

**Cheltenham Borough Council**  
**Council – 12 February 2016**  
**Revised Street Trading Policy**

<b>Accountable member</b>	<b>Councillor Andy McKinlay, Cabinet Member Development and Safety</b>
<b>Accountable officer</b>	<b>Mike Redman, Director of Environmental &amp; Regulatory Services</b>
<b>Ward(s) affected</b>	<b>All</b>
<b>Key/Significant Decision</b>	<b>Yes</b>
<b>Executive summary</b>	<p>The council's current street trading policy was approved by Full Council on 22 February 2013 and came into effect on 1 April 2013.</p> <p>Consultation on proposed changes to the policy has been undertaken and in November 2015 Cabinet approved the draft policy and made a recommendation for Council to adopt the revised policy.</p>
<b>Recommendations</b>	<p><b>Council is recommended to:</b></p> <ol style="list-style-type: none"> <li><b>1. Note the amendments to the current policy;</b></li> <li><b>2. Note the consultation feedback and officer comments;</b></li> <li><b>3. Adopt the revised policy.</b></li> </ol>

<b>Financial implications</b>	<p>There are no financial implications arising from this report.</p> <p><b>Contact officer: Sarah Didcot, sarah.didcot@cheltenham.gov.uk, 01242 264125</b></p>
<b>Legal implications</b>	<p>As outlined in the report.</p> <p><b>Contact officer: Vikki Fennell, vikki.fennell@teWKesbury.gov.uk, 01684 272015</b></p>
<b>HR implications (including learning and organisational development)</b>	<p>There are no HR implications arising from this report.</p> <p><b>Contact officer: Richard Hall, richard.hall@cheltenham.gov.uk, 01242 77 4972</b></p>
<b>Key risks</b>	<b>As Identified in Appendix 1</b>

<b>Corporate and community plan Implications</b>	<p>Cheltenham has a clean and well-maintained environment.</p> <p>Cheltenham's natural and built environment is enhanced and protected.</p> <p>Carbon emissions are reduced and Cheltenham is able to adapt to the impacts of climate change.</p> <p>Cheltenham has a strong and sustainable economy.</p>
<b>Environmental and climate change implications</b>	<p>Not applicable</p>
<b>Property/Asset Implications</b>	<p>None</p> <p><b>Contact officer: <a href="mailto:David.Roberts@cheltenham.gov.uk">David.Roberts@cheltenham.gov.uk</a></b></p>

## **1. Background**

- 1.1** The council's current street trading policy was approved by Full Council on 22 February 2013 and came into effect on 1 April 2013.
- 1.2** The current policy sets out a commitment to keep the policy under review and proposes revisions where they are deemed necessary, but in any event to review the policy at least every three years.
- 1.3** In accordance with the above, a review of the current policy was undertaken and Council is asked to consider the policy revisions and approve the draft amended policy for consultation.

## **2. Statutory Framework**

- 2.1** The council has adopted schedule 4 of Local Government (Miscellaneous Provisions) Act 1982 ("the Act") to apply in the borough. Schedule 4 of the Act enables the council to control street trading in the borough.
- 2.2** As part of the adoption, the council has designated all streets in the borough as consent streets meaning that no street trading can take place anywhere in the borough without the council's consent.
- 2.3** There is no statutory responsibility on the council to adopt a policy but it is considered good practice because it clearly sets out the council's approach to local street trading regulation and provides guidance to licence holders, prospective licence holders and Members.

## **3. Policy Review**

- 3.1** The council's current street trading policy was adopted and approved by Full Council on 22 February 2013 and came into effect on 1 April 2013.
- 3.2** The current policy approach is to deal with every application on its merits without being overly prescriptive.
- 3.3** A review of the current policy was undertaken by officers - from licensing, built environment, business partnership and the development task force – and it is proposed that the broad policy approach be changed to one that is much more prescriptive in nature, primarily to:
  - a) prevent the obstruction of the streets by street trading activities;
  - b) sustain established shopkeepers in the town;
  - c) maintain the quality of the townscape and add value to the town;
  - d) encourage inward investment;
  - e) promote quality markets; and
  - f) promote more consistent decision making.
- 3.4** Members will note that the new policy seeks to define appropriate locations for street trading mainly in the town centre. These locations are associated with a range of permitted goods that can be sold or offered for sale. The locations and permitted goods will be kept under regular review – in consultation with Urban Design, Conservation, business partnership and Development Task Force - to ensure that street trading activity does not conflict with the retail offer and investment but also to ensure it does not detract from the investment and improvement to the

town centre.

## 4. New Policy Proposal

4.1 The proposed new policy identifies a number of locations deemed suitable for different types of street trading in the town. These locations have been identified as suitable and appropriate for the reasons mentioned above but particularly to:

- a) prevent the obstruction of the streets by street trading activities;
- b) sustain established shopkeepers in the town;
- c) maintain the quality of the townscape and add value to the town.

4.2 A copy of the proposed policy is attached at **Appendix 2**.

## 5. Alternative options considered

5.1 Council can resolve not to approve the amended policy and stay with the existing policy. This is not a recommended course of action for the reasons set out in this report.

## 6. Consultation and feedback

6.1 Consultation was undertaken between July and September this year. Consultees were:

- a) Existing consent holders
- b) The Licensing Committee
- c) Parish Councils
- d) Director of Environmental & Regulatory Services
- e) Cheltenham Development Taskforce
- f) Gloucestershire Highways
- g) Head of Planning
- h) Head of Public Protection
- i) Urban Design Manager
- j) Conservation & Heritage Manager
- k) Cheltenham Chamber of Commerce
- l) Chief Officer of Police
- m) Cheltenham Borough Council - Environmental Health
- n) The residents of Cheltenham

6.2 A breakdown of consultation feedback and officer response is attached at **Appendix 3**.

<b>Report author</b>	<b>Contact officer: Louis Krog, louis.krog@cheltenham.gov.uk, 01242 26 4217</b>
<b>Appendices</b>	1. Risk Assessment 2. Draft Amended Policy
<b>Background information</b>	1. Schedule 4, Local Government (Miscellaneous Provisions) Act 1982 2. Policy on Measures to Control Street Scene Activities in Cheltenham (approved by Full Council on 22/02/2013)

The risk				Original risk score (impact x likelihood)			Managing risk				
Risk ref.	Risk description	Risk Owner	Date raised	Impact 1-5	Likelihood 1-6	Score	Control	Action	Deadline	Responsible officer	Transferred to risk register
	If the draft policy is not adopted, the Council risks not being able to effectively discharge its licensing function to regulate street trading.	Licensing & Business Support Team Leader		2	4	8	Accept	Approve consultation		Licensing & Business Support Team Leader	
<b>Explanatory notes</b> <b>Impact</b> – an assessment of the impact if the risk occurs on a scale of 1-5 (1 being least impact and 5 being major or critical) <b>Likelihood</b> – how likely is it that the risk will occur on a scale of 1-6 (1 being almost impossible, 2 is very low, 3 is low, 4 significant, 5 high and 6 a very high probability) <b>Control</b> - Either: Reduce / Accept / Transfer to 3rd party / Close											