

# Background Papers

Mr Edward Danter

19/01930/STA

## **Cheltenham BID**

Cheltenham Business Improvement District (BID) represents the interests of more than 550 businesses in the town centre and opposes the application for the Hot Food Unit Xmas on their behalf.

Last year, we set out a number of reasons why the unit would be detrimental to many of the town's permanent businesses and were disappointed at the response of the committee.

It was stated in the minutes that "members agreed that Mr Danter's stall was integral to Cheltenham during the festive period". It is not. We have a number of excellent businesses who provide the same or similar produce and who pay business rates, rents and other fees throughout the year that street traders are not liable for.

These businesses, many of them in the close vicinity of the proposed stall, should be allowed to reap the benefits of the busy Christmas period without having a short-term competitor in place.

Among the businesses nearby that would be directly affected are: Farmhouse Deli, Zi Coffee Shop and Bakery, Falafel King, German Doner Kebab, Costa Coffee, SOHO Coffee, Tailor's and Sainsbury's Local.

Another comment from one member last year was that "the majority of food outlets in the immediate vicinity had a different offer". Some do and some do not. But potential customers are not going to eat twice. Anyone visiting one outlet for lunch or another meal, does not then use another as well because it sells something different.

Under the council's Licensing Policy, the proposed site is not designated as an approved location for trading of this kind. It has been allocated for sign-up services and buskers selling merchandise. It does not permit food and drink sales. We would urge the Licensing Committee to follow the advice of the council's own policy and refuse this application.

The BID has no concerns about Mr Danter as an operator and works with him on other projects but, in the current difficult climate for town centres, it is important that the needs of our full-time businesses are put first.

## **SOHO Coffee**

Thank you for letting us know about this application.

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

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. 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. 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 to ours, 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.