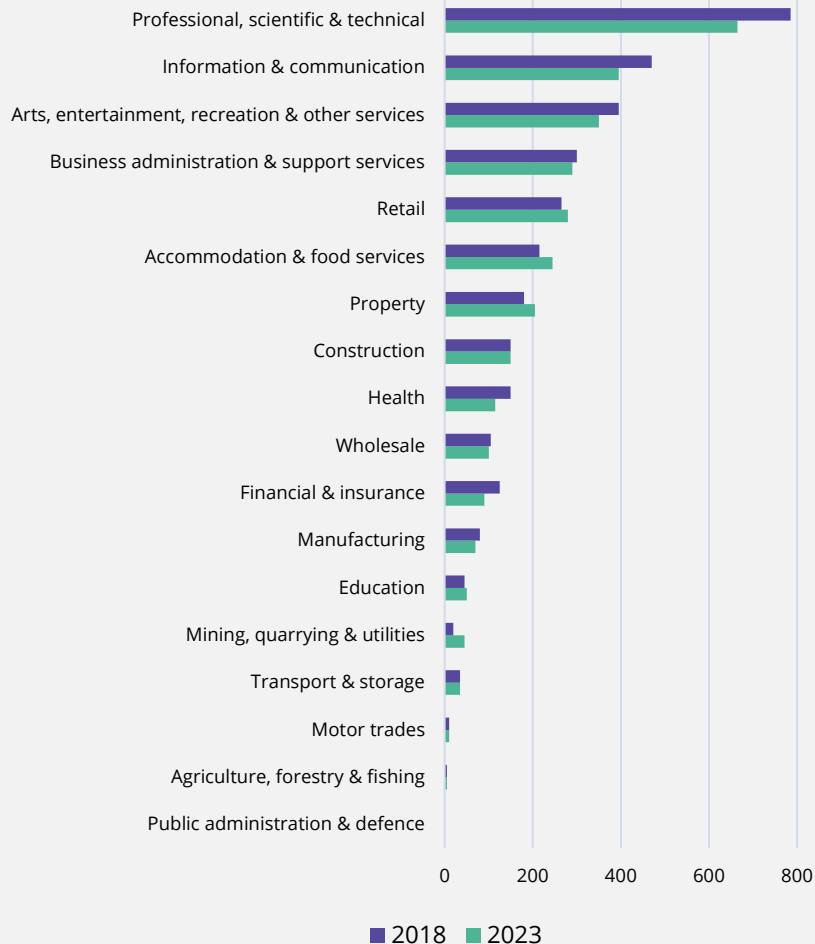


Source: ONS, BRES. 2022

A location quotient measures the region's sector specialism relative to the national average. An LQ greater than 1.0 means there is higher concentration of sector employment than the national average therefore suggesting a specialism. E.g. Film, TV, Video, Radio and Photography has an LQ of 1.8, which means employment in the sector is 1.18x more represented in the local than national economy.

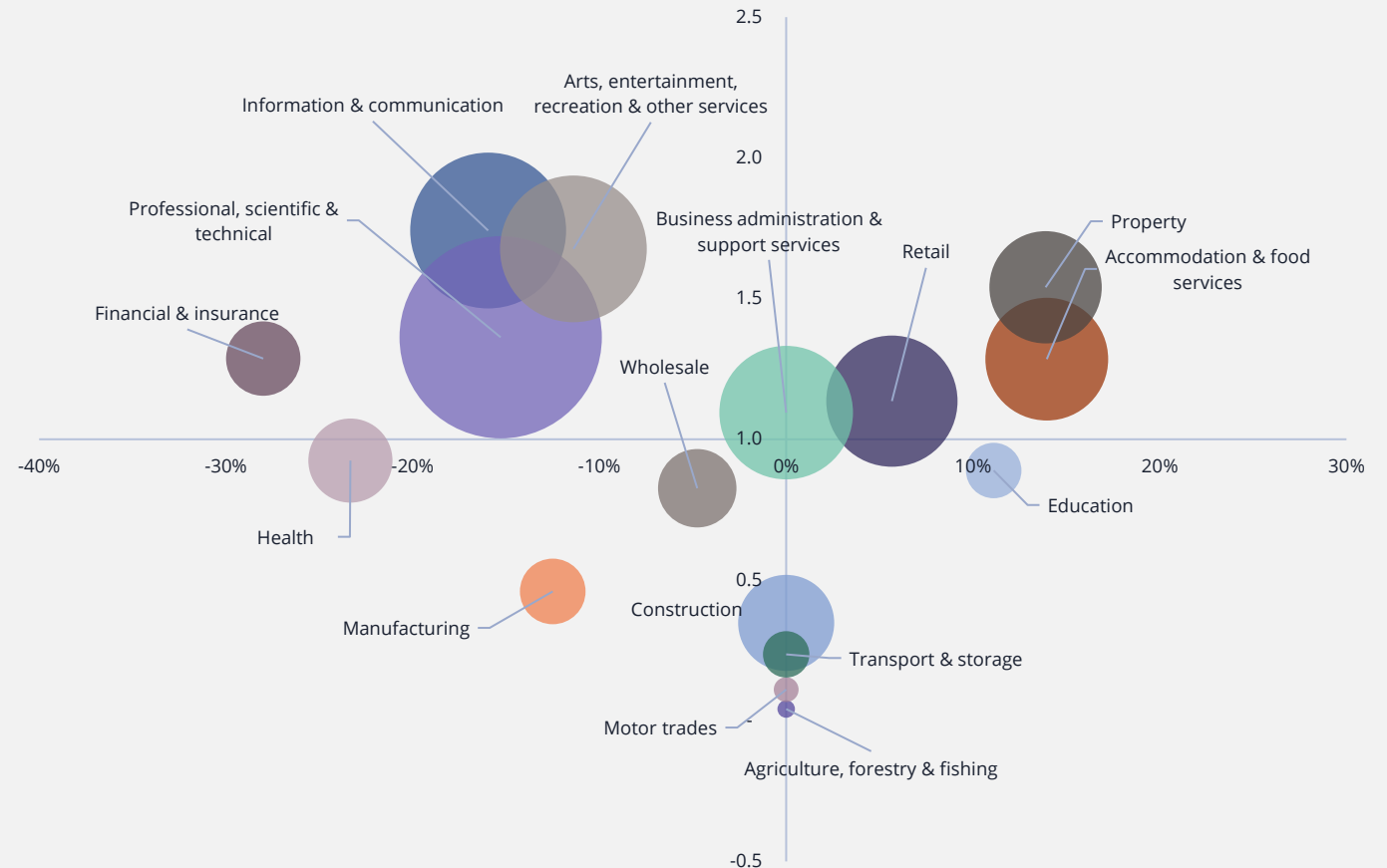
Camden Town's business base broadly reflects its employment base in terms of sector size and specialism, with knowledge economy and creative activities dominating...

Camden Town Businesses by Sector and Change, 2018 and 2023



Source: ONS, BRES. 2022

Camden Town Business Specialisms, 2018-2023



Source: ONS, Business Count, 2023

A location quotient measures the region's sector specialism relative to the national average. An LQ greater than 1.0 means there is higher concentration of sector businesses than the national average therefore suggesting a specialism

Consultees have a range of views on the status of Camden Town's local economy...

PLATEAUING



Consultees were not surprised to hear that the area's economy has plateaued in recent years. They noted that while Hawley Wharf has helped to boost the economy, there has been little other investment to support economic growth locally. Some discussed specific occupiers that had left the area.

CREATIVE



Consultees feel that the creative sector has weakened in recent years, and expressed concerns that occupiers might increasingly 'move east' to find better quality commercial space at more affordable prices. Most felt that the area remains attractive to these types of businesses if the right type of commercial space could be made available.

RETAIL



Consultees noted that retail dominates the local economy, but that occupiers are increasingly struggling due to falling expenditure and inflationary pressures – including those within the markets. Business support programmes have been well-received by occupiers where offered.

VISITOR ECONOMY



The visitor economy was also cited as an important element of the local economy. Consultees did note, however, that the area could do more to encourage people to stay for longer or to return more regularly. The delivery of more visitor accommodation and investments such as the High Line were cited as opportunities.

LIFE SCIENCE



While some consultees suggested that Life Sciences could present an opportunity, linked to the nearby Knowledge Quarter, others were more pessimistic and noted that the area has a stronger affiliation with creative activity. Linking with the forthcoming Camden Film Quarter was seen as more appropriate by these consultees.

INCLUSIVITY



Several consultees noted that a key challenge is making sure deprived groups living locally can take advantage of economic opportunities in the area. Initiatives such as LIFT, Citrus Saturday and Good Work Camden were cited as positive initiatives that could be extended or added to.

MANAGEMENT



Consultees noted that the management of issues such as crime, cleanliness, street clutter, homelessness and noise needs to improve to ensure that businesses want to remain and locate in the area. Some are concerned that the current context may be putting off some businesses from locating in the area, and could push some occupiers away.

SUCCESSES



Consultees noted that the area has traditionally been highly entrepreneurial and has been the birthplace of a wide range of well-known and successful businesses such as Black Sheep Coffee, Asos and several others. They are, however, concerned that a lack of innovation and start up space may be holding the area back from similar future successes.

4E How is Camden Town's office market performing and what infrastructure exists to support small businesses?

This sub-section provides an overview of the characteristics and performance of Camden's office market, as well as its flexible and affordable workspace offer. This is to inform conclusions and recommendations about the types of uses that should be supported in the area moving forward.

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Chapter Commentary

- Camden Town has a large office market made up of over **180** units spanning **2.25m** sq ft. This is significantly more than the comparators considered with only Angel and Hammersmith coming close (**130** and **75** units respectively; **1.7** and **1.1m** sq ft respectively).
- The total amount of office floorspace has not changed significantly over the last decade. This does, however, mask the fact that the delivery of new floorspace (for example at Hawley Wharf) appears to have counterbalanced the loss of floorspace elsewhere.
- Despite the delivery of some new stock, Camden Town has a higher proportion of lower quality office stock (**42%**) than several of the comparators considered - Angel (**15%**), Hammersmith (**18%**) and Brixton (**17%**). This, alongside higher than average rents (**£46** psf), may leave the area's office market vulnerable to increasing occupier demand for higher quality office space.
- There are clear clusters of office units in Camden High Street North and Camden High Street South. Major assets across Camden include Greater London House (321,870 sq ft), MTV Networks UK & Ireland (162,000 sq ft), Jamestown Wharf (66,200 sq ft), The interchange (65,788 sq ft) and Camden Wharf (50,621 sq ft).
- Despite having an active market, demand signals appear to suggest a slight cooling of the area's office market:
 - Vacancy rates are reasonably low at **7%** but have increased slightly year-on-year from **2%** five years ago.
 - Average rents are still high at **£46 psf** but have fallen year-on-year from **£52 psf** five years ago.
- Conversations with agents back this up. They state that secondary locations like Camden Town are likely to suffer from falling demand following the COVID-19 and rise in hybrid over the short-term as businesses have started to reduce the overall amount of floorspace they are occupying with many ending leases in secondary locations while maintaining or consolidating into high quality office space in more accessible central locations.
- Agents do, however, note that high quality and best in class floorspace is likely to remain in demand in secondary locations moving forward when available at attractive rents. They also speculate that over the medium- to- longer term demand may increase in attractive secondary locations as supply becomes more constrained in prime markets.
- The area is also home to a range of flexible and affordable workspaces, including Work.Life Camden, Camden Collective, LABS (Triangle, Atrium, Dockray Place, Lockside & Hawley Lock), Camden Studios, and Roundhouse Works.



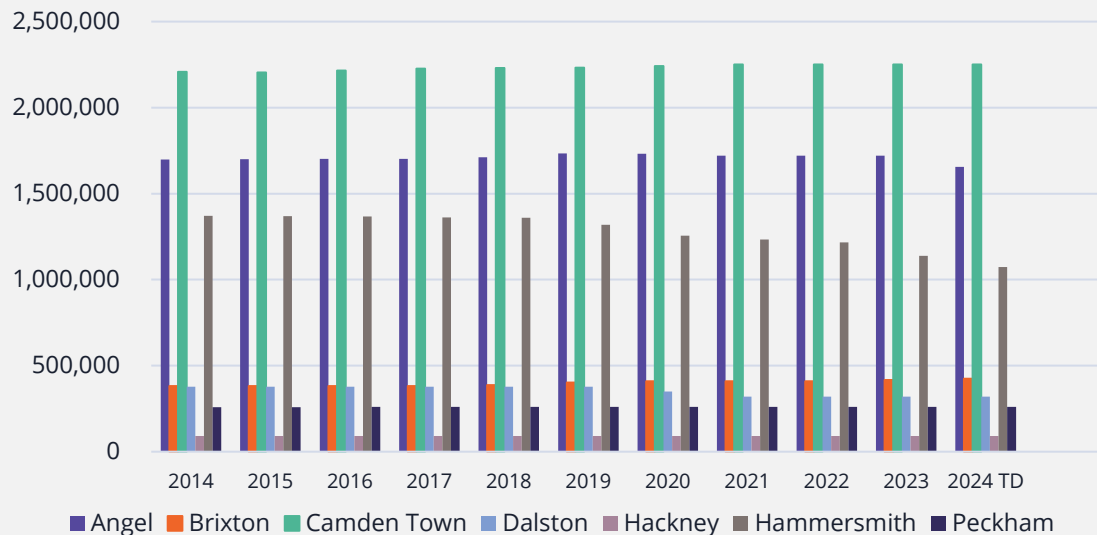
Camden Town has a large office market characterised by mixed-quality stock predominantly targeted at small and medium sized occupiers...

Town Centre Office Stock, 2024

Town Centre	Units	Total Floorspace (Sq Ft)
Camden Town	184	2,250,000
Angel	129	1,655,000
Hammersmith	77	1,094,000
Brixton	24	423,300
Dalston	42	320,750
Peckham	31	261,000
Hackney	19	91,200

Source: CoStar, 2024

Total Office Floorspace Over Time, 2014-2024

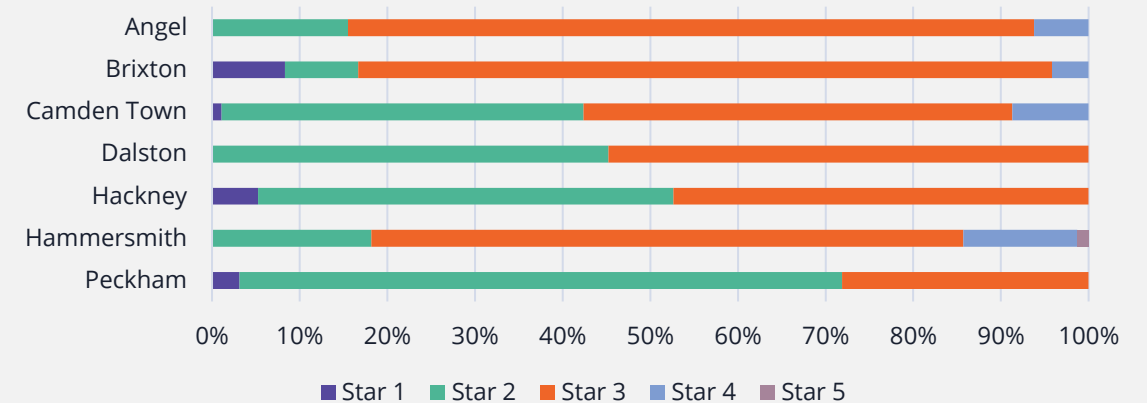


Source: Experian GOAD, 2024

Office Units by Floorspace, 2024

Address	Camden		Angel		Brixton		Dalston		Hackney		Hammersmith		Peckham	
	Number	Total Sq.ft.	Number	Total Sq.ft.	Number	Total Sq.ft.	Number	Total Sq.ft.	Number	Total Sq.ft.	Number	Total Sq.ft.	Number	Total Sq.ft.
<1,000	26	19170	2	1792	2	1367	6	3541	1	780	7	5074	3	1429
1,000 – 2,500	47	148993	34	64301	2	3703	15	23937	9	16241	11	21178	8	16429
2,500-5,000	22	133043	32	112053	5	15975	7	29326	4	15237	16	56901	6	19782
5,000-10,000	33	164411	24	174442	4	27730	8	59439	3	17466	19	133404	3	24898
10,000-25,000	35	613978	26	386960	5	66916	3	33562	1	16292	13	228607	9	134140
25,000-50,000	12	348232	7	240826	3	112944	2	72093	1	25174	7	260735	2	64739
50,000-100,000	7	338937	2	109740	3	194638	1	98862	0	0	0	0	0	0
100,000+	2	483870	2	565020	0	0	0	0	0	0	3	388426	0	0

Town Centre Office Quality, 2024



Source: CoStar, 2024

Star 1: Practically uncompetitive with respect to the needs of a typical office tenants, may require significant renovation, possibly functionally obsolete.

Star 2: A purely functional building with minimal or no landscaping or lobby.

Star 3: A modest size, possibly certified green and energy efficient building with standard amenities.

Star 4: A very high quality building that maintains market leadership through the strength of its initial construction, continual above average maintenance and desirability for tenants and investors over time. These buildings are likely to be older than the current 5 Star set.

Star 5: Exemplary of a state-of-the-art, category defining structure that represents the latest trends and quality in design and construction. very likely a certified sustainable and energy efficient building

Office assets are distributed across the area, though there is some clustering within Camden High Street North and South...

Camden Town Office Stock, 2024



180 Hampstead Road – Greater London House

- Floorspace: 321,870 sq. ft.
- Occupiers: Asos, British Heart Foundation, GLH habitants
- Costar Estimated Rent: £44-54 psf
- Quality: 4 Star



41-43 Gloucester Cres - Rotunda

- Floorspace: 23,721
- Occupiers: Max Fordham, Acamar Films Ltd & Spirit SSR
- Costar Estimated Rent: £31-38 psf
- Quality: 3 Star



32 Jamestown Rd - Jamestown Wharf

- Floorspace: 66,200 sq. ft.
- Occupiers: Starlizard, SSP Group & Element Talent
- Costar Estimated Rent: £56-69 psf
- Quality: 4 Star



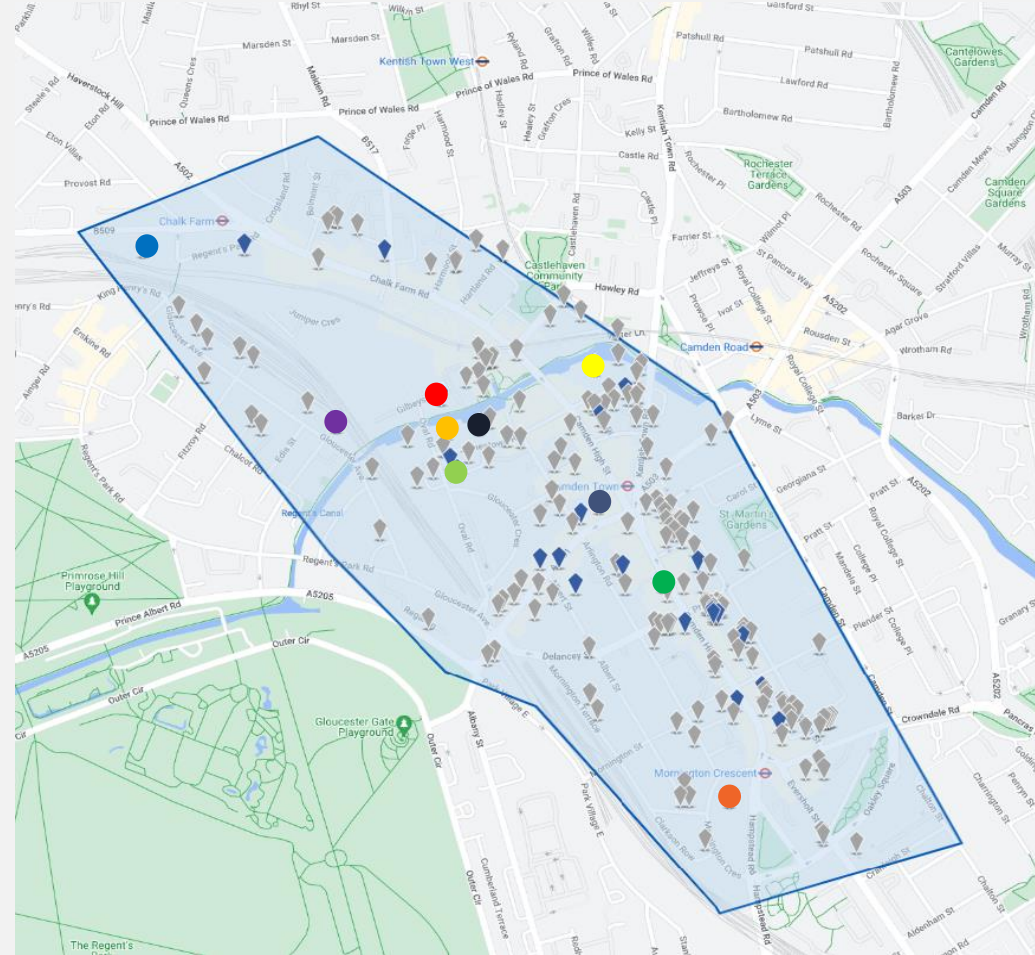
42 Gloucester Avenue

- Floorspace: 18,950
- Occupiers: Offices are vacant - Looking to let 15,348 sq. ft.
- Quoting Rent: £42.50-£49.50psf
- Quality: 4 Star



Oval Rd - The Interchange

- Floorspace: 65,788
- Occupiers: Associated Press Ltd & Globo International
- Costar Estimated Rent: £42-51 psf
- Quality: 4 Star



N.B. Blue diamond = Office with space available to let. Grey diamond = Office with no space to let.



17-29 Hawley Crescent

- Floorspace: 162,000 sq. ft.
- Occupiers: MTV Networks UK & Ireland & Paramount Pictures
- Costar Estimated Rent: £40-51psf
- Quality: 4 Star / BREEAM Very Good



125-133 Camden High St - Bedford House

- Floorspace: 43,985 sq. ft.
- Occupiers: David Kohn Architects, Echo Location Talent Agency & Roughcut Television
- Quoting Rent: £45psf
- Quality: 3 Star



6-12 Parkway

- Floorspace: 27,209 sq. ft.
- Occupiers: Vacant at present with GF retail occupied
- Quoting Rent: £59.50psf
- Quality: 4 Star



24-28 Oval Road

- Floorspace: 51,620 sq. ft.
- Occupiers: Currently 44,000 sq. ft. vacant with Boundary Visualisation in situ
- Quoting Rent: £25-37.50psf
- Quality: 3 Star

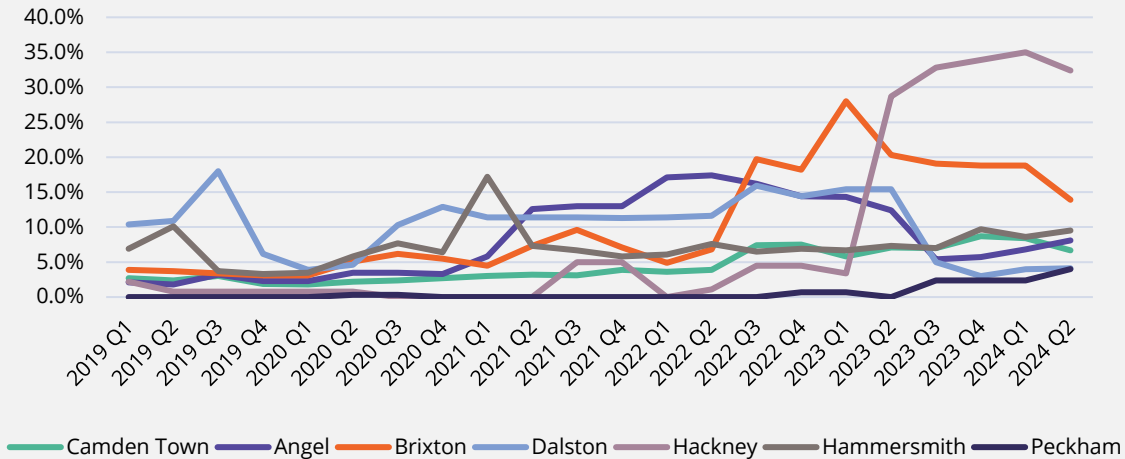


3-10 Bridge Approach - Iron Bridge House

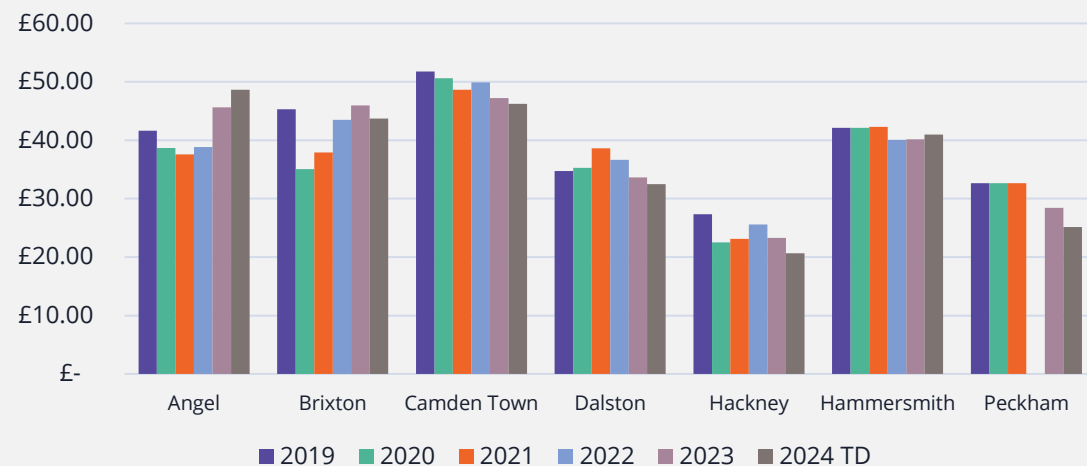
- Floorspace: 21,370
- Occupiers: Avic International UK, Jonathan Clowes, Budenny LLP & CBS Design Web Consultants
- Costar Estimated Rent: £41-51psf
- Quality: 3 Star

Demand signals in terms of vacancies, floorspace loss and rents suggest a slight cooling of the area's office market over the past few years...

Office Vacancy Rates, 2019-2024



Office Rents Achieved Over Time, 2019-2024



Source: CoStar, 2024

Focus On: Office Agent Commentary

Office agents set out that secondary office locations such as Camden Town, Angel, Hammersmith and Richmond have started to suffer following the COVID-19 pandemic and the associated rise in hybrid working. This is because businesses have started to reduce the overall amount of floorspace they are occupying with many ending leases in secondary locations while maintaining or consolidating into high quality office space in more accessible central locations.

While some secondary locations such as Camden Town have fared reasonably well to date, there is a view that this could change over the short-term except where there are high-quality and best-in-class office buildings available close to public transport nodes. Occupiers are becoming increasingly discerning about the floorspace they take and are generally looking for high-quality floorspace – this type of provision is holding up in secondary locations where available at a competitive price.

In terms of Camden Town specifically agents highlight Hawley Crescent, Greater London House and 32 Jamestown Road as the types of offices that are likely to remain attractive to occupiers moving into the future. They did, however, note that rental values need to be highly attractive to encourage occupiers away from traditional locations such as the West End, City, Southbank and City Fringe. They note that average prevailing rents of £46 psf are likely to be appropriate for Camden Town and that higher rents may negatively impact occupation.

Given the levels of rent that can be achieved in the area they note that it may, however, be challenging to bring forward brand new office space in the area from a viability perspective. High construction costs have made building offices from scratch a major challenge and few investors would be able to realise the required returns to build new space in Camden Town. They therefore emphasised the importance of protecting the high-quality stock that exists and encouraging landlords of lower quality space to refurbish or enhance provision.

The saving grace is that the construction of brand-new office space is also challenging in prime locations. Agents speculate that as lower quality stock is removed from the market throughout the city, and relatively limited new office space comes forward, attractive locations close to central London may see more demand over the medium-and-longer term as existing stock in prime locations becomes fully occupied.

The office market does, however, remain active with a range of medium-to-long term deals agreed over the last two years...

Camden Town Office Sales Deals Over Time, 2021-2024

Address	Size (sq ft)	Sale Price	Sale Price (£psf)	NIY	Sale Date
8-12 Camden High St	22,734	£12,000,000	£527.84	5.00%	Listed
81-84 Chalk Farm Rd	10,005	£9,000,000	£899.55	4.80%	Listed
120 Parkway	4,798	£4,750,000	£990.00	3.77%	Listed
86 Chalk Farm Rd	3,796	£2,500,000	£658.59	4.90%	Listed
1 Bonny St	1,988	£1,050,000	£528.17	N/A	19/07/2024
32 Jamestown Rd	66,200	£75,000,000	£1,132.93	5.35%	01/09/2023
Georgiana St	11,246	£8,300,000	£738.04	N/A	10/08/2022
100 Chalk Farm Rd	29,672	£17,000,000	£572.93	N/A	25/07/2022
101 Bayham St	23,191	£17,050,000	£735.20	5.40%	09/05/2022
53A Bayham St	3,042	£2,875,000	£945.10	N/A	15/12/2021
3-6 St. Pancras Way	57,003	£78,750,000	£1,381.51	3.88%	14/04/2020
63 Camden Rd	1,792	£1,700,000	£948.66	N/A	17/12/2019
7 Chalcot Rd	44,500	£50,800,000	£1,141.57	N/A	22/05/2019
140-146 Camden St	27,356	£15,500,000	£566.60	N/A	01/02/2019

Source: CoStar, 2024

Camden Town Office Lease Deals Over Time, 2023-2024

Address	Tenant	Size (sq ft)	Rent (£psf)	Lease Term	Start Date
147 Arlington Rd	Edwards Advisers	2,700	£48.00	10 yrs	05/07/2024
Symes Mews	N/A	4069	£40.00	5 yrs	08/06/2024
128 Albert St	Moss Bros	13339	£57.50	10 yrs	06/05/2024
Symes Mews	JRC London	1281	£40.00	5 yrs	06/05/2024
Symes Mews	N/A	2,777	£47.50	5 yrs	12/02/2024
172-172A Arlington Rd	Yoga Based London Ltd	1,268	£35.48	10 yrs	08/12/2023
10 Jamestown Rd	Rooser Ltd	3,070	£42.00	5 yrs	28/09/2023
29A Kentish Town Rd	Chopstix Group	5,645	£29.23	7 yrs	04/09/2023
9b Delancy St	N/A	500	£28.00	3 yrs	17/07/2023
24-28 Oval Rd	Boundary Visulisation Limited	6,125	£45.00	10 yrs	05/06/2023
41-43 Gloucester Cres	Acamar Films Ltd	4,709	£61.74	5 yrs	01/06/2023
12 Oval Rd	FQM Ltd	2,485	£57.50	5 yrs	01/06/2023
70 Chalk Farm Rd	N/A	1,300	£23.46	5 yrs	04/04/2023

Camden Town Upcoming Office Lease Breaks, 2024

Lease Break Option	Address	Tenant	Size (sq ft)	Rent (£psf)
18/11/2024	97-99 Camden High St	Zappi	9,261	£39.37
05/06/2025	24-28 Oval Rd	Boundary Visualisation Limited	6,125	£45.00
04/04/2026	70 Chalk Farm Rd	N/A	1,300	£23.46
28/09/2026	10 Jamestown Rd	Rooser Ltd	3,070	£42.00
04/12/2026	Symes Mews	N/A	2,777	£47.50
07/06/2029	147 Arlington Rd	Edwards Advisers	2,700	£48.00
07/11/2029	172-172A Arlington Rd	Yoga Based London Ltd	1,268	£35.48

Source: CoStar, 2024

Camden Town also has several flexible and affordable workspaces targeted at different sectors, with most located within Chalk Farm and Camden High Street North...

Camden Town Flexible and Affordable Workspace, 2024



Work.Life Camden

- Typology: Flexible Office Space & Co-working
- Floorspace:
 - Overall Space 13,670 sq. ft.
 - Ranging 60-2,610 sq. ft.
 - Hot Desks
 - Dedicated Desks
 - Private Offices
- Target Sectors: Freelancers, Remote Workers, SME's, Tech & Digital Entrepreneurs.
- Rents: Desk - £525 pm
- Operator (Work.life)



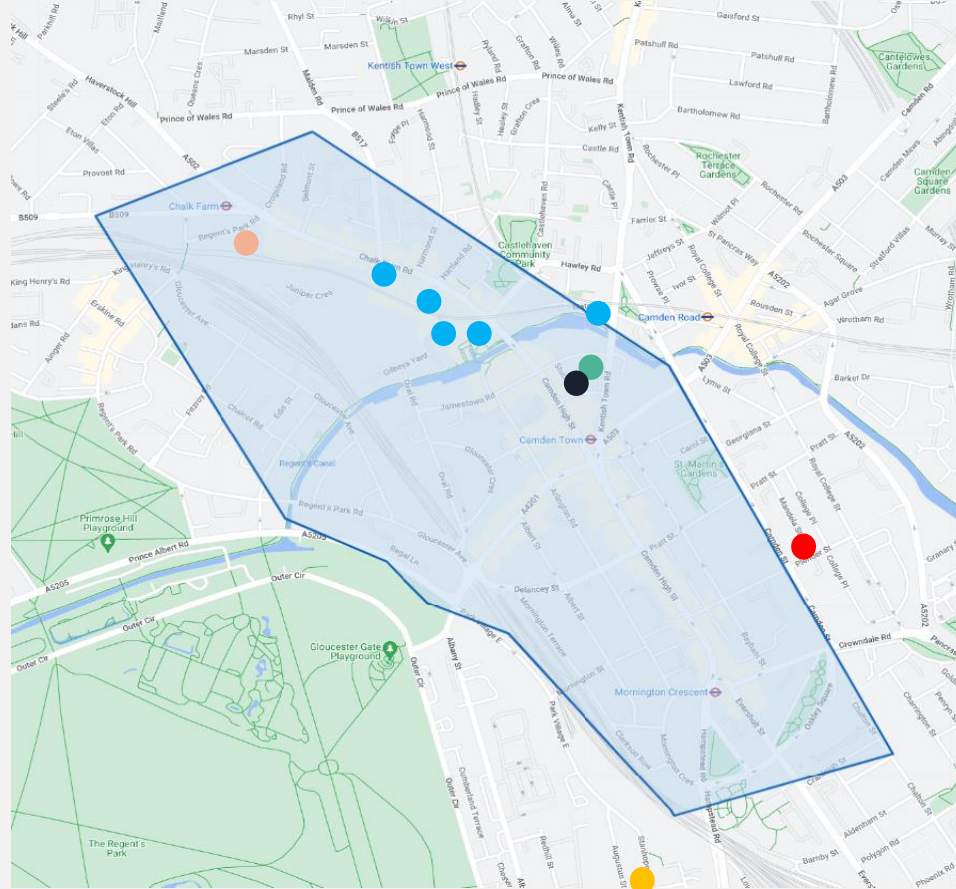
Camden Studios

- Typology: Affordable Artist Studios
- Floorspace:
 - 100 new studios
 - Typical studio is 142 sq. ft.
- Rent: Studio spaces range from £90 - £210pcm based on size.
- Target Sectors: Painters, designers and makers of many other kinds
- Operator (Bow Arts)



Roundhouse Works

- Typology: Affordable Workspace
- Floorspace:
 - Hot desking & Meeting rooms
 - Podcast studios
 - Music studios
 - Theatre with performance space
 - Creative Studios
- Target Sectors: Young creatives aged 18-30, Including freelancers or entrepreneurs.
- Membership Rent: 20 Days per month (£60), or Bundle Membership – 30 days over 6 months (£90)
- Operator (The Roundhouse)



Camden Collective

- Typology: Flexible Office Space & Co-working
- Floorspace:
 - Circa 10,500 sq. ft.
 - Hot desking
 - Mixed Desks
 - Subdivided Offices
- Target Sectors: Start-ups and entrepreneurs in tech, design & media.
- Fixed Desks (£150 pm)
- Offices - 8-10 Desks (£2,142 pm)
- Operator (Camden Collective – Charity)



Workspace – The Centro Buildings

- Typology: Flexible Workspace
- Floorspace:
 - Circa 85,000 sq. ft
 - Studios
 - Offices
- Rent:
 - Small offices (900 sq. ft.) – £3,500pm
 - Large offices (2,145 sq. ft.) - £9,610pm
- Target Sectors: Creative industries, startups, and media companies.
- Operator (Workspace)



LABS – Triangle, Atrium, Dockray Place, Lockside & Hawley Lock

- Typology: Flexible Office Space & Co-working
- Floorspace:
 - Triangle – 57,855 sq. ft.
 - Dockray – 18,570 sq. ft.
- Meeting rooms
- Private offices
- Enterprise solutions (Larger teams)
- Target Sectors: Start-ups, scalable office solutions and freelancers.
- Private Office (£500 pp/m)
- Office up to 3 people (£1,650 pm)
- Operator (LABS)

Focus On: Flexible Workspaces



Work.Life Camden

Work.Life Camden is a coworking space designed to provide flexible working environments for both individuals and teams. Work.Life is a company that operates throughout various locations within the UK. The Camden branch is located within Camden High Street North off Hawley Crescent.

The property provides hot desks, dedicated desks and private offices. Other amenities within the building include meeting rooms, phone booths and communal areas to encourage collaboration.

Work.Life's USP lies in its focus on community-centric work environments. The accommodation emphasizes collaboration, networking and well-being. Although the target market is freelancers, startups, SME's and remote workers, the space tends to appeal to creative industries and tech startups specifically. Typical rental values comprise Hot Desks £150-250 per month, Dedicated Desks £350-450 per month and Private Offices £700-950 per month.



Roundhouse Works

Roundhouse Works is a creative workspace designed to support freelancers, entrepreneurs and small businesses within the creative sector. The Roundhouse Organisation runs the space, with a particular focus of the project centring around supporting young people in creative industries. The space is located at the Roundhouse theatre, within Chalk Farm.

The property provides flexible co-working spaces, private studios (for podcasting or music) and meeting rooms. The space also has theatre accommodation.

Roundhouse Works USP is its integration with the Roundhouse theatre and the broader cultural and artistic programs this provides with a focus on community-centric work environments. The accommodation's typical clientele comprises artists, musicians, designers, filmmakers and other forms of creatives. Typical rental values comprise access to music studios £25 per annum, access to all the space for 10 days a month £30, access to all the space for 15 days a month £45 and access to all the space for 20 days a month £60. The theatre space can be rented out for approximately £1,500 to £3,000 per day.



Camden Collective

Camden Collective is a creative workspace designed to support SME's, start-ups and freelancers. Camden Collective is a registered charity offering free hot-desking space and subsidised offices for creative start-ups. They typically take up vacant buildings and re-purpose them. The property is located in Camden High Street North on Buck Street.

The property provides desk space, studios and event spaces to create collaborative environments for creatives. The free hot-desking is currently at full capacity – with current members having to pledge two hours of their time per month to help support the 'Collective Project'.

Camden Collective's USP is its focus on community and collaboration. It offers both physical and online support through events, workshops and mentorship programs. This creative focus and open network is part of the scheme's success. At present the target market is individuals and teams in areas specific to design, fashion, media and technology. Typical Rental values comprise free hot desking (when capacity + commitment stipulations), Fixed Desks £150 pm and Offices ranging from £930 to £3,120 pm.



LABS – Triangle, Atrium, Dockray Place, Lockside & Hawley Lock

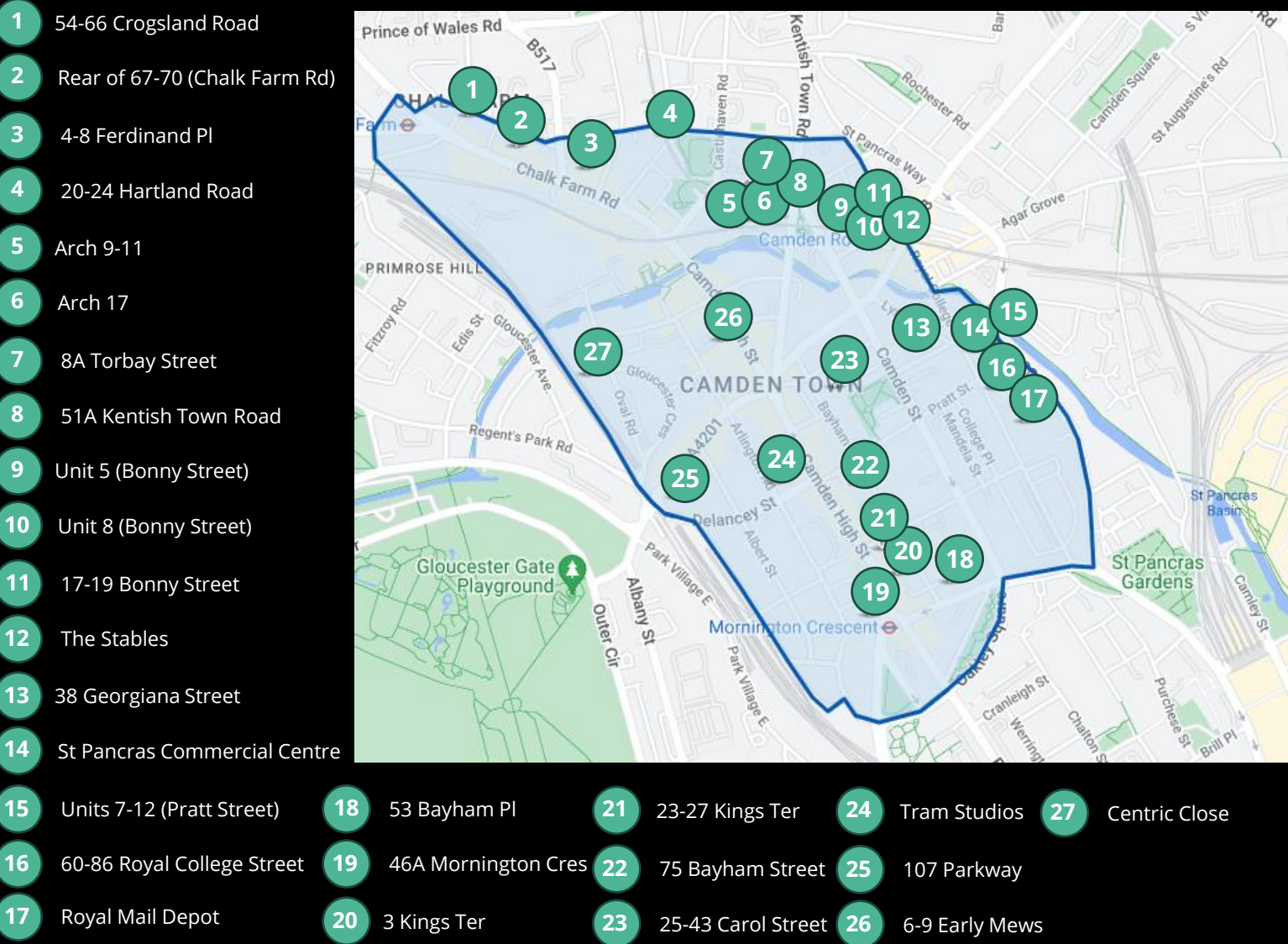
LABS comprises flexible office space and co-working across numerous locations within Camden and wider London. LABS is part of the LABS group, which includes the company Labtech, who own Camden Market. As such, many of the Camden LABS locations are within the market's immediate proximity.

The properties provide similar types of offerings that range from private offices, dedicated desks, shared workspaces and meeting rooms. Additionally, the properties have collaboration areas that are open space.

LABS USP within Camden is linked to the modern workspace, high quality fit out and unique location. The spaces lend themselves to collaboration through design and membership systems allowing access to other LABS owned accommodation. Additionally, the organisation carries out events and networking which drive further interest. Typical clientele include freelancers, start-ups, SME's and creatives, with specific focus on tech, design, media and arts sectors. Typical rental values comprise Roaming memberships of £299pm, Meeting Rooms £30 per hour and Desk Rental's starting from £400 per month.

Focus On: Camden Town's Industrial Market

Camden Town Industrial Properties, 2024

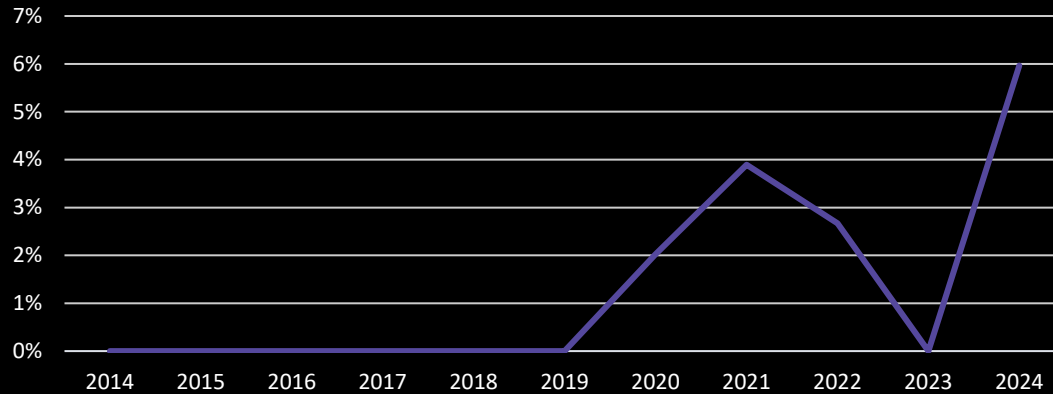


Camden Town Industrial Unit Breakdown, 2024

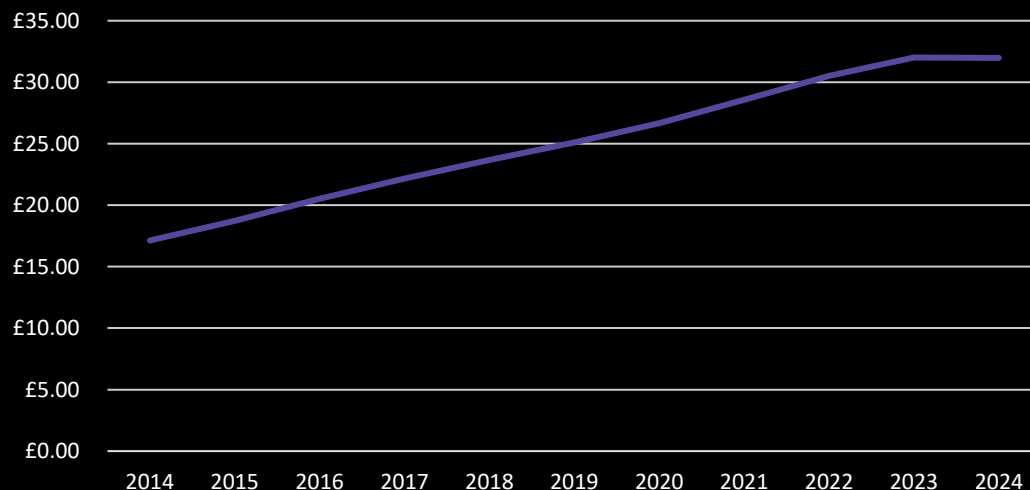
Site Name	Type	Size	Year Built
25-43 Carol St	Light Manufacturing	13,388	1987
38 Georgiana St	Light Industrial	13,503	1910
104-106 Arlington Rd	Showroom	8,414	1895
53 Bayham Pl	Light Manufacturing	1,278	1900
75 Bayham St	Service	3,829	N/A
17-19 Bonny St	Warehouse	2,465	1930
17-19 Bonny St	Light Manufacturing	12,388	1895
54-66 Crogsland Rd	Light Distribution	11,692	1990
6-9 Early Mews		5,511	
4-8 Ferdinand Pl	Service	5,567	N/A
20-24 Hartland Rd	Service	6,010	1850
51A Kentish Town Rd	Service	1,342	N/A
3 Kings Ter	Light Manufacturing	448	1904
23-27 Kings Ter		2,992	1980
Leybourne Rd	Light Manufacturing	2,000	1966
Leybourne Rd	Light Manufacturing	2,000	1969
46A Mornington Cres	Light Manufacturing	887	N/A
Oval Rd	Warehouse	26,203	1984
107 Parkway	Light Manufacturing	4,467	
63 Pratt St	Warehouse	15,015	1989
63 Pratt St	Warehouse	15,538	1989
24-58 Royal College St	Warehouse	65,168	1989
60-86 Royal College St	Light Manufacturing	8,726	1992
8A Torbay St	Service	2,815	1900
Bonny St	Light Industrial	196	
Bonny St	Light Industrial	855	N/A
Chalk Farm Rd	Light Manufacturing	2,093	N/A

Focus On: Camden Town's Industrial Market

Camden Town Industrial Vacancy (2014-2024)

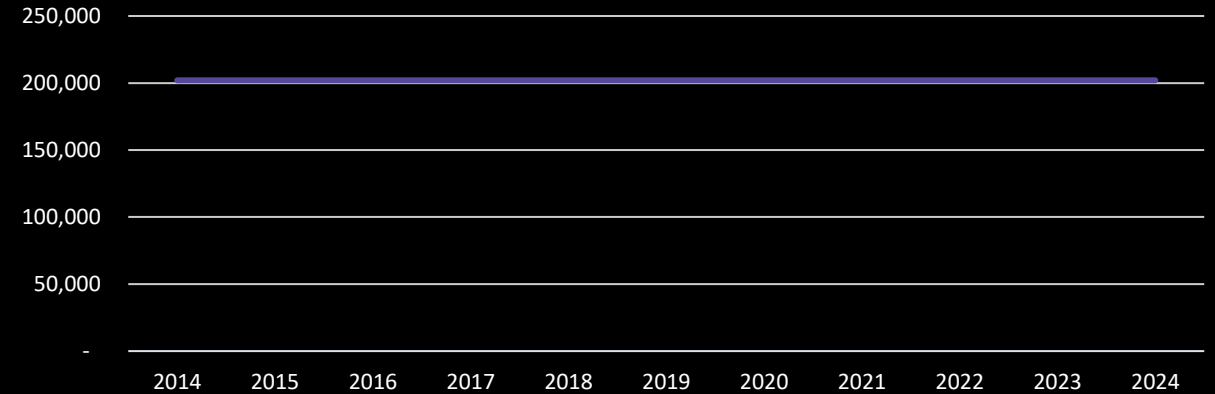


Camden Town Industrial Rents Psf (2014-2024)



Source: CoStar, 2024

Camden Town Industrial Floorspace (2014-2024)



- Camden Town has relatively small industrial market made up of over **27** units spanning **202,000** sqft. The largest unit is **65,000** sqft in size (24-58 Royal College St), and the smallest unit is on Bonny Street (Unit 5 – 196 sqft in size).
- The total amount of industrial floorspace has **not changed** over the last decade. This does, however, mask the fact that there are new industrial units in the pipeline.
- Camden Town has a high proportion of **dated** industrial stock (the most recent unit was built in 1992), and the oldest unit was built in 1895.
- In Camden Town, it is evident the rental values (psf) have **doubled** over the last decade from £17.13 psf to **£32.01** psf.
- There are small clusters of industrial units in Camden Town (**Bonny Street & Hawley Road**), where there are mainly light manufacturing or light industrial facilities.
- The largest cluster of industrial units sits just outside the town centre boundary surrounding **Royal College Street**.
- Industrial vacancies have shown little change over the past decade (only reaching 6% in 2023), compared to 4% in 2021. This may reflect the re-development of some units in the area rather than falling demand.
- There are no new industrial units / units under construction within the town centre.
- There are **25 units** located just outside of Camden Town (near **Royal College Street**), which provide over 145,000 sqft of industrial floorspace.
- The majority of industrial units located outside of Camden are mostly **light manufacturing** or **service units**, which are also fairly dated in terms of year built.

Focus On: Camden Town's Industrial Market

Wider Industrial Market, 2024

- 1

Arch 77 (Randolph Street)
- 2

52-54 Rochester Place
- 3

50 Rochester Place
- 4

86-100 St Pancras Way
- 5

Clarendon Garage
- 6

2A-2B Camden Mews
- 7

17 Camden Mews
- 8

139-143 Camden Rd
- 9

61 Camden Mews
- 10

63 Camden Mews
- 11

97 Camden Mews
- 12

St Pauls Interchange
- 13

120-138 Camden Street
- 14

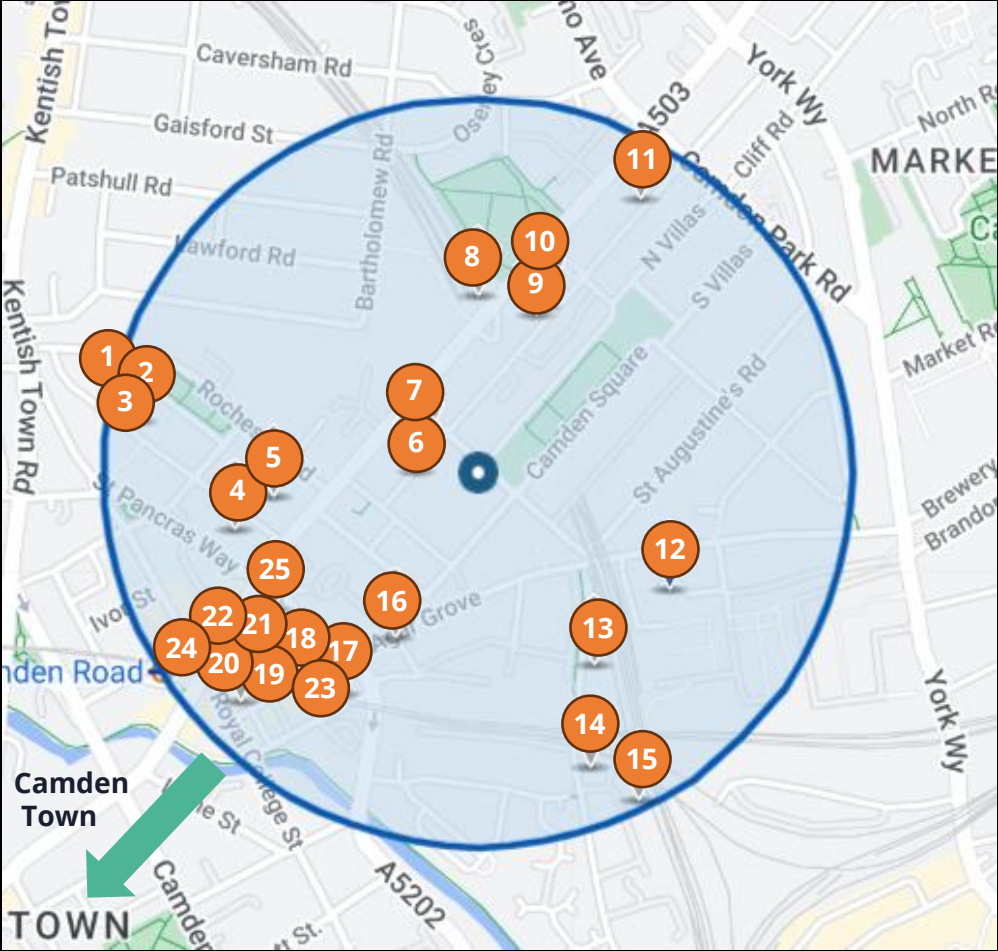
1-2 Cedar Way
- 15

Cedar Way Industrial Estate
- 16

5A Agar Place
- 17

90-94 Baynes Street
- 18

79 Randolph Street



- 19

78 Randolph St
- 20

166 Royal College St
- 21

Arch 77
- 22

Arch 76
- 23

37 Randolph Street
- 24

Royal College Street
- 25

128A Camden Rd

Wider Industrial Market - Unit Breakdown, 2024

Site Name	Type	Size	Year Built
Randolph St	Warehouse	1,388	1900
Randolph St	N/A	1,388	1900
44 St Pauls Cres	N/A	8,262	2008
5A Agar Pl	Service	817	N/A
90-94 Baynes St	Service	2,437	N/A
2A -2B Camden Mews	Light Manufacturing	4,435	1990
17 Camden Mews	Light Manufacturing	939	N/A
61 Camden Mews	N/A	931	N/A
63 Camden Mews	Light Manufacturing	1,800	N/A
97 Camden Mews	Light Manufacturing	1,319	N/A
128A Camden Rd	Light Manufacturing	4,393	N/A
139-143 Camden Rd	Light Manufacturing	4,320	2010
120-138 Camley St	Light Manufacturing	15,496	1970
Cedar Way	Light Manufacturing	30,927	1971
1-2 Cedar Way	Service	7,125	N/A
37 Randolph St	Light Manufacturing	3,358	N/A
78 Randolph St	Light Manufacturing	1,363	1900
16 Rochester Mews	Service	3,048	1987
50 Rochester Pl	Service	1,082	1850
52-54 Rochester Pl	Light Manufacturing	2,326	1850
56-58 Rochester Pl	Light Manufacturing	4,200	N/A
4 Rousden St	N/A	970	1900
166 Royal College St	Light Manufacturing	3,000	1971
Royal College Street Arches	Warehouse	11,570	1950
86-100 St Pancras Way	Warehouse	28,956	N/A

4F What are the characteristics of Camden Town's hotel market and what do demand signals show?

This sub-section provides an overview of Camden's hotel market and its performance. This is to inform conclusions and recommendations about the types of uses that might be suitable in the future.

[<<< Return to contents](#)

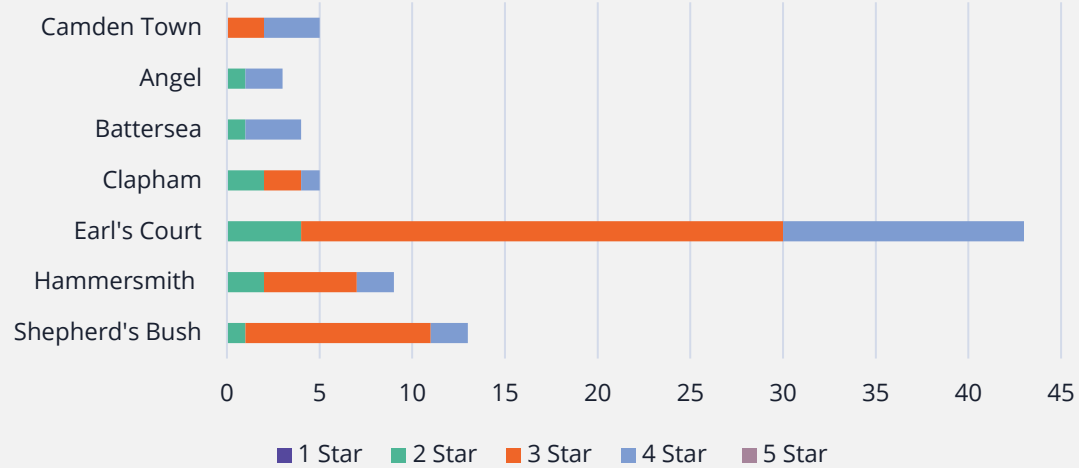
Chapter Commentary

- Camden Town only has **five** hotels which is far less than comparator locations such as Earl's Court (**43**), Shepherd's Bush (**13**) and Hammersmith (**9**). Camden Town has a mid-market offer, including Holiday Inn, the Wesley and the York & Albany Hotel.
- When considered on a room basis the area has comparatively few – **c280** rooms compared to **c2,300** in Earl's Court, **c1,700** in Hammersmith, **c900** in Shepherd's Bush, **c700** in in Angel, **c600** in Battersea and **c300** in Clapham. These comparators are slightly different to those used elsewhere in this report as Hackney, Dalston, Brixton and Peckham do not have hotel markets of any note.
- Hotels in Camden Town and its surrounds are well-occupied, and over the last year have been between **60** and **90%** depending on the time of year. This is in line with all other comparators considered and is close to pre-pandemic occupancy figures.
- Over the last five years there has been almost no transactional activity in Camden Town's hotel market, though the Premier Inn Hub was opened in 2023. This is part of Premier Inn's new 'Hub' range of hotels which offer compact but good quality rooms in attractive well-connected urban areas.
- Hotel 'RevPAR', which refers to Revenue Available Per Room, is reasonably strong in Camden Town and its surrounds at around **£115**. This puts it in the middle of the comparators with only Battersea and Angel performing much stronger with values of **£148** and **£135** respectively. This is, in part, a reflection of Camden Town's more mid-market offer compared to these locations which have more 4* rooms available.
- Camden Town has approximately 213 serviced apartments as of July 2024, which is only bettered by Earl's Court (336). While data is sparse it appears that Camden Town achieves high daily rates peaking at an average of £211 per room during H2-2023. Comparator locations have introduced new stock the market over the past two years highlighting market growth.
- Agents comment that from a mass market perspective operators at the 'budget' and 'value' end of the spectrum are most likely to be attracted to the area (e.g. Premier Inn, Travelodge, Ibis, Holiday Inn, Best Western, Novotel). This is because the area mostly caters to younger visitors who tend to have more limited budgets than older travellers and/or those on business.
- By the same token more upmarket operators (e.g. Hilton, Marriot, Intercontinental, Crown Plaza) are likely to be less likely to be attracted to the area as they tend to rely on business travellers. They prefer to locate in areas with a strong office and transport presence and are likely to be put off by challenges around noise, crime and behaviour. There may, however, be interest from smaller operators that have a more boutique offering catering to those interested in creative and alternative experiences.



Camden Town has a well-occupied mid-market hotel offer, but there is limited choice compared to other 'destination' locations...

Hotel Star Quality, 2024

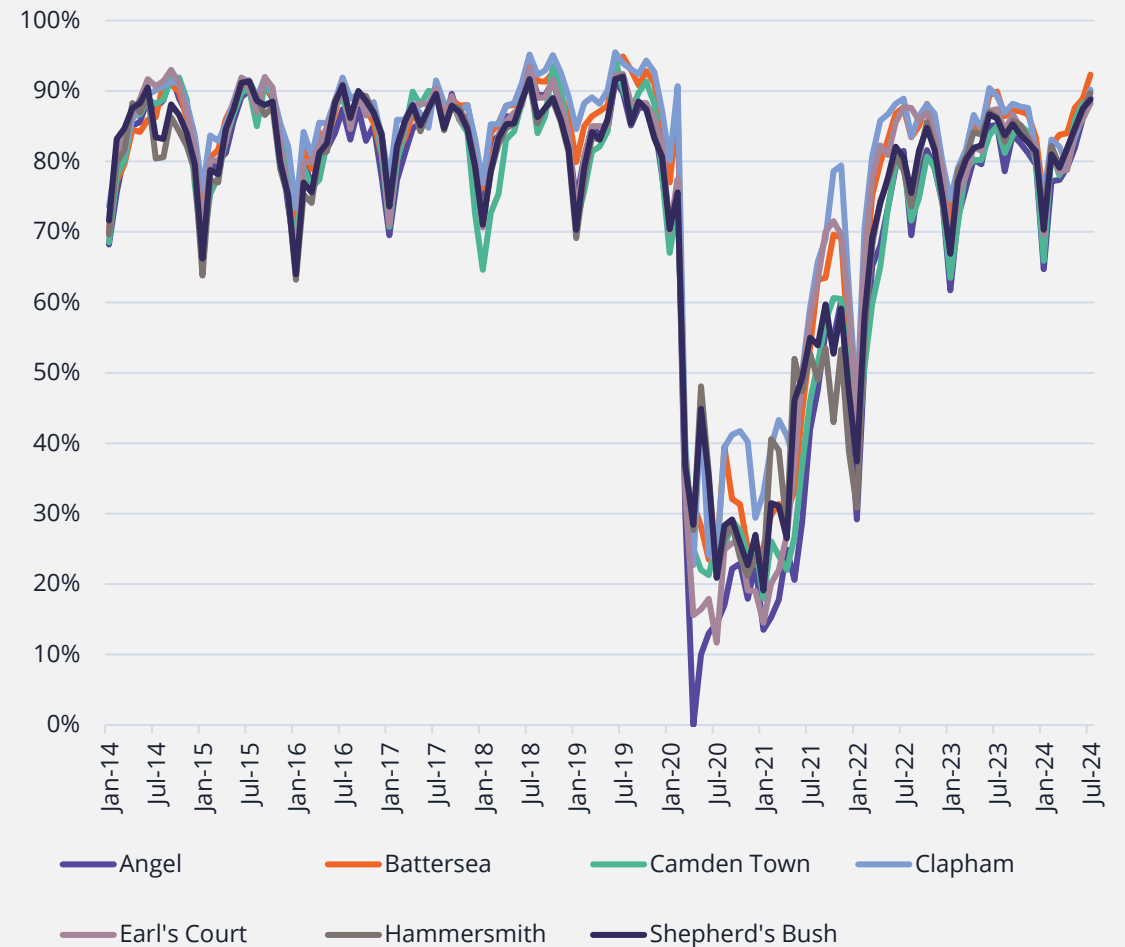


Number of Hotel Rooms by Star Quality, 2024

	Camden Town	Angel	Battersea	Clapham	Earl's Court	Hammersmith	Shepherd's Bush
1 Star	0	0	0	0	0	0	0
2 Star	0	101	121	189	328	308	16
3 Star	210	0	0	91	1313	388	605
4 Star	69	569	458	42	678	1030	251
5 Star	0	0	0	0	0	0	0
Total	279	670	579	322	2319	1726	872

Source: CoStar, 2024

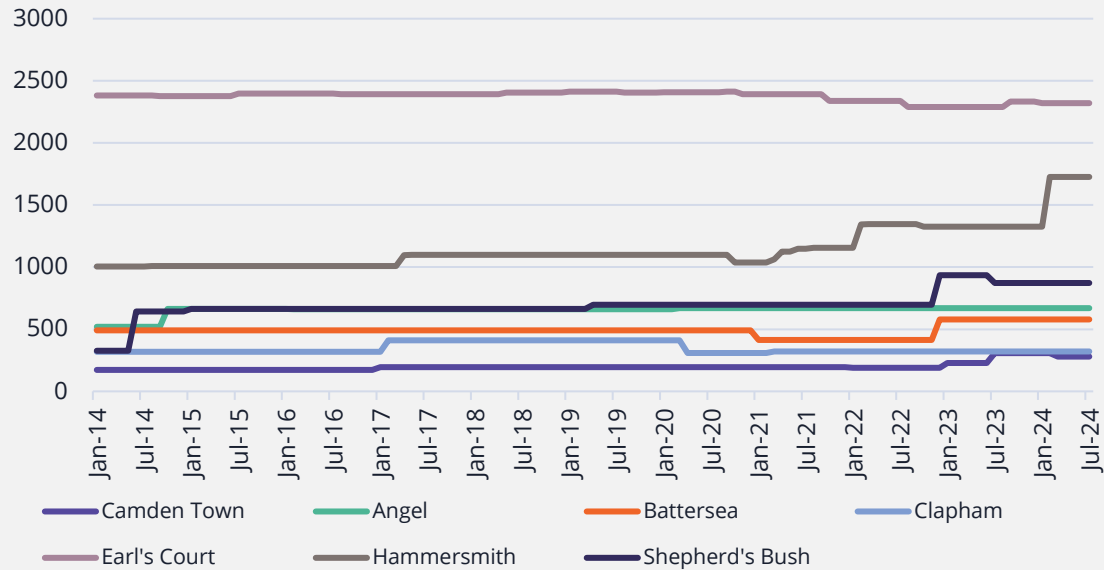
Hotel Occupancy Over Time, 2014-2024



Source: CoStar, 2024

Camden Town has fewer hotel rooms than all the comparators considered, and there is no clear clustering of visitor accommodation across the Town Centre...

Total Hotel Room Stock Over Time, 2014-2024



Source: CoStar, 2024

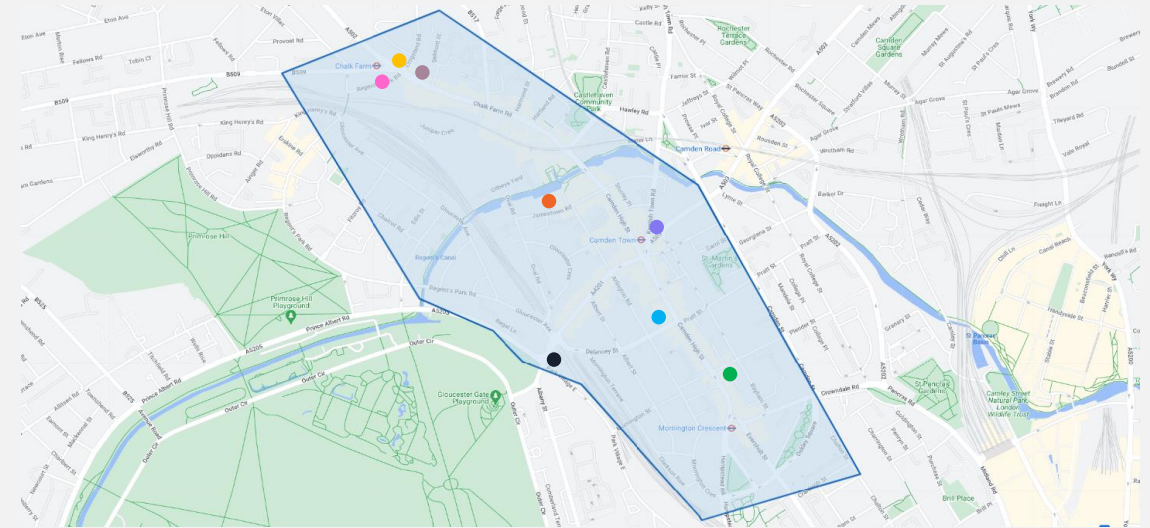
New Hotel Rooms Under Construction or In Planning

According to CoStar there are no hotels currently under construction within Camden Town or any of the other comparative locations. Over the past ten years Camden Town has seen only 118 rooms delivered to the market by way of The Hub - Premier Inn and The Wesley.

It is understood that there are proposed plans to bring forward two hotels within the area:

- 6-12 Kentish Road – Although no planning application has been brought forward, there are intentions to provide a 29-room boutique hotel in the centre of Camden Town.
- Round House Hotel – Henigman had planning approved in March 2021 for a 59-room hotel adjacent to Chalk Farm station. Due to viability restrictions, the hotel has not yet been brought forward. **Application Number - 2021/0877/P**

Camden Town Hotel Accommodation, 2024



The Hub - Premier inn

- 80 Room Hotel
- Economy Class
- Year Built - 2023
- Chain Management



The Enterprise

- 21 Room Hotel
- Upper Upscale Class
- Year Built - 1865
- Independent



Holiday Inn - Camden Lock

- 130 Room Hotel
- Upper Midscale Class
- Year Built - 2003
- Franchise



York & Albany Inn

- 10 Room Hotel
- Upper Upscale Class
- Year Built - 1890
- Independent



The Wesley

- 38 Room Hotel
- Upper Midscale Class
- Year Built - 2023
- Independent



Camden Town Hotel

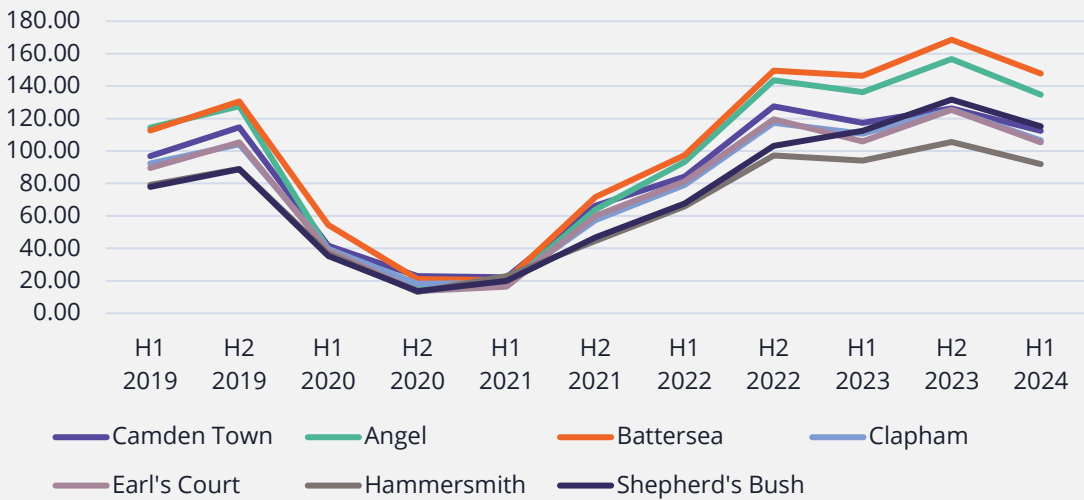
- 29 Room Hotel
- Midscale Class
- Year Built - n/a
- Independent



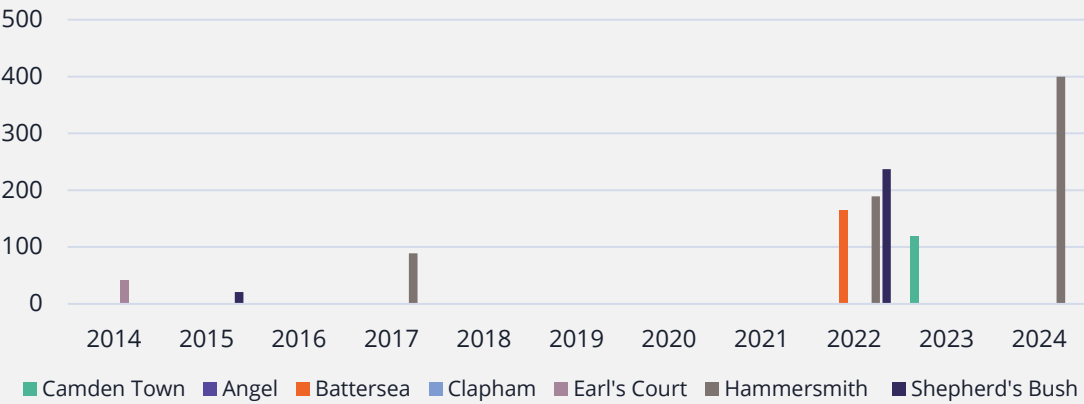
*This Map excludes hostels and serviced apartments.

Camden Town has seen few hotel transactions or completions over the last decade reflecting its limited offer...

Hotel RevPAR Over Time (£), 2019-2024

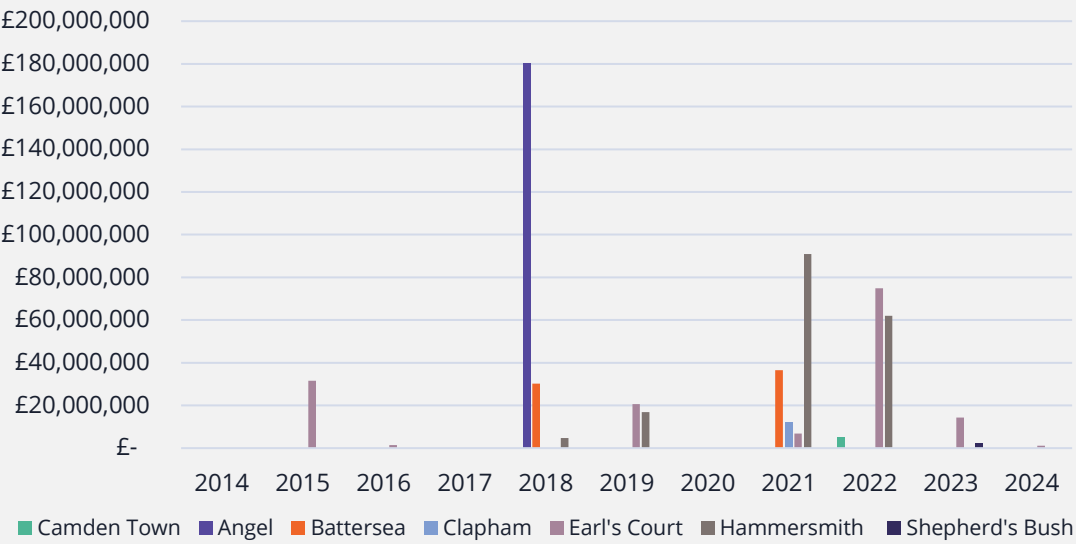


Total Rooms Delivered Over Time, 2014-2024



Source: CoStar, 2024

Hotel Sales Value Over Time, 2014-2024



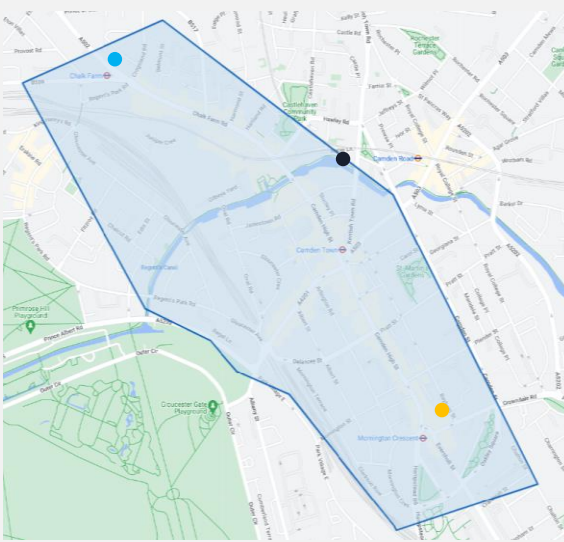
Hotel Sales Over Time (Per Unit), 2014-2024

	Camden Town	Angel	Battersea	Clapham	Earl's Court	Hammersmith	Shepherd's Bush
2024					1		
2023					2		1
2022	1				4	2	
2021			1	1	1	1	
2020							
2019					3	1	
2018		1	1		1	1	
2017							
2016					1		
2015					2		
2014							

Source: CoStar, 2024

Camden Town has a growing serviced apartment offering reflecting its proximity to the Central Activities Zone (CAZ)...

Camden Serviced Apartment Offer, 2024



Urban Chic Marine

- 19 Room Serviced Apartments
- Upper Upscale Class
- Year Built - 2024
- Independent



Mirabilis Apartments Bayham Place

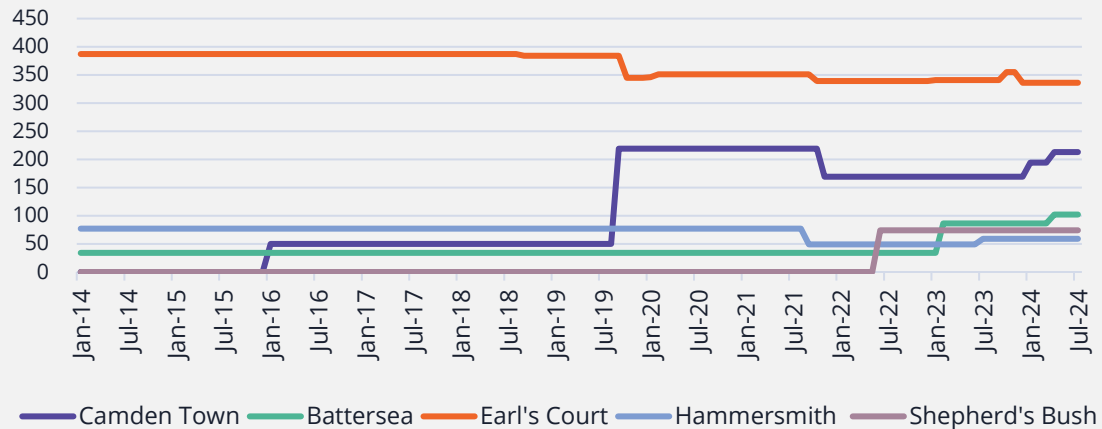
- 25 Room Hotel
- Luxury Class
- Year Built - 2024
- Independent



STAY Camden

- 169 Room Serviced Apartments
- Upper Upscale Class
- Year Built - 2019
- Independent

Total Serviced Apartment Stock Over Time, 2014-2024



Source: CoStar, 2024

*There are no serviced apartments in Angel or Clapham – According to CoStar.

Focus On: Hotel Agent Commentary

Conversations with hotel agents confirmed that Camden Town is a popular destination for both international and domestic visitors making it an attractive location for hotel operators.

They commented that from a mass market perspective operators at the 'budget' and 'value' end of the spectrum are most likely to be attracted to the area (e.g. Premier Inn, Travelodge, Ibis, Holiday Inn, Best Western, Novotel). This is because the area mostly caters to younger visitors who tend to have more limited budgets than older travellers and/or those on business.

By the same token more upmarket operators (e.g. Hilton, Marriot, Intercontinental, Crown Plaza) are likely to be less attracted to the area as they tend to rely on business travellers. They prefer to locate in areas with a strong office presence and transport presence such as Euston and/or Kings Cross. Challenges around noise, crime and behaviour are likely to be off putting to this type of operator given their client group. The same is to be said for mass-market and luxury hotel operators that prefer locations such as the West End, Mayfair and Knightsbridge.

That said, agents note that there may be interest from smaller operators that have a more boutique offering that caters those interested in more creative and alternative experiences. There are a number of examples of these types of hotel in London particularly in places like Soho, Clerkenwell and Shoreditch. Examples are shown below.

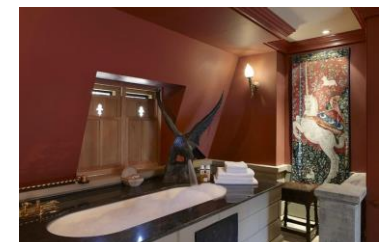
The major challenge for Camden Town is that the hotel market is becoming challenging to survive and thrive in, particularly in locations where values are high. There are also relatively few development opportunities in the area that would be attractive to operators.



Zetter Town House, Clerkenwell



Nhow Hotel, Shoreditch



Hazlitt's, Soho

4G Who visits Camden Town and where are they from?

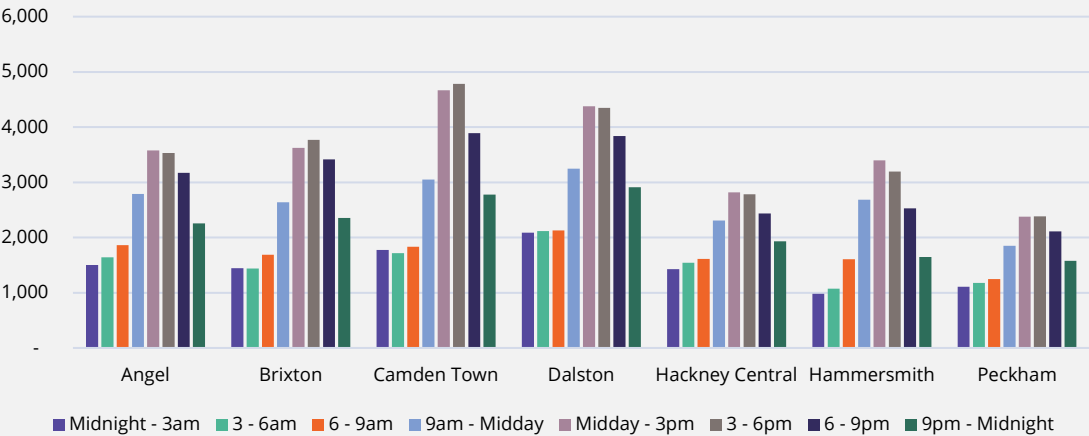


This sub-section draws on data from a range of sources to provide insights on Camden Town's visitor profile. The is to inform conclusions and recommendations about which groups should be targeted as part of future interventions.

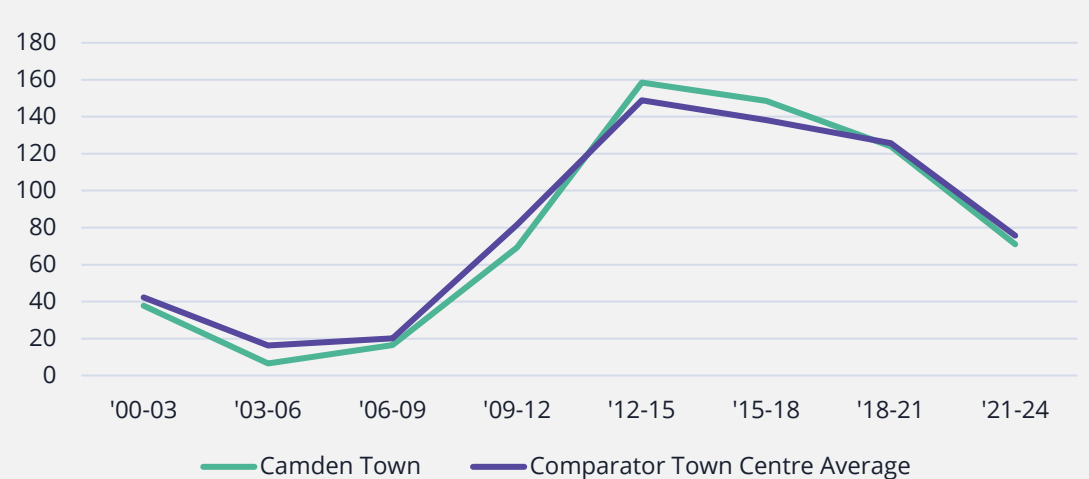
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Camden Town has high footfall levels primarily made up of visitors and workers rather than residents...

Average Footfall by Time of Day, Jan-Sept 2024

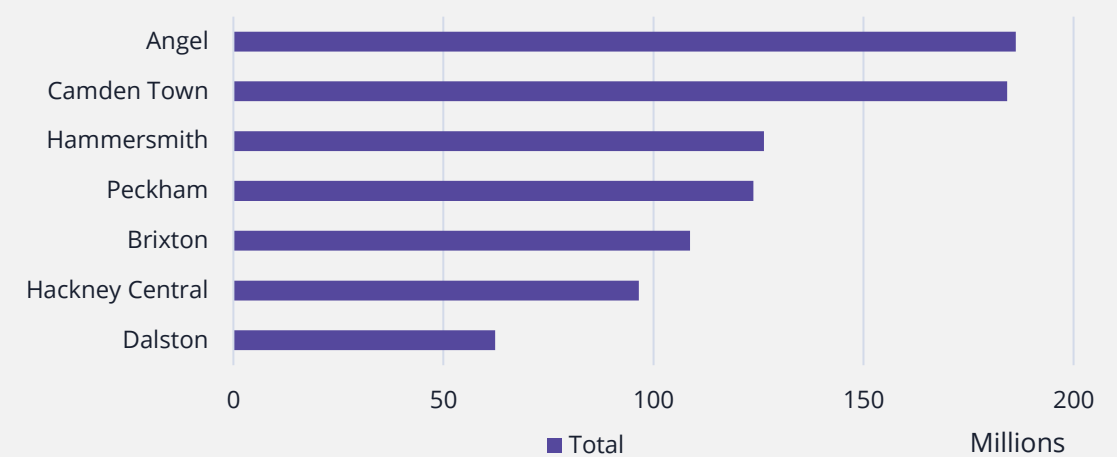


Average Spend by Time of Day, Jan-Sept 2024

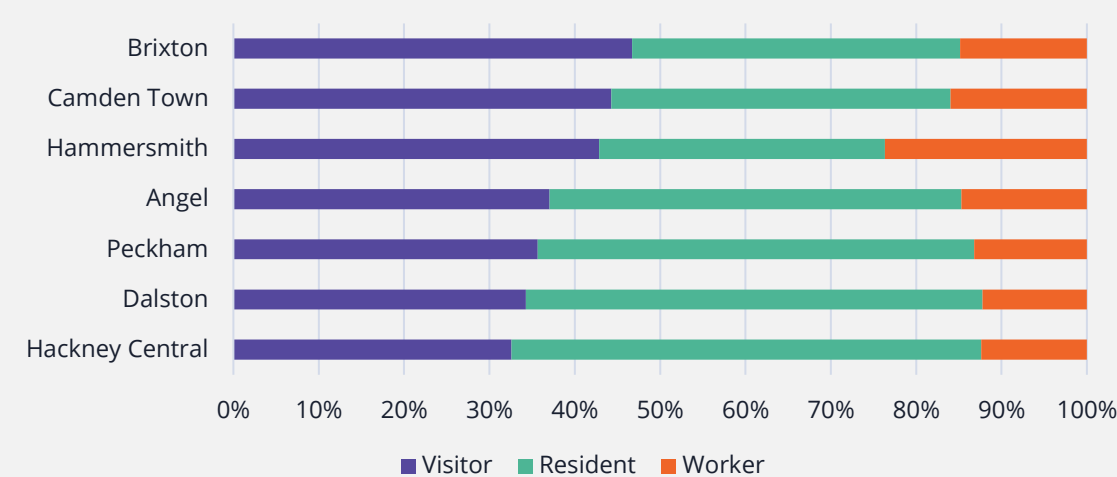


Source: GLA, Spend Data. 2024

Overall Footfall Per location, May 2022 - Sept 2024

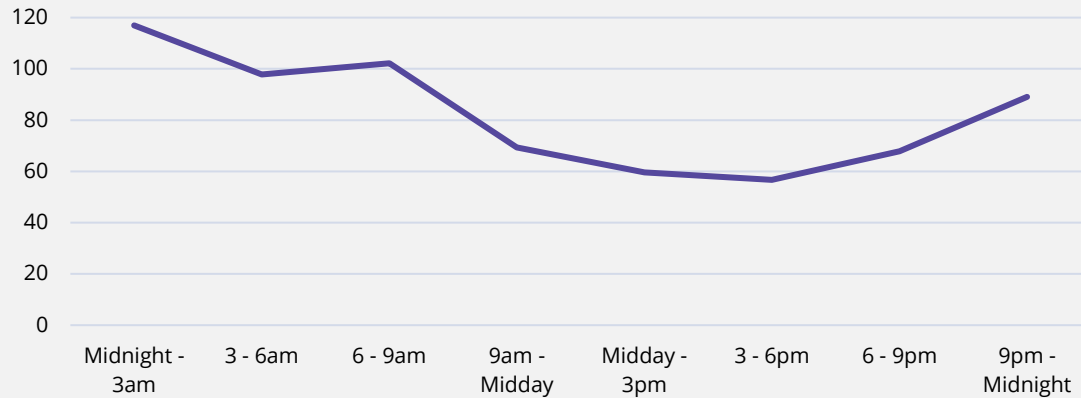


Total Footfall in Camden Town by Category, May 2022 - Sept 2024



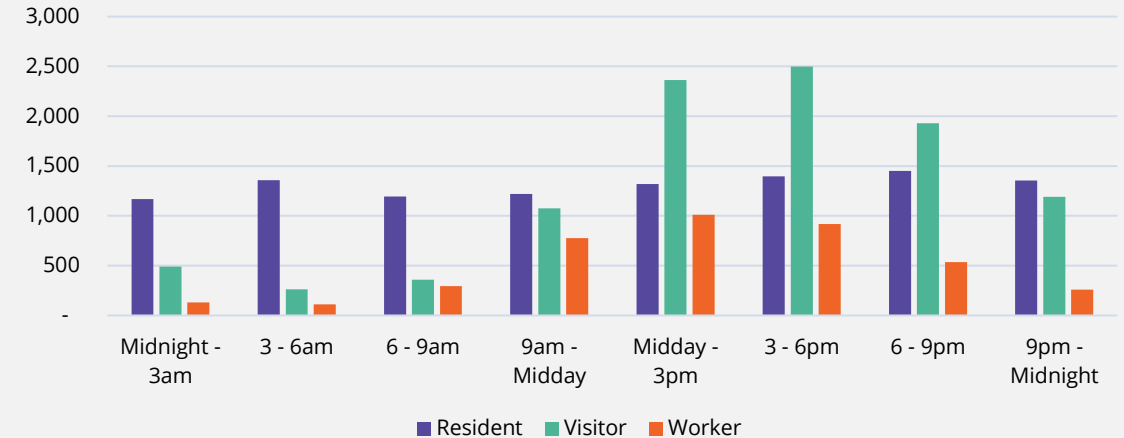
Day time visitors tend to dwell for a relatively short period of time, whereas night time visitors tend to dwell for longer...

Average Dwell Time (Minutes), Jan-Sept 2024



Source: GLA, Mobility Data. 2024

Average Footfall by Time of Day in Camden Town by Category, Jan-Sept 2024



Labtech Commentary

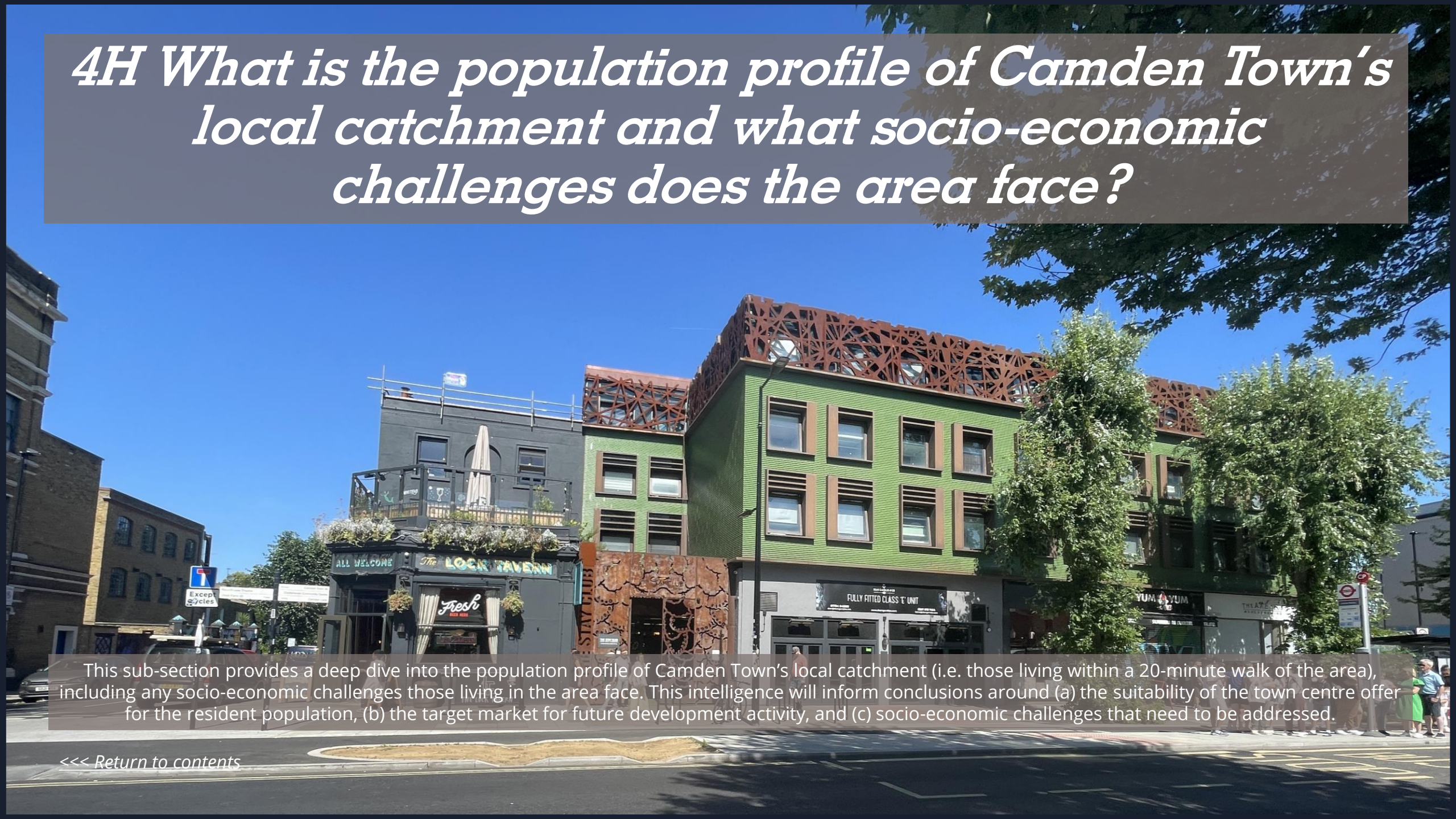
Labtech notes that footfall and average spend continues to recover following a brief downturn during and immediately after COVID-19. Labtech's visitor analysis shows that their main shoppers are indeed tourists at a staggering 70-80% of overall visitors. The majority of these are from Europe and America, with some from across the UK. They notice a strong contingent of wealthy visitors from the Middle East also, but note that their intercontinental visitors often have a local address to use for data collection purposes which skews the research.

Their quieter days are Monday to Wednesday, with the daily busiest period being 6-7pm. This supports the research showing that people come to the markets as much for the food and drink offer as for the shopping, and increasingly for the leisure services on offer and for events, which have a huge impact not only on the number but types of customers visiting the complex. While some of this audience probably is shared to some extent across other local spots, especially Boxpark, most regular visitors to Camden Markets are not frequenting other local places.

Full Commentary

- Camden Town attracts high levels of footfall which exceed those observed in most other comparator locations including Hammersmith, Brixton, Peckham, Hackney Central and Dalston.
- Of those that visit the majority are 'non-residents' – i.e. visitors and workers account for almost 60% of footfall. While this aligns with trends in Brixton and Hammersmith, other areas such as Angel, Peckham, Hackney Central and Dalston have a more balanced mix of residents, visitors and workers.
- Footfall is highest between midday and 9pm. After this footfall drops but area remains busier between 9-12pm than Hackney Central and Peckham at their midday peak.
- Dwell time of daytime visitors is relatively short ranging from an average of **55-70** minutes between 9 and 6pm. Those visiting after 9pm tend to stay for longer periods of time with the average increasing to between **90-120** minutes. This is a fairly long period of time given some footfall will reflect local residents passing through or popping to a shop, service or take out.

4H What is the population profile of Camden Town's local catchment and what socio-economic challenges does the area face?

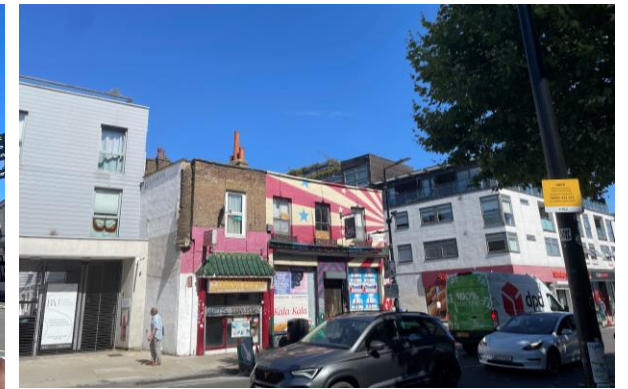


This sub-section provides a deep dive into the population profile of Camden Town's local catchment (i.e. those living within a 20-minute walk of the area), including any socio-economic challenges those living in the area face. This intelligence will inform conclusions around (a) the suitability of the town centre offer for the resident population, (b) the target market for future development activity, and (c) socio-economic challenges that need to be addressed.

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Chapter Commentary

- Camden Town's local catchment* has a population of **87,593** which is around **42%** of the borough total. Population density is not, however, as high in the Town Centre as areas surrounding it reflecting its wider mix of commercial, community and cultural uses.
- The age profile of Camden Town's local catchment broadly mirrors London's, but there is a higher proportion of working age people aged between 20 and 35 years old compared to the city average - they represent **c5%** of the catchment's population, which in line with the borough more widely, but higher than **3%** for London as a whole**.
- Camden Town's population has a high representation of women. There are 46,511 women living in Camden Town's catchment (53%) compared to 41,082 men. This is similar in both the London Borough of Camden (53%) and London (51%).
- In terms of ethnic composition **57%** of people living in the local catchment identify as White, **7%** as Mixed or Multiple Ethnic Groups, **19%** as Asian, Asian British or Asian Welsh, **11%** as Black, Black British, Black Welsh, Caribbean or African and **6%** as Other Ethnic Groups. This is similar to comparator town centres considered but there is a slightly higher representation of those identifying as White and Asian, Asian British or Asian Welsh compared to these areas.
- Over the last ten years of available data the number of people living in Camden Town's catchment has decreased by **-3%****. Analysis of spatial patterns reveals that this has been driven by changes in to the south and east of the area which may reflect on-going development activity or limitations associated with using the latest Census data**.
- Projections indicate that the population for Camden Borough will increase by **+11%** or **+31,000** people over the next two decades which may impact Camden Town given its importance and prominence to the borough.
- At present Camden's local catchment has a polarised population. According to Experian **57%** of households are classified as 'City Prosperity' which refers to *'high status individuals with substantial salaries and expensive urban homes'*, whereas **38%** are classified as 'Municipal Tenants' or *'long term social renters living in challenging areas'*.
- Most areas tend to have a more mixed profile of households than this, though this pattern is not exclusive to Camden and is reflective of the hollowing out of the middle classes in London. Hackney Central, Dalston and Brixton have similar profiles according to Experian.
- Despite having a high proportion of 'City Prosperity' households, there is severe deprivation in parts of Camden Town. The main drivers are crime, income and residents' living environment. The latter refers to both the quality of the indoor environment (i.e. housing) and the outdoor environment (i.e. pollution, traffic, congestion etc).

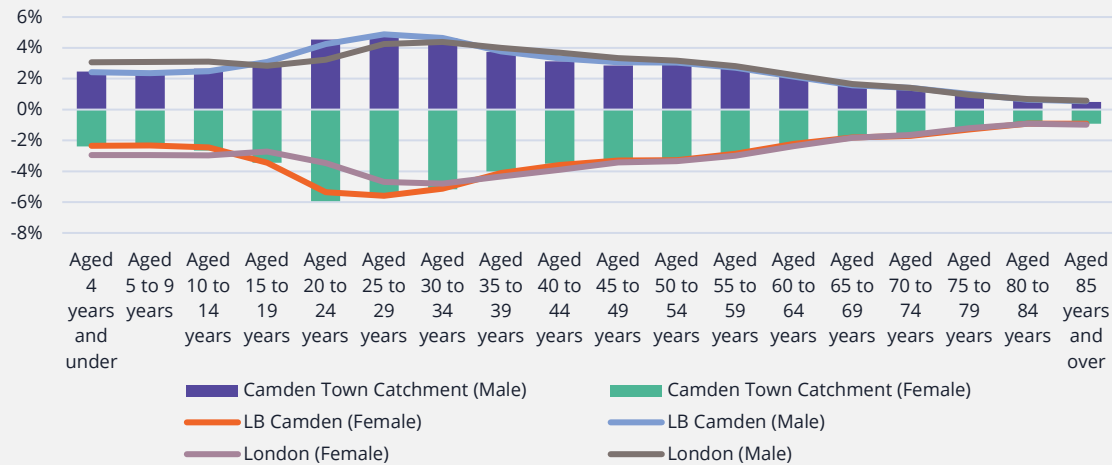


*Note: The Camden Town Catchment area refers to those living within a 20-minute walking distance from Camden Town. The same measure has been used to analyse the population profile of comparator geographies.

**Note: Population data comes from the latest Census which was undertaken during the COVID-19 pandemic. During this period a lot of young people, particularly students, moved out of urban areas to live with parents and save on rent.

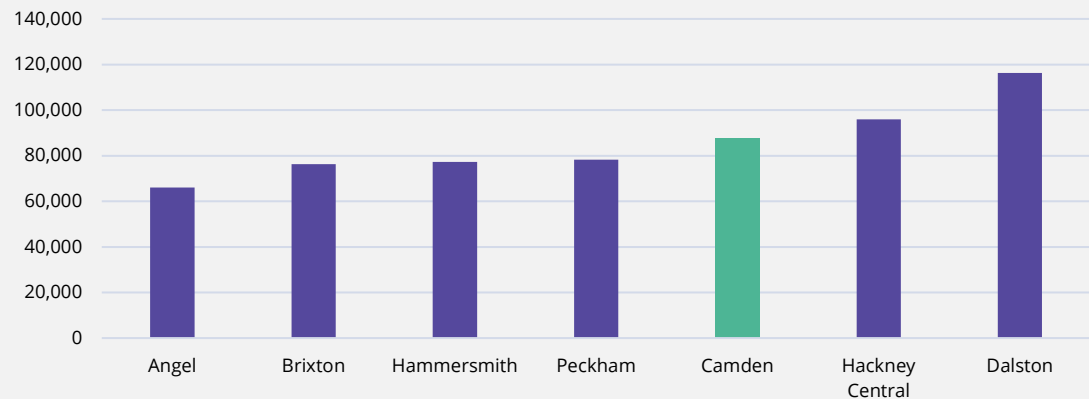
Camden Town has a large, young and diverse population – with a strong representation of women...

Age Profile, 2021



Source: Census, 2021

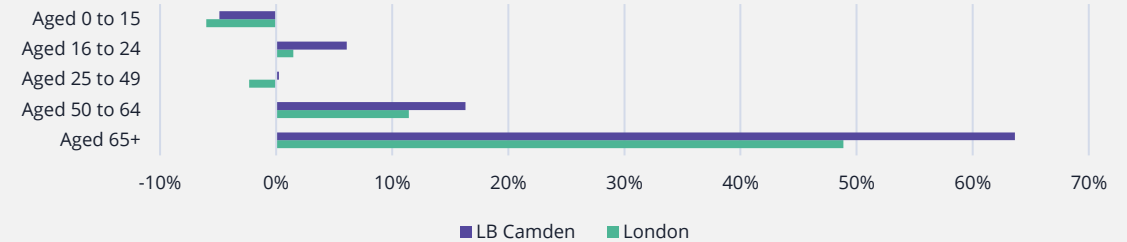
Catchment Size, 2021



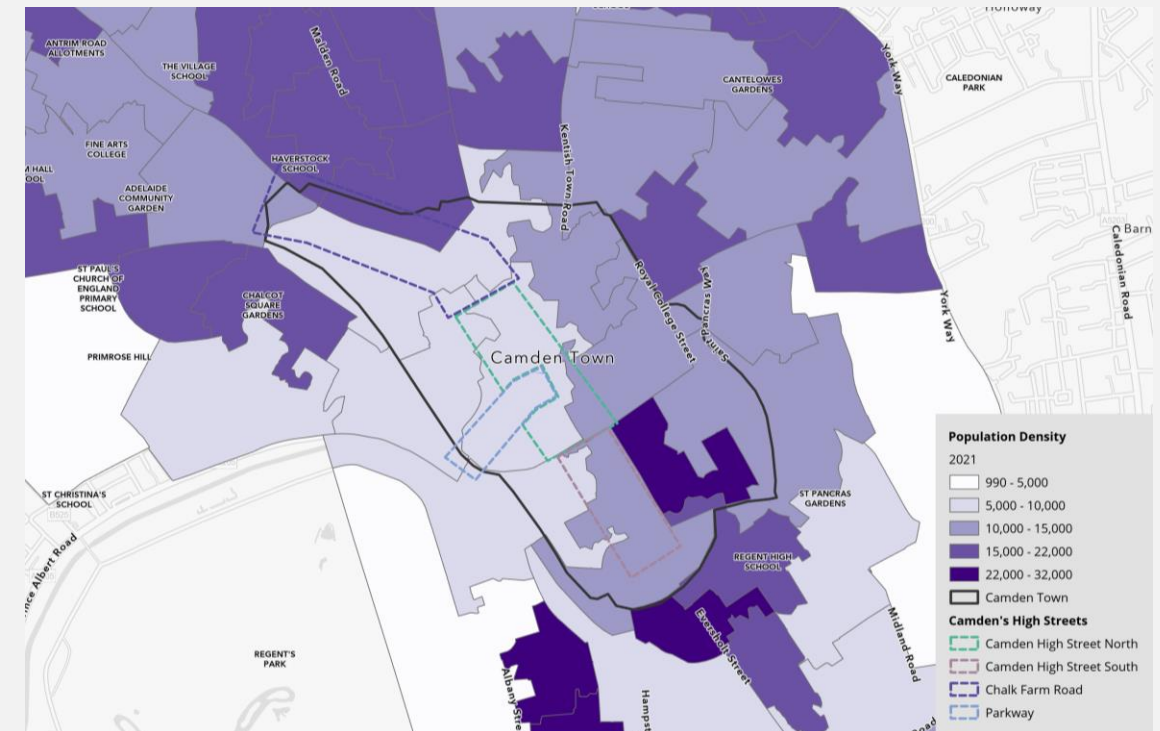
Source: Census, 2021

Note: The Camden Town Catchment area refers to those living within a 20-minute walking distance from Camden Town

Camden (Borough) Projections by Age, 2024-2043



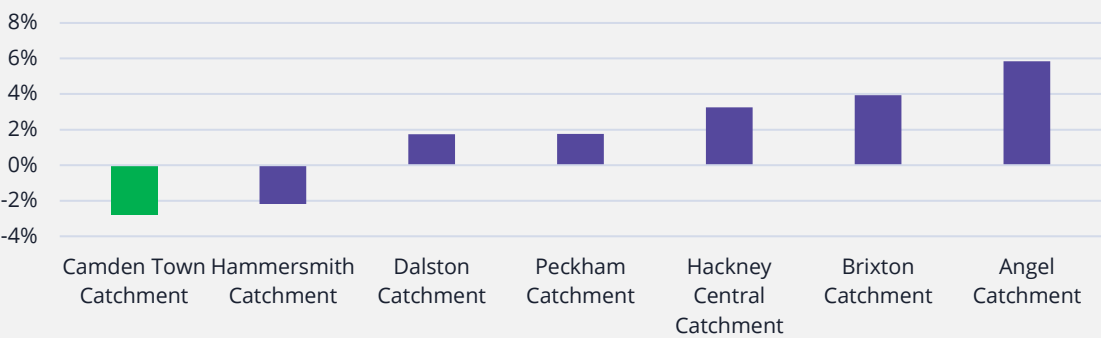
Population Density, 2021



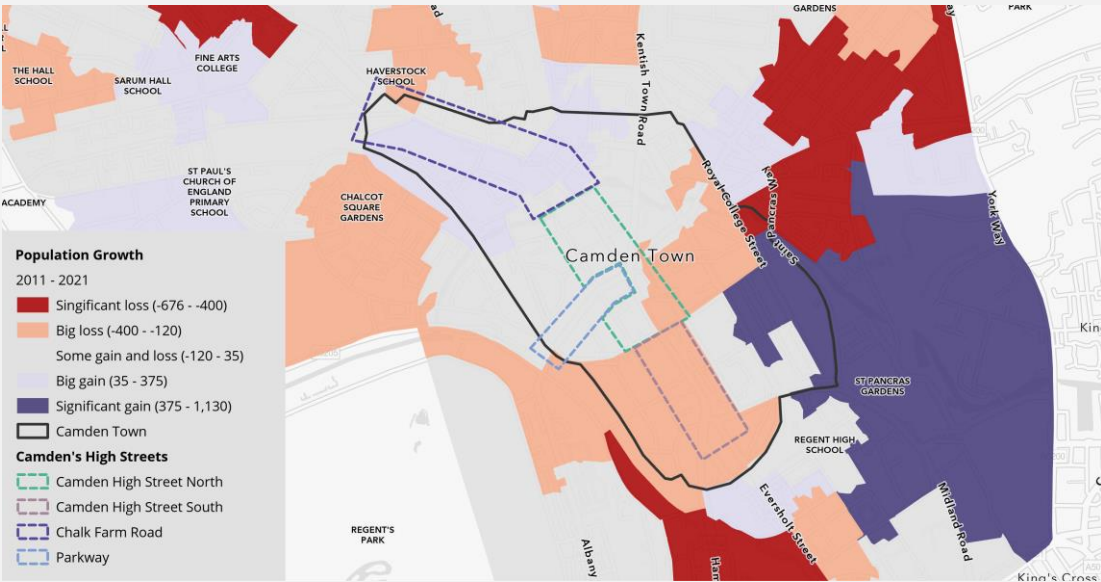
Source: Census, 2021

The number of people living in Camden Town’s local catchment has declined slightly over the last decade. Borough-wide projections suggest that this is likely to change over the next two decades...

Population Growth, 2011-2021



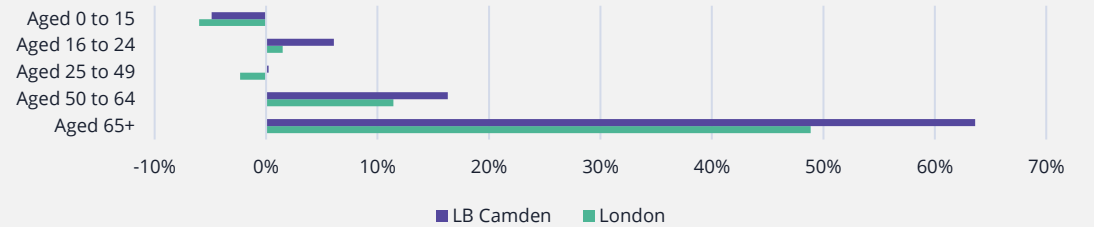
Camden Town Catchment Population Growth, 2011 - 2021



Source: Census. 2021

Camden (Borough) Population Projections, including by Age, 2024-2043

Date	LB Camden	London
2024	284,111	9,224,539
2043	315,483	9,814,032
Growth	+11%	+6%



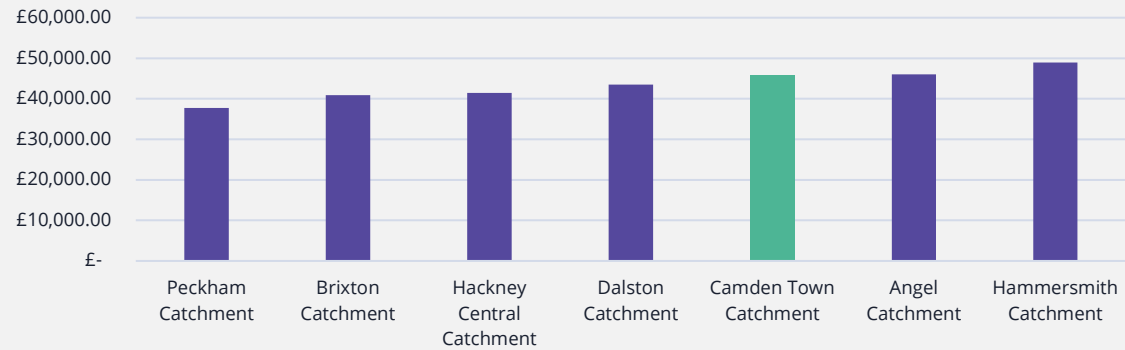
Ethnic Composition, 2021

Location	White	Mixed or Multiple ethnic groups	Asian, Asian British or Asian Welsh	Black, Black British, Black Welsh, Caribbean or African	Other ethnic group
Angel Catchment	62%	7%	13%	11%	7%
Brixton Catchment	53%	8%	5%	28%	6%
Camden Town Catchment	57%	7%	19%	11%	6%
Dalston Catchment	55%	7%	10%	20%	8%
Hackney Central Catchment	49%	7%	11%	25%	7%
Hammersmith Catchment	64%	7%	12%	10%	7%
Peckham Catchment	44%	7%	8%	35%	6%

Source: Census. 2021

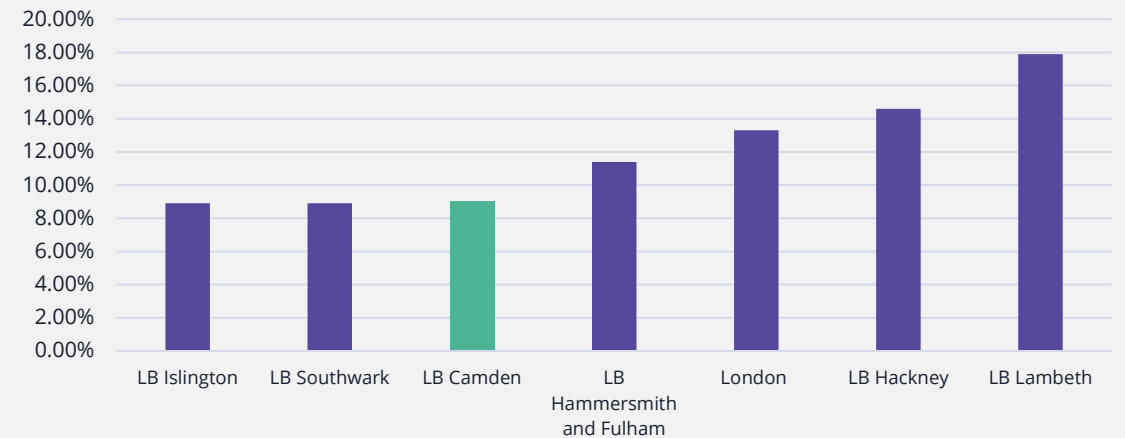
Camden Town has a polarised population defined by 'high status individuals with substantial salaries' living cheek by jowl with 'long term social renters'...

Average Household Income, 2021



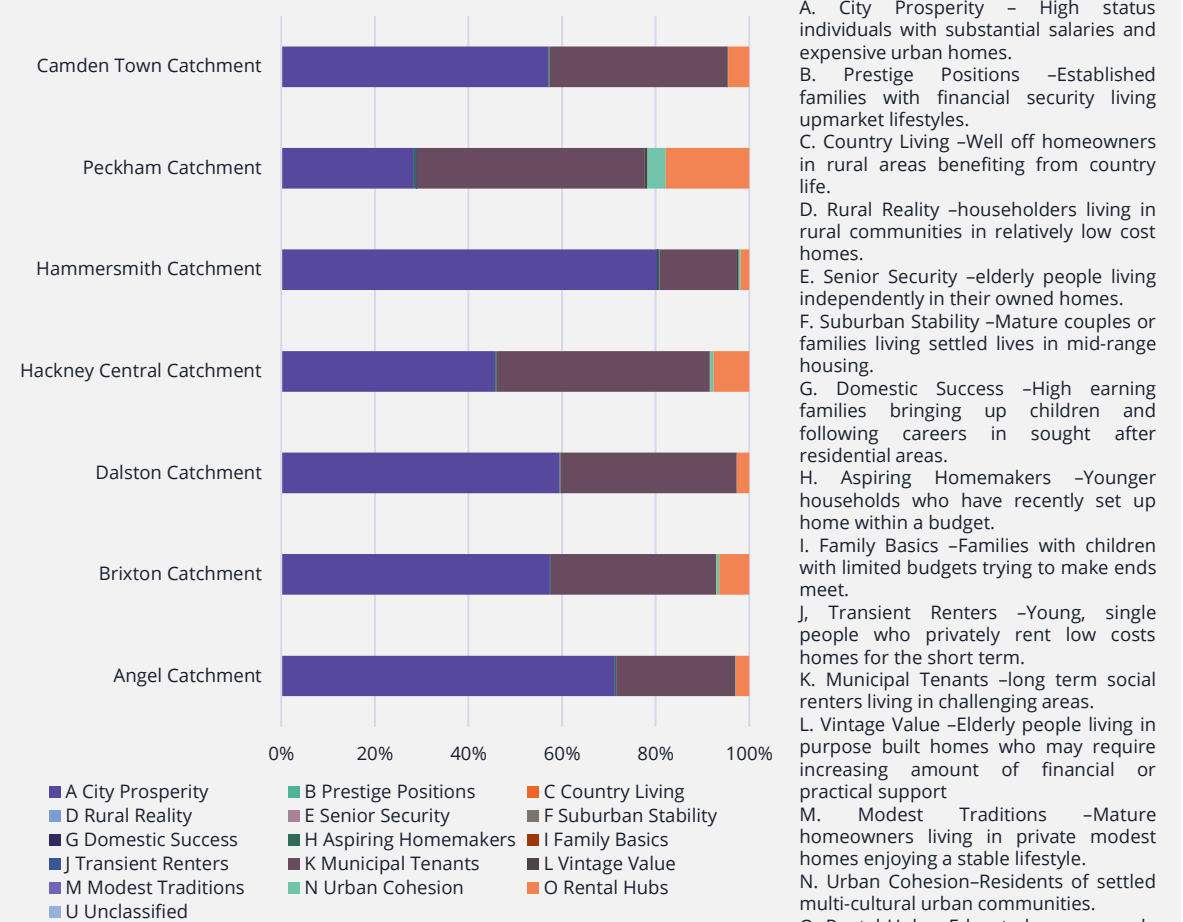
Source: ONS, Income Estimates for Small Areas, 2021

Proportion of Residents Earning Below Living Wage, 2021



Source: ONS, 2021

Mosaic Classifications, 2022

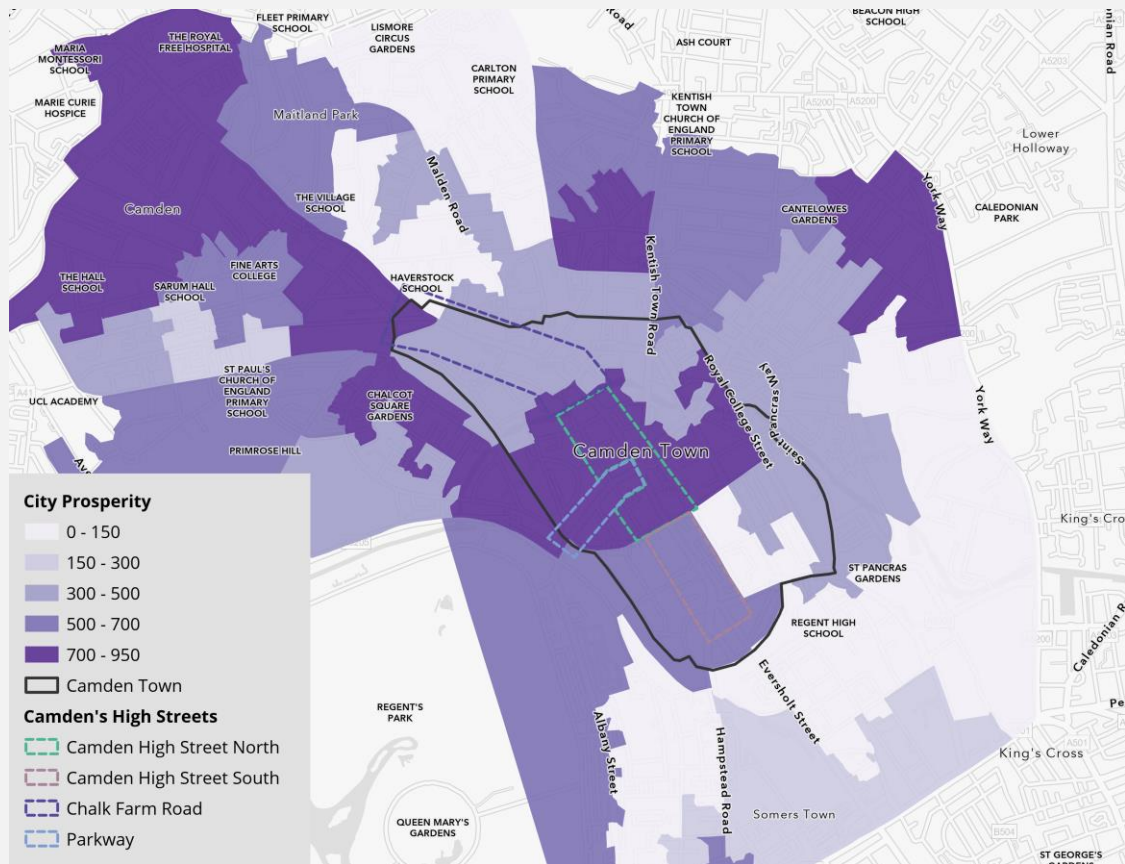


Source: Experian, 2021

- A. City Prosperity – High status individuals with substantial salaries and expensive urban homes.
- B. Prestige Positions –Established families with financial security living upmarket lifestyles.
- C. Country Living –Well off homeowners in rural areas benefiting from country life.
- D. Rural Reality –householders living in rural communities in relatively low cost homes.
- E. Senior Security –elderly people living independently in their owned homes.
- F. Suburban Stability –Mature couples or families living settled lives in mid-range housing.
- G. Domestic Success –High earning families bringing up children and following careers in sought after residential areas.
- H. Aspiring Homemakers –Younger households who have recently set up home within a budget.
- I. Family Basics –Families with children with limited budgets trying to make ends meet.
- J. Transient Renters –Young, single people who privately rent low costs homes for the short term.
- K. Municipal Tenants –long term social renters living in challenging areas.
- L. Vintage Value –Elderly people living in purpose built homes who may require increasing amount of financial or practical support
- M. Modest Traditions –Mature homeowners living in private modest homes enjoying a stable lifestyle.
- N. Urban Cohesion–Residents of settled multi-cultural urban communities.
- O. Rental Hubs –Educated young people privately renting in urban neighbourhoods.

The area's most prosperous residents are around High Street North, Chalk Farm and Parkway, and the least prosperous are to the south near Euston and King's Cross....

City Prosperity Households



Source: Experian, 2023

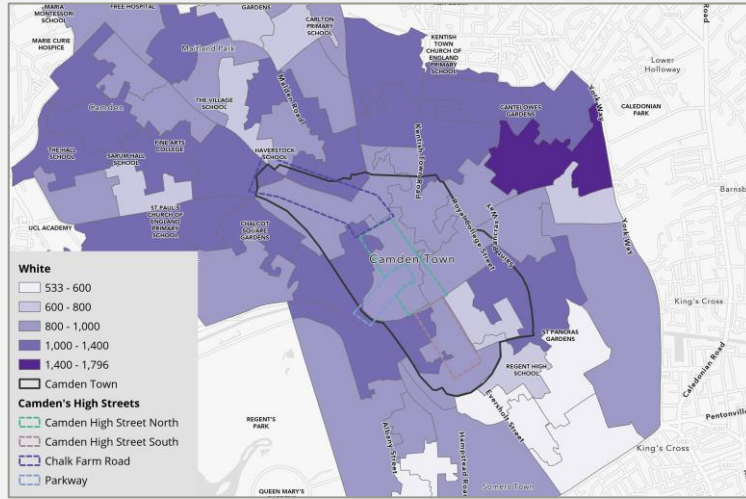
Municipal Tenant Households



Source: Experian, 2023

Minority groups are more concentrated to the south and east of Camden Town with lower concentrations living to the north of Chalk Farm...

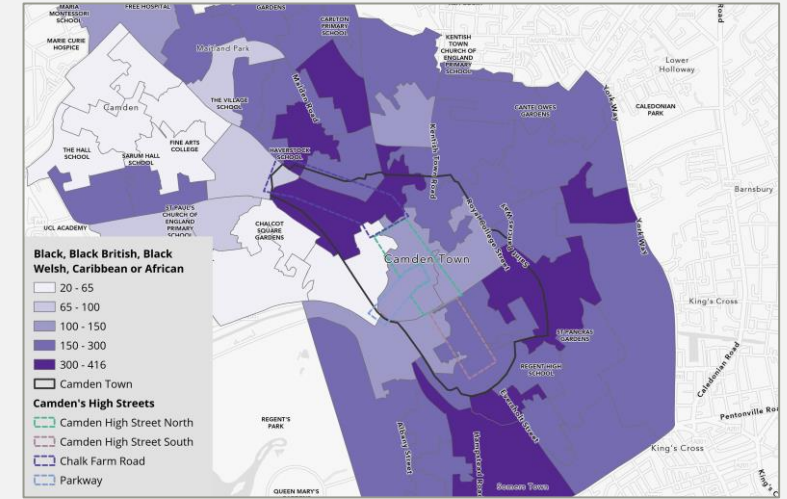
White Ethnic Group



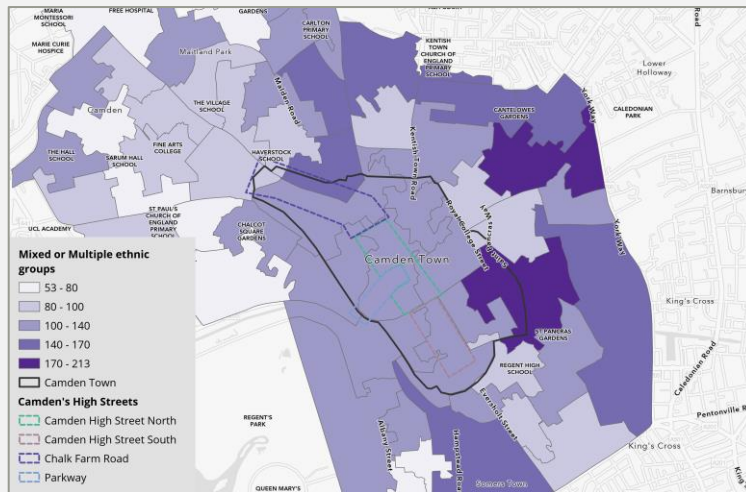
Asian, Asian British or Asian Welsh Ethnic Group



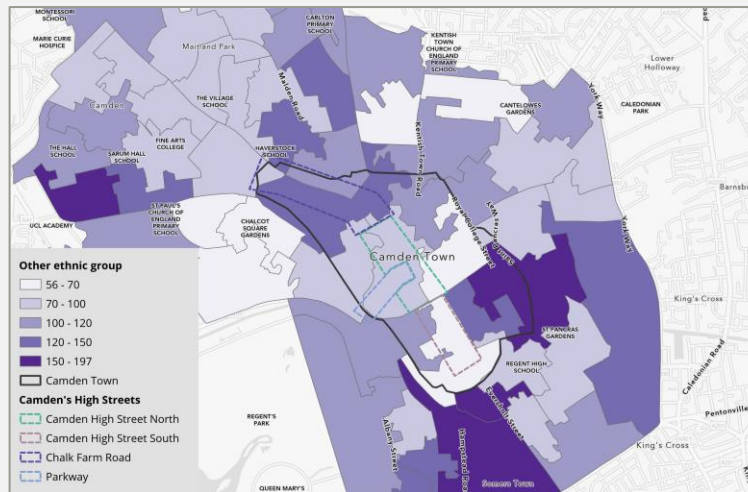
Black, Black British, Caribbean/African Ethnic Group



Mixed or Multiple Ethnic Group

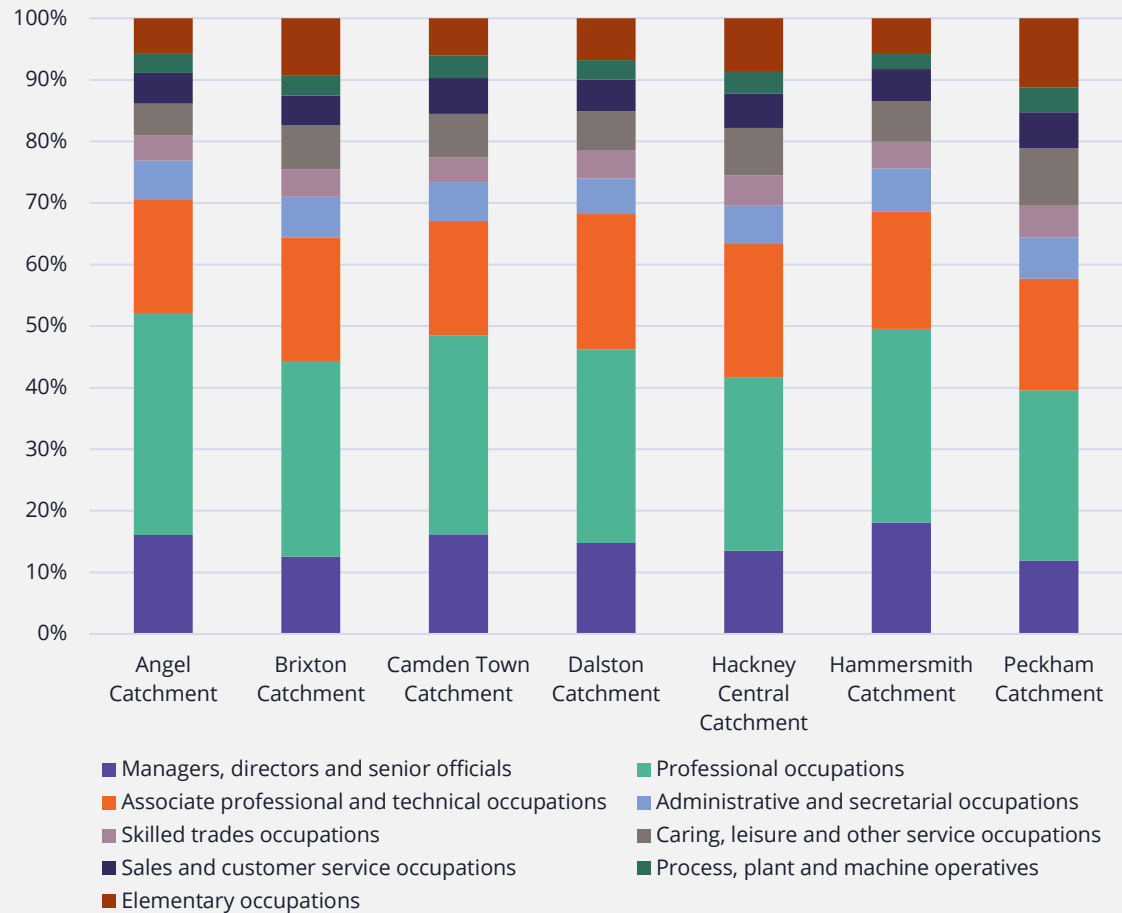


Other Ethnic Group



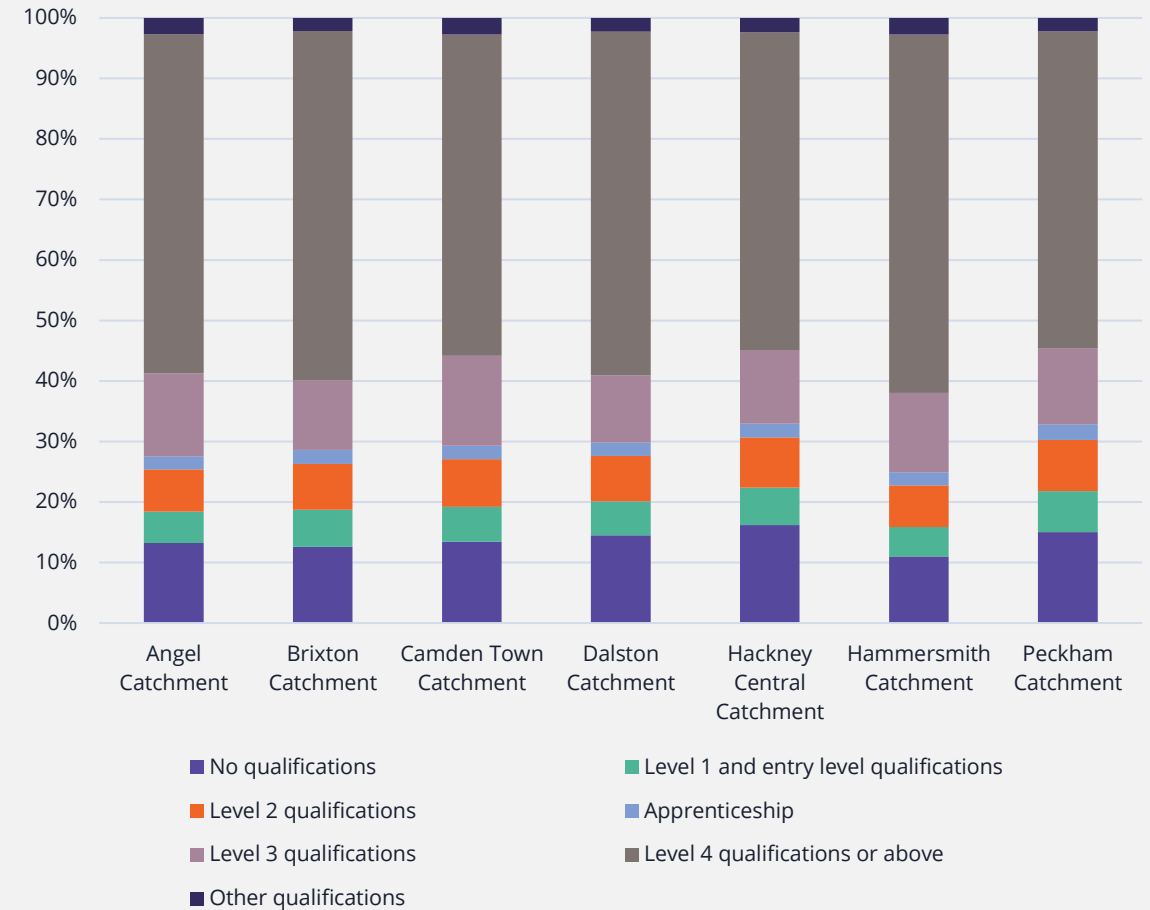
This population disparity is reflected in occupational and qualification patterns which show a relatively even mix of people in higher-skilled and lower skilled roles...

Occupational Profile, 2021



Source: Census, 2021

Level of Qualifications, 2021

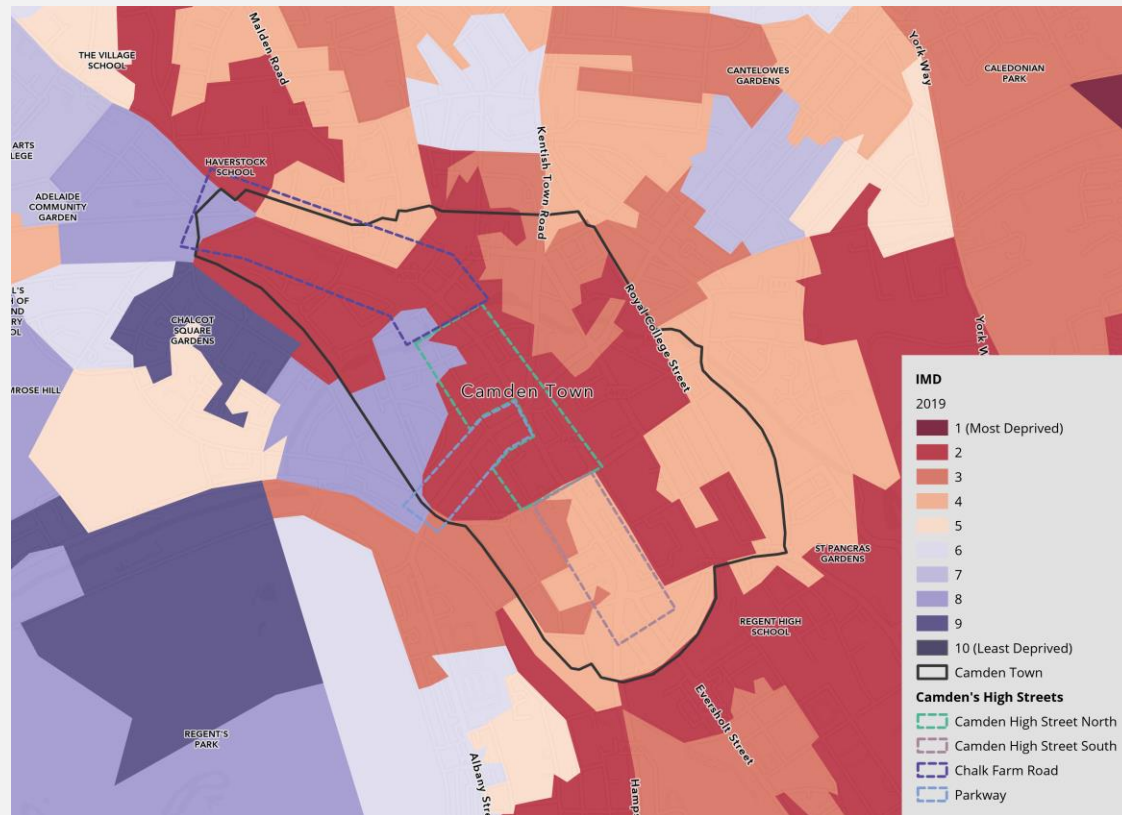


Source: Census, 2021

Despite having a high proportion of prosperous residents, there are areas of severe deprivation in Camden Town. The main drivers of this link to crime, residents' living environment and income...

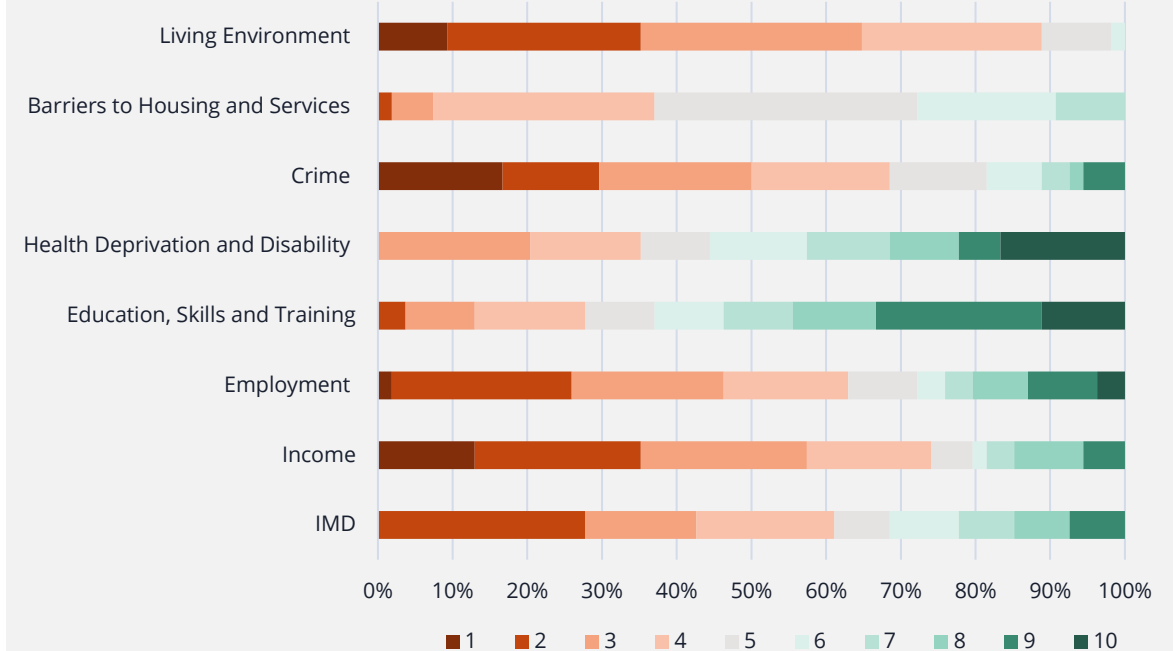
Indices of Multiple Deprivation, 2019

The Indices of Multiple Deprivation (IMD) suggests that although Camden Town's catchment has a large and prosperous profile, there are challenges around deprivation and low incomes.



Source: CDRC, 2019

Camden Town Catchment Drivers of Deprivation, 2019



Some of the key drivers of deprivation in Camden Town are as follows:

- **Living Environment:** This domain measures the quality of the local environment across two sub-domains. The indoors living environment measures the quality of housing; while the outdoors living environment contains measures of air quality and road traffic accidents.
- **Crime:** This domain measures the risk of personal and material victimisation at a local level.
- **Income:** This domain measures people living in income deprivation. It is split into two sub-domains looking at the number of children and older people living in these conditions.

4I What is the nature of Camden Town's residential market and how does this relate to the area's socio-economic profile?



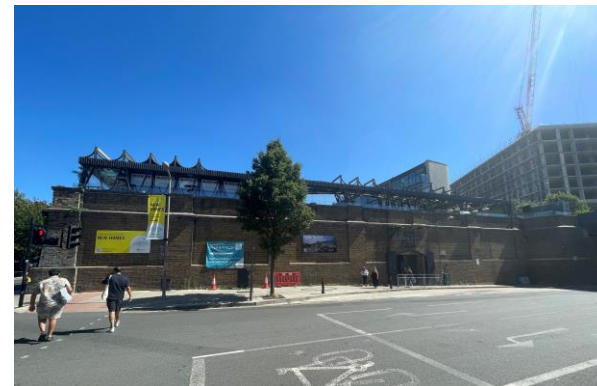
This sub-section provides an overview of Camden Town's residential market in terms of typologies, tenures, prices, rents, occupation and composition among other things. This is to provide insights into residential strengths, weaknesses, opportunities and threats to address as part of future strategy work in the area.

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Chapter Commentary

- Camden Town's residential market is dominated by flats which account for **79%** of dwellings in the area – this is slightly higher than the **72%** figure for Inner London. Of the remaining homes, **11%** are terraced, **2%** are semi-detached, **1%** are detached and **7%** are 'other'. This broadly aligns with the area's household composition which reflects **38%** single-person households, **33%** two-person household and **25%** working-age families.
- Camden Town's 'occupancy rating', which indicates whether there are a sufficient bedrooms for the number of occupants in each home, suggests that **90%** of homes have sufficient or an excess number of bedrooms. While this is better than other parts of London, it does mean that **10%** of homes have an insufficient number of bedrooms compared with **4%** nationally.
- The mix of residential tenures in Camden Town aligns broadly with comparators elsewhere in London and the population profile examined earlier in this report. **38%** are socially rented, **37%** are privately rented and **24%** are privately owned. The latter figure is well below the Inner London average of **32%**.
- Population density in Camden Town is lower than its comparators at around **12,000** people per sq km, compared to c**19,000** and c**15,000** in Brixton and Angel respectively.
- Average house prices in Camden Town are exceptionally high at **£1.4m**, which is above the borough average of **£1.2m** and over **3.5x** higher than the national average. Over the past five years house prices have increase by around **+17%**, which is lower than the national average of **+31%** reflecting the fact that prices are already notably high.
- Average rents are also high at **£3,900** per month, which is again higher than the borough average of **£3,500** per month. Unlike sale prices these have increased in line with the national average reflecting the changes that rising interest rates have had on the housing market.
- Given its high sale and rental value, Camden Town and its hinterlands are an attractive places for developers to bring forward new residential schemes. Recent developments include:
 - The Clay Yard (Liddell Industrial Estate - Phase 2) – **106 units**
 - Kings Cross Central (Triangle Camden – **140 units**
 - Kings Cross Central (Cadence) – **163 units**
- There are also large residential developments under construction in and around the area, for instance: Kings Cross Central (Capella), West Hampstead Central (Travis Perkins), and Camden Good Yards.

- There are a number of student accommodation schemes coming forward or already existing in Camden Town itself. The main examples within the Town Centre are The Stay Club - Chalk Farm (existing), Hawkley Crescent – Homes for Students (existing), Camden Roundhouse (forthcoming), and 100 Chalk Farm Road (forthcoming), which collectively offer **788 beds**. There are many others in the area's hinterland which offer a further **2,610** beds.
- Agents report a buoyant residential property market particularly in terms of renting but also sales. One agent noted that the student market appears to be a little weaker this year in comparison to previous years which links to the range of properties available to those seeking such accommodation.



Camden Town's residential market is dominated by flats occupied by individuals, couples and younger families...

Dwellings by Type, 2021

	Camden Town	Inner London	National
Detached	1%	2%	23%
Semi-detached	2%	6%	31%
Terraced	11%	16%	23%
Flats	79%	72%	21%
Other	7%	4%	2%
Total: All Households	6,841	1,303,077	23,436,085

Occupancy Rating (Bedrooms) by Tenure, 2021

	Camden Town	Inner London	National
Occupancy Rating: +2	12%	15%	36%
Occupancy Rating: +1	26%	26%	33%
Occupancy Rating: 0	52%	48%	27%
Occupancy Rating: -1	11%	11%	4%

Description: This indicates whether a household's accommodation is overcrowded, ideally occupied or under-occupied. This is calculated by comparing the number of bedrooms the household requires to the number of available bedrooms.

An occupancy rating of:

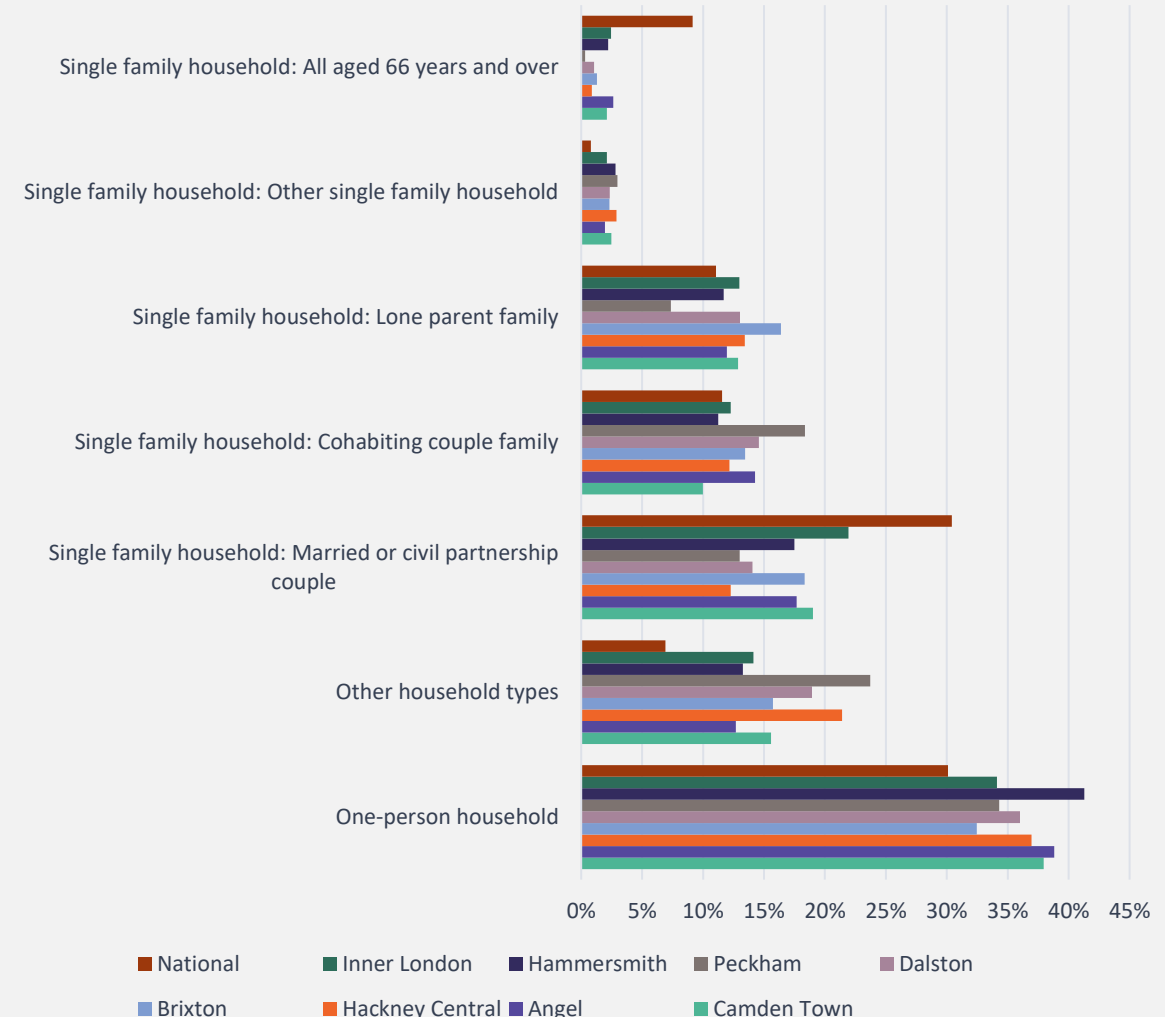
-1 or less: implies that a household's accommodation has fewer bedrooms than required (overcrowded)

+1 or more: implies that a household's accommodation has more bedrooms than required (under-occupied)

0 suggests that a household's accommodation has an ideal number of bedrooms

Source: Census, 2021 (ONS)

Camden Household Composition vs Comparators, 2021



Camden Town’s tenure mix is similar to comparator areas, but it has a lower overall population density...

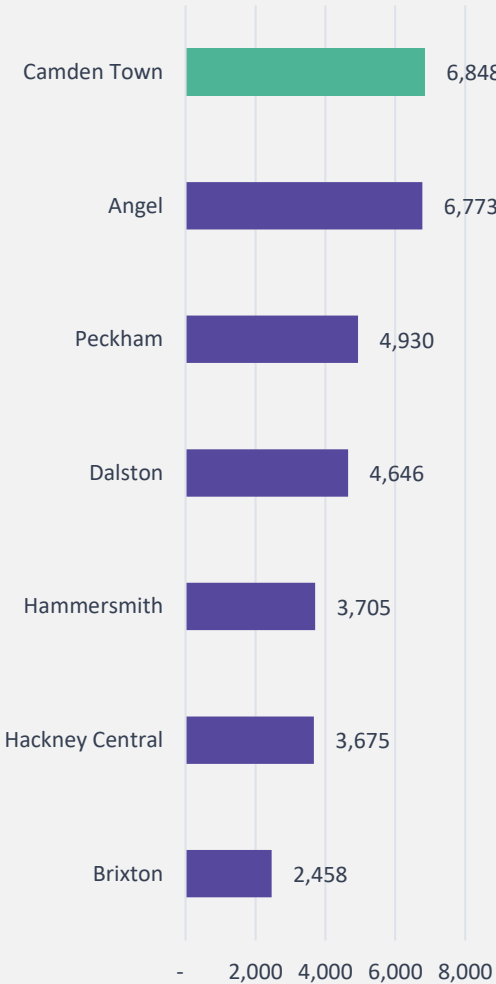
Dwellings by Tenure, 2021

	Owned	Social rented	Private rented	Total: All Households
Camden Town	24%	38%	37%	6,848
Angel	25%	39%	34%	6,773
Hackney Central	23%	35%	40%	3,675
Brixton	21%	21%	54%	2,458
Dalston	24%	39%	34%	4,646
Peckham	29%	39%	29%	4,930
Hammersmith	24%	35%	40%	3,705
Inner London	32%	32%	33%	1,303,076
National	61%	17%	20%	23,436,085

Source: Census, 2021 (ONS)

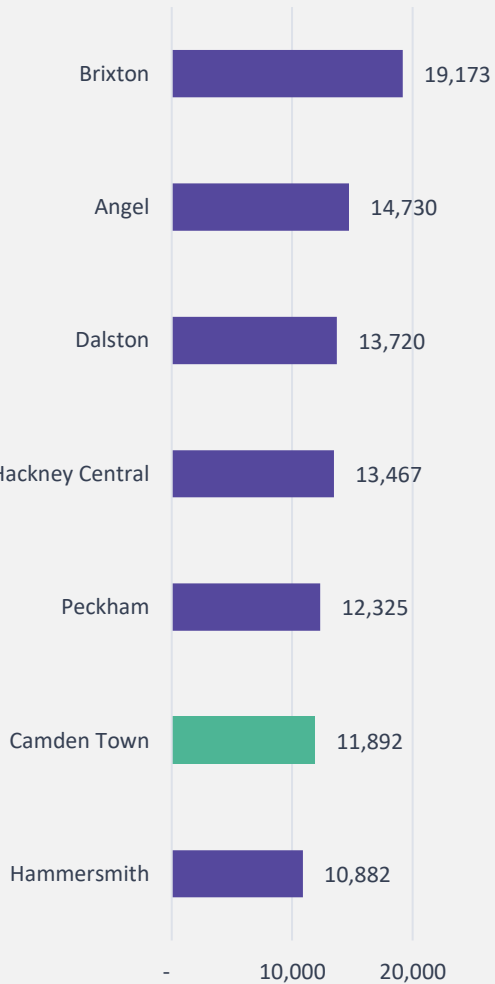


Total Dwellings by Comparator Towns, 2021



Source: Census, 2021 (ONS)

Population Density (Per Square Kilometre)



Source: Census, 2021 (ONS)

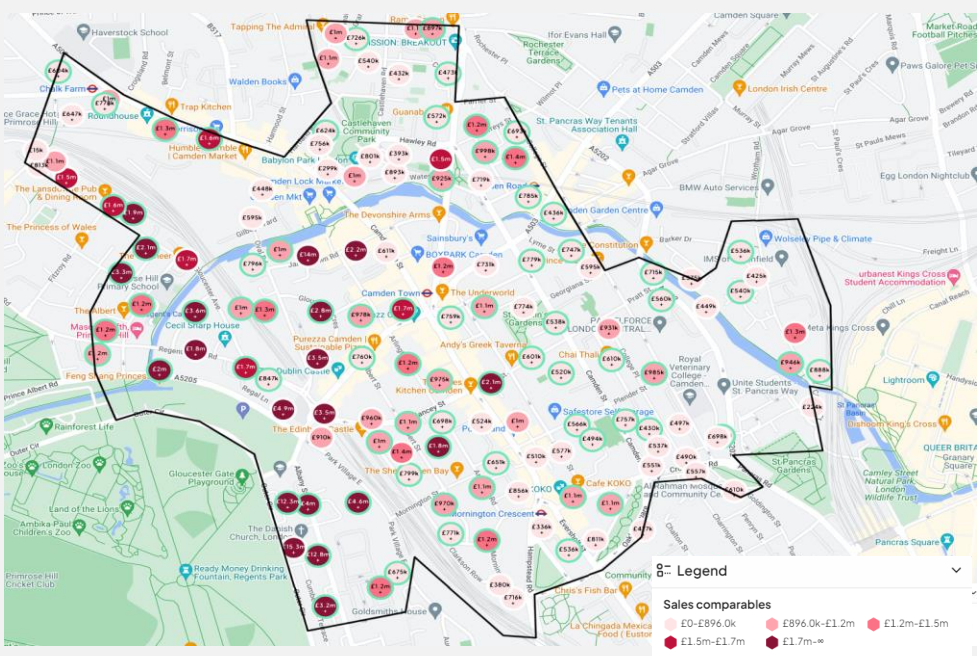
Average house prices are exceptionally high in Camden Town and have risen over the past five years...

Average Price Paid by Property Type, 2024

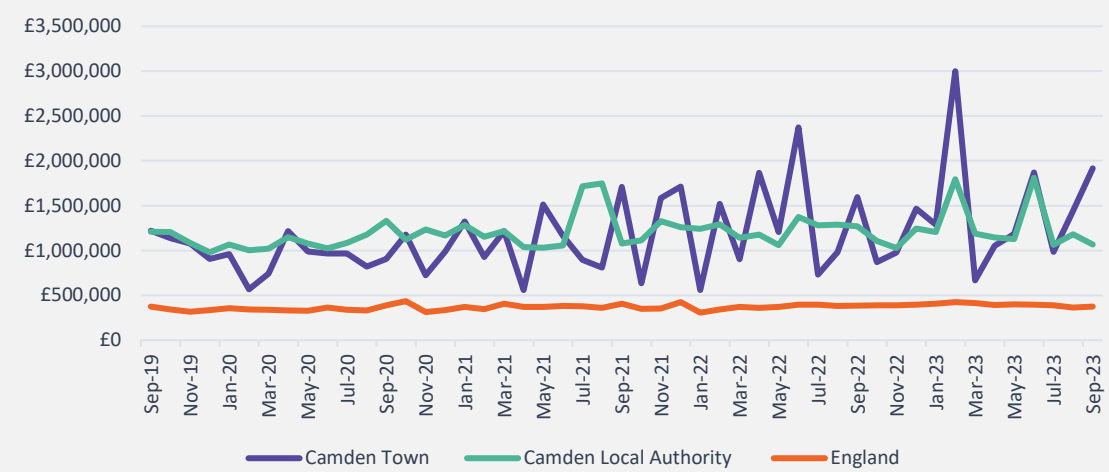
	Average Price Paid (2023)			5 Year % Change (Price)		
	Camden Town	Camden Local Authority	England	Camden Town	Camden Local Authority	England
Flats	£752,700	£814,000	£308,685	-6%	-2%	-1%
Terraced	£2.1 Million	£2.5 Million	£286,316	14%	16%	18%
Semi-Detached	£1.9 Million	£2.9 Million	£327,030	21%	3%	25%
Detached	£2.8 Million	£3.5 Million	£568,744	30%	6%	32%
All	£1.4 Million	£1.2 Million	£395,703	17%	21%	11%

Please Note that some of the percentage changes shown above have been exaggerated by the sales of certain properties. For instance, the lower average price for Semi-Detached properties across Camden Town reflects just two property transactions.

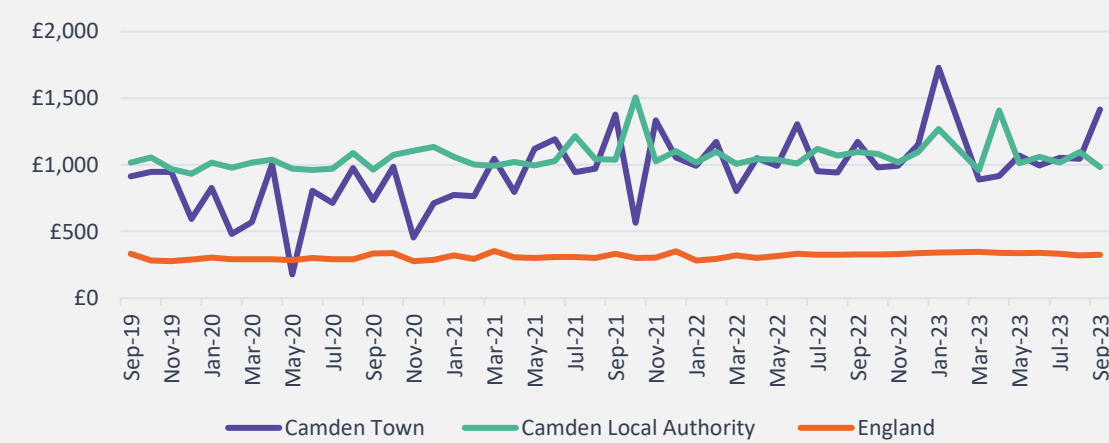
Distribution of Property Prices, 2024



Indexed Average Price Paid, 12 Month Rolling, 2019 – 2023



Indexed Average Price per Sq. Ft., 12 Month Rolling, 2019 – 2023



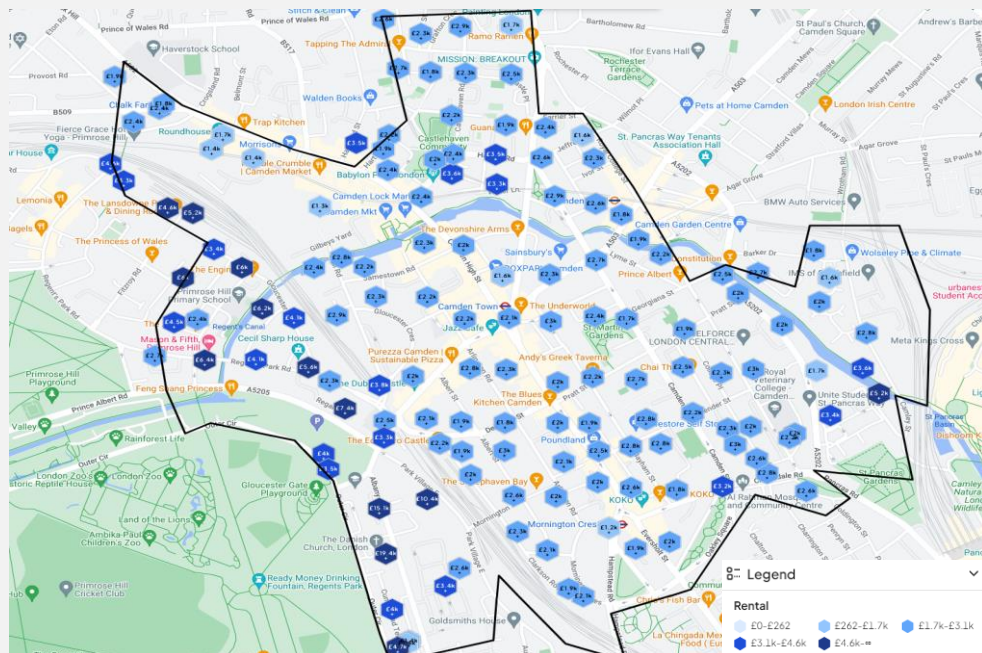
Source: Search Land (2024)

Residential rental values are also high and have increased by over a third in the past five years...

Average Asking Rents by Property Type, 2024

Property Type	Average Price PCM (2023)			5 Year % Change		
	Camden Town	Camden Local Authority	England	Camden Town	Camden Local Authority	England
Flats	£3,500	£2,676	£1,800	29%	3%	38%
Terraced	£4,800	£5,551	£1,600	13%	8%	33%
Semi-Detached	£4,800	£7,401	£1,500	0%	5%	36%
Detached	£6,200	£9,300	£2,200	18%	11%	38%
All	£3,900	£3,500	£1,700	31%	23%	31%

Distribution of Rental Prices, 2024



Source: Search Land (2024)

Average Asking Rents, 12 Month Rolling

Total Price



Price Per Sqft



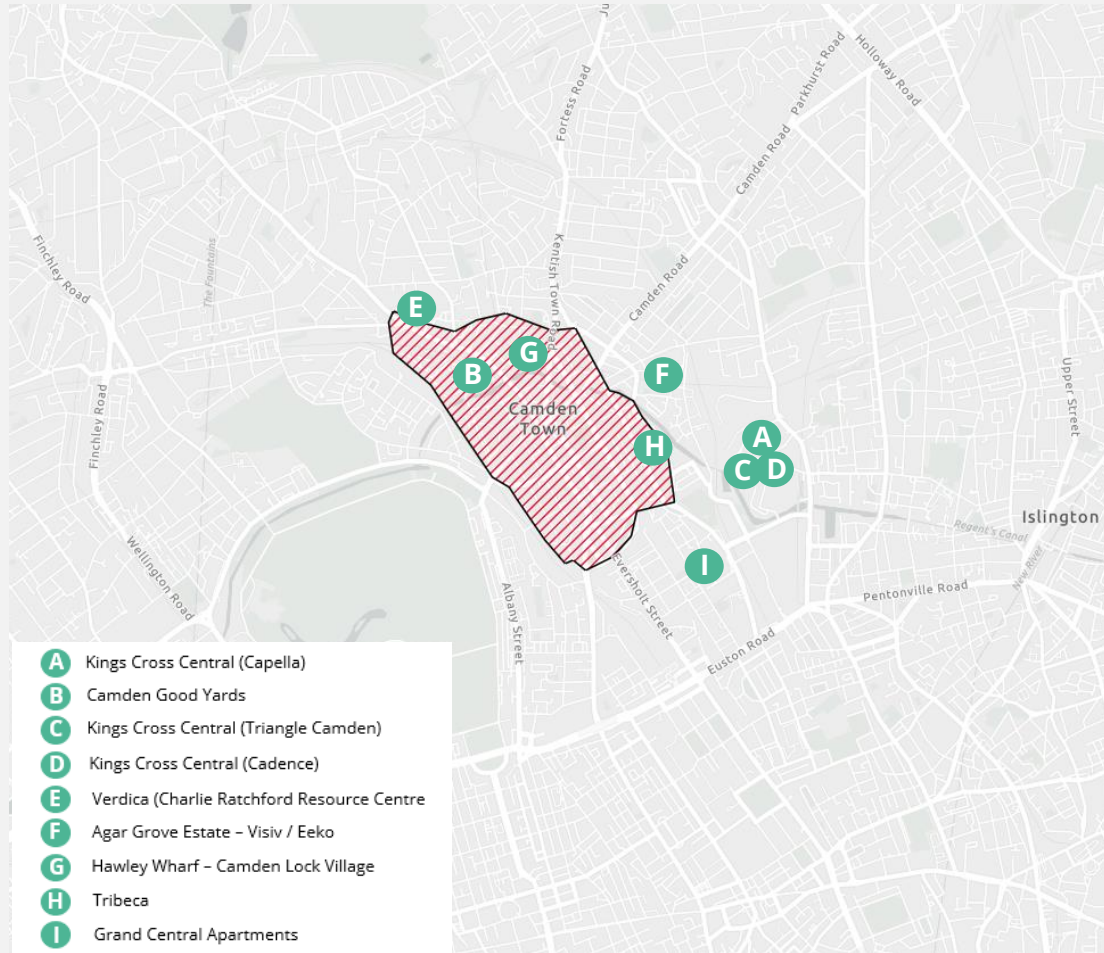
Source: Search Land (2024)

Housing Need Assessment

- The *Camden Housing Needs Report 2021-2039* (Updated September 2022) looks at housing need across Camden until 2039.
- The report identifies a net current unmet affordable housing need for **3,639** households, which forms a proportion of the additional housing need required from 2021-39 but would enable the release of **3,106** market homes.
- The report states a potential need for affordable home ownership from **2,397** households who can afford market rents, but who cannot afford ownership.
- The London Plan sets a 10-year housing target for Camden of **10,380**, or **1,038** per annum. Taking this annual figure into account the study sets out an 18-year requirement instead running from 2021-2039. Through this it identifies a need for **18,684** additional homes in total.
- The **18,684** homes are broken down as follows (2,868 - 1 Bedroom, 5,776 - 2 Bedrooms, 6,901 - 3 Bedrooms, 2,628 - 4+ Bedrooms, and 511 - C2 Dwellings).

Camden has a high housing need and faces affordability challenges compared to other parts of London...

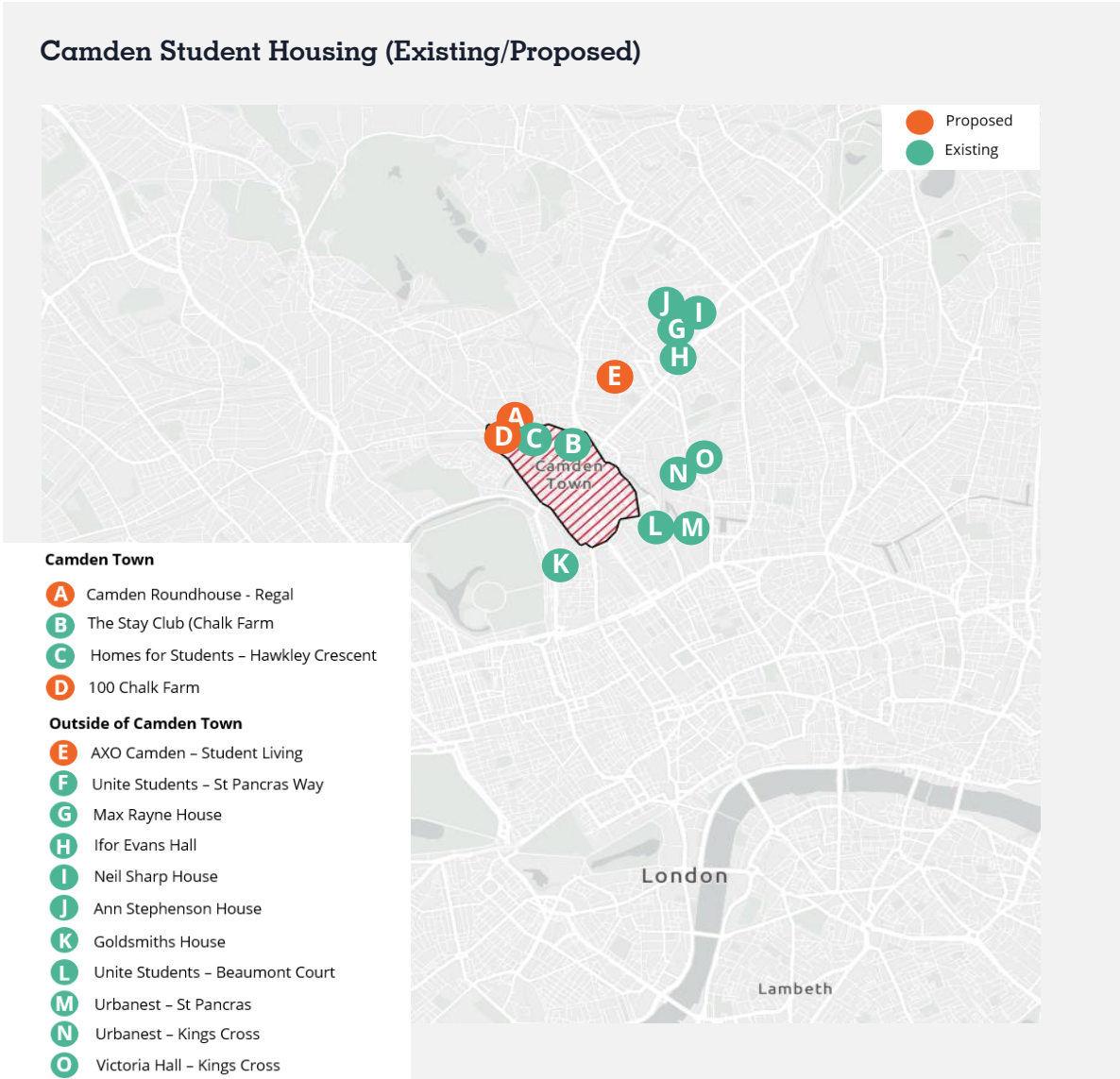
Camden Town Recent Large Residential Developments



Camden Town Schemes

Code	Project Name	Developer	Status	Start Date	End Date	Units	Description
A	Kings Cross Central (Capella)	Argent	Under Construction	2021	2024	176	13 storey building above ground floor to provide 176 residential homes comprising 120 market and 56 social rented units with associated public realm works.
B	Camden Good Yards	Berkeley St George	Under Construction	2020	2024	644	Overall, the scheme is billed to complete in late 2027, with the individual blocks as follows: Block A (Primrose) is 110 private, completes Q2-Q4 2025. Block B (Market) is 108 private plus 60 affordable, completes Q2 2026. Block C (Regents) is 96 private, completes Q4 2026. Block D is four private plus 38 affordable, completes Q4 2026. Block E1 is 50 private, completes Q2 2027. Block E2 is six private plus 17 affordable, completes Q2 2027. Block F (Bloomsbury) is 67 private plus 88 affordable, completes Q4 2027.
C	Kings Cross Central (Triangle Camden)	Related Argent	Completed	2019	2024	140	From mid-August 2024 Argent Related has stabilised its 159 multifamily units across both the Islington and Camden parts of the scheme. That is just almost 13 months since the units were first released.
D	Kings Cross Central (Cadence)	Argent	Completed	2021	2024	163	Reserved matters relating to Plot S5 within Development Zone S for the erection of a 15-storey residential building (Class C3) with flexible retail A1-A5, B1, D1 and D2 uses at ground floor level and associated public realm works
E	Verdicta (Charlie Ratchford Resource Centre)	Vistry Group	Under Construction	2022	2024	115	Redevelopment of site including demolition of existing buildings and erection of a building for residential use (Use Class C3) and associated works. Proposed building is part 5, part 7 and part 10 storeys, containing 89 market flats (36 x studios, 29 x 1 beds, and 24 x 2 beds), and 26 affordable flats (115 flats in total).
F	Agar Grove Estate – Visiv / Eeko	London Borough of Camden	Under Construction	2023	2024	496	At the end of Q2 2024, the situation is as follows: Phase 1 (Block A) is 38 affordable units and is complete. Phase 2 (Blocks F, G and H) is 57 units - 34 affordable plus 23 private, completed and sold out. Phase 3 (Blocks I, J, K and L) is 125 units - 40 affordable plus 85 private. These have been branded Eeko and completed on 21/06/2024. 30 private units have switched to affordable leaving 55 to sell (in K and L), of which just over 20% have sold - so no movement during Q2. First time buyers are being targeted and therefore sales are hoped to pick up now that construction has completed. Blocks B, C, D and E have yet to start and are 276 units - 143 private plus 133 affordable.
G	Hawley Wharf – Camden Lock Village	LabTech	Completed	2017	2019	170	Redevelopment of site to create a mixed-use development comprising 8 new buildings between 3 and 9 storeys in height to provide, employment, housing, retail market, cinema, and a produce market.
H	Tribeca	Reef Estates	Under Construction	2021	2024	73	Demolition of existing building, and redevelopment to provide a nine-storey building with two basement levels for flexible Class E and Sui Generis Use, a two-storey Pavilion for flexible Class E and Sui Generis Use.
I	Grand Central Apartments	LBS Properties	Under Construction	2019	2024	150	Phase 1 is a primary school and community centre with 10 social rented units above and completed during Q4 2019. Phase 2 is 68 private units called Grand Central Apartments at Brill Place (Plot 7). The block completed in Q3 2023, having sold out in Q3 2022. Phase 3 is 34 affordable units on Plots 5 and 6. Morgan Sindall commenced construction during Q3 2023, and completion is set for Q4 2024. That leaves 38 private units yet to commence.

Camden and its hinterlands have seen a significant rise in Purpose Built Student Accommodation in recent years...



Purpose Build Student Accommodation

Camden Town:

Code	Project Name	Developer	Operator	Beds	Status
A	Camden Roundhouse - Regal	Regal London	-	265	Proposed
B	The Stay Club (Chalk Farm)	-	-	267	Existing
C	Homes for Students - Hawley Crescent	Homes for Students	Work.life	226	Existing
D	100 Chalk Farm Road	Regal London	The Riverside Group	30	Proposed

Outside of Town Centre:

Code	Project Name	Developer	Operator	Beds	Status
E	AXO Camden - Student Living	-	AXO	63	Proposed
F	Unite Students - St Pancras Way	University College London	Unite	571	Existing
G	Max Rayne House	University College London	University College London	155	Existing
H	Ifor Evans Hall	University College London	University College London	250	Existing
I	Neil Sharp House	University College London	University College London	45	Existing
J	Ann Stephenson House	University College London	University College London	40	Existing
K	Goldsmiths House	-	Optivo Students	82	Existing
L	Unite Students - Beaumont Court	University College London	Unite Students	232	Existing
M	Urbanest - St Pancras	-	Urbanest	305	Existing
N	Urbanest - Kings Cross	-	Urbanest	669	Existing
O	Victoria Hall - Kings Cross	-	Host	198	Existing

Local Drivers: Agent Perceptions of Residential Market

There are lots of buyers across the market, although the selling process takes much longer than it should, and deals are falling through. Across Camden Town, there appears to be more new developments providing affordable accommodation over student focused accommodation.

Source: Jeremy Bass Estates, 2024

The property market has been doing 'really well' since the election. Over the past two years the market had been suffering - with inflation rates hitting 11% impacting interest rates and borrowing costs.

Source: Jeremy Bass Estates, 2024

In Camden Town Centre there appears to be fewer students looking for higher-end places to live, especially over the last year. One development saw student flats prices reduce from £3,400 pcm down to £2,750 pcm as some spaces could not be filled.

There is always a notable increase in demand for student accommodation in September (universities starting), although the market this year has not compared well versus demand last year. At the moment there is too much variety out there in terms of student accommodation and it may be challenging for landlords to tap into this market moving forward.

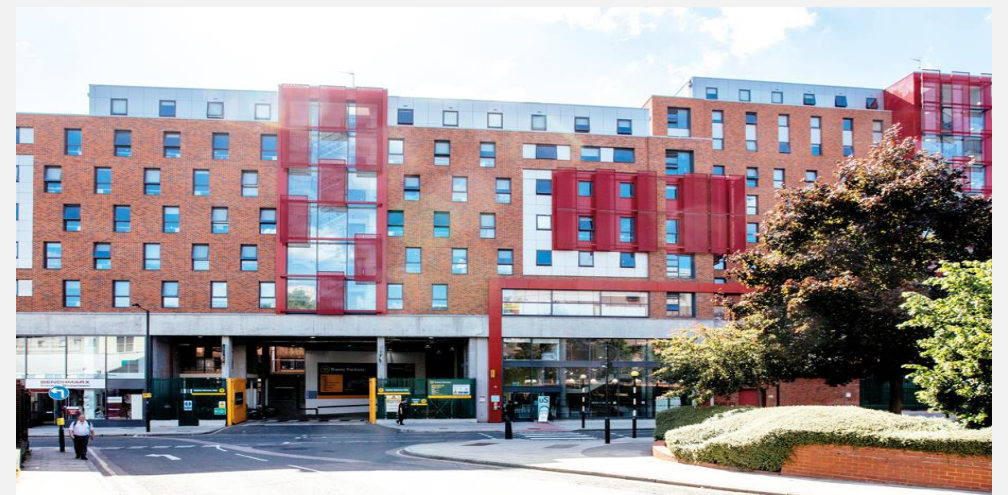
Source: Portico, 2024

The rental market has been performing really well recently, with apartments taking no more than three days to let. It is, however, a little cooler than it was last year.

Source: Martin and Co, 2024

In Camden Town Centre flats made up for the majority of recorded sales during the last year, with an average selling price of around £730,000.

Source: Kinleigh Folkard & Hayward, 2024



Source: St Pancras Way, UCL Accommodation (2024)

4J What types of physical opportunities exist to introduce new meanwhile and/or permanent uses to Camden Town?

This sub-section provides an overview of the different types of physical opportunities in Camden Town that could be used to introduce meanwhile and/or permanent uses that capitalise on the area's strengths and opportunities, while addressing its weaknesses and threats. Precedents from other town centres are also introduced to illustrate how other places have utilised physical opportunities similar to those available in Camden Town. All of this information is used to inform recommendations about the types of actions that the Council and its partners should pursue to deliver positive change locally.

There are a wide range of opportunities for activation across Camden Town...



Public Squares Camden Town has a handful of public squares that are not meeting their potential. They could be upgraded to create a better public experience, to introduce pop-up uses that diversify the local offer, and/or to host events or activations.

Locations: The two main opportunities are the public spaces outside of Camden Town Underground station and KOKO respectively. Neither provide an attractive or strong entry point to the area at present.

Stakeholders: LBC; Transport for London; Places for London; KOKO; Camden Town Unlimited.

Opportunities: Pop up stalls; parklets; events; public arts; greening; pedestrianisation; play space; fitness space.



Car Parks There are a number of surface level and multi-storey car parks across Camden Town. Given the area has strong public transport connectivity these may present opportunities to introduce alternative temporary or permanent uses that deliver greater value to the area.

Locations: Examples include Curnock Estate Car Park, Badger Parking (Arlington Road), M&S Car Park (Arlington Road), Sainsbury's Car Park, Castlehaven Road Yard, Buck Street Market Yard, Pleasant Row Private Parking, Hurdwick House (Harrington Sq).

Stakeholders: LBC; Transport for London; Places for London; Places for London; Lomax Car Parking; M&S, Sainsbury's; Badger Parking; relevant landowners.

Opportunities: Maker spacer; artist studios; gallery space; community space; event space; sport pitches; street art; mini malls.



Green Spaces The area has a small number of well-managed green spaces that offer much needed community space and respite from the hustle and bustle of the town centre. There may be opportunities to use these to deliver more activities that support local people and visitors.

Locations: The main open green spaces are Castlehaven Community Park, Castlehaven Open Space, St Martin's Gardens and Oakley Square Gardens.

Stakeholders: LBC; Castlehaven Community Trust; Friends of Oakley Square Gardens.

Opportunities: Children's play; community growing; outdoor gyms; public art; art trails; community space; outdoor cinema/theatre; markets; food/drink vans; light trails; heritage walks; multi functional sports facilities.



Public Buildings A large proportion of assets in Camden Town are owned by public bodies. These fall into various groups: (1) operational 'bases' (i.e. offices/depots), (2) safeguarded development land (i.e. transport related), and (3) residential accommodation.

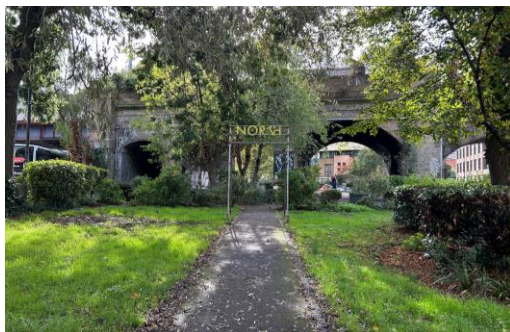
Locations: The latter two groups are considered on subsequent pages but the main assets in the operational group are the Crowndale Centre and 4 Stucley Place. Other public bodies such as the British Transport Police, NHS and

DfCLG also have assets locally that may be surplus to requirements.

Stakeholders: LBC; Places for London; NHS; DfCLG; Operators.

Opportunities: Creative workspace; makerspace; artist studios; galleries; museums; theatres; community spaces; health and wellbeing uses.

There are a wide range of opportunities for activation across Camden Town...



Underutilised Infrastructure Over the past decade Camden Town Unlimited has been working with the LBC, Transport for London, Places for London and the GLA to bring forward the Camden High Line Project.

The vision is to create a new public park on a raised unused railway viaduct that connects the area with newly-regenerated Kings Cross. This is a highly aspirational project that draws inspiration from the New York High Line in Manhattan.

Locations: Camden Gardens; Camden Road; Camley Street; York Way. Another opportunity is the

Stakeholders: Camden Town Unlimited, Argent, Network Rail, Transport for London, Places for London, LBC, GLA, LabTech, Central Government.



Housing Estates As highlighted on the previous page LBC has a freehold interest in a number of housing estates in Camden Town. Some of these have open space and buildings that can be activated to deliver greater social value to people living, working and/or visiting the area. Many of these are just off the High Street.

Locations: Curnock Estate, Three Fields Estate, Bayham Place Estate, College Place Estate, Mayford Estate, Penton Estate.

Stakeholders: LBC; Relevant Resident Associations; Registered Providers.

Opportunities: Community workspace; outdoor gyms; community space; play space; entrepreneur units; maker space; artist studios; public art; community growing; multi-functional sport facilities; flexible kitchens; galleries.



Vacant Units Around 10% of Camden Town's retail units are currently vacant, with the highest proportion found in the northern part of the area. If these can be re-activated they could be used for a range of uses that enhance the area's retail and leisure offer.

Locations as of October 2024: 72-76 Camden High Street (Former Argos), 104 Camden High Street, 21 Chalk Farm Road, 10 Jamestown Road, 183 Camden High Street (former O2), 62 Parkway, 88 Parkway.

Stakeholders: LBC; Landlords; Tenants; LabTech; Places for London; BoxPark.

Opportunities: Grow on retail units; consignment stores; net zero hubs; community lounges; treatment centres; health and leisure uses; museums/galleries.



Community Spaces There are a handful of community centres in Camden Town that are well-used and well-managed. The spaces these provide could be used to host a range of additional activities and to run programmes that support existing and aspirant traders operating in the area.

Locations: Pirate Castle, St Pancras Community Centre, Castlehaven Community Hub, The Upper Room.

Stakeholders: LBC; Pirate Castle; St Pancras Community Association; Castlehaven Community Hub; St Michaels Church

Opportunities: Enterprise programmes; community outreach; business support; community markets; community services; food banks.

There are a wide range of opportunities for activation across Camden Town...



Market Stalls While the market stalls within Camden Stables, Camden Lock and Buck Street Market have been formalised in recent years the local markets on Inverness Street and Plender Street are less well organised and curated. There is also overlap in the type and nature of products being sold particularly in relation to Inverness Street.

There are therefore opportunities to formalise the offer, improve the look of the markets, and provide support to encourage existing and new traders to create a more diverse local offer.

Stakeholders: LBC; Camden Town Unlimited; Street Traders; Retailers.

Opportunities: Innovative market stalls; permanent market stalls; enterprise programmes; business support programmes.



Public Realm Camden Town's public realm is 'traditional' in that it is car dominated and has few distinguishing features. This creates significant conflict between the high volumes of pedestrians and drivers in the area. It also contributes to an unattractive, congested and bland street scene which conflicts with the area's reputation as being a vibrant, interesting and alternative destination.

Locations: Camden High Street and Chalk Farm Road are the main areas of public realm.

Stakeholders: Transport for London; LBC; London Taxi Driver Association; Places for London; Camden Town Unlimited; Labtech.

Opportunities: Pedestrianisation; carriage widening; upgrades; parklets; urban gardens; outdoor gyms; play areas; innovative designs; social streetscapes.



First Floors There are some units within the Town Centre that appear to have vacant or utilised upper floors. This is particularly the case above units that are leased by national multiples that often lease entire buildings rather than just the ground floors.

Locations: While an audit would need to be undertaken, it appears that this is more prominent on the south of the High Street towards Mornington Crescent tube station.

Stakeholders: Freeholders; Leaseholders; Local Agents; Camden Town Unlimited; LBC.

Opportunities: 'Clean' workspace; creative workspace; treatment rooms; gyms; health studios; artist studios.



Development Sites There are a range of development sites across Camden Town which could be brought forward to deliver new uses that complement and add to the existing offer in the Town Centre. Those that have the potential to make a positive contribution should be supported and encouraged by relevant stakeholders.

Locations: There are a wide range of potential sites that are not yet in planning ranging from Camden Town Tube Station and its surrounds to the Associated Press Building and British Transport Police headquarters.

Stakeholders: LBC; Transport for London; Places for London; GLA; Network Rail; British Transport Policy; Labtech; British Associated Press; Landowners.

Opportunities: Mixed use schemes; residential-led schemes (i.e. build to sell, build to rent, student accommodation etc); commercially-led schemes (i.e. hotel, leisure, office etc).

Other town centres have introduced innovative schemes to activate such opportunities in other contexts...



Peckham Levels, Peckham

Car Parks; Public Buildings; Development Sites

Peckham Levels is an affordable workspace scheme within a former council-owned multi-storey car park in Peckham Town Centre. The car park was initially earmarked for re-development but following a community campaign against a proposed residential development scheme the London Borough of Southwark decided to pursue a more community-oriented option. The car park was therefore converted for workspace and offers studios, co-working, retail and leisure uses targeted at the creative community.



GLOWS Workspace, Tulse Hill

Housing Estates; Public Buildings; Community Buildings

Glows is an affordable workspace within a former Lambeth Housing Management office on the Tulse Hill Estate. Run by Tree Shepherd the facility focuses on supporting local entrepreneurs to start up and grow their businesses from scratch – with a particular specialism in clothes, jewellery, making and art. A range of amenities such as meeting rooms, printing and kitchenettes are provided to meet the needs of local tenants.



Deptford Market Yard, Deptford

Public Squares; Public Realm; Development Sites

Deptford Market Yard was originally a neglected yard space that was fenced off from the public and hosted a small number of low-value industrial businesses. The comprehensive regeneration of Deptford Station and surrounding land for residential uses allowed the yard to be unlocked and opened to the public as a new high-quality public space. This is anchored by several permanent food and beverage uses within former railway arches, and a regular street market selling a range of products. The scheme was brought forward by U+I and the London Borough of Lewisham.



Central Parade, Walthamstow

Vacant Units; Public Buildings

Central Parade is a former London Borough of Walthamstow office in Walthamstow Town Centre that has been let to Meanwhile Space to create a High Street incubator space. The space has been transformed into a mixed-use hub incorporating a public café, retail opportunities for start-ups and desks for entrepreneurs. Importantly the retail offer changes on a regular basis to create interest and variety on the High Street.



Peveril Gardens, Old Kent Road

Car Parks; Public Buildings; Green Space

Peveril Gardens was originally built in 1964 as a collection of garages for those living in Peveril House near the Old Kent Road. As it fell into a state of disrepair the London Borough of Southwark worked with architects to transform it into a new cultural hub with a community garden on the roof. The building contains offices, artist studios, a residency space and event space, with the roof offering a 'tangerine oasis on the edge of the roundabout'.



Wilderness Street, Ilford

Public Squares; Public Realm; Green Space

The London Borough of Redbridge worked with architects to introduce new temporary planters to Wilderness Street in the heart of Ilford Town Centre. The aim was to encourage people to use and dwell in the Town Centre, and to foster a sense of community around gardening and tending for nature. After the temporary installation was completed the planters and shrubbery were donated to local community organisations and residents to encourage them to re-establish Essex's ancient landscape.

Further examples are provided in Appendix 5.

5. Recommendations



This chapter draws on all the information presented in this report to provide a series of overarching and place-specific recommendations for Camden Town. Recommendations are provided on a wide range of topics from priority sectors and land uses to tactical physical and non-physical interventions that could be delivered locally.

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Immediate Recommendations

There are several immediate initiatives that need to be introduced before partners consider bringing forward strategic interventions and a Place Making Strategy in Camden Town. This is to ensure that the right foundations are put in place and that officers, members and stakeholders are aligned on the direction of travel.

This should start with addressing Camden Town's fundamental **management challenges** related to crime, noise, litter, antisocial behaviour, overcrowding and its ever-degrading public realm. Major concerns expressed by consultees include drug dealing, knife crime and pickpocketing, as well as challenges related to retail units such as illegal subletting and unlicensed street trading.

Ideally a shared **Management Plan** will be developed by partners at the outset including LBC, Camden Town Unlimited, the Metropolitan Police and Transport for London. This should be informed by a place audit that identifies the main issues in different parts of the area. A framework such as **Purple Flag** could be used to structure this and ensure that interventions enhance the experience for day, evening *and* night time users.

As part of this process, it may be sensible for LBC and Camden Town Unlimited to define their respective management responsibilities. At present there is an overlap between the two organisations with both prioritising strategic initiatives at the expense of the enhanced management the area requires.

Addressing these challenges at the outset is essential to ensure that Camden Town remains an attractive place to live, work, visit and invest. The scale of these issues is damaging the area's reputation and will continue to do so if unaddressed. This is a particular issue for Camden Town's evening and night time economy which consultees report is suffering due to negative perceptions related to crime and safety.

This is pertinent because Camden Town is experiencing greater competition than ever before. Significant investment in cultural and leisure activities in well-managed places such as Kings Cross, the City and Nine Elms could impact Camden Town's visitor numbers if these challenges are not dealt with.

These concerns also need to be addressed before strategic investments are made in new schemes, including pedestrianisation, station development and private-sector led mixed-use development. This is because the potential positive impacts of these investments will be limited if management issues persist – for example:

- Pedestrianisation could encourage further unlicensed street trading if not managed appropriately.
- Public realm improvements could degrade rapidly without intense street cleansing and regular maintenance.
- Developers may struggle to attract occupiers and/or buyers at assumed prices if challenges persist.

Beyond the Management Plan, LBC and Camden Town Unlimited should convene a group of businesses, residents, landowners and stakeholders to co-produce a **Camden Town Place Vision** which is another foundation that needs to be put in place before a Place Making Strategy and strategic interventions come forward.

This is important because there is currently no clear direction or ambition to guide action and decision making in the area. A vision can help define this but will only work if it is co-created and bought into by businesses, residents, landowners and stakeholders.

This document needs to define an overarching ambition and aspiration for the area. It should identify what the area will be known for, what types of interventions will be supported, who the area will be for and the role of different stakeholders in achieving this.

This strategic direction can be used to inform planning discussions, inward investment activity, strategic documents, licensing decisions, action planning, stakeholder discussions, programme design and land use planning among others.

At this point the document does not necessarily need to identify what will change and how this will be achieved as this detail can be set out in a future Place Making Strategy. Agreeing a shared aspiration alone is crucial step forward as there has been little strategic thinking about Camden Town in recent years.

Based on the findings of this study, it is recommended that Camden Town leverages its rich heritage as a basis for a creative and cultural renaissance. The area is known as London's cultural quarter, but it has been trading on its past history and has struggled to evolve beyond its 'Golden Age' between the 1960s and 1990s. Relatively little has come forward to enhance, diversify and move forward the creative and cultural offer for residents, visitors, tourists and businesses.

Continued overleaf...

Immediate Recommendations

There is a huge opportunity to leverage this and to put creativity and culture at the heart of the vision for a future Camden Town. This has the potential to deliver a wide range of economic development and regeneration outcomes, and can influence decision making around the future of markets, offices, hotels, retail, leisure, residential and workspace among others. It can help reignite and support Camden Town to evolve as a dynamic and interesting place.

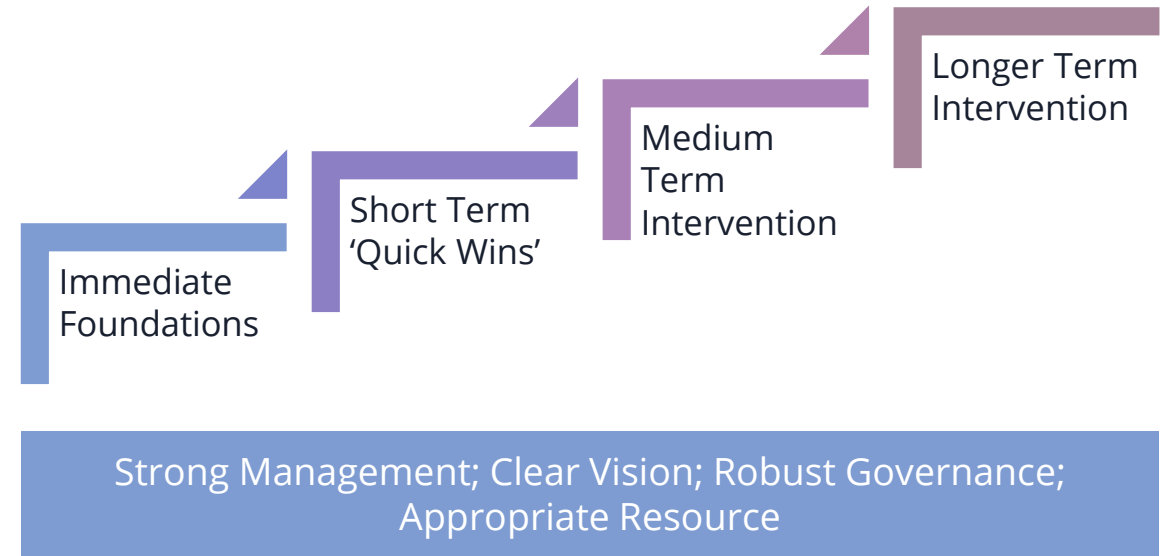
Creativity and culture is ultimately the area's raison d'être and has been for almost a century. While other sectors and activities such as life sciences may provide opportunities for Camden Town, these are 'new' activities and have the potential to be a distraction from the area's core identity.

It is also worth noting that creativity and culture represent a unique specialism for Camden Town - other town centres across London and the country are seeking to curate such a specialism as the creative industries can deliver significant economic value for an area. Camden Town has been resting on its laurels for some time in this area, but there is a clear opportunity to exploit its comparative advantage for the good of local businesses, residents and landowners.

Bringing forward all these foundational initiatives will, however, require **dedicated resource** within LBC. It is therefore recommended that a specific resources is identified within the organisation to drive forward change. This individual could sit within the Council's regeneration team but will need to be supported by representatives within the licensing, development management, planning policy, street cleansing, waste collection, transport and highways teams among others.

While this officer may not require further resource to deliver these immediate recommendations, further resource may be required as short-, medium- and longer-term initiatives are introduced.

Together all these foundational initiatives should position Camden Town well for longer-term changes that respond to agreed ambitions for the area. Delivering these at the outset is essential to ensure that future action delivers against a shared aspiration and can realise the maximum positive benefit possible. Dedicated resource can drive this forward before moving onto longer-term initiatives that can deliver a step change for the area.



Place Making Strategy

Once the immediate recommendations have been brought forward, officers can move onto developing a **Place Making Strategy** for the area. This work should incorporate the previously-agreed vision, but (a) provide more detail on specific topics, and (b) set out the steps that will be taken to deliver change.

It is recommended that this document starts by re-iterating the vision for the area as well as a series of **principals** to guide action. From the findings of this study, these could include:

- Re-establishing Camden Town as London's cultural quarter.
- Managing Camden Town as a safe, clean and world-class destination of choice.
- Making Camden Town more reflective of and accessible to its residents.
- Re-igniting Camden Town's creative, digital and media economy.
- Securing more value from Camden Town's markets and anchors.
- Addressing Camden Town's low population density and poor housing accessibility.
- Ensuring Camden Town's commercial offer is fit for the future.
- Improving the quality of Camden Town's environment and green spaces.

It may be that a set of principals like these are agreed as part of the visioning process but these need to be set out early in the Place Making document to frame its content.

Following this, the document should set out **sub-area propositions** for Chalk Farm Road, Camden High Street North, Parkway and Camden High Street South in response to the evidence presented in this study. These propositions should translate the overarching ambition and principles of the area to the specific sub-areas and their characteristics.

This should include a consideration of the uses that will be supported within each sub-area. This should include different types of residential products and non-residential uses related to broad commercial categories. An analysis of Camden Town's non-residential land uses is provided later in this chapter to inform this, as well as potential sub-area propositions.

After this, the document should set out **thematic focus areas** for action. Based on the findings of this study these could include:

- Markets and High Street.
- Public Realm and Streetscape.
- Workspace and Economy.
- Movement and Permeability.
- Hotels and Leisure.
- Residential and Mixed-Use.
- Safety and Security.

A series of short strategies should be written for each of these areas. Guided by the overarching vision and principles, these strategies should set out (a) the current context, (b) relevant ambitions, (c) physical/spatial opportunities, (d) potential interventions, and (e) key performance indicators (KPIs). Ideally each strategy will identify short-, medium- and long-term interventions as well as potential physical changes that could deliver against a some of the principles identified.

The cross-cutting theme for all of these should be embracing, supporting and encouraging creative and cultural activity. This should be at the forefront of decision making for all themes given the potential it can have for supporting tourism, economic growth and economic inclusion.

The tables set out on subsequent pages identify the types of interventions that officers could consider bringing forward as part of this process. These represent a 'long list' of potential actions for consideration. These should be complemented by diagrams that identify physical/spatial opportunities that will be pursued through policy and practice.

Beyond this the document should set out **roles and responsibilities** in relation to delivery as well as an overall **phasing plan**. Lead officers should be identified for each intervention as well as details on next steps for each.

Place Making Strategy

Markets and High Street

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Develop a Management Plan to address challenges related to crime, noise, litter, antisocial behaviour, overcrowding and the ever-degrading public realm.	Immediate	LBC; Camden Town Unlimited; Metropolitan Policy; TfL; Pfl	N/A	Whitechapel Town Centre Management Plan: The Whitechapel Management Plan was delivered under six themes: safety and security; women's safety; business support and training; waste management; street cleaning and graffiti; and marketing and promotion.	Managing Camden Town as a world-class destination of choice; Re-establishing Camden Town as London's cultural quarter
Investigate the potential to introduce a programme that supports market stall traders and retailers to diversify and enhance their offer to support the evolution of the town centre.	Short Term	LBC; Camden Town Unlimited; Landlords	N/A	Buckingham High Street Business Support: An initiative by Buckinghamshire Council aimed at assisting independent businesses operating on the highstreets across the county. The initiative offers free webinars, an action plan, grants and support.	Managing Camden Town as a world-class destination of choice; Ensuring Camden Town's commercial offer is fit for the future.
Collaborate with Labtech, business owners and retailers to explore opportunities for 'non-traditional' night time uses to open later into the evening on certain nights of the week (e.g. street food, dentists, pharmacists, shops, market stalls etc).	Short Term	LBC	N/A	Bexleyheath Night Market: Bexleyheath night market offers a variety of market stalls, food vendors and entertainment. The market usually starts around 5/6pm and ends at 10pm. The events are organised by Bexleyheath BID and aims to enhance the local trading environment to positively impact the local community.	Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents; Securing more value from Camden Town's markets and anchors.
Use the findings of this study to inform asset owners, market stall holds, retailers and other organisations about the opportunities and gaps in Camden Town's offer while also directing them to any support or funding that enables them to adapt and/or exploit these opportunities. Consider undertaking detailed engagement with local people as part of this to explore the types of uses they think are in most need and would use.	Short Term	LBC; Camden Town Unlimited; LabTech; Landlords; Businessowners	N/A	N/A	Re-establishing Camden Town as London's cultural quarter; Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents.
Undertake an audit of vacant retail units in the area and look to understand the reasons why they remain unoccupied. Where units are available consider acting as a broker between organisations that might be interesting in taking units and relevant asset owners.	Short Term	LBC; Camden Town Unlimited; LabTech; Landlords; Businessowners	N/A	Vacant Shops Academy: An initiative focused on addressing the challenge of empty retail spaces in town centres and diversifying high street use types. Its methodology includes auditing the existing vacant units, engaging with local agents and landlords to understand the backstory of each unit, encouraging temporary uses and promoting the vacant unit to attract businesses.	Re-establishing Camden Town as London's cultural quarter; Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents.

Place Making Strategy

Markets and High Street

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Use place brand and new communication channels to promote and encourage independent retail in the area.	Short Term	LBC; Camden Town Unlimited; LabTech; Businessowners	N/A	Visit Greenwich: The Visit Greenwich website promotes Greenwich and the surrounding area as a visitor destination and place to stay. They have also produced a Destination Management Plan (2023-28) which sets out a strategy for the future marketing and management of the area.	Re-establishing Camden Town as London's cultural quarter; Managing Camden Town as a world-class destination of choice.
Consider developing a place brand for the area that re-establishes the area as a cultural and creative destination. Use this to create a website that attracts people to the area to engage in such activities, but also includes information to help them plan their trips. This could nudge people towards using particular stations or visiting selected venues, for example. A social media campaign and platform could support and/or underpin this.	Short Term	LBC; Camden Town Unlimited; LabTech; Businessowners.	N/A	Made by Tottenham: Aims to support the local creative economy, freelancers and businesses by offering business advice and guidance, skills & training and a platform for news, events and opportunities. A key intervention to support businesses is the creation of a local creative business directory which features profiles of creative people and businesses across Media, Film and Photography, Visual Arts, Fashion and other sectors to raise the profile of creative freelancers and businesses, establish new connections locally within the creative community.	Re-establishing Camden Town as London's cultural quarter; Managing Camden Town as a world-class destination of choice.
Work with relevant experts and local stakeholders to explore opportunities to hold a nationally significant annual arts and culture event in the area.	Medium Term	LBC; Camden Town Unlimited; LabTech; Venue Owners	Public Squares; Green Spaces; Public Buildings; Unutilised Infrastructure; Community Spaces	Edinburgh Festival Fringe: The Edinburgh Festival Fringe is a large arts and culture celebration, spanning 25 days, taking place every August in Edinburgh. Anyone may participate with any type of performance. Categories include comedy, musicals, opera, cabaret, theatre and circus etc. The festival is supported by the Edinburgh Festival Fringe Society.	Re-establishing Camden Town as London's cultural quarter; Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents; Re-igniting Camden Town's creative, digital and media economy; Securing more value from Camden anchors.
Explore opportunities to introduce accessible and low-cost micro-retail units and/or stalls that allow local residents from underprivileged groups to set up new high street businesses that meet the day-to-day needs of local people.	Medium Term	LBC; Camden Town Unlimited; GLA; LabTech; TfL/PfL	Public Buildings; Vacant Units; Market Stalls; Development Sites; Public Realm	Peckham Palms: A creative, social enterprise retail hub of Afro-Caribbean/Black diaspora beauty and wellness small and independent entrepreneurs. The organisation have signed a 20-year lease to ensure the long-term support of the businesses that they house.	Making Camden Town more reflective of and accessible to its residents; Securing more value from Camden Town's markets and anchors; Ensuring Camden Town's commercial offer is fit for the future.

Place Making Strategy

Markets and High Street

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Consider introducing a grant and/or loan fund that supports growing market traders to expand into and fit out vacant high street units.	Medium Term	LBC; Camden Town Unlimited; Landlords; GLA	Vacant Units	Meanwhile in Oxfordshire: Oxford City Council secured a £1.9m grant from Oxfordshire Local Enterprise Partnership in 2020 to carry out the project to support local businesses and creatives to identify, secure, fit out and let vacant units.	Managing Camden Town as a world-class destination of choice; Ensuring Camden Town's commercial offer is fit for the future.
Work with licencing colleagues, Metropolitan Police and landlords to identify potential enforcement options to address illegal sub-letting of units and unlicensed street trading.	Medium Term	LBC; Camden Town Unlimited; Landlords; Metropolitan Police	N/A	Operation Vulcan: Greater Manchester Police launched Operation Vulcan to clear the areas of Cheetham Hill and Strangeways of counterfeit goods trading and organised crime. Over 200 counterfeit shops have shut down, over 1,000 tonnes of counterfeit items have been repurposed and recycled, and violent crime and public order offences have reduced by 50% as a result.	Managing Camden Town as a world-class destination of choice; Securing more value from Camden Town's markets and anchors.
Explore opportunities to use new policies within <i>The Levelling Up and Regeneration Act</i> (2023) that give local authorities the power to hold rental auctions and subsequently let high street and town centre premises without requiring the prior consent of the owner or any superior landlords.	Medium Term	LBC; Camden Town Unlimited	Vacant Units	N/A	Managing Camden Town as a world-class destination of choice; Ensuring Camden Town's commercial offer is fit for the future
Work with licencing colleagues, Metropolitan Police and landlords to identify potential enforcement options to address illegal sub-letting of units and unlicensed street trading.	Medium Term	LBC; Camden Town Unlimited; Landlords; Metropolitan Police	N/A	Operation Vulcan: Greater Manchester Police launched Operation Vulcan to clear the areas of Cheetham Hill and Strangeways of counterfeit goods trading and organised crime. Over 200 counterfeit shops have shut down, over 1,000 tonnes of counterfeit items have been repurposed and recycled, and violent crime and public order offences have reduced by 50% as a result.	Managing Camden Town as a world-class destination of choice; Securing more value from Camden Town's markets and anchors.
Explore opportunities to use new policies within <i>The Levelling Up and Regeneration Act</i> (2023) that give local authorities the power to hold rental auctions and subsequently let high street and town centre premises without requiring the prior consent of the owner or any superior landlords.	Medium Term	LBC; Camden Town Unlimited	Vacant Units	N/A	Managing Camden Town as a world-class destination of choice; Ensuring Camden Town's commercial offer is fit for the future

Place Making Strategy

Public Realm and Streetscape

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Progress with on-going pedestrianisation plans to ease busyness and pressure in and around Camden Town Underground Station. Explore opportunities to declutter and upgrade street furniture as part of this.	Short Term	LBC; Camden Town Unlimited; Transport for London	Public Realm	Deptford Market Yard: Deptford Market Yard was originally a neglected yard space and hosted a small number of low-value industrial businesses. The regeneration of Deptford Station and surrounding land for residential uses allowed the yard to be unlocked and opened to the public as a new high-quality public space, with permanent food and beverage uses within former railway arches, and a regular street market selling a range of products.	Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents; Improving the quality of Camden Town's environment and green spaces.
Celebrate and communicate Camden Town's rich cultural heritage through the introduction of new public art installations enabled by pedestrianisation. Explore whether developer contributions can be secured for such activity.	Short Term	LBC; Camden Town Unlimited; Local Cultural Organisations	Public Realm; Green Spaces; Public Squares; Vacant Units	Manchester: Manchester has a significant number of public art and installations that celebrates its rich cultural history. Some of these include: Tony Wilson Mural, Factory Records Mural, Oasis Mural, Bee in the City Mural, Joy Division Mural, Hacienda Mural etc.	Re-establishing Camden Town as London's cultural quarter; Making Camden Town more reflective of and accessible to its residents; Improving the quality of Camden Town's environment and green spaces.
Discuss opportunities for enhanced street cleansing including more regular litter picking and deep cleaning. Explore whether maintenance of street furniture can be undertaken more regularly.	Short Term	LBC; Camden Town Unlimited	N/A	Bristol Clean Streets: An initiative led by Bristol City Council aimed at keeping Bristol clean and litter free through resident, community, university and business involvement. This means less fly tipping, graffiti, gum, weeds and more reuse, repairing and recycling.	Managing Camden Town as a world-class destination of choice; Improving the quality of Camden Town's environment and green spaces.
Use the public realm to introduce new free-to-use activities that diverse that town centre offer. These could include gyms, sport equipment and/or play spaces that are family friendly.	Short Term	LBC; Camden Town Unlimited	Public Realm; Public Squares	Spa Fields Outdoor Gym: Spa Fields is a park next to Exmouth market. The park features a children's playground, a garden, tarmac ball courts with football goals, tennis nets and basketball hoops. The court is free-play, therefore does not require booking. There is also an outdoor gym with a variety of workout equipment.	Re-establishing Camden Town as London's cultural quarter; Making Camden Town more reflective of and accessible to its residents; Improving the quality of Camden Town's environment and green spaces.
Consider whether any stalls, kiosks or temporary installations can be introduced within the public realm to provide services that meet the day-to-day needs of local communities.	Short Term	LBC; CCG; NHS; Transport for London	Public Realm; Public Squares; Green Spaces; Car Parks	Food Bus Wandsworth: A supermarket and kitchen in a converted bus, aimed to ease areas experiencing high food insecurity or lack of access to affordable food. The bus also features a café on the top deck offering low cost and fresh food and hosts a programme of food events for the community.	Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents
Undertake a study to explore the types of uses that could be introduced to Camden Town's main green spaces (i.e. Castlehaven Community Park, St Martin's Gardens, Oakley Square Gardens) to enhance and diversify their offer.	Short Term	LBC	Green Spaces	Crystal Palace Park Café and Community Centre: An architecturally designed café located in Crystal Palace Park that also works as an event and community space. The café serves a variety of food, coffee and cakes. The community space is also a licensed wedding venue.	Making Camden Town more reflective of and accessible to its residents; Improving the quality of Camden Town's environment and green spaces

Place Making Strategy

Public Realm and Streetscape

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Develop a comprehensive strategy to enhance the management, appearance and offer of Inverness Street Market. This should include foundational work around tidiness and cleanliness but also an active programme focused on diversifying the offer beyond 'Brit-tat' and souvenirs. This may require a concerted support and enforcement process. As part of this explore opportunities and appetite to design new stalls that enhance the look, feel and function of the public realm.	Short Term	LBC	Market Stalls	Drummond Street Camden: Drummond Street was designed to provide safe outside dining space for independent restaurant in the wake of the COVID pandemic. It features vibrantly coloured modular booths to sit in front of several restaurants in former parking spaces. The initiative was spearheaded by Euston Town BID to support the growth of the high street.	Managing Camden Town as a world-class destination of choice; Improving the quality of Camden Town's environment and green spaces
Encourage the removal or re-design of shutters on the High Street to enhance active frontages and maintain vibrant street life even when stores are closed.	Short Term	LBC, Landlords; Businessowners	Store Fronts	Islington Council Urban Design Guide: Within a design guide, Islington Council discourage the use of solid external shutters as they are visually unsightly, prevent natural surveillance, attract graffiti and create hostile and unsafe streets.	Improving the quality of Camden Town's environment
Support and back Camden Town Unlimited's Camden High Line initiative by providing resources, expertise and planning advice to move the initiative towards delivery.	Medium Term	LBC; Camden Town Unlimited; Network Realm	Underutilised Infrastructure	New York High Line: The New York High Line is a 1.5 mile elevated linear park on a former New York Central Railroad. As well as diverse flora, attractions include public art, events and other activations. Around 8 million people use the High Line each year.	Re-establishing Camden Town as London's cultural quarter; Making Camden Town more reflective of and accessible to its residents; Improving the quality of Camden Town's environment and green spaces
Consider what type of street furniture could be introduced to encourage socialising and interaction between local people, residents and workers.	Medium Term	LBC	Public Realm; Public Squares; Green Spaces	Social Streetscapes Enfield: A range of 'social' street-focused interventions to Enfield Town Centre after the COVID-19 pandemic to encourage people to use the area again. These ranged from play equipment and new street furniture to public art, events and greening. The intention was to encourage interaction, build community spirit and boost footfall to support local businesses to recover.	Making Camden Town more reflective of and accessible to its residents; Improving the quality of Camden Town's environment and green spaces
Given the high proportion of women living in the area create a small 'Women's Champions' group to engage with as part of on-going exercises related to planning, masterplanning, management, visioning etc. To consider safety, lighting, comfort, accessibility and other topics.	Short Term	LBC; Camden Town Unlimited	Public Realm	Edinburgh Feminist Urban Planning: In December 2024, Edinburgh adopted a feminist approach to urban planning to enhance safety and inclusivity for marginalised genders. Inspired by cities like Vienna and Barcelona, the plans involve creating wider pavements, more benches, better lighting, and ramps, as well as public commemorations of women and the queer community. This initiative aims to address accessibility challenges and foster gender equality in public spaces.	Making Camden Town more reflective of and accessible to its residents

Public Realm and Streetscape

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
If a new place brand is created, as set out on earlier pages, express this visually through signs, banners, street furniture and the public realm more generally.	Medium Term	LBC; Camden Town Unlimited; Local Cultural Organisations	Public Realm; Public Squares	Burnt Oak Place Brand and Public Realm: A strategy aimed at establishing a distinct identity for Burnt Oak and improving the physical environment of the high street to lower crime rates. To enhance the area's identity, improvements included brightening up the Library and Love Burnt Oak buildings with graphic artwork, new signage at the entrance into Watling Park and enhancing forecourts of Burnt Oak Library and Church.	Re-establishing Camden Town as London's cultural quarter; Improving the quality of Camden Town's environment and green spaces.
Explore opportunities to use underutilised spaces in the town centre and housing estates to introduce urban gardens that local communities can adopt to grow food, vegetables, flowers and plants.	Medium Term	LBC; Camden Town Unlimited; Resident Associations; Community Groups	Green Spaces; Housing Estates; Car Parks	Skip Garden: Skip Garden was a portable garden that moved to different locations on the King's Cross development area site as and when land was sold and built on from 2009 to 2019. It was built and cared for by young people and local business volunteers. All the food that was grown was used in a Skip Garden Kitchen.	Re-establishing Camden Town as London's cultural quarter; Making Camden Town more reflective of and accessible to its residents; Improving the quality of Camden Town's environment and green spaces.

Place Making Strategy

Workspace and Economy

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Work with landlords to explore opportunities for meanwhile affordable workspace schemes, including the vacant units on Stucley Place.	Short Term	LBC; TfL; Camden Town Unlimited; Asset Owners	Vacant Units; Development Sites	SET Woolwich: SET is a multifaceted arts and community organisation. The workspace initiative located in Woolwich provides very affordable studio and office spaces in an old office block for creative professionals, artists and startups. This is a meanwhile initiative while development plans are put together.	Re-igniting Camden Town's creative, digital and media economy; Making Camden Town more reflective of and accessible to its residents.
Work with landlords and occupiers of commercial units to activate small underutilised and vacant spaces for creative workspaces (e.g. within pubs, shops, cafes, industrial units etc) – this may require a small amount of capital fit out funding to help activate spaces.	Short Term	LBC	Vacant Units; Upper Floors	Making High Streets Work West Norwood: An initiative focused on repurposing vacant spaces within commercial units (i.e. upper floors, storage rooms, outhouses etc) into affordable workspace to support and attract Lambeth's businesses following the Covid 19 pandemic. Avison Young worked with the borough of Lambeth to produce a demand study to support this.	Re-igniting Camden Town's creative, digital and media economy; Making Camden Town more reflective of and accessible to its residents.
Work with planning policy colleagues to identify parts of the Town Centre where offices and workspaces will be protected, promoted and encouraged.	Short Term	LBC	N/A	Lambeth Article 4 Direction: The London Borough of Lambeth introduced Article 4 Directions to prevent the unrestricted conversion of offices and commercial spaces into residential units without the need for a planning application to protect key business areas.	Re-igniting Camden Town's creative, digital and media economy; Ensuring Camden Town's commercial offer is fit for the future.
Using the place branding exercise described on earlier pages to develop an inward investment programme that focuses on attracting creative and cultural occupiers to the area.	Short Term	LBC; Camden Town Unlimited	N/A	Lambeth Now: A website dedicated to showcasing the borough's development opportunities and promoting Lambeth as a place for investment, living and culture.	Re-igniting Camden Town's creative, digital and media economy.
Explore the feasibility of bringing forward creative workspace schemes on small vacant sites identified as part of this study (e.g. surface level car parks, multi-storey car parks, green spaces, housing estates).	Short Term	LBC; Camden Town Unlimited	Car Parks; Housing Estates; Development Sites	Broad Street Yards Bath: Avison Young recently worked with Bath and North-East Somerset Council and Turnerworks to undertake a design and feasibility study for a new fashion-focused modular workspace on an underutilised car park in Bath City Centre.	Re-igniting Camden Town's creative, digital and media economy; Ensuring Camden Town's commercial offer is fit for the future; Re-establishing Camden Town as London's cultural quarter.
Explore whether underutilised public buildings such as the Town Hall can be re-purposed for creative production and/or consumption space.	Medium Term	LBC	Public Buildings	East Ham Town Hall Data Campus: Avison Young recently worked with the London Borough of Newham to explore the feasibility of converting East Ham Town Hall into a data campus providing workspace, education space and conferencing space related to the data and digital sectors.	Re-igniting Camden Town's creative, digital and media economy; Ensuring Camden Town's commercial offer is fit for the future; Re-establishing Camden Town as London's cultural quarter.
Explore the potential to offer refurbishment grants or low cost loans to owners of offices in prominent town centre locations to make them more attractive to potential occupiers. This should include a focus on improving the EPC position of older units.	Medium Term	LBC; Camden Town Unlimited; Asset owners; Occupiers	N/A	Manchester Commercial Property Fund: This fund is part of investment initiatives aimed at stimulating regional economic growth through property development and regeneration. It provides debt funding for commercial property and regeneration projects within the North-West, with loans ranging from £3m and £15m.	Re-igniting Camden Town's creative, digital and media economy; Ensuring Camden Town's commercial offer is fit for the future.

Place Making Strategy

Workspace and Economy

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Use Affordable Workspace policies to bring forward genuinely affordable artist studios, maker spaces and creative studios run by best-in-class workspace providers.	Medium Term	LBC; Developers	Development Sites	Martel Studios Dalston: The workspace is part of the creative and commercial spaces offered by Dalston Works, a mixed-use development. The studios are designed to support various creative professionals and encourage collaboration. Run by Arbiet Studios the space was secured via s106 agreement.	Re-igniting Camden Town's creative, digital and media economy; Ensuring Camden Town's commercial offer is fit for the future
Work with existing business support providers to explore opportunity to deliver a bespoke start up programme for prospective creative entrepreneurs based in and around Camden Town.	Medium Term	LBC; Business Support Providers	N/A	Southwark Pioneers: The Southwark Pioneers Fund (SPF) is a collaboration between Hatch Enterprise, Southwark Council and Trampoline CIC to help Southwark-based founders to grow their micro businesses.	Re-igniting Camden Town's creative, digital and media economy. Re-establishing Camden Town as London's cultural quarter; Ensuring Camden Town's commercial offer is fit for the future
Consider applying to designate Camden Town as a Creative Enterprise Zone and explore different initiatives and policies that are used in other areas to protect and promote creative activity.	Medium Term	LBC; GLA	N/A	Brixton CEZ: The Creative Enterprise Zone aims to support the growth of local creative industries and provide long term opportunities. Some initiatives include retaining and expanding affordable creative workspaces and providing education and skills training. For example, on the Lambeth Now website, creative industries are promoted in Brixton to attract investment.	Re-igniting Camden Town's creative, digital and media economy. Re-establishing Camden Town as London's cultural quarter; Ensuring Camden Town's commercial offer is fit for the future
Identify opportunities to leverage underutilised spaces within partner organisation buildings/assets to promote cultural activities and provide new types of workspaces.	Medium Term	LBC; Camden Town Unlimited	Vacant Units	East Ham Town Hall Data Campus: Avison Young worked on a feasibility study guiding Newham council's plans to transform East Ham Town Hall into London's first Data Campus. The ambition is for the campus to create opportunities for young people to develop skills and careers while providing an incubator for start-ups and businesses in data industries.	Re-igniting Camden Town's creative, digital and media economy. Re-establishing Camden Town as London's cultural quarter; Ensuring Camden's commercial offer is fit for the future
Consider opportunities to intensify employment land to incorporate more floorspace as well as other uses such as residential.	Long Term	LBC; Developers; Business Support Providers	Vacant Units; Development Sites	Lea Bridge Industrial Intensification Masterplan: Avison Young were commissioned to develop a comprehensive and coordinated employment and business led plan for the industrial area that improves its health, resilience and floorspace efficiency in the future, and ensures business activity remains at the forefront of change in the area.	Ensuring Camden Town's commercial offer is fit for the future
Work closely with major landowners such as LabTech and Places for London to develop well-evidenced mixed-used masterplans for sites such as Camden Lock and Camden Underground Station ensuring that they incorporate an element of workspace to support creative industry growth.	Long Term	LBC; LabTech; PfL; TFL	Development Sites	Pump House Royal Docks: The Pump House is a creative workspace with a ground-floor café/bar and studios. It also functions as a venue for cultural, educational and community-driven activities. It forms part of the Royal Dock's strategic goals to balance large-scale mixed-use redevelopment with the preservation of local heritage.	Re-igniting Camden Town's creative, digital and media economy; Ensuring Camden Town's commercial offer is fit for the future.

Place Making Strategy

Movement and Permeability

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Consider wayfinding enhancements, particularly around Chalk Farm, Camden Town and Mornington Crescent, greenspaces and the markets. This could be in the form of local area maps, specific signage or creative methods such as public art.	Short Term	LBC; Camden Town Unlimited; LabTech; Venue Owners	Public Realm; Public Squares	Shortlands Station Mural: The mural was commissioned by the local council in collaboration with Transport for London and local artists organisations. The art is used to guide passengers to local shops and services and has become a local landmark.	Managing Camden Town as a world-class destination of choice; Improving the quality of Camden Town's environment and green spaces
Enhance cycling routes and pedestrian infrastructure particularly through the core centre and from the south to encourage cycling and walking.	Medium Term	LBC	Public Realm, Streetscape	London Mini Hollands: An example of Dutch-style cycle infrastructure in outer London boroughs that aims to minimise car dependency. The scheme, which was brought forward in Walthamstow and Kingston among others, included measures to improve the walking and cycling environment with new pedestrian crossings, cycling lanes and the creation of new public spaces with seating, trees and flowerbeds.	Improving the quality of Camden Town's environment and green spaces; Making Camden Town more reflective of and accessible to its residents
Consider designing public realm for delivery drivers such as Deliveroo, in specific hotspots of activity where delivery drivers congregate when waiting to collect deliveries or receive orders.	Medium Term	LBC; Camden Town Unlimited; Metropolitan Policy; TfL; Pfl	Public Realm; Public Squares	Oxford City Council: Deliveroo is currently working with Oxford City Council to find a specific location around the city's covered market for drop off and pick up. This is to help formalise arrangements which are currently ad hoc and create challenges between drivers and pedestrians.	Improving the quality of Camden Town's environment and green spaces
Work with Transport for London on their plans to reducing traffic in the High Street South area. Use the opportunity to significantly enhance the experience for pedestrians and introduce more greenery to the area.	Long Term	LBC: TfL; Camden Town Unlimited	Public Realm, Streetscape	Regeneration Streatham: Work to remodel Streatham High Road included removing metres of railings along the central reservation to allow for easier pedestrian movement, improving traffic management and reducing bottlenecks and discouraging non-essential through-traffic and prioritise public transport. Cycling infrastructure was also provided to encourage active travel.	Improving the quality of Camden Town's environment and green spaces; Making Camden Town more reflective of and accessible to its residents
Continue to work with TfL and Pfl on their emerging plans to re-develop Camden Town station, increasing its capacity to accommodate growing visitor numbers while implementing measures to enhance safety for all users.	Long Term	LBC; Camden Town Unlimited; Metropolitan Policy; TfL; Pfl	Public Squares, Tube Stations	Bank Station: To address severe congestion and address future demand, Bank station was transformed to improve passenger flow, accessibility and capacity. A new entrance was provided for faster access to tube lines to reduce congestion in other areas, wider tunnels and platforms were constructed, creating space for pedestrian flow and improved wayfinding with clearer signage were introduced.	Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents; Improving the quality of Camden Town's environment and green spaces

Place Making Strategy

Hotels and Leisure

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Encourage the development of 'new' leisure concepts through planning that integrates diverse recreational spaces, cultural activities and community-focused amenities.	Short Term	LBC; LabTech; Venue Owners	Vacant Units; Development Sites; Public Buildings	TOCA Social London: TOCA Social is an entertainment concept that combines socialising with interactive sports and games, particularly football with a range of activities including dining and gaming. It is slowly growing in popularity.	Re-establishing Camden Town as London's cultural quarter; Making Camden Town more reflective of and accessible to its residents
Consider incorporating cultural infrastructure into developer negotiations (e.g. galleries, recording studios etc). This approach would aim to enrich Camden Town's creative sector.	Short Term	LBC; Local Cultural Organisations; Venue Owners	Development Sites	Pirate Recording Studios, Hackney: A music studio provider that operates over 700 studios across the world. They specialise in providing fully fitted accessible spaces that are open 24-7 for producers, musicians, vocalists, DJ's, podcasts and others. One of their studios is on the ground floor of a new-build residential block in Hackney Wick.	Managing Camden Town as a world-class destination of choice.; Ensuring Camden Town's commercial offer is fit for the future; Re-igniting Camden Town's creative, digital and media economy
Conduct a study to collect data about customers and visitors to share with potential investors in the leisure and hotels sectors to identify future opportunities.	Short Term	LBC; Hotel Owners	N/A	N/A	Ensuring Camden Town's commercial offer is fit for the future; Managing Camden Town as a world-class destination of choice.
Conduct feasibility studies to evaluate the potential for new gallery or museum spaces and how to integrate these amenities as part of a mixed workspace scheme in public buildings.	Medium Term	LBC; Local Cultural Organisations	Public Buildings	Amelia Scott Tunbridge wells: An arts and culture hub housing a diverse array of approximately 60,000 objects, spanning a multitude of disciplines, including local history, natural history, archaeology, fine and decorative arts, and social history. The hub includes social spaces, including a social café, event spaces and activation programmes. The café serves as a central hub for the community and prioritises locally sourced ingredients to showcase the area's agricultural offer. Events include workshops and classes, live music and art exhibitions.	Managing Camden Town as a world-class destination of choice; Ensuring Camden Town's commercial offer is fit for the future; Re-igniting Camden Town's creative, digital and media economy
Explore opportunities for diversifying the use of libraries (e.g. colocation, night events, community workshops) with complementary uses such as childcare facilities.	Medium Term	LBC; Local Cultural Organisations, Business Owners	Public Buildings	Bromley Library Lates: Refers to a series of cultural events that are held in Bromley Central Library, including live music, book readings and silent discos. It was introduced as part of the Bromley Night Time Enterprise Zone programme and could be rolled out in other libraries across other town centres.	Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents.

Place Making Strategy

Hotels and Leisure

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Encourage private sector partners to introduce new leisure facilities in Camden Town that cater to the diverse community needs. Consider the types of venues that would complement Camden Town's existing character.	Medium Term	LBC; Local Cultural Organisations, Business Owners	N/A	<p>Camden: LabTech have introduced a variety of new leisure venues such as Lane7, Babylon and the Peaky Blinders Experience. These are good examples of new venues that could continue to cater to both residents and visitors.</p> <p>Venues inspiration:</p> <ul style="list-style-type: none"> • Outdoor cinema • Outdoor concerts • Light arts museum • Glow in the dark yoga • Pottery studio 	Managing Camden Town as a world-class destination of choice.; Ensuring Camden Town's commercial offer is fit for the future; Re-igniting Camden Town's creative, digital and media economy
Undertake soft market testing with hotel operators to explore interest and appetite in the area as well as requirements to inform planning discussions with developers.	Medium Term	LBC; Hotel owners	N/A	N/A	Re-establishing Camden Town as London's cultural quarter; Managing Camden Town as a world-class destination of choice; Ensuring Camden Town's commercial offer is fit for the future.
Actively support the new operators of Buck Street Market (i.e. BoxPark) to host and curate evening and night time events that cater to those living within the borough and surrounding boroughs. Support and encourage them to deliver an inclusive and diverse events calendar as per their other ventures and sites.	Medium Term	LBC; Boxpark; Pfl	Market Stalls	Boxpark Wembley: Boxpark Wembley hosts a diverse range of events. It is well known for live screenings of major sporting events. It also hosts a number of live music performances, DJ sets and quiz and comedy nights.	Re-establishing Camden Town as London's cultural quarter; Managing Camden Town as a world-class destination of choice; Ensuring Camden Town's commercial offer is fit for the future.
Work closely with major landowners such as LabTech and Places for London to develop well-evidenced mixed-used masterplans for sites such as Camden Lock and Camden Underground Station ensuring that they incorporate an element of leisure and hotels into their schemes.	Long Term	LBC; LabTech; Pfl; TfL	Development Sites	Old Oak and Royal Park: A planning application has been approved for the development of 670 flats and a 90-room hotel in North Acton. Although a very large scale project in comparison to what may be achieved in Camden, this case study reflects efficient, multifunctional use of land which can be translated to Camden Town at a smaller scale.	Re-establishing Camden Town as London's cultural quarter; Making Camden Town more reflective of and accessible to its residents; Managing Camden Town as a world-class destination of choice

Place Making Strategy

Residential and Mixed Use

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Ensure planning policy encourages residential intensification across the area in appropriate locations.	Medium Term	LBC, Developers; Pfl	Development Sites	N/A	Making Camden Town more reflective of and accessible to its residents; Addressing Camden Town's low population density and poor housing accessibility.
Monitor demand signals and take up of PBSA schemes in Camden Town to ensure that there is not an overprovision in the area	Medium Term	LBC, Developers	N/A	N/A	Addressing Camden Town's low population density and poor housing accessibility.
Consider alternative tenure options for housing (e.g. co-living, shared ownership) with the aim of diversifying the local housing stock.	Medium Term	LBC, Developers	Development Sites	N/A	Addressing Camden Town's low population density and poor housing accessibility.
Consider opportunities for integrating flexible workspaces and social enterprises within residential developments to serve the needs of both residents and businesses.	Medium Term	LBC, Developers; Pfl; Business Support Providers	Development Sites	The Trampery, Hackney Wick: As part of a mixed-use development, The Trampery combines housing with a workspace hub for creative industries. It provides workspaces, venues, training and management services.	Making Camden Town more reflective of and accessible to its residents; Addressing Camden Town's low population density and poor housing accessibility. Ensuring Camden Town's commercial offer is fit for the future.
Conduct small site feasibility studies on possible development site (e.g. edge of housing estates, car parks) for residential development.	Medium Term	LBC, Developers; Housing Association	Development Sites	GLA Small Sites Programme: An initiative designed to help make more small publicly-owned sites available to small developers, housing associations and communities. The programme has identified over 50 small sites and funding support is provided to navigate planning and development processes.	Addressing Camden Town's low population density and poor housing accessibility.
Ensure developers provide genuinely affordable housing as part of new developments, prioritising affordability over the total quantity or proportion of units delivered.	Medium Term	LBC, Developers	Development Sites	Citizens House: 11 genuinely and permanently affordable flats developed through London Community Land Trust's model. In partnership with Lewisham Citizens, Lewisham Council and the GLA It was directly developed by the community for the community.	Making Camden Town more reflective of and accessible to its residents; Addressing Camden Town's low population density and poor housing accessibility.
Conduct a feasibility study to explore opportunities for estate regeneration in Camden and introducing a diverse mix of residents and house types given the successful ballot for the housing association scheme.	Medium Term	LBC, Developers; Housing Association	Housing Estates; Development Sites	Blackwall Reach, Tower Hamlets: The London Borough of Tower Hamlets and the GLA are regenerating Blackwall Reach to deliver over 600 new homes, of which around half will be affordable for social rent and shared ownership. The scheme also includes new community facilities and commercial units.	Making Camden Town more reflective of and accessible to its residents; Addressing Camden Town's low population density and poor housing accessibility.
Explore masterplanning for major sites focusing on the most appropriate mix of uses to enhance and diversify the local offer. Ensure that sufficient residential units are included.	Long term	LBC, Developers; Pfl	Development Sites	Northolt Gateway: Avison Young were appointed by the London Borough of Ealing to produce a masterplan for the Northolt Gateway site close to Northolt Underground Station. Our work focused on supporting architects and designers to integrate land uses that would create a vibrant and dynamic new town centre.	Making Camden Town more reflective of and accessible to its residents; Addressing Camden Town's low population density and poor housing accessibility. Ensuring Camden Town's commercial offer is fit for the future.

Place Making Strategy

Safety and Security

Intervention	Timescale	Stakeholders	Physical Opportunities	Example	Relevant Principle
Work closely with businesses and nighttime venues to implement the Ask for Angela program to help people discreetly disclose situations where they feel like they may be in danger.	Short Term	LBC; LabTech; Landlords; Businessowners	N/A	Devon and Cornwall: The Ask for Angela scheme runs in several bars in Plymouth, Torbay and some parts of Exeter. Training is provided by local police and bar staff to respond to anyone who asks for Angela.	Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents.
Consider introducing ‘Soho Angels’ or ‘Night Stars’ to patrol the street, particularly on weekends to help people who may be feeling unwell, fallen victim to crime or need assistance in some way. This includes areas around the station, the Highstreet, pubs and clubs and Camden Markets.	Short Term	LBC; LabTech; Landlords; Businessowners	N/A	Night Stars, Westminster: The Night Star scheme is run by the City of Westminster, operating in Soho, Chinatown, Leicester Square and Piccadilly Circus. They work in partnership with the Metropolitan Police and night-time economy businesses to promote women’s safety and reduce violence against women and girls.	Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents.
Develop and implement a lighting strategy in areas of deficiency, particularly in relation to feature lighting, lighting facades and lighting trees at key intersections and street corners to aid wayfinding, improve legibility and create lit landmarks.	Medium Term	LBC; Camden Town Unlimited; TfL; PFL	Public Realm; Public Squares	London Borough of Haringey: The London Borough of Haringey’s strategy sets out specific interventions to improve lighting in notable ‘dark spots’. Lighting improvements were also used to help The Salisbury pub become a stronger local landmark. Warm lighting was used to create a friendly and welcoming atmosphere.	Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents; Improving the quality of Camden Town’s environment and green spaces.
Encourage outdoor seating areas associated with commercial units to animate spaces and create a welcoming and safe atmosphere at night. This can be supported with an ambitious Pavement Licensing Policy that welcomes high quality outdoor dining.	Medium Term	LBC; Camden Town Unlimited; LabTech; Landlords; Businessowners	Public Realm; Public Squares	London Borough of Kensington and Chelsea: The borough has adopted a policy statement outlining its support for Al Fresco Dining. This offers businesses the opportunity to create summertime terraces in front of their premises on temporary footway extensions within suspended car parking bays. The aim of the policy is to encourage hospitality businesses to trade outdoors during the summer months.	Managing Camden Town as a world-class destination of choice; Making Camden Town more reflective of and accessible to its residents; Improving the quality of Camden Town’s environment and green spaces.

Focus On: Non-Residential Uses

An important part of the Place Making Strategy will involve setting out which non-residential uses should be pursued, encouraged and supported in Camden Town to help achieve the Place Vision.

To inform this process a long list of potential uses has been identified on the following pages. These represent a broad menu of options to consider ranging from leisure uses to different types of niche workspace typologies.

A two stage sifting process then follows to identify which non-residential uses should be prioritised in Camden Town:

- **Gap Analysis:** The first stage involves assessing current levels of provision in Camden Town for each of the uses identified. For each use a qualitative judgement is made on whether there is a 'Strong', 'Reasonable' or 'Weak' provision based on the evidence set out within this report. This process identifies where there are 'gaps' in the area's offer that present an opportunity.
- **Prioritisation:** The second stage involves prioritising a sub-set of uses using a shortlisting exercise. This has been achieved by scoring each use against a series of Critical Success Factors which are split between 'benefits' criteria (i.e. a test of whether a use could provide economic, social or commercial benefits) and 'delivery' criteria (i.e. a test of ease and likelihood of delivery). These criteria consider the extent to each use can:
 - Address a gap in the Camden Town offer using the 'gap analysis' as a basis (Benefit Criteria).
 - Align with proposed aspirations around creativity and culture (Benefit Criteria).
 - Align with one or more of the proposed place principles (Benefit Criteria).
 - Respond to demand and need signals (Benefit Criteria).
 - Complement other uses across the area (Benefit Criteria).
 - Create economic value (Benefit Criteria).
 - Support inclusion and communities (Benefit Criteria).
 - Be delivered by the private sector (Delivery Criteria).
 - Be delivered by or in conjunction with partners (Delivery Criteria).
 - Be self-sustaining with little subsidy or maintenance (Delivery Criteria).

As set out in the tables overleaf each use has been given a score out of three for each Critical Success Factor:

- 0 = does not meet criteria (red).
- 1 = meets criteria to some extent (orange).
- 2 = meets criteria to a great extent (green).

A total score for each use is then calculated. The scores against each Critical Success Factor are professional judgments based on Avison Young's experience of working in regeneration and economic development.

It is recommended that those with a score of **16** or above are considered the highest priority uses, with those scoring between **13 and 16** representing other uses that should be considered. For each use commentary is provided on their relevance to Camden Town and the type of operational models that might be appropriate.

This is important because there is a spectrum of occupiers and operators for each use, ranging from more commercial to more community-oriented organisations. The continuum below illustrates this for co-working uses as an example.

Finally place-based propositions are set out for each sub-area in Camden Town. These identify which uses are most appropriate for each location alongside a suggested focus. The most relevant interventions from the preceding tables are also identified for each location.



Non-Residential Uses Long List



Restaurants

(Fine Dining, Casual Dining, Fast Food, Street Food, Buffets etc)

E.g. 400 Rabbits, Elephant Park
South East London base pizza restaurant that started in West Norwood and has expanded across the area.



Cafes

(Takeaway, Sit in, Drive-Thru, Espresso Bars, Desserts Bars, Mobile Cafes etc)

E.g. Hand Café, Stratford
Stripped back independent Mediterranean café in East Village.



Bars/Pubs

(Community Pubs, Gastro Pubs, Specialist Pubs, Taprooms, Cocktail Bars, Wine Bars etc)

E.g. Lantana, London Bridge
Australian style café, restaurant and bar with three outlets across London.



Convenience Retail

(Corner Shops, Supermarkets, Forecourt Retail, Off-licence, Tobacconists, Newsagents etc)

E.g. Little Waitrose, Highbury & Islington



Beauty Salons

(Hairdressers, Barbers, Nail Salons, Aesthetics, Tanning etc)

E.g. Pall Mall Barbers, Kentish Town
GQ Recommended Barber Shop in Kentish Town with outlets across London.



Treatment Rooms

(Studios for health and wellbeing uses such as Counselling, Physiotherapy, Chiropody, Yoga, Meditation)

E.g. 28 Queen Street, City of London
Serviced office that has converted a small number of suites into treatment rooms.



Health Uses

(Pharmacies, Dentists, General Practitioners, Physiotherapists, Osteopaths, Counselling etc)

E.g. Kensington Park Medical Centre, Olympia
Multi-function health centre that offers a number of services under one roof including GP, pharmacy, physiotherapy and osteopathy.



Traditional Leisure

(Leisure Centres, Gyms, Sports Halls, Fitness Centres etc)

E.g. Jubilee Community Leisure Centre, Maida Hill
Brand new three-court sports hall and community room secured as part of new build residential scheme.



Specialist 'Active' Leisure

(Hot Yoga, Meditation, HITT, Pilates, Spin, Judo, Karate, Rock Climbing etc)

E.g. Hot Pod Yoga, Maida Hill
A new Yoga concept which takes places within a heated pod to maximise the cardiovascular benefits of participation.



Outdoor 'Active' Leisure

(Outdoor gyms, swimming, sports, trails, fitness equipment etc)

E.g. Cleaver Square Pétanque, Kennington
Public square in Kennington that is set up to facilitate games such as pétanque and pool. Game sets can be hired from local pubs.

Non-Residential Uses Long List



'New Leisure' Uses

(Escape rooms, axe throwing, indoor mini golf, immersive experiences, virtual reality etc)

E.g. Full Motion Racing Simulators, Canary Wharf
A virtual Formula 1 racing simulation



'Conventional' Leisure

(Bowling alleys, adventure playgrounds, ice skating, go karting etc)

Example: Strike, Battersea
Ten pin bowling alley in Battersea accompanied by a range of other games



Family Friendly Leisure

(Soft play, play rooms, kids cafes, play areas, adventure playgrounds etc).

E.g. Playbox, Enfield
A playspace that focuses on turning playtime into learning experiences



Day Care Facilities

(Nurseries, pre-schools, creches, holiday clubs, after school clubs, forest schools etc)

E.g. Curiouser, Hampstead
Early Years centre with programs that put exploration and self-discovery front and centre



Chameleon or Hybrid Uses

(Cafes/Restaurants/Bars, Bars/Night Clubs or Yoga/Pilates/Meditation etc)

E.g. Bern's and the Beans, Walthamstow
Café that becomes a bar on Friday and Saturday nights



Cinemas

(Mainstream, Specialist, Art House, Community)

E.g. Everyman, Crystal Palace
Specialist cinema chain that emphasises food and drink as much as cinema-going – have branches across London and the country more widely



Performing Arts Venues

(Theatres, Concert Halls, Comedy Clubs, Opera Houses, Dance Venues etc)

E.g. Fareham Live, Fareham
Brand new state-of-the-art community, arts and theatre destination in Fareham Town Centre



Museums

(Art, Culture, History, Place, Science, Technology, Anthropological etc)

E.g. Design Museum, Kensington High Street
The country's dedicated design-focused museum focused on contemporary design in every form



Galleries

(Fine Art, Contemporary, Photography, Specialised, Cultural, Historical, Commercial etc)

E.g. Muphoria, Berwick Street
Small 'high street' art gallery displaying original music paintings such as record covers, instruments and portraits



Nightclubs

(Super Clubs, Boutique Clubs, Pop Up Clubs, Underground Clubs, Specialist Clubs etc)

E.g. The Beams, East London
A new 20,000 sqm venue of raw industrial space that can be used for a range of events and experiences, including legendary club nights

Non-Residential Uses Long List



Hotels/Overnight Accommodation (Premium, Budget, Boutique, BnB, Serviced Apartment)

E.g. Hilton, Bankside

New Hilton Hotel on bankside which offers a high end offer to customers in a convenient location



'Messy' Creative Studios Deptford Studios, Deptford

These are generally studios to support artistic activity. They offer small private spaces for art, craft and making activities.



'Clean' Creative Studios Westbourne Studios

Open office type studios for service-based production activities such as architecture, graphic design and publishing. They incorporate elements of co-working/managed workspace.



Creative Maker Space Bloqs, Enfield

Facilities that offer a range of shared facilities, tools and equipment for small creative businesses to use. They tend to have an 'open workshop' format.



Serviced Office/Co-Working Paddington Works, Paddington

Open plan and informal workspace set up for occupiers to rent desks or studios on a flexible basis. Tend to also have supporting amenities such as meeting rooms, event space, printing facilities, reception services, café etc.



Prototyping Maker Space Plus X, Slough

More niche type of maker space targeting higher-value business activities. These spaces provide modern and expensive equipment (e.g. laser cutting, 3D printing, electronics, heavy tools etc.) to catalyse innovation.



Flexible Laboratory Space Paper Yards, Canada Water

Flexible laboratory spaces are targeted at advanced science and technology businesses and allow start-ups and established organisations to research, develop and experiment.



Recording Studios Pirate Studios, Dalston

Fully equipped studio that allow creatives to make music, podcasts, soundtracks and other audio media. Can be standalone facilities or integrated into other workspace types.



Incubator Hubs REACT Innovation Centre, Croydon

These are designed to support the growth of start-ups or businesses in their early stages of development. They include intensive business support programmes to help businesses grow.



Accelerator Space Plexal, Stratford

Accelerator spaces are similar to Innovation Centres but are targeted at rapidly growing businesses. Again, they include intensive business support programmes to help businesses grow.

Non-Residential Uses Long List



Community Workspaces Trowbridge Gardens, Hackney

Workspaces that are more focused on providing different types of spaces to support community and third sector entrepreneurs of different types



Circular Economy Workspaces The Loop, Hackney

Workspaces that help circular economy businesses to scale their operations by linking them with like-minded peers and supporting them trial new processes



Incubator Market Stalls

E.g. InKERBator

Programmes designed to support aspiring entrepreneurs to use market stalls to test new business ideas. Ideally they are supported by targeted training around how to set up, run and manage businesses of these types. Mentorship can be an integral part of this process.



Parklets

Peveril Gardens, Old Kent Road

Small public spaces that are turned into community gardens and green spaces for people to stop, dwell, relax and socialise. Often they are focused on reclaiming road space for pedestrians, but they can also be on rooftops, in car parks, in public squares etc.



Micro-Retail Units Ebury Edge, Pimlico

Small units (ideally under business rate thresholds) that allow retail-focused entrepreneurs to start up and test new businesses before taking on more expensive and riskier high street units.



Urban Growing

Storey Garden, Somers Town

Initiatives that involve supporting local communities to grow food locally in underutilised area within urban environments. Similar to allotments but more collegiate and community-oriented with a focus on building confidence, supporting mental health and building social capital.



Work Sell Units Blue House Yard, Wood Green

Similar to micro-retail units but also provide space for entrepreneurs to make the products they intend to sell on site.



Education Facilities (Primary Schools, Nursery Schools, Adult Education, Colleges, Libraries, Universities etc)

E.g. London College of Fashion, Stratford

Brand new campus for London's renowned College of Fashion



Day-to-Day Services (Dry Cleaners, Key Cutters, Opticians, Pharmacists, Post Offices, Building Societies, Shoe Repair, Legal Services etc.

E.g. Zeppeo Dry Cleaners, Kentish Town



Community Centres

Sands Ends Community Centre, Chelsea

Multi-functional community spaces that can be used for a range of different activities, from fencing and badminton to amateur dramatics and cinematics.

Non-Residential Uses Gap Analysis

The tables below and overleaf provide an assessment of how well represented each use is across Camden Town. Using the evidence presented earlier in this report a judgement is made on whether each use is '**Strongly**', '**Reasonably**' or '**Weakly**' represented across each sub-area with relevant commentary provided. This represents the **first sift**.

Use	Chalk Farm Road	High Street North	Parkway	High Street South	Commentary
Restaurants					There is a good provision of places to eat in Camden Town, with a strong representation in each of the sub-areas. The offer is varied, with a mix of Greek, Turkish, and Indian takeaways and restaurants among others.
Cafes					There is also a good provision of cafes in each sub-area. This ranges from independents to chain cafés. There is a higher representation of chain cafes on High Street North in comparison to the other areas.
Bars/Pubs					There is a strong representation of both bars and pubs in Camden that serve a diverse population in each of the sub areas. There is a good mix of traditional pubs such as Sheephaven Bay, The Lock Tavern, The Hawley Arms and upscale bars like Simmons and Be at One.
Convenience Retail					There is a strong representation of convenience in High Street North and Chalk Farm Road which are home to both independent and chain retailers such as Tesco, Camden Local Store, Oseyo, Amazon Fresh, Morrisons and Camden Mini Market. In the rest of the sub areas provision is reasonable but more dispersed.
Beauty Salons					There is a strong representation of beauty salons in Camden Town, particularly in High Street South and Parkway. These salons specialise in a variety of treatments such as hairdressing, nails, botox and eyebrow threading.
Treatment Rooms					There are a small number of treatment rooms in Camden Town – though such facilities can be challenging to identify if rooms are not currently available to rent. The most prominent is the Delancey Therapy Rooms which is designed for mental health practitioners. There are also bookable beauty rooms available across the area including within beauty salons and within upper floors/basements.
Health Uses					High Street South is more locally oriented, therefore there is a reasonable representation of health uses such as dentists, GP's and pharmacies. There is a good provision of clinics in High Street North (Camden Travel Clinic and DOC Health). The underrepresented health uses are GP's and osteopaths.
Traditional 'Active' Leisure					There is a reasonable representation of traditional active uses in the sub areas particularly gyms and fitness centres (e.g. PureGym and Anytime Fitness). These uses tend to be 5-10 minute walk from each other. Camden town does however lack a leisure/sports centre and swimming facilities. The closest leisure centre is Kentish Town Sports Centre which is a 15-minute walk from Camden Town tube.

Non-Residential Uses Gap Analysis

The tables below and overleaf provide an assessment of how well represented each use is across Camden Town. Using the evidence presented earlier in this report a judgement is made on whether each use is **'Strongly'**, **'Reasonably'** or **'Weakly'** represented across each sub-area with relevant commentary provided. This represents the **first sift**.

Use	Chalk Farm Road	High Street North	Parkway	High Street South	Commentary
Specialist 'Active' Leisure					Specialist active leisure is weakly represented in each of the sub-areas but there is a fairly reasonable representation of yoga spaces on High Street North (Triyoga, Yoga Base and Dharma Yoga), as well as an F45 Training Centre in High Street South. There is a lack of variety to the types of active leisure available.
Outdoor 'Active' Leisure					Outdoor active leisure is poorly represented across Camden Town and its sub-areas. The only noticeable contribution are the facilities at Castlehaven Community Park in Chalk Farm Road. Outdoor active leisure uses typically work well within parks and the public realm, therefore there is an opportunity to upgrade other parks and the public realm to accommodate such uses.
'New' Leisure Uses					Within the Chalk Farm sub-area, there is a good representation of new leisure spaces such as Babylon Park, Junkyard Golf and Tomb Raider which have been provided within assets owned by LabTech. The gap across the wider area could be filled by the provision of new leisure experiences as part of development schemes and within vacant units.
'Conventional' Leisure Uses					There are limited examples of conventional leisure uses such as bowling alleys and adventure playgrounds. Lane 7 in the Chalk Farm Road and Mecca Bingo (due to close) are two of the only examples. Cinemas are considered under a separate use.
Family Friendly Leisure					Family friendly leisure is not equally represented across each sub area. Chalk Farm Road and High Street North benefit from a number of leisure activities such as Lane 7, Babylon Park, the Markets and a variety of food and retail experiences which would be suitable for families. This hostile nature of the area does, however, impact the perception and experience of the area for families.
Day Care Facilities					There are few purpose-built daycare centres in the sub areas however, there are a number of community centres that offers child friendly spaces such as Castlehaven Community Association. These facilities could be incorporated into chameleon and hybrid uses to benefit both residents and visitors.
Chameleon/Hybrid Uses					Chameleon/Hybrid spaces are strongly represented in most of the sub areas, particularly High Street North and Chalk Farm Road. Some of these uses include the Roundhouse which provides a performing arts venue, bar and cafe and creative workshops and the Forge which combines arts, dining and community events and Arlington which offers housing and studio space to artists.

Non-Residential Uses Gap Analysis

The tables below and overleaf provide an assessment of how well represented each use is across Camden Town. Using the evidence presented earlier in this report a judgement is made on whether each use is **'Strongly'**, **'Reasonably'** or **'Weakly'** represented across each sub-area with relevant commentary provided. This represents the **first sift**.

Use	Chalk Farm Road	High Street North	Parkway	High Street South	Commentary
Cinemas					There are only two cinemas in Camden Town - the Curzon Camden (Chalk Farm Road) and The Odeon (Parkway). Although the Odeon is in a relatively central location and offers mainstream pictures, there is limited provision in terms of budget friendly and more boutique independent art house style options.
Performing Arts Venues					Camden Town has a strong, diverse representation of performing arts venues. This includes Roundhouse (Chalk Farm Road), Etcetera Theatre (High Street North), Green Note (Parkway) and KOKO (High Street South) among others. The types of space provided include music venues, theatres and dance performance.
Museums					There is a significant underrepresentation of museums in each of the sub-areas. This is a missed opportunity to express the history and significance of Camden Town. The Jewish Museum is, however, located at Albert Street just off Parkway.
Galleries					Chalk Farm Road has a reasonable representation of independent galleries such as Camden Art and Red Art, several colourful wall murals on Hawley Street and a number of multi-purpose spaces that occasionally host art exhibits such as Roundhouse. Besides the Camden Open Air Gallery in High Street North, galleries are weakly represented in the other sub areas despite the area's creative identity. The Cob Gallery is also located in the periphery of the site boundary.
Nightclubs					There are few nightclubs in the sub-areas though some bars and pubs that are open late (2-3am) offering drinks and live music. The few night clubs are located in High Street North (Electric Ballroom and The Underworld), Chalk Farm Road (Dingwalls and Monster Queen), Parkway (Green Note) and High Street South (KOKO).
Hotels/Overnight Accommodation					Hotels/visitor accommodation in Camden Town includes Camden Enterprise Hotel and Camden Town Hotel (Chalk Farm Road), Holiday Inn and Hub by Premier Inn (High Street North) and Smart Camden Inn, St Christopher's Inn and The Wesley Camden Town (High Street South). While there is a mix of options total provision is lower than might be expected for such a prominent visitor destination particularly compared to other town centres in London.
'Messy' Creative Studios					Camden's reputation as a creative hub makes it ideal for messy creative studios, however, these types of spaces are weakly represented across each sub-area. There is an opportunity to provide affordable messy creative studios to complement some of the uses above.

Non-Residential Uses Gap Analysis

Use	Chalk Farm Road	High Street North	Parkway	High Street South	Commentary
'Clean' Creative Studios					There are limited clean creative studios across the sub areas in Camden Town. There are only a few, however high-quality spaces in Chalk Farm Road (Roundhouse and Arlington) and High Street North (Camden Collective – Buck Street and Auction Room),
Creative Maker Space					There appears to be representation of creative maker spaces in Camden Town. The provision of creative maker space can help to reinforce Camden' Town's status as a cultural and creative place.
Serviced Office / Co-Working					Generally, serviced office and coworking spaces are strongly represented across the sub areas. Some of these spaces include: LABS (Atrium, Dockray Place, Triangle), Roundhouse, City Working and Work.Life.
Prototyping Maker Space					There is no representation of prototyping maker spaces in Camden Town. T
Recording Studios					Recording studios are strongly represented across Chalk Farm Road (Way Studio, Roundhouse Creative Studios, We Jam and Camden Studios), reasonably represented across High Street North (Theme Ltd Studios, Juno DJ and Studio) and weakly represented across Parkway and High Street South.
Incubator Hubs					Incubator spaces are weakly represented in Camden Town's sub-areas.
Accelerator Space					Similar to the above, accelerator spaces are weakly represented in Camden Town's sub-areas.
Community Workspaces					Community workspaces are weakly represented in Camden Town's sub-areas.
Parklets					There are no parklets in Camden Town. Parklets provide the opportunity to activate and beautify the area and offer places where people can rest and relax.

Non-Residential Uses Gap Analysis

Use	Chalk Farm Road	High Street North	Parkway	High Street South	Commentary
Circular Economy Workspaces					There is an underrepresentation of circular economy workspaces in Camden Town..
Micro-Retail Units					Micro-retail units are strongly represented in Chalk Farm Road and High Street North within units managed by LabTech in the markets and retail units available on the high street and Box Park. There is however an underrepresentation in Parkway and High Street South.
Work-Sell Units					There is an underrepresentation of work-sell units in Camden Town as while space is available to sell products, there is limited dedicated spaces to produce products as well. This was previously a defining feature of the markets but has become more limited over time.
Day-to-Day Services					High Street South has the highest representation of day-to-day services such as hairdressers (Mr Leo), barbers (Charlie's), nails salon (VIP Nails) and an opticians (Camden Contact Lens Centre). The other sub-areas have a limited provision of day-to-day services such as beauty salons but lack diversity.
Incubator Market Stalls					A significant number of incubator market stalls can be found in the Camden Town Markets such as Camden Lock, the Stables and Inverness market. Companies such as LabTech also provide support to incoming businesses. However, there is a gap in the diversity of offer in these stalls, particularly at Inverness market where it is primarily souvenirs on offer.
Urban Growing					There are limited urban growing initiatives in Camden Town besides in Castlehaven Community Park. Castlehaven Community Association run the Age activity 60+ programme which incorporates these types of activities.
Education Facilities					There are a variety of educational facilities across the sub-areas. This includes a primary school, Cavendish School (High Street North), a prep school, North Bridge House School (Parkway) and a number of learning centres such as HNAC (Chalk Farm Road), Top up Learning London and Go Forward Youth (High Street North).
Community Centres					There are only three community centres in Camden Town, showing an underrepresentation of these kinds of spaces in the sub areas. The centres are: Castlehaven Community Hub (Chalk Farm Road), Camden Society (High Street North) and Three Fields TA Hall (High Street South).

Non-Residential Gap Analysis

The gap analysis above assesses current levels of provision in Camden Town for the long list of uses identified. The assessment looks at the scale, location and quality of existing provision to identify any gaps in the market. This process feeds into the use prioritisation and shortlisting process that follows.

Chalk Farm Road

Chalk Farm Road largely covers the area between Chalk Farm underground station and Camden Lock Market. The gap analysis shows that uses such as restaurants, cafes, bars/pubs, beauty salons, family-friendly leisure, chameleon/hybrid uses, performing arts venues, coworking spaces, recording studios, micro-retail and incubator stalls are strongly represented in the sub area which is in part due to the presence of Camden Stables, Camden Market and Hawley Wharf.

These markets, in particular, have a strong destination offer largely driven by food, drink, gift and fashion activity. The high street in contrast has a mix of both independent and chain retailers catering to a diverse audience of locals, tourists and night-time visitors. Bars and pubs such as the Hawley Arms and Green Note highlight Camden's association with live music and nightlife. Performance arts venues like the Roundhouse solidify the sub-area as a creative hub offering a multipurpose space for music, theatre and community events.

Despite its strengths, there are noticeable gaps that reveal opportunities for improvement. Health and wellness uses such as treatment rooms, active leisure and GP's are weakly represented despite the area having a large resident population. There is also room to expand on Camden's creative legacy with a lack of cultural spaces such as a museums and creative workspace. Despite being a visitor destination, the area also has limited hotels and overnight accommodation missing an opportunity to encourage visitors to extend their stay.

High Street North

High Street North is a large area, covering the area south of Regent's Canal up to Pratt Street. The area also has a strong 'destination' offer and has a strong representation of food, drink, gift and fashion activity. The gap analysis shows that uses such as restaurants,

cafes; bars / pubs, convenience retail, chameleon/hybrid uses, performing arts venues, coworking spaces and micro-retail are strongly represented in this area.

The area has a variety of food and drinks units and tends to be popular with both domestic and international visitors as it is the main high street when visitors arrive in Camden Town. This is bolstered by the street food offer at Boxpark. The area also has a number of workspaces such as Camden Collective and Work Life Camden meaning it is an attractive location for businesses as well.

However, there are some identified gaps in the area. There is a reliance on tourism and leisure activities which may create challenges for local people. More community-focused uses that serve the day-to-day needs of the population are limited. There is also an opportunity to create integrated spaces that support Camden as a cultural and creative space through the provision of workspaces such as makerspaces, messy and clean creative spaces and work-sell units as these are weakly represented on the high street.

Parkway

Parkway has a mixed offer but has a high proportion of property services such as estate agents, commercial agents and property management companies. The gap analysis shows that uses such as restaurants, cafes, bars/pubs, coworking spaces and day-to-day services are also well represented in this sub area.

The anchor assets in Parkway include the Jazz Café, the ODEON cinema and Green Note, a live music event space. These are key Camden assets and define the sub-area's evening and night time offer.

Besides the uses mentioned above, Parkway has a relatively limited offer. There is a lack of creative workspaces, micro-retail units, health uses or leisure services among others which are only reasonably represented.

High Street South

High Street South plays a mixed 'destination' and 'day-to-day' role, though the 'local' offer is primarily defined by health and beauty uses. The gap analysis shows that uses such as restaurants, cafes, bars / pubs, beauty salons, performance arts venues and day-to-day services are well represented in this sub-area.

Non-Residential Gap Analysis

High Street South is more reflective of Camden Town's residents than other parts of the area. It is a quieter part of the high street and has a local offer including charity shops such as Oxfam, alongside day-to-day retailers such as Poundland, M&S, B&Q, Aldi and health and wellness spaces including a GP and dentists. It is also home to the ASOS HQ, KOKO and the Crowndale Centre.

Unlike High Street North, this part of the high street has limited dedicated spaces for leisure and cultural activities. The area could benefit from multi-purpose community hubs, spaces for art exhibitions, family leisure and daycare as well as pop-up events that would cater to locals and enhance their place identity in the midst of the tourism offer in other parts of the high street.

While there are a few business spaces on the high street, there is also a lack of creative businesses or small units for startups. However, this could be a good location for businesses that want to be in Camden Town but are more local in nature.



Non-Residential Uses Prioritisation

The tables below and overleaf provide an assessment of how well each use aligns with the Critical Success Factors set out earlier within this chapter. Each use is given a score out of three for how well it aligns with each Critical Success Factor: **0 = does not meet criteria (red)**; **1 = meets criteria to some extent (orange)**; **2 = meets criteria to a great extent (green)**. Scores are then aggregated for each use. Those achieving over **16** are considered priority uses for Camden Town and those achieving **13-16** represent other uses that could be considered in the area. This represents the **second sift** of land uses.

To What Extent Can the Use...	Address a gap in the local offer	Support creativity /culture	Align with one or more principles	Respond to demand or need evidence	Complement other uses in the area	Creative economic value	Support inclusion and communities	Be delivered by the private sector	By delivered by or in conjunction with partners	Be self-sustaining	TOTAL
Restaurants	1	1	2	2	2	1	0	2	2	2	15
Cafes	0	1	2	1	2	1	1	2	2	2	14
Bars/Pubs	0	2	2	1	2	1	1	2	2	2	15
Convenience Retail	0	1	1	0	2	1	1	2	2	2	12
Beauty Salons	0	1	1	0	2	1	1	2	2	2	12
Treatment Rooms	2	1	1	2	2	1	1	2	2	2	16
Health Uses	1	1	2	1	2	1	2	1	2	1	14
Traditional 'Active' Leisure	2	1	2	1	1	1	2	1	1	1	13
Specialist 'Active' Leisure	2	1	1	1	1	1	0	2	2	2	13
Outdoor 'Active' Leisure	2	1	2	2	2	1	2	0	2	0	14
'New' Leisure Uses	1	1	2	1	2	1	1	2	2	2	15
'Conventional' Leisure Uses	2	1	2	1	1	1	2	2	2	1	15
Family Friendly Leisure	2	1	2	2	2	1	1	2	2	2	17
Day Care Facilities	2	1	2	2	1	1	2	1	2	2	16

Non-Residential Uses Prioritisation

To What Extent Can the Use...	Address a gap in the local offer	Support creativity /culture	Align with one or more principles	Respond to demand or need evidence	Complemen ent other uses in the area	Creative economic value	Support inclusion and communi ties	Be delivered by the private sector	By delivered by or in conjuncti on with partners	Be self-sustainin g	TOTAL
Chameleon/Hybrid Uses	1	1	1	1	2	1	1	2	2	2	14
Cinemas	1	2	2	1	2	1	0	2	2	1	14
Performing Arts Venues	1	2	2	2	2	2	2	1	1	1	16
Museums	2	2	2	2	2	2	2	0	1	1	16
Galleries	2	2	2	2	2	2	2	0	1	1	16
Nightclubs	1	2	2	1	2	1	1	2	2	1	15
Hotels/Overnight Accommodation	1	2	2	2	2	2	0	2	2	2	17
'Messy' Creative Studios	2	2	2	2	2	2	1	1	1	1	16
'Clean' Creative Studios	2	2	2	2	2	2	1	1	1	1	16
Creative Maker Space	2	2	2	2	2	2	1	1	1	1	16
Serviced Office / Co-Working	1	1	2	0	1	2	0	2	2	2	13
Prototyping Maker Space	2	1	2	0	1	2	1	0	1	1	11
Flexible Laboratories	2	1	1	1	1	2	1	2	2	2	15
Recording Studios	1	2	2	1	2	2	1	1	2	2	16

Non-Residential Uses Prioritisation

To What Extent Can the Use...	Address a gap in the local offer	Support creativity /culture	Align with one or more principles	Respond to demand or need evidence	Complement other uses in the area	Create economic value	Support inclusion and communities	Be delivered by the private sector	By delivered by or in conjunction with partners	Be self-sustaining	TOTAL
Incubator Hubs	2	1	1	0	0	2	1	1	1	1	9
Accelerator Space	2	1	1	0	0	2	0	1	1	1	8
Community Workspaces	1	1	2	1	2	2	2	0	1	1	13
Circular Economy Workspaces	2	2	2	0	1	1	1	0	1	1	11
Micro-Retail Units	1	2	2	2	2	2	2	1	1	1	16
Work-Sell Units	2	2	2	2	2	2	2	1	1	1	17
Day-to-Day Services	2	1	2	2	2	1	2	1	2	2	17
Incubator Market Stalls	1	1	2	2	2	2	2	1	1	1	15
Parklets	1	2	2	1	2	0	2	1	1	0	12
Urban Growing	2	1	2	1	2	0	2	1	1	0	12
Education Facilities	1	1	2	1	1	1	2	1	1	0	11
Community Centres	1	1	2	1	2	0	2	0	1	1	11

Non-Residential Gap Analysis

Based on the analysis set out on preceding pages it is clear that **workspaces** catering to the creative and cultural industries score highly, including **'messy' creative studios**, **'clean' creative studios**, **creative maker spaces** and **recording studios**. These score highly given their alignment with the proposed aspiration and principles, as well as the fact they address a gap in the offer and can deliver significant economic value through supporting the growth of the creative industries locally.

Given Camden Town's appeal there is likely to be an opportunity to provide a mix of **commercial** and **affordable** creative workspace in the area. At the moment there is limited specialised provision at either end of the spectrum which presents a clear opportunity, particularly as part of a creative and cultural renaissance. To ensure that local residents are able to benefit from this an element of accessible and affordable space should be provided with relevant outreach and support programmes. **Community workspaces** also score well but are limited by the requirement for public subsidy.

Similarly, **creative consumption** facilities such as **museums**, **galleries** and **performing arts venues** score highly. Again, this is due to their alignment with the proposed aspiration and principles, alongside their ability to support the economy, communities and inclusion. Within this group of uses there is a particular opportunity to celebrate the area's rich cultural and musical history. Unlike other themes such as design, fashion, science and natural history, among others, there are few high-profile music-focused museums in London which represents an opportunity for Camden Town given its status and identity.

While these uses would enhance the offer for visitors, the analysis also reveals that there is a need to introduce other uses to support this. For example the provision of **hotels** and **visitor accommodation** scores highly due to the relative lack of existing provision within the area. As noted earlier in the document, agents believe that the main opportunity in the area is for **budget hotel providers** given the younger nature of the customer base, as well as **boutique specialist accommodation** that aligns with the area's creative and cultural identity.

Uses that diversify and enhance the offer for **families** also score strongly including **family friendly leisure** and **daycare facilities**. The area currently has limited provision for these groups excluding people with children from spending time in the area. This also aligns with the lack of local provision and services catering to local residents living in the area.

Given the lack of provision in the area there is an opportunity for a wide range of use types from **soft play facilities** and **adventure playgrounds** through to **creches** and **pre-schools**. Due to the nature of the resident population and visitor market there is again an opportunity to provide more **commercially oriented** and **community based** offerings in this area.

In relation to the latter, it is important to note that there are opportunity to introduce more opportunities for **play within the public realm** and within the area's green spaces. Some of Camden Town's green spaces are more formal in nature and could provide a more inclusive and diverse offer for residents.

Beyond this, uses that create a more **'localised' high street offer** score highly including **micro-retail**, **work-sell** and **day-to-day** services. As discussed throughout the report, the area's retail offer primarily serves the visitor market rather than local market, and it has become more general over time. There is therefore a clear opportunity to provide uses that better cater to the needs of residents, as well as those that provide more 'local' and authentic options for customers.

The provision of some **micro-retail units** specifically for local entrepreneurs could make a significant difference. These can be used to support local people to set up businesses particularly in areas where the area has a deficit – for example **dry cleaning**, **key cutting**, **bakers**, **butchers**, **opticians** etc. Facilities like Peckham Palms, Ebury Edge and Arbiet Deptford illustrate both the demand for and opportunity to provide such facilities to enhance local areas while also supporting local economic development.

All of these uses therefore represent priorities in Camden Town. Other uses that scored slightly lower than this but are worthy of consideration include uses that enhance the **evening and night time offer** (i.e. **restaurants**, **bars**, **cinemas**, **nightclubs**) and those that **diversify the general offer** away from retail and towards leisure. These include **traditional**, **specialist and outdoor 'active' leisure** as well as **'new' and conventional leisure**.

Across all of these uses there is an opportunity to focus on using them as conduits to enhance the area's creative and cultural identity. For some such as creative workspaces it is clear how this could happen, but for others such as family provision it is not as obvious. But there are opportunities within each – in terms childcare, uses that extend into the evening might be valuable as creative entrepreneurs often work outside of normal working hours particularly due the importance of attending and hosting exhibitions, shows and/or events.

Non-Residential Place Propositions

While the recommendations set out provide useful steer on the types of non-residential uses that are most suitable for Camden Town, it does not identify which uses are most appropriate for different parts of area. The 'long list' of interventions provided is also general and does not provide information on the 'where?'.

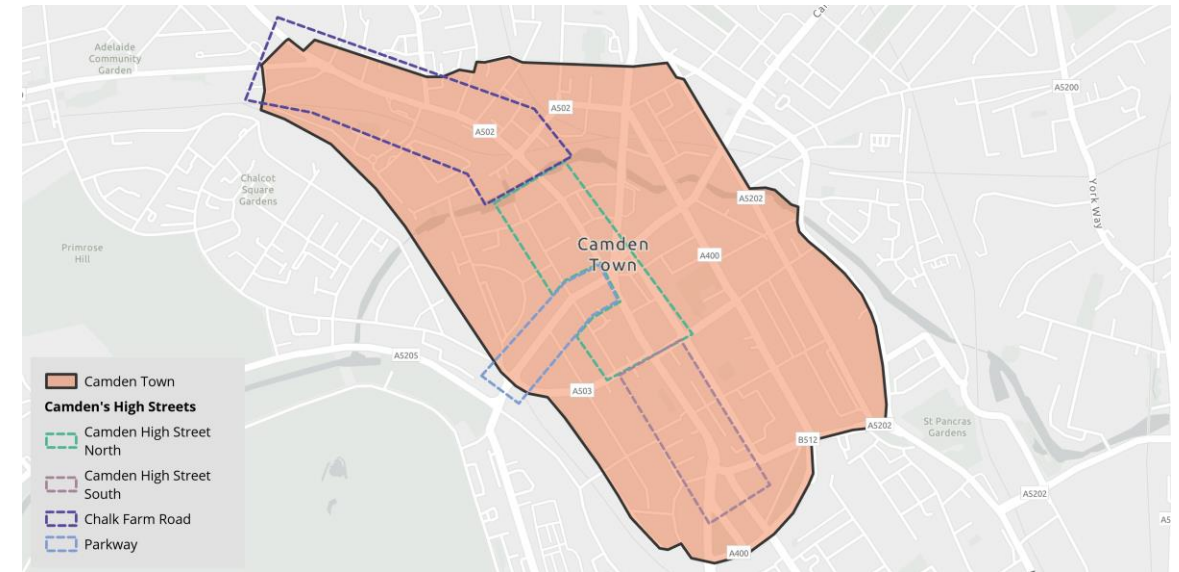
The following pages address this gap by providing commentary on the most appropriate use types and interventions for each part of Camden Town as shown in the map on the right: Chalk Farm Road, High Street North, Parkway and High Street South.

A specific use proposition is provided for each location which focuses on addressing gaps in the local offer and capitalising on emerging opportunities. These propositions are summarised underneath the map to the right.

While some interventions and uses are excluded from the narrative in certain locations this does not mean that they are not suitable. Those that are considered the *most* important and potentially impactful are set out with a particular focus on achieving the proposed overarching ambition for the area.

It is important to note that the analysis presented throughout this report confirms that each sub-area is distinct and plays a different role for Camden Town's visitors, residents and businesses. Each one also has unique strengths, weaknesses, opportunities and threats which need to be addressed on an individual basis to enhance the area overall. A nuanced place-based response is therefore required.

That said it is important to note that a number of the interventions and aspirations identified should be considered on an area-wide basis. These include examples such as the Management Plan, Place Branding, Event Planning and Grants/Loans among many others. A 'hybrid' programme is therefore required that considers area-wide and sub-area specific action.



Chalk Farm Road

Support the sub-area to **remain a renowned destination** for international and domestic visitors, while also **strengthening links with the local resident population**. Actively encourage and promote a **wider range of uses** to come forward that align with changing consumer and macro-economic trends particularly where they enhance the area's creative and cultural offer.

Camden High Street South

Support local entrepreneurs to start-up, test and scale enterprises in the sub-area that **enhance the day-to-day offer** for different types of residents. Work with partners to **reduce traffic dominance** and enhance the experience for users. **Introduce creative and cultural assets** to locate in the area to encourage people to 'turn left' when using Camden Town Underground Station.

Camden High Street North

Introduce 'soft' and 'hard' interventions that **radically enhance the safety, tidiness and attractiveness** of the sub-area while also celebrating the wider area's rich cultural history. Support landlords, landowners, traders, and market stall holders to **diversify the sub-area's offer** to better meet the demands of local people, visitors, tourists and businesses, incorporating a wide range of uses including workspace, residential and leisure uses.

Parkway

Continue to support the sub-area to remain an **important destination for restaurants, pubs, bars and clubs as well professional day-to-day services** (i.e. legal, property, recruitment etc). Introduce 'soft' and 'hard' interventions that **enhance its safety, cleanliness and vibrancy** particularly during the evening and at night.

Non-Residential Place Propositions: Chalk Farm Road

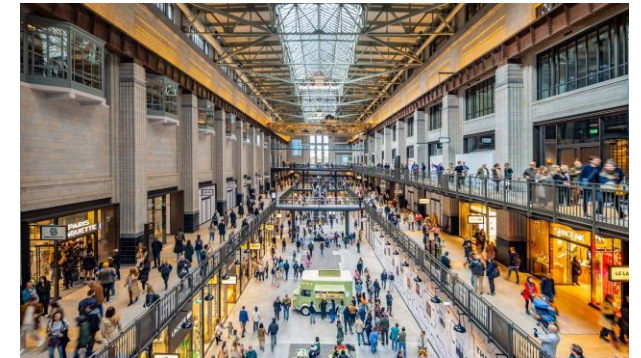
Proposition	Support the sub-area to remain a renowned destination for international and domestic visitors, while also strengthening links with the local resident population. Actively encourage and promote a wider range of uses to come forward that align with changing consumer and macro-economic trends particularly where they enhance the area's creative and cultural offer.
Purpose	To ensure the area continues to be relevant, attractive and interesting to visitors and tourists, while also making sure that local people have more opportunities to interact with and benefit more from the markets.
Relevant Non-Residential Uses	Museums, galleries, performing art venues, 'conventional' leisure, 'new' leisure, micro-retail, restaurants, bars, nightclubs, hotels/visitor accommodation.
Relevant Interventions	Investigate the potential to introduce a programme that supports market stall traders and retailers to diversify and enhance their offer; Collaborate with Labtech, business owners and retailers to explore opportunities for 'non-traditional' night time uses to open later into the evening on certain nights of the week; Explore opportunities to use new policies within <i>The Levelling Up and Regeneration Act (2023)</i> that give local authorities the power to hold rental auctions; Work with relevant experts and local stakeholders to explore opportunities to hold a nationally significant annual arts and culture event in the area; Celebrate and communicate Camden Town's rich cultural heritage through the introduction of new public art installations enabled by pedestrianisation; Work closely with major landowners such as LabTech and Places for London to develop well-evidenced mixed-used masterplans for sites; Conduct feasibility studies to evaluate the potential for new gallery or museum spaces.
Relevant Precedents	<ul style="list-style-type: none"> • Hay Festival: An annual literature festival in Hay-on-Wye, Wales, that attracts over 300,000 visitors per year over its ten-day duration. It has become internationally renowned and now holds spin off versions across the world. • Joy Division Mural: Manchester City Centre has a large number of murals dedicated to celebrating the city's most successful music artists. One of the most prominent is the mural of Ian Curtis of Joy Division which is found on the side of an indie music venue in Mayfield. • Battersea Power Station: Recent re-development of Battersea Power Station has seen the introduction of a range of leisure, retail and residential uses delivered in close proximity incorporating a mix of heritage and new buildings.
Main Opportunities	<ul style="list-style-type: none"> • Re-Development of Camden Lock Market: Opportunity to develop a sensitive masterplan for the re-development of Camden Lock Market that introduces a range of uses that help diversify and enhance the local offer (e.g. hotels, serviced apartments, leisure facilities, museums, galleries, workspace etc). • Vacant Units: Vacant units, particularly those in public ownership, could be used to support entrepreneurs, start-ups or growing local retailers to introduce uses that diversify and enhance the local offer. • Market Stalls: Market stalls present an opportunity to support entrepreneurialism and encourage local people to test new ideas and concepts.



Chalk Farm Road Boundary



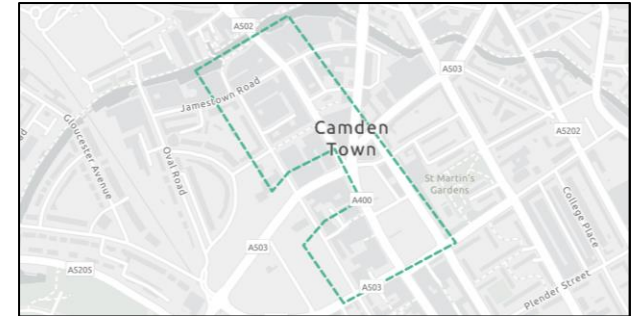
Hay on Wye Literary Festival



Battersea Power Station

Non-Residential Place Propositions: High Street North

Proposition	Introduce 'soft' and 'hard' interventions that radically enhance the safety, tidiness and attractiveness of the sub-area while also celebrating the wider area's rich cultural history. Support landlords, landowners, traders, and market stall holders to diversify the sub-area's offer to better meet the demands of local people, visitors, tourists and businesses, incorporating a wide range of uses including workspace, residential and leisure uses.
Purpose	To significantly improve the experience of residents, visitors and tourists and better compete with other destinations such as Kings Cross, Battersea, the West End and the City of London, while also ensuring that the offer moves away from souvenirs towards uses that align with changing consumer demand and macro-economic pressures.
Relevant Non-Residential Uses	'Messy' creative studios, 'clean' creative studios, creative maker spaces, museums, galleries, performing arts venues, 'conventional' leisure, 'new' leisure, micro-retail, restaurants, bars, nightclubs, hotels/visitor accommodation.
Relevant Interventions	Investigate the potential to introduce a programme that supports market stall traders and retailers to diversify and enhance their offer; Work with licencing colleagues, Metropolitan Police and landlords to identify potential enforcement options to address illegal sub-letting of units and unlicensed street trading; Work with relevant experts and local stakeholders to explore opportunities to hold a nationally significant annual arts and culture event in the area; Progress with on-going pedestrianisation plans to ease busyness and pressure in and around Camden Town Underground Station; Celebrate and communicate Camden Town's rich cultural heritage through the introduction of new public art installations enabled by pedestrianisation; Work with traders on Inverness Street to explore appetite to design new stalls that enhance the look, feel and function of the public realm; Work with landlords to explore opportunities for meanwhile affordable workspace schemes; Explore the feasibility of bringing forward creative workspace schemes on small vacant sites identified as part of this study; Work closely with major landowners such as LabTech and Places for London to develop well-evidenced mixed-used masterplans for sites; Enhance cycling routes and pedestrian infrastructure particularly through the core centre and from the south to encourage cycling and walking; Conduct feasibility studies to evaluate the potential for new gallery or museum spaces
Relevant Precedents	<ul style="list-style-type: none"> • Granary Square: A central part of the Kings Cross Regeneration scheme is Granary Square which is large open public square that provides space for people to dwell, relax and socialise. A range of events and activations are held throughout the year to encourage people to visit and use the space. • Meanwhile on Oxford Street: Westminster City Council undertook a concerted campaign to reduce the number of American Candy Stores on Oxford Street. This involved seizing goods and issuing orders against those not paying business rates. The Council also took on the leases of a number of these units and sub-let them to entrepreneurs to test and trial new business ideas on the nation's High Street. Occupiers were also given concerted business support to maximise success and help them find permanent units in the area.
Main Opportunities	<ul style="list-style-type: none"> • Re-Development of Camden Town Underground Station: TfL and Pfl are putting together plans to re-develop Camden Town Underground Station with over-station development. This presents an opportunity to introduce a range of new uses to diversify and enhance the area's offer. • Public Square / Public Realm: The existing public square and the new public realm created by forthcoming pedestrianisation present opportunities to create a more relaxing, attractive and safe space for people to visit and enjoy. This space can be used for public art, events and to introduce uses not well represented locally.



High Street North Boundary



Granary Square



Meanwhile on Oxford Street

Non-Residential Place Propositions: High Street South

Proposition	Support local entrepreneurs to start-up, test and scale enterprises in the sub-area that enhance the day-to-day offer for different types of residents. Work with partners to reduce traffic dominance and enhance the experience for users. Introduce creative and cultural assets to locate in the area to encourage people to 'turn left' when using Camden Town Underground Station.
Purpose	To give the sub-area a stronger identity and encourage people to spend more time and money, while also ensuring the town centre offer better meets the needs of local residents.
Relevant Non-Residential Uses	Micro-retail, work-sell, day-to-day services, family friendly leisure, daycare, traditional 'active' leisure, specialist 'active' leisure, outdoor 'active' leisure, 'messy' creative studios, 'clean' creative studios, creative maker spaces, community workspace.
Relevant Interventions	Explore opportunities to introduce accessible and low-cost micro-retail units and/or stalls; Explore opportunities to use new policies within <i>The Levelling Up and Regeneration Act (2023)</i> that give local authorities the power to hold rental auctions; Use the public realm to introduce new free-to-use activities that diverse that town centre offer; Explore the feasibility of bringing forward creative workspace schemes on small vacant sites identified as part of this study; Consider wayfinding enhancements, particularly around Chalk Farm, Camden Town and Mornington Crescent, greenspaces and the markets; Work with Transport for London on their plans to reducing traffic in the High Street South area. Use the opportunity to significantly enhance the experience for pedestrians and introduce more greenery to the area; Enhance cycling routes and pedestrian infrastructure particularly through the core centre and from the south to encourage cycling and walking; Conduct feasibility studies to evaluate the potential for new gallery or museum spaces ; Explore opportunities for diversifying the use of libraries (e.g. colocation, night events, community workshops) with complementary uses such as childcare facilities
Relevant Precedents	<ul style="list-style-type: none"> • Arbeit New Cross: This facility provides spaces specifically for health and wellbeing businesses catering to Black/African/Caribbean/British people. The operator initially focused on these businesses as demand analysis showed that there was likely to be strong interest from such occupiers in part linked to the demographics of the area. The space has been carefully configured to meet the needs of these businesses through the provision of small units available on highly flexible terms. • Peckham Palms: A creative, social enterprise retail hub of Afro-Caribbean/Black diaspora beauty and wellness small and independent entrepreneurs. The organisation has signed a 20-year lease to ensure the long-term support of the businesses that they house.
Main Opportunities	<ul style="list-style-type: none"> • Diversification of Library: Opportunity introduce other uses and/or events to the library such as workspace, 'library lates' or a 'library of things'. • Re-use of Town Hall: Consolidation of Council offices presents an opportunity to consider the repurposing of the town hall for other uses such as workspace, museum and/or gallery type uses. • Car Parks: Collection of car parks (e.g. Curnock Estate, Pleasant Row, Hurdwick House) present opportunities to explore small-scale temporary or permanent development schemes. • Housing Estates: The feasibility of re-developing Curnock Estate, Three Fields Estate, Bayham Place Estate, College Place Estate and Mayford Estate can be explored to introduce a greater population density as well as uses that will enhance the local offer for residents in the area.



High Street South Boundary



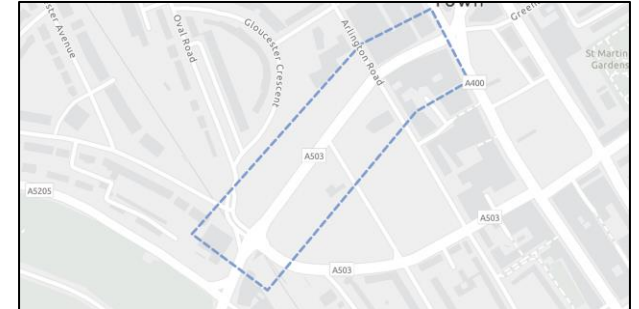
Arbeit New Cross



Peckham Palms

Non-Residential Place Propositions: Parkway

Proposition	Continue to support the sub-area to remain an important destination for restaurants, pubs, bars and clubs as well professional day-to-day services (i.e. legal, property, recruitment etc). Introduce 'soft' and 'hard' interventions that enhance its safety, cleanliness and vibrancy particularly during the evening and at night.
Purpose	To ensure the area retains its identity and becomes a place that people are more comfortable in and happy to use.
Relevant Non-Residential Uses	Restaurants, bars, cinemas, nightclubs, day-to-day services, 'conventional' leisure, 'new' leisure, family friendly leisure, daycare.
Relevant Interventions	Enhance cycling routes and pedestrian infrastructure particularly through the core centre and from the south to encourage cycling and walking; Conduct feasibility studies to evaluate the potential for new gallery or museum spaces; Work closely with businesses and nighttime venues to implement the Ask for Angela program to help people discreetly disclose situations where they feel like they may be in danger; Develop and implement a lighting strategy in areas of deficiency, particularly in relation to feature lighting, lighting facades and lighting trees at key intersections and street corners to aid wayfinding, improve legibility and create lit landmarks; Consider introducing 'Soho Angels' or 'Night Stars' to patrol the street, particularly on weekends to help people who may be feeling unwell, fallen victim to crime or need assistance in some way.
Relevant Precedents	<ul style="list-style-type: none"> • Night Stars: The Night Star scheme is run by the City of Westminster, operating in Soho, Chinatown, Leicester Square and Piccadilly Circus. Volunteers work in partnership with the Metropolitan Police and night-time economy businesses to promote women's safety and reduce violence against women and girls on popular evening and nights. • Bottle Alley: Bottle Alley in Hastings is a covered seaside walkway, characterized by walls embedded with multicolored glass fragments and illuminated by programmable LED lighting displays. It runs beneath the upper promenade, providing a sheltered route with views of the sea, with the LED lighting turning it into a safe attraction. It was previously an underused and unsafe piece of infrastructure that people tended to avoid during the evening and at nights.
Main Opportunities	<ul style="list-style-type: none"> • Public Realm: Opportunities to enhance the public realm to enhance the visitor experience – particularly those visiting during the evening and at night. • Vacant Units: While there are few vacant units at present, as and when units come forward partners can work together to source the most appropriate restaurant, pub, bar and/or club operators to enhance the evening and night-time offer.



Parkway Boundary



Westminster Night Stars



Bottle Alley Hastings

Main Recommendations

It is important to note that while some non-residential uses have not been shortlisted or included in the place-based propositions, it does not mean that they should be excluded or prevented from coming forward within Camden Town.

As a general principle, it is recommended that uses that broaden the offer and grow the day-to-day catchment are supported where they do not dilute or distort the area's predominant creative and cultural identity.

For example, while the area has a limited Life Science sector this does not mean all proposals for associated workspace should be rejected or excluded. This is because 'dry' and 'wet' laboratories, particularly when provided in a flexible format, can bring an interesting mix of businesses, workers and clients to an area. The types of activities taking place within the industry can also in some parts overlap with the creative and cultural industries, particularly where there is a focus on digital, media and data.

It is, however, important to ensure that such proposals complement rather than displace the area's unique creative and cultural identity. Sticking with the Life Sciences example, proposals for modest flexible laboratory spaces within and around the town centre are likely to enhance the local offer and benefit the town centre. In contrast, purpose built single let space with extensive floorplates in the heart of the town centre are likely to have a different impact particularly on the area's image and reputation.

Proposals that come forward should therefore be considered on a case-by-case basis. To inform this it might be sensible to consider the types of 'new' uses that would be welcomed in Camden Town and in what form. It might also be sensible to identify zones where such uses are likely to be more welcome – for example in relation to Life Sciences areas to the south and east of the town centre are likely to be more suitable due to their proximity to the Knowledge Quarter and more limited creative and cultural identities.

Beyond this, it is also important to note that residential products have not been taken through the shortlisting and filtering process. This is because the analysis presented as part of this study suggests that a wide range of residential use types should be introduced to help diversify the area's resident mix which, at present, is dominated by affluent and deprived groups. A higher density of people with more mixed characteristics is likely to benefit the town centre where appropriately integrated.

The types of residential products that are likely to be suitable include:

- Private sale.
- Built to rent.
- Co-living.
- Student accommodation.
- Affordable/social.
- Live work.
- Key worker accommodation.

Where possible landowners should be encouraged to provide units targeted individuals that sit between affluent and more deprived groups, including students, graduates, couples and families. The area is highly attractive to young people, which should be encouraged, but is a location which will also attract some mature groups that have limited accommodation options at present.

While many town centre locations are appropriate for older people's accommodation (i.e. Integrated Retirement Communities, Care Homes, Extra Care etc), Camden Town's reputation and wider target market makes it less suitable for this type of accommodation. The 'grey pound' can be strong and support town centre performance, but the general offer in the area does not align with the requirements of older groups.

Where less 'conventional' housing typologies come forward (e.g. co-living, build to rent, student accommodation etc) it will be important to monitor take up and demand on a regular basis. Given these are less established typologies, and focus on fairly narrow markets with high turnover, it is difficult to predict demand and identify at what point there will be an oversupply. While a Housing Needs Analysis type paper would provide some insight, holding live conversations with agents about current interest and take-up will be particularly useful.

If it is identified that demand appears to be falling or there appears to be an emerging oversupply of certain types of accommodation it may be prudent for LBC to respond accordingly in policy terms. While these types of accommodation can convert to other residential uses (e.g. student accommodation can easily convert to co-living) each type is subject to different policy expectations. It may therefore be prudent to encourage developers to design schemes flexibly and to incorporate appropriate proportions into designs to allow policy compliant conversions in future without creating sub-standard accommodation.

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