

Cheltenham Borough Council

Licensing Sub-committee – 7 November 2018

Local Government (Miscellaneous Provisions) Act 1982

Application for a Street Trading Consent

Mr Robert Metz (18/02055/STA)

Report of the Licensing Team Leader

1. Summary and recommendation

- 1.1 We have received an application from Mr Robert Metz for a street trading consent to sell Dutch mini pancakes from a converted Rice horse trailer measuring 2.5m (8ft) x 5.5m (18ft).
- 1.2 Mr Metz has applied to trade at the location designated Promenade 1 in the council's street trading policy. **Appendix 1** shows the location of the proposed trading pitch.
- 1.3 Mr Metz has applied for an annual consent on the following days and times:

Monday	None
Tuesday	None
Wednesday	None
Thursday	09:00 - 16:00
Friday	None
Saturday	None
Sunday	None

- 1.4 An image of the trading unit is shown in **Appendix 2**.

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 Scene policy or for any other reason.

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, the relevant extract of which is below.

Location	Permitted trading
Promenade 1* (up to 6 m2) * Where the goods sold do not conflict with similar in the vicinity and in the case of Promenade 1 – 5 where no markets are operating in these locations.	<ul style="list-style-type: none">• Ice-cream• Signup services• Busking (when also selling merchandise)• Arts & crafts• Flowers/plants• Fruit & veg

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 An objection has been received from the council’s Assistant Urban Designer which is included in the accompanying background papers.

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 Whilst the policy creates a presumption against the grant of a consent 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.
- 5.4 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.
- 5.5 Members are to note that the proposed location is one designated as acceptable for street trading under the council’s street trading policy but not one approved for the sale of confectionary/cakes.

6. Officer recommendation

- 6.1 The officer recommendation is that this application be refused.

Reason(s): The application is not compliant with Annex 1 of the licensing policy for the reasons above (5.5).

Background Papers

Service Records

Case Officer

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