

### Statement of Aim

The Street Trading Service aims to regulate street trading in accordance with the council's legal duties and the public interest. It also aims to support the maintenance and development of successful street markets and street trading in the borough.

#### We will achieve this aim by:

- ensuring that street trading activities are properly licensed
- dealing with licence applications competently and efficiently
- monitoring licensed stalls to ensure that they are complying with licence conditions
- allocating pitches in accordance with council guidelines
- collecting income and maintaining accurate records for the Street Trading Account
- dealing with unlicensed street trading activities
- taking appropriate enforcement action where necessary
- contributing to the development and improvement of street markets

#### When we visit your business we will:

- show you our council identification and authorisation
- clearly explain the task we have come to do
- let you know what follow up action you can expect from us
- clarify any complex advice or action in writing within ten working days of our visit
- leave or send on to you a customer survey form

#### When you contact us for advice or assistance will:

- direct you to the most appropriate person and if they are not available, pass your details onto them.
- tell you whether we are able to deal with your request for advice or assistance. If we are not able to help you, we will explain why
- send you the relevant application forms, information and leaflets within five working days
- in cases where you have contacted us by letter, email or fax, give you a full reply within ten working days

#### When you submit an application for a licence or registration we will:

- deal with your application promptly and efficiently
- allocate an appropriate pitch to you
- explain the pitch charging arrangement



## Whenever we come into contact with you we will:

- be polite and helpful
- respect your right to confidentiality
- answer the telephone in a friendly and efficient manner within six rings
- comply with the council's Dignity For All policy
- arrange interpretation, translation or signing where necessary
- always try to direct you to the most appropriate person and if they are not immediately available, pass your details onto them
- welcome comments about the Service

## If we take enforcement action we will:

- put legal requirements and advice clearly and simply. We will confirm these in writing within ten working days of our enforcement visit
- ensure that our letters explain what action is required, why it is necessary and clearly distinguish between legal requirements and good practice
- provide you with an opportunity to discuss the matter with an officer before formal enforcement action is taken, unless immediate action is required
- provide an explanation of why immediate action is required at the time and confirm in writing within ten working days of our enforcement visit
- ensure that you have written information on your rights of appeal against formal enforcement action

## Help us to help you

- please be honest with us, and try to give us all the information we request. We will only ask for relevant information
- please take prompt action when requested to do so
- please respond to customer survey forms that we send

### Contact

**Tel: 020 7527 3830**

**Fax: 020 7527 3057**

**Email: [street.trading@islington.gov.uk](mailto:street.trading@islington.gov.uk)**

**Web: [www.islington.gov.uk](http://www.islington.gov.uk)**

**Street Trading Service  
Public Protection Division  
Islington Council  
222 Upper Street  
London N1 1XR**

Any complaints or comments about the service should in the first instance be made to the Service Manager using the above address.

Islington Council has signed up to good enforcement principles as set down by the Government's Enforcement Concordat. Our policy on enforcement tells you what you can expect and requires that our officers act in an equitable, practical and consistent way.

