

Cheltenham Borough Council

Licensing Committee – 2 September 2026

Review of Street Trading Licensing Policy

Report of the Licensing and Public Protection Manager

1. Introduction

- 1.1 The authority is currently consulting on revisions to the current adopted Street Trading Licensing Policy.
- 1.2 This report outlines the policy proposals for the Licensing Committee to consider these and provide a response as it sees necessary and appropriate.
- 1.3 The Licensing Committee acts as consultee to the Cabinet Member for Safety and Communities on recommendations/responses for the adoption and review of licensing policy. It is with this in mind that the Licensing Committee is asked to consider the policy proposals and provide a response to these.

Recommendations:

- 1.4 The Licensing Committee is recommended to:
 - 1.4.1 Note the policy proposals; and
 - 1.4.2 Provide formal recommendations and/or responses to the Cabinet Member of Safety & Communities in relation to these.

Implications

Legal	There is no statutory requirement to undertake a review of the licensing policy in relation to street trading activities, but it is good practice to do so. Any legal implications are covered in the report. One Legal E-mail: legalservices@onelegal.org.uk
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2. Street Trading Licensing Policy

- 2.1 Cheltenham Borough Council (the authority) previously adopted its Street Scene Activity policy in 2020.
- 2.2 The main purpose of this policy is to provide clarity to applicants, consultees, elected Members and other persons on how the authority will determine applications for street trading activities across the whole of the Borough of Cheltenham and also to provide a basis for all licensing decisions taken by the authority and inform elected Members of the parameters within which licensing decisions can be made.
- 2.3 This review is seeking views on the draft Pavement Licensing Policy and amendments to the existing Street Scene Policy.

3. Consultation

- 3.1 The 4-week consultation can be found on the authority's website and closes on 28 September 2026.
- 3.2 To assist the committee with considering its response, a copy of the draft policy is attached to this report.
- 3.3 Cabinet will consider the policy proposals and consultation feedback in due course following the conclusion of the consultations.

4. Draft Street Trading Licensing Policy

- 4.1 The following changes have been made to the document;
- Document updated to meet accessibility requirements
 - more advice for applicants/consent holders
 - offer a short-term consent for race day trading in Tommy Taylor's Lane/Evesham Road
 - remove zones – applications are now assessed on a case-by-case basis
- There is also a change to the current invoicing arrangements for traders in that they will pay for the annual charge rather than trading days

Background Papers

Service Records

[Current policy](#)

Appendices

Appendix 1 – Draft Street Trading Licensing Policy

Appendix 2 – Consultation response form

Report Author

Contact officer: Michelle Bignell
E-mail: licensing@cheltenham.gov.uk
Tel no: 01242 264135