

## APPENDIX 5

### Comments from applicant in support of their application

Email received 11.03.21

Dear Jason,

Following our conversation earlier please find below and attached information I would like to highlight regarding the opportunity at Beeches Playing Field following the objections from a local business owner:

I have recently, successfully, tendered for the opportunity to site my kiosk on Beeches Playing Field, Charlton Kings, for a 9month trial period. I was very grateful for this opportunity as the last year has been incredibly difficult, both emotionally and financially, due to the Covid-19 pandemic. This opportunity at Beeches Playing Field, albeit temporary for a 9 month trial period, has been a lifeline and gives me the opportunity to earn an income to support myself and my son and have some much needed stability.

I spent considerable time working tirelessly on preparing the tender for Beeches Playing Field, the opportunity was particularly attractive to me as, as a resident of Charlton Kings, Beeches is my local park and I am particularly keen to benefit the offerings in my local area, be able to walk to work and provide job opportunities to local residents. I have attached my tender document to highlight just how hard I have worked on this project and how much thought has gone into making the business advantageous to the local community, including working with the local PTA, working with local Charities, employing local residents and using locally sourced produce. I have provisionally offered jobs to 3 local residents, all of whom are looking forward to being able to work within their local community.

My aim is to work in conjunction with other businesses not to detract from them. I believe if the local offering is varied and attractive it will encourage local residents to visit the area more and the potential increased footfall would hopefully benefit all local business. As my kiosk will be based on the Playing Field we are not directly next to any similar businesses and I believe our customers will be mainly be dog walkers, walkers, families enjoying a walk in the park, children and families using the play facilities etc. These potential customers could have previously visited other parks that have the same facilities and hopefully will be encouraged to stay local by our presence which will encourage them to use other local resources. From feedback I have seen on local resident Facebook Groups I have noted that many of the residents who walk at the park would not have diverted to shop/buy at the shops but would if a kiosk was situated directly in the park, therefore not taking business away but adding to the local economy. I have attached examples for your reference.

Balcarras School is located directly next to the playing field and the park is frequented by many teenagers from this school and others. Having a presence on the park will help discourage anti-social behaviour and this in turn will hopefully make the area more attractive to those with young children, therefore hopefully benefiting the other local businesses as well.

This tender is offered on a trial basis and I am aware that the trial can be cancelled at any point within the 9 month tenancy should the Council believe that this is having a negative impact on other local businesses, due to the current financial climate, and due to the fact that all festivals and events I would normally attend with my kiosk have been cancelled this is a risk I was willing to take and why I will work incredibly hard not to jeopardise the trial period. I am also aware that should the 9 month trial be successful for the local economy and community I would have to re-tender along with any other local business that would like to tender the opportunity to grow their own business.

During the previous weeks I have looked at what other local coffee shops offer and the brands they use to ensure, where possible, that we offer a different menu to co-exist with other local coffee shops rather than be

disruptive to their business, a copy of which is attached for your reference.

Since being the successful applicant at tender, as well as interviewing local residents to offer employment, I have spent time and money purchasing additional equipment needed, arranging paperwork, finding local suppliers, placing first orders, creating social media pages and spending money on branding. It would be truly devastating both emotionally and financially if the decision was made to no longer go ahead. I truly believe that the presence of a kiosk on Beeches Playing Field would add significant value to local residents and local businesses and I would urge the Council to act for the majority not the minority and give me a fair chance to make this successful for ALL the community.

Kind regards,

Melissa