

## Niall McMenamin

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**From:** Adrian Field <adrian.field@visitworcester.com>  
**Sent:** 07 May 2013 23:39  
**To:** Carl Phillips; michael.digger@westmercia.pnn.police.uk; bpende@worcestershire.gov.uk; Nadja Von Dahlen; DGHunt@hwfire.org.uk; peter.hughes@westmercia.pnn.police.uk; Helen Cameron  
**Cc:** Niall McMenamin  
**Subject:** RE: Street Trading Applications(s)

We wish to object to the application on 2 grounds. We believe that the High Street area is already well serviced by a number of people selling their wares and that any more is simply unnecessary and an inconvenience to the public. Buskers, charity collectors, people with street trading licenses as well as an existing provider of ice cream in the summer months and regular, regulated activities taking place outside the Guildhall forecourt can create a good atmosphere but we feel that we are in danger of tipping the balance, particularly on Saturdays when the streets are particularly thronged towards having too much activity. The work that that the Worcester BID has done in partnership with Worcester City Council to restrict the number of times that the charity collectors can now operate in the High Street was based on feedback from businesses and members of the public in that they felt that this must be reduced. To see another operator promoting trading in such a high footfall area would go some way in undoing this work in reducing the open space available.

The second reason for our objection is the existing provision of ice cream in the areas that the applicant wishes to trade is more than sufficient. Members of the BID team have visited a number of outlets in the city centre which sell ice cream and all have verbally stated that this would adversely affect their business. We have received verbal comments from Bytheways (High Street), Colston Bakeries ( Broad Street / Angel Place), Quinn's Coffee House (Friary Walk), and Lannies (catering unit in Bank Street) all suggesting that there is insufficient demand for another ice cream provider. In addition, we are also aware that there is the supply of ice cream at Trinity News (Trinity Street), Mason's Olive & Bean (Pump Street) Andrew's News (Friary Walk), The Quay (South Quay), Lifestyle Express (Broad Street), Co-op (Angel Street), Tesco Express (Foregate Street), Thorntons (The Shambles), Cafe Loco (North Parade / Grandstand Road) and possibly others including those businesses who sell it as part of a meal consumed on the premises. There is also an existing mobile provider on the High Street and South Quay (Bear's Great Escapes) who also uses a tricycle. Indeed a business in Mealcheapen Street has ceased selling ice cream this summer as the demand last year was insufficient.

When businesses paying businesses rates are struggling in the current economic climate, the provision of another provider of ice cream when there is no evidence of demand from the public that we have been made aware of in our role will only serve to spread the customer base and hence spend even thinner and that cannot be good for the businesses who are in the city all year round.

It is for these reasons that we would urge you to refuse the application.

Regards  
Adrian Field  
Worcester BID Manager  
Worcester Business Improvement District (BID)  
01905 722337

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From: Carl Phillips [carl.phillips@worcsregservices.gov.uk]  
Sent: 28 April 2013 17:16