

The mayor of London Boris Johnson and Wayne Hemmingway launch a rent-free pop up shop for budding creative entrepreneurs in central London.

[click](#) to see his video and article

This model for start up entrepreneurs is not new and has been preceded for 150 years by the concept of Pedlary. The article explaining Boris's novel idea should be read bearing in mind that this is just a reinvention of the wheel and whilst it is getting high profile media coverage in Boris's own back yard his City of Westminster is bringing criminal prosecution on entrepreneur pedlars through private business in Parliament.

Pedlary involves selling in the streets and is considered by its practitioners as the least expensive route out of unemployment and into lawfully protected entrepreneurship.

Question: How will Boris's entrepreneurs be viewed by enforcement officers in the City of Westminster?