

Rapleys LLP

New Look Retailers Ltd, 103/107 High Street, Cheltenham GL50 1DP

The proposed temporary unit is sited right outside my clients, New Look Retailers Ltd, store each year and due to the size of it, my client's windows are obscured.

This has a detrimental effect on trade, therefore my client would like an objection registered.

Soho Coffee

We would like to strongly object to the application for DanTERS Christmas Hot Food Unit on several grounds.

1. We have only just begun to scratch the surface in recouping lost footfall and sales due to the months of construction work in the High Street for the advent of John Lewis
2. Christmas is a key trading period for us and we depend on the festive season to iron out the seasonal peaks and troughs of sales
3. As a fixed business and bearing the 12 months of overheads as we do, we feel it would be very unfair to allow a competitive temporary trader to benefit from trading only at the busiest time of year
4. The proposed unit will be in direct competition with us, offering hot food (eg. pork rolls) and hot and cold drinks of a remarkably similar nature, and will gain the advantage of being directly on the High Street prior to our customers entering Cambray Place, directly detracting from our sales.

Thank you for giving us the opportunity to comment. For the above reasons, we would ask the Council to, please, reject this application on the firmest grounds.

Wedding Days of Cheltenham

We have been made aware of this new application for a trader to the High Street/Cambray Place area

1. Why is this area constantly being flooded with food applications
 2. No business rates being paid
 3. We already have a number of festivals planned in yearly for Cambray Place
 4. Not enough bins around as outside Costa it is always a mess
 5. Enough food outlets without having to add this
 6. During Christmas/New Year period we understand but a permanent license does not seem fair.
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Cheltenham BID

Cheltenham Business Improvement District (BID) opposes the application for the hot food Xmas unit outside 109-113 High Street.

Our food and drink businesses in particular are concerned that this unit would operate in direct opposition to them at a time when they should be benefitting from the additional footfall that the Christmas season brings. The businesses pay business rates and the BID levy, whereas a temporary operator of this kind would not.

Among the food and drink businesses in the immediate area that would be directly affected if this is allowed again are: Farmhouse Deli, Zi Coffee Shop and Bakery, Costa Coffee, SOHO Coffee, Tailors and Sainsbury's Local.

There is also concern that general littering in the area increases when temporary food stalls are allowed, which is to the detriment of businesses of all kinds.

Businesses were consulted when the council's latest policy for street trading was drawn up. They wanted the policy to clearly state what goods could be sold at particular locations and for a limit to be put on the size of any temporary units. The policy does this.

However, the location in question has been allocated for sign-up services and buskers selling merchandise. It does not permit food and drink sales. The maximum size of unit allowed is 6m.sq, whereas this unit would be 6.51m.sq. This may be smaller than the unit used last year but that does not do anything to answer the other concerns listed above.

With the John Lewis & Partners store now open and the first stage of work to improve High Street East complete, our joint efforts to improve the prosperity of this area can surely best be achieved by adhering to the street trading policy and limiting the number of street traders allowed to operate in this and other areas.

Cheltenham Borough Council – Townscape

A few issues with this one as you're probably already aware. We are trying to discourage street trading in this particular area due to –

1. public realm works due to commence autumn/winter 2019 (provisionally September and could go on for 5+ months),
2. all details mentioned in the revising of the street licensing policy which does not include this area for street trading, instead it is proposed for events only, - the planned area in particular blocks vistas up and down the High Street
3. We are expecting a new scaffold and hoarding line for the building adjacent to John Lewis to commence at some point this year – this would constrain the given space even more (last year there were issues regarding New Look's visibility)

On the whole there are more appropriate, and sustainable, areas for this street trader further down the High Street or along Cambray Place (as indicated in the street licensing policy review). This area will fundamentally change following the public realm works and it would be challenging to recommend the approval of such an application once those works have been completed.

Townscape therefore recommend that the applicant finds a more sustainable location which can be used year on year (seeking support from the street licensing policy review).