

The Licensing Committee

24 April 2014

Dear Sirs

Re: 14/00620/STA Flower Stand

The applicant (Mark Morris) and main objector to this licence application (Regent Arcade) recognise that, as currently formulated, there can only be a winner and a loser, arising from any determination by the licensing committee. However, both parties perceive the merits of the arguments being rehearsed and neither party would wish to see potential investment to the town jeopardised, nor a trader put at risk.

For these reasons, and through the offices of the Town Centre Manager and the Cheltenham Development Task Force, we the undersigned would ask that an alternative arrangement be put in place with sufficient time for both parties to seek alternative solutions acceptable to all. Essentially we would ask for a temporary extension of the existing street trading licence for the flower stall up to the 31st July 2014 in its current location at the junction of Ormond Place and the Promenade.

During this period both parties will seek to trial a compromise solution, which could entail

- (a) re-orienting the stall,
- (b) changing the stall layout, or
- (c) changing its location within Ormond Place or potentially on to the Promenade

and we would seek support from the licensing committee such that any "trials" can be undertaken through delegated authority of the licensing team, without further recourse to the licensing committee.

At the end of this period or before, either

- (i) a revised application will be submitted with the support of all parties or
- (ii) the original application will be resurrected as the trialed solutions had proved unsuccessful

Whilst this approach may be unorthodox, we believe that it could create an opportunity for a win-win situation and would ask that it be given serious consideration.

Yours sincerely


Mark Morris Regent Arcade Town Centre Manager Beards Cheltenham Task Force