

Cheltenham Borough Council

Licensing Committee – 3 June 2016

Local Government (Miscellaneous Provisions) Act 1982

Application for a Street Trading Consent

Mr Nathan Worden

Report of the Licensing Officer

1. Summary and recommendation

- 1.1 We have received an application from Mr Nathan Worden for a street trading consent to sell hot and cold drinks, cakes, granola and pastries from a Piaggio vehicle measuring 2.56m x 1.25m.
- 1.2 Mr Worden has applied to trade outside 113 Promenade, Cheltenham GL50 1NW. **Appendices 1 and 2** show the location of the proposed trading pitch. This is not an approved location for street trading.
- 1.3 Mr Worden has applied for an annual consent on the following days and times:

Monday	07:30 15:00
Tuesday	07:30 15:00
Wednesday	07:30 15:00
Thursday	07:30 15:00
Friday	07:30 15:00
Saturday	10:00 15:00
Sunday	10:00 15:00

- 1.4 An image of the trading unit is shown in **Appendix 3**.
- 1.5 **The Committee can:**
- 1.5.1 **Approve the application because Members are satisfied that the location is suitable, or**
- 1.5.2 **Refuse the application because it does not comply with the provision of the street trading policy.**

1.6 Implications

Legal

The Local Government (Miscellaneous Provisions) Act 1982 provides that a local authority can grant a trading consent for an individual within their area. Under the legislation consent can be granted for a period not exceeding 12 months. Consent must therefore be reviewed every 12 months. A local authority can apply reasonable conditions to the consent.

Any application should be considered in line with the Council's policy on Street Trading.

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2. Background

2.1 The current street trading policy was adopted by Council on 12 February 2016. A copy of the policy has previously been circulated to Members and extracts are included in the application pack that was given to the applicant.

3. Policy Principles, Aims & Objectives

This section outlines the policies the council will apply when making decisions on applications for consents.

Each application will be determined on individual merits and in view of promoting the principles and objectives contained in this policy.

In particular the policy aims to promote the following aims and objectives in reference to street trading activities:

- prevent the obstruction of the streets by street trading activities;
- sustain established shopkeepers in the town;
- maintain the quality of the townscape and add value to the town;
- encourage inward investment; and
- promote quality markets.

3.1 Permitted locations for street trading

The council's adopted policy prescribes a number of permitted trading locations and associated permitted trading goods. These locations and permitted goods are outlined in the council's adopted policy that is available on the council's website.

3.2 Assessment criteria

In considering applications for the grant or renewal of a consent the following factors will be considered:

- **Needs of the Area** - The retail offer of each individual pitch. The goods complement and do not conflict with the goods sold by other retailers (including other street traders) within vicinity. This criterion permits the council to undertake a qualitative assessment of the goods to be sold by each competing applicant against those on sale in the adjacent area. The council does however recognise that the surrounding retail offer is subject to change therefore it will apply this criterion to applications for new or renewal applications.

- **Public Nuisance** – Whether the street trading activity represents, or is likely to represent, a substantial risk of nuisance to the public or properties in the vicinity from noise, misbehaviour, emissions, smells etc.
- **Public Safety** – Whether the street trading activity represents, or is likely to represent, a substantial risk to the public from the point of view of obstruction, fire hazard, unhygienic conditions or danger that may occur when a trader is accessing the site.
- **Appearance of the Stall or Vehicle** – Trading units must enhance the visual appearance of the street rather than detract from it and be constructed in a suitable scale, style and of appropriate materials. It should also be designed to be fully accessible for all customers and advertising material must be limited to the name of the stall, the type of product sold and a simple price list and be professionally designed and printed. The council will generally not permit trading units over 3 meters tall to avoid obstruction of sight.
- **Environmental Credentials** - The impact of the proposed operation on the local environment including street surfaces, tree pits & materials, power supply, carbon footprint, supply chain, packaging, waste minimisation, waste disposal and waste created by customers.

4. Consultee Comments

- 4.1 Objections were received from Cheltenham Borough Council’s Public Realm Designer and Senior Enforcement and Compliance Officer:

I don’t support putting a vehicle in this location. Perhaps something that looks like a stall might be ok, but it seems to be setting a precedent for street trading on any widened pavement which could open up difficulties in the future.

*Howard Barber
Public Realm Designer*

As you are aware there were issues regarding the display of A boards along this part of the Promenade. The placing of a vehicle here will be prejudicial to the council’s efforts to improve the image, perception and attractiveness of the town.
Please inform me of the decision.

*Martin Levick
Senior Enforcement & Compliance Officer*

5. Licensing Comments

- 5.1 The Committee must determine the application with a view to promoting the council’s adopted policy and Members should not arbitrarily deviate from the council’s policy.
- 5.2 The policy takes into account a number of factors when determining the permitted trading types. These are outlined above (“Permitted Locations”) and Members should take these into account when determining this application.
- 5.3 Members are advised that the trading location proposed by the applicant is not one of the permitted locations detailed in the council’s policy.
- 5.4 Whilst the policy creates a presumption against the grant of an application if the application does not comply with the policy, this position should not fetter the Committee’s discretion to take into account the individual merits of the application and any circumstances that may warrant a deviation from the policy.

5.5 Members are reminded that clear and thorough reasons should be given for decisions made by the committee particularly where the decision is contrary to adopted policy.

6. Officer recommendation

6.1 The officer recommendation is that this application be refused.

Reason(s): The Council's adopted policy prescribes several locations as suitable for street trading and the location sought in this application is not one of the prescribed locations. For that reason, alongside the fact that objections have been received, officers recommend refusal of the application for street trading consent.

Background Papers

Service Records

Case Officer

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