

Dear Sirs

We are writing to oppose the application for a static ice cream van at the Elgar Statue with reference **20/02292/STRETR** Bears Great Escapes Ltd.

████████████████████ the proposed site we feel this will impact on our business which is already extremely fragile following lockdown. We too had already planned to bring ice cream into our shop and plans were at an advanced stage in February of this year. Unfortunately, these have had to go on temporary hold for now due to the thousands of pounds of Mothering Sunday and Easter stock we have had to write off due to COVID-19, not to mention preceding floods/storms. However we will, as soon as finances allow, continue our negotiations with the ice cream supplier we are in talks with....but the profitability of this new addition to our shop will be severely impacted by a resident ice cream van so close by!

Additionally, with parents suffering from the financial impact of lockdown, it will, undoubtedly, have a negative impact on our trade as it usually does come down to a matter of choice for parents ████████████████████. Post-virus I think families will have much less in their overall spending pots - or they will be far more cautious about spending it - so choices for children will be even more stark. We have the same argument with market traders whose activities also result in a net loss of business for us.

Finally, given the situation with necessary queuing to purchase ice creams from the proposed vendor, we worry about the impact at that end of the high street. Elgar Statue has long since been a meeting place and congregational area for visitors and this should be encouraged for all of us who trade in the area....curtailing the free space around the statue in order to accommodate an ice cream queue is not what we need right now!

We trust you will look carefully at this application and the wider effects on permanent High Street business and potential interruption to footfall.

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