

## **CBC Parks Department**

The van is situated too close to a busy entrance into the park.

People queuing could conflict with users and vehicles entering the park. Relocated further south towards the Queens Hotel past the two benches indicated on the plan.

Also the vehicle will obstruct the visual appearance of the new pillars and railing which will be installed near this entrance soon. These have planning permission.

The Highways paving in this area isn't built to take heavy loads. Highways should be satisfied with the loading on this paving before the licence is granted.

## **Marketing Cheltenham**

Thank you for sharing this street application please see my comments below:

Though this area of the town provides a high footfall due to Imperial Gardens I fear this activity isn't cohesive with the proposed location. Firstly there are already a number of neighbouring businesses that provide takeaway refreshments, soon to be added to with the opening of the Quadrangle following a major renovation project. Another food & drink outlet would provide market saturation in the area.

Imperial Gardens and Promenade are also used frequently for events and festivals that are key to the town's cultural activity. There are currently 2 planning permissions for the area that permits temporary event structures. The first permits events on Imperial Gardens for 70 days. The second is a temporary permission for an ice rink and Christmas Markets to take place on Imperial Gardens and Promenade.

The current planned activity for 2021 is:

- Cheltenham Science Festival, Imperial Gardens: 10 - 13 June (live days)
- Cheltenham Music Festival, Imperial Gardens: 9-11 July (live days)
- Christmas Light Switch On, Promenade (including proposed site): 20 November
- Christmas Markets, Promenade (including proposed site): 21 November to 24 December (including rig/de-rig)
- Ice Rink, Imperial Gardens: 18 November to 2 January 2022.

However there is still a remaining 36 days on the first planning permission available to be used for events. With the town now re-opening following a third lockdown these days will play a crucial part in creating activity to welcome visitors back to the town and support its businesses that have suffered throughout this pandemic.

I would have to object to this application for the reasons mentioned above. As a minimum I would ask that on the days there are events on the Promenade and Imperial Gardens that the licence is suspended. I would also request that there is an assurance that the unit won't obstruct access to the park for event vehicles for rig/de-rig or that the licence is suspended for this time also.