

Warehouse Clothing Store (166-168 High Street)

To Whom it may concern,

I would like to appeal against the license for the food bicycle that would like to trade outside of our store (Warehouse and Oasis). We would like to appeal for a numerous amount of reasons;

- The stool is large, in particular the umbrella, and will block the Warehouse window and branding.
- As international brands alot of money is invested into window schemes
- constant noise from the catering van's generator is heard in our store and the pungent smells emanating from the catering van lingers in the store and becomes ingrained in our clothes and products
- Issues with food trading before - oil being tipped down drain and then trodden into store.
- pedestrian flow diverting from store as situated centrally

I am sure you will understand that Oasis and Warehouse contribute greatly to the local economy, employing 25 members of staff from the local area, pay Business Rates of circa £125,000 2013/2014, not to mention the unquantifiable value of having the brands trading from the town of Cheltenham and the addition revenue this attracts from residents and occasional visitors. Furthermore, as a leaseholder of premises we employ tradesmen and contractors to undertake a whole array of building, cleaning and maintenance works to the store, that all assist in contributing to the local economy in different ways.

Yours Sincerely.

Danielle

John Forward, Regent Arcade Manager

To the Licensing Committee.

The location for the street trader to trade between Thomas Cook and the Regent Arcade as per the applicants plan is by far from ideal the area is used for deliveries and for emergency vehicals the space is already restricted due to existing street furniture and the likelihood is that the Street Trader will end up parked directly outside of the entrance to Regent Arcade Shopping Centre.

As you are aware Canada Life who own the centre have spent a considerable amount of time and money in seeking planning consent which came with very detailed conditions as to what materials were to be used and the detailed design to ensure we added to the architectural heritage of the town and not to detract from it. I firmly believed that we have achieved that. In addition we have been able to attract new good quality retailers to the town thus adding to the retail offer and to ensure that Cheltenham maintains its position as unique destination not only for shopping but as cultural and historic town centre.

Retailing in general has been a very difficult sector of our economy with many businesses nationals and in dependants going to the wall due to increased costs, lower sales, internet shopping and unfair competition. That has a major impact on our town centres with vacant shop units many of which are in a poor state of repair.

As a town we are actively endeavoring to attract new businesses and investment, these companies will not invest and spend considerable time and money when there is no guarantee as to what could end up directly outside their front entrance with a hot food store or pop up street trader selling goodness knows what and paying very little for that privilege these businesses will simply go elsewhere.

The existing traders of which we have 65 in the Regent Arcade 6 of which are food offering nearly 10 percent of our total retailers many are finding sales very challenging and over the past few years we have seen a number of closures, it has been very difficult to encourage new business ventures to fill those vacant units.

If you allow Street Traders to open up in direct competition to businesses, who are having to pay many higher operating costs more will close. Landlords are generally working very hard to ease costs for retailers but have no control on utility and business rates. If this trader is prepared to open up a business in one of the many vacant retail units in the town I would be very supportive of it as it would put him on a level playing field with all other retailers.

I am therefore registering my objection to the proposed Falfeleat Mobile Bike Street Trader on the grounds that it does not add value to the shoppers experience in Cheltenham, the design and quality of the equipment is poor, it is unfair competition to existing retail businesses who support both the customers and town throughout the year and does not fit into the strategic plans to improve Cheltenham Town Centre.

Kind regards,
John Forward
Centre Manager

Mr Roberts, Director at Canada Life Investments

Dear Sirs

As a major investor in Cheltenham town centre, I wish to register Canada Life's objection to the above street trading application.

Canada Life owns a considerable amount of property in Cheltenham including Regent Arcade Shopping Centre and Cavendish House. Over the years we have invested heavily in the town's retail provision and only recently completed a £20,000,000 refurbishment and extension of Regent Arcade's High Street façade and main entrance. This has boosted pedestrian footfall to both the Arcade and the High Street. In particular, the recent opening of the new 23,000 sq ft H&M store has helped to raise the profile of Cheltenham as a retail destination attracting more shoppers as well as new retailers to the town that otherwise would be lost to competing retail locations.

Having invested a substantial amount of time, effort and money to create the new Arcade entrance and façade which has visibly improved the appearance of the pedestrianised part of the High Street, we are deeply concerned to note that the licensing section are now considering granting consent to the above application. If approved the applicant's equipment/stall would obscure the main entrance to Regent Arcade, particularly from shoppers on the opposite side of the High Street and those coming down Winchcombe Street. In addition, notwithstanding the poor quality and appearance of the proposed equipment/stall, access would also be obstructed for emergency vehicles and deliveries.

Our principal concern however is the detrimental impact that yet further mobile food stalls would have upon existing hot food/café operators both in the Arcade (of which there are six, the majority of which are local businesses) and within the town centre generally. Established hot food/café operators in traditional shop units who are already overburdened with substantial business rates costs, will be unable to compete fairly with mobile traders who have no significant overheads. The Council's priority in this instance should be to support existing retailers and make sure town centre shop units remain occupied (with business rates being paid), rather than putting established local traders out of business for the sake of comparatively small licensing fees generated by a few mobile traders.

As we see it the Council does not appear to consider what impact such mobile street trading has on existing traditional retailers. Indeed we remain particularly disappointed that despite objections submitted earlier this year by our agents, DTZ, in respect of the mobile flower seller situated on Ormond Place, the licensing section still saw fit to grant a renewal of the trading 'licence in this' location. Bearing in mind that the Council are Canada Life's partners in Regent Arcade, benefiting (as freeholders) from a head rent geared to the rents the Centre itself generates', this decision (to allow the Arcade's second main entrance to continue to remain obscured) 'appears short sighted.

An existing planning consent remains in place for Canada Life to redevelop this entrance which includes pedestrianising Ormond Place down from the Arcade entrance to the Promenade. This would undoubtedly improve the appearance of this part of Cheltenham, albeit at significant cost to ourselves. The decision to renew the flower seller's trading licence has however meant a decision on these works is now on hold. If other mobile traders are granted licences further obscuring visibility to the Arcade, then additional investment in the town will be difficult to justify.

I trust that after due consideration, this application will be rejected.

Yours faithfully

M.G. Roberts
Director, Asset Management

Mr Ralph, Associate Director at DTZ (Managing agents of the Regent Arcade)

To the Licensing Committee.

By way of introduction I am an Associate Director at DTZ – managing agents of the Regent Arcade Shopping Centre, Cheltenham – and I would like to voice my objection to the 'Falfeleat Mobile Bike' application.

Canada Life (owners of the Regent Arcade and a considerable amount of additional property in Cheltenham) have spent substantial sums of money refurbishing, redeveloping and extending Regent Arcade. To place the proposed applicants equipment/stall – which I note is of very poor design and quality – on the High Street in Cheltenham cannot add any sort of value to shopper's experiences.

Cheltenham Borough Council should be looking to provide retailers and landlords with the best possible environment to ensure that the people of Cheltenham continue to benefit from new investment and retailers. If there is no guarantee as to what could end up directly outside their units/shop fronts – such as poorly designed 'take away' food operators – then

these businesses will invest/open in towns and cities elsewhere where they are supported by local government.

We already have six permanent food outlets in Regent Arcade. If Street Traders such as the proposed applicant are allowed to open in direct competition to these businesses then this will have a direct effect on their ability to pay the considerable operating costs that they have to contend with – including large sums in Business Rates to CBC.

This application does not fit into the strategic plans to improve Cheltenham Town Centre and the proposed location for the street trader is in an area used for deliveries and emergency vehicles.

Yours Sincerely

Richard Ralph

Martin Quantock, Manager, Cheltenham Business Partnership

I would object to this application for the following reasons:

As you will recall, the retailers adjacent to the DanTERS food unit have already stated that such a unit will have an extremely detrimental effect on their trading at such an important time (Christmas) for both Warehouse/Oasis and Monsoon. Permission was granted to trade despite substantial new investment by both companies in the town and very strong objections from those companies and myself.

It was foreseen that future developments in the town could possibly be compromised in that as soon as an improvement or development is made to premises or areas on the High Street, itinerant traders then want to 'set up shop' adjacent to such developments to capitalise on the increased footfall produced by such developments. This has proven to be the case by the food bike trader wishing to trade adjacent to the Regent Arcade, now that its £22million development has been completed. Why would Beechwood, Brewery, etc want to go ahead with any developments if they were to realise that such trading could be allowed to take place once any developments were completed.

The High Street already has flower sellers, roundabouts, burger vans, ice cream sellers, fruit sellers and crepe sellers trading at various times throughout the year (not to mention the 'Chuggers') - particularly during school holiday periods. Surely there is a tipping point of such trading taking place beyond which we will actually, at the very least, deter investment and, at worse, start losing businesses?

Specifically with the site requested, I would fear that the bike unit would obstruct clear vision of the entrances to the retail shops adjacent to it, the possible smells of cooking would permeate into the shops thus spoiling the merchandise, the precedent would be set for further applications along the length of the High Street, and the High Street will become too 'cluttered' with street traders.

Kind regards

Martin Quantock
Manager, Cheltenham Business Partnership

Wilf Tomaney, Urban Design Manager

Further to this consultation, I share Martin Quantock's concerns.

Additionally, I think there's a problem of conflict with a Glos Highways scheme. In order to avoid the turning movements which have wrecked the surface across this area, GH has a maintenance scheme to repair footway on the M&S stretch of the High Street. This will realign the service route in a straight line, taking out the kink at either end, effectively running through the proposed location at the "Monsoon" end identified in the applications. It's unlikely to take place before Christmas, but I think it's planned for this financial year - probably worth checking with Chris Riley.

As an aside, we're involved in a "light touch" study setting out strategies for the High Street, I think it would be worth incorporating an assessment of capacity for street trading as part of it. I'll discuss with the team and we'll get back to you.

Wilf Tomaney
Urban Design Manager