

STREET TRADING POLICY 2025 - 2028	
Executive Summary	A full review of the Street Trading Policy has been undertaken to bring the policy up to date and to ensure public safety and support local economic growth. Following consultation, the revised policy introduces clearer enforcement powers, and a more accessible format.
Options considered	Do nothing. Complaints have been raised in relation to a lack of street trading designation and suggestions have been put forward which would be ignored and are currently impacting on fair competition and the success of local business in some areas. Add a single street designation for areas with problems. This would be a missed opportunity to review all designations and consult widely on changes recommended as good practice.
Consultation(s)	Full public consultation
Recommendations	That the Licensing and Appeals Committee: 1. Approves the revised Street Trading Policy 2025. 2. Recommends its adoption by Full Council. 3. Authorises officers to implement the policy and update the Council's website, procedures and application materials accordingly.
Reasons for recommendations	Policy modernisation and clarity Support for local economic growth Public safety and amenity Consistency and fairness in decision making Positive stakeholder engagement Alignment with strategic objectives
Background papers	Institute of Licensing Street trading training 2025 Cornwall Council Street Trading Policy East Suffolk Street Trading Policy Breckland Council Street Trading guidance and conditions Local Government Provisions Act 1982

Wards affected	All
Cabinet member(s)	Councillor Callum Ringer
Contact Officer	Elisa Pendered

Links to key documents:	
Corporate Plan:	An environment for business to thrive in.
Medium Term Financial Strategy (MTFS)	
Council Policies & Strategies	

Corporate Governance:	
Is this a key decision	No
Has the public interest test been applied	Yes and full public consultation applies
Details of any previous decision(s) on this matter	2016 a review of street trading was considered and found to be unnecessary at the time. The last street trading policy issued by North Norfolk District Council was in 1989.

1. Purpose of the report

1. **Summarise the key changes** made to the existing policy, including updated street designations and clearer guidance for applicants.
2. **Explain the rationale** behind the policy updates, including public safety, economic development, and community feedback.
3. **Demonstrate compliance** with legal duties under the Local Government (Miscellaneous Provisions) Act 1982.
4. **Assess the implications** of the policy in terms of finance, resources, equality, community safety, and environmental impact.
5. **Seek formal approval** from the Committee to adopt and implement the revised policy

2. Introduction & Background

The Council's current Street Trading Policy was last considered for review in 2016, when it was found that no changes were required. Since then, changes in trading patterns, public safety considerations, and community feedback have necessitated a comprehensive review.

The policy aims to:

- Clarify the application process and grounds for refusal.
- Update the list of designated streets based on current needs and local consultation.
- Provide a more accessible, Plain English version of the policy.
- Support local enterprise while maintaining public safety and amenity.

3. Proposals and Options

A revised list of consent and prohibited streets has been developed following consultation with parish councils, local businesses, and residents. Streets near schools and narrow thoroughfares have been designated as prohibited to enhance safety.

- Extensive consultation was undertaken with:
- Parish and town councils
- Local businesses and Chambers of Commerce
- Norfolk Constabulary and Highways Authority
- Environmental and Planning teams
- Members of the Public

3.1. New section on urban centres

- A new section has been added regarding designation of urban centres as **consent streets**, supporting economic vitality while ensuring appropriate regulation.

The designation of urban centres is to:

- ✓ Encourage local enterprise and economic growth.
- ✓ Manage public space use effectively.
- ✓ Ensure fair competition with established businesses.
- ✓ Maintain public safety and accessibility.
- ✓ Align with local development and planning policies.

This approach allows the Council to regulate trading activity while supporting vibrant town centres.

3.2. Improved clarity and accessibility

The policy has been rewritten in plain English to improve understanding and compliance among traders and the public.

3.3. Enhanced enforcement framework

Clearer penalties and enforcement powers are outlined, including seizure of goods and potential prosecution for illegal trading.

3.4 Policy Modernisation and Clarity

The revised policy reflects current trading practices, legal requirements, and community expectations. It simplifies language and

improves accessibility, making it easier for traders and the public to understand and comply with the rules.

3.5 Support for Local Economic Growth

By designating urban centres as consent streets, the policy encourages responsible street trading that contributes to the vibrancy and economic vitality of town centres, supporting local businesses and tourism.

3.6 Public Safety and Amenity

The updated list of prohibited streets—particularly those near schools and on narrow roads—prioritises pedestrian safety, traffic flow, and the prevention of nuisance. This ensures that trading does not compromise public health or safety.

3.7 Consistency and Fairness in Decision-Making

The policy provides clear criteria for granting or refusing consent, ensuring transparency and consistency in licensing decisions. This helps protect existing businesses from unfair competition and supports a level playing field.

3.8 Positive Stakeholder Engagement

The policy has been shaped by consultation with parish councils, local businesses, residents, and statutory bodies. Incorporating their feedback ensures the policy is locally relevant and widely supported.

3.9 Legal Compliance and Enforcement

The policy aligns with the Local Government (Miscellaneous Provisions) Act 1982 and strengthens the Council's ability to enforce against illegal trading. This protects the integrity of the licensing system and public confidence in the Council's regulatory role.

4. Corporate Priorities

The policy supports the Council's broader goals around economic development, community wellbeing, and sustainable town centre management.

The policy complements other Council strategies on climate action, clean air, and sustainable transport by ensuring that street trading does not undermine environmental objectives.

5. Financial and Resource Implications

5.1 Administrative costs

Processing applications, conducting consultations, and issuing consents will continue to require officer time from the Licensing, Environmental Health, and Legal teams.

These costs are partially offset by application fees, which are reviewed periodically to ensure cost recovery.

5.2 Enforcement and compliance

Increased clarity in the policy may reduce non-compliance, but proactive enforcement through inspections, responding to complaints and legal action will require ongoing staff resources.

Where illegal trading persists, additional costs may arise from legal proceedings or the seizure and storage of goods.

5.3 IT and communication

Updates to the Council's website, application forms and internal systems will require one-off minor resource input from the communications and IT teams.

5.4 Training and implementation

Staff training may be required to ensure consistent application of revised policy and procedures. This is expected to be delivered in-house and within existing budgets.

5.5 Revenue generation

The policy supports responsible street trading, which may increase the number of applications and generate additional income through consent fees.

Vibrant town centres may also indirectly support local economic growth and business rates income.

5.6 Cost recovery

The Council will continue to operate the street trading function on a cost-recovery basis, in line with legal requirements.

A review of fees and charges will be undertaken following adoption to ensure they remain proportionate and sustainable. This is expected to be carried out in September 2026.

Comments from the S151 Officer:

The S151 Officer (or member of the Finance team on their behalf) will complete this section.

To follow.

Legal Implications

The policy is made under the Local Government (Miscellaneous Provisions) Act 1982. It aligns with the Council's objectives for economic development, public safety, and environmental protection.

- Applicants have a right to appeal to the Magistrates' Court if their application is refused or conditions are imposed.
- The Council must be prepared to justify its decisions with clear evidence and reference to policy criteria.

Comments from the Monitoring Officer

The Monitoring Officer (or member of the Legal team on behalf of the MO) will complete this section. They will outline any legal advice provided.

The revised street trading policy seeks to support street trading within the local economy whilst ensuring there are appropriate balances by way of proper oversight and enforcement to protect the public and the council's aims.

6. Risks

Over-regulation or inappropriate designation of streets could discourage legitimate traders, reducing vibrancy in town centres and impacting local economies.

Conversely, under-regulation may lead to unfair competition with established businesses.

Enforcement limitations

- Without adequate resources for monitoring and enforcement, illegal trading may persist, undermining the policy's effectiveness and the Council's credibility.
- Enforcement actions must be proportionate and legally sound to avoid liability.

Financial risks

- If application fees do not cover the cost of administration and enforcement, the Council may face budgetary pressures.
- Legal proceedings or appeals could incur unplanned costs.

7. Net ZeroTarget

Reduced Environmental Impact

By regulating the number and type of traders, the Council can manage the environmental footprint of markets and events, including energy use, waste, and traffic.

- Designating urban centres as consent streets encourages compact, walkable town centres where residents and visitors can access goods and services without needing to drive.
- This supports modal shift to walking, cycling, and public transport.
- By supporting small-scale, local street trading, the policy promotes local supply chains and reduces reliance on long-distance transportation of goods.
- This helps lower carbon emissions associated with freight and logistics.

The consent process allows the Council to prioritise or incentivise traders who adopt sustainable practices, such as:

- Using renewable energy sources (e.g. solar-powered stalls and electric vehicles).
- Offering plant-based or locally sourced products and compostable packaging.

8. Equality, Diversity & Inclusion

An Equality Impact Assessment was completed as part of this review and is appended.

9. Community Safety issues

Pedestrian and Traffic Safety

- Street trading in busy or narrow areas can obstruct pavements and roads, increasing the risk of accidents, especially for children, older people, and those with disabilities.
- The policy mitigates this by prohibiting trading near schools and in high-risk locations, and by requiring consent applications to include site maps and safety assessments.

Congestion and Emergency Access

- Unregulated trading can cause bottlenecks in town centres, particularly during peak hours or events.
- This may hinder access for emergency services or create unsafe crowding conditions.
- The consent process allows the Council to control the number and placement of traders to maintain clear access routes.

Anti-social behaviour and nuisance

Poorly managed trading can lead to noise, littering, and loitering, which may contribute to anti-social behaviour or reduce the quality of life for nearby residents.

- The policy includes grounds for refusal or revocation of consent where trading may cause nuisance or disorder.

Public Health and Hygiene

- Food traders operating without proper hygiene controls can pose risks to public health.
- The policy requires food traders to be inspected and approved by the Council's Commercial Team and to provide evidence of hygiene certification.

Safeguarding Children and Vulnerable People

- Prohibiting trading near schools helps reduce risks to children from traffic, crowding, and inappropriate interactions.
- The policy also considers the suitability of applicants, including any history of offences, to protect the public.

Illicit or Unlicensed Trading

- Illegal trading undermines public safety and the integrity of the licensing system.
- The policy outlines enforcement powers, including seizure of goods and prosecution, to deter and address unauthorised activity.

Conclusion and Recommendations

The revised Street Trading Policy 2025 provides a clear, fair, and enforceable framework for managing street trading across North Norfolk. It balances the need to support local enterprise and economic vitality with the Council's responsibilities for public safety, accessibility, and community wellbeing.

Through updated designations, improved guidance, and strengthened enforcement powers, the policy ensures that street trading is well-regulated, inclusive, and aligned with the Council's strategic objectives—including its commitments to net zero, equality, and sustainable town centre development.

Following extensive consultation and careful consideration of legal, financial, and community safety implications, the policy is now ready for adoption. Approval by the Licensing and Appeals Committee will enable its implementation and help maintain a vibrant, safe, and well-managed trading environment across the district.

Appendix

Equality Impact Assessment by Protected Characteristic

Protected Characteristic	Potential Impact	Mitigation/Enhancement
Age	Neutral to positive. Young entrepreneurs may benefit from clearer access to trading opportunities.	Ensure application materials are accessible and support is available for first-time applicants.
Disability	Potential negative if stalls obstruct pavements or access routes.	Consent process includes assessment of location suitability and accessibility. Traders must not obstruct public rights of way.
Gender Reassignment	No specific impact identified.	Policy applied equally to all applicants.
Marriage and Civil Partnership	No specific impact identified.	N/A
Pregnancy and Maternity	Potential negative if public spaces become congested or inaccessible.	Location assessments and enforcement will ensure safe, accessible trading environments.
Race	Neutral. Policy is applied equally regardless of ethnicity.	Ensure translated materials or language support is available if needed.
Religion or Belief	No specific impact identified.	N/A
Sex	No specific impact identified.	N/A
Sexual Orientation	No specific impact identified.	N/A

Human Rights Considerations

The policy respects individuals' rights to trade and earn a livelihood, while balancing this with the rights of others to safety, accessibility, and a clean environment.

Actions to Mitigate Negative Impacts

- Ensure all application materials are accessible (e.g. plain English, large print, digital formats).
- Provide clear guidance on accessibility requirements for trading locations.
- Monitor complaints and feedback to identify any emerging equality issues.
- Offer support to new or underrepresented traders to encourage inclusive participation.

Conclusion

The Street Trading Policy 2025 is not expected to have a disproportionate negative impact on any protected group. Where potential impacts are identified, appropriate mitigations are in place. The policy supports inclusive economic participation and aligns with the Council's equality duties.