



Consultation on Cheltenham Borough Council's Street Trading Licensing Policy review

Consultation Closing Date: 23:59 on 28 September 2026

<https://www.cheltenham.gov.uk/consultations>

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Introduction

Cheltenham Borough Council (the authority) previously adopted its Street Scene Activity policy in 2021. 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 charitable collections, consent to obstruct the public highway across the whole of the Borough of Cheltenham and other street scene activities 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.

Following the introduction of the Business and Planning Act 2020, there is a separate legislation that governs the licensing of tables, chairs and other types of furniture that will assist premises with the sale of food and/or drink. Businesses can now apply to the Council for a Pavement Licence (and have been able to since 2020).

This draft policy proposes a new set of standard conditions for pavement licences and offers a transparent document for applications, enforcement and compliance.

This consultation is seeking views on the draft pavement licensing policy following an initial consultation which took place in 2026.

The street scene licensing policy consultation will follow later this year covering the remainder of street scene licensing.

How to respond

This consultation **closes at 23:59 on 28 September 2026 (4 weeks)**. There are several ways to respond to this consultation:

- Online using the electronic consultation form
- By completing and returning this form to licensing@cheltenham.gov.uk or by post to:
Cheltenham Borough Council
Licensing Section
Municipal Offices
Promenade
Cheltenham
GL50 9SA

Privacy and Data Protection

The Licensing Consultations Privacy Statement can be found on the authority's website at https://www.cheltenham.gov.uk/info/81/how_we_use_your_data/1375/licensing_privacy_data.

Policy Proposals

This section of the consultation document **outlines the proposed policy changes and amendments that the authority is specifically seeking feedback on** as part of the consultation process.

About you

Name (optional): _____

Email address: _____

Which best describes the capacity in which you are responding to this consultation (**required**):

- ☐ A councillor/committee member
- ☐ A Member of Parliament
- ☐ A licence holder
- ☐ A customer
- ☐ A Cheltenham resident
- ☐ A statutory body (police etc.)
- ☐ A body (for example disability awareness group)
- ☐ Other not specified (please specify): _____

Draft Street Trading Licensing Policy

This policy has been drafted from national legislation and statutory guidance.

Question 1: Do you have any comments regarding the draft Street Trading Licensing Policy? (**required**)

- ☐ Yes
- ☐ No

Please provide any further comments you wish to make in relation to your answer. Please quote relevant section numbers within the draft policy document (**optional**)

Question 2: Do you have any comments regarding the change in payments for consent holders. From 1 April 2027, traders will pay for the consent regardless of trading days similar to other Gloucestershire Licensing Authorities? (required)

☐ Yes

☐ No

Please provide any further comments you wish to make in relation to your answer. Please quote relevant section numbers within the draft policy document (**optional**)

Question 3: Do you have any comments regarding the waiver of licensing requirements for car boots/garage sales and honesty boxes? (required)

☐ Yes

☐ No

Please provide any further comments you wish to make in relation to your answer. Please quote relevant section numbers within the draft policy document (**optional**)

Question 4: Do you have any comments regarding the proposal for race day consents for Tommy Taylor's Lane and Evesham Road (required)

- ☐ Yes
- ☐ No

Please provide any further comments you wish to make in relation to your answer. Please quote relevant section numbers within the draft policy document (**optional**)

Question 5: Do you have any comments regarding the requirement for a site notice? (required)

- ☐ Yes
- ☐ No

Please provide any further comments you wish to make in relation to your answer. Please quote relevant section numbers within the draft policy document (**optional**)

Consultation

The authority is keen to hear your views on these proposals, and is consulting with the trades it regulates, relevant stakeholders and the wider public.

We will also use the authority website to publicise the consultation taking place and our proposals. An online survey tool to respond to the consultation will be available on our website and in paper form available from the authority reception area at the Municipal Offices.

We will also consult directly with the following groups, organisations or individuals.

- Cheltenham Borough Council Environmental Protection team
- Cheltenham Borough Council Food, Health and Safety team
- Cheltenham Borough Council Green Space Development team
- Cheltenham Borough Council Parks team
- Cheltenham Borough Council Marketing team
- Cheltenham Borough Council Planning Enforcement team
- Cheltenham Borough Council Townscape team
- Cheltenham Borough Council Ward Councillors (the individuals that are elected for the area where the application is made)
- Gloucestershire Constabulary
- Cheltenham BID
- Cheltenham Trust
- Ubico
- Inclusion Gloucestershire
- Gloucestershire Sight Loss Council

If you have any questions about this consultation, please contact licensing@cheltenham.gov.uk before making the final decision in respect of these proposals.